Potential Products of Tourism in Surkhet District, Nepal

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Abstract
Tourism industry plays a decisive role in the overall development of Nepal. Nepal has got a very strong power of nature because of its natural and cultural diversification. Tourism has a great role to play to improve country's image in international arena. Tourism is a driving force for the economic development of Nepal. It is a major contributor to Nepalese economy. Tourism sector is considered an answer to strengthen the national economy, improve living standard and reduce poverty. Surkhet District represents the complex cross-section of linguistic, cultural, religious, and biological diversities of the nation. It is the gate way of Karnali Province, and also connectivity with the Mansarover; the great holy place of Hindu. The resources of tourism available in Surkhet district provide decisive meaning for tourism development not only in Karnali province but also in whole Nepal. Both primary and secondary data are used to identify the potential products of tourism development. The relevancy of this study goes to have a sufficient knowledge among the stakeholders of tourism development. It has high level of potential of potential products for religious/pilgrimage tourism, rural tourism, eco-tourism, cultural tourism, village tourism, agro-tourism, adventure tourism, health tourism etc.

Key Words: culture, development, potential, Religion, tourism

Introduction

Background
Surkhet District represents a complex cross-section of linguistic, cultural, religious, and biological diversities. It lies in Karnali Province. Surkhet has many tourist destinations and exploitation of these destinations offers a wide range of comparative advantages. Wide variety of flora, fauna, park, bihar, and varied climate are the attractions of this district.

Kunwar (1997) defined tourism is the temporary movement of people to destination outside their normal places of work and residence, the activities undertaken during their stay in those destination and facilities created to care to their needs. Tourism industry has played major role in Nepalese economy. The arrival of tourist in Nepal every year is directly or indirectly beneficial to Nepalese people. It is the major source of earning valuable foreign currency. Due to its great natural beauty and unique and plural cultural features, Nepal has become an attractive destination for tourists from all over the world. Therefore, we can say without any hesitation, tourism can be a powerful weapon to reduce poverty as well as unemployment problems. If appropriate and profound researches, tourism could condition of the poor and under privileged locals (Upadhaya, 2005). Tourism is an industry based on human motives. Over last two decades, tourism has grown to become the biggest and fastest growing industry
in Nepal. Concerning this fact, it is now essential to extend and promote tourism industry and associate activities and various programs. By giving the definition of the tourism, Theobald, (1998) has said the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to exercise of an activity remunerated from within the place visited.

Surkhet district is located in southern part of Karnali Province. It is a place of god gifted natural assets, valley land, river, basin, cool climate and other attractions which will be the great interest for the tourist. This district is rich with natural beauty, and cultural diversity. This very district is suitable destination for tourism from several perspectives. This is a land of exciting cultural heritage as well as enhancing natural beauty and loving sightseeing. Cultural, natural, and religious diversities are major tourism prospects in this area.

The most beautiful attraction of Surkhet is religious temple Kankre Bihar. Other prime religious attraction of the district is Deutibajai Temple, Shiva Mandir, Siddhapaila, Gangamala Mandir the centre of Hindu faith. Pilgrims from different parts of Nepal and even some parts of India visits to pay worship to the Goddess. The continuous dingdong of bells and fragrance of incenses from the Kankre Bihar and other temples conveys message of peace, harmony, tolerance, and good will. All these facts tell that Surkhet can be good potential place for tourist. This area is rich for flora and fauna. Almost, all the 6 kinds of Rhododendron species, more than 123 varieties of birds, about sixty spices of mammals, many kinds of Orchids are found. A rich diversity of wild life including Leopard, Bear, Deer and Wild Dog. This area rich with ethnic diversity and cultural heritage like: Tharu, Magar, Bote, Gurung, Raji, Majhi etc.

Objectives of the Study

The main objective of the study is to find out the potential of the tourism products of Surkhet district.

The specific objectives are as follows:

1. To analyze the potentiality of the tourism development in the district.

2. To identify the potential product which can contribute to the development of tourism.

District Overview

The Surkhet District is the headquarters of Karnali Province. This area is also home to diverse range of the ethnics groups, rich in flora and fauna, bio-diversity, mountain lakes and both natural and cultural heritage. Most of the areas of the district fall in the hilly ranges. Politically Surkhet District divided into two election constituencies. There are 9 local bodies including 5 municipalities and 4 rural municipalities. The total population of the District is 350,804.
Geographical Setting

This very district is located between in Karnali Province of Nepal and it encompasses an area of 2,488.64 square kilometers (960.87 sq sq. k. (statistical pocket book 2018). The district is boarded by Dailekh and Jajarkot in north, Salyan in the east, Achham and Doti west and Kailali and Bardia in the south. The physical condition of the district contains valley. Major Rivers of Surkhet are Karlnali, Veri, Dungeshor, Jhuprakhola, Chingad.

General Perspective

Tourism has attracted people throughout the world. Travel from one place to another is common nature of tourism. In course of time, visitors get pleasure, satisfaction, happiness, beauty, harmony and excursion through the different utilities. Etymologically the word tour is derived from the Latin word 'tornave' and Greek 'tornos' meaning lather circle the movement around a central point or axis. Suffix ‘ism’ is defined as action. Most widely accepted but technical definition of the tourist was proposed by International Union of Official Travel Organizations (IUOTO), in 1963 and approved by World Tourism Organization (WTO) states that tourists are temporary visitors staying at least 24 hours in country visited and the purpose of visit is classified under one of following heading: One leisure (recreation, holiday, health, study, religion and sport), and other Business (Family mission, meeting) (Kunwar, 2002). Similarly, Erik Cohen has defined “The tourist is a voluntary temporary traveler, traveling in the expectation of pleasure from the novelty and changed experienced on relatively long and non recruitments round up”. Valencee L. Smith defines “A tourist is a temporarily leisure person who voluntary visits a place away from home for the purpose of experiencing a change”. One of the oldest definitions of tourism given by Austrian economist Herman V. Schullard (1910) is “The sum total of operating, mainly of an economic nature which directly related to the entry, stay and movement of foreigners inside and outside a certain country, city or region”.

Nepalese Perspective

Nepal is a model of diverse culture and nature. Tourism industry flourishes in its surrounding. Published and unpublished works have been done by numerous scholars, concerned organization about tourism. Talking about the tourism destination in the world Nepal has been selected as one of the best ecotourism destination in the world. Shrestha (2000) has tried to cover the important aspect of Nepalese aviation and tourism in his book “Nepalese aviation and tourism” and tried to explain the aviation history and the role of aviation in tourism. He further discussed the economic significance and the benefits of tourism in the economy of host country which is measured mainly in terms of foreign exchange receipt from tourist and its multiplier effects on different activities, contribution to national income and employment generation in rural areas thus contributing to regional balance. Tourism development will also induce new business opportunities by opening market for local products, promote new skill and encourage positive change in land use and production system (Shrestha, M.B, 2000). Ramesh Raj Kunwar in his book “Anthropology of Tourism” has made an effort to analyze the ways in which tourism is contributing to changes
in value system. For development to take place, first of all the attitude, value of the people should be development prone, which is possible to be changed by tourist inflow (Kunwar, 2002).

Tourism industry is playing a crucial role in the overall development of Nepal. Nepal has got a very strong power of nature; all the country needs is better diversification (Pradhanang, 2005a). Tourism has a great role to play to improve country's image in international arena (Adhikari, 2005). By integrating the principle of decentralization and active involvement of local people in tourism activities, Government of Nepal (Gov. N) has been piloting models through TRPAP (Dhakal, 2006a).

**Current Scenario**

Tourism is very usual term in the world. History of tourism in Nepal goes to beginning the history in puranic period Nepal is renowned as a Hindu and Himalayan kingdom from ancient time. But there is great change in Nepal and it has become Secular state. The history of tourism in Nepal goes with political, cultural and social history.

Since the beginning of the planned development important of tourism industry for balance development on nation was highly appreciated. During the different five year plan Nepal government has adopted some ideas, plan to develop tourism in Nepal. The exercises of the Government to make tourism industry clean and systematic, is remarkable but it is not satisfactory. Since the beginning to the Ninth five year development plan to promote rural tourism of the rural areas by private sector as well as government sector had encouraged. In order to development and achievement from tourism, the ninth plan has aimed to achieve the objective like as to establish the backward and forward linkage of this sector with the national economy as to develop it as an important sector for the overall economic development. The tenth plan has adopted the policy of sustainable tourism development it emphasis to air service reliable and conservation of historical, cultural, religious and archeological property. Where, right now, Karnali Province has declared to Surkhet district as a center of tourism hub and formulating many programmes and policies to promote tourism destination.

All the attracted elements of tourism are in rural areas. To go to the rural areas of the district there is system of transportation such as: Road transportation, air transportation, rope way, horse trail, foot trails.

**Methodology**

The study was based on both primary and secondary sources of data and information. The primary information was collected from Key Informant Survey and Observations, which was carried out using structured questionnaire and observation-sheet. 100 questionnaire were asked to the tourist. Information is also be collected by using structured interview method and this is accomplished by the construction of questionnaire. Key informants, who included hotel managers, tourist and local leaders, were interviewed. Observation of the study was done to access the different situation of the tourism development; the advantage of this method is that it gives an immediate and vivid understanding of the situation. The checklist is
used for the purpose. The data were collected by the secondary sources as well. The data were collected from different types of book, articles, published and unpublished documents.

Result and Discussion

Potential Products of Tourism in Surkhet

Surkhet has initiative variety of landscape, culture, and panoramic view of the valley land. Similarly, Gothikanda hill, Raamri Kanda hill are magnificently observing, showing in the upper part of the district. There are colorful settlements; rich vegetation; with variety of rhododendrons, green forest, rivers, valleys and hills.

In the view of its potential of tourism development the local community is seems to be more interested and aware on the development of this area jointly as tourism destination. However, so far there is not proper management of tourism but there is initiation to firm tourism development committee to develop Surkhet, district as a tourist destination. The most basic infrastructure such as electricity, roads and proper communication are in the state of development at Surkhet. This district is situated in the Karnali Province of Nepal, having natural beauty, cultural diversity. The study area is land of attraction, hilly district which offers range of spectacular hills. The land of diversity in ethnic groups, famous Shrine and Gumpas, has potentiality of eco-tourism, cultural tourism, adventure tourism, religious tourism, recreational tourism, agro- tourism, health tourism, and so on, which are given below.

Potentiality of Eco-tourism

This concept of eco-tourism is not so long it is considered a very new concept in the field of tourism. Eco-tourism has been of special interest to policy and decision makers, academics and business communities both at local and international level. It is environment and nature based tourism. Ecotourism is a form of tourism inspired by the nature of an area, including indigenous cultures. It should also entail development and welfare (Kunwar, 1997). It aims to minimize any undesirable environmental impacts and socio-cultural changes. In eco-tourism, it is famous to add prefix ‘eco’ in each and every term related to tourism like eco-tour, eco-travel, eco-vacation, eco-adventure, eco-cruise, eco-safari, eco expedition etc. Ecotourism leads to economic, cultural, ecological and social sustainability (Dahal, 2060 BS). In ecotourism, there are mainly two factors which can attract to the tourist;

a. Unspoiled natural beauty: It includes the flora and fauna of the rural area.

b. Local culture: The tourists visit to the settlement of particular cultural groups and enjoy as well as observed the cultural factors.

So, in the study area there is available both natural beauty and cultural richness. Tourist can enjoy with unrevised beauty and can walk untrodden way with genetic beauty on the trekking routs around Kakre Bihar on the other hand; they can interact with local varieties of culture.

Potentiality of Religious Tourism
This is most primitive type of tourism it is quite important type of tourism. In the ancient time also this type of Tourism was flourishing in the world. Religious tourist are quite interested to visit religious place of own faith. For example, Hindu people like to visit Deutibajai, Buddhist and Hindus want to visit Kakre Bihar, Bethel Church for the Christian and Pipira Masjit for the Islam are attracted places. Religious tourist’s number is more than other tourist in the district.

Goddess Deuti Bajai resides in a holy temple of purity, belief and desire fulfilling. According to local belief, the innermost desire of a person is fulfilled by the Goddess. People from different part of the country, especially from eastern Terai and hills come to visit the Goddess Deuti Bajai. Krishna Mandir is another Hindu religious place. It is also located in this district. Shiva Gufa, Ram Janaki Mandir, Chamere Gupha, Masta Mandir Kalika Mandir, are other religious destinations for Hindu. This district has altogether 2 Buddhist monasteries. Mangal Gadhi is the very famous archeological heritage site of Surkhet. Gurvakot Darbar and Kanda Darbar are taken about 500 years old archeological sites.

**Potentiality of Cultural Tourism**

McIntosh and Goeldner (1994) consider cultural tourism as comprising all aspects of travel, whereby travelers learn about the history and heritage of others or about their contemporary ways of life or thought. Both culture and tourism are central components of development; definitely, in the perspective of a well-travelled world it is complicated not to think about one without the other. While there is clearly a responsibility for culture and tourism to be part of development in an economic sense, their roles extend beyond this as integral parts of human development whereby social well being and basic human freedoms and civil liberties are exemplified and enriched by travel and cultural exchange.

The raising of income, the urbanization, the effect of globalization to create monoculture are the major causes of cultural tourism. The cultural tourism is associated to underdeveloped countries and especially with the rural tourism. In rural areas, there will be more cultural diversity than the urban areas. Nepal is known as rural country with cultural diversity. Surkhet district is also rural district. So this has rural life style of people and cultural diversity, ethnic diversities of Tharu, Magar, Gurung, Raji, Majhi, Bote and diversity on their religious custom, tradition, folk-lore, language, feast and festivals living style, housing pattern, art and craft. In this regard, study has shown strong potentiality of cultural tourism in Surkhet district.

**Potentiality of Recreational Tourism**

This type of tourism is very important in tourism industry. In this study areas there is available of natural beauty. Attractive scenes, animals, plants, swimming, park, new items of food, river side, rafting and falls are available in study area. People of 20st century are desired to visit and acquire more enjoy by observing authentic natural contributions. Those kinds of natural products, which are obligatory parts of recreational tourism, are in study area. In this area there are colorful settlements, rich vegetation with variety of rhododendron, green forest, Rivers, valleys, and caves, lakes spreads all over. There is rhododendron forest,
grass land, and bushy land on the north part of district called Guranse, bhiuchula, Shiddha Paila, and Chhapre Danda etc. these places have the Devine power to spellbind the visitors. Everybody can get enough enjoy in these land where local people are grazing, cutting grass with melodious songs.

Potentiality of Agro-tourism

Agro-tourism is not a novel of tourism development in Nepal. What Nepal has to offer and has been marketing in the world all stems from promoting the natural environment, the cultural heritage and lifestyle of its people. Nepal’s number one tourism attraction “Trekking routs of Kakre Bihar parikrama” is one of the most popular agro-tourism based activities in the District. Trekking is synonymous with the Hills and it has been well exemplified, how the trekking route have beneficiated villages and economically as for the tourist. It is an absolutely auxiliary encounter, not only from the natural beauty perspective but also by experiencing Nepali culture and the genuine warmth care and affection of our people. Tourist related to agro-tourism visits with two concept one type of tourist who have no their own land or some sort of species in their field and they want to observe and for research. Other type of tourists who want fresh fruit, vegetables, meat with enjoying rural setting of this study area it has capacity to allure tourist every month of the year. Therefore, this district has potential of agro-tourism.

Potentiality of Adventure Tourism

Nepal represents a blend of ancient vibrant cultures and scenic grandeur located between China and India. Nepal’s main geographical feature includes snow capped peaks lower mountains, mid hills and fertile plains of tropical jungle. Trekking, mountaineering, rock-climbing, boating, mountain biking, jungle safari, hunting, mountain flights, rafting, are the, main attractions of the adventure tourism. Most of the options are available in this district.

This study area is very suitable place and locals are now a day's rafting is in existence. Boating, river swing are in practice. Therefore, this is very fit place for the adventure tourism. Tourists who are belonged to adventure can enjoy more in this place as a participant or as an observer. If we can develop adventure tourism in this area we can get more benefit comparatively than other types of tourism.

Potentiality of Health Tourism

Historically this type of tourism is very important when there was not development of modern health science at that time people used to go to seek the natural health centre. At that very time people used to visit to hot, well (Kuwa) cold or hot climate as the types of diseases to relief from the pain and they used to get benefit from natural health center. People used to visit climatically hot and cold region according to their necessity. People of 21st century also want to stay or visit that such of places where there is suitable climate to their health it is not a desire of that kinds of tourist but it can be their compulsion to do so. Medical science can refer to stay some time like that places accordingly their health condition. And this study area is very suit to open health resort due to its climatically suitable to the human being.
Therefore, in totality here is potentiality of almost all kinds of tourism. Therefore, we can develop tourism industry in this area and can be positive change in local people’s life style through tourism and its impact goes to nation wise.

**Religious Important of Study Area**

Goddess Deutibajai resides in a holy temple situated in the valley of Surkhet district. More than thousands of people visit the Deutibajai every day. Within this holy area there are also the temples of God Siddhibinayak Ganesh, Goddess Deutibajai is the popular religious sites for Hindu pilgrimage. On the occasion of the Dashain festival, especially in Saptami and Astami, there is a que of the visitors till early in the morning to evening. Every Saturday young girls and boys also visit and worship the goddess, there is a belief that goddess Deutibajai fulfill the inner desire of the devotees. Deutibajai is the most significance site of Hindu worship sites throughout the Karnali province of Nepal. Since this important pilgrimage destination combines outstanding natural resources. It will become a prime area for tourism development of the district and the province.

According to the local belief the innocent desire of a person is fulfilled by the goddess. Those people who know and have heard about Deutibajai make it a point to remember the goddess before starting any new task, such as building house, buy vehicle, marriage, travel, farming, start business, election and so on; visit and worship the goddess to be blessed for their success.

**Kankre Bihar** temple is another religious site of this district, which is situated in the middle part of the Surkhet Valley. According to local people and archeological study this temple was build 12th-13th century. This area is also very important for the Hindu and Buddhist devotees. It is archeological and historical important. Near about one thousands of visitor visit Kankre Bihar per day, school and campus students and teachers from different parts of the country come to visit. It is also the famous for the picnic spot. Shiva Mandir at Latikoili, near by the Kankre Bihar is a famous Shivalaya made up of stone. People belief that Kankre Bihar temple and the Shivalaya were build in the same time. On the occasion of Mahashivaratri, thousands of visitors visit temple and worship the greatest god of Hindu. Hundreds of shops are selling the hisses mix foods as the parsad of God Shiva. There is not any administrative restriction to use hisses on Mahashivaratri.

Religious temple or Devalayas, Monuments and religiously important places are all over the study area. Worshipping the God and Goddess for the protection the climates, seeking progress and prosperity, live from diseases, growth grain, protection of animals and human being etc. are common things of local people. They worship caves, bottom of the tree, hills, stone, deuarali etc. so religiously many people visit to see or to participate in this types of activities of the local people from this study area.

**Cultural Important of Study Area**
Varied Geographical structure of the district determines district cultural heritage this is rich cultural diversity in both tangible and intangible. The culture of the study area can be categorized in two major monuments.

The study area is a home to diverse range of ethnic and non-ethnic groups like Brahman, Kshetri, Tharu, Gurung, Magar, Raji, Majhi, Raute (seasonally), Newar, Tamang, etc. The Magar people are the original indigenous ethnic group of the district. Culture of Magar people is different from other places. Religion, custom, tradition, folk-lore, language, fair and festivals, living style of people, housing pattern, art, and craft are unique features of culture of these indigenous groups. Archeological monuments are also equally important as cultural products in the study area. Temples, Gumpas, Monasteries, Chaytas, Devalayas, etc. are major monuments in this area.

**Demographic information from Tourist**

For this study 95 tourists were interviewed and the information about the age groups and gender distribution of the tourist has been shown in the following table.

Table No. 1 Distribution of the tourists according to the age groups and sex.

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Below 20</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2.10</td>
</tr>
<tr>
<td>2</td>
<td>20-29</td>
<td>11</td>
<td>7</td>
<td>18</td>
<td>18.94</td>
</tr>
<tr>
<td>3</td>
<td>30-39</td>
<td>16</td>
<td>11</td>
<td>27</td>
<td>28.42</td>
</tr>
<tr>
<td>4</td>
<td>40-49</td>
<td>14</td>
<td>9</td>
<td>23</td>
<td>24.21</td>
</tr>
<tr>
<td>5</td>
<td>50-59</td>
<td>9</td>
<td>5</td>
<td>14</td>
<td>14.73</td>
</tr>
<tr>
<td>6</td>
<td>60-69</td>
<td>3</td>
<td>4</td>
<td>7</td>
<td>7.36</td>
</tr>
<tr>
<td>7</td>
<td>70 and above</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>4.20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>56</td>
<td>39</td>
<td>95</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source:- Field visit 2019

Among the total tourist, largest portion of tourist are from the age group of 30-39, which cover 28.42%, secondly, from the age group of 40-49, which covers 24.21, thirdly, from the age group of 20-29, which covers 18.94%. Similarly, from the age group 50-59, 14.73%, from the age group of 70 and above 4.20% and lastly below 20 covers 2.10% respectively.

Table No. 2 Distribution of the tourists according to the purpose and occupation

<table>
<thead>
<tr>
<th>S. N.</th>
<th>Purpose of Visit</th>
<th>Number of tourist</th>
<th>Percentage</th>
<th>Occupation</th>
<th>Number of tourist</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pilgrimage</td>
<td>23</td>
<td>24.21</td>
<td>Job holder</td>
<td>16</td>
<td>16.84</td>
</tr>
<tr>
<td>2</td>
<td>Holyday/pleasure</td>
<td>35</td>
<td>36.84</td>
<td>Retired</td>
<td>9</td>
<td>9.47</td>
</tr>
<tr>
<td>3</td>
<td>Study/excursion</td>
<td>26</td>
<td>27.36</td>
<td>Business</td>
<td>19</td>
<td>20.00</td>
</tr>
<tr>
<td>4</td>
<td>Recreational</td>
<td>5</td>
<td>5.26</td>
<td>Students</td>
<td>17</td>
<td>17.89</td>
</tr>
<tr>
<td>5</td>
<td>Adventure</td>
<td>4</td>
<td>4.21</td>
<td>agriculture</td>
<td>32</td>
<td>33.68</td>
</tr>
<tr>
<td>6</td>
<td>Others</td>
<td>2</td>
<td>2.10</td>
<td>Others</td>
<td>2</td>
<td>2.10</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>95</td>
<td></td>
<td></td>
<td>95</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Field Survey, 2019
The highest number of the visitors are holiday/pleasure 36.84%, study/excursion is in 27.36% whereas pilgrimage are 24.21%. From this data we can analyze that the follow of the tourist is gating pleasure, short trip, and religious intention. This data verify that there is no any occupation that can break the visitors, jobholder or retired, either student or farmer all are interested to visit new place to seek new knowledge and experiences.

Table No. 2 Distribution of the tourists according to the perception

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Description</th>
<th>Outstanding</th>
<th>Excellent</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Poor</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Transportation</td>
<td>-</td>
<td>11</td>
<td>51</td>
<td>29</td>
<td>4</td>
<td>95</td>
</tr>
<tr>
<td>2</td>
<td>Hospitality</td>
<td>-</td>
<td>17</td>
<td>57</td>
<td>18</td>
<td>3</td>
<td>95</td>
</tr>
<tr>
<td>3</td>
<td>Security</td>
<td>-</td>
<td>-</td>
<td>60</td>
<td>29</td>
<td>6</td>
<td>95</td>
</tr>
<tr>
<td>4</td>
<td>Natural Attraction</td>
<td>2</td>
<td>19</td>
<td>67</td>
<td>7</td>
<td>-</td>
<td>95</td>
</tr>
<tr>
<td>5</td>
<td>Historical Sites</td>
<td>5</td>
<td>20</td>
<td>67</td>
<td>3</td>
<td>-</td>
<td>95</td>
</tr>
<tr>
<td>6</td>
<td>Religious Place</td>
<td>5</td>
<td>24</td>
<td>62</td>
<td>4</td>
<td>-</td>
<td>95</td>
</tr>
<tr>
<td>7</td>
<td>Sanitation</td>
<td>-</td>
<td>-</td>
<td>39</td>
<td>43</td>
<td>13</td>
<td>95</td>
</tr>
</tbody>
</table>

Source: field survey 2019

According to the above table the shows the perception of the tourists regarding to the seven variables. Among the total, larger number respondents response the services of the area are good, secondly, satisfactory level of services, thirdly, related to the excellent services, poor is forth and the last is excellent. Along with sanitation, security, hospitality and transportation seems to be improved.

Attraction of Potential Products

As a source tourism attractions of this area has a vast majority of Magar people and their cultural patterns are major things, which attract the tourists. Being a mountain region, there are mountainous natural resources. Those resources have potential to promote tourism. The activities to organize her are as follows:

- Magar Cultural Heritage
- Archeological Sites
- Natural Heritage

Cultural Heritage

The indigenous groups and their culture are the main heritages. The Magar cultural heritage should be treated as a matter of attraction. This is why the Heritage of Magar culture is observable. In this context the following factors are taken as a part for the tourist’s attraction Magar’s religion and spiritual beliefs, marriage ceremony, rituals, custom and traditions, folk-lore, music (Sorathi, Maruni, Jhapre), music instruments, dances (Madal, Dholak, etc.)
Tamkoetc., fair and festivals, food and drinks, art and crafts, house building pattern and architecture, dress and ornaments, are the main attraction for the tourists.

**Archeological Monuments**

**Deutibajai: The Holy Temple in Karnali Province**

The Hindu Goddess Deutibajai resides in a holy temple situated in eastern part of Surkhet valley. It is a famous pilgrimage or holy site. Deutibajai is a cultural site of national and international importance. The site is situated at 2 k.m. 3 far from the province headquarter. Pathivara lies in Birendra Municipality. Religious or pilgrimage site has great test cultural values. About 30,000 Pilgrims visits from karnali province and India are reported to visit this religious site daily. The site is a popular mainly during the important Hindu festival of Dashain and Chaite Dashain, respectively. But now days, pilgrims are visiting the throughout the year.

**Kakre Bihar Temple**

It is an ancient historical temple which, was made in 12 century. Now this temple is under reconstruction. According to local people the worshipping was disturbed because of the damage of this temple. It is not possible to find out the construction organization or the person till now but it has a great attraction power to the tourists.

**Traditional Monuments**

The study area is a settlement of the Magar community, according to their custom and tradition some monuments were constructed since a long time and are still in existence. They are introduced as resting places (Chautara), Mandali (religious pillar).

**Natural Heritage**

**Scenic Beauty**

The scenic beauty of several hills, the panoramic view of hill and plan range of terrain are prime attractions in the study region. Many tourists will be interested to enjoy the marvelous scenic beauty everywhere. The scenic beauty of Rhododendron forest, orchid flower rocky hill and garden are pristine natural landscape that can be observed from the study area.

**Pleasant Climate**

Varied geographical features have distinct climate pattern that appears to be the favorite aspects for the tourist. Being a hilly region various climate can be tested. Form the altitude of 1200m. up to 2125m. there is warm sub-tropical monsoon, with relatively high average temperature, high humidity and medium rainfall. It experiences heavy monsoon rain fall during the rain fall during the rainy season (June- August). The area is middleman or hilly region with temperate climate.

**Bulbule Lake**
This is the well known lake in the district named by Bulbule Udhyan speeded in 52 Bighas of area. The lake has the religious importance. Many pilgrims and tourist from far and wired visit this lake every year. Almost monthly 30,000 tourists and local people are visiting this Bulbule park to see the Bulbule Taal. There is separate bathing place for male and female managed by King Birendra.

**Jajura Daha**

Though, it is not big in size but has a unique geographical location and religious and cultural significance. Jajura Daha is Panchapuri Municipality a beautiful lake of considerable size situated between human settlement in the hill side. This is located western part of district and province headquarter.

**Simrik Khani Daha**

This *Daha* is 30 km. far from Birengra Nagar this Daha is also known as Bahara Taal. There is another interesting story is no human settlement near the Daha. According to the people’s belief if anybody stays near the Lake he/she will die. The local people are afraid of visiting the lake in the evening with the belief that they get frightened and feel pulled towards it by an unknown and invisible power of superstition. But the name of the rural municipality is associated with the taal, ‘Bahara Taal Rural Municipality’.

**Gupti Taal**

This lake lies in the western part of the district in Panchapuri Municipality. This lake is inside the cave. Thousands of tourists visit the pond on winter and summer season.

**Flora and Fauna**

The flora and fauna are both relatively important for ecological balance. Both are components of natural products. Various kinds of flora and fauna can be found in the diverse geographical region. The study area is a hub of different herbal species. *Padmachal, Pakhenbed*, The lower parts of the region have popular herbal plants such as Kurilo, Orchids, Amala, Harro, Barro, the natural vegetations, various kinds rhododendron forests.

The above mentioned flora and fauna are not only the means of attractions but also subjects of research for the tourist. Natural vegetation, forest, rhododendron, different types of herbal plants, conservation area are the main attraction of the tourism of the area.

**Conclusion**

Tourism industry is a growing phenomenon of economic, social and cultural activities. In modern time, tourism also has known as the means of development. Surkhet district is a fertile land for tourism destination tourism destination. It has the high potentiality of tourist destination by all aspects such as: eco-tourism, religious, cultural, recreational, agro, adventure, and health tourism. The area boats on enormous products to promote tourism. Such products are both cultural and natural heritage which, signify the tourism destination.
Anthropology of tourism is a way of tourism between the hosts and the guest. The study has focused on indigenous culture of Gurung, Tharu, Bote people. As tourism products, the unique and rich cultural heritage of Tharu and Gurung can be taken prime source in this district. Thus, the study can be regarded as the norms, values and principles of anthropological tourism besides these for the addition source natural and archeological products.

The Panoramic natural beauty can be found in the Surkhet district. The area boasts of different eco-regions and rich cultural and natural heritage which attract tourists in the area.

References


