



LAUREA
UNIVERSITY OF APPLIED SCIENCES

Together we are stronger

Rural Tourism in Nepal

2016 Kerava



Laurea University of Applied Sciences
Kerava

Rural Tourism in Nepal

Dal Shrestha
Degree Programme in Tourism
Bachelor's Thesis
May, 2016

Dal Shrestha

Rural Tourism in Nepal

Year 2016

Pages

55

Nepal, the country which is on the process of uplifting the economic status is a beautiful and magnificent place for the tourists who visit here and holds even more possibility for the development of the tourism industry which is the key factor in this country that directly affects the economy in its heart. Tourism is the key that unlocks the locks of unemployment and poverty to turn it into something positive.

The primary purpose of this Bachelor's thesis is to discuss about one of the many parts of tourism industry which prevails in Nepal that is rural tourism. This thesis dives deep into the depth of the condition of rural tourism in Nepal and its impact on the people living here and the economy of the whole nation.

This research covers the topic such as possibility of rural tourism in Nepal to a greater extent and how this would help not only the people in Nepal but also the tourists visiting here. Also, it covers various aspects of rural tourism such as its benefits, opportunities, intimidations and involvement of people into building their own community via this business.

It also covers the homestay program in Nepal which is an integral part of rural tourism anywhere in the world and contains a survey conducted by the author based on small people (20 individuals) about homestay program in Ghandruk Village of Nepal where the author himself stayed for a night. The survey results are presented in statistical format so as to have a clear and easy understanding of the information and the discussion over those data are also conducted from the author's own perspective.

Keywords: Tourism, Rural, Nepal, Homestay, Sustainability, Economy

List of Acronyms

ACAP	-	Annapurna Conservation Area Project
B.S.	-	Bikram Sambat
Bn	-	Billion
DoI	-	Department of Immigration
GDP	-	Gross Domestic Product
NGO	-	Non-Government Organization
NNEM	-	Nepal National Ethnographic Museum
NPR	-	Nepali Rupee
NTB	-	Nepal Tourism Board
PCV	-	Peace Corps Volunteer
SWOT	-	Strengths, Weaknesses, Opportunity and Threats
TAAN	-	Trekking Agency Association Nepal
TIA	-	Tribhuvan International Airport
TIES	-	The International Ecotourism Society
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
UNWTO	-	United Nation World Tourism Organization
WTO	-	World Trade Organization
WTTC	-	World Travel & Tourism Council

Contents

1. Introduction	1
2. Introduction to Nepal	2
3. Tourism in Nepal	4
3.1 Touristic History Review	4
3.2 Importance of Tourism in Nepal	4
3.2 Tourism Products in Nepal	5
4. Tourism in Nepal and its Importance	5
4.1 Economic Impact 2015 in Nepal According to WTTC	7
4.2 Importance of Tourism in Economic Development	8
4.3 Tourism Policies and Priorities	10
4.4 Vision and Goals	13
4.5 Objectives	13
4.6 Work Progress in Tourism Sector	14
5. Impacts of Tourism	15
5.1 Social Impact	16
5.2 Economic Impacts	17
5.3 Environmental Impacts	18
6. Rural Tourism in Nepal	20
6.1 History of Rural Tourism in Nepal	21
6.2 Rural Tourism Management and Community Benefits	21
6.3 Negative Impacts	22
6.4 Ecotourism in Nepal	22
6.5 Importance of Rural Tourism in Nepal	23
6.6 Benefits of Rural Tourism	23
6.7 Earthquake 2015 and Current Scenario of Rural Tourism in Nepal	24
7. Research Methodology	24
7.1 Thesis Aim and Objective	25
7.2 Data Source	25
7.3 Validity and Reliability	26
7.4 Limitation of the Research	27
8. Findings and Analysis	27

8.1 Number of Homestay Facilities in Nepal	28
8.2 Damages Caused by Earthquake 2015 to Homestays and Other Tourism Sectors.....	29
8.3 Estimated Recovery Needs for Damage/loss due to Earthquake in Tourism Sector	30
8.4 Impact of Homestay Program in Nepal	30
8.5 Role of Women in Development of Rural Tourism.....	31
8.6 Case Study of Ghandruk Homestay Village	32
8.7 SWOT Analysis	39
9. Conclusion and Discussion	41
Bibliography	43
Figures	46
Appendixes.....	47

1. Introduction

In simple words, tourism means to travel for pleasure and even for the business purpose. Tourism can be mentioned as the business of attraction, accommodation, entertainment and operating tours for the tourists. Tourism might be either international or domestic travel within the country itself. Some people accept the perception of tourism just being limited to a holiday, vacation activity whereas tourism is extended to the people travelling to and staying in places other than their home surroundings for leisure, business and other purposes.

In the present context, travel and tourism industry is the world's largest and most known diverse industry where most of the countries depend on tourism as their primary source for generating revenues, employment opportunities and infrastructure development. Development of tourism is mostly brought into practice among the developing countries around the world. Contributing to the powerful growth tourism has experienced in a relatively short period frame the increasing accessibility to the many components of the travel experience.

Accommodations and restaurants in affordable budget prices are usually found in the major cities, resort locations, nearby airports and even in the rural areas. Professional services provided by travel agencies and tour operators, marketing efforts by public sector tourism offices, advanced technology that rapidly brings the tourism components together in a flash for the potential traveler, all make today's travel experience safer, more comfortable, and more enjoyable (UNWTO). However, in the past two decades increased attention to the negative social, cultural and environmental impacts of tourism has also emerged, calling for more careful planning and management of tourism development. (World Tourism Organization, 1993)

Tourism is considered as the most attractive and effective means for economic growth and development in most of the developing countries. Viewed as an export industry of three G's- "get them in, get their money, and get them out"- tourism has helped and upgraded many developing countries those depends upon agriculture and manufacturing (Tooman 1997). As tourism helps to increase foreign currencies, earnings, income and employment opportunities, tourism has been one of the most popular addition to economic development policies in many African, Asian, South and Central American countries. Pleumarom (1999) writes that more than two- thirds of the revenue from international tourism never reaches the local economy because of high foreign exchange leakage.

Understanding the many ways that tourism profits can leak out of an economy, considering the ideas of minimizing the leakage and suggesting the strategies to maximize the economic development benefits of tourism could make tourism a more effective and leading source for the developing countries.

In context of Nepal, tourism plays a vital role in overall many sectors such as employment, income, GDP of country, socio-economic growth, etc. It shows how important tourism industry is for Nepal for its overall development and for the sake of economic growth in country. Like many sectors or fields of tourism, rural tourism is also one of the important part of tourism which has both potentiality of

growing easily and easy earning for any kind of people. The country where most of the part is covered in rural areas, this sector shows a promising potentiality of tourism development.

The main objective of this thesis is to cover the rural tourism sector of Nepal and its potentiality. The thesis covers how the rural tourism can be a good and easy option for the people to earn money and live their life. Also, it covers the part on how the rural tourism industry is doing right now in Nepal and what are the future plans and projects of the government and the tourism industry as well. At the end, the author's personal survey which was conducted at Ghandruk Village, one of the best homestay facility in Nepal, is presented and the statistical analysis of the data covered from the survey and the discussion over those data is also presented in order to show the genuine and factual data and information about the rural tourism industry of Nepal.

In between the thesis, the whole tourism industry of Nepal is introduced and the various sectors or parts of it are also presented. Tourism statistics of Nepal, tourism works, tourism plans, tourism acts, tourism potentiality, tourism spots, history of tourism, impacts of tourism, etc. are also presented in the thesis so as to introduce the whole tourism industry of Nepal to the readers.

2. Introduction to Nepal

Basic information of Nepal: The capital city of Nepal is Kathmandu. Nepal is located between two giant countries i.e. China (North) and India (East, West and South). Nepal is a small country with the total area of 1, 47, 181 Sq. Km. According to United Nations Department of Economic and Social Affairs (2016), the population of Nepal was estimated to be 28, 679, 524 people on January 2016. More than 80% of the population follow Hinduism and the rest of the population are followed by Buddhism, Islam, Kiratism, Christianity and Animism. The primary language of Nepal is Nepali. (United Nations Department of Economic and Social Affairs, 2016)

Geography of Nepal: The geographical structure of Nepal has been divided into three major regions i.e. Terai, Hilly and Mountain. About 23% of the total area of Nepal is covered by Terai Region, 42% by Hilly Region and 35% by Mountain Region. The elevation starts from 70 meters to the highest peak of the world Mt. Everest i.e. 8848 meters. (Bhandari, n.d.)

Nepal is a small land-locked country in between two huge giants, China in the North and India in the East, West and South with an open border. Nepal is located in the Northern margin of South Asia as a developing and geographically disadvantageously placed country. It has the total area of 147,181 sq. km. which is equal to 0.3% of land area of the Earth. And as compared to two giant neighboring countries, Nepal is 23 times smaller than India and 68 times less than the size of China. Along with population of approximately 28.5 million people, Nepal has more than 6000 rivers and rivulets, 5000 species of plants, 175 species of mammals, 850 species of birds and over 6000 species of butterflies. Nepal is mainly divided into three regions (Terai, Hilly and Mountain), 14 zones and 75 districts. It has four major river systems, Koshi, Gandaki, Karnali and Mahakali that have been a perennial source of civilization, nation state and economic development from times immemorial. (Upadhyay, 2007)

Nepal is the country of Himalaya region including many highest mountain and gorges in the world. The World's highest peak Mt. Everest (known as "Sagarmatha" in Nepali) lies in Nepal. Nepal has the largest number Everest Summiteers to explore and adventure. Some of the highest and largest lake (Tilicho and Phoksundo) are found in Nepal. Highest number of repeated visitor visits Nepal than any countries of South Asia.

The territorial detachment of Nepal from Bangladesh makes Nepal totally dependent on India for its external transit routes and overseas access although there have been most goods and products coming/imported from China. In 1989, India imposed its trade and transit policy on Nepal that made Nepal more vulnerable towards India's trade policy (Shrestha, 2002). It's obvious that China and India had played a paramount role in defining Nepal's human geography, cultural landscapes, economic life and diplomatic navigation. Whereas, India has already proved their power interfering the Nepalese political system making Blockade, in 2015, of goods and products coming to Nepal from India in all India-Nepal borders.

As the geographical variables, Nepal is perhaps the richest mountainous country in the world, at least in terms of altitude, including six out of ten highest peaks in the world. Nepalese are fond of calling Mt. Everest as Sagarmatha- the roof of the world as it remains the highest peak in the world. Along with the highly mountainous and hilly topography region, 23% of Nepal's total area lies in the subtropical lowland called Terai bordering all the way India. Nepal's altitude ranges from 70 meters above sea level to the highest point on the earth's surface i.e. 8848 meters. (Figure 1)

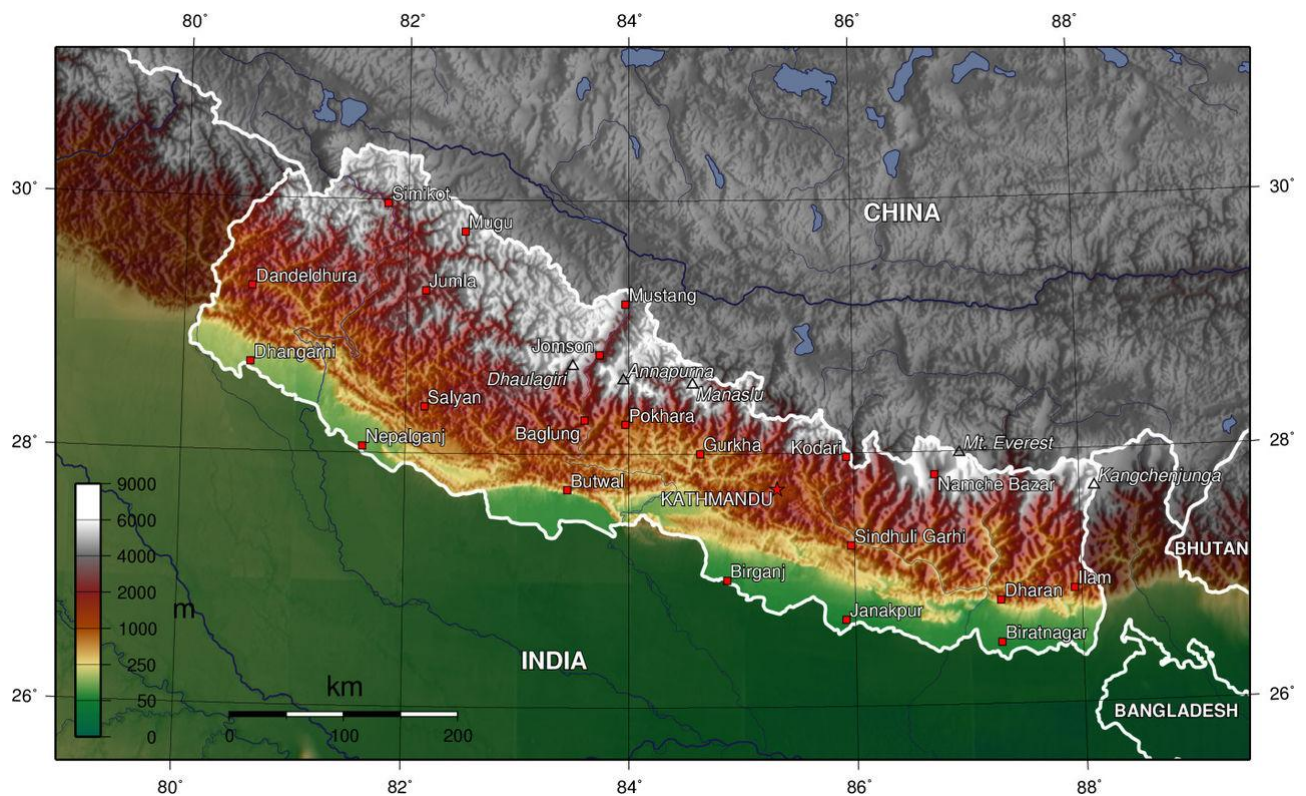


Figure 1 Geography of Nepal (Source: Wikipedia)

Although the Nepalese old generations are stuck and strict in ritual values and traditional culture, the young generations are widely merged to the western cultures and fashion. The young generations are mostly affected and followed by western movies, including the X-rated movies, that go against the Hinduism, where even simple kissing in public is taboo but peeing in public is compromised or often quite okay. And this fact can be described as intergenerational cultural tension between the old and the new generations which I want to best mention it as cultural time-gap. Along with this cultural tension, the country is now faced with massive growth of material consumption and population emerging the social breakdown, increasing pollution and illegal commercialized prostitution. Because Nepal has been failed and unable to surpass this mounting problems, Western countries and authorizations have been so actively eager to propose solutions, thereby giving rise to yet another problem of East versus West. (Shrestha, 2002)

3. Tourism in Nepal

3.1 Touristic History Review

In 1949, Maurice Herzog climbed Mt. Annapurna (8091m). In 1953, Edmund Hillary and Tenzing Norgay reached the summit of Mt. Everest 8848m). In 1950, all the eight-thousanders conquered in the spree of mountaineering. In 1966, first travel trade association was established. In 1972, first Tourism Master Plan of Nepal was drafted. In 1978, Ministry of Tourism was founded. In 1990s, Tourism was regarded as a means of poverty overall economic development. 2001-2006 were considered the worst years for the tourism in Nepal. In 2006, peace treaty has been signed among the political forces (Maoist and Nepal Government) ending a decade long insurgency. In 2007, half a million (½) mark, international tourist arrival, was crossed for the first time in the Touristic History. In 2008/2009, the international tourist arrival continued to grow despite the recession. In 2010, the international tourist arrival reached 600,000 in a year. In 2010, over 500,000 overland Indian Visitors were accounted to visiting Nepal. (Bhandari, n.d.)

3.2 Importance of Tourism in Nepal

As one of the poorest countries in the world, Nepal has less infrastructures and less job opportunity in Nepal. So in order to upgrade both of those, tourism plays a vital role. It not only provides job opportunity to people but also motivates people and government to focus on development of infrastructures of country. Tourism helps people to earn their livelihood and provide them with an opportunity to raise the standard of their lifestyle. It helps people to create job and find job easily. It helps people to give something to work on. Not only it does provide direct opportunity such as hotels, lodges, transportation, tours but also it provides indirect job opportunity in sectors such as agriculture, medicine and other businesses. Overall, tourism helps in economic growth of the country. Tourism also helps to indorse the nation worldwide. The culture, tradition and heritage of country is promoted throughout the world. This defines country as rich not only in natural resources but also in tradition, religion and culture. All in all, tourism plays a vital role in economic and socio-cultural development of nation and that is why it is important to develop the tourism industry of country.

3.2 Tourism Products in Nepal

In order to define the tourism products, Nepal consists of many natural, cultural, historical and adventurous products. These products are the main attractions for visitors world-wide. The Himalayan Range, Mountains, Hills, Snow Fed Rivers, National Parks and Wildlife Reserves are included in the natural products. UNESCO Heritage Sites, Living Goddess, 101 ethnic groups and their distinct cultures and traditions are the cultural products whereas Lumbini (the birth place of Lord Buddha), social events and festivals are included in the traditional products. The most popular adventurous activities are Mountaineering, Trekking, Rafting and Kayaking, Jungle Safari, Paragliding, Bungee Jumping, Canyoning, Mountain Biking etc. There are also many other features that attracts the people to visit Nepal such as Mountain Flights, Ultra-light aircrafts, Casinos, Volunteer tourism, Eco-Tourism, Green Tourism, Sustainable tourism, Bird watching, Sports tourism, religious tourism, Yoga and Meditation, Rural Tourism, Community-based tourism, Home-stay etc.

4. Tourism in Nepal and its Importance

“Naturally Nepal, Once is not enough”

- Visit Nepal Year 2011

“A land of geographic icons, historic adventurers and monumental landscapes, Nepal sits in the shadow of Everest but shines with myriad treasures. National parks hiding rare wildlife, vibrant cities filled with art and culture and simple villages preserving an ancient way of life make Nepal a constant source of Inspiration for curious globetrotters in search of enlightening experiences.” (Nepal Tourism Package, n.d.)

Nepal is small mountainous country blessed with beautiful natural beauties and sceneries. It is also rich in unique cultural heritages, traditional culture, high peak Himalaya range and mountains, historical and religious temples, Durbar Squares and ancient architectures. Nepal is a hotspot destination for adventure tourism, nature lovers, trekkers and mountaineers. Nepal is rich in fast flowing meandering rivers that is most suitable for rafting lovers. Nepalese are so welcoming and are hospitable to their every guest. Guests are considered as God in the Nepalese culture and society.

Nepal is one of the best, affordable, ideal destination in the world for adventure lovers because of its varied geography features and inherently rich in refreshing nature. Visiting Nepal one can be entertained with a number of outdoor activities from Paragliding and trekking near the mountains to view the Bengal Tigers in the dense forest of Chitwan. Possessing 8 of the 14 highest peaks in the world, including Mt. Everest, Nepal is the main hub for mountaineering, trekking, rafting, Jungle safari, Exploring natural flora and fauna, hiking, mountain biking, Bungee jumping, rock climbing, canyoning, bird watching, mountain flight, horseback riding, Fishing and honey hunting are the major opportunities to explore and experience adventure tourism in Nepal. Beside these, honey hunting form Himalayan cliffs by the Gurung tribe people of Nepal is considered as most dangerous and primitive way of honey

hunting from centuries. And due to commercialization and tours offering visitors a chance to join a honey hunt, their life style is under threat. (Nepal Tourism Package, n.d.)

From many decades, the Nepalese Himalayas has been providing a serene and sacred place for tourism industry. And the same Himalayas have been now the most attractive and popular destination in Nepal for adventure tourists from around the world. The Hindu and Buddhist heritage of Nepal has been a strong attraction for the religious visitors. The world heritage site Lumbini, birthplace of Gautam Buddha, is located in southern Nepal which is regarded most popular destination for Buddhist religion people from all over Asia. Being Hinduism, the major religion in Nepal, it has the world largest temple of Shiva (Holy God of Hindu) that attracts many pilgrims and tourist mostly from India. Nepal has many natural parks and reserves provided as home of nature lovers to explore wide variety of natural flora and fauna. They have the facility of Jungle safari who wants to feel the experience watching real wildlife with their naked eyes at some of the finest wildlife resorts in Nepal.

There is the estimated record that there can be found around 175 different kinds of mammals and 850 species of birds in Nepal. A total of 544 species of birds, 68 species of mammals, 56 species of herbs to fauna and 126 species of fish can be observed alone in the Royal Chitwan National Park situated in Terai, the subtropical southern part of Nepal. This Park is especially renowned for its protection of One Horned Rhinoceros, Royal Bengal Tigers and Gharial Crocodile. And the Sagarmatha National Park located above 9000 feet in the Mountain region, the highest wildlife reserves in the world, offers visitors eye catching view of snow pecked peaks. The Sagarmatha National Park is a protected area in the Himalayas of eastern Nepal that includes the highest peak of the world-Mount Everest (8848m). The protected areas has been identified as an Important Bird Area by Birdlife International and is included in the Sacred Himalayan Landscape. (Shrestha, et al., 2007)

Nepal is rich in historical heritage sites and famous all around the world. UNESCO has declared 10 world heritage sites in Nepal. Kathmandu Durbar Square, Bhaktapur Durbar, Patan Durbar, Lumbini, Bouddhanath, Stupa, Pashupatinath Temple, Changu Narayan and Swayambhunath Stupa are the eight world heritage sites that are man-made and still standing majestically, reflecting the rich cultural heritage of Nepal in the most specific way. Regarding the skill of art, Nepal is a land of historic artistic pioneering. The late history reveals that Nepali artists had travelled abroad popularizing their amazing bold creations of rich aesthetic treasure. The new generation artist today has followed the same tradition of creativity in Nepal that has been major exportable merchandise of Nepal. Today in the Nepalese market, the most artisan products are the hand-made arts and designs that include silver jewelry, figurines and statues, musical instruments, Thankas, paintings, masks and puppets, paper products, pashmina and silk products and hand loomed garments.

Nepal is a multi-ethnic, multi-cultural, multi-religious and multi-lingual country. It consists of 125 Caste/Ethnic groups, more than 5 religious groups being over 80% Hindu and 123 languages spoken all over Nepal (National Census 2011). Unity in pluralism and diversity, religious peace and harmony are the notable unique features of Nepal. There are many ethnic museums to reflect the magnificent diversity in cultural forms and tradition, and to learn about the structure of Nepalese society. Nepal

Tourism Board (NTB) and Nepal National Ethnographic Museum (NNEM) have made joint effort to establish these museums reflecting a permanent exhibition of eleven different ethnic communities (Thakali, Sherpa, Tamang, Gurung, Rai, Limbu, Chepang, Jyapu of Newar group, Magar, Suwar and Tharu) including the other sub-communities as well.

Nepal provides the visitors with the facility of quality medical services in reasonable prices. It is cheap to undergo medical checkups and surgery in Nepal. The private and government hospital offers economic and affordable, reasonable medical treatment by highly qualified, experienced and efficient English speaking medical personnel. Medical treatment and services in Nepal is best known for excellent naturopathy services and herbal treatment. One can practice the natural methods of medical treatment experiencing exercise, yoga, reiki, meditation, physiotherapy and other ways of treatment. And these treatments have been proved as a convenient effective way in and outside the country.

Nepal is a developing country, mostly with tough geographic conditions. More than the cities, a vast majority of people resides in the rural and remote areas. And for the development of these rural areas and to raise the living standard (economy) of people living, Nepal has concentrated in rural tourism with a huge importance. The rural tourism emphasize to the possibility of introducing and enlightening the main treasures of the country, i.e. culture, customs and traditions. The development of rural tourism offers the visitors to get familiarized and introduced with the everyday life and local culture of the local residents within their direct participation which is now the rapid growing tourism in the country.

4.1 Economic Impact 2015 in Nepal According to WTTC

The World Travel & Tourism Council (WTTC) is the global authority on the economic and social contribution of Travel and Tourism. WTTC promotes sustainable growth for the sector, working with governments and international institutions to create jobs, to drive exports and generate prosperity (WTTC, 2015). According to WTTC, direct contribution of Travel and Tourism to GDP was NPR83.7bn in 2014 i.e. 4.3% of total GDP. It is estimated to rise by 5.4% to NPR88.2bn in 2015. This direct contribution is reflected through the economic activity generated by tourism industries such as hotels, restaurants, travel agents, airlines and other passenger transportation services (excluding commuter services). And the direct contribution of Travel and Tourism to GDP is expected to rise by 4.4% pa to NPR135.7bn, i.e. 4.8% of GDP, by 2025. (World Travel and Tourism Council, 2015)

As of WTTC report, the total contribution of travel and tourism to GDP (including investment and induced income impacts) was NPR 171.6bn in 2014, i.e. 8.9% of GDP, and is estimated to rise by 5.8% to NPR181.6bn in 2015, i.e. 9.0% of GDP. And it is expected to grow by 4.5% pa to NPR281.5bn by 2025, i.e. 10.0% of GDP. (World Travel and Tourism Council, 2015)

4.2 Importance of Tourism in Economic Development

Tourism is the largest industry in Nepal that generates the largest source of foreign exchange and revenue. Possessing 8 of the 10 highest peaks in the world, Nepal is an ideal destination for adventure tourism. It is a hotspot destination for mountaineers, rock climbers and adventure lovers. Many rivers, glaciers, largest and deepest lakes, gorges, green valleys and lovely waterfalls are parts of the Tourism development in Nepal. Nepal is a small landlocked country but very rich in natural beauty. Tourism can be very notice and sustainable industry for Nepal. Mountaineering and other types of adventure tourism and ecotourism are important attractions for visitors.

In Nepal, Tourism plays a vital and significant role for the economic growth and prosperity. It is not only the source of foreign currency but also creates different jobs for many people that help to lessen the arising unemployment problem in Nepal. Since Tourism is the main source for foreign currency, it helps to boost the economic condition of the developing country collecting large amount of incomes and revenues. Nepal is multi-ethical, multi-cultural and multi-lingual country. It's unique traditional culture, social-life, natural and historical heritages, arts and architectures are the main attractions for tourists from all over the country. Natural and historical heritages are the chief attractions for tourism in Nepal, the development and promotion of tourism industry in Nepal inspires and encourages Nepalese for their protection, preservation and conservation.

Tourism is the dominant segment of Nepal's service sector and might be the only reliable growing industry that helps for the economic growth and development. Nepal was said to be almost complete isolated-an insulated- from westerners, who were rarely allowed to visit the country till 1951. But there was partial change after the year 1951. The country is claimed to have the first dawn of tourism with the arrival of some Peace Corps Volunteers (PCVs), some mountaineers, and a small horde of hippies in the early 1960s. And after initiating tourism with barely exceeded merely a few thousand in 1960s, tourism has undergone tremendous growth as growing industry since then. For the first time, Nepal welcomed almost half a million foreign visitors that boasted the tourism industry in 1999 that accounts the total of 3.6% of the GDP in Nepal. Tourism in Nepal has helped to boost the foreign export of garment and carpet in terms of foreign earnings as the direct complements. One could, in fact, go so far as to claim that the growth of tourism in critical for the sustained growth of both industries, for it is the tourist who provide a vital link to increased sales of Nepali carpets and handicrafts. (Shrestha, 2002)

In fact, tourism industry is the primary source of the international diffusion of Nepal-made carpets, including hand-made carpets, in the international markets. In addition, Tourism industry is regarded as one of the most reliable factor and central hub for the growth of related industries such as airlines, travel agencies, hotels, restaurants, trekking and rural area development. The future growth and fate of these industries, indirectly related industries and other auxiliary service sectors are directly dependent on tourists and tourism industry. (Shrestha, 2002)

Considering the countless numbers of restaurants and hotels, their numbers has been mush-roomed, repeatedly competing against the unique ancient temples to influence the Kathmandu Valley's cultural

landscape. For the luxurious stay during visit in Nepal, visitor can find fancy luxurious international chain-hotels such as Everest Sheraton, Hotel Radisson, Hyatt Regency, Soaltee Crown Plaza and Soaltee Holiday Inn to for high quality accommodation, as well as mediocre hotels for low-budget travelers. For casino lovers, Nepal offers well equipped American-run Casinos in some of the big hotels in Kathmandu- for example, Soaltee Holiday Inn and Annapurna Hotel. Because of this remarkable luxurious facilities and services, Kathmandu is known as the Las Vegas of South Asia. Along with this facilities and development, there has been parallel remarkable growth of all types of café and restaurants, serving different local delicacies to the international dishes and sea foods. Every cuisine is represented, although one may observe that the local adaptations have often led to change in both taste and form. (Shrestha, 2002)

Traditional cultural heritage sightseeing has been the most popular attraction spot of Tourism in Nepal. But from the last many years, Western and South Asian (mostly the Chinese, Japanese and Korean) visitors are increasingly engaged in different recreational or adventurous activities. Included among these activities are mountaineering, trekking, rafting, ecotourism, canyoning, bungee jumping and even prostitution (illegal). (Shrestha, 2002)

Although, tourism is the growing and reliable industry in Nepal, there have been many obstacles hampering the tourism industry. The transportation and communication constraints are the main major problems of the tourist industry in Nepal. Nepal is a land-locked country and it has no access to sea transportation. The only means of transportation in Nepal is now the land surface roads and airlines. And these both means of transportation are limited to only few big cities and some rural areas because of the harsh geographical structure in Nepal. Although the quality of motor-able surface roads are generally poor throughout the country, largely because of massive corruption (the rapid mounting problem in Nepal) within the road construction industry and frequent landslides, Nepal's road network have vastly increased since the early 1950s. (Shrestha, 2002)

Nepal's total road network and density are low and only 43% of the total population in Nepal has access to all-weather roads. More than 60% of the total network is concentrated only in the lowland (Terai) region of the country. As of the record in 2007, the total road network in Nepal consisted of 17,282 km. The road network expanded by 5% PA, over the last decade, with faster growth until 2002. Over the 2003-2005 period and additional 575 km of roads (3.5% of the existing road network) were built, focusing on connecting district headquarters with the national network and improving access between rural areas and market centers for trade. This poor condition of the road network in Nepal hampers the delivery of social services in the remote hill mountainous districts directly affecting in the tourism industry and affects the country's economic development. High transportation costs and the lack of connectivity are major obstacles to Nepal's development following the rural tourism development. Nepal's road network is growing but there is an enormous need for more investment. (World Bank, 2015)

There is the record that the country had 10,142km in all of surfaced roads and a further 7,140km of un-surfaced roads. Nepal has 75 district headquarters and up to 15 doesn't have direct connection to

road, while 33% of the population lives at least two hours walk from a road, reflecting a major challenge to economic growth as well as for other factors such as education, health, supply markets and tourism development. Total road network in Nepal consists of motorways, highways and main or national roads, secondary or regional roads. The road networks are mostly concentrated in the Terai region and few nodal areas of the Hilly region. (World Bank, 2015)

The first very high way named as Tribhuvan Highway in Nepal was built by the Help of India in the early 1950s to connect Kathmandu (Capital City of Nepal) with Birgunj (Nepal-India border in the central Terai). This highway still remains an important highway in terms of trade and transit between the two countries. As of air transportation, Nepal have 42 domestic and only one international airport (Kathmandu International Airport) that plays a vital role in linking the hilly and mountainous parts of the kingdom. Most of them are green field without modern navigation systems. Domestic Airports are crucial to the growth of trade and tourism in the country as villages in hills and mountains are inaccessible by roads. The international airport at Kathmandu connects Nepal with the countries of Europe, and South and East Asia. (World Bank, 2015)

The tourism industry of any country is shaped up by its economy, geography and its own people. However, tourism is practiced and operated in various ways in different parts of the world, and is thereby applied to local conditions, thus the tourism experience differs from one country to other. For example, Skiing in Finland is not the same as rafting in Nepal or trekking in Nepal. The input and local support from the local community is of extreme importance for an auspicious tourism development. (Edgell, 1999)

4.3 Tourism Policies and Priorities

According to Nepal Tourism Board (NTB), the current priorities of Nepalese tourism are shaped by:

- Nepal tourism Year 2011
- Tourism Policy 2065 (B.S)
- Tourism Vision 2020

Nepal Tourism Board (NTB) aligns its annual programs and activities to match the priorities and the new initiatives of the government and the aspirations of private sector.

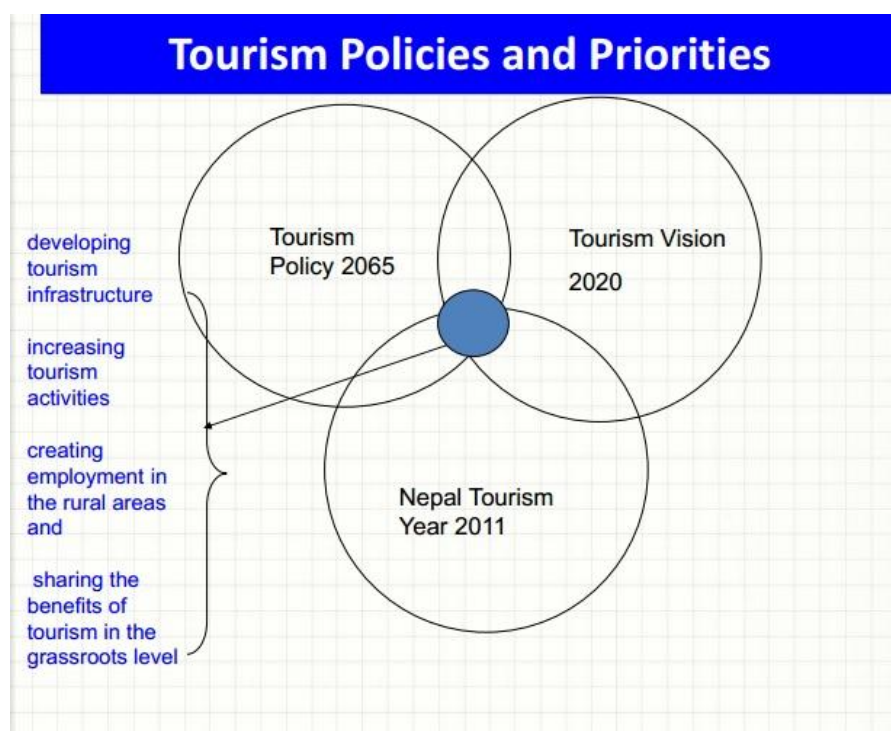


Figure 2 Nepal Tourism Board Policies and Priorities

4.3.1 Nepal Tourism Year 2011

The government of Nepal declared 2011 to be Nepal Tourism year and hoped to attract one million foreign tourists to the country during that year. Nepal government pledged the political parties not to call any strikes in the year 2011. Many private sectors and government organizations made a joint effort for better development of tourism in Nepal. Much more infrastructures were developed. The concept of Nepal Tourism Year 2011 was originated to manage and develop the tourism industry of Nepal by cashing the expertise view, experiences and commitment of government with public private venture. Nepal Tourism Board conducted the promotional activity with public venture internally and externally. This campaign promoted Nepal in international arena through its line agencies such as diplomatic missions abroad, I/NGOs, airlines, national and international media, NRN community and own Nepalese, friends and well-wishers.

The number of tourists was increased by 21.4% in 2011 accounting the total of 736,215 foreign visitors but still missed the chance of welcoming one million arrivals target. In 2011, gross foreign exchange earning was recorded to be US\$368,773,000 i.e. 11.8% rise than that of 2010. (Foreign Exchange Management Department, 2012)

Lack of coordinated tourism planning: The tourism master plan in Nepal has been made in 1972 some 40 years back; nevertheless the government of Nepal has celebrated a campaign called Visit Nepal Year 1998 and again in 2011 but still coordination between tourism organizations is missing. (Dangi, 2006)



Figure 3 : Nepal Tourism Year 2011 (Source: Nepal Tourism Board)

4.3.2 Tourism Policy 2065 (B.S)

Nepal government endorsed the Tourism Policy 2065 (B.S) having cabinet meeting held on March 25, 2008. Minister for Tourism and Civil Aviation, Hisila Yami had informed a press meet on March 26 and induced Tourism Policy 2065 (B.S). This policy addressed pertinent issues like development of growing rural tourism, eco-tourism, agro-based tourism, adventure tourism, education tourism and health tourism. This policy also prioritized the insurance of tourism entrepreneurs. It aimed to diversity Nepalese tourism products and services to new areas.

4.3.3 Tourism Vision 2020

In the context of growing expectation of the people, Nepal government intends to develop tourism industry expecting to welcome two million annual foreign arrivals by 2020 observing people-centered approach together with the global challenges of climate change, economic inequality and unstable energy price. Nepal Government has placed tourism on high priority in its new tourism policy declared in 2009 to mainstream it with national development. The Ministry of Tourism and Civil Aviation in deliberation with their partner industries has produced Nepal Tourism Vision 2020 to guide and develop tourism throughout the country. (Ministry of Tourism and Civil Aviation of Nepal, 2009)

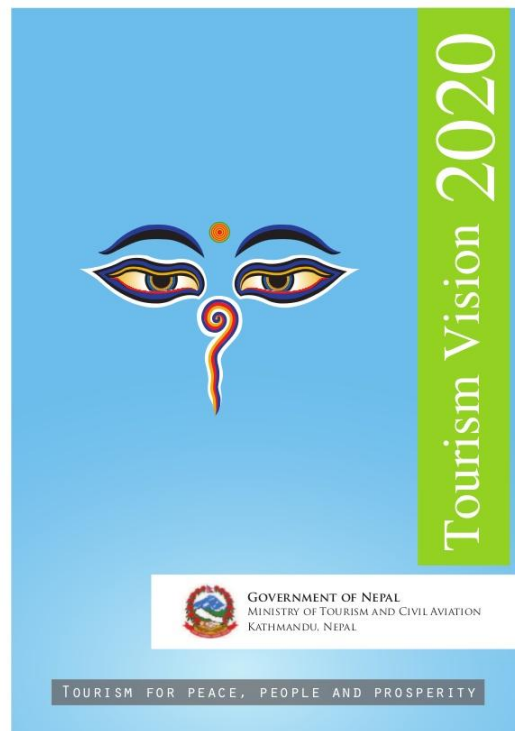


Figure 4 : Nepal Tourism Vision 2020 (Source: Ministry of Tourism and Civil Aviation)

4.4 Vision and Goals

Vision: “Tourism is valued as the major contributor to a sustainable Nepal economy, having developed as an attractive, safe, exciting and unique destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society.” (Ministry of Tourism and Civil Aviation of Nepal, 2009)

Goals: The main goals of Nepal Tourism Vision 2020 are to increase annual foreign tourist arrivals to two million by 2020 and to expand economic opportunities and increase employment in tourism sector to one million by 2020.

4.5 Objectives

To improve and raise the living standard of people across the country by developing integrated tourism infrastructure, increasing tourism activities and products, creating employment opportunities in the rural and remote areas are the main objectives of this vision. Such employment can be enhanced with the participation of women and other deprived communities, and expanding the benefits of tourism to the grassroots levels. Nepal Tourism Vision 2020 is focused to develop tourism as a broad-based sector by presenting and involving tourism in the primary mainstream of Nepal socio-economic development, based by a coherent and enabling institutional environment. It also aims to expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities. It will help to publicize, promote, market and strengthen the image of Nepal in international tourism source markets. In order to develop the air transportation in Nepal, this vision helps improve and boost the flight safety and aviation security, extend air connectivity, and

enlarge capacity and facilities of national and international airports. And for the overall development of Tourism industry in Nepal, its objective also emphasize to attract and engage new investment in generating new tourism facilities, products and services. (Bhandari, n.d.)

4.6 Work Progress in Tourism Sector

The government of Nepal unveiled Tourism Vision 2020 in 2012 with the aim to welcome two million foreign visitors and generating one million job opportunities by 2020. The vision was induced right after the completion of Nepal Tourism Year 2011 campaign to give continuity to growth in tourist arrivals, improve country's tourism image and enhance tourism as major contributor to the national economy. The government came up with the Vision 2020 for stable tourism growth and take maximum benefit from this dynamic tourism industry. (Bhujju, 2014)

According to Mohan Krishna Sapkota, spokesperson of the Ministry of Culture, Tourism and Civil Aviation, the government has made a 'National Tourism Strategy Plan 2013', which has a five year action plan to support the vision. The Strategy includes various aspects like development of air connectivity, road access and utility services and human resources. Similarly, investment promotion, branding and marketing exercises, enhancing quality of service, nature and cultural heritage protection, and conservation, and enhancing community participation are the other aspects that the strategy includes", Sapkota said adding that the government will begin implementing action plan to meet the objectives set in Tourism Vision 2020. (Bhujju, 2014)

At the industrial level, different travel trade associations have made joint effort and formed a taskforce to help the government meet the targets set in the vision. "Rather than involving in blame game, we will hold a national dialogue with the government within a month and then issue a whitepaper, probably within January, specifying things that should be done to achieve the targets", Binayak Shah, chairman of the taskforce, said, adding that many private sector entrepreneurs are interested and ready to work with the government to boost Tourism Vision 2020. (Bhujju, 2014)

For the improvement of air connectivity, Civil Aviation Authority of Nepal (CAAN) has been working to build up Gautam Buddha Airport at Bhairahawa and upgrade into a regional international airport. It has also already announced to construct regional international airport in Pokhara and plans to complete the airport construction by 2017. Acting General Manager of Tribhuvan International Airport, Birendra Kumar Shrestha said- "As Tribhuvan International Airport (TIA) has already reached the saturation point, the new airports will help us to bring more international airlines. We will complete expansion of arrival and departure halls at TIA by 2017. It will help to ease the traffic congestion at the immigration desk". (Bhujju, 2014)

5. Impacts of Tourism

Tourism reaches into the varied aspects of Nepalese life generating huge employment opportunities, promoting and conserving the traditional Nepalese art and culture and, as a whole, enhancing the positive image of the country throughout the world in international market. The tourism industry is a major source of earning foreign currency and generating revenue. There has been both the negative as well as the positive impact of tourism on the local environment and host community. The impacts of tourism can be further divided into three parts:

- Economic Impact
- Social Impact and
- Environmental Impact

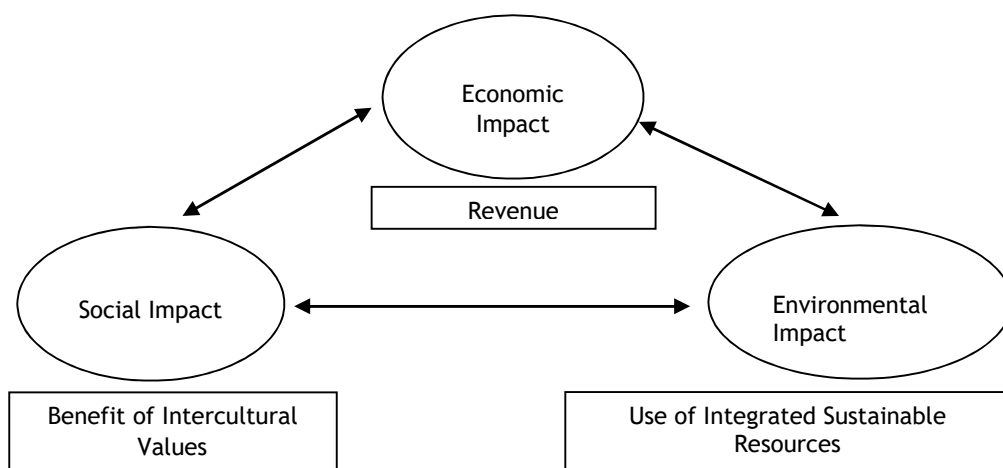


Figure 5 Impacts of Tourism

As mentioned above in the figure of Impacts of Tourism, they are commonly linked with each other. When tourist visits some places and spend some amount of money for the use of local goods and resources, it offers job opportunities for the local people and hence generate the income locally. There will be demand for more goods and products and, as well as, the use of natural resources. In the recent days, for the growth of tourism, there has been development of vast infrastructures and constructions of many theme parks that may create direct and indirect environmental mounting problems. In many countries, for the sake of tourism and development, there has been the facility of night life in dance restaurants, disco clubs and bars but at the same time it has been the growing root of prostitution that are creating even child prostitutions in the developing countries in South Asia which has been the major problem for years. Tourism also promotes the gambling in the forms of casinos, which also develops bad habits among the youth. (Bista, 2009)

5.1 Social Impact

Nepal has been, now, one of the most popular idea destinations in the world with an unexpected rise in tourism from the last couple of years. Massive increases in tourism in the particular field generate economic as well as social benefits. Along with the development of tourism in Nepal, the new young generations have been mostly affected by the western civilization and fashion. They follow the westernized culture and this may harm the uniqueness of traditional Nepalese culture. Being one of the developing countries in South Asia, there has been growing illegal prostitution and child prostitution has been the major problem in the Nepalese society these days. Nepal is one of the poorest nation in the world and it is somehow linked with poverty of the country and its poor people that they are forced to do such anti-social business for the financial support of their livelihood and family. (Pandey, Chhetri & Kunwar, 1995)

There have been some places in Nepal where mass number of visitors visits in the same place. Due to this mass visitation, the local culture and tradition has been influenced a lot. Nepal is rich in its unique traditional culture but, as mentioned above, the new-young generations have been affected by the western culture and civilization. Nepal is such a country where peeing in the public is considered to be, often, okay but kissing in the public is taboo. The concept of individualism is now developed like elsewhere in Europe, America and Australia but the elderly people in Nepal still believe that this gap generation between old and young may create friction between the own family members and as a result a conflict between elderly and youngsters has arisen already in the present days. (Pandey et al., 1995)

A decade ago, the head family members and the ones who earned good money used to run the whole household expenditures and took care of all the family needs, whereas now, the person spends particularly for only his/her own purpose (not all of them but it is growing culture presently in the Nepalese society). If the tourism infrastructure development is focused only on the particular area or only in the urban area, this will result to the huge urban migration, which has negative impacts on the economy as well as on the local community. For example, Sauraha is a small city in Western Development Region in Nepal but one of the most visited popular destination in Nepal. Many people are interested to move/buy land there and start a business over there. This has made the price of land in Sauraha much higher comparatively than elsewhere in Nepal. This has resulted in economic imbalance. (Pandey et al., 1995)

Nowadays, Nepalese citizens are also allowed to gamble in casinos in Nepal, however, the management of casinos let them enter illegally and as a result, the bad habits have been adopted by the youth generation and some rich-luxurious family members. Nevertheless, the tourism also has positive effects on the host community as it is the source of international goodwill and togetherness. Tourism tends to develop positive attitudes, polite character and friendship. When tourist visit some other places than their own surroundings and hometown, they get know the local culture and tradition of the particular region and get opportunity to interact directly with different people from different places. Tourism also helps to reduce the negative attitude and increases the self-esteem of the host community and

the visitor towards the local community. Furthermore, while interacting with each other the visitors as well as the host local community and society gets psychological satisfactions. (Shagazatova, 2015)

5.2 Economic Impacts

In the present context, Tourism is one of the largest and rapid growing industries around the world. Massive development of infrastructures and earnings of foreign currency into the host region proves that the tourism is fastest growing industry in recent years. Tourism has a huge influence on economic impact of the particular region or country, being classified into two different levels. Firstly, the host region can benefit from earning foreign exchange directly through transportation, restaurants and hotels, and selling goods and services.

Secondly, tourism makes a greater contribution to the host region through taxation and generating large number of job opportunities offered by the tourism industry. Tourism generates large amount of foreign exchange earnings and revenue collections, and contributes to large number of employment creating different jobs directly and indirectly. Tourism industry demands lots of goods, products and services, and the effort from the man power used to make foods and other stuffs are also involved indirectly in the tourism industry, whereas the workers working in restaurants, lodge and hotels, transportation and security of the tourist are involved directly in the tourism industry. Tourism encourages the internal and external trade, household income and country's income, stimulates entrepreneurship and the overall regional development. Tourism also generates money from taxation, royalty and visa charges paid by the foreigners. (Bista, 2009)

Tourism is the main source for collecting revenues and earning foreign currencies in Nepal. Preserving the local and cultural tradition and heritage, conserving natural resources and beauties and promoting the country as an ideal tourism destination country can benefit a lot economically. The Ministry of Tourism, Nepal Tourism Board, Ministry of Culture and Civil Aviation and other NGOs have made joint effort for the promotion of country to the international level and maintain glory image. Almost half of the population (employment), excluding employment in third countries, are dependent directly or indirectly on the tourism industry in Nepal. (Bista, 2009)

Nepal is a small mountainous country. It possesses 8 of the 10 highest peaks in the world and offers huge numbers of foreign tourist arrivals for mountaineering, trekking, rafting and safari. Government of Nepal charges certain amount of visa fee for foreign visitors to visit Nepal and similarly, they again have to pay different charges for different purposes. And this is how the Government of Nepal generates foreign exchange and collects revenues from different sources via tourism industry.

Annually, the government of Nepal has been collecting more than NRS 240 million in mountaineering royalty. Despite of expensive royalty fee to climb the mountains, many foreign climbers apply for the permission to climb Mt. Everest and many other mountains, from which Nepal Government is generating huge amount of foreign exchange. Like elsewhere, the visitors need to pay entrance fee while visiting to different amusements parks, reserved areas, conservation areas, and hence it also add to the national income. From last few years, the concept of home-stays has been adopted by Nepal

Government and rural local community in Nepal for the easy and convenient accommodation of the visitors in the village areas. This is now creating an opportunity for house wives in Nepal to earn some household incomes using their own local resources from the local community.

5.3 Environmental Impacts

The quality of the environment of both the local and natural environment, and the artificial environment are considered to be the essential factors for tourism industry. Despite of many positive benefits in the surrounding environment, many activities performed by the tourism can have disadvantageous environmental effects. This makes the complex relationship in between the tourism industry and the surrounding environment. For the development of better tourism, there has been the huge construction in making roads, restaurants, cafes, hotels, shops, golf courses and marinas. And these constructions are linked with environmental impacts due to tourism. We can find the common links with each other among the impacts of tourism. For example, where the mass visitation flows in the specific region or place, the local culture and tradition is not the only thing that gets affected but at the mean time there are also some negative impacts on the local environment occurred by the tourism. (Pandey et al., 1995)

The social impacts of tourism in the local surrounding environment is regarded as beneficial and advantageous where the locals and the visitors get chance to know each other, understand each other and their way of living, culture, and as a whole develop a mutual relation. The economic impacts of tourism are always helpful and profitable for the local people and environment or even the whole country despite of few exceptions.

The economic contribution from the tourism industry is always marked as positive impacts in most of the developed countries. Mass tourism has always negative impacts on the environment as they weaken the quality of the local environment and region, so the effects of tourism on the environmental impacts are mostly criticized as degrading the environment. So far So good, the tourism industry can't be regarded as one hundred percent sustainable, the visitors, the service providers, and the tourist agents and counselors have to understand the sustainable tourism and lead tourism growth according to the rule of sustainability.

The environmental impacts can be, again, categorized into three aspects; Natural, cultural and artificial. The natural resources include the flora and fauna in the environment, the resultant effects of tourism on nature degrades the local environment. The huge dense forest of Nepal has hundreds of herbarium plants for manufacturing herbal medicines. One of the most expensive herbal medicines in the world is Yarsagumba, so-called Himalayan Viagra which is summer grass and winter worm found in Nepal. Nepal is famous in adventure tourism and mountaineering. Large number of visitor arrives every year in Nepal and goes for mountaineering. Due to the mass tourism activities on the mountainous region of Nepal, the numbers of these special herbs found in Nepal are going down dramatically. Similarly, a concept of hunting tourism has been developed in Nepal and its getting wider day by day. This has resulted to the worse condition for wild-life and distinct rare animals. In Nepal, there are many national parks, reserved areas and hunting sites as the popular tourist attractions. Due to the

increased number visitors and mass visitation, the wild animals are migrating from these places resulting negative effect on the environment. (Bista, 2009)

The vast development of tourism may create negative impacts and problems in the local environment. It includes the construction and development of infrastructures, evolving remote areas to urban areas, deforestation and pollutions. This has been a major problem in developing nations where they want to develop tourism for the development of their people and country. A largely rural country having only 17 percent of the total habitats living in urban rural areas, Nepal is urbanizing rapidly. With a population of 2.5 million people, the Kathmandu (Capital City of Nepal) valley is growing at 4%p.a. It is one of the fastest-growing metropolitan areas in South Asia and the first region in Nepal to suffer bizarre problems and challenges of rapid urbanization and modernization at a metropolitan scale. Unplanned urban development in the Kathmandu Valley has forced to rapid and uncontrolled flop; irregular, substandard, and inaccessible housing development; loss of open, free space, and decreased livability. (World Bank, 2015)

Increased importance for the religious and cultural festivals and events can enhance the development of museums but at the same time it has few negative effects on the local tradition and culture. For instance, Nepal has 123 different spoken languages all over the country but in the present context, the vocabularies of some languages are missing and some languages are not spoken at all.

Among the all other highest peaks in the world, Mount Everest is the highest peak in the world. It is situated in the Solukhumbu district of Nepal. Large number of national and international tourists visits this place every year for mountaineering. The Everest Base Camp is the holy place for climbers. Due to the mass visitation and mountaineering, the massive environmental problem has arisen. The base camp and its surroundings are messed with used empty oxygen cylinders and wreckage due unmanaged way of camping. Also, sometimes the dead the bodies of the failed climbers can be found on the trail. (Nepal Mountaineering Association, 2010)

So, the surrounding environment at the Mount Everest area needs help and immediate attention from the related parties. The government of Nepal has promoted a lot on mountaineering tourism through different sectors and levels. This has increased the flow in the number of tourist arriving for mountaineering. This is the good factor that numbers of visitors are increasing day by day but the government should also be aware of negative outcomes resulting from such activities. They should pay attention towards preserving the quality environment and focus on sustainable tourism, and tourism has to follow the principle of eco-tourism.

6. Rural Tourism in Nepal

Rural tourism can be defined as the country experience which encompasses a wide range of attractions and activities that take place in agricultural or non-urban areas. Its essential characteristics include wide-open spaces, low levels of tourism development, and opportunities for visitors to directly experience agricultural and/or natural environments. Consequently, rural tourism in its purest form should be located in rural areas; Functionally rural - built upon the rural world's special features of small-scale enterprise, open space, contact with nature and the natural world, heritage, –traditional societies and traditional practices. Rural in scale - both in terms of buildings and settlements - and, therefore, usually small-scale. Traditional in character, growing slowly and organically, and connected with local families. It will often be very largely controlled locally and developed for the long term good of the area. (Irshad, 2010)

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

Nepal is considered as one of the poorest countries in the world. However, Tourism in this country plays a very important role. Nepal has been very popular destination among the professional travelers and bag packers. The ancient history, architect, tradition, unique culture and unbelievably beautiful nature attract many tourists in this country. Quite recently, there has been developed different level of tourism in Nepal, known as rural or village tourism. Rural tourism has given an opportunity to get familiarized and enlightened with probably the main treasures of the country: culture, customs and traditions. As a rule, tourists in Nepal repose on the specially built resorts and singly made tents. Rural tourism allows them to get involved in day-to-day activities, functions and culture of the local residents. (Trek for Nepal, n.d.)

Nepal is one of the hot spot and an ideal destination for backpacking and adventure tourism. In the present days, several tour companies and agencies also offer home-stay vacations in rural villages accommodated and run by the local community in Nepal. Getting a chance to reside with typical Nepalese family and their members, visitor/tourist can learn a lot about the local tradition, history, life-style and culture. They will get the opportunity to involve in day-to-day village life activities, functions and events. But in order to develop rural tourism and to take part in the program for tourist/visitor, the local people and villagers must offer basic facilities such as bathrooms, electricity, sanitation and cleanliness for the guests and visitors.

6.1 History of Rural Tourism in Nepal

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

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

6.2 Rural Tourism Management and Community Benefits

For the effective development and growth of rural tourism in Nepal, each village possesses its own Tourism Development Management Committee that consists of community members. The committee is responsible for assigning guests to hosts, which is done on a strictly rational basis. The committee also checks the quality of cleanliness, ensures accommodation standards and organizes different cultural activities, events and educational program for the growth and promotion of village tourism in the local community. The contract with Nepal Village Resorts has ended in 2007, so that the villagers can negotiate contracts even with private tour operators, travel and tour agencies. The villagers are, now, also free to accept and welcome any independent travelers coming to their village. The Village Tourism Promotion Forum Nepal was set up to promote village tourism in Nepal. Village Tourism Promotion Forum Nepal is a nonprofit organization based in Kathmandu, Nepal. The Forum was established with the main objective of Village Tourism promotion. (Simm, n.d.)

Development of rural tourism generates many job opportunities itself in the villages and rural areas. It can contribute a lot towards the economic prosperity and raise the living standard of local-community people. In the recent days, many youths from the village are leaving the country seeking employment in the other gulf countries. Rural tourism can help in the job retention so that the youth do not have to migrate to other countries seeking employment. Tourism brings money to the local community and that money can be reused for the development and maintenance of the place. It helps the new business boom. Local community can earn money by selling handicrafts. There will be more demand of local fresh food business. Since the local culture and heritage are the source of their prosperity, local people are inspired to preserve their rural culture and heritage by themselves. (Simm, n.d.)

6.3 Negative Impacts

Tourism can bring negative impacts to the local society and culture. Due to the mass visitation, it can damage the physical environment and degrade environment quality. Mostly, western culture has affected a lot in the Nepalese young generation. Youth generation are encouraged to follow western life styles and fashion. This has brought a drastic change to the local life styles in Nepal creating a conflict and misunderstanding among the old-traditional generation and young generation. (Simm, n.d.)

For example, drinking alcohol used to be a traditional occasional culture only during some parties, ceremony, festivals and events. But, recently it has been a daily habit of some youths drinking alcohol going out to the bars and local pubs following the western civilization. Traditional cultural activities can often become just a show put on tourists for their attraction. Due to less flow of tourist in the villages of Nepal, it hasn't affected so far comparative to the city areas. (Simm, n.d.)

6.4 Ecotourism in Nepal

As stated by The International Ecotourism Society (TIES) 2015, Ecotourism is now defined as “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. Education is meant to be inclusive of both staff and guests. Ecotourism is about uniting conservation, communities and sustainable travel. According to TIES, ecotourism should minimize impact of tourism on all sectors, raise environmental and cultural awareness and respect, give an opportunity of positive experience for both visitors and hosts, financial benefits for conservation, economic contribution and empowerment for local people, and raise sensitivity to host countries' political, environment and social climates. (Horrocks, 2009)

Understanding and following the mountaineering motto i.e. “Take nothing but photographs; leave nothing but footprints”, ecotourism is a viable form of travel and tourism that aims to minimize impact and even mark the positive lines and succession. Nepal is a small landlocked Himalayan country providing increased opportunities for nature based tourism and adventure tourism, including trekking, mountaineering, rafting, paragliding, cycling, wildlife observation, bird watching and cultural experiences. Tourism in Nepal contributes a lot towards the development of the country. Because the country's economic growth and development depends heavily on tourism, Ecotourism is very important in the developing countries like Nepal. (Horrocks, 2009)

Mount Everest is the highest peak in the world located in Nepal. Despite of being the world's highest peak, it has been regarded as “the world's highest junkyard” due to amount of kit, rubbish scattered everywhere, waste materials, used-empty oxygen cylinders and even dead bodies (of failed climbers and also due to avalanche occurred sometimes) found on its edges and base camps. Indeed, various cleanup programs have been conducted over the years in the Everest ‘Death Zone’ to remove pulling waste from the mountain and bring down the dead bodies of climbers. Nepal Government has started up the policy of depositing some amount that is returned only if the climbers bring all of their trash down with them. However, the increasing numbers of visitors and mountaineers to the Mt. Everest,

Annapurna and Langtang areas most often during the peak seasons puts pressure and stress on the local infrastructure and resources, creating pollution and causing deforestation on those areas. (Jolly, 2010)

6.5 Importance of Rural Tourism in Nepal

Most of the places in Nepal are rural and far from infrastructural facilities such as transportation, health, electricity, education, etc. which makes it hard to create full fetched facilitated accommodations and hotels or restaurants at such places for tourists. So the most viable option is home-stay. This does not just help people earn money but also force them to create clean and well satiated home. Also this forces to make their locality well managed and properly developed. Also, homestay allows people to work in their own local area rather than forcing them to come to city areas or foreign countries to seek for work and earn. This utilizes the youths of the community to work for their own and develop their locality.

6.6 Benefits of Rural Tourism

Rural tourism holds few benefits that the regular tourism doesn't. Few of the benefits that the rural tourism holds are pointed out below:

- a. It helps to save a lot of money that needs to be spent on building hotels, restaurants and lodges in tourist places. Instead of making new buildings, the available houses would serve as a guest house for the people who visit there.
- b. It saves the natural resources that would be needed to build new buildings such as hotels and restaurants. This would help conserve the nature and natural resources to keep the balance of the environment.
- c. It utilizes local resources in a healthy and proportionate manner since no overuse of natural resources is done. It helps natural resources from degrading fast.
- d. It helps to develop the community within itself by utilizing the manpower they have. Local people would work on their own to establish their locality as better place for tourists which would eventually lead to the development.
- e. It creates a job opportunity for the locals and help them earn their livelihood. People would start their own business aside from homestays to welcome and serve the guests which would do well for their own livelihood.
- f. It helps people from leaving their hometown and go someplace else to work. They can work on their own business there or work on agriculture sector as an indirect help in rural tourism.
- g. It helps government from taking their minds off of those things and focus on other things. Involvement of local bodies in development of their own community would take a load of stress from government which would allow government of focus on other necessary and primary works to develop the nation as a whole.
- h. It helps in to save a lot of time which one needs to start from the beginning if they were to start a tourism business in new place since all required elements are already on place and they only need a little maintenance and upgrading.

- i. The hospitality and friendliness of a local family can provide visitors with a rewarding and unforgettable experience.
- j. It helps the youths to obtain knowledge, experience and skills in hosting, hospitality, catering and eco-friendly tasks.
- k. The direct involvement of tourist in day to day activity of the locality they are living on would help them get a unique experience which they would never forget such as working in fields.
- l. It will reduce the villagers' dependence to agricultural activities and single-aspect economic through long-term (enhancing village economics into different aspects). (Academic Journals, 2010)

6.7 Earthquake 2015 and Current Scenario of Rural Tourism in Nepal

Nepal was recently hit with a major earthquake with the magnitude of 7.8 with epicenter Barpak, Gorkha on April 25, 2015 at 11:56 NST. It took more than 8,622 lives and injured around 16,808 people. The total of 39 districts were affected by it. More than 2.8 million people were left displaced out of their houses and caused more than 10 Billion USD of economic loss to the country. (ICIMOD, 2015) And this earthquake was followed by another big earthquake on May 12, 2015 with the magnitude of 7.3 with epicenter Chilankha, Dolakha which took 200 lives and injured more than 2500 people. Also, the earthquake triggered an avalanche on Mt. Everest which took 21 lives.

According to the author's opinion, this earthquake hit the tourism industry very badly. It left the whole country into ruins which caused total panic on tourists about the country and the number of tourists decreased tremendously which made people suffer even more. The houses on rural areas that were made of clay and bricks (stones) were left into ruins and the people there were forced to abandon their houses and live in tents. At such time, the low flow of tourists made it more difficult to earn and live their lives. All the infrastructures were hit badly and some of them were destroyed which made it difficult to reach such remote areas for even help. The roads, electricity, telecommunications, etc. were affected which aided in degradation of tourists in remote areas. Overall tourism industry was hit by it and the rural tourism was also affected very badly. The only way of earning their livelihood was destroyed and it made the life hard.

Therefore, it is crucial right now for the rural tourism to develop and foster even more. This would help people get back up on their feet and work again. As soon as tourists get involved in such activities then the government would be forced to reconstruct and manage the lying infrastructures. Also, as soon as tourist activity starts to grow in remote places people would get chance to earn themselves and start a new life. This would take load off of the government as well.

7. Research Methodology

In simple words, research methodology means the steps and works that are carried out to gather the information and data from various sources which may include both present and past information to make statement about something and study it. Research methodology is a systematic way to solve a

problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research. (S. Rajasekar, 2013)

Among various research methodologies, the author has chosen the 'qualitative research methodology' for the primary data of case study and 'quantitative research method' for the secondary and tertiary data for this project. The information from qualitative research were collected via direct observation and interaction which is presented in the case study below. And the information regarding the facts and statistical data were collected using quantitative research. The finding from the quantitative research were converted to numbers and figures to have a well-structured data.

7.1 Thesis Aim and Objective

The primary aim of this chapter is to discuss the research method that was used to find the data and information that are used in this thesis as well as the processes and works that were done to do the research about rural tourism. Also, the scope of the research is also discussed. It covers the areas about what kind of data and information were found during research and how hard it was to get the information which are the project constraints. And finally, the analysis of the data and information that were found is also presented.

The primary objective of this thesis is to find out about the tourism industry of Nepal and specifically the rural tourism sector. The objective was to gather the information regarding tourism in rural and remote areas of Nepal and how tourism is helping the people living there and vice-versa. This thesis covers why rural tourism is necessary in Nepal and how it is beneficial. Also, the case study of Ghalegaun, Lamjung is also presented in this thesis as an example of Rural Tourism in Nepal.

7.2 Data Source

The data source for the quantitative research were secondary data sources such as websites, online papers, e-journals, online survey papers and the data from the previous researches. These data are easy to access and costs less compared to qualitative data. Qualitative data used in the thesis are the direct observations made by the author himself and experience based data. These kind of data are reliable and authentic as well.

Advantages of Secondary Data: The researcher can access data which can't be obtained physically. It's good for the feasibility of longitudinal and international comparative study. It helps in generating new insights from previous analyses and reanalyze the data. Large sample size can be used from the secondary data. And it is relatively lower at cost and economically viable.

Disadvantages of Secondary Data: The data and information can be or might be bias and non-authentic in some cases. Some data or information may even be incomplete. Sometimes the documents regarding the subject matter cannot be found easily in the sources. The data is limited to verbal behavior.

Standardized format of the data is not found easily. And the most, the data and information needs to be adjusted for comparability

Advantages of Qualitative over Quantitative data collection: The issues subjects covered can be evaluated in depth and in detail. Interviews are not limited to particular questions and can be redirected or guided by researchers in real time. The direction and framework of research can be revised quickly as soon as fresh information and findings emerge. The data in qualitative research depends on human experience and this is more compelling and powerful than data gathered through quantitative research. Complexities and subtleties about the subjects of the research or the topic covered is usually missed by many positivistic inquiries. Data is usually gathered from few individuals or cases therefore findings and outcomes cannot be spread to larger populations. However, findings can be transferred to another setting. With this type of research, the researcher has a clear vision on what to expect. They collect data in a genuine effort of plugging data to bigger picture. (Occypy Theory, 2014)

Even though Qualitative research method has advantages over quantitative research method, the qualitative method bears some of its own disadvantages as well. The quality of research is heavily dependent on the skills of the researcher and can be easily influenced by personal idiosyncrasies and biases of researchers. Rigidity is more difficult to assess, demonstrate and maintain. The quantity of data makes interpretation and analysis time-consuming. Qualitative research is sometimes not accepted and understood especially within scientific communities. The presence of researcher in the process of data gathering is unavoidable and can therefore affect or influence the responses of subjects. Issues on confidentiality and anonymity can pose problems during presentation of findings. Findings can be time consuming and difficult to present in visual ways. (Occypy Theory, 2014)

For the purpose of this thesis, the secondary data were collected from Nepal Tourism Board (NTB), Ministry of Culture, Tourism and Civil Aviation, Department of Tourism, Ministry of foreign affairs, Department of Immigration of Nepal (DoI), Travel Agency Association of Nepal (TAAN), national newspapers of Nepal and other online sources.

7.3 Validity and Reliability

In its purest sense, this refers to how well a scientific test or piece of research actually measures what it sets out to, or how well it reflects the reality it claims to represent. Like reliability, validity in this sense is a concept drawn from the positivist scientific tradition and needs specific interpretation and usage in the context of qualitative research. (The Association for Qualitative Research, n.d.)

The data that are provided in this thesis report are valid even though the data that are presented might not be constructive to this thesis and the outcome of it would be positive or negative. Since all the data and information accumulated cannot be presented in the report, the validity of the data depends upon the attitude and knowledge of the person.

All the information and data that are presented in this report were collected from genuine sources those were related to the thesis topic. And the data and information that were collected are presented in a systematic and chronological order so as to make the report more accurate for ensure the validity of the whole thesis.

Reliability is the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. (Golafshani, 2003)

The data source used in this thesis are all reliable since they were extracted from the trustworthy source and the case study data and information were collected by the author via direct observation and experience which makes it much more reliable than any other sources.

7.4 Limitation of the Research

Project Constraints are anything that restricts or dictates the actions of the project team. That can cover a lot of territory. The triple constraints - time, resource and quality - are the big hitters, and every project has one or two, if not all three, of the triple constraints as a project driver. (Egeland, 2011)

As stated above, this thesis also contained some constraints and restraints while collecting information (researching). Even though multiple research methods were used and multiple data sources were used to gather the information, there were some difficulties in getting all the information required. So the author has used different mechanism or approach to cover those limitations in order to make this thesis complete and to the point. Due to the recent tragic earthquake, most of the tourism based organizations are closed which made it difficult to contact them or get information from them. Even, the online sources were not up to date which made it hard to find the fresh data to present in the report. In the direct observation research process, author found it difficult to gather information on his own from the local sources due to time constraint. He had to keep moving from place to place so it was tough to accumulate the whole data at once.

Finally, the information that the related authorities had were not provided to author since they only had raw data and information with them and they were bound by company policy to release those data to anyone.

8. Findings and Analysis

This chapter covers the outcomes and the analysis of those outcomes done by the author. First, the whole rural tourism aspect of country is analyzed based on what the author found while researching online about the situation of rural tourism in Nepal. And, on second part, the small survey conducted by the author at Ghandruk Homestay Village among 20 tourists about the homestay program there would be discussed and the reports of that survey would be presented and discussed further.

8.1 Number of Homestay Facilities in Nepal

During the research, the author found different data and information about the homestay facilities in Nepal depending upon the source which made it difficult to exactly lay down those numbers. So the author decided to put the data of only Nepal Tourism Board (NTB) which is the genuine and governmental source. This problem occurred due to negligence of the government and the homestay organizations. There are many unregistered homestays in Nepal and very few registered ones. So depending upon the source, we can find the contradictory numbers.

The figure below clearly shows the progress and increment of the homestay facilities all over Nepal in the year 2014 compared to 2013. And it signifies the development of rural tourism in Nepal and the adaptation of rural tourism just in a year. The above table clearly shows that Kathmandu district has dominant number of homestays compared to other districts. In 2013, there were only 66 homestay in Kathmandu district but in 2014 another 17 new homestay were registered to make the total of 83. Kavre is the second district with high number of homestay. In 2013, there were only 33 homestays but in 2014, another 12 new homestay were registered and made the total of 45. And there is Lalitpur district which had 9 homestay in 2013 and with addition of 1 new homestay in 2014, it had 10 homestays.

Another district with maximum number of homestay is Nuwakot which had 25 homestay in both 2013 and 2014. Mugu district which is one of the remotest district of Nepal had 5 homestays in both 2013 and 2014. Likewise, Ramechapp District had 7 in both 2013 and 2014. Chitwan district which lies in the terai belt of Nepal, had 8 homestay in 2013 and with addition of new 1, it had 9 homestays in 2014. Makwanpur district had 7 homestays in both 2013 and 2014.

And two districts were introduced to homestay program in 2014. They are Dhading and Pyuthan with 5 and 15 homestays respectively.

The total number of homestays in Nepal in 2013 according to Nepal Tourism Board was 160. And with registration of 51 new homestays in all these districts, Nepal had 211 homestay facilities in the year 2014. (Nepal Tourism Board, 2015)

**REGISTERED HOMESTAY MANAGEMENT BY TYPES, AFFILIATED HOUSE, ROOM AND
BED 2013-2014**

District	Type	2013 Total			2014 Registered			2014 Total		
		No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of
		Affiliated House	Room	Bed	Affiliated House	Room	Bed	Affiliated House	Room	Bed
Kathmandu	Community	47	70	138	5	10	10	52	80	148
	Private	19	57	103	12	45	73	31	102	176
	Total	66	127	241	17	55	83	83	182	324
Kavre	Community	31	-	-	12	17	32	43	17	32
	Private	2	5	10	-	-	-	2	5	10
	Total	33	5	10	12	17	32	45	22	42
Lalitpur	Community	7	13	25	-	-	-	7	13	25
	Private	2	6	12	1	2	4	3	8	16
	Total	9	19	37	1	2	4	10	21	41
Mugu	Community	5	5	10	-	-	-	5	5	10
	Private	-	-	-	-	-	-	-	-	-
	Total	5	5	10	-	-	-	5	5	10
Nuwakot	Community	25	33	66	-	-	-	25	33	66
	Private	-	-	-	-	-	-	-	-	-
	Total	25	33	66	-	-	-	25	33	66

Figure 6 Figure 1 Total number of Homestays in Nepal in 2013 and 2014 according to NTB (A)

**REGISTERED HOMESTAY MANAGEMENT BY TYPES, AFFILIATED HOUSE, ROOM AND
BED 2013-2014 (contd.)**

District	Type	2013 Total			2014 Registered			2014 Total		
		No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of	No. of
		Affiliated House	Room	Bed	Affiliated House	Room	Bed	Affiliated House	Room	Bed
Ramechhap	Community	6	15	30	-	-	-	6	15	30
	Private	1	3	6	-	-	-	1	3	6
	Total	7	18	36	-	-	-	7	18	36
Chitwan	Community	7	14	28	-	-	-	7	14	28
	Private	1	2	2	1	2	4	2	4	6
	Total	8	16	30	1	2	4	9	18	34
Makwanpur	Community	7	16	30	-	-	-	7	16	30
	Private	-	-	-	-	-	-	-	-	-
	Total	7	16	30	-	-	-	7	16	30
Dhading	Community	-	-	-	5	9	18	5	9	18
	Private	-	-	-	-	-	-	-	-	-
	Total	-	-	-	5	9	18	5	9	18
Pyuthan	Community	-	-	-	15	15	30	15	15	30
	Private	-	-	-	-	-	-	-	-	-
	Total	-	-	-	15	15	30	15	15	30
Total	Community	135	166	327	37	51	90	172	217	417
	Private	25	73	133	14	49	81	39	122	214
Total		160	239	460	51	100	171	211	339	631

Figure 7 Total number of Homestays in Nepal in 2013 and 2014 according to NTB (B) (Nepal Tourism Board, 2015)

8.2 Damages Caused by Earthquake 2015 to Homestays and Other Tourism Sectors

The figure below which was published by Nepal Tourism Board (NTB) in 2015 shows the damage caused by earthquake 2015 in the tourism sector of Nepal. It shows the loss in currency (NPR). The table clearly indicates that homestay sector bear the total damage of 1720 million NPR and the total loss of 495 million NPR which totals to 2215 million NPR. (Nepal Tourism Board, 2015)

**ESTIMATION OF DAMAGE/ LOSSES DUE TO EARTHQUAKE IN
TOURISM SECTOR, 2072 BAISAKH**

Subsector	Disaster Effects (NPR Million)			Share of Disaster effect	
	Damage	Loss	Total	Private/ Community	Public
Hotel and Others	16295	0	16295	16295	0
Home Stays	1720	495	2215	1720	0
Eco-lodge	415	0	415	415	0
Trekking Trails	426	5711	6137	0	6137
Tour Operator	7	4924	4931	4931	0
Tourism revenues	0	47013	47013	47013	0
Air Transport revenues	0	4720	4720	4720	0
Restaurant revenues	0	11	11	11	0
Total	18863	62874	81737	75105	6137

Source: National Planning Commission

Figure 8 Damage/loss caused by Earthquake 2015 to tourism sector of Nepal (Nepal Tourism Board, 2015)

8.3 Estimated Recovery Needs for Damage/loss due to Earthquake in Tourism Sector

The figure below shows the estimated cost needed to recover the tourism sector caused by earthquake. In the sector of homestay, a total of 2064 million NPR is required to recover the rural tourism sector and get back to previous state. (Nepal Tourism Board, 2015)

**TABLE 52: SUMMARY ESTIMATION OF RECOVERY NEEDS FOR
DAMAGE/ LOSSES DUE TO EARTHQUAKE IN CULTURE AND TOURISM
SECTOR, 2072 BAISAKH**

Subsector	Financial year (NPR million)		Total
	2015-16	2016-17	
Recovery Activities	10866	5209	16075
Demolition and rubble removal	3018	755	3773
Promotion campaign costs	2730	2520	5250
Loan rescheduling	5118	1934	7052
Reconstruction activities	18571	4064	22635
Hotels	15643	3911	19554
Home Stays	2064	0	2064
Eco-lodges in Convention areas	498	0	498
Trekking trails	358	153	511
Tour Operator offices	8		8
Total	58874	18546	77420

Source: National Planning Commission

Figure 9 Estimated recovery needs for damage/loss due to earthquake in tourism sector

8.4 Impact of Homestay Program in Nepal

A recent survey and study conducted by Nepal Rastra Bank in Bardiya District which was entitled 'Dallagaon Homestay and its Sustainability' has shown that the homestay program based on rural tourism have had a positive impact in the village. This has created an awareness about education,

sanitation, social harmony, and income and the women empowerment in rural areas of Nepal. People at Dallagaon are starting to keep their village clean with proper disposal of wastage and establishing dustbins all over the area which has helped to attract tourists in the area. People are staying in harmony and families are living an amicable life.

Furthermore, people are starting to earn enough to pay off for their day to day needs. The study conducted on 22 houses of homestay program showed that 54.6% homestay households earn from Nrs 5000 to 10,000 monthly, 22.7 % from NRs 10,000 to 15,000 13.6% up to Nrs 5000 and 9.1% earn more than NRs 15,000 which averages to NRs 9,068 monthly and it gives the combined income of 2.3 million Nepali currency in a year. In the fiscal year 2012/13, Dallagaon Homestay Management Committee showed the total income of 1.58 million Nepali Currency. So it clearly shows the progress in homestay sector and income sector. Those houses which invested up to NRs 25,000 have the highest income to investment ratio of 5.53 times and houses which invested more than 1,00,000 have the lowest income to investment ratio of 0.74 which shows that income to investment ration decreases as the investment increases. Along with this, people/guests who visit their have learnt the local values and culture of that place and have got chance to get along with the nature and natural beauty of that place. (PRASAIN, 2015)

8.5 Role of Women in Development of Rural Tourism

There is one proverb which says, *"If you educate a man you educate an individual, but if you educate a woman you educate a family."*

In case of Nepal, where the literacy rate is just 65.9 % according to the National Census of 2011 and out of which, male literacy rate is 75.1 % and female literacy rate is 57.4 %, (Image Channel, 2012) we can easily see that it is a male dominated country. Here, women are rarely given a chance to go against the male decision and act on their own. Males control the overall family or community.

This data shows that women are restricted to do any kind of work except the household works such as cooking, cleaning, washing and on fields while men go to work out, stay out late, drink booze and order women. In case of tourism activity, women are not allowed to deal with tourists directly. They are to just cook and clean for the guest while men do the rest. This creates a wall between the guest and the woman in the house which shows the negative influence on the guest about the society and the country.

In author's opinion, if both male and female are to be provided with equal rights and duties to conduct then the guest visiting there would have a good and positive influence about the place and he/she would enjoy it. Both are male and female are to be given an opportunity to make a decision on things and raise their voice against things that they don't like. The decisive power is to be in hands of both male and female and that decision is to be respected by all. This kind of activity would make a positive influence on the whole society as well and help their children to grow in a homely environment where both their parents are equal in every aspect. The growth of such child would ensure the positivity in the upcoming generation.

8.6 Case Study of Ghandruk Homestay Village

Ghandruk Village is located at North-West of Kaski district of Nepal with the altitude ranging from 3,200 feet (1000m) to 26,493 feet (8000 m) with wide variety of flora and fauna. (Gurung, n.d.) According to population census of 2011, total number of people there was 4,265 (2,054 males and 2,211 females) living in 1,102 households. (Central Bureau of Statistics, Nepal, 2012)

As of the author's personal visit to Ghandruk village, it is the largest Gurung settlement of Nepal. The village is full of natural beauty such as mountains, rivers, forests, cliffs, lowlands, alpine pasture and farmland. The place is also full of cultural and traditional beauty/heritages which helps to attract thousands of tourists every year. The homestay program here adds a positive vibe which attracts even more tourists.

As a part of thesis research, the author went to visit the place himself in order to get the latest and reliable data of the place and have a direct interaction with the people there and the tourists visiting there. After a brief stay at the place and a small survey conducted amongst 20 guests there, the author has prepared this report of the case study.

8.6.1 Survey Report, Analysis and Study

To get the basic idea about the place, facilities it provides such as food, service and accommodation from the perspective of the tourists who were actually visiting there, the author had prepared a survey questionnaire of 8 different questions with simple way of choosing answer with either 'Yes' or 'No' or else rating with the value of 1 to 5 where 1 is for poor and 5 is for excellent.

The survey was conducted amongst 20 people who were staying there in different homestays. The author conducted the survey while the guests were relaxing after having a dinner.

The first question on the survey was 'How satisfied are you with the services here?' The second question was 'How homely is the environment of this homestay?' The third question was 'How satisfied are you with the food provided?' The fourth question was 'Do you think both genders of people were actively and equally participated in home-stay program here?' The fifth question was 'Do you think they need to have better houses here with more facilities or are you satisfied with the ones that are already here?' The sixth question was 'Rate the facilities that are available here.' The seventh question was 'Rate the infrastructure of the area.' And the final question was 'Rate the overall home-stay program.'

Home-Stay Survey at Ghandruk

Thank you for participating in this event. I hope you had as much fun attending as I did preparing it.

I want to hear your feedback so I can write a report about the home-stay facility of this place on my thesis for my Bachelor's degree about the impact of rural tourism in Nepal. Please fill this quick survey and let us know your thoughts (your answers will be anonymous).

* Required

How satisfied were you with the services here? *

	1	2	3	4	5	
Not very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

How homely is the environment of this home-stay? *

	1	2	3	4	5	
Not very	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

How satisfied were you with the food provided? *

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

Figure 10 Survey Questionnaire Form 1

Do you think both genders of people were actively and equally participated in home-stay program here? *

- Yes
- No
- Other : _____

Do you think they need to have better houses here with more facilities or are you satisfied with the ones that are already here? *

- Yes, they need new and modern houses with more facilities
- No, I am satisfied with the ones that are already here.
- Other : _____

Rate the facilities that are available here. *

Please, before you rate it, keep it in your mind that the place is rural (remote) and geographically hard to access.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

Figure 11 Survey Questionnaire Form 2

Rate the infrastructure of the area *

Please, before you rate it, keep it in your mind that the place is rural (remote) and geographically hard to access.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

Rate the overall home-stay program *

The home-stay program includes beds, rooms, foods, people, environment, cost, etc.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

Figure 12 Survey Questionnaire Form 3

8.6.1.1 Survey Responses and Analysis

Question 1

For the first question of the survey which was ‘How satisfied are you with the services here?’, out of 20 submissions 3 people (15%) gave a rating of 2, 5 people (25%) gave a rating of 3, 9 people (45%) gave a rating of 4 and 3 (15%) gave a rating of 5. This shows that most people were happy with the services that were provided by the Ghandruk homestay and very few were not so satisfied with it.

This shows that the homestay committee and homestay facilities there should focus on the bettering the services that they provide to the guest. People in homestays are to be trained on how to provide a service in proper manner and how to interact with the guests as well.

How satisfied are you with the services here? (20 responses)

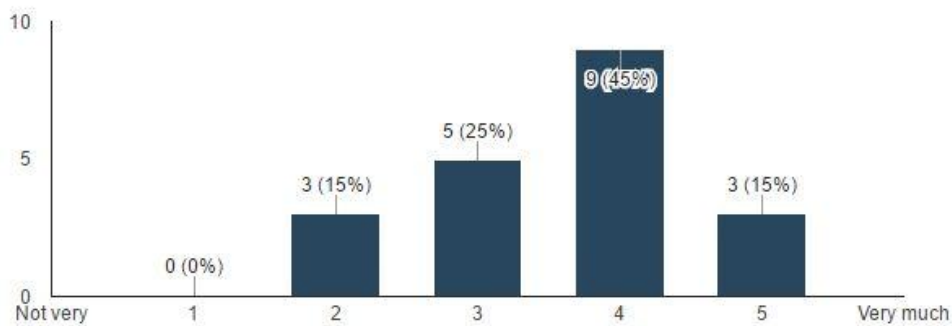


Figure 13 Survey Responses 1

Question 2

For the second question of the survey which was ‘How homely is the environment of this homestay?’ out of 20 responses, 3 people (15%) rated it 2, 7 people (35%) rated it 3, 8 people (40%) rated it 4 and 2 people (10%) rated it 5 which shows that overall 75% people were mildly satisfied with the environment there and felt it homely.

It indicates that tourists who were visiting there were expecting a different type of environment which would be similar to theirs. Their expectation was different and they got a different taste. Also, it indicates that people of the homestays should make their home even more welcoming and interact with the guest as their own family member to make them feel homely.

How homely is the environment of this home-stay? (20 responses)

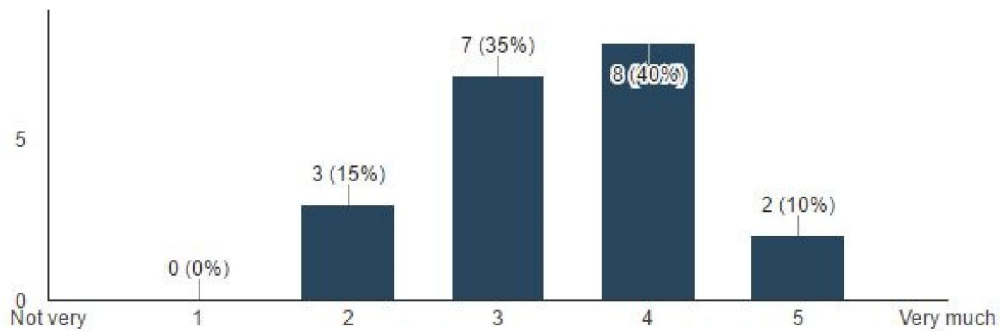


Figure 14 Survey Responses 2

Question 3

For the third question of the survey which was ‘How satisfied are you with the food provided?’ there were 20 responses. Out of 20, 2 people (10%) rated the food 2, 7 people (35%) rated it 3, 6 people (30%) rated it 4 and 5 people (25%) rated it 5. This shows that most of the guests were satisfied with the Nepali (Gurung) cuisines and the enjoyed the meal.

The different taste of flavour was appetizing for them. So, the homestay committee or facility should focus on making the food even better and using the typical Nepali style to cook and serve it.

How satisfied are you with the food provided? (20 responses)

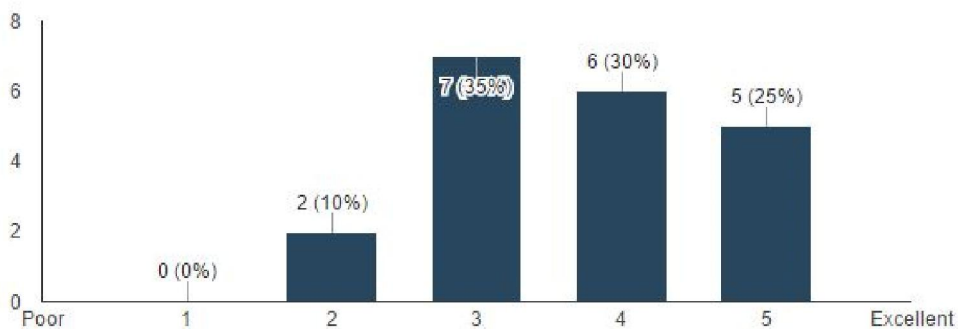


Figure 15 Survey Responses 3

Question 4

For the fourth question which was ‘Do you think both genders of people were actively and equally participated in home-stay program here?’, out of 20 responses, 8 people (40%) felt that there was no active participation of both male and female on all sector of homestay program whereas 12 people (60%) felt that there was overall equal and fair participation of both male and female.

This shows that working on homestay program is differentiated based on gender on that place. Males work on farm and outdoor whereas females work at house where they cook, clean, serve and do other

household works. This kind of gender inequality is not considered good by some guests. So, both male and female participation on all kind of work needs to be done in order to make a positive impact to guests.

Do you think both genders of people were actively and equally participated in home-stay program here?

(20 responses)

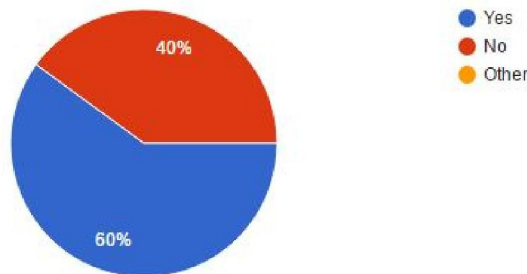


Figure 16 Survey Responses 4

Question 5

For the fifth question of the survey which was ‘Do you think they need to have better houses here with more facilities or are you satisfied with the ones that are already here?’, 5 people (25%) thought that they need to have a better houses with modern facilities whereas 15 people (75%) people were happy with the current houses.

It is crucial to understand here that the village lies in remote place far from infrastructures which makes it hard to transports things or materials from city to there. So it is not an easy task to build new houses with modern facilities there. Also the people there have low income which they use to live their day to day lives which doesn’t allow them to save money. So it is out of question to build new houses there.

Do you think they need to have better houses here with more facilities or are you satisfied with the ones that are already here?

(20 responses)

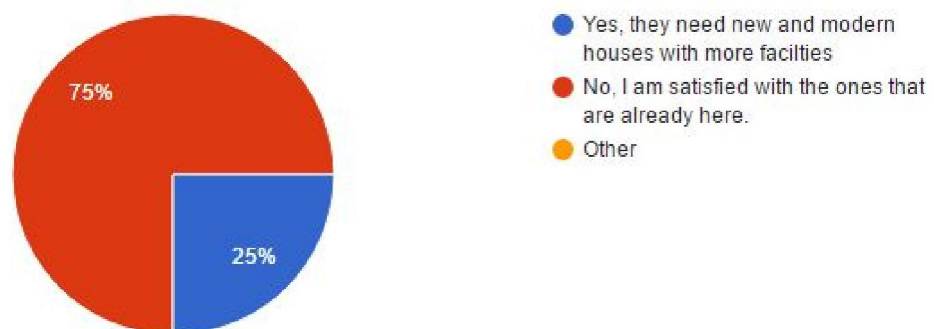


Figure 17 Survey Response 5

Question 6

For the sixth question which was ‘Rate the facilities that are available here’, 4 people (20%) rated it 2, 10 people (50%) rated it 3 and 6 people (30%) rated it 4 out of 20 total respondents.

This shows that the tourists are not quite happy with the facilities available there and they are seeking for better facilities such as internet (Wi-Fi), 24 hours electricity, etc. So, the Government of Nepal should take a fast step towards establishing such facilities there in order to attract even more tourists.

Rate the facilities that are available here. (20 responses)

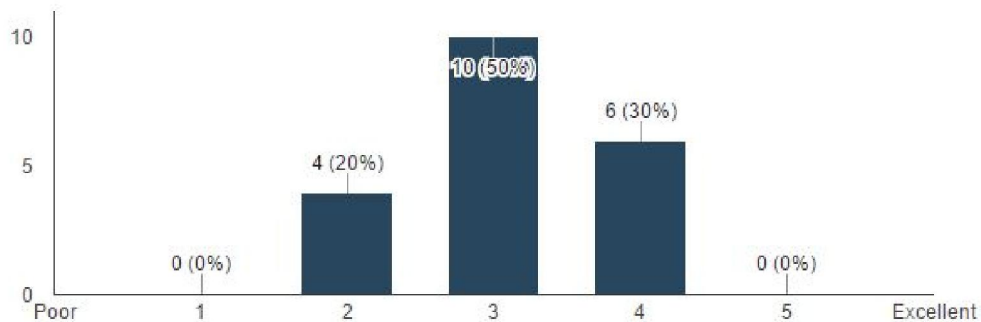


Figure 18 Survey Responses 6

Question 7

For the question 7 which was ‘Rate the infrastructure of the area’, among 20 respondents, 1 person (5%) gave it a 1, 7 people (35%) gave it 2, 11 people (55%) gave it 4 and 1 person (5%) gave it 4. This indicates that the infrastructures around the village of Ghandruk are not developed properly and the condition of the existing ones are degrading with time.

So the homestay committee should focus on renovating the existing infrastructures such as roadways, health, electricity, etc. This would give tourists some kind of assurance about the place before they visit.

Rate the infrastructure of the area (20 responses)

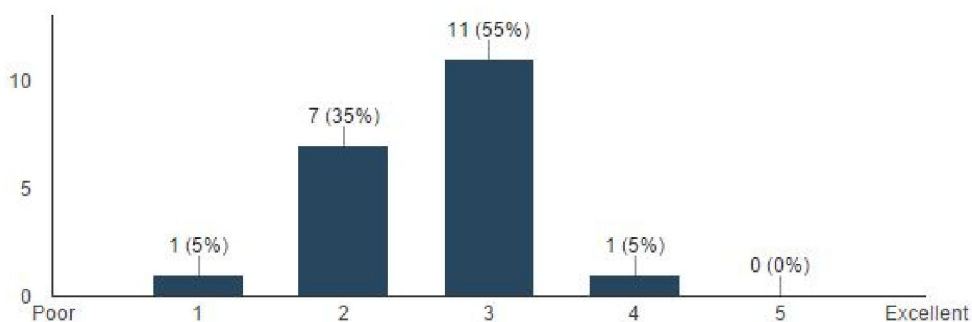


Figure 19 Survey Responses 7

Question 8

The last question of the survey was 'Rate the overall homestay program' to which 12 people (60%) gave it a 3 rating, 7 people (35%) gave it a 4 rating and only 1 person (5%) gave it a 5 rating. This indicates that the homestay program there is not so bad but it is not good either. It is in middle of these. People who visit there must have a positive view of the place once they visit there which would help to advertise about the place and become popular.

Rate the overall home-stay program (20 responses)

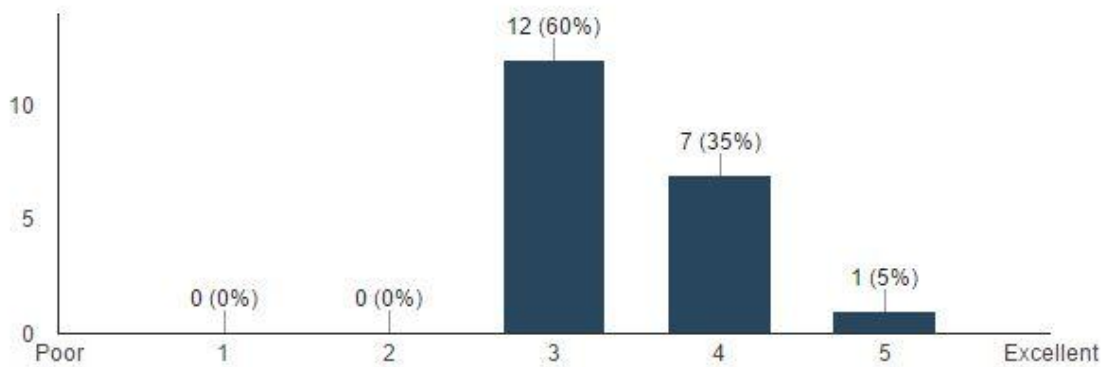


Figure 20 Survey Responses 8

So to conclude this survey and its outcome, it is clear that the homestay program at Ghandruk Village is not living up to the expectation of the people who visit there. What people read in websites and what they get here are different.

So the homestay committee and the homestay facilities there must first work on upgrading their services, making it better. They should work on development of the infrastructure there and provide more facilities to the guests. The guests should be provided with sanitary environment and homely environment so that the guest feels like he is being welcomed from the heart. Rather than looking for getting easy money, people should focus on providing good services and in return earn some money.

Facilities like toilets, beds, kitchen, food, water, etc. should be clean and hygienic. The guest should be interacted by the host. And the guest should be given a chance to engage in the activity there so that the guest can experience the life in Nepal.

8.7 SWOT Analysis

SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. It is an organized list of any business's greatest strength, weakness, opportunities and threats.

In this chapter, we will analyse the basic SWOTs of the Ghandruk Village Homestay Program. And discuss them in brief.

8.7.1 Strengths

The natural beauty of the place is its first strength as it attracts thousands of tourists each year. The people, beautiful landscapes, unique culture, food, etc. are also its strengthening factor. It is also one of the best trekking trails in the world. It is a gateway to Mt. Annapurna and Mt. Macchapuchre (Fish Tail). It is a part of Annapurna Conservation Area Project (ACAP). The area is a habitat to endangered species and medicinal plants.

The homestay program here plays a positive role in boosting the local economy as well. Also, it forces the young people of the village to work on their own community/ village rather than going to the urban areas seeking for job or foreign gulf countries. This helps them to develop their village in their own.

8.7.2 Weaknesses

The area here does not have a proper waste management system which has caused the area to be unsanitary and unhygienic which causes a negative impact on the guests. The excessive inflow of the guests in the area has caused an economic disparity. The excessive inflow of tourists is what produces a huge waste which isn't properly disposed.

Also the unequal distribution of the resources has also been seen here. The improper infrastructural resource is also the negative factor of this place. People relying solely on tourism activity for their livelihood is also the major weakness of this place.

8.7.3 Opportunities

The promotion of local arts, culture, religion, literature and music of the place can be done with the foreign tourists which would help them to flourish throughout the world. The inflow of tourists would force the governing bodies to preserve and maintain the historical heritages and secure cultural values.

There is a chance for every one for the employment. The whole village can be developed economically via tourism activity. Also the use of local materials would help some people to gain market for their product. There is always a better chance to enhance the cultural tourism and eco-tourism.

8.7.4 Threats

The major threat here is the development of alternative or substitute track for trekking to Annapurna which would attract tourists to nearby villages such as Tadapan or Ghorepani rather than Ghandruk. In such case, their only way of earning for their livelihood would be snatched from them. The establishment of full facilitated hotels and lodges is also a major threat for them. Also the disparity between people is a major threat.

The tourism itself acts as a threat for the local culture. The introduction of Western Culture can affect the concept of homestay in long term. If the loss of natural resources or degradation of environment is not checked properly, then the pressure on environment would be devastating.

9. Conclusion and Discussion

In context of Nepal, where the entire nation's economic growth and stability is dependent upon tourism and the income from it, it is crucial that the government should focus on development of tourism industry so as to raise the people and nation over the economy line. Government need not to plan to call in tourists on the first place but it should develop the infrastructures which would automatically attract tourists. Government of Nepal should focus on development of transportation first of all because it is the crucial factor for the tourism industry to flourish. Then, other infrastructural sectors such as electricity, communication, education, health, etc. should be developed simultaneously. This was people would have an opportunity to earn themselves rather than being dependent upon the government.

For all these progressive works to be done by the government, first the government itself should be stable. The political instabilities should be removed. The fight amongst the political parties should stop.

Development of tourism industry would help to recover the prosperity back amongst the people who are in bad shapes due to earthquake. It is important that the tourism industry is back on the track again. And among all tourism activities, rural tourism should be given a top priority. Most people in Nepal live in rural areas and are completely dependent upon rural activities for their livelihood.

As per the direct view of the author based on his research and study, the author finds that there is high potentiality of tourism development in Nepal and also the rural tourism. Nepal is so rich in natural resources and landscapes which are still untouched by humans and also it is very rich in cultural and traditional resources with wide variety of cultural activities such as feasts and festivals, it has a high potentiality to attract or lure millions of tourists each year. The only thing that the government needs to do is properly manage these resources and protect & preserve it.

Also, the author feels that the major setback for the tourism business right now is political instability itself. In the year 2015, there was a political conflict between Nepal and India, which led India to block the supply of fuel to Nepal. This caused chaos in the country since most vehicles were running out of fuel. This caused a problem for the tourists to travel easily. During this time, many tourists faced difficulty to survive in Nepal which undoubtedly made a negative impression. So, first of all, the country needs to have a stable government which is unbiased willing to work selflessly and for the people rather than looking to get the most from the people pocket into theirs.

Preparing this thesis was a challenge for the author since there were not many reliable and useful data regarding the rural tourism of Nepal on online papers. So the author had to visit the source physically in order to get the data. Also, the author had a tour of a week during which time, he travelled the rural area of Nepal and experienced the rural tourism himself so as to make the thesis much more to the point and unique.

Most of the data which on this paper are from the online sources which the author had collected during certain times. All the information and data that were collected were analysed, studied carefully and they are presented in systematic order as per the requirement of the report. Some of the data and information which were collected as a point, paragraph or a story form were transformed into statistical form using proper and genuine conversion tools so as to make it easy to navigate among the data.

The author hopes that this report would help anyone reading it in future to understand the situation of rural tourism and the tourism itself of Nepal and have a clear idea about it without needing to look into various and many sources. The author hopes that this report would help shape the understanding of rural tourism in the context of Nepal.

Bibliography

- Academic Journals, 2010. *Effects of positive and negative rural tourism (case)*. [Online] Available at: http://www.academicjournals.org/article/article1381831158_Egbali%20et%20al.pdf [Accessed 07 January 2016].
- Bhandari, K. R., n.d. *TOURISM POLICIES AND PRIORITIES*. [Online] Available at: http://cf.cdn.unwto.org/sites/all/files/pdf/country_report_nepal.pdf [Accessed 17 February 2016].
- Bhujyu, K., 2014. *Tourism Vision 2020: Where do we stand?*. [Online] Available at: http://www.myrepublica.com/portal/index.php/ads/twb/printable_news.php?action=news_details&news_id=87942 [Accessed 05 March 2016].
- Bista, R., 2009. *Tourism Policy, Possibilities and Destination Service Quality Management in Nepal. Greece: The University of Macedonia.*, s.l.: s.n.
- Central Bureau of Statistics, Nepal, 2012. *National Population Census 2011 Household and Population by Sex Ward Level*. [Online] Available at: http://cbs.gov.np/image/data/Population/Ward%20Level/40Kaski_WardLevel.pdf [Accessed 02 February 2016].
- Dangi, T., 2006. *General Trends in Inbound Tourism*. [Online] Available at: http://www.unescap.org/ttdw/Publications/TPTS_pubs/pub_1748/pub_1748_CR-J.pdf [Accessed 04 March 2016].
- Edgell, D., 1999. *Tourism Policy: The Next Millennium. Advances in Tourism Applications Series, Sagamore Publishing.*, s.l.: s.n.
- Egeland, B., 2011. *Defining Project Constraints*. [Online] Available at: <http://pmtips.net/Blog/defining-project-constraints> [Accessed 17 January 2016].
- Foreign Exchange Management Department, 2012. *Nepal Rastra Bank*. [Online] Available at: www.nrb.org.np [Accessed 03 March 2016].
- Golafshani, N., 2003. *Understanding Reliability and Validity in Qualitative Research*. [Online] Available at: <http://www.nova.edu/ssss/QR/QR8-4/golafshani.pdf> [Accessed 17 January 2016].
- Gurung, G., n.d. *Geography*. [Online] Available at: http://ghandruke.com/wordpress/?page_id=55 [Accessed 02 February 2016].
- Horrocks, S., 2009. *Ecotourism in Nepal*. [Online] Available at: <http://traveltips.usatoday.com/ecotourism-nepal-17674.html> [Accessed 07 March 2016].
- ICIMOD, 2015. *Nepal Earthquake 2015*. [Online] Available at: <http://www.icimod.org/nepalearthquake2015> [Accessed 08 January 2016].
- Image Channel, 2012. *Central Bureau of Statistics releases National Census Report 2011, Report puts Nepal's population at 26.6 million*. [Online] Available at: <http://imagechannels.com/news/details/21182/Central-Bureau-of-Statistics-releases-National-Census-Report-2011-Report-puts-Nepals-population-at-26.6-million> [Accessed 29 January 2016].
- Irshad, H., 2010. *Rural Tourism- An opportunity for sustainable development*. [Online] Available at: [http://www1.agric.gov.ab.ca/\\$Department/deptdocs.nsf/all/csi13476/\\$FILE/Rural-Tourism.pdf](http://www1.agric.gov.ab.ca/$Department/deptdocs.nsf/all/csi13476/$FILE/Rural-Tourism.pdf) [Accessed 07 January 2016].
- Jolly, J., 2010. *BBC News. Kathmandu, Nepal*. [Online] Available at: http://news.bbc.co.uk/2/hi/south_asia/8633058.stm [Accessed 07 March 2016].
- Ministry of Tourism and Civil Aviation of Nepal, 2009. *Nepal*. [Online] Available at: www.tourism.gov.np [Accessed 03 March 2016].
- Nepal Mountaineering Association, 2010. *Nepal Mountaineering Association*. [Online] Available at: <http://www.nepalmountaineering.org/> [Accessed 05 March 2016].

- Nepal Rural Tourism, 2015. *Welcome to Nepal Rural Tourism!*. [Online] Available at: <http://www.nepalruraltourism.com/> [Accessed 06 March 2016].
- Nepal Tourism Board, 2015. *Downloads - Nepal Tourism Statistics*. [Online] Available at: <http://www.welcomenepal.com/downloads-cat/nepal-tourism-statistics/> [Accessed 20 January 2016].
- Nepal Tourism Package, n.d. [Online]. Nepal Tourism Package, n.d. *Introduction of Nepal*. [Online] Available at: <http://www.nepaltourism.net/> [Accessed 1 March 2016].
- Oak Ridge Institute for Science and Education, n.d. *Differences Between Qualitative and Quantitative Research Methods*. [Online] Available at: http://www.orau.gov/cdcynergy/soc2web/content/phase05/phase05_step03_deeper_qualitative_and_quantitative.htm [Accessed 10 January 2016].
- Occupy Theory, 2014. *Advantages and Disadvantages of Qualitative Research*. [Online] Available at: <http://occupytheory.org/advantages-and-disadvantages-of-qualitative-research/> [Accessed 12 January 2016].
- Pandey, R. N., Chettri, P. & Kunwar, R. R., 1995. *CASE STUDY ON THE EFFECTS OF TOURISM ON CULTURE AND THE ENVIRONMENT*. [Online] Available at: <http://unesdoc.unesco.org/images/0012/001226/122619eo.pdf> [Accessed 05 March 2016].
- PRASAIN, S., 2015. *Homestay boosts incomes, living standards in Bardia*. [Online] Available at: <http://kathmandupost.ekantipur.com/printedition/news/2015-06-28/homestay-boosts-incomes-living-standards-in-bardia.html> [Accessed 18 January 2016].
- S. Rajasekar, P. P. V. C., 2013. [Online] Available at: <http://arxiv.org/pdf/physics/0601009> [Accessed 10 January 2016].
- Shagzatova, M. &, 2015. *Advantage Of Impact Of Tourism Tourism Essay*. [Online] Available at: <https://www.ukessays.com/essays/tourism/advantage-of-impact-of-tourism-tourism-essay.php> [Accessed 04 January 2016].
- Shrestha, N. R., 2002. *Nepal and Bangladesh: A Global Studies Handbook*, s.l.: s.n.
- Shrestha, U. B. P. S. T. B. S. et al., 2007. *Nepal Biodiversity Resource Book. Protected Areas, Ramsar Sites and World Heritage Sites. Kathmandu, Nepal*, s.l.: s.n.
- Simm, C., n.d. *Rural Tourism in Nepal*. [Online] Available at: <http://traveltips.usatoday.com/rural-tourism-nepal-59122.html> [Accessed 07 January 2016].
- The Association for Qualitative Research, n.d. *Validity*. [Online] Available at: <http://www.aqr.org.uk/glossary/validity> [Accessed 12 January 2016].
- Trek for Nepal, n.d. *Rural Tourism*. [Online] Available at: <http://trekfornepal.com/rural-tourism.html> [Accessed 05 January 2016].
- United Nations Department of Economic and Social Affairs, 2016. [Online] Available at: <http://countrymeters.info/en/Nepal> [Accessed 18 April 2016].
- Upadhyay, D. R., 2007. *Rural Tourism to Create Equitable and Growing Economy in Nepal*. [Online] Available at: http://www.hull.ac.uk/php/ecskrb/GDP2007/RuralTourism_Rudra.pdf [Accessed 27 February 2016].
- World Bank, 2015. *Transportation: Nepal*. [Online] Available at: <http://web.worldbank.org/WBSITE/EXTERNAL/COUNTRIES/SOUTHASIAEXT/0,,contentMDK:22099925-pagePK:146736-piPK:146830-theSitePK:223547,00.html> [Accessed 03 March 2016].
- World Tourism Organization, 1993. *Sustainable Tourism Development: Guide for local Planners. Madrid*, s.l.: s.n.
- World Travel and Tourism Council, 2015. *World Travel and Tourism Council*. [Online] Available at: <http://www.wttc.org/>

[/media/files/reports/economic%20impact%20research/country%20reports/nepal2014.pdf](#)
[Accessed 10 January 2016].

Figures

Figure 1 Geography of Nepal (Source: Wikipedia)	3
Figure 4 Nepal Tourism Board Policies and Priorities	11
Figure 5 : Nepal Tourism Year 2011 (Source: Nepal Tourism Board)	12
Figure 6 : Nepal Tourism Vision 2020 (Source: Ministry of Tourism and Civil Aviation).....	13
Figure 7 Impacts of Tourism	15
Figure 8 Figure 1 Total number of Homestays in Nepal in 2013 and 2014 according to NTB (A)	29
Figure 9 Total number of Homestays in Nepal in 2013 and 2014 according to NTB (B) (Nepal Tourism Board, 2015).....	29
Figure 10 Damage/loss caused by Earthquake 2015 to tourism sector of Nepal (Nepal Tourism Board, 2015)	30
Figure 11 Estimated recovery needs for damage/loss due to earthquake in tourism sector.....	30
Figure 12 Survey Questionnaire Form 1	33
Figure 13 Survey Questionnaire Form 2.....	34
Figure 14 Survey Questionnaire Form 3.....	34
Figure 15 Survey Responses 1.....	35
Figure 16 Survey Responses 2.....	36
Figure 17 Survey Responses 3.....	36
Figure 18 Survey Responses 4.....	37
Figure 19 Survey Response 5.....	37
Figure 20 Survey Responses 6.....	38
Figure 21 Survey Responses 7.....	38
Figure 22 Survey Responses 8.....	39
Figure 23 Homestay Facility at Ghandruk Village (Shrestha, 2015).....	47
Figure 24 Author at the Homestay Facility at Ghandruk Village (Shrestha, 2015)	47
Figure 25 Map of trekking trails covered by the author (Nature Trail Travel and Tours, 2016)	48

Appendixes



Figure 21 Homestay Facility at Ghandruk Village (Shrestha, 2015)



Figure 22 Author at the Homestay Facility at Ghandruk Village (Shrestha, 2015)



Figure 23 Map of trekking trails covered by the author (Nature Trail Travel and Tours, 2016)