

Future Scope of Community based Tourism in Nepal

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<p>This Bachelor's thesis is based on the tourism and community based tourism in Nepal. The purpose of selecting tourism as a main topic is to find out the future scope of CBT in Nepal.</p> <p>Despite having small size, Nepal holds many attractive and adventurous tourist destinations. Nepal is famous from its cultural and traditional diversity, natural beauty, trekking trails, mountaineering and warm and welcoming hospitality. Tourism in Nepal is undoubtedly the most important source for the economic development. The theoretical part in this thesis consists of introduction to tourism in Nepal, its evolution, impacts and statistical data. The definition of Community Based Tourism (CBT), its benefits and some real life cases are also involved in the theoretical part.</p> <p>The empirical section contains the methodology used for the survey and analysis of its result. The methodological approach of the study was qualitative research. The data were mainly collected via online questionnaire survey in a month time. The questionnaire had questions related to CBT projects in Nepal, primary interest for their visit and their views about the destructive earthquake and its effects. There were a total of 23 respondents who have visited Nepal once or more than once.</p> <p>The analysis of the survey is very positive. Tourists' views on CBT projects in Nepal are very strong. They look forward to do some CBT projects in rural Nepal because they love Nepal and its people. They are touched by the warm and friendly behaviour of Nepali people and they want to give back to them in any way possible. The survey shows that the very destructive earthquake that happened on 25 April 2015 may affect the tourism industry for short time period but will overcome this situation when the country comes to normal again and the tourists still feel safe in Nepal. The survey also symbolises that an active and effective marketing plans and policies by the government and private sectors are very important to promote tourism in Nepal.</p>	
Keywords Nepal, Tourism, CBT, trekking, CBT projects	

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Abbreviations

CBT:	Community Based Tourism
TLGH	Tourism-Led Economic Growth Hypothesis
ELGH:	Export-Led Growth Hypothesis
IUOTO:	International Union of Official Travel Organization
WTO:	World Travel Organization
PATA:	Pacific Area Travel Association
NATHM:	Nepal Academy of Tourism and Hotel Management
UNDP:	United Nations Development Programme
ILO:	International Labour Organization
WTTC:	World Travel and Tourism Council
TIA:	Tribhuvan International Airport
ACAP:	Annapurna Conservation Area Project
WWF:	World Wildlife Fund
UNWTO:	United Nations World Tourism Organization
TRPAP:	Tourism For Rural Alleviation Program
WCED:	World Commission of Environment and Development
UNICEF:	United Nations Children's Fund
FCHV:	Female Community Health Volunteers'
NGO:	Non-Governmental Organization
INGO:	International Non-Governmental Organization

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1 Introduction

Naturally rich Nepal is a small country with only 147,181 square kilometers of area. It is often considered as a yam between two stones, China and India. Despite of having a small size, Nepal is world famous as a home of world's highest mountain, Mount Everest and also as a birth place of Lord Gautam Buddha, Light of Asia. It is a landlocked country where 80 % of its territory is occupied by the peaks of the Himalayas. Other natural resources that Nepal is rich in are rivers, flora and faunas and cultures heritages sites some of which are even listed in world's heritage sites such as Pashupatinath – the holy temple, Lumbini – birthplace of Gautam Buddha, Chitwan National Park and Sagarmatha National Park.

Nepal has tremendous geographical diversity. It rises from as low as 59 meters to some of the peaks over 7000 meters. Nepal is a multi-linguistic country inhabiting almost 26 million people where more than 120 different languages are spoken. When it comes to religion, the large group of people follow Hinduism whereas, certain percentage of the total population also follow Buddhism, Islam and Christianity. Nepal also provides a best suitable weather for travelling throughout the year. The climate varies with its topography and altitude ranging from the tropical to the arctic. The low land in the tropical southern part of the country has a hot and humid climate that rises above 45 Degree Celsius in summer. The mid land regions have a pleasant climate throughout the year and the northern mountain region is considerably cold especially above 3300m.

Tourism is one of the world's largest and fastest growing industries. International tourism is an important foreign exchange earner and an export for many developing countries. Nowadays many developed countries are paying attention to economic policy for promoting international tourism as a potential strategic factor to development and economic growth. The tourism-led economic growth hypothesis (TLGH) postulates that tourism expansion leads to economic growth. It derives directly from the export-led growth hypothesis (ELGH) which states that the economic growth of countries can be generated not only by increasing the amount of labor and capital within the economy, but also expanding exports. Actually, exports generally contribute positively to economic growth through different ways: facilitating the exploitation of economics of scale, relieving the foreign exchange constraint, raising efficiency through increased competition and promoting the diffusion of technical knowledge. (Monza, Italy, 7-9/11/2008)

Tourism is still considered to be the backbone of Nepal's economic development. It is the largest revenue generator of the country. Tourism not only imports foreign currencies in the country but also provides employment opportunities in a large extent. Many other industries in the country such as hotel industry, travel and tour operators, airline industry, transportation industry, etc. are also highly dependent on tourism industry. Today, tourism industry offers many specialized forms of tourism in order to satisfy and fulfill the changing demands of tourists. There are different forms of tourism that people are able to choose from a variety of options based on to their needs and desires. Some of the examples of forms of tourism are nature tourism, pleasure tourism, business tourism, cultural and social tourism, recreational tourism, sports tourism, adventure tourism, wilderness tourism, eco-tourism and community based tourism. The main aim of my thesis is based on community based tourism. The thesis is mainly focused on to find out what community based tourism is and its future scope in Nepal.

In Chapter 2, tourism in Nepal is presented including evolution of tourism in Nepal, current profile on tourism, tourism policies, its impacts on various levels and some famous tourist destinations. Chapter 3 will include description of Community Based Tourism, its benefits, challenges and SWOT analysis. Chapter 4 covers community based tourism in various fields with case studies. The research method and its result will be presented in Chapter 5 and Chapter 6 followed by conclusion, references and appendixes.

Tourism industry is a vast industry with so much changing trends all the time. This industry has always attracted me as it is growing all the time. I have selected to write about community based tourism with a genuine reason to find out what it holds in future in Nepal. I have prepared a qualitative research method to find out the result which I believe would help my former workplace and other tourism based companies in Nepal. The information in the thesis is collected from various books on tourism, reliable online sources, questionnaire survey, interviews and my own work experience.

2 Tourism in Nepal

Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions. (The Tourism Society UK, 1976)

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes. (UN's Statistical Commission, 1993)

The definition of tourism has been changing with time but it can be simply understood as the movement of people from their normal places of residence and the tourist is the one who is engaged in tourism. Tourism is one of the most revenue generating industries in the world. According to the World Travel and Tourism Council (WTTC, 2011b), the global tourism would account for 2.8% of global gross domestic product (GDP) in 2011 and that it could be expected to account for 9.1% of global GDP. The industry has generated 258.5 million jobs that represents 8.8% of total employment.

In Nepal too tourism industry is the largest revenue generating industry and the main source of foreign exchange. Even though Nepal is small in size, it is blessed with some of the most famous places in the world. It offers varieties of outdoor and adventurous tourism activities from mountaineering to trekking, paragliding to bungee jump, rafting, jungle safari and many more. Nepal is still considered a developing country but it is rich in the wealth of Himalayas, flora and faunas, cultures and traditions. Nepal is famous for the world's highest peak Mount Everest but is also a home to eight out of fourteen highest peaks in the world above 8000m. The architecture and ancient history of some of the cities of Nepal, the pilgrimage centers of birth place of Lord Gautam Buddha, Lumbini and place of Lord Shiva, Pashupatinath temple are some of the most attractive places to visit. Nepal is often called a country of temples where there are many big and small temples in every city.

Tourism industry is that one industry that can affect poverty reduction of the country. This industry has generated many employment opportunities for people. The three main pathways to reduce poverty as identified by The ODI World Bank are tourism's direct effects, indirect effects and dynamic effects. Direct effects include those workers who participate directly in the sector as workers or entrepreneurs. Employees in the tourism companies, guides, porters all are the direct effects. The indirect effects occur through the tourism value chain. Tourism draws on inputs from the food and beverage, construction, transportation, furniture, hotels and many other sectors. In developing countries like Nepal, this inter-sectoral impact adds an extra 60-70% on top of the direct effects of tourism. Dynamic effects affect the livelihood of locals, the business climate for small enterprise development, the local and national economy growth, the infrastructure or natural resource base of the destination. Tourism in poor and developing countries enables to enhance women's economic position by purchasing products produced by them and also help overcome gender discrimination.

2.1 Evolution of Tourism in Nepal

Tourists have visited Nepal in some form or the other from time immemorial in Nepal. Some famous tourists have been recorded as having visited Nepal during the early historical era. The Lichchhavi period that started in 400 A.D. is regarded very significant from the tourism viewpoint. During this period, architecture, paintings and sculpture were massively developed which attracted Chinese travelers to come to Nepal and write about Nepal (Satyal, 1988:29). But the earliest records on foreign visitors to Nepal is found on Percival London's Book 'Nepal', (Volume 11, Page 299-305) where 153 Europeans mostly British are listed to have visited Kathmandu in the period of 44 years from 1881 to 1925. King George V and Prince of Wales visited Nepal for hunting tigers in the year 1911 and 1921 respectively. Despite of all these developments, Nepal was still a forbidden land for foreigners except for the small traders and Indian pilgrims.

However, after the democracy in 1951, Nepal started to develop the different aspects of social, political and economic life. After 1951 Nepal remained opened for every visitors in order to develop tourist industry in the country. On May 29, 1953, Sir Edmund Hillary and Tenzin Norgay Sherpa first conquered the world's highest mountain which attracted international attention towards Nepal and led to an exceptional development of mountaineering activities. The mountain tourism has played a significant role in the overall development of tourism. In 1957 Tourism Development Board was established to make concrete efforts on tourism development and later in 1998, Nepal Tourism Board was established. In 1959, Nepal joined the membership of International Union of Official Travel Organization (IUOTO), present name, World Travel Organization (WTO). Nepal also became of member of Pacific Area Travel Association (PATA) in 1963. Being a member of these internationally renowned associations, Nepal has been able to promote tourism and attract international tourists at a higher rate. Development in the tourism sector has brought development in the hotel and accommodation industry, modern day banking, and transportation and communication industries.

2.2 Tourism Plan and Policy

Tourism plan and policy were not made in Nepal until 1950. The first tourism plan was made in 1959 by French national, George Lebrec, 'General Plan for the Organisation of Tourism of Nepal', with the help of French Government in which he has recommended to use brochures, posters, postage stamps representing the Himalayan peaks, flora and fauna. He also suggested to use films and documentaries made by the mountaineering expedition for promoting tourism in Nepal. The tourism department started to keep the statistics of tourists' arrival in Nepal only from 1962 and in 1967 tourism department came under supervision of Ministry of Industry and Commerce. Later in 1969, Nepal Tourism De-

velopment Committee was formed in order to formulate the tourist policy and to develop long term policy and plan for this sector. In 1972, Hotel Management and Tourism Training Centre was established (now known as Nepal Academy of Tourism and Hotel Management – NATHM), with the joint effort of UNDP and ILO for developing skilled manpower in tourism sector. Nepal declared the year 2011 as Tourism Year 2011 with an aim to bring 1,000,000 tourists in the country. However, this year only 735,932 tourists visited Nepal but this Tourism Year 2011 played an important role for the publicity of Nepal tourism in the world market.

The recent tourism vision by Nepal government's vision 2020 where tourism is valued as the major contributor to a sustainable Nepal economy, having developed as a safe, unique and exciting destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society. The proposed development strategy is to be implemented into two stages. Phase 1 is to take place from 2014-18 and the main emphasis is given on diversification and improvement. In this phase new areas and locations will be developed and there will also be in improvement in quality of tourism products and services. Similarly, Phase 2 will take place from 2019-23 and the emphasis will be on consolidation and expansion, strengthening the products and developments made during Phase 1.

2.3 Tourism Statistics

As per the record from the tourism department, there has been a sound growth in the number of tourists' arrival in Nepal. The tourism department has been keeping the statistics of the arrival of tourists starting from the year 1962. But here in the report, I will be presenting the statistics starting from 2000 to 2013. Number of tourists' arrivals in Nepal, the direct contribution of tourism to Nepal's GDP and its contribution to employment are presented in the form of line chart.

Figure 1: Total number of tourists' arrival from 2000-2013 (adapted from Travel & Tourism, Economic impact 2014, Nepal)

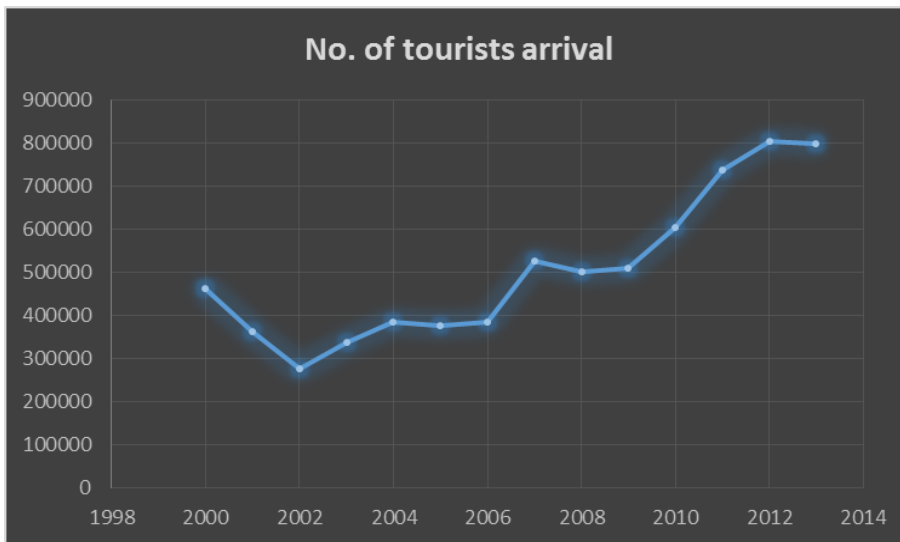
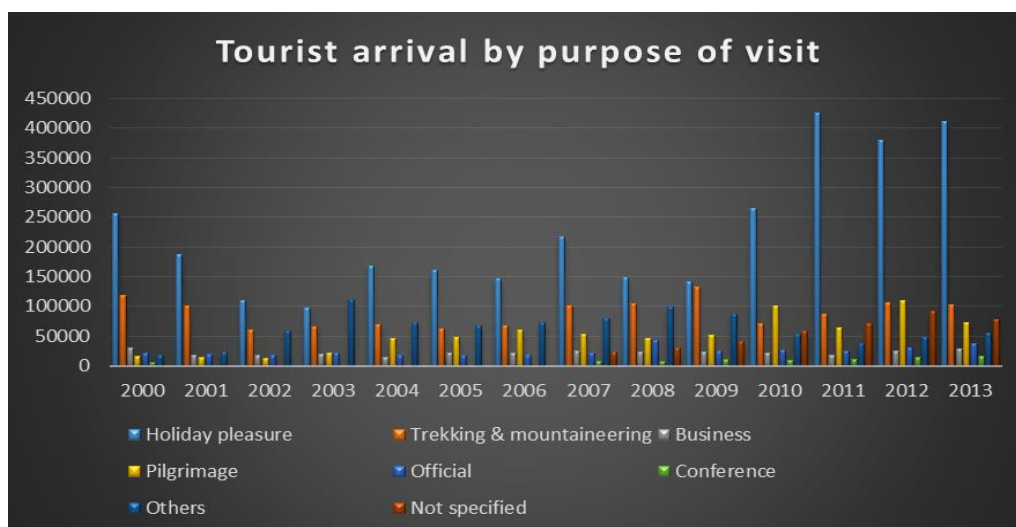


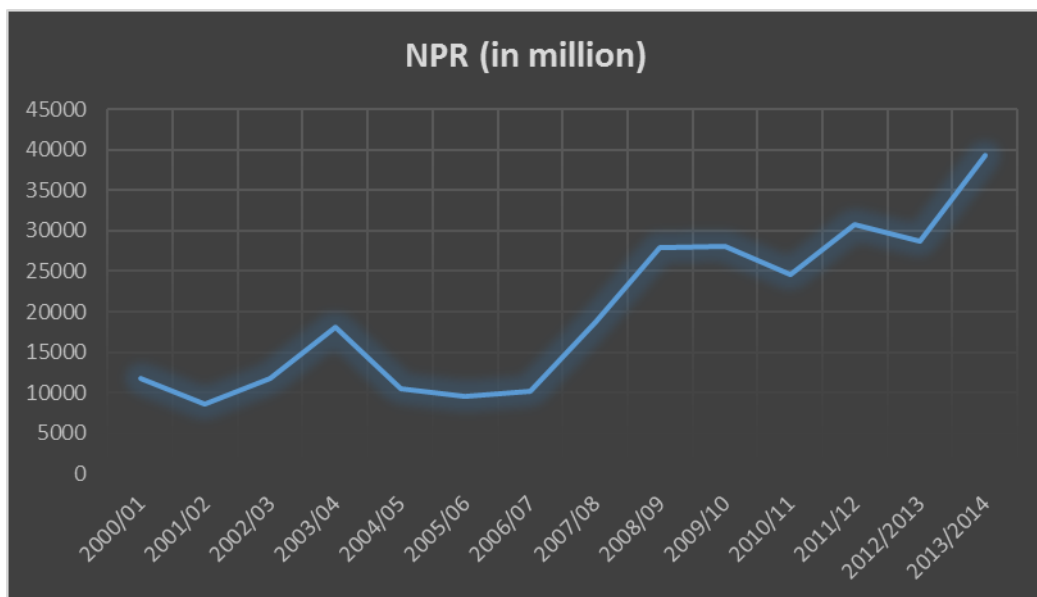
Figure 1 above shows the total number of tourists' arrival in Nepal from the year 2000 to 2013. The figure shows that the tourism industry suffered in the year 2001 to 2006 and it slowly started to rise from 2007 onwards. There has been a dramatic change from 2009 to 2012. Tourism industry suffered badly in the early 2000s because of various reasons such as Maoists insurgency, the massacre of Nepal's royal family in 2001, political instability and also because of the general global travel downturn. (BBC News. 20 February 2002). In 2006, peace treaty was signed among the political forces ending a decade long insurgency. The tourism industry has been rising since the treaty was made. In 2011, Nepal Tourism Year 2011 was declared with an aim to receive 1 million international tourists and also to enhance the tourism industry. Even though the number of arrivals did not reach to 1 million, Nepal Tourism Year 2011 was still successful to attract 719,547 visitors amount which 545,000 arrived through Tribhuvan International Airport which was a 21 percent increment compared to the previous year.

Figure 2: Tourist arrival by purpose of visit from 2000-2013 (obtained from Nepal Tourism Statistics 2013)



The above figure demonstrates the total number of tourists who visited Nepal for different purposes from the year 2000 to 2012. The large number of people visited Nepal for holiday pleasure, trekking and mountaineering. The number of tourists for the purpose of pilgrimage, business and official visit are still considerable whereas, relatively low number of tourists have been to Nepal for other unspecified purposes. The other and unspecified purposes can be a medical visit, visit to meet friends or family members or an educational visit. The bar diagram shows that the number of tourists arrival for each purpose is rising upward from 2010 showing a positive improvement in the tourism industry. By 2024, international tourist arrivals are forecast to total 1,34,6000.

Figure 3: Foreign exchange earnings from tourism from 2000/01 to 2013/14

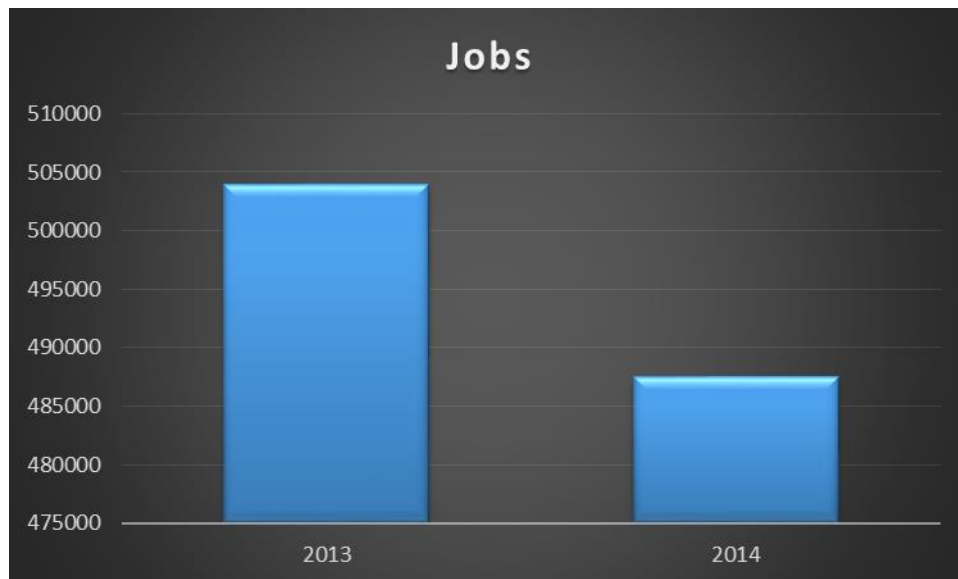


The main impact of tourism relate to foreign exchange earnings. Tourism expenditure and the export and import of related goods and services generate income to the host economy and can stimulate the investment necessary to finance growth in other economic sectors. Tourism is one of the top five export categories for almost 83% of countries and a main source of foreign exchange earnings for 38% of countries.

Figure 3 shows the foreign exchange earnings from tourism in Nepal from year 2000 to 2014. In the past, the foreign exchange earning had a continuous improvement from 70s until mid-2000. In 1974/75, the total foreign exchange earnings from tourism was NRs. 171 million which increased to NRs. 735 million in a decade period in 1984/85. In further increased to NRs 3588 million in 1990/91. In 1998/99, the exchange earning reached to NRs 12168 million which was the highest record so far. The earnings then slowly started to went down in 2000/01 until 2006/07. The tourism industry suffered severely due to Maoists insurgency and political instability which later on started to rise again from 2007

onwards after the end of a decade long insurgency in the country. The foreign exchange earnings during the fiscal year 2010/11 reached NRs. 28.63 billion which grew by NRs. 494 million as compared to the previous year. In the fiscal year 2013/2014, the total foreign exchange earnings from tourism was NRs. 39.26 billion.

Figure 4: Contribution of tourism to employment in 2013 and 2014



Among the important contributions of tourism, generation of employment is the one. Under the existence of unemployment problems, the main objective of an economic development is to provide gainful employment opportunities for all those who are in need of jobs. The important virtue of this industry is to be able to use labour intensively from the labour market. Tourism creates jobs in different fields such as hotel, restaurants, travel and tour agencies, airlines, transportation companies, museums, national parks and amusement parks. It is also indirectly linked with many other businesses such as suppliers of intermediate goods used for the production of goods and services for tourists. Increase in the flow of tourists also increases the demand for goods and services which in turn also increases the demand for intermediaries used for the production of goods and services of tourists' consumption. In this way new jobs are created directly in tourism business and indirectly in tourism intermediaries.

Tourism industry is largely regarded as labour intensive. This industry includes well trained professionals as well as the new comers who have difficulties in finding jobs elsewhere. Travel and tourism generated 100,894,000 jobs directly in 2013 which is 3.4% of total population (World Travel and Tourism Council). The travel and tourism sector in Nepal directly provided 504000 jobs in 2013 which is 3.2% of the total employment in the country which slightly decreased in 2014 providing only 487500 jobs. However, WTTC entitled Travel and Tourism Economic Impact 2015 estimate this figure to grow by 4% to

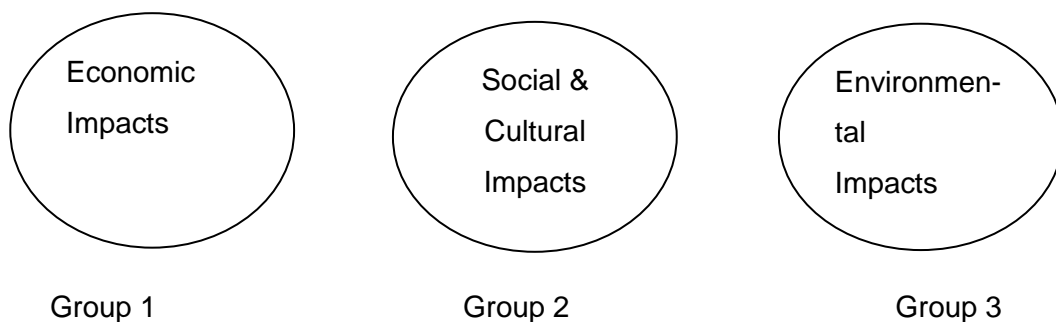
506500 in 2015. According to the global report, Nepal's travel and tourism will account for 681000 direct jobs by 2025, up 3 percent per annum over the next 10 years. Nepal is ranked 38th among 184 countries in terms of absolute contribution to job creation by travel and tourism sector.

2.4 Impacts of tourism in Nepal

For a tourism-based economy to sustain itself in local communities, the residents must be willing partners in the process. Their attitudes towards tourism and perceptions of its impact on community life must be continually assessed. (Allen et al.1988)

For decades, tourism industry has been the major contributor to increased economic activity all over the world. Most people think of tourism industry as a revenue and employment generator but its impacts are broad. The impacts can mainly be divided into three different categories; the economic impacts, the socio-cultural impacts and the environmental impacts. Each of these categories include positive and negative impacts. The abilities of community leaders and tourism professionals play a vital role in the sustainability of tourism in the long run to maximize its benefits and minimize its costs. The leaders must be able to balance an array of positive and negative impacts.

Figure 5a: Divergent Interests in Tourism Impacts



Divergent interests are the complete different interests by each group. One group may hold the economic impacts of tourism, the other group may experience the social and cultural impacts and another group may get affected by the environmental impacts. In figure 5a, group 1 relate every business organisation, workers who are directly working for the jobs generated by tourism industry. Group 2 includes local residents who feel displaced by the inflow of foreign visitors. Group 3 could be the local residents and organisation who are concerned about the environmental changes brought by the tourists. All these groups can be affected positively and negatively as each group has different perspectives.

Figure 5b: Overlapping Interests in Tourism Impacts

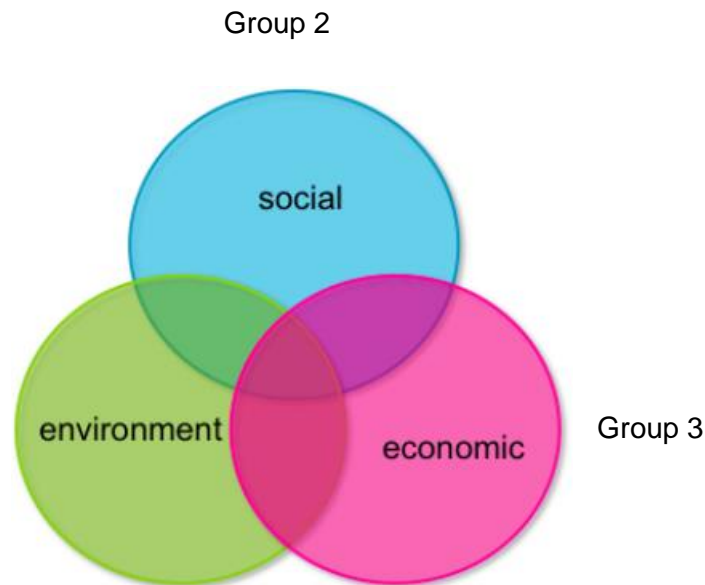


Figure 5b represents overlapping interests of tourism impacts that shows that one group who has interest in one area of tourism can also have interests in other impacts of tourism. In such situation, there are common areas of interests and are greater chances that each group will show appreciation for the concerns of other groups.

2.4.1 Economic Impacts

Tourism is one of the biggest industries in the world which has played an immense role in the economic contribution of the country. In upgrading Nepal's economy too tourism industry has a huge contribution so it won't be wrong to say that this industry is actually the backbone of the country's economic development. Tourism industry has provided large amount of employment opportunities in a direct as well as indirect way. Direct employment opportunities are the jobs in travel and tour agencies, expedition agencies, hotels, restaurants, transportation and securities. Etc. Tourism consumes lots of local goods and services and people engaged in producing and supplying such goods and services in local level are involved indirectly in the tourism industry. Tourism also generates money from taxation, royalties and visa charges from foreigners.

Tourism in Nepal is one of the major sources of foreign exchange earnings ranking as number two after remittance. So, its contribution in correcting an adverse payment of balance is significantly high. Historically, tourism's huge contribution to the balance of payment is recorded that almost one third of the total foreign earnings come from tourism industry. As per the record in 1980/81, the total contribution to the foreign exchange earnings accounted for more than 29%. However, the share has declined to 21% in 1995/96 and to 7% in 2009/10. (GoN, 2010)

Tourism industry in Nepal has also contributed to local communities to have a source of income and upgrade their living standard. Local people in rural areas are making their living by selling local food products and souvenirs, working as tourist guides or porters or opening small shops. The concept of home stay is also increasing in Nepal which is also a source of income for local people. The royalty fee for the permission to climb Mount Everest, visitors' entrance fee to enter various national parks and reserved areas are also some of the ways of making foreign currencies. (Nepal Tourism Board, 2011)

The tourism industry not only have positive impacts but it also consists of some negative impacts. In some of the famous trekking routes the price for foods and other goods are very high that poor locals and those working as porters can't offer such high prices. The places with more inflow of tourists have certainly more opportunities to do business and as a result the land price of such areas become so high that again normal residents suffer from this.

2.4.2 Social and Cultural Impacts

Wide cultural differences occur between different countries and sometimes, there is a wide cultural differences in different regions within the same country. In fact the wide range of cultural differences is one of the attractions for tourists in Nepal. Tourism provides a way to learn about the cultural differences between the visitors and residents and are sometimes so great that the mutual understanding is replaced by antipathy. When the cultural distinctions between the residents and tourists from more prosperous countries and regions are strongly marked, local culture and customs may be exploited to satisfy visitors, sometimes at the expense of own pride and dignity. These days in Nepal, people are more into celebrating English New Year and Christmas. Celebrating festivals from western countries can have both positive and negative impacts in the cultural aspects of Nepal. It is good to celebrate such festivals to keep the visitors entertained, to make our young generations know about others' cultures and traditions and to make earnings but celebrating only western festivals in order to satisfy visitors may risk of vanishing our own cultures and traditions. The young generations of Nepal are now very westernized and the concept of individualism is developing slowly but the older generation believe that this change may bring friction in family and there will be a clash between elder and younger generation.

Tourism brings development in the number of attractions, recreational opportunity and services to improve the quality of life that would not otherwise be viable in the society. The local residents get opportunities to meet new people, learn their languages, cultures and traditions, make friendships and expose themselves to new perspectives. The interest of

tourists in local culture and history provides an opportunity to preserve old and historical arts and architecture. Nepal, known as a country of temples, has many old temples and arts that have been successful to attract tourists. Those architecture are well maintained in order to attract more visitors in future.

Tourism reduces negative perceptions and increases self-esteem of the host as well as tourists but it can bring a dark social and cultural side, too. In this industry there is no fixed time jobs. Employees have to work unsocial hours including festive holidays which may affect the social life of employees. The inflow of tourists also attracts various criminal activities such as thefts, muggings, prostitution, gambling, etc. Hotels, restaurants and shops are built in the residential areas which may also change the physical structure of a community and the local may also feel excluded from the use of those resources. The more inflow of tourists in one particular region can result in centralization. In Nepal, there are many tourists' attractions outside Kathmandu, Pokhara and Everest region but these areas have more inflow of the tourists and as a result only these areas have more development infrastructures keeping other attractive sites out of sight. Many residents move to these places with a hope of getting jobs and living better life style and these places become over crowded producing noise pollution, sound pollution and air pollution.

2.4.3 Environmental Impacts

The high-value resources of the country like lakes, waterfalls, mountains, forests, flora and fauna are very essential to attract tourists. To promote tourism industry, all these resources are preserved, protected and kept from further ecological decline. We can say tourism industry has played an important role in the preservation of the country's natural resources. One of the national parks of Nepal, Chitwan National Park, which has been enlisted as a World Heritage Site, has been declared a preservation centre for rhinoceros and tigers. The national parks also preserve many other rare animals and birds and it can also be credited to tourism industry. There are many tourists who travel especially for jungle safaris and the national parks of Nepal have been able to attract as many tourists as possible. Tourism has also helped stop deforestation.

The quality of both natural and man-made environment is essential to tourism but the relationship between tourism and environment is considered to be complex. Tourism involves many activities that have an adverse effects on the environment. Many of these activities are linked with the construction of new buildings, hotels, resorts, shopping malls, golf courses, etc. Tourism is also connected with the construction of general infrastructure such as roads and airports. Most of the hotels, shopping malls and restaurants are built up in residential areas to facilitate tourists. These new constructions have of course facilitated

the tourists but at the same time it is creating pollution such as noise pollution, air pollution, and human over crowd, high traffic, etc. Nepal has only one international airport and all the tourists' first destination is Kathmandu, the capital city. Most of the hotels, shopping malls, restaurants are therefore, in Kathmandu providing many job opportunities to locals than in other parts of Nepal. So the city has become very over crowded creating mostly noise and air pollution. Tourism has somehow encouraged deforestation for the preservation of rare animals and birds in some areas of Nepal but because of new constructions in the main cities, it is nowadays hard to find any bare land and the prices of land in these areas have increased a lot.

The world's top mountain, Mount Everest, couldn't stay far from the effects of tourism. Mount Everest was first climbed successfully by Sir Edmund Hillary and Tenzin Norgay in 1953 and since then over 4000 climbers have climbed the top. Everest has been one of the most important tourist destinations and the wastes there have grabbed the attention of the world. Each expedition to Everest is required to take a garbage deposit and bring their waste back but this system has not been implemented strictly.

“The two standard routes, the Northeast Ridge and the Southeast Ridge, are not only dangerously crowded but also disgustingly polluted, with garbage leaking out of the glaciers and pyramids of human excrement befouling the high camps” (Mark Jenkins, 2013, National Geographic article on Everest).

2.5 Famous tourists activities in Nepal

Despite of its small size, Nepal has been able to offer various kinds of activities to tourists. It offers short visit to cultural and religious sites, long adventurous trekking and mountaineering, jungle safari, rafting and bungee jumping, shopping, meditation, paragliding and many more. Nepal is one of the few destinations in the world with a high potential of tourism. Nepal is rich in its cultural and bio diversity. Every region of the country has its own culture, tradition, and language and dressing style. In the general observation, some cultures are dynamic and progressive whereas, others are static and conservative under the similar circumstances in terms of climate, geography and resources. The mystical Himalayan kingdom on the roof of the world has held very powerful appeals to tourists. The flora and fauna is truly amazing in terms of their variety and rarity which are also the strength to attract visitors from outside (Baral, 2008).

Some of the famous adventure activities in Nepal are presented below:

2.5.1 City sightseeing

Kathmandu, the capital city of Nepal, is the only city that welcomes all international visitors as the only international airport of Nepal, Tribhuvan International Airport (TIA), is located here. This city is often called the city of temples as there are numerous big and small temples some of which are even listed in World Heritage Sites such as Swoyambhunath Temple (the monkey temple), Pashupathinath temple, Boudhanath, etc. Similarly, Patan and Bhaktapur are two other cities near Kathmandu which are also rich with old and famous temples, museums and palaces. Patan is famous for its expert craftsmen and metal workers whereas, Bhaktapur is famed for its woodcarving, pottery and cloth weaving. A day or two can be arranged to explore each these cities. Some other famous places near Kathmandu are Nagarkot and Dhulikhel not more than 32 kms east from Kathmandu. These places are famous among those tourists who prefer peace and want to explore natural beauty. Short day hiking can also be arranged in these places.

2.5.2 Trekking

Nepal has eight of the ten highest mountains in the world and hence, trekking in Nepal is one of the unique experiences of Asia. Large number of tourists arrange trekking through some trekking agencies in Nepal and there are also bag pack travellers who travel and explore on their own. The huge variety of options allow travellers of different ages and capabilities to attempt trekking in the country. Despite what many may perceive, trekking is not about wandering all alone through an unchartered wilderness. As the travellers follow the well-marked trekking paths, they pass through hundreds of locals and other travellers each day. The trekkers also have good opportunities to rest and recover in the small tea-houses and lodges enroute. The best seasons for trekking start from September-November and March-June when the climate is dry and warm. During these months, the temperature are bearable with clear skies and clear natural views. It is possible to trek out of season too but travellers can expect leeches and rainfall during the monsoon and severe cold and closed passes during the winter. The famous diverse regions of Nepal where trekkers can explore the unique landscapes and cultures are mentioned in points below:

1) Annapurna Region

The Annapurna region's popularity is well deserved with a varied feast of scenery and hill culture and the logistics are relatively simple. All the treks in this region start and end in Pokhara, one of the famous cities for trekkers in Nepal. It takes around six hours to reach Pokhara from Kathmandu and the trekkers can choose

to stay from luxurious hotels to budget guest houses, explore some famous places like Davis Falls, Mahendra cave, White Gumba, Phewa Lake, etc., before and after ending the trek. With great views just two days up the trail, short treks in this region are particularly feasible, there is a good means of communication and it is also safe from the view point of medical emergencies. The Himalayas and adjacent hills are protected by Annapurna Conservation Area Project (ACAP). ACAP is the first conservation area and largest protected area in Nepal which was launched in 1986. ACAP is rich in biodiversity and is a home to 1226 species of flowering plants, 102 mammals, 474 birds, 39 reptiles and 22 amphibians.

The Annapurna region has world's deepest river gorge – Kali Gandaki Gorge, world's largest rhododendron forest in place called Ghorepani and the world's highest altitude fresh water lake – Tilicho Lake. The trekkers in this region accounts more than 60% of the country's total trekkers. The nature of trekking and the total number of trekking days can vary as per one's wish. Jomsom, Muktinath, Mustang, Manang, Poon hill are some of the most visited places.

2) Everest Region

Everest is more a pilgrimage than a trek that passes deep into Buddhist Sherpa country among some of the world's most magnificent peaks. The Everest region is the second most popular trekking destination after Annapurna. All the trekking to Everest region start and end in Lukla. It is a 45 minutes flight from Kathmandu to Lukla. The trekkers can also choose to drive to Jiri but it takes additional five to seven days walk to reach Lukla from Jiri. The driving route provides stunning scenic views and a way to acclimatize. Trekking in this region is quite risky as it is the coldest region and trekkers have high chances of suffering of acute mountain sickness (AMS). There is a place called Namche Bazaar which can be reached in two days from Lukla, all the trekkers stay here for at least two nights to acclimatize. The trail divides above Namche Bazaar; one route leads to Everest Base Camp and the view of Kala Pattar; the other leads to the beautiful Gokyo lakes. The trekking routes are well equipped with lodges and tea houses but are very expensive and the price rises as you ascend.

The Everest region is not as popular as Annapurna but its high-altitude environment is even more fragile. There is less than four thousand inhabitants and receives between ten to twenty thousand visitors each year. Lodge-buildings almost destroyed the Blue Pine and Silver Fir forests around Lukla, and the demand for firewood is many times the regeneration capacity of the area. The Sagarmatha Na-

tional Park has done some good job in reforestation which is funded from trekkers' entry fee.

3) Mustang

The Kingdom of Mustang is situated on the border of Nepal and Tibet and it preserves some of the last vestiges of traditional Tibetan Buddhist culture. The restricted region opened for travellers only in 1991 and only few travellers get to trek each season and they need a special permit. The trekkers follow a well-established trails through substantial villages that once served as a trade route between Nepal and Tibet. The terrain is striking; a semi-arid desert with deep ravines and rock shelves, flanked by snowy peaks. A highlight of a trek to Mustang is the visit to Lo Manthang, where the king of Mustang reigns over his tiny kingdom. The main attraction of this region is a festival known as Tiji festival influenced by Tibetan Buddhism. The best time to trek to Mustang is from April to November. It is also possible to trek in monsoon season unlike Annapurna and Everest as Mustang is a rain shadow area.

4) Kanchenjunga

Kanchenjunga is the third highest mountain in the world with elevation of 8586 m from sea level. Kanchenjunga lies in the far eastern border of Nepal and shares a border with Sikkim. Like Mustang, Kanchenjunga is also a restricted trekking area with strict policy. A foreigner needs to obtain special restricted area permit and should also be accompanied by a Nepali citizen. The trekkers can interact with Tibetan refugees enroute trekking whose settlement is all the way during Kanchenjunga Circuit. Out of several Kanchenjunga treks, major selected treks are Kanchenjunga South trek, Kanchenjunga North trek, Kanchenjunga Circuit and Kanchenjunga Base Camp.

5) Manaslu

Manaslu region is also one of the restricted areas for visitors and which was only opened in early 90s. It has been a restricted area to preserve its fragile natural resources and cultural heritages and to promote ecotourism to improve the livelihood of locals in this region. Manaslu region is isolated and has remained undamaged by modernity. Trekking in this region has been popular among those trekkers enthusiastic searching for wilderness and authentic village experiences. The main highlights of this region are striking landscapes, incredible mountain views, rhodo-

dendron, and blue Pine and bamboo forests with varieties of wildlife, beautiful cascading of waterfalls and ancient Buddhist monasteries.

6) Langtang

Langtang region is the third most popular trekking destinations in Nepal after Annapurna and Everest region. It is possibly the easiest trek but with classic trekking route which require no flight and is not that far from Kathmandu. The places called Sundarimal and Syabrubesi are the two main accesses to enter the region. Like all other trekking trails in Nepal, Langtang trekking trail also follows many traditional, ethnic and cultural villages with virgin forests on the way to Langtang Circuit trek. This region is protected by Langtang National Park, established in 1976. It is the first Himalayan National Park that covers an area of 1710 square kilo meter in Nuwakot, Rasuwa and Sindhupalchowk districts of Central Himalayan region encompassing 26 Village Development Committees. Autumn and spring are the best seasons for the Langtang valley trek when the weather is warm and sunny but nights can be little cold.

2.5.3 Paragliding, Bungee jumping

Paragliding is a newly introduced adventure sport in Nepal. Paragliding in this Himalayan country can be a wonderful experience as you share airspace with Himalayan griffin vultures, eagles and kites while floating over villages, monasteries, temples, lakes, jungles and Himalayas. Pokhara is one of the top 5 commercial tandem paragliding locations in the world with all the right ingredients. Stable thermals, convenient take-off and landing zones, the safety of large lakes and incredible mountain views. Paragliding in Pokhara is operated year round as long as it is not raining and the thermals are active. The best time for paragliding is in the mid-day when the sun is out long enough to heat the earth and create the thermals necessary for lift.

Nepal's first bungee jumping site is situated 160 m over the wild Bhote Koshi River. The site is situated near Nepal-Tibet border and it is just a three-hour drive from Kathmandu. The 160m jump was designed by New Zealand's leading bungee consultants and is operated by some of the most experienced jump masters in the business. The bridge for bungee jump is Swiss designed and the bridge has a loading factor of 250 kg per running meter. Before the construction of the bridge, locals walked five hours to cross the river gorge.

2.5.4 Rafting

Nepal has some of the best, most scenic and most varied white water on earth. The shorter rafting trips are hugely accessible while some of the few longer trips are world classics, offering the experience of a lifetime. Away from the crowds, rafting is full of thrill, adventure, laughter and companionship that come from shooting rapids. There is the sheer escapism of life on the river: camping on white sand beaches, campfires under the stars, warm water, jungle-clad slopes, wildlife and birds. From a convenient half day excursion to full on 12 days river expeditions, possibilities of rafting are endless. Sun Koshi, Kali Gandaki, Marsyangdi, Bhote Kosi and Trisuli are some of the famous rivers for rafting in Nepal.

2.5.5 Jungle safari

Some of the famous national parks are situated in the southern part of Nepal, Terai, famous for jungle safari activities among foreigners. Terai is a low land covered with dense subtropical forest. The national parks and game reserves of Terai offer some of the finest wildlife experiences in Asia. The endangered species such as one-horned rhinos, Bengal tigers and gharial crocodiles, wild elephants, leopards and sloth bears abound on the ground, while up to 544 species of birds dominate the air. The indigenous Tharu ethnic group lives around the national parks and provide a surprising cultural contrast to the mountain people of the north. The jungle safari activities include elephant ride, canoeing, nature walks, bird watching, excursions and visit to an ethnic Tharu community. Chitwan National Park is the famous national park and is enlisted in The World Heritage Sites.

3 Community Based Tourism

The term Community Based Tourism (hereafter referred as CBT) was emerged in 1990s. CBT is generally a small scale tourism area that involves the interaction between the host community and the visitors. The main aim of CBT is to generate benefits for local communities especially in the developing countries by allowing tourists to visit their communities and learn about their culture and the local environment. There are various other terms of CBT; for example in Latin America the term Rural Tourism is often used along CB. In Asia, eco-tourism is often delivered via CBT. Typically Sustainable Tourism, Community Based Tourism, Rural Tourism and Eco-Tourism all have similar objectives. The Thailand Community Based Tourism Institute defines CBT as “tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and to learn about the community and local ways of life.”

As per WWF, CBT is a form of tourism where the local community has substantial control over, and involvement in, its management and development, and the major proportions of the benefits remain within the community. WWF accepted that the concept of community depends on local, social and institutional structures and accepted that it must also embrace individual initiatives within the community.

While CBT is very popular for sustainable tourism development, it has rarely been critically reviewed (Goodwin, 2011). CBT projects come with risks. Some studies for instance find that the revenues gained from CBT are relatively small (Mitchell & Muckosy, 2008; Goodwin, 2006) and sometimes do not even outweigh the costs. CBT projects can also fail because of a lack of access to markets and poor governance. Other researchers have also found limitations to participation of the local community, such as lack of knowledge and resources, and the fact that the local community does not always operate as one group (Koch, 1997; Tosun, 2000; Scheyvens, 2002; Timothy, 1999.)

In Nepal, CBT is considered to be one of the most important sectors for sustainable development and empowerment. Nepal government is very anxious to promote CBT as it generates employment opportunities and can also solve the socio-economic differences if it can be expanded to many areas of the country. Taking these facts into consideration, the government of Nepal together with other private sectors and local communities has initiated to develop community based sustainable rural tourism with wider objectives. (Pandey 1996, 2003). In order to gain tourism benefits at the community level, various governmental and non-governmental are working together with rural communities. Their emphasis on various eco-tourism activities have established a new boundary in the history of Nepal tourism by empowering local people to get involved in community based eco-tourism and thus helping to eradicate poverty from rural areas. Some institutions are engaged in researching poverty and poverty alleviations, income and employment impacts of tourism whereas, others are engaged in measuring sustainability of mountain tourism, and tourism's contribution to the development of community.

UNWTO Secretary General, Taleb Rifai, in his Official World Tourism message said that 'each time we travel, use local transport at a destination or buy products from a local market, we are contributing to a long value chain that creates jobs, provides livelihoods, empowers local communities, and ultimately brings in new opportunities for a better future.'

In 1964, Jim Edwards, a British tourism entrepreneur introduced jungle tourism in Nepal. He started Tiger Top Jungle Lodge inside the jungle which was later developed as Royal Chitwan National Park in 1973. The established of jungle lodge changed the life of poor and illiterate people living near the jungle by providing them employment. Jim Edwards

also helped them open a school, provided medical facilities and generated employment opportunities. Tourism for Rural Poverty Alleviation Program (TRPAP) was developed in 2001 to support the government for formulating policies for sustainable tourism development and to create an environment for poverty alleviation in rural areas through CBT. Their primary focus was on disadvantages and discriminated section of Nepal's rural population such as women, lower caste groups and ethnic minorities who lived below the poverty line. TRPAP worked together with the community as a whole to cover the widest area possible and to provide benefits to all the members of the community and to raise their living standard.

CBT is defined as a tourism which is managed and owned by community for the development of community taking environmental, social and cultural sustainability into account. The other purpose of CBT is to let the visitors learn about the community and the local ways of living especially in rural areas of a developing country. The other existing forms of CBT are heritage tourism, cultural tourism, eco-tourism, agro-tourism, etc. The characteristics of CBT are defined below:

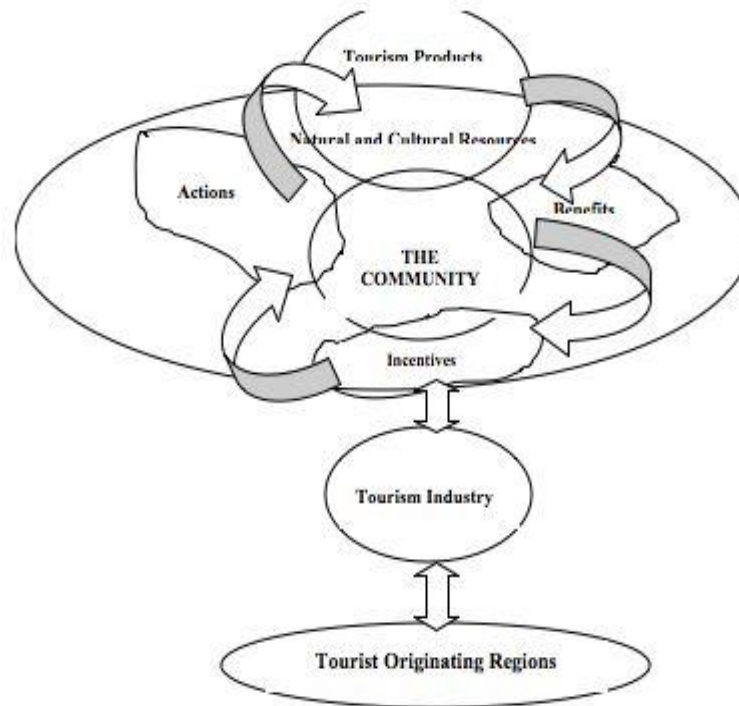
- 1) CBT involves the direct participation of locals providing both social and economic benefits. Various CBT projects create job opportunities and provide a source of income in a community. Engagement of private sectors like travel agencies, tour operators and hoteliers can play an important role for even more success of CBT.
- 2) Environmental awareness and sustainability is the top priority of CBT. The community is responsible to keep the surrounding healthy and safe to promote CBT. CBT promotes afforestation and environmental protection and helps in minimizing the negative impacts on the natural resources.
- 3) CBT aims to educate, train, develop and encourage to utilize human skills and potentials within the community for its development.
- 4) The goal of CBT is also to satisfy the visitors without any harm to the community interests. The locals are expected to exhibit friendliness, honesty and professionalism amongst themselves as well as in their dealing with the visitor to ensure the integrity of CBT projects.

3.1 Benefits of CBT

CBT has been popular as a means of supporting biodiversity conservation particularly in APEC developing countries and living livelihood with preserving biodiversity whilst reduc-

ing rural poverty and achieving both objectives sustainably (Kiss 2004). The relationship between resources and actions in CBT is illustrated as:

Figure 5c: Relationship between resources and actions in CBT (Source: B.P. George, Journal of Tourism Research)



©George, B.P. (2006)

The key rationale underlying the approach and objectives of CBT for conservation and development is that the increased amount of participation can provide widespread economic and other benefits and decision making power to communities through CBT. These economic benefits are the motivations for the local communities and also a way to protect and conserve the natural and cultural resources on which income generation depends. In the figure 5c, the community is at the centre and is occupying the commanding position with regard to the management of its natural and cultural resources which can be reformulated as tourism products. The relationship between the tourism industry and its products developed through the community's natural and cultural resources is not direct but is through the intermediation of the community. This is aimed to ensure that the aspirations of the community are never bypassed by the unnecessary industry interests. CBT is an interaction among the three major groups of the community, the tourism industry and the tourists themselves.

The benefits of CBT are not any different from the benefits of tourism industry. The benefits of tourism industry is huge in a whole national level but CBT benefits the rural areas of the country and local residents of those areas. Below I present the benefits of CBT:

1) Employment opportunities for local communities

Tourism as a whole is one of the main sources of employment in Nepal. CBT, on the other hand, is a source of income for local communities. CBT not only provides employment opportunities to the skilled manpower but also to unskilled, poor and illiterate people: of rural areas. Lots of local people in rural areas work as a porter, as a shopkeeper enroute tourist destinations, as a farmer producing local goods and services to fulfil the requirements of tourists.

2) Conservation of cultures, traditions, natural beauty and ancient heritages

Nepal is very rich in terms of cultures, tradition, natural beauty and ancient heritages and so therefore, all these are the main attractions for the inflow of tourists in Nepal. In CBT, tourists visit the rural areas with some development project and during their stay in that area they expect to learn the cultures and traditions from the local residents. They also explore the natural beauty and visit ancient heritages. So the tourism activities encourage the maintenance and preservation of ancient heritages.

3) Promoting local goods and services

CBT promotes the use of local goods and services. Local goods and food products are very fresh and healthy than the packed food products so the visitors always use local products which encourages the farmers to work by providing them with a source of income. Local products also include gifts or souvenirs that tourists would like to take with them when they return back home.

4) Improvement of quality of life

CBT generates employment and a source of income for local residents. When they have source of income their quality of life improves automatically. The quality of life means good place to live in, healthy food, good education, access to health and transportation facilities etc. The development of transportation, health facilities and supply of safe drinking water are improved in most of the tourist destinations. Tourism also helps to generate additional use of public facilities such as parks, gardens, pools, museums. CBT enables

locals to connect with visitors, learn their way of living, their cultures and tradition and to know about western world. The locals then learn the advance and improved ways of living which also help to improve their quality of life.

5) Women empowerment

In Nepal, gender inequality is a major obstacle for development. The strength of tourism is that it can help to improve livelihoods by lessening poverty, improve environmental sustainability, and promote gender equality and empower women. CBT has opened many ways of income for women in rural areas. They may be uneducated, backward but they have skills to produce many handicrafts which can be sold to the visitors. They can produce and sell local food products. The emerging concept of home stay can also be a way of earning for women. CBT also encourages education for women. Interacting with visitors and understanding their ways of living and thinking have also helped in reducing gender inequality to some extent.

6) Prevent environmental deterioration

Tourists prefer to visit naturally beautiful places that have good environment. They are attracted by mountains, rivers, jungles, ancient arts and sculpture, and historical monuments. To attract as many tourists as possible and develop the economic condition in a local as well as national level, all these attractions are preserved that help to prevent environmental deterioration. There has to be forests to save and promote jungle safaris which prevent deforestation and lack of deforestation help in reducing natural calamities like flood, landslide and soil erosion.

7) Increased hygiene and safety awareness

The government and private sector hoteliers have teamed up to increase food hygiene standards in the country. Complying with standards prepared by the government and the private sectors are critical to sustain the tourism industry, as health and hygiene in restaurants and hotels have greater impact. (The Himalayan Times, 13 May 2015)

3.2 Challenges of CBT

The United Nations, many organisations, groups and individuals are collaborating together to sustain and preserve the globe. Sustainability links the wellbeing of the ecosphere and particularly for a better living experience for present and future generations. Thus sustainability is an underlying principle in many sectors. The concept of sustainability first ap-

peared in the report of the World Commission of Environment and Development (WCED) in 1987 entitled "Our Common Future". The WCED defined sustainable development as a development that "meets the need of the present without compromising the ability of the future generations to meet their own needs" (in Choi and Sirakaya, 2005:1275).

CBT is one form of an alternative tourism that supports sustainability. It covers a small-scale tourism, uses the community traditional life and the rural environment as a principal attraction, and emphasizes the involvement of local communities. CBT is thought to carry the promise to increase, promote and provide the improved living standard to the rural communities. It is believed to empower the local residents and to make them able to utilize the local resources found within their areas for survival. Even though CBT has many benefits as described under heading 3.1, there are still some challenges that make it difficult to grow CBT. Here I present the challenges of CBT:

1) Government policies

The location for CBT are mainly the rural and underdeveloped areas and are subject to national policies regulating access by foreigners as well as domestic visitors. The rural areas may show the potential for the development of tourism but there may be regulations that restrict access by number and by seasons. Regulations such as getting permits, requirement for government liaison officers, booking through agencies, compulsory foreign exchange by foreigners and so on can affect CBT planning. Inflow of tourists in the restricted areas is highly controlled by Nepal government. In 2012, The Department of Immigration of Nepal issued only 10560 trekking permits for the restricted areas whereas, Annapurna received 70000 tourists. People in the restricted areas are poor in comparison to people in the urban areas of Nepal. Tourism can provide a source of income in the rural and restricted areas but for that Nepal government should open the restricted areas for tourists.

2) Preservation of natural resources

CBT has many benefits in the society and the whole country. It generates revenue, creates jobs, improves the quality of life, preserves tradition and culture and many more as described under heading 3.1, benefits of CBT. But at the same time it brings negative impacts in the society and protected areas. The impacts can either be direct or indirect. Direct impact is caused by the presence of tourists whereas, indirect impact is caused by the creation of infrastructure to attract tourists inflow. The impacts can be displayed on

soil, water resources, vegetation, animal life, landscape and the cultural environment. The construction of infrastructures for tourists such as hotels, amusement parks, roads, airports, etc., all is somehow the destruction of natural resources. Forests and empty lands are being destroyed which have a negative impact on animal life. Deforestation is also a result of natural calamities such as flood, landslide, soil erosion, etc. So it is very challenging in term to increase the inflow of tourists and to preserve the natural resources at the same time.

3) Lack of community involvement and participation

Local participation is needed for achieving the goal of sustainable development. A power from local authorities and local personalities are also needed. Besides, the real local control is not always possible, practical or even desired by some of the communities that develop CBT. Planners need insight in this complex web of shifting power relations as well as in the ways different stakeholders image CBT. In the rural villages of Nepal, hardly few locals are educated and most of them even don't understand the meaning and importance of CBT. So it is hard to expect their involvement in any activity. Therefore, education and training to the locals of the target communities are very important to accompany tourism development. In addition, communities do not have understanding on how tourism industry functions, how to attract tourists and manage them. Local communities must develop strategies for receiving and interacting with tourists as well as displaying themselves and their visible culture (Reid, 2002).

4) Transparency on donor funding

Today there are numerous agencies, NGOs, INGOs and internationally funded projects that work together with communities in trekking regions to manage the negative impact of tourism as well as to promote local benefits and poverty alleviation. The agencies share the project aid and information with different stakeholders but there are significant differences in the level of information shared and no agencies provide complete budgetary information. The heads of the projects may not have sufficient knowledge of Aid Transparency and Accountability which results in disagreement between transparency levels claimed by donor agencies and what is in fact practiced.

5) Poor infrastructure

Many parts of rural Nepal still lack proper infrastructure for education, health, transportation and electricity. Nepal is a land locked and a mountainous country so aviation and roads are the major transportation modes. The lack of proper infrastructure hampers the

delivery of social services in the remote areas. Organising CBT in such areas is very difficult. It takes long days to reach such places which have no transportation infrastructure. Because of lack of electricity, connection with the outer world becomes difficult and the lack of proper health service may not attract the visitors in such remote places. In addition, local of such areas are not educated and have not idea about tourism and CBT. So, it is not easy to make them understand about the importance of CBT and to make them a part of any CBT project. There are many such places that are in need of development projects but because of poor infrastructure it may become very challenging.

6) Chaos and disruptions in communities

CBT projects do not merely bring positive impacts in the society. Such projects also have to face the challenges of minimalising chaos and disruptions. The CBT projects bring development and opportunities in the community and together with development bring some kind of negativity such as price rise in foods and lands. Sometimes, the benefits of the projects are not necessarily flowing to the average village members causing division within the village communities over the distribution of income. The younger generation of rural communities are slowly adopting the western culture whereas, some of the older generation think that tourists bring disruptions when they come into their villages. The open minded tourists, their sense of dressing and behaviour are not easily acceptable in rural communities of Nepal.

3.3 SWOT analysis of CBT

SWOT analysis is a tool that identifies the Strengths, Weaknesses, Opportunities and Threats of an organization, place, person or product. The Strengths and weaknesses are the internal issues and the opportunities and threats are the external issues. Strengths provide an analysis of a company's advantages over its competitors whereas, weaknesses highlight the shortcomings that can prevent from achieving the goals. Opportunities are presented by the environment in which the project operates. The opportunities arise when any project or an organisation can take benefits of conditions in its environment and can take more profits. The threats are uncontrollable elements in the environment which can create problems in the business or project. Below I present the SWOT analysis of CBT in Nepal.

Strengths: The natural beauty, cultural and traditional diversity and unique features within a few distance are the main strengths of tourism in Nepal. Nepal is a home to the highest mountain in the world, Mount Everest and this fact has been very important in advertising tourism in Nepal. Nepal can be an attractive destination in terms of religion tourism as it

has many famous temples and monasteries and some of which are listed in World Heritage Sites such as Pashupati nath Temple, Swoyambhunath temple, Boudhanath, Lumbini – birthplace of Gautam Buddha which is now developed as Buddhist Pilgrimage Centre. For CBT projects, there are many fields and destinations in rural Nepal. Tourists can trek and do community development projects together. Nepal is relatively affordable to travel so the price factor can be a strength as well. There is an old Nepali proverb 'Atithi debo vaba' which means the guest is equivalent to god. Nepali people treat tourists highly and they are friendly, warm and welcoming. Therefore, the hospitality can be reflected as a strength.

Weaknesses: Nepal is a developing country. Most of the villages in rural areas lack proper infrastructures of education, health and sanitation, road, electricity and water. To organise CBT projects in such places is very difficult. Due to the lack of roads it may take long time to reach such places. It can be quite risky to visit such places because if tourists get sick or in case of any emergency they don't have roads to return immediately, they don't have health facilities and electricity to contact for rescue. CBT is possible mainly with the involvement of local communities. In the rural areas people are illiterate and have no idea of what CBT is and its importance. They are not aware of western culture. So in this situation local people may not cooperate easily. The communities in restricted areas are poor comparatively and are very much in need of development projects. To organise CBT projects in restricted areas is difficult because of strict government rules and regulations. The government issues permit for few selected groups only which is an obstacle for the development of the community.

Opportunities: Even though Nepal is progressing slowly in poverty reduction in recent years, it still remains one of the poorest countries in the world, with a Human Development Index of 0.463. According to the United Nations Development Programme's Human Development Report, Nepal is ranked at 157th position out of 187 countries in terms of development. In Nepal, there are many rural villages that are poor, underdeveloped and have a very minimal literate rate. Those places lack the facilities such as proper health care and sanitation, education, roads, transportations, water supply, electricity and a proper living standard. It may not be appropriate to consider the poverty in such places as opportunities but it cannot be denied because of poverty there are many places and fields where CBT can be organised. After the end of Maoists insurgency in 2006, Nepal slowly started to gain peace attracting visitors all over the world. Nepal government have developed many tourism promotional events. The Tenth Five Year Plan (2002-07) has accorded a priority to tourism sector. The government opened up additional 103 mountains for mountaineering in remote areas revising the idea of the mandatory provision of liaison officer in all mountaineering expeditions. In more than 89 peaks, the team can

climb the mountain without the presence of liaison officer. The government have waived the visa fee for those tourists re-entering the country within one year of 15 days long stay in Nepal. Tourists entering Nepal only for three or less days also don't have to pay visa fee. In 2011 Visit Nepal Year was organised with a view to promote tourism in Nepal. Recently, in September 20, 2015, new constitution was formed in Nepal which is believed to bring peace and political stability that will be able to increase tourism arrival rate.

Threats: According to Nepal 2013 Crime and Safety Report, overall reported crime has decreased over the past year but there are still the cases of burglaries, minor street crime such as pickpocketing and robbery especially in the tourist areas and popular trails. Harassment against female travellers occur occasionally and the number of fraudulent schemes with tourists have increased. Lack of safety in the country is one of the main threats for developing tourism industry. Similarly, the poor condition of airways and road ways is a threat too. The roads especially outside the Kathmandu valley are narrow and not properly constructed due to which many accidents take place frequently. Tenzin Hillary Airport, Lukla, is known as one of the most dangerous airports in the world. Lukla is the main starting point of all the trekking trails in Everest region. The airport being very dangerous to fly in, it can be a threat for tourism industry. Because of political unrest, protests, demonstrations and disrupts continue to occur without any prior notice and the tourism industry has suffered a lot due to these activities. Nepal is located in a seismically-active area and there are high chances of a major earthquake. In the recent massive earthquake that happened on 25th April 2015, not only human lives were destroyed but also the major infrastructure, buildings, the entire villages and culturally famous places. The emergency services that are present currently in the country are not adequate to deal with such crisis.

4 CBT projects in various fields with case studies

According to Brohman (1996), CBT development would seek to strengthen institutions designed to enhance local participation and promote the economic, social and cultural well-being of the popular majority. It would also seek to strike a balanced and harmonious approach to development that would stress considerations such as the compatibility of various forms of development with other components of the local economy; the quality of development, both culturally and environmentally; and the divergent needs, interests and potentials of the community and its inhabitants.

The CBT projects are organised into various fields such as education, health sector, and safe drinking water, preservation of tradition, culture, nature, environment and national heritages. The involvement of government and all the stakeholders of the tourism industry can maximize the benefits of CBT to local communities. Nepal is blessed with various

resources for attracting tourists in various ways and if the resources are used properly, CBT can be the best vehicle to deliver socio-economic enhancement of remote and rural villages. There are many projects that are organised on a national level or organised by tourism companies in Nepal. The major fields where CBT projects can be organised are explained below. The real projects done of those fields are also presented.

4.1 Education

Investing in education is the most important way of reducing poverty. Education is one such important infrastructure that can develop a community and a nation as a whole. As per the most recent statistics by UNICEF, the literacy rate in Nepal is 89.2 per cent for men and 77.5 per cent for women. Nepal is a male dominated country where men are encouraged to study whereas, women are forced to live within the four walls of the house and take care of households. Women education is still under shadow. There are many schools and education institutions in the capital city as well as some developed parts of Nepal but still there are many rural villages with no means of education. People in such rural villages are suffering from poverty, unemployment and lack of knowledge of importance of education. In some villages, there are no schools and that children are forced to walk for hours every day. There are many projects done by various NGOs and INGOs in the field of education such as: The project by UNESCO 'Empowering Adolescent Girls and Women: promoting equitable education, literacy and lifelong learning', Education Project in Nepal by ADARA, Community Based Alternative Schooling Project and Construction of Primary Schools by JICA.

Many tourism based companies organise CBT trips to rural trekking destinations with the project of developing education sector of the particular area. Some trekking groups help to establish a new school by funding, some groups provide books and stationery items whereas, some groups join the locals in maintaining an old school building by colouring, building new classes, etc. The arrival of tourists in such rural areas is also a source of income for locals and when the locals start earning, they can afford to provide education to their children.

4.1.1 Case 1: Rebuild Nepal – Lura School and Everest Base Camp

Rebuild Nepal – Lura School and Everest Base Camp is one perfect example of CBT. This is a combination of a trip where the clients trek in the Everest region and at the same time rebuild The Manju Shree Primary School located in Lura village. The Manju Shree Primary School is a small school where the total of 61 children from Lura village as well as the surrounding villages attend the classes from 1 to 5.

Figure 6: Photographs from the site (Source: Sujun Khatri, Trekking leader of Rebuild Nepal – Lura School and Everest Base Camp)



Trip organiser: This trip is organised recently in 12 October 2015 by World Expeditions. World Expeditions is one of the world's leading adventure companies that has been operating trekking, travel holidays and vacations since 1975. World Expeditions is global with offices in London, Sydney, Melbourne, Brisbane, Perth, Auckland, Ottawa and Montreal. The company has ground handling agents in many countries and the one in Nepal is

Highland Excursions Nepal Pvt. Ltd. whose main responsibility is to organise a trip and to take care of clients while they are in Nepal.

Purpose of trip: The building of the school was damaged by the massive earthquake that happened on 25 April 2015. The main purpose of this CBT trip was to rebuild the school building under the instruction of local project manager. In addition to the manpower offered by travellers, the reconstruction of the school also involved the paid skills of local tradespeople as well as local volunteers. This project was a collective effort to rebuild the school and local communities will be involved throughout the process. The other aims of this project were to encourage the earthquake traumatised children to come to school again and to help them with basic school stationeries.

Number of participants: The total of 11 participants took part in this project trip. 7 participants were from Australian, 2 of them were from New Zealand and 3 from Britain.

Trip itinerary at a glance: The group followed the following itinerary.

Day 01- Arrive Kathmandu

Day 02 – In Kathmandu

Day 03 – Fly to Phaplu. 2-3 hours walk to Lura village

Day 4 to 8 – Community project work at Manju Shree Primary School

Day 09 – To Junbesi. Walk approx. 6 hours

Day 10 – To Taksindu. Walk approx. 6-7 hours

Day 11 – To Khari Khola. Walk approx. 6-7 hours

Day 12 – To Puiyan. Walk approx. 5-6 hours

Day 13 – To Monjo. Walk approx. 6-7 hours

Day 14 – To Namche. Walk approx. 4-5 hours

Day 15 – To Deboche. Walk approx. 6-7 hours

Day 16 – To Dingboche. Walk approx. 6-7 hours

Day 17 – Rest day in Dingboche

Day 18 – To Lobuche. Walk approx. 6 hours

Day 19 – To Gorak Shep & Base Camp. Walk approx. 7-8 hours

Day 20 – Kala Pattar and trek to Dingboche. Walk approx. 7-8 hours

Day 21 – To Deboche. Walk approx. 4-5 years

Day 22 – To Namche. Walk approx. 5-6 hours

Day 23 – To Ghat. Walk approx. 5-6 hours

Day 24 – To Lukla. Walk approx. 2-3 hours

Day 25 – To Kathmandu

Day 26 – Trip concludes in Kathmandu

Project work: The main project work was scheduled for five days with 6-7 hours of work every day. The clients of this project were mainly involved in demolishing the damaged class rooms, building the foundation pillars for new classes, flattening the ground and any kind of physical work such as carrying stones and muds. The clients were divided into groups so that they could do equal amount of work and they could feel that they were making valuable contribution. The school also donated some basic stationeries such as note books, books, pencils, etc.

Outcome of the project: The project ended successfully. All the remaining works will now be completed by the villagers. The Manju Shree Primary School is the only school in the Lura village where students from nearby villages also come to study. This project has helped to rebuild the school which was otherwise not possible by villagers on their own and has encouraged the children to come to school again. The project also developed a job opportunity to the villagers by providing them work at the site. Most of the clients involved in such projects always look forward to help the children financially for their studies. So it is also possible that some clients may choose to help some poor children with their studies.

4.2 Health

According to the national census carried out in 2011, Nepal has around 26.5 million population out of which more than 80% live in rural areas and about same proportion of people depend on agriculture for living. As per the government data, only 25% of total population live under poverty but the data may not be accurate and the speculation is that about 40-50% people live under poverty. Nepal is a hilly and mountainous country and a majority of people living in such area are deprived from the consequences of development due to lack of access to, among others, basic social services and employment opportunities. Until about half a decade ago, Nepal didn't have an organised health system. Only some of the developed cities like Kathmandu and Pokhara had modern medical facilities and it used to take many days for patients to reach the hospitals in cities from many rural parts of Nepal due to lack of access to transportation. However, the health system has made a good progress since what it used to be 50 years back. There are now defined health policies, health programs and systems.

The Interim Constitution of Nepal (2007) states that, 'every citizen shall have the right to basic health services free of cost from the state as provided for in the law'. Each Village Development Committee has Sub-Health Post (SHP) that provide basic primary health care services by middle level health workers. There are around 4000 SHPs in the country. These SHPs mainly depend on the community based women volunteers known as Fe-

male Community Health Volunteers (FCHVs). These FCHVs are the main contributors to the steady improvement of national population health indices. However, there are still continuing disparities such as geographical (urban-rural), economic (rich-poor), gender (male-female) and cultural (high caste-low caste) because of which the improvement is not even. The current health system has not been able to deal with public health challenges in an equal, need-responsive and comprehensive way. The political stability, raising the quality of living, strategic planning and adequate investment and the development of various health related programs and projects may help for the improvement of health sector in the country.

There are many NGOs and INGOs in Nepal that are working for improving the health sector in rural areas by bringing volunteers from other countries. Adara Development, GVI, Himalayan Health Care, etc are some of the few names that are working towards the development of health sector. The main mission of such projects is to create sustainable development programs that will improve the quality of life for its people. The medical volunteers provide basic medical treatment to remote villages during their treks. This kind of medical treks provide villagers' access to trained medical professionals. With the effort of the groups it is also possible to build a permanent health post and train the local health workers so that the villagers continue to get medical health care. Due to the shortage of resources and skilled manpower in rural areas, people are living with disabilities, injuries and illness and they are not getting adequate attention from government. With the help of such medical projects, both the community and those who need medical assistance will receive the support they deserve. Many trekking organisations have also started introducing the health care projects where clients enjoy trekking and also take part in health care volunteer work for some days. Such trekking groups can help to build a health post in a village, provide the medical instruments and also give financial help for the continuity of the service.

4.2.1 Case 2 – Sanjiwani Public Health Mission

Sanjiwani Public Health Mission is a health clinic in Ghandruk, a beautiful village in Annapurna region. This clinic provide its services to more than 6000 people from the village and surrounding villages. This project was first established in 2007 with the help of World Expeditions and was sponsored by The Travel Doctor – TMVC. World Expeditions introduced a trekking program called 'Sanjiwani Community Travel Project' where clients do trekking in Annapurna region and work for the clinic. On the other hand, TMVC has an important role of advertising this project and establishing networks so that there are sufficient donors. Some of the objectives of this health mission are to improve the health of disadvantaged and remote villagers, to assist rural health post by providing better health

care, to organise seminars and workshops about premature and preventable deaths and to identify health and hygiene issues and to overcome such issues.

In 2011 and 2012, two Sanjiwani Community Project Travel groups were run by World Expeditions with the purpose of repairing and renovating the building. The group in 2011 helped for the extension of the existing building and the other group in 2012 did repairing of windows, doors, painting the room and upgrading the furniture. After the completion of the trekking, clients still do donations so that the mission continues. A laboratory and pathological service and a well stock pharmacy have been established with the help of donation. The locals were forced to walk for many days for medical treatment for the establishment of Sanjiwani Clinic. They are now getting a better health care and treatment in their own place. The establishment of this mission has also provided job opportunities to the villagers. There are doctors, nurses and lab technician who are working for the public health mission. The villagers who were involved in the construction of the building were paid, many local work as porters during trekking season and farmers get to sell their products to trekking teams.

Figure 7: Photographs of Sanjiwani Public Health Mission (Source: Bir Singh Gurung, Founder of Sanjiwani Public Health Mission and a trekking leader)





4.3 Women empowerment

Nepal is a male-dominated country. Women particularly from rural areas lag far behind that of men in terms of getting education, proper health care, economic, social and political opportunities. Women lack human rights and are treated as second-class citizens. They are not entitled to inherit parent's property and their access to credit is limited because all formal lending institutions seek tangible collateral for loans and they have very little access to inherited property. Access to credit for women is very important as they have few opportunities in the formal labour market and those who are employed are paid less in comparison to men. The development of any country is not possible without women given equal opportunities as men in development process.

The development of CBT projects in various rural areas may help to empower women. Mainly in CBT projects, tourists work and stay together with the host community which can be a source of income for the women as in Nepali society women are responsible for household works such as cooking, cleaning and taking care of guests. A homestay pro-

grams can be run by women. The small scale lodges and restaurants are also mainly operated by women. Similarly, when they get to know and observe the life style of tourists, they come to know the importance of education which can motivate them to get education or send their children to school. For educational empowerment of women, women with any kind of educational background can be trained and educated for certain skills within the tourism industry. Rural women are good at producing the culturally important items which tourists can buy as a souvenir. The skills that these women have can be used as a source of income. Women use tourism as a source of revenue for community development projects. In some places of Nepal like langtang and Chitwan, women perform cultural dance and entertain the tourists and the funds collected are used for the development of their villages. Tourism can function as an instrument for economic empowerment of women by opening up new markets for small and medium enterprises.

4.3.1 Lwang Ghalel Village – Home stay tourism programmes

Lwang Ghalel village is one of the best destinations for home stay tourism programmes which has not only attracted international tourists but also domestic tourists. The village is about 20-30 km northwest of Pokhara city. The villagers belong to various indigenous groups with different cultures and practices. The home stay tourism programmes are operated by a group of women commonly known as Aama Samuha (group of mothers). This women's group takes care of the tourists from welcoming them to performing cultural shows and serving local food. Visitors can enjoy a peaceful environment in the village and they can see a panoramic view of some famous mountains such as Fishtail and Annapurna. The Aama samuha also organizes village cleaning campaigns regularly where one person from each house should participate. They know the importance of keeping the environment clean to attract more visitors to their village. The home stay programmes have empowered women and have made them independent providing them a source of income. They have also increased their skills and capabilities by taking part in various development training programmes organized by various government and non-government organizations. The living standard has increased with increase in their income. These women have also become a source of inspiration to other women.

5 Methods and data collection

The empirical part of the thesis contains the methods used for collecting and executing data for the study. The main purpose of this thesis is concerned about the future scope of CBT in Nepal for which I chose a qualitative questionnaire survey method. In addition, information from some professionals in tourism industry from Nepal is also collected for the study. The primary source of data is the questionnaire and interview with some pro-

professional whereas, the source of secondary data are various links related to tourism and statistics in Nepal. The research method, data collection method, focus group, validity, reliability and the arguments on selecting these methods are described in this part.

5.1 Research and data collection methods

The research for my thesis is based on a qualitative research method. The main aim of qualitative research is to get a deep understanding, truthful reporting and quotations of actual conversations. To find out what travellers think about the future of CBT in Nepal, I tried to reach a specific group of people who have already been to Nepal and have an experience of trekking there rather than trying to reach a large number of people. The purpose of my research is to find and reveal facts of real life rather than just verifying the already existing claims so I thought qualitative research method was best suited for research method. The purpose of qualitative research is to honestly present results to others who show great concern with what the researcher is doing (Holloway and Wheeler 2010).

As per Hennink et al (2011, p.9) “qualitative researchers study people in their natural settings, to identify how their experiences and behaviour are shaped by the context of their lives, such as the social, economic, cultural or physical context in which they live” The methods used to collect qualitative information include observation, informal and in-depth interviewing, participant observation and analysis of texts. (Veal 2011, 35.)

The most essential method for data collection in qualitative research method is an in-depth interview. Qualitative research relies extensively on in-depth interviewing (Kahn and Cannell, 1957) describe interviewing as a conversation with a purpose (p. 149). The interview was conducted through e-mail and facebook and the interviewees include not only travellers but also some professional working as a trekking leader for long time. To find out the future of CBT, what professionals have to say from their point of view are also equally important. To collect the views of tourists, an online questionnaire survey was developed and sent to them via facebook. A total of 25 questionnaires were collected in a month's time in September 2015.

The another important method for collecting data was an author's observation. The observation was done while working in a trekking company in Nepal from 2006 to 2010. Observation is fundamental and very important in all qualitative inquiries to discover complex interactions in natural environment. Observation involves more than just hanging out. Planful and self-aware observers use observation systematically (DeWalt & DeWalt, 2001).

5.2 Focus group

Focus group methodology can be traced down to Emory Bogardus, who in 1926 described group interviews in this social psychological research to develop social distance scale (Wilkinson 2004). The focus groups were first developed for an academic research purpose but since 1950s they have become popular for market researches. The main reason for using focus group in this context is their collective nature. The focus group methodology is important to explore and examine what people think, how they think and why they think the way they do. According to Jenny Kitzinger, the focus group method is an ideal approach for examining the stories, experiences, point of view, beliefs, needs and concerns of individuals. This method is valuable as it permits the participants to develop their own questions and frame-works as well as to seek their own needs and concerns in their own words and on their own terms. A focus group interview provides detailed information about feelings, thoughts, understanding, perceptions and impression of people in their own way.

The focus group of this qualitative research is a group of travellers who already have an experience of trekking in Nepal and who are interested about Nepal news. Most of the questions in questionnaire are related to trips to Nepal, various preferred activities during trek, the future of tourism in Nepal after the recent earthquake. To get a detailed information on these questions, the focus group has had to be those who already know about trekking and tourism in Nepal. A total of 23 travellers responded but the age group is mainly divided into two groups: a group of teenage students who travelled for a same trip from school and a group of people above 50 years. All the respondents are the clients of World Expeditions, one of the leading adventure travel companies in the world having offices in various parts of Australia as well as in London, Ottawa and Canada having the majority of its clients from Australia.

5.3 Validity and reliability

The validity and reliability is important to be considered while analysing the result of the research. According to Veal, validity is the extent to which the information collected by the researcher truly reflects the phenomenon being studied. Leisure and tourism research are fraught with difficulties because the empirical research in these areas are concerned with the behaviour and attitude of people. For the information researchers are dependent on people's own reports in the form of responses to questionnaires and interviews. Validity of leisure and tourism cannot be as certain as it is in social sciences. In this research, the data collected from the number of participants who have visited Nepal once in their lifetime and the participants who have been to Nepal for more than two times cover a wide

range of different types of involvement. So it is very difficult to know who the real participants are. The researcher should set the specific objectives to examine the right thing and to get a valid result. If the measurable concepts and variables are not clearly defined the measurement results cannot be valid.

Reliability is the extent to which the research findings would be the same if the research were to be repeated at the later date or with a different sample of subjects (Veal 2006). The reliability refers to the repeatable result of the research and which is not coincidental. The research should be properly controlled and planned so that a repetition of a research would produce an identical result wherever and whenever it is conducted. Achieving validity and reliability in qualitative research method is complex compared to quantitative research method. Qualitative research represents the human behaviour and cultural phenomenon which cannot have two similar explanation or conclusion. To strengthen the validity of qualitative research, the researchers can explain the research process and conditions in a detailed way by describing the interview circumstances, assessing someone's own actions as interviewer and discussing about possible misunderstandings that might affect the result. When interpreting the research results, the researcher should be able to tell on which grounds his conclusion are based on. (Hirsijärvi & al. 2005, 221-232)

Regarding the validity of this research, the results collected from 23 respondents represent their true feelings and understandings about tourism, CBT and its future in Nepal. The focus group was selected carefully from a group of people who already have an experience of trekking in Nepal and who are well aware about CBT and its impact in the rural villages of Nepal. As the answers provided by the respondents are different from each respondents, the validity and reliability have to be accessed from different perspectives. The questions in the questionnaire were simple and understandable and were focused on the research topic. There was not any deadline to submit the questionnaire due to the qualitative nature of the research that needed the views of respondents on various topics in detail. The questions in the questionnaire were properly planned and checked by the thesis supervisor and some trekking professionals before sending it to the respondents. The number of respondents is good and as planned by the author and the repetitive answers by them indicate that the questions were measuring the right thing. However, the result may differ completely if the research is conducted some other with another focus group.

5.4 Limitations of the empirical research

There were some limitations while choosing and sending a questionnaire to people. The focus group for the research was a group of people having experience of doing treks in

Nepal already so the author had to make sure that the questionnaires reach the focus group only. The respondents are mainly the clients of World Expeditions trekking company. Since the author didn't have a direct access to all of them, the questionnaire link was first sent to Highland Excursions and from there to their clients. Highland Excursions is a ground handling agent of World Expeditions in Nepal who take care of clients when they are in Nepal. The reminder had to be sent to Highland Excursions to get a good number of response from clients. This process was quite time consuming.

6 Analysis of the results

This chapter of the thesis presents the results collected from questionnaire survey. The main purpose of applying a qualitative questionnaire survey is to find out in detail what the respondents think about CBT in Nepal, what kind of activities they want in CBT and in which field. Nepal was recently hit by a disastrous earthquake so the questionnaire also included a couple of questions related to that earthquake. After the earthquake it is very important to know what the travellers think regarding safety in Nepal and what kind of impacts will the tourism industry suffer from. The questionnaire included eight questions which are presented in different topics. The respondents are coded as R1-R22 and the questionnaire is attached in appendices.

6.1.1 Number of visits to Nepal made by respondents

Question: Have you ever visited Nepal or been a member of some community project trip?

The main aim of this question was to find out if the respondents have visited Nepal or been a member of some kind of community project trip. Since the focus group for the questionnaire survey were the clients of World Expeditions, it was obvious that the answer from all the 23 respondents was positive which means each one of them have been to Nepal and some of them have been to Nepal more than 2 times and have been engaged in some type of community project trips. So the main finding for this question can be presented as the number of times the respondents have visited Nepal.

Figure 8: Number of visits to Nepal made by respondents

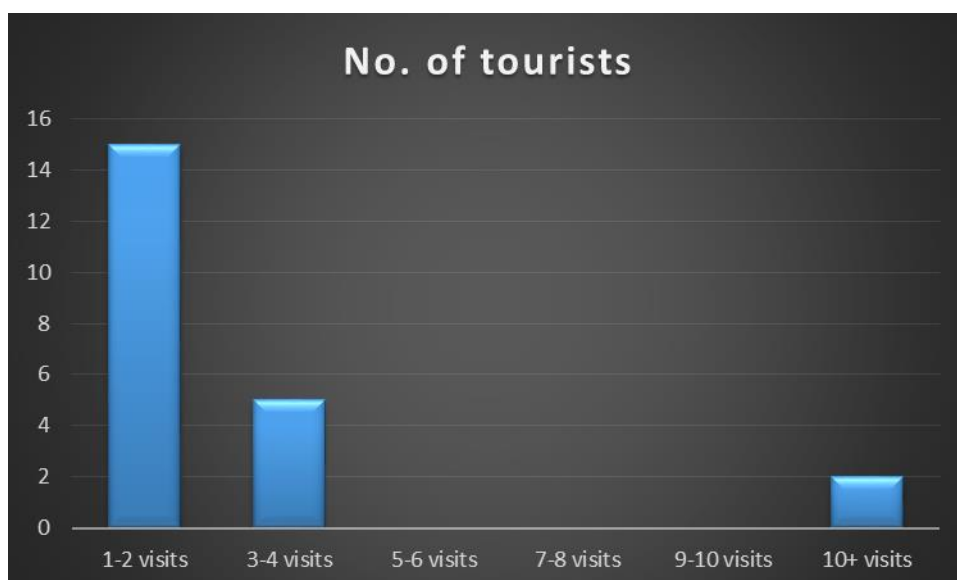
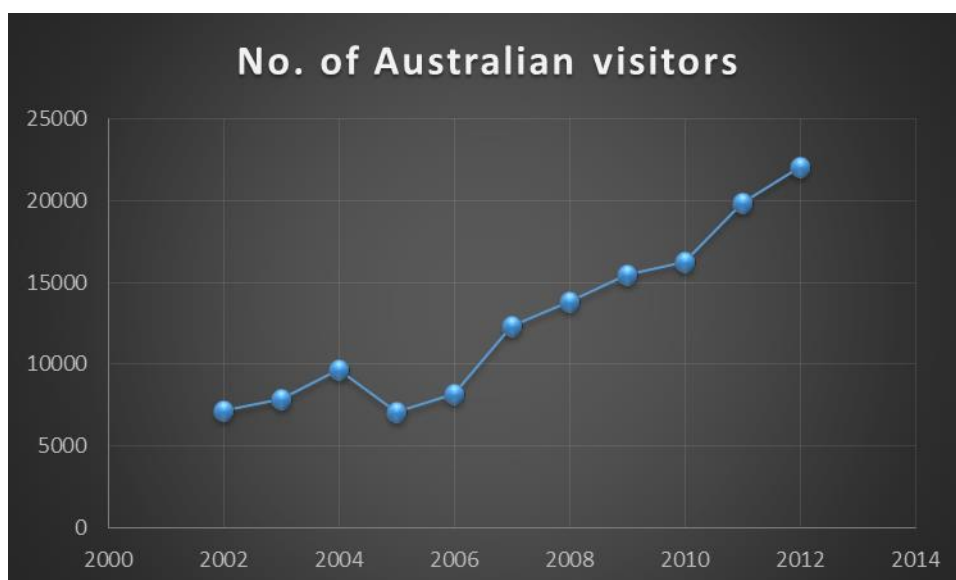


Figure 8 shows that the maximum amount of respondents i.e. 15 out of 20 have visited Nepal in more than two occasions. Five of them have been there for three to four times whereas, two respondents have visited Nepal for more than 10 times. One respondents was actually a Nepali trekking guides who has been working as a professional guide since 2009. The main reasons for their visits were for trekking but at the same time related to some kind of community work especially in the field of education, health sector and porter protection project.

Nepal and Australia share a diplomatic relationship and in 2010 they celebrate 50 years of diplomatic relationship. The Australian Government as well as many private sectors have contributed to the social and economic development of Nepal through various activities and assistance in the field of education, health, hydroelectricity, civil aviation and live-stock. The number of Australian travellers to Nepal are increasing since 2001 which is shown in figure 9. As per the CEO of Aurora Expeditions, Nepal is still considered one of those remote and pristine destinations and Australian travellers are looking for something that is off the beaten track, but it is considered relatively safe as well. Nepal is on everyone's hot list and it's pretty cost effective.

Figure 9: Number of Australian Visitors to Nepal from 2002-2012



6.1.2 Respondents' future plan on visit to Nepal or join a community trip

Question: Do you have any plan to visit or do community trip in Nepal in future?

The answers for this question represent if the respondents have any plan to visit Nepal in near future or be a member of any kind of community work. The responses from them are positive in fact, most of them have already booked a trip for this year. R3 is assisting a company named Keep Walking Nepal Treks & Expeditions to undertake community rebuilding projects. R4 had already booked a trip to Nepal for September 2015 which means she is already in Nepal as a member of a project called 'Rebuild Junbesi Project'. Similarly, R6 is also confirmed to go to Nepal in late September 2015 to rebuild the school destroyed by the massive earthquake which happened in April 2015. R13 is most likely to visit Nepal after the completion of his graduation next year. The total of nine respondents have replied Yes to this question which means they definitely have plans for future whereas the remaining nine respondents have no plans as of yet.

6.1.3 Preferred field for community project

Question: Which field of community project would you like to be a part of? For example working for a school/health sector/other type of project?

The main aim of operating CBT in rural areas is to be able to protect forests, respect the culture and traditions of people and different places, and practice self-taught skills in tourism while generating income for local communities in an ecologically sound and sustainable way. Various CBT also focus on the development of education system, health system, improvement of living standard, etc. Since all the respondents have been to some rural villages of Nepal for trekking, they are quite familiar with the rural communities, the way of

living, their traditions and cultures, education and health facilities. The main purpose of question number 3 is to find out the most preferred and the important field to operate community project trips. R1 is the one respondent who has been to Nepal for 11 times and has done many community project trips. She is still involved in many projects that are working for school, health sector, donor of International Porter Protection and Children's Foundation, a volunteer with Green Soldiers a clean-up Kathmandu program. R2 is another respondent who have visited Nepal for four times and has worked for school and Junbesi medical clinic which is situated in Everest region. R3 has interest in all projects but she is particularly interested in health projects. R4 is a doctor by profession and she is looking forward to rebuild the Jubesi medical clinic in Everest region. R5, R15 and R19 prefer a community based trip in any field as long as it helps the community. Around 37% of total respondents would like to work in developing education system in rural Nepal. Most of them are teachers, they love children so they chose education whereas, some of them have already done health projects so they would like to switch to education. R11 has a different point of view. He thinks that if it is a school group, it is good to work in the field of education but as an individual he thinks health sector is more appropriate. R12, R14 and R16 are more interested in health sector. R17 is more interested to work for orphan-ages for improving their education and health. R21 and R23 are more interested to do a project that are related to improving environment, natural resources and quality of water. The final result that can be depicted from this particular question is very different from every individual's point of view but most of them have chosen education and health sectors so it is quite obvious that the rural communities of Nepal lack good education and health facilities and that CBT projects have to be introduced in these two sectors.

The detailed information on education and health sectors in rural Nepal are mentioned in heading 5.

6.1.4 Primary reasons for interest

Question: Why would you be interested in doing community trips in Nepal?

According to Goodall and Ashworth (1988), holiday choice is based on person-specific motivation and destination-specific attributes, commonly known as the push-pull factors. The decision of a tourist to take a holiday or to travel is a push factor while the attractions due to which a tourist selects a particular destination is a pull factor. As tourism paradigm is related to human beings and human nature, it is always a complex proposition to investigate why people travel and what they want to enjoy (Yoon and Uysal, 2005). Each individual consumer behaves rationally. They make choices best suited to their goals, budget constraints, earning power, and that they are primarily interested in value maximization.

Not all travelers visit for the same reason and each one of them visiting the same destination may have different reasons.

Through this question, it is attempted to understand the primary reasons of interest of the respondents in doing community trips in Nepal. Maximizing travel satisfaction is very important for successful business. The evaluation of the physical products of the destination (instrumental performance) as well as the psychological interpretation of a destination product (expressive attributes) are necessary for human actions which can further be represented as travel satisfaction and destination loyalty (Swan and Combs, 1976; Uysal and Noe, 2003). R1 has visited Nepal for more than 11 times. She loves Nepal and Nepalese people and Nepal is a second home for her. According to R2, people in Nepal are very kind, generous, and friendly and are always very appreciative of that travelers do for them. These are the reasons R2 would be interested to visit Nepal again. The beautiful landscapes of the country along with the hospitable nature of hosts provide memorable experiences to tourists. R3 believes that CBT projects empower the people to achieve their goals which is otherwise impossible on their own without such projects. She also mentioned that she will continue to be involved in any such CBT projects wherever she can. R4 is a regular visitor of Nepal and is engaged with school projects in the places like Bhadure and Junbesi. The school projects that she is engaged with for a long time have an aim to establish reciprocal relationship between the project members and people in Nepal. R4 takes a school group from Australia to various parts of Nepal. Such school group mainly consists of teenage students where they get as much from the experience of helping others as does the people they are helping. According to R5, CBT projects are aimed at promoting social wellbeing through teaching, cultural exchange and tackling healthcare issues. She would be interested in projects that include work in day care centers, teaching English in government schools, reforestation and farming projects, school paintings and rural medical camps. The responses from most of the respondents in this particular question are pretty much similar. The total of 13 respondents share similar views on why would they be interested in doing community trips in Nepal. They love Nepal and Nepali people for giving them the wonderful experiences on their visit and they would like to give back to the beautiful country by contributing their knowledge, skills and experience. All of them are truly attracted by hospitality of Nepali people and their culture. R10 believes that CBT projects done by a school group mostly including students provide them a better insight into life and culture in Nepal. Most of the rural villagers in Nepal live in poverty and they lack access to basic things such as education, health care, pure drinking water, transportation, nutrition, etc. R16 and R17 have a belief that these places are the areas where they can help to make a difference. R20 would like to be a part of any community work that fits her current budget and time parameters. Unlike some respondents, R20 is a young student so she is also concerned about her budget and time. R22 is engaged with a charity organiza-

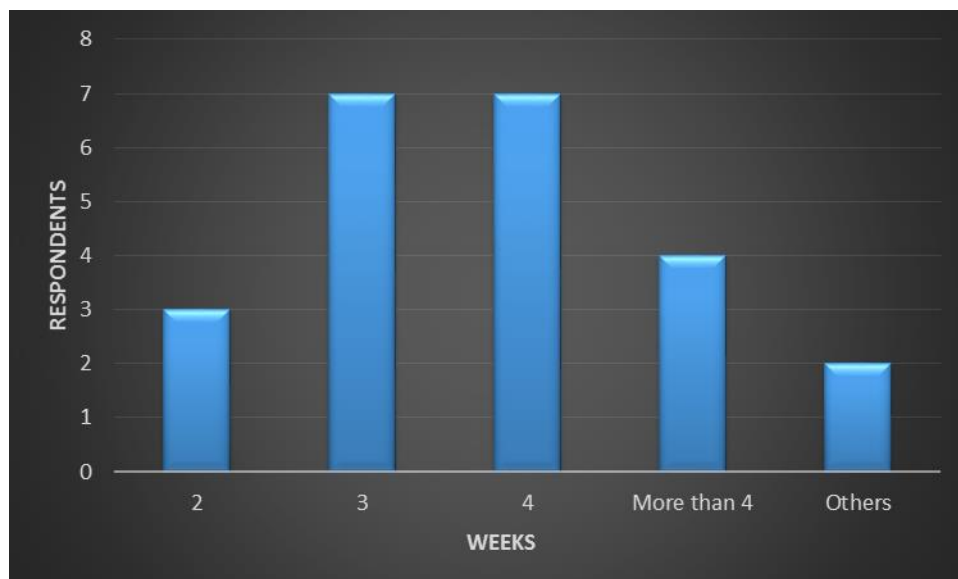
tion named Plan international and as a responsible citizen she would be interested to work a volunteer in any project organized by Plan international.

6.1.5 Ideal community trip duration

Question: What would be a perfect duration for an ideal community project trip?

The duration for a community project trip may vary widely depending on the project area, kind of works included in the project and budget. CBT projects is not just a project but a combination of your holiday with few days' volunteer work in remote areas. In Nepal, there are many places that are in need of development projects where tourists can enjoy trekking and also do a project work for few days. The duration of the trip can either be shortened or lengthened as per tourists' wish. The main objective of this question is to find out the perfect duration for an ideal trip with community project. It is an objective question where respondents could select from five different options. The options for perfect duration include 2 weeks, 3 weeks, 4 weeks, more than 4 weeks or other (if they think of other option). The result from the respondents on this question is presented in a bar chart below.

Figure 10: Perfect duration for an ideal community project trip



The figure above clearly shows that 3 weeks and 4 weeks are the popular duration for community based projects. Out of total 23 respondents, 7 respondents think that three weeks is ok for a pefect trip whereas, the same number of respondents think that a good duration for a trip that include both trekking and community work can be accomplished in a 4 weeks time. As per three other respondents two weeks is enough for an ideal community project trip and four respondents think a community project trip can be made

for than 4 weeks. R8 and R17 have different views. As per them 2 to 3 weeks are perfect for those who have regular jobs. The duration of a trip can also be affected by age, income and interest of the travellers.

6.1.6 Recent massive earthquake in Nepal, its effects and respondents view on it

Question: Nepal recently suffered a huge loss from 7.8 magnitude earthquake on 25th April 2015. Is this disaster going to have a negative impact in tourism sector? Do you still feel safe to visit Nepal?

25 April 2015 was a black day for Nepal. A massive earthquake of 7.8 magnitude hit the country with many aftershock that followed for quite long time. More than 6000 people lost their lives with uncountable number of injured people, most of the ancient cities were destroyed some of which were enlisted in World Heritage Sites and many villages were destroyed totally leaving no sign of recovery. This disaster drew the entire world's attention towards Nepal. Many countries provided their immediate help and support to the whole nation and its people to overcome the tragedy. Many tourists were killed and went missing in that earthquake. The head of the European Union Delegation in the country said 1000 people from the EU were missing and 12 were confirmed dead. Similarly, five more climbers died in Everest.

After the earthquake, many tour operators cancelled their bookings because of which Nepal faced a big hit to its economy. With many ancient temples and popular backpacking trails demolished, a devastating blow to Nepal's cultural heritage could be compounded by a job crisis if tourists stop traveling Nepal. The Government of Nepal and private sectors had five months to prepare for the autumn tourist season that began in September. The most important task was to identify and assess the damages to the country's tourism products and to strategically reconstruct and rehabilitate the areas as per tourism priority. Tourism Recovery Committee (TRC) was formed to minimize the effects of the earthquake in the tourism industry and to bring together the government and private sectors and jointly work towards reviving the tourism industry.

The tourism industry is going to suffer because of this earthquake so it is very important to know what tourists think about it. With this purpose I added two questions in the questionnaire to know what kind of negative impact the earthquake will bring to tourism sector and if the respondents still feel safe to visit Nepal. Every respondent has their own and different views on this which will be presented separately for each respondent.

R1 hopes that the earthquake will not affect tourism industry of Nepal and even if it affects then it won't last long. To overcome the disaster she thinks that Nepal should promote tourism more vigorously than before. She says that she absolutely feels safe in Nepal even after earthquake but worries that the only problem may be the political instability.

R2 is very sure that the tourism industry will suffer absolutely as after the earthquake people will be afraid to visit the country. She also says that even though other people will not dare to visit Nepal in this situation but she has already booked a trip for September 2015 which means she still feels safe and this earthquake has not deterred her.

R3 also believes that the earthquake will have negative impact on tourism industry but she also thinks that the impact won't last long. At least it will be hard for first 12 months until people regain the confidence that there won't be any more quakes. Many tourism based companies are developing community project trips as a marketing strategy to attract as much tourists as possible and she says that people will continue to visit Nepal as long as they feel it safe. R3 was one of the tourists who witnessed the huge quake on 25th April. She was in Nepal at that time and she feels lucky that she had a Nepalese family with her who supported her during the hard times. She will be travelling Nepal again in future to meet friends and families. Earthquake is a natural disaster which is not in our control so she will also encourage her friends to visit Nepal.

R4 also thinks that the earthquake won't affect the tourism industry for long time. Most of the trekking areas have not been affected. Nepali people are warm and friendly, the country is beautiful so even if the industry gets affected, it will last for short term though it is unrealistic to think that Nepal will recover quickly. In this time she is already in Nepal with a group of 20-25 people to undertake the Rebuild Junbesi project.

R5 unlike all other respondents is not any tourist rather he is a Nepali trekking guide. He seems to have a pretty good information about the destruction made by the earthquake. Out of 75 districts of Nepal only 14 districts are affected and out of 19 protected areas, only four are affected and rest of the protected areas are still safe to visit. As per the Nepal government authority only two trekking routes are damaged leaving rest 33 routes safe for trekking. There is no communication problem, no transportation problem and despite of unorganized living during the earthquake, no any harmful disease has been formed. All the permit counters are in operation so that they can get permit for trekking and tours. He strongly believes that the travellers who have already been in Nepal love the country and its people so they will definitely visit Nepal again.

R6 hopes that there won't have any negative effects. She suggests that now the government of Nepal and private sectors should promote tourism strongly focusing the message 'Nepal is Safe' on the world stage. She was doing Everest Base Camp trek when the earthquake happened but she felt safe and has been encouraging her friends to visit Nepal either as tourists or volunteers in some rebuilding projects.

R7 thinks that once the memory and perceived danger of late aftershock recedes, people will visit again. The destruction of historical sites will affect the industry from short period. He will absolutely feel safe to visit Nepal again in future.

As per R8, people who love trekking will still come. They will simply go to the areas that are safe and less affected by the earthquake. She also mentioned that the earthquake won't stop her from visiting Nepal again. In fact she is already planning for her next trip with her friend.

R9 doubts that the disastrous earthquake will have a significant impact on tourism. Now more tourists will want to make sure with their travel agencies that their accommodation and food and water are safe. He also suggest the travellers who are considering a visit to Nepal to know that the visit to Nepal will no longer be like going to Las Vegas. Before he makes a next trip to Nepal, he wants to make sure with his friend who is travelling Nepal later this year that Nepal is still safe especially about the foods and water supplies.

R10 would be more than happy and comfortable to visit Nepal even after this disaster but she thinks that the schools and parents of students who take part in community based projects each year in Nepal would be more reluctant for fear of another disaster.

R11 also thinks that the earthquake will affect the tourism industry temporarily. After some time people especially those who have been to Nepal before will absolutely travel again because by them continuing to visit Nepal they would be helping the people recover from the earthquake disaster. She feels safe enough returning to Nepal again but before the visit she would make sure that she chooses a place strong enough before making any bookings.

According to R12 many people are not interested to know the whole details and they do not tend to look further than the initial headlines. So people will be scared to visit Nepal again for their safety reasons. R12 has been kept informed about the situation and safety in Nepal by his Nepali friends so he trusts them and feels completely safe to visit Nepal again.

The social media has become so powerful that people believe on what they read and see without understanding the other truthful facts. The media always focused on the massive earthquake in Nepal but the truth is there are so many places that are still safe. R13 thinks that the media has scared people so much and they still think that the situation in Nepal is still dangerous. He thinks that it will take time for the Nepali tourism industry to rise again. He also knows the fact that not all the areas were affected for which he absolutely feels safe to visit Nepal again.

R14 thinks that as the earthquake drew the whole world's attention towards Nepal, now people will associate Nepal with the earthquake because of which people won't feel safe to travel to Nepal. Despite of what others believe, she has no safety issues to visit Nepal again.

R15 says that the earthquake will affect the tourism industry not only negatively but also positively. Now as people are well aware of the destruction in Nepal they would want to come over to help Nepal recover soon and she also personally feels safe to travel to Nepal again.

R16 hopes that there won't be any bad impacts due to the earthquake and she is also assuring her friends and family that Nepal is still safe to visit.

Most of the tourists who visit Nepal are adventurous and they expect thrill and adventure on their trekking and mountaineering. So most tourists are not expecting things to be easy in Nepal so R17 believes that even if the earthquake affects the industry it won't last long. She also believes that the number of tourists are already almost backup to normal and she feels safe to visit Nepal again.

R18 does not think that the earthquake will affect the tourism industry in anyway. Nepal is a beautiful country and the tourism industry is the main source of income so she hopes that the Nepal government in association with all private sectors would come up to some important marketing ideas to come increase the flow of tourists in the country. R18 not only feels safe to visit Nepal again rather she is now more inclined to go back to Nepal and help Nepali people in any way possible from her side.

Unlike other respondents R19 and R20 think that there must be some serious implications that will impact on the tourism sector. Many financial and social effects brought by the earthquake still need to be resolved and tourists may not be reassured easily to visit Nepal. People are still scared that another earthquake may hit Nepal again. Both the re-

spondents do not have any plan to visit Nepal at the moment but they said that the earthquake won't stop them from visiting Nepal if they come up with any plan in future.

R21, R22 and R23 mostly have same thinking about the effects created by the earthquake. All three of them think that Nepal will suffer but for a short time period. Once Nepal starts to recover, Nepal will again be a famous tourist destination as it has so much to offer. As per them, Nepali people are very friendly and helpful and as natural disasters are not man made and may occur in any country at any time, they feel safe to visit Nepal again.

After going through all the responses from all 23 respondents, it can be concluded that the massive earthquake in Nepal that happened on 25 April 2015 will not affect the tourism industry in a long run. Most of the respondents as well as tourism entrepreneurs, experts and official think that the country and its tourism industry will suffer temporarily which can overcome with the strong and effective marketing and promotions concepts. Hotel Association of Nepal (HAN) said that Nepal has a niche adventure tourism market and that category of tourists will not be deterred for long. A social media campaign with a slogan 'Visit Nepal Autumn 2015' was started immediately after the quake advising those who want to help Nepal to visit Nepal, go on long treks, use home stays and help create jobs. The international community has gone out of its way to help Nepal and tourism entrepreneurs say that could be Nepal's strongest selling point. They just need to convert the goodwill into a willingness to visit. Rebuilding the nation will automatically help revive tourism. The government has formed a Tourism Recovery Committee in partnership with HAN and Trekking Agencies Association of Nepal (TAAN) to repair damaged trekking routes, heritages sites and promote safe tourism destinations. (Nepali Times, 22-28 May 2015 #759) The sensational media coverage has indeed sprayed a negative message. The international media coverage was even more destructive for Nepal's tourism as it changed the perception of visitors instantly. The challenge involves restoring confidence in key tourist source markets. (The Kathmandu Post, 2015-07-10)

Earthquake is a natural disaster which cannot be stopped by human being. Nepal is one of the most hazards prone countries in the world due to its location in a high-intensity earthquake zone and extreme topography. Many organisations at all levels have begun to promote and develop tools to increase disaster preparedness and management of the sector. Laws and regulations have been monitored and enforced strictly to have adequate building and planning codes as well as proper training and certification for professionals such as engineers, architects and planners. Financial as well as social resources are needed to set up earthquake resistant buildings. Governments at all levels need to be functioning and competent in order to engage with processes such as urban planning and

earthquake resistant construction. The citizens of the country also need to cooperate with the government's plans. Nepal still lags behind other countries when it comes to human development. Most of the rural areas do not have facilities of education, health care, nutrition and a gender inequality still exists. All these factors contribute to the country's vulnerability.

7 Conclusion

The main purpose of this thesis, Future Scope of Community Based Tourism in Nepal, is to understand the meaning of CBT and its future scope in Nepal. The author's past working experiences in the field of tourism and an interest of doing something in the same field after the completion of studies are the reasons behind selecting this topic. Having a good knowledge of travel, tours and trekking in Nepal and having a good relationship with some professionals working in this field as trekking leaders from long time made it easier to collect the information and as many people to fill up the questionnaire as possible. The total of 23 people submitted the questionnaire with their views on various questions related to CBT and the massive earthquake that took place in Nepal on 25th April 2015.

Writing this thesis was not as challenging as thought before. Getting the sufficient number of respondents for questionnaire survey was very important to find out the realistic result. 22 tourists and 1 trekking guide responded to the questionnaire in a period of one month time which was good enough for truthful analysis. The data for theoretical and practical parts are based on primary data and secondary data. The analysis part is mainly based on primary data collected from the questionnaire whereas, most of the data used in theoretical part is from various sources. It was quite difficult to collect the up-to-date statistical data and definition of CBT. CBT is often regarded as a sustainable tourism as both these tourism have similar objectives. Many studies and researches were made during the writing of this thesis on various topics and articles related to CBT in Nepal which have helped the author to broaden her knowledge and information on tourism in Nepal.

Nepal is a small but a beautiful country that has so much to offer to tourists. The highest mountain in the world, Mount Everest, has always been an important tool in advertising tourism in Nepal. Nepal is rich in its cultural and traditional diversity, it is a home to most of the highest mountains in the world, and it offers a scenic views in all the trekking trails. Nepal is also well known for many other adventurous activities such as white water rafting, kayaking, bungee jumping, paragliding and jungle safari. The warm and welcoming hospitality by Nepali people always provide the tourists an experience of lifetime and encourage them to repeat their visit. The analysis of the questionnaire survey has also proved it correct that most of the tourists repeat their visit to Nepal because they are so in love with

Nepal and the helpfulness and friendliness of Nepali people. The tourism industry is one of the most important revenue generators for the economic development of the country. It is the backbone for the economic development, it has created many job opportunities directly and indirectly, it has helped in uplifting the living standard of people and it is a way of exhibiting its rich cultural diversity in the world.

The main focus of this thesis is CBT and its future in Nepal. In CBT, local residents share their environment and a way of living with visitors, while increasing local incomes and local economies. CBT allows communities to participate in the modern global economy by sharing activities such as festivals, homestays and the production of artisan goods. Adopting good practice in CBT contributes in delivering social, environmental and economic benefits. CBT are focused around natural resource conservation, economic development, cultural and traditional conservations, poverty alleviation, gender empowerment and a source of income. In Nepal, there are many such rural areas that can be utilized for CBT projects for its own development. There are plenty of different areas where travellers can organise CBT projects such as education, health, gender empowerment, and culture and nature conservation. The different views of all 23 respondents indicate that CBT has a better future in Nepal. Since all the respondents have been to Nepal once or more than that, they are all well aware of tourism in Nepal and can predict if tourism and CBT have any better future through their own experiences. The respondents have already been a member of some CBT projects and most of them are interested to work in the field of education and health. Education and health are the most important factors for the development of any country and the local residents in the rural Nepal lack proper education and health facilities. People in rural areas cannot afford to give proper education, health check-ups, nutrition to their children because of lack of source of income. CBT projects help them to generate a source of income which in return can be a source to education, health and other basic needs of human life. In CBT, travellers and local residents work together and they get to know each other's culture and way of living. CBT is one important means of promoting Nepali culture and traditions.

Nepal is famous for mountaineering, trekking and hiking. CBT has a better future in Nepal in the sense that CBT can cover all these adventurous activities together with some project work. Travellers can trek to their destination and spend some time working with local residents for some days. CBT allows them to enjoy their holidays and do some humanitarian work together. The respondents think that either 3 weeks or 4 weeks can be a perfect duration to do any CBT projects in Nepal. It includes mainly trekking, sightseeing along with some days of community work. Nepal is beautiful and the people are warm, friendly and welcoming which motivate the travellers to visit Nepal again.

The tourism industry of Nepal has not only seen success but it has been suffered a lot in past especially in 2000s when there was a Maoists insurgency in the country and the country was suffering from political instability. The industry is now slowly progressing with the end of Maoists insurgency in 2006. The government and the private sectors have come up with many strategies to market Nepal as a tourist destination in the world. The year 1998 was declared 'Visit Nepal Year 1998' which was taken up as national campaign and was first in the history of tourism of its kind. So of the most important objectives of this campaign was to raise the image of Nepal throughout the world, to protect and conserve the natural and cultural heritages, to raise the public awareness about tourism, to increase the volume of domestic tourism and to welcome 500000 tourists. Nepal Tourism Year 2011 was again declared in 2011 to with the aim to increase tourists' arrival, to create jobs and to reduce poverty. The other vital objectives of this project were to internationally highlight the Nepalese culture, art, bio-diversity and stakeholder business through e-marketing globally.

Tourism and CBT projects have always been a source of new business opportunities and economic development for a region. There are several factors that have impact on tourism both positively and negatively. One such aspect is the natural disaster that occur unexpectedly. One such disaster, a massive and very destructive earthquake in Nepal that took place on 25 April 2015 destroyed and disturbed the country for long time. Not only human lives were killed, many historical places were also destroyed including some of the UNESCO World Heritage Sites. Many tourists cancelled their confirmed booking during that time because of which many other industries such as hotel, travel agencies, transportation, airlines, etc. related to tourism industry also suffered a lot. The thesis also focuses on what the respondents feel about the earthquake, its effect and if they feel safe to visit Nepal again. Going through the views of all the respondents it can be interpreted that the tourism industry in Nepal will suffer but most of them believe that the effect will not remain for long term. Tourists' arrival will be back to normal and it is just a matter of time. The earthquake created a news all over the world and now people are interested to visit the country and help the people rebuild the nation. To increase the tourist's inflow in the country, the government and all the private sectors should actively promote tourism. They should promote the trekking trails and the areas that are not affected by the earthquake. The government should develop a Tourism Recovery Committee to repair damaged trekking routes, heritage sites and promote safe tourism destinations.

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Appendices

Appendix 1: Questionnaire Survey link: <https://docs.google.com/forms/d/1CjM3N9kw-YsYKZmwKIldQrYBLBHV18MioNrgB7JiVsA/viewform>

Questions included in the questionnaire:

- 1) Have you ever visited Nepal or been a member of some community project trip? If yes, please mention in brief. (describe your personal experience)
- 2) If you answer question number 1 as No, do you have any plan to visit or do community trip in Nepal in future?
- 3) Which field of community project would you like to be a part of? For example working for a school / health project / or any other type of project?
- 4) What kind of activities would you like to do in your trip? (Trekking, hiking, vounteering)
- 5) Why would you be interested in doing community project trips in Nepal? (primary reason for interest)
- 6) In your view, what would be a perfect duration for an ideal community trip project? (options are in weeks)
 - a) 2 weeks
 - b) 3 weeks
 - c) 4 weeks
 - d) More than 4 weeks
 - e) Other
- 7) Nepal recently suffered a huge loss from 7.8 magniture earthquake on 25 April 2015. Is this disaster going to have a negative impact in tourism sector? What do you think about it?
- 8) Do you still feel safe to visit Nepal? (give your opinion about how the earthquake deviated your or your friend's decision to visit Nepal)
- 9) Name
- 10) Age
- 11) Nationality

Appendix 2: Answer link: <https://docs.google.com/forms/d/1CjM3N9kw-YsYKZmwKIldQrYBLBHV18MioNrgB7JiVsA/viewform>