

Major Factors Contributing To Tourism In Patihani VDC of Chitwan, Nepal

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Abstract:- The study tries to identify various pull factors contributing for the tourism development in this VDC. The main objectives of this research is to identify major tourism attractions like Natural resources, Built environment, Hospitality and the organization which contribute in Tourism industry. The cross sectional data from three different group i.e. foreign tourist, hotel operators and tourism organization and community people have been taken. The Chitwan National Park and Tharu culture are major pull factors for tourism in Patihani. The hospitality is the one of the attributer of Patihani. Beside this Natural resources and easy access are other major components.

Key words: Built Environment, Hospitality, Local Community, Natural Resources, Organization, Tharu Culture, Tourism Components.

INTRODUCTION

Tourism has long history and is widespread in the cultures of humankind. It is an important social fact in the lives of contemporary peoples. It is one of the major industries of the world and a developmental tool for many third world countries (Nash & Smith, 1991). In recent years, tourism is regarded as the world's biggest and fastest growing industry. It has been playing a pivotal role in the socio-economic sectors of the most of the developed as well as developing countries of the globe (Shrestha, 2000). Nature has given plentiful tourism resources to Nepal. The natural scenery, high mountains, incomparable cultural heritage, art, culture and numerous specialties have made Nepal a well-known destination in world tourism map with a distinct image of its own. Almost all worlds' climate and ecosystem is available in Nepal, moreover cultural, geographical, and ethnic and bio-diversities of the country attract international visitors to Nepal time and again, which truly substantiate the spirit of Nepal tourism brand; "Naturally Nepal once is not enough!" Chitwan has its unique image in the world tourism destination as nature, wildlife and exceptional culture. Chitwan National Park and unique Tharu Culture is the centre of attraction of Chitwan district. Its unique topography from where major ecosystem can be seen from single place. Tropical forest, aquatic ecosystem and high altitude alpine ecosystem can be capture in one single frame from the bank of Rapti River which is very rare in the world. Chitwan is recognized as famous tourist destination within and outside the country because of one horn rhino *Rhinoceros unicornio indico* which found in Chitwan National Park. Beside one horn rhino many endanger species like Royal Bengal Tiger *Panthera tigris tigris* and crocodiles The gharial *Gavialis gangeticus* are the attraction of this destination.

Along with this Chitwan is very famous with two distinct cultures, Chapang at north hilly region and Tharu at southern plain (Subedi K., 2010, p. 5). The altitude of Chitwan is ranging 141 to 1945 meter height from the sea level. Sirainchuli, the highest peak of Chitwan, 1945 meter high is introduced as Nagarkot of Chitwan being famous for the view of sun rise. Out of the total area of district, 64% is covered by forest area, a major part of which is the Chitwan National Park and wildlife conservation area placed in The World Heritage Site. Chitwan meets three criteria for the World Heritage, natural properties, such as the last surviving example of the natural ecosystems of the Tarai region, superlative natural features of exceptional natural beauty in terms of its scenic attractions of forested hills, grasslands, great rivers and views of the distant Himalayas and significant populations of several rare and endangered species, especially the one horned Asian rhinoceros and the Mugger *Crocodylus palustris*, Gharial *Gavialis gangeticus* (UNEP/WCMC.2006). Cultural diversity is another significant feature of Chitwan. Many temples of Hindus and Gumbos of Buddhist are located in Chitwan. Devghat Dham, Sita Gunpha, Panchpandav, Bikram Baba, Balmiki Ashram, Brahma Chauri and Laxmi Narayan Temple, Godak Nath Temple and several holy ponds have religious and historical significance (Banskota, Sharna, Sharma, & Rijal, 1996). Patihani Village Development Committee (VDC) is situated at the buffer zone of Chitwan National Park and southern border of the VDC is separated by Rapti River. Livelihood of the people used to depend upon agriculture, animal husbandry and forest but the change in socio economic structure influenced by the process of urbanization and globalization. Commercial agriculture, service sector (Job and service) and tourism activity (Hotel) are the new form of economic transformation of this VDC. Patihani VDC lies in the mid western region of Chitwan district. It lies between 27°34' to 27° 36' latitude and 84° 20' to 84° 23' longitude and covers an area of 20.40 sq. km of the district. It is about 250 m above from the sea level and minimum temperature on the winter season ranges from 10 to 15 degree Celsius where as maximum temperature in the summer season ranges from 27 to 32 degree Celsius. According to the VDC profile report 2067 there are altogether 2539 households. From the same report the male population of this VDC was 6601 where as female population was 6197. The total population that mention in that report was 12,798 (VDC Profile, 2011).

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Objective of the Study

The general objective of the study is to identify the major factors contributing to tourism development mainly natural resource, built environment, operating sector and organization in Patihani VDC of Chitwan, Nepal.

Scope And Limitation of The Study

Exploring the new destination is not enough to promote and ensure the efficiency of tourism industry. This study focused on the status and components of tourism contributing to tourism development rather than way of its betterment. Natural resources especially river, forest, wildlife, lakes and climate, built environment mainly tourism infrastructure and culture, operating sector and hospitality and related organizations are the area covered by study. The way of study was field survey which was base on sampling technique on the area where hotel and other operating sector are working. This could not represent the overall scenario of VDC in terms of tourism destination and component. Although covering of whole VDC does not make sense, because the relevant data are not available in everywhere in the VDC. The analysis of data was not in-depth and only limited on the four major components of tourism.

REVIEW OF LITERATURE

Tourism Components

According to Kharel & Khanal (Kharel & Khanal, 2011, pg. 4), "there are three basic components of tourism which are also known as 3 'A' are of tourism":

Accessibility (Reach ability/ Transportation)

Accessibility means reach ability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Various means of transportation are like airlines, railways, road and water.

Accommodation

It is a place where tourists can find food and shelter provided. They can feel comfortable if the place can be affordable from their pocket. By this place they decide their living duration according to the facility they have provided. There are various types of accommodation from a seven star deluxe hotel to a normal budget class hotel.

Attraction (Locale)

It is considered as the most important basic component of tourism. Attraction means anything that creates a desire in any person to travel in a specific tourist destination or attraction. Locale is another basic component of tourism. The locale may be used to include the holiday destination and what it offers to the tourist. The holiday destination may offer natural attractions. It is considered as the most important basic component of tourism.

The 5 A's of Tourism

The following five 'A' factors represent the essential requirements for successful tourism:

- Attractions
- Access

- Accommodation
- Amenities
- Activities.

Developing a suitable combination of these factors is at the heart of tourism planning. The amenities and activities are new to 5 A's of tourism component. The meaning of amenities in tourism is the services that need for tourist during their visit in destination. They include public toilet, signage, retail shopping, restaurant and cafes, visitor centers, telecommunication and emergency services. Activities are often supported by a range of activities. For example a beach attraction, elephant bath and jungle walking are some activities of tourism (Five A's of Tourism, 2008).

Seven A^s of Tourism

- Awareness
- Activities
- Amenities
- Ability
- Affinity
- Actors
- Acts

Tourism supply component can be classified in four categories:

According to (Sons, 2006), there are four major tourism components which can be classified as follows:

1. Natural Resource
2. Built environment
3. Operating Sector
4. Organization

Natural resources and environment comes under attraction; which includes the physiographic and climate with people's intervention, industry, residence and visitors. Built environment comes under both accommodation and attraction which further include Culture Superstructure, Infrastructure, Governance, Information and Technology. Operating sector also known spirit of hospitality comes under all three component accessibility, accommodation and attraction which includes adventure, entertainment, events, food, transport, travel and tour etc.

Geographical components of tourism

Tourism is not simply defined as an 'industry' but also as a 'system'. The system required structure and the environment. The Structure of the tourism system has been conceptualized from different perspectives (Mai, T. and Bosch O.J.H, 2010). Leiper's model 1979 tells all about the tourist from home of tourist to the attraction they are going to visit. This system incorporates three intimate components. i) Tourist generation region where tourist origin, ii) tourist destination region which may have certain services with distinct attractive features that attract tourists and iii) transit routes which allow tourists to 'flow' through the system (Mai & Bosch, 2010).

Tourism in Nepal

Nepal is country of village, out of total Population, 17 percent (4.5 millions) reside in urban areas which suggest that 83% of people is living in village (CBS, 2011/2012: p17). The natural resource is abundant in village. The concept of village tourism in Nepal is introduced as subject since 1992. Kathmandu Research Centre undertook a comprehensive survey on the possibilities of village tourism in public in 1992. After a long struggle, The Government of Nepal includes it on tourism into its Tourism Policy in 1995 (Pradhananga, 2009: 59, as Piya, 2010: p8). Nepal has very rich natural and cultural endowments for the tourism cluster. These endowments have enabled Nepal to continue to attract tourists despite its weaknesses in many dimensions. Nepal's tourism cluster has been growing both in terms of tourist number and tourism receipts in the past seven years. Efficient service is one of the important characters of the brand of new tourism destination. In Nepal almost all of the suppliers and related industries are too underdeveloped to sufficiently serve tourists. Within the core components of tourism, most efforts have been oriented around attractions and activities, the strongest aspect of Nepal's tourism. Over the years, the industry players and the government made little efforts to upgrade other parts of the core components such as tour operators, transportation services, accommodations and restaurants. The underdevelopment of these core components has become bottlenecks and limited Nepal's ability to best leverage the advantages in attractions and activities. Furthermore, there is not much collaboration across the chain. For example, tour agents and tour operators function separately, causing high transaction cost for tourists. The low-value demand and hence poor value capture results in the lack of incentives for companies or even local government to invest needed infrastructure and services to support tourism. Nepal Tourism Sector Analysis by Asia Invest division of Europe Aid Cooperation Office state that under infrastructure category, Nepal ranked beyond 100 on every attribute except air transportation. 80% of hotels in Nepal are non-star hotels and there is no international hotel chain operates in Nepal (Barahi etal, 2011).

METHODOLOGY

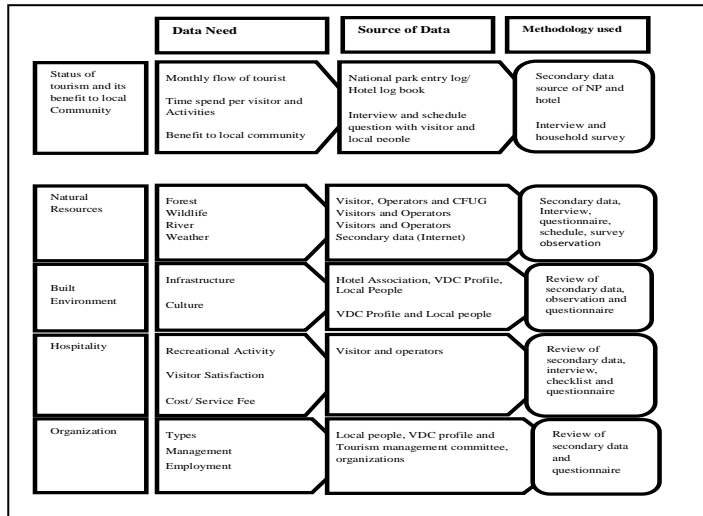


Fig. 1. Conceptual framework of the study

The types of data obtained from study were both quantitative as well as qualitative in nature. Primary source of the data was field survey and literature review from internet browser, books, published and unpublished reports are secondary sources of data. Hotel logbook, interview with operators, local leaders, exports, Hotel Association of Patihani and Tourism Development Committee of Patihani are the sources of data. Eight hotel form 19 Member hotel of Hotel Association of Patihnai are cohesion by simple random sampling technique. The sample households from local community are taken by purposive/ covenantal sampling method. Certain numbers of tourist who were living in different hotels were taken as a sample.

DISCUSSION AND FINDINGS

TABLE 1
Flow of Tourist in 2011 May-2012 April

SN.	Organization	No of tourist/ year	Categories	Average day stay / tourist	Categories
1	Safari Narayani Wildlife Resort	3615	H	2	L
2	River Side Lodge	318	H	1	L
3	Ghadghai Resort	196	M	7	L
4	Discovery Resort	23	L	1	L
5	Riverview Hotel and lodge	36	L	1	L
6	Sitamai Resort Hotel and Lodge	110	L	60	H
7	Eco-farm Nepal	150	M	7	L
8	Friends of Nepal	215	M	30	M
9	INFO Nepal	250	H	30	M
10	Helping Hand	120	L	60	H
11	Rapti River View Resort	95	L	2	L
Total		5128		18.27	

[Note: {x= (maximum-minimum)/3}, L= up to (x+ minimum), M= up to (L+ x) or (x+ minimum) to (x+ L), H= above(x+ L), where 3 is number of categories that are Low (L), Medium (M) and High (H)].

The significant numbers of tourist are come for volunteering purpose and stay for a long time. It is the cause of increase the average number of day of stay of tourist in Patihani than national average that is 12.67 days in 2010 (Piya, 2010).

Table. 2. Opinion of the Tourist during Visit in Patihani

Opinion of Tourist	1 (Strongly Disagree)	2	3	4	5	6	7 (Strongly Agree)	Mean
Jungle Safari	1	2	2	6	4	1	4	4.45
Wildlife					8	8	4	5.2
Canoeing		1	2	3		6	8	5.6
Weather			1	2	4	5	8	5.85
Socio-culture			1	3	2	5	9	5.9
Tharu Culture		3		2	3	4	8	5.45
Hospitality				1	2	5	12	6.4
Security/safety					1	5	14	6.65
Transportation	1	8		7	4			3.25
Accommodation		3		5	6	4	2	4.2
Entertainment		1	3	3	4	8	1	4.9
Guide			2	1	3	3	11	6
Guide Response			2	1	1	2	14	6.25
Hotel Services				2	4	4	10	6.1

Security and hospitality are seems to be strong in Patihani. According to tourist opinion the destination is quite safe and hospitality is highly satisfied. Beside this weather, natural resources and socio cultural are pull factors of Patihani.

Best Experiences of Tourist

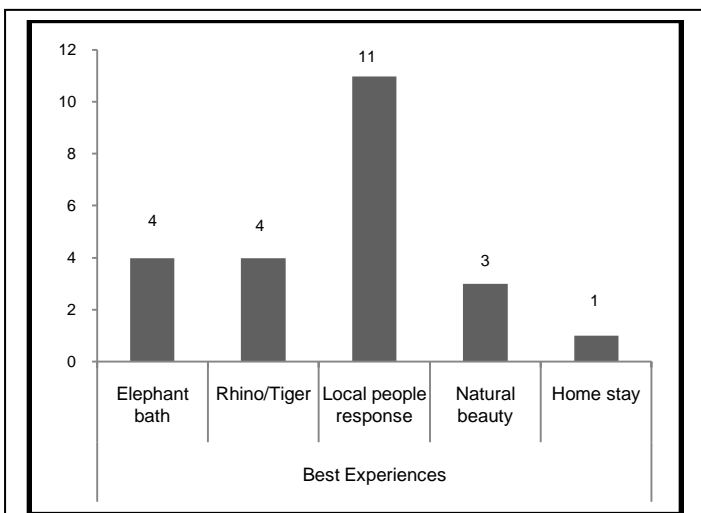


Fig.2. Best experience by tourist visit in Patihani; total number of tourist were 20. Majority of them enjoy with local people and mention it as their best experience during visit.

Types of Organizations

In Patihani there are 19 hotels which are associated with the Hotel Association Patihani (HAP). Most of the organizations are Hotel and lodge and followed by resort and communication. One hotel association and one tourism development committee are working in the field of tourism in Patihani VDC. There is one Tharu cultural museum which is situated in ward no. 1.

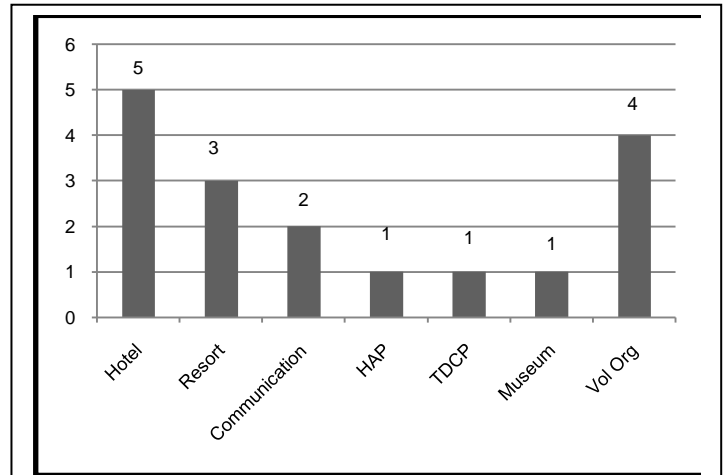


Fig. 3. Different organizations working for tourism in Patihani.

Note: HAP= Hotel Association of Patihani, TDCP= Tourism Development Committee of Patihani, Vol. Org= Volunteer Organization

Characteristics' of Tourism

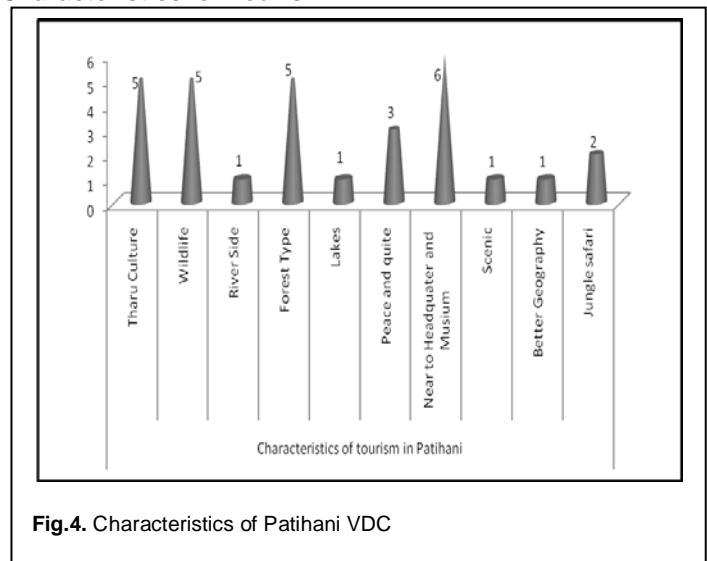


Fig.4. Characteristics of Patihani VDC

Most of the organizations suppose that Patihani situated near to headquarter of the National Park which is advantage for it. During their visit to headquarter they have to passes through Patihani and some of them stay here. It is also the transit point to jungle walk root from Sauraha to Kasara and tourist prefer to stay one night at Patihani and move towards headquarter early in the morning.

Hotel Association of Patihani (HAP)

Hotel Association of Patihani was established in 2007 for the purpose of working for tourist hotel nearby Rapati River. It is a unity of hotel doing for better service in favor of tourist. It is lead by an executive committee reformed by democratic practice in every four years. Tourism festival 2012 was the great achievement of the HAP which was jointly organized by Tourism Development Committee of Patihani (TDCP), VDC and other local organization. There are a lot of possibilities of tourism development in Patihani, said chairman of HAP Mr. Sajan Kumar Mahato. He said wildlife, headquarter of National Park, lake/pound (Lamital and Tamor Tal), crocodile breeding centre, high tiger activity near to Ghatgain because of grassland, beautiful view of sunset are the major characteristics of Patihani as tourism development. Besides having opportunity HAP and TDCP are not able to utilize to get benefit from tourism in Patihani. Now HAP and TDCP are working together for tourism development in Patihani. They appeal for Headquarter of CNP(Chitwan National Park) to provide elephant and permit for Jeep tract from Sitamai-Than to Sauraha. They are working with five year plan with the aim of establish basic infrastructure for tourism in Patihani.

Eco-Farm

Padam Ghimire with his family in ward on 8 of Patihani, initiated Eco-farm before 1 and half year back. The purpose of farm is focus on healthy food behavior and maximize utilization of organic product form own field. Mr. Ghimire sees a lot of opportunities in the field of tourism in Patihani. Professionally he is a tourist guide working for more than twenty years and said it is a safe destination and rich in natural resources. According to him, forest around the boarder of Patihani categorized as broadleaf forest, grassland and Sal forest. Because of available of grassland animal and tiger activities is high in this region. Lami Tal known as the lake of crocodile and Tamor Tal have high value wetland in terms of biodiversity, said Ghimire. He said, Patihani has high religious and cultural value. Sitamain Devalaya is famous in local community and recognize as picnic spot. Unique Tharu and Bote culture is another attraction of Patihani.

SWOT Analysis

Patihani VDC is situated at buffer-zone area of Chitwan National Park. It is only 2 Km far from the Headquarter Kasara of National Park. Natural resources are not only sufficiency for tourism development of the destination. Other requirement should be developed equally for destination development. So every location where natural resources are available cannot be tourist destination because it needs accommodation, accessibility, activities, amenities and attraction. Natural resources, built environment, hospitality/ operating sectors and organizations are other needful components for tourism industries. In the study Patihani is seen from these prospective as a tourism destination. As the internal and external environment are analyzed as strength weakness opportunity and threats for tourism industry development.

INTERNAL	STRENGTH	WEAKNESS
	<ul style="list-style-type: none"> • Attached with Chitwan National Park • Wildlife and Jungle safari • Two community forest • Traditional Tharu Culture • Near to headquarter • Natural environment and no urban disturbances • Good response of local people and better hospitality • High animal activities adjoining part of national park to Patihani • Lamital (the lake of crocodile) ad Tamortal • Good facility of hotel and lodge • First tourism festival was organized in 2012 • Picnic sport in Belshahar community forest • Strange coordination among organization consequently successfully tourism festival 	<ul style="list-style-type: none"> • Less promotional activities • Poor road condition from Bharatpur to Patihani • Jungle safari and Tharu culture are the limited tourism activities • Elephant riding is available only in Safari Narayani Hotel which is very expensive and not in the rich of local tourist
EXTERNAL	OPPERTUNITY	THREAT
	<ul style="list-style-type: none"> • Possibility of being a major tourist destination of Chitwan because of high tiger activities in park • National and international reorganization as new tourism destination • This is a virgin place for research in many topics related to tourism, socio-anthropology and environment. 	<ul style="list-style-type: none"> • High competition among destination • High risk of tiger in jungle walk • Negative impact of tourist in local community

CONCLUSION

The average stay is around 18 days per tourist in Patihani which is greater than National figure which is around 13 days per tourist. There are two community forests namely Birendranagar Madhyabarti Community Forest and Bel Shahr Community Forest. Tamortal and Lamital are two lakes of CNP (Chitwan National Park) situated just 200 meter away from the boarder of the village. The Lamital is known as lake of the crocodile and Tamortal has high value wetland in terms of biodiversity. The Crocodile breeding centre, elephant breeding centre, vulture restaurant and Kasara museum are very near to this VDC. Weather of the Patihani is suitable for visit in every season. Opinion of tourist on jungle safari, wildlife and weather is highly positive. on the other hand, Hotel Association of Patihani (HAP) and Tourism Development Committee (TDC) are working in favor of tourist from last five years. It is just 15 km away from the Bharatpur airport, the direct bus facility is available from the district headquarter. Moreover This VDC is very rich in indigenouse culture and tradition. Tharu and Bote cultural dance, Tharu dishes and home pattern are major attraction for tourist. The local people are aware on guest and host relationship. Tourist feels safety and secure in Patihani from socially as well as physically. The costs of tourist products are reliable to the visitor. Abundant of

natural resources provided Patihani VDC is rich in this aspect. Hospitality is found to be good in Patihani where local people are respectful to tourist. The level of tourist satisfaction after visit Patihani is high. The factors that contribute tourism development are natural resources along with the socio-cultural values. Patihani can be the new tourist destination of Chitwan due to its different characteristics.

RECOMMENDATIONS

1. Government elephant should be provided to Ghatgain by headquarter of the National Park.
2. Patihani Bharatpur road should be maintain regularly and other means of transportation like Tanga, Rickshaw, Tourist jeep should be operate by tourism related organization specially by private one.
3. Hoarding boards should be kept in the major junction of Bharatpur and Narayanghat by providing clear features and direction of Patihani.

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