

Home Stay Tourism in Nepal

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Abstract

Tourism is the world's fastest growing industry. Nepal is one of the most beautiful countries in the world with lofty snowcapped mountains and scenic, peaceful settings. It has varieties of tourism resources, places of natural beauty, historical and cultural monuments, art, architecture, and festival set which are the best attractions to the foreign visitors in Nepal. Among various tourists are attractions in Nepal. Chitlang is one of the most scenic tourist destinations in Nepal. It is a land of natural scenery, the rich bio-diversity, peaceful environment, and the ethnic diversity, the rich and diverse culture which attract visitors. The general objective of the study is to explore tourism prospect of rural tourism homestay. The respondents were selected by purposive sampling method in case of homestay survey and simple random sampling procedure was used for survey of visiting tourists and households. The sample size is selected 10 homestay owners selected from 18 homestay, and 18 different types of tourists (internal and external), 12 in Local people in total sampled data was 40 total. The study is based both on secondary and primary data collection from municipality profile, reports and direct fill up the structure questionnaire. The number of foreign tourists is found very low according to the local people. Local people were found very much interested and devoted for promoting tourism in the study area but there seems lack of co-ordination among the government authorities and local promoters and also lack of fund. In conclusion it can be said that deserves potentiality of becoming one of the best rural tourism destinations of the country and homestay was very effective to promote tourism. Therefore, package programs and tourism advertisement seem necessary to develop as a rural tourist destination.

Key words: homestay, rural tourism, environment, destination and economic

Introduction

Rural tourism as a phenomenon deals with river, sun, environment, rural society and household. Rural tourism is, in reality, tourism in rural areas.

It represents conservation, lifestyle, experiences, adventure and most importantly nature and experiential benefits for local people (Pizam, 1978). The purpose of rural tourism is to help travelers in planning their trip, choosing a trip and minimizing environmental impacts. Rural tourism is a planned and balanced economic branch. It is the main economic growth strategy that drives the rural economy by generating income, employment and industry. No doubt village tourism, in fact is a powerful weapon to poverty alleviation. If appropriate and relevant policies and measures are adopted with adequate resources exploitation and profound researches, rural tourism could be a miracle to enhance the economic condition of the poor and underprivileged locals (Pizam, & Milman 1984). On the Spanish Island of Majorca, the club Mediterranean established its first "Vocation Village" in 1950 (Campbell, 1999: Gautam, 2005). Similar to this, as part of a new agenda in the travel and trade tourist business, Chitlang villages in Nepal offer the best example of planned and designed rural tourism growth (Upadhyay 2008). "Tourism is ever changing and never-ending process we required vision and for slighthness. 'Nepal has also developed another aspect of eco-tourism in the form of rural tourism. These provide visitor chance to observe the rural hamlets inhabited by different nature and culture visitors can stay in typical Nepali village eat delicious local food, drink and enjoy comfortable accommodation provided by host family and get to their cultural traditions first hand (Gurung, 2012). Tourism development is one of the top-priorities of Nepal government as it has huge potential for foreign exchange earnings and latent possibilities to help address the problem relating to poverty. Tourism is one of the most important industries of Nepal. Unfortunately, key facilities like transportation, communication, accommodation, recreation and other facilities are not properly developed in the prospective center. As a result, the inhabitants of different places are not benefited from this sector and is not totally different in this regard. This research is based on micro level with the new concept of homestay tourism having emphasis on community-based tourism. The general objective of the study is to explore tourism prospect of rural tourism community homestay. Nepal is a rich country in natural resource. This study helps to find out the potential of rural tourism in Chitlang community.

Literature Review

The word "tourism" so popular today is derived from the French word "Tourism" which dates back to the 19th century. The sum total of operations

mainly of economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country city region (Satyal, 2004). It is the most important source of currency and an important factor in the development of industry and international trade. In addition to economic growth, international tourism can satisfactorily contribute to the growth of international society with deep social and cultural understanding. The maturity of travel is very old. Tourists number 0.1 percent annually over the next two decades, surpassing one billion total international travelers by 2010 and reaching 1.6 billion by 2020. Tourism is the world's largest employer, directly and indirectly creating nearly 200 million jobs, or about 10 percent of the world's jobs (Hamazah, 2020). Tourism is a major and still growing industry in Nepal. Especially, trekking tourism attracts many tourists to this Himalayan Kingdom. But tourism industry is not old in Nepal and tourist interest began after 1950. Development of tourism accelerated in Nepal after established of Nepal Tourism Committee in 1970 and Nepal Tourism master plan was prepared in 1972 followed by establishment of Ministry of Tourism by HMG in 1973. Today, tourism has taken the shape of smokeless industry in Nepal and there is an urgent need to improve and develop tourism supporting facilities and strategies. If properly planned tourism in general and eco-tourism in particular can not only boost the Nepalese economy but also help in the nature conservation (MOCTCA, 2011).

Tourism is one of the major sources of revenue in Nepal. Nepal's mountains have continued to attract increasing numbers of visitors. About 43 percent of all international leisure arrivals now go trekking. Tourist visit to protected areas are increasing at around is percent per annum top trekking nationalities in 2000 were UK followed by USA, France, Japan and Germany (NPC, 2008). The Ministry of Culture, Tourism and Civil Aviation (MOCTCA) is responsible for policy, planning, permits, regulations and overall supervision of the tourism industry in Nepal. Home stay program was launched in September 2001 with assistance from UNDP, Department for International Development (DFID) and Netherlands Development Agency (SNU Nepal). The program operates in 6 Districts 48 VDCs, covering 26,337 HHs, with 1, 60,732 beneficiaries. The 6 program districts of TRPAP are Taplejung, Rasuwa, Chitwan, Rupandehi and Dolpa (NPC, 2008). A review of data for the same period last fiscal year reveals that 1.0 percent visited for leisure, 19.2 percent for hiking/climbing, .6 percent for

business, .1 percent for an official visit, 10.9 percent for pilgrimage and 1.5 percent for meeting. /Seminar and 19.2 percent for other purposes. According to this report, the new tourism policy of 2008 will be published and implemented. It is proposed to develop a new general tourism plan for the next fiscal year (MoF, 2020). The Ministry of Tourism and Civil Aviation in collaboration with relevant industry operators and Nepal Tourism Board released the Nepal Tourism Vision 2020, which set the goal, objectives and strategies to attract 2 million tourists in 2020. For example, it is called farm homestead in Australia, education homestead in Japan and South Korea, leisure homestead in Africa, culture and heritage homestead in Canada, agriculture and education homestead in the United States, urban homestead in Singapore (Hamzah, 2010).

In the context such as a highly probable rural village of Chitlang of Makwanpur also might be purposed for rural tourism. This might be taken as a model of rural tourism. There area is land of vibrant cultural heritage as well as enchanting natural beauty and loving site seeing it is a rich in natural and cultural perspective. This area is vibrant cultural heritage as well as enchanting natural beauty and loving sightseeing. It is a rich in natural and cultural perspective. Natural and cultural diversities are major tourism properties in this area. Till now it has not gotten real identity, if we promote it systematically no doubt it is very rich by the rural tourism and not suitable only to visit it is better place to study bio-diversity, high altitude weather and cultural diversity too.

Methodology

The research used both primary and secondary sources to support the collected facts and descriptive were used as data analysis and interpretation. It is to find out the precise relationship between the type of participation in the development of rural tourism and the local perception of the results of the homestead perspective. Finals refer to tourism development results. It should be noted that the result of rural tourism is the fact that it measures their variables, not the real benefits. Thus, members of the rural population are asked whether they have an impact on the development of rural tourism in terms of several economic and socio-cultural outcomes. Research design is the most important part of field research. Research planning is a logical and systematic planning that guides the research. The research work was done on both descriptive and exploratory basis. The respondents were selected by purposive sampling method in case of homestay survey and

simple random sampling procedure was used for survey of visiting tourists and households. The sample size is selected 10 homestay owners selected from 18 homestay, and 18 different types of tourists (internal and external), 12 in Local people in total sampled data was 40. These 18 Homestay are here Qualitative as well as quantitative techniques had been used for systematic analysis.

Results

Chitlang is the small green pocket valley which is situated in Makwanpur district. It can be a rich destination of village tourism for those who are thirsty of new knowledge and for every naturalist, historian or archeologist and ethnographer. No doubt Nepal is a country of villages, where more than 50 percent of the people live in rural area. The Shangri-La, panoramic creation, landscapes of nature and generous natural setting have always attracted human beings around her. The tourist can enjoy a very pleasant climate with an average temperature of 20-25 degrees in winter and 12-28 degrees in summer.

Population composition of study area: It shows that 45.6 Percent female and 54.4 Percent male is available in village development committee. This study area covers 2845 people. Education is the best method to invest in human resource development. Educated people can read, write and obtain various was information about the present changing world. Their behavior is also affordable to visitors. The present total literary percent is 90.1 in Chitlang area where male literacy percent is 94.46 and female literacy percent is 85.86 among the total population of study area (Municipality Profile, 2021). Out of total sampled respondents, 24 percent are from local people using convenient sampling method. Local respondents are distribution by age & gender group is given below:

Table 1: Distribution of local respondents by age & gender

Age	Gender				Total	
	Male	Percent	Female	Percent	Number	Percent
Below 20	1	8.3	2	16.7	3	25
20-40	2	16.7	2	16.7	4	33.3
40-60	2	16.7	2	16.7	4	33.3
Above 60	1	8.3	0	0	1	8.33
Total	6	50	6	50	12	100

Source: Field Survey, 2022

The above table 1 shows the age group and gender of local respondent. Altogether 12 respondents are local. Out of them 50 percent are male and 50 percent are female. According to the table 25 percent are below 20 years of age while the maximum 33.3 percent are in the age group of each 20 to 40 years and 40 to 60 years of age group and 8.3 percent found from the age group of above 60 years.

The study shows that most of the local respondents are farmers and students. Both are found 25 percent in each. Government Service and business each are 16.7 percent. The least number of respondents is in each service and social service that is 8.33 percent (Field Survey, 2022). In this area a few tourists come to here. Feeling of these local people may be like tourist this area. According to local people 67.7 percent like this area. Local people's view 50 percent believe develop this area but rest of these 50 percent people does not believe this develop this area. The 83.3 percent local people live more than five generation. Only 8.3 percent local people live here. All 12 respondents are satisfying their accommodations, amenities and activities. The 41.7 percent of visitors are farmers, 33.3 percent are students, 8.3 percent are businessmen, 8.3 percent are teachers, and 8.3 percent are housewives. Both, 83.3 percent are first-time visitors and 16.7 percent are second-time visitors. This shows that most of the visitors are the rural poor and their children (Field Survey, 2022).

Analysis of the domestic tourist

During the field survey, domestic tourists visiting the Chitlang area were asked about various topics. Most of them gave higher priority to the natural beauty of Chitlang temple, jungle and open lane, big python, different birds etc. Also, the purpose of the visit was mainly sightseeing and entertainment. Only 25 percent of visitors are married. The remaining 75 percent are single, 50 percent men and 50 percent women. No visitors stay there. According to them, the reason is that the place is new and they are local people. Few of them do not have a home nearby, but they usually live with relatives. Some visitors have problems with the climate, lack of accommodation and small area. The visitors suggest for the improvement of the spot as follow: Development of (1) facility of Entertainment (2) accommodation (3) extra activities (4) Security (5) health facilities. The study area has the most internal guests. According to the respondents, the majority of internal visitors are from the central development region. Very few foreigners visit

the study area. Visitors stay in the research area for several hours. Locals say they have no paying guests. It shows that domestic tourists visit the region the most. Most of the respondents 6. It is said that 98 percent of domestic visitors and only 2 percent of foreign visitors visit local people there. Similarly, 5 locals said that 90 percent of domestic visitors and only 10 percent of foreign visitors go there, 1 local said that 100 percent of domestic visitors. Thus, the place was found to be a destination for domestic tourists. Domestic tourism is available.

Role of Chitlang Homestay for promotion of rural tourism: Tourist stream is a great opportunity for tourism. The researcher found the flow of tourists in Chitlang and tourist area according to below table. This study shows 6 local people said 50-100 tourists visit in a peak season and 10-15 visit in off season, likewise 5 local people said 60-90 tourist visit in a peak season and 11-13 tourists visit in off season and 1 local people said 100-150 tourists visit in a peak season than 5-10 tourists visit in off season per day. Such a tourist flow in a new rural location can be considered a symptom of a successful potential tourist destination in the near future. Tourism expenditure plays an important role in promoting tourism everywhere. Additional spending by tourists brings more income to rural residents. Expenditure pattern of tourists visiting Chitlang area is shown below.

Table 2: Expenditure of visitors in the study area

Expenditure (Rs)	No. of Respondents	Percent
Below 2000	6	33.3
2000-5000	5	27.8
5000-10000	4	22.2
10000 above	3	16.7
Total	18	100

Source: Field Survey, 2022

The table above shows that visitors ie. 36 percent spend less than Rs. 2,000/- followed by 33.3 percent disbursement of Rs.2,000/- 5000/-. Only 27.8 percent of visitors spend Rs. 5000/- Rs. 10,000/-. 16.7 percent of visitors spend more than Rs. 10000/- in the field of study. This shows the low expenditure of visitors in the study area, which may indicate either the low economic status of the respondents or the poor tourism products of the place.

Influencing factors for tourism in the study area

Chitlang tourist area is a beautiful place in terms of tourism. It is popular in domestic tourism for its attractions, biodiversity and natural beauty and picnic spot. According to the field survey of the study area, the factor affecting tourism in Chitlang tourist area is given below.

Table 3: Distribution of visitors by influencing factor of tourism

Influencing Factors	No of Respondents by Priority						Total
	1 st	2 nd	3 rd	4 th	5 th	6 th	
Good climate	1	6	3	4	5	9	28
Sightseeing	10	8	2	3	5	-	28
Good facilities	2	5	3	6	4	8	28
Bio-diversity	9	8	5	6	-	-	28
Extra culture	4	3	-	3	6	12	28
Natural beauty	8	8	4	4	3	1	28

Source: Field Survey, 2022

The table above shows that the majority of respondents prioritize attractions, natural beauty and natural diversity. In field research, the factors that are important for the tourism potential of the research area are prioritized. Very few visitors to this place come to enjoy more culture, good services and good climate.

Natural and cultural attraction of Chitlang area

There is several of natural and cultural attraction in Chitlang area. This place has good seeing for good hill. Good flora and fauna. Nepal is a Hindu country. Here, also Devi's temple. Many cultural attraction photos are attached in annexes.

Good food facilities are available here. Tourist can easily find Meal, snacks, tea and coffee which are very chiefs which rate as below. Very ancient temples and other religious attractions may not be found in this area except the unique culture and tradition of Newar. Near study area, there is also an attractive small monastery established. In Buddhist tradition, the names are called for Shiva, Pārbati and Saraswati. Moreover, other tribes such as Newar, Chhetri, Brahmin, Tamang, Dalit have their own cultural practices. Dashain, Tihar, Buddha Jayanti, Shivaratri, Ramnawami, Tamu Loshar, day are the main festivals celebrated by the various tribes in this Locality. Sochhanda Mahadev (Monastery), Laxmi Narayan Mandir, Bhimsen Mindir, Trigajureshwor Sibalaya, Kāli Devi, Ashok Chitya and Taleju is the religious places found in the study area.

It is close, roughly to the tourist spot of Kathmandu. It is considered one of the most famous pilgrimage attractions in Nepal. We can enjoy the smell of different flora and funny flowers in the forest on the trekking route to the green pocket valley of Chitlang, which takes about five hours from Kathmandu. The beauty of this region was added by snow-capped mountains, heart-pleasing peaks and the country visible from the top. The scenes seen from these places can provide additional entertainment to the visitors of Chitlang. A touching scene of their beauty can also be seen from the top of Chitlang. Apart from that, Chitlang is the best place to trek, see the green forest and sunset and the panoramic view of this green pocket valley. Transport is a key factor in the development of tourism. Only transportation facilities allow you to travel from one place to another. Good access or road condition makes it easy for visitors to visit often. There are three main hiking trails around this research area.

Homestay attraction

The Tamang boast a number of folk and community dances that have been handed down over the generation. It is in these dances that the visitors can glimpse the typical heritage of Tamang in all exotic hues. Interestingly, none of these dances are intended for the stages. One can see them dancing tirelessly with bare feet throughout the entire dances. No visitor can escape dancing with them. The folk songs and music, dazzling colorful attires, smile and smoothness in dance allure the visitors to participants in their performances.

The visitors can enjoy varieties of fruits according to the seasons The autumn will feed guavas, bananas and such others citrus fruits; the spring and the summer provide bananas of dozens of varieties. The local women offer you souvenirs of handmade bamboo products such as handbags, hats, and purse; kitchen utensils typically prepared by the local raw materials such as hay and wood. The guests are served with liquor (Kodoko tinepane raks), green organic salad, gundrunk, local food and vegetables such as soybean pickle, sakune kukhuri(local chicken), neuro, siplikan, koiralo, and etc. You can see more active female involvement in those local tourism activities compared to their male counterparts. Ama sauha-jaqgriti and Bhawati, are also so active that the village tourist gets astounded to see their activeness and participants in promoting the socio- economic progress and lust of village tourism.

Status of homestay

In Chitlang home stay 18 homestays are available. Randomly 10 homestays have been chosen. Hotel owner views to visit Chitlang for different purposes. The purposes according to the visitors were entertainments, sight-seeing and religious cultural. The table below shows that how many visitors visit the study area for different purposes.

Table 5 : Purpose wise distribution of the sampled visitors

Purpose of visit	No. of Respondents	Percent
Entertainment	6	60
Sightseeing	1	10
Research/study	-	-
Religious/cultural	3	30
Total	10	100

Source: Field Survey, 2022

Field survey shows that 60 percent visitors visit the place for Entertainment, 10 percent visit for sight seeing and 30 percent visitors visit the place for religious purposes. It shows that the spot is famous for entertainment. During leisure time people can visit the spot.

Analysis of homestay gravity

During the field survey, domestic tourists visiting the Chitlang area were asked about various topics. Most of them emphasized more on the natural beauty of Chitlang Temple, Jungle and Open Street, various birds etc. The purpose of the visit was also mainly sightseeing and entertainment. All home owners are married. Few of them do not have a home nearby, but they usually live with relatives. Some visitors have problems with the climate, lack of accommodation and small area. Development of (1) facility of Entertainment (2) accommodation (3) extra activities (4) Security (5) health facilities.

The prospect of tourism includes the type of visitors, flow of tourist, status of hotels, homestay and employees in the hotels, length of stay and expenditure of the visitors, influencing factors and the efforts made by the local stake holder and different institution in the study area. The promotional economic backbone of any tourism area is the length of stay of the visitors. The survey has found some visitors stay few hours and some tourists stay in long time of duration.

Chitlang tourist area is a beautiful place in terms of tourism. It is popular in domestic tourism for its attractions, biodiversity and natural beauty and picnic spot. According to the field survey of the study area, the factor affecting tourism in Chitlang tourist area is given below. The table above shows that most of the respondents prefer sightseeing, natural beauty and natural diversity. In field research, the factors that are important for the tourism potential of the research area are prioritized. Very few visitors to this place come to enjoy more culture, good services and good climate.

There is several of natural and cultural attraction in Chitlang area. This place has good seen for good hill. Good flora and fauna. Nepal is a Hindu country. Here, also Laxmi Narayan temple. Many cultural attraction photos are attached in annexes. It is near, Kathmandu. It is considered one of the most famous pilgrimage destinations in Nepal. We can enjoy the smell of flowers of different flora and fauna in the forest on the trekking route to the top of Chitlang, which takes 5 hours from Kathmandu. The beauty of this region was added by snow-capped mountains, heart-pleasing peaks and the country visible from the top. The scenes seen from these places can provide additional entertainment to the visitors of Chitlang. A touching scene of their beauty can also be seen from the top of Chitlang. Apart from this, Chitlang is the best place for trekking, watching the sunrise and sunset and the panoramic view of the green forest.

Conclusion

The tourism industry, which is Nepal's comparative advantage, plays an important role in Nepal's economy. The development of the tourist industry contributed to the increase of employment, to the generation of income and to the improvement of the payment picture of the country. Nepal has become an attractive destination for tourists from all over the world. Natural beauty, cultural heritage, birthplace of Lord Buddha (apostle of peace), number of lakes, number of rivers, number of streams etc. are attractive things for tourism in Nepal. In the case of Chitlang, tourism plays an important role in generating local income, creating various job opportunities and diversifying agriculture. It was said that both local and national governments should re-examine the programs, planning and activities used in those areas. Tourism is the faster growing and smokeless industry in the world. Among different sectors of tourism, village tourism a newly emerging concept has been placing its own unique and special characteristic for the development of rural areas.

From the above findings of the study, it is concluded that Chitlang region has huge potentialities to develop tourism in near future. It has unique products like Chitlang Laxmi Narayan temple and Shivlaya, small monastery which are not found in other places. Hospitable behavior of locals, viewing of majestic Himalayas, sunrise view, sightseeing, commercial cash crops farming, herbal products, inhabitants of flora and fauna are the additional feature of this area. Camping site, picnic spot and different cultural assets could be potential tourism products in this region which can attract the domestic as well as foreign tourists in future.

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