

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor Thesis

**Roles of Nepalese travel agencies promoting rural
tourism in Nepal**

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

Role of Nepalese Travel Agencies in Promoting Rural Tourism

Objectives of thesis

The main objective of this thesis is to reveal the roles of Nepalese travel agencies in the domestic rural tourism sector.

The aims are to identify:

- How the declining trend of rural tourism can be reversed through travel agencies in Nepal.
- To make suggestions for promoting rural tourism by various approaches.
- How Nepal can be promoted as a safe, reliable, and attractive tourist destination.
- How travel agencies can help to develop, expand, and promote rural tourism business whilst protecting and promoting the natural, cultural heritage and environment of the country.

Methodology

This thesis comprises two main parts: theoretical and practical.

The theoretical part will be based on a review of relevant and recent academic and other scientific literature on the subject.

This thesis comprises two main parts: theoretical and practical.

The practical part will use the Qualitative research method for this project. A Field Survey will be conducted, and data will be gathered by means of both questionnaire and interview technique. In this regard, different travel agencies will be selected and different individual interviews with open ended questions from those organizations will be conducted.

The proposed extent of the thesis

approx 40 – 50 pages

Keywords

Nepal, rural tourism, travel agencies, flow chart of tourism bodies, interviews, surveys, analysis, Nepal tourism Year, NPL, Nepal tourism Board, Mountains, trek, Culture, climate.

Recommended information sources

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-

Expected date of thesis defence

2022/23 WS – FEM

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Declaration

I declare that I have worked on my diploma thesis titled " Role of Nepalese Travel Agencies in Promoting Rural Tourism "by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on date of submission 15.03.2023

Acknowledgement

I would like to thank Prof. Richard Selby for supervising, supporting, and giving relevant advice. I also would like to thank my family member who motivated me and gave me the possibility to gain advantages from studying at Czech University of life science of Prague.

Roles of Nepalese travel agencies promoting rural tourism in Nepal

Abstract

Exploring and appreciating various cultures and ecosystems may now be done through tourism, which is becoming more and more common. The rich cultural and ecological legacy of rural areas has become more and more accessible to tourists in recent years through the growing industry of rural tourism. Travel companies are essential in marketing and facilitating travel to Nepal's rural areas because these locations have a lot to offer in terms of rural tourism. This study aims to investigate the impacts of Nepalese travel agencies' promotion of rural tourism on rural communities. This will be accomplished by conducting a survey of both domestic and foreign tourists to learn how they feel about Nepal's rural tourism industry. Moreover, semi-structured interviews with representatives from travel agencies, decision-makers, and other tourism industry players will be conducted as part of this study's qualitative research methods. The aim of this study is to investigate the effects of Nepalese travel agents on rural areas and how they promote rural tourism there.

This study will involve a survey of domestic and foreign tourists to determine their perceptions and attitudes toward rural tourism in Nepal. It will use a qualitative research design and a quantitative method to collect data through semi-structured interviews with travel agencies, policymakers, and stakeholders in the tourism industry and it will involve a survey of domestic and international tourists, to assess their perceptions and attitudes towards rural tourism in Nepal. The study finds that travel agencies in Nepal play a vital role in promoting rural tourism by creating tour packages that showcase rural areas' unique features and facilitating access to rural areas. However, the study also identifies challenges faced by travel agencies, such as inadequate infrastructure, limited marketing, and lack of training for rural communities. The study concludes that Nepalese travel agencies have a

critical role to play in promoting rural tourism and can contribute significantly to the economic development of rural areas. To achieve this goal, policymakers need to provide support to travel agencies and address the challenges they face. Ultimately, the study suggests that the promotion of rural tourism in Nepal can contribute to sustainable development and help preserve the country's cultural and natural heritage.

Keywords: NPL, NTB, Interview, Surveys, Nepal, Koshi, Province , Tourism, NPL, Culture, awareness, Role, promoting, travel agencies, NPR.

Role nepálských cestovních kanceláří propagujících venkovskou turistiku v Nepálu

Abstrakt

Zkoumání a ocenění různých kultur a ekosystémů lze nyní provádět prostřednictvím cestovního ruchu, který se stává stále běžnějším. Bohaté kulturní a ekologické dědictví venkovských oblastí je v posledních letech stále dostupnější pro turisty prostřednictvím rostoucího odvětví venkovské turistiky. Cestovní kanceláře jsou zásadní v marketingu a usnadnění cestování do nepálských venkovských oblastí, protože tato místa mají co nabídnout, pokud jde o venkovskou turistiku. Tato studie si klade za cíl prozkoumat dopady propagace venkovské turistiky nepálskými cestovními kancelářemi na venkovské komunity. Toho bude dosaženo provedením průzkumu mezi domácími i zahraničními turisty, abychom zjistili, jak se cítí o nepálském odvětví venkovské turistiky. Kromě toho budou v rámci kvalitativních výzkumných metod této studie provedeny polostrukturované rozhovory se zástupci cestovních kanceláří, činiteli s rozhodovací pravomocí a dalšími aktéry cestovního ruchu. Cílem této studie je prozkoumat vliv nepálských cestovních kanceláří na venkov a jak tam propagují venkovskou turistiku.

Tato studie bude zahrnovat průzkum domácích a zahraničních turistů s cílem zjistit jejich vnímání a postoje k venkovské turistice v Nepálu. Bude využívat kvalitativní výzkumný design a kvantitativní metodu ke sběru dat prostřednictvím polostrukturovaných rozhovorů s cestovními kancelářemi, tvůrci politik a zúčastněnými stranami v cestovním ruchu a bude zahrnovat průzkum domácích a mezinárodních turistů, aby bylo možné posoudit jejich vnímání a postoje k venkovské turistice v Nepálu. Studie zjistila, že cestovní kanceláře v Nepálu hrají zásadní roli při podpoře venkovského cestovního ruchu tím, že vytvářejí balíčky zájezdů, které předvádějí jedinečné rysy venkovských oblastí a usnadňují přístup do venkovských oblastí. Studie však také identifikuje problémy, kterým čelí cestovní

kanceláře, jako je nedostatečná infrastruktura, omezený marketing a nedostatek školení pro venkovské komunity. Studie dochází k závěru, že nepálské cestovní kanceláře hrají zásadní roli při podpoře venkovského cestovního ruchu a mohou významně přispět k hospodářskému rozvoji venkovských oblastí. K dosažení tohoto cíle musí tvůrci politik poskytovat podporu cestovním kancelářím a řešit problémy, kterým čelí. Nakonec studie naznačuje, že propagace venkovské turistiky v Nepálu může přispět k udržitelnému rozvoji a pomoci zachovat kulturní a přírodní dědictví země.

Klíčová slova: NPL, NTB, Rozhovor, Průzkumy, Nepál, Koshi, Provincie, Cestovní ruch, NPL, Kultura, povědomí, Role, propagace, cestovní kanceláře, Npr.

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1 INTRODUCTION

Travel companies are collaborating with the government, associations, and other tourism organizations to promote rural travel as Nepal is one of the biodiversity richest nations in the world due to its distinctive geographic location and altitudinal variety. More than 6500 different species of blooming plants, 848 different bird species, and more than 180 different species of animals may be found throughout the nation. The varied geography of Nepal also results in a variety of weather variations. While the highest elevations of the Himalayan region have a frigid, alpine climate with snow and ice all year round, the Terai region in the south has a subtropical climate with hot summers and pleasant winters. A temperate climate with warm summers and chilly winters characterizes the central region, which includes the Mahabharat range and Churia Hills. The majority of long-term communities are found at elevations lower than 4000 meters in the northern Himalayan region, which is sparsely populated. To graze their cattle throughout the summer, people travel to summer communities up to 5000 meters in altitude. In general, the terrain of Nepal has a big impact on its people, culture, and economy. The nation's challenging geography and distant location have historically made it challenging to reach it, but they have also helped to create a distinctive and varied culture. Due to the country's natural beauty and rich cultural past, tourism has grown to become a substantial part of Nepal's economy. (Mason, 2022)

Abundant natural beauties, various ecosystems including indigenous floras and fauna, multi-ethnic, multilingual or multi-religious and diverse society and known as a kind hearted people is what brings the tourist from all around the world in Nepal. The world is changing to one village due to rapid improvements in science, technologies and communication which country like Nepal get benefits to be a one of the best destinations for travellers around the world through representing in the world tourism market. Tourism itself is one of the key economic development of the nation which helps to improve the living standards of the people by increasing livelihood and employment opportunities for the common people through diversification and expansion in the tourism businesses itself. For this purpose

Nepal could become imperative to properly protect and address the diverse heritage of Nepal. Which on the other hand travel agencies that exists around the world could address the rural tourism around the countries that could change the communities living in those areas.

2 Objectives and Methodology

2.1 Objectives

The main objective of this thesis is to reveal the roles of Nepalese travel agencies in the domestic rural tourism sector.

The aims are to identify:

- How the declining trend of rural tourism can be reversed through travel agencies in Nepal.
- To make suggestions for promoting rural tourism through various approaches.
- How Nepal can be promoted as a safe, reliable, and attractive tourist destination.
- How travel agencies can help to develop, expand, and promote rural tourism business while protecting and promoting the natural, cultural heritage and environment of the country.

2.2 Methodology

This thesis comprises two main parts: theoretical and practical. The theoretical part will be based on a review of relevant and recent academic and other scientific. Exploring and appreciating various cultures and ecosystems may now be done through tourism, which is becoming more and more common. The rich cultural and ecological legacy of rural areas has become more and more accessible to tourists in recent years through the growing industry of rural tourism. Travel companies are essential in marketing and facilitating travel to Nepal's rural areas because these locations have a lot to offer in terms of rural tourism. This study aims to investigate the impacts of Nepalese travel agencies' promotion of rural tourism on rural communities. This will be accomplished by

conducting a survey of both domestic and foreign tourists to learn how they feel about Nepal's rural tourism industry. Moreover, semi-structured interviews with representatives from travel agencies, decision-makers, and other tourism industry players will be conducted as part of this study's qualitative research methods. The aim of this study is to investigate the effects of Nepalese travel agents on rural areas and how they promote rural tourism there.

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The practical part will adopt a mixed-methods approach, combining qualitative and quantitative research methods. The qualitative research will involve in-depth interviews with key stakeholders, including representatives from Nepalese travel agencies, local communities, government agencies, and non-governmental organizations. The quantitative research will involve a survey of domestic and international tourists, to assess their perceptions and attitudes towards rural tourism in Nepal. In this regard, different travel agencies will be selected and different individual interviews with open-ended questions from those organizations will be commenced.

3 Literature Review

3.1.1 RURAL TOURISM AND ITS CORE CONCEPT

Rural tourism is a tourism that promotes the history of rural life, as well as art, culture, and village homes or monuments, and benefits the local community on an economic and social level. Also, effective communication between visitors and locals should improve the tourism industry. (sharpley, 2006)

Tourism that takes place in rural areas of the nation is known as rural tourism. Rural tourism is an activity that takes place in the country's rural areas. It is a combined multi-dimensional in which there is proper natural energy of agriculture, culture, nature, environment, adventure etc is Developing archaeological art in villages, historical and mythological sites, poets, social reformers, artists, pilgrimages, free fighters, and types of society and culture promoters by developing them as tourist destinations.

The concept of rural tourism is not new in my country. By rural tourism, it is meant that tourists visit historical sites or cities with magnificent monuments and other buildings, lakes and rivers and can enjoy in a pollution-free environment in the countryside with scenic spots, mountainous places, forested transport natural areas as well as extra untouched natural splendours, cultural life of the local people living in rural areas. (Williams, 2002)

3.1.2 Rural tourism principle and its benefits

The primary goals of rural tourism are to ensure safe travel within rural regions, to share culture and respect without endangering the environment, and to welcome visitors in an open manner in order to support economic growth. It lessens the effects of urban expansion that is happening too quickly, which promotes cultural and environmental awareness as well

as community respect. It can offer pleasurable experiences to both guests and hosts, resulting in direct financial benefits for conservation efforts as well as financial advantages and locals' empowerment.

Rural tourism is defined as travel that occurs in remote areas and entails contacts between tourists and the local population and culture. Rural tourism aims to promote environmentally sustainable travel practices while safeguarding the natural and cultural resources of rural areas. Rural tourism has several benefits for local communities, tourists, and the tourism sector as a whole. Economic growth is one of rural tourism's main benefits. Local communities may benefit financially from rural tourism, which can also promote job growth and the local economy. This money can raise community living conditions and encourage the preservation of regional natural and cultural resources. Rural tourism can also offer unique experiences for tourists. Tourists can engage with local communities and culture, learn about traditional practices and customs, and experience the natural beauty of rural areas. This can create memorable experiences for tourists and encourage them to return in the future.

In addition, rural tourism can have environmental benefits. By promoting sustainable tourism practices, rural tourism can help to conserve natural resources and protect the environment. This can have a positive impact on the long-term sustainability of rural areas and the tourism industry. Several studies have examined the benefits of rural tourism. A study by Kim and colleagues (Kim, 2013) found that rural tourism can contribute to sustainable development by promoting economic growth, environmental conservation, and social inclusivity. Another study by (Sharpley R. (., 2002) found that rural tourism can have positive economic and social impacts on local communities by generating income, creating jobs, and preserving local cultural heritage.

In conclusion, rural tourism is an important form of tourism that can provide economic, cultural, and environmental benefits to local communities, tourists, and the tourism industry. By promoting sustainable tourism practices, rural tourism can support the long-term development and preservation of rural areas.

3.1.3 Types and forms of Rural tourism

If the concept of rural tourism is analysed properly, it is seen that rural tourism includes many activities like the participation of tourists in rural life, art, culture, and heritage in rural places. The whole concept of this form of tourism has benefited to the local community as well as tourists. So this will benefit the local community economically and socially and is beneficial for the tourists as it will lead to the development of more interaction between tourists and the local people which further enriches the tourism experience which is the main essence of this type of tourism.

Depending on the activities involved in this form of tourism, terms such as agricultural tourism, rural tourism, eco-tourism, farm tourism etc are used to describe tourism activities in rural areas.

- **Agricultural tourism**

Agro tourism is the name given to agricultural tourism and it is related to the tourism activities that take place on agricultural sites in rural areas. This may include educational tours, recreational activities etc.

- **Farm tourism**

Farm tourism is a new potential form of attracting tourists to green areas or farm areas which they usually have curiosity how farming is done. This form of tourism can also be for educational and recreational purposes and it is often seen that people usually live in farm houses, so this in turn will aid in development of economic activities that can provide additional income to the farm and to the community also.

- **Forest tourism**

People also desire for forest tourism to explore the forest and natural beauty of the rural areas. In this type of tourism, tourist visit places of natural habitat of plants and animals and this form of tourism is also a part of rural tourism. So in this type of tourism tourist generally

enjoy scenic atmosphere of forests and indulge in photographing animals and natural habitat, while some tourists simply enjoy trekking, hiking and bird watching.

- **Cultural tourism**

Rural areas often have rich cultural traditions, such as local cuisine, music, dance, and crafts. Visitors can participate in cultural events and workshops, visit museums and historical sites, and learn about the local heritage.

Hunting and fishing tourism: Rural areas provide opportunities for hunting and fishing, such as guided hunting trips, fishing charters, and outdoor recreation.

- **Excursion**

This is another activity included in rural tourism which includes activities such as horse riding, sightseeing, hiking, gypsy caravan tour, cycling and small village/town tour etc.

3.1.4 Advantages and disadvantages of rural tourism: A Case study of Province 1 Koshi

One of Nepal's seven provinces, Province No. 1 Koshi is situated in the east of the nation. With a population of more than 4.5 million, it has a land area of 25,905 square kilometres. The province is full in woods, mountains, rivers, and wildlife, among other natural resources. One of the province's main sources of income is tourism. The Mount Everest Base Camp Trek, the Kanchenjunga Base Camp Trek, and the Makalu Base Camp Trek are just a few of the well-known tourism attractions in the province. Every year, hundreds of people from around the world travel these trekking routes. The province not only provides trekking but also other adventurous pursuits including white water rafting, kayaking, bungee jumping, and paragliding.

This study discusses the significance of the province of Koshi, which up until the conversion of zones to provinces was one of Nepal's fourteen zones. It is evident that Nepal attracts tourists not only for its rich natural legacy and diversified cultural heritage, but also for its diverse geographical areas, which allow for once-in-a-lifetime visits. An area called Province Koshi is situated in Nepal's east. More than 4.5 million people live there, and it has a total size of about 25,905 square kilometres. The area is well-known for its innate beauty, rich cultural history, and variety of ethnic groupings. Recently, tourism to the region has increased, particularly rural tourism.

The area has experienced a rise in tourism recently, especially rural tourism. Trekking, homestays, and cultural immersion are a few of the rural tourism activities that let tourists experience the rural way of life and culture. The government has started a number of projects to boost rural tourism in Koshi Province, such as building homestay facilities, creating trekking paths, and promoting cultural festivals. By providing guests with a variety of packages and services, travel firms also significantly contribute to the promotion of rural tourism in the area. One such travel agency is Royal Mountain Trekking Nepal Pvt. Ltd., which is based in Province Koshi. The agency offers a range of activities, including trekking, wildlife tours, and cultural immersion experiences. They work closely with local communities to ensure that their activities are sustainable and responsible.

Promoting rural tourism in Koshi Province, though, is not without its difficulties. The absence of services and infrastructure in rural areas, which might make it difficult for tourists to access these areas, is one of the main problems. Another issue is that local populations are not aware of the advantages of rural tourism and the need to protect their natural resources and cultural heritage. The detrimental effects on the environment and local communities are another difficulty that Province Number 1's tourism industry faces. Deforestation, soil erosion, and water resource degradation have been brought on by the tourism industry's rapid growth. Also, the rise in tourism has put strain on local communities, which frequently have to shoulder the cost of supplying food, water, and shelter. Despite these challenges, travel agencies in Koshi are committed to promoting sustainable and responsible rural tourism. To address these issues and guarantee that visitors have a great experience while also supporting the local economy, they collaborate closely with communities, governmental organizations, and other stakeholders.

In conclusion, Koshi Province can continue to expand its rural tourism business in a sustainable and ethical manner with the help of travel companies and other stakeholders. The beautiful part of Nepal and to explore tourism activities in Koshi where will be discussed its demographic structure and other cities which is under Koshi since 2015 so all of this factor will be introduce the hidden tourism and worth to visit places. Since all the tourists are focused to go in Pokhara, Kathmandu, Mustang etc. The author of this research will be fully focused on natural beauty, pilgrimages, culture to learn of this Koshi which is quite backward compared to other parts of Nepal and author will also inform how our Nepalese travel agencies are assisting to raise tourism in Koshi province of Nepal and their obstacles. There . The region covered by the 12 districts ranges from Mount Everest, which is the tallest peak in the world, to the verdant Ilam district, and extends all the way to Koshi Tappu, a tranquil wetland renowned for its wildlife sanctuary. (Nepal tourism board, 2022)

District	Type	Headquarters	province
Sunsari	Terai	Inaruwa	Koshi
Morang	Terai	Biratnagar	Koshi
Dhankuta	Hill	Dhankuta	Koshi
Terhathum	Hill	Myanglung	Koshi
Bhojpur	Hill	Bhojpur	Koshi
Sankhuwasabha	Mountain	Khandbari	Koshi

(tourism, 2021) Table 1 Province number 1 Koshi

According to the census conducted in 2068 B.S., Province Koshi (number 1) has a total area of 25,905 sq. km., or 18% of the total area of Nepal, and it is home to 15% of the country's inhabitants. It is made up of 14 districts in the country's east, which includes the Terai, Hilly, and Himalayan areas. It contains all of the former EDR's districts, with the exception of Saptari and Siraha, and is rich in natural resources such rivers, forests, mountains, conservation areas, and national parks. (Province No. 1)

Several castes and ethnic groups reside in this state. The Himalayas are home to the Tamang, Sherpa, and Bhotese; the Newari, Rai, and Limbus, as well as the Brahmins and Chhetris, reside in the surrounding hills. Related to Brahmins, Rajbansi, Koche, Meche, Tharu, Dhimal, Satar, and Musahar. The Terai region is home to many religious sites, including Pindeswori, Buddha Subba, Baraha Kshetra, Halesi Mahadev, Pathivara, and Chhintang Devi, making it a prime location for the development of religious cultural tourism. The Terai region is also home to many Brahmins and Chhetris. One of the best tea in Nepal is the Illam tea, which is grown close to Darjeeling in India. Mechi, Saptakoshi, Tamor, Arun, Barun, Kabela, Kankai, Mai Khola, and Dudhkoshi rivers, where tourists can go rafting, canoeing, and other activities, are the main attractions of this province. Treks to national parks or conservation areas including Sagarmatha NP, Makalu Barun NP, and Makalu Barun along with mountain peak visits like Mt. Everest, Choyu, Kanchanjanga, and Makalu other national parks and conservation areas. We can draw tourists to religious destinations like Barahakshetra, Pathivara, Haleshi Mahadev, Buda Subba, Dantakali Chintang Devi, Pindeswori, and others that have ties to the Hindu goddesses of the Mahabharata and Ram and Sita. (board, n.d.)

Hence, due to rural place or lack of tourism in this areas the occupations of the people in Koshi Province is different according to the regions. People in terai are involved in agriculture. Specially food crops like paddy, wheat, maize, etc. are grown which are supplied to all around Nepal. Crops like maize, millet, tea, barley, coffee, fruits, etc. are grown in hilly region and terai region. And people living in mountain region are somehow involved in tourism. (Rai, 23 March 2017)

3.2 IMPACTS OF TOURISM

The impact on people, society, nature and climate is enormous as Tourism generates income and employment in host destinations and meaningful jobs can be created out of middle of nowhere. It can improve facilities in host destination restaurants, shops and infrastructures are the good examples. It exposes people to a new places, cultures and other peoples benefits and problems. Travelling helps people to across the borders to understand each other which leads to tolerance and peace. The jobs within tourism can promote equality and equity, it can be a great tool for integration. When we talk about impact of tourism in a society we talk about in three dimensions economic, sociocultural and environmental. (Gursoy, 2011)

3.2.1 Economic impact of tourism

With its ability to provide jobs, money, and economic growth in both developed and developing nations, tourism is a substantial contributor to the global economy. There are numerous approaches to quantify the direct, indirect, and induced effects of tourism on the economy. The economic activity produced by tourism-related businesses like lodging, dining, tour operators, and transportation services is referred to as the direct consequences of tourism. This includes the salaries paid to workers, corporate earnings, and taxes paid to the government. The financial gains that result from supplier chains and the multiplier impacts of tourism-related sectors are considered indirect effects of tourism. For instance, hotels and restaurants can increase the number of jobs and economic activity in the area by buying goods and services from regional vendors.

The ability to profit from tourism through foreign exchange earnings is its greatest advantage; tourism expenditures generate income for the host economy, and the money that nation makes from tourism can be reinvested into the economy. The way different destinations manage their finances varies around the world; some may invest the money in expanding their tourism industries further, while others may use it to fund public services like healthcare, education, or other countries' development. For instance, a nation like Nepal can purchase currencies that are significantly more valuable than Nepalese Rupees (NPR).

Many nations, including Nepal, rely heavily on tourism as one of its top exports, and it also serves as a major source of foreign revenue, which can aid in raising funds for government reinvestment in the industry. These funds can be accumulated in two major ways. Taxes on income from tourism-related employment and enterprises, as well as other items like exit taxes or taxes, are a major source of direct government funding. While indirect contributions come from the provision of goods and services to tourists that are directly tied to the travel and tourism sector. For instance, a visitor may purchase food neighbourhood store . Despite not having a direct connection, the supermarket would not be as profitable without tourism. The supermarket doesn't directly benefit from tourism, but if it didn't, visitors wouldn't shop there, thus earnings would be lower. Induced contributions are another source of income that covers expenses incurred by those working in the tourism sector. These expenses may include those for housing, food, clothing, and recreational activities, among others, and they all help to boost the local economy in the region where tourism is being developed. Significant job possibilities have been created as a result of the quick growth of foreign tourism, including those for cleaners, theme park employees, and hotel managers. (Gurung D. B., 2018)

3.2.2 Socio Culture impact of tourism

A Tourism industry has a power to do a lot of good things in fact it has the power to change the world it can help people to bring out of poverty to put food on the table and to pay the medical bills it can help to preserve the ancient cultures, maintains buildings an revitalize culture and arts. Communities can benefit from it and become stronger, but the travel and tourism sector can also be quite harmful. Speaking one's own language, changing one's appearance, destroying one's culture and history, and encouraging one to gamble are all possible effects. Tourism has a big impact on a place's socio-cultural makeup. It could have both positive and bad effects on the local communities, their culture, and their way of life. Although it might help a region's economy, tourism can also have social and cultural repercussions that may change how the residents live. Tourism can also give local artists and cultural performers the chance to showcase their work to a larger audience, which can help them get reputation and money. (Mowforth, 2015)

Yet, tourism can also have detrimental effects on a place's sociocultural landscape. The monetization of regional culture is one of the most important problems. Local communities may change their cultural practices or traditions in an effort to meet tourists' expectations, which can lead to a loss of cultural authenticity. Moreover, the deterioration of social structures like family units and bonds to the community, which may be hampered by the flood of tourists, can also be attributed to tourism. Some detrimental socio-cultural effects of tourism include a rise in crime, a shift in gender norms and relationships, and the spread of infectious illnesses. Since tourism can lead to a strong demand for land, real estate, and other resources, which can raise prices and drive local residents out of the area, there may be a growing gap between the wealthy and the poor in places where tourism is the main source of income. The socio-cultural fabric of a place is significantly impacted by tourism, thus it is essential to make sure the beneficial effects exceed the bad ones. Maintaining local culture and social systems while developing tourism must coexist in harmony. This can be done by using responsible tourism practices that respect local culture, protect natural resources, and prioritize the needs and wellbeing of local communities. (Sharpley, 2015)

3.2.3 Environmental impact of tourism

Natural and rural landscapes are rapidly converted to roads, airports, hotels, souvenir shops, parking spot. As Air transport is one of the fastest growing sources of emissions of CO₂ and other greenhouse gases responsible for climate change. Thinking about the overall world transport facilities like private jets, helicopters re the most polluting form but air transportation has been particularly importantly in the developing world. As in Nepal rivers and lakes are also being polluted with detergents, uncollected garbage and human waste from existing tea houses or hotels. Tea houses or hotels in Nepal or any other countries they use massive amount of energy to heat the rooms in winter and cooling the rooms in summer as well as using a lot of water for washing the laundry. Like in Nepal rural areas, resorts or tea houses and some kind of related infrastructure can disrupt animal migration, divert water from streams and rivers. Improperly disposed of waste it can damage nearby ecosystems and contaminating water resources like harming wildlife. In most of the rural areas of Nepal, fishes are disappearing from the natural rivers and lakes due to rafting and canoeing. There

are four ways that tourism affect cities overcrowding, bad behaviour, pollution and rising prices. Overcrowding has an obvious effect on traffic footpaths and queues which can affect the city or village culture or its identity just like in Mount Everest or in Annapurna mountains. Tourists consume heaps of food and water while causing environmental damage to the destination. Some tourists consume alcohol and misbehaves and do unnecessary stuff in cultural heritage sites which affect the beautiful environment or culture, whereas in other hand in most of the rural places in Nepal prices are quite high compared to cities due to lack of transport availability and infrastructures so they had to hire people to carry loads to supplies up to the place and for some people which might affect their travel budget. (Shrestha, 2018)

3.3 TRAVEL AGENCIES IN NEPAL

Travel agencies and tour operators works as a mediator to provide service to travelers. In the todays world, the internet has made our life easy to get information about any places so that travelers can decide their trip according to their choice which has direct impact on tourism. Some travelers are interested of rural tourism where they would like to visit and learn about the culture, tradition and want relax holiday or some would like to visit urban areas for partying, going to museums, operas etc. does not matter where they would travel it is always better to plan their trip before heading toward their destination it helps them to know about the overview of the city, culture tradition an perspective of the people so this information can be received by internet or various medias or best approach is to use travel agencies guide. They play an important role in the development and flourishing of tourism industry.

Now in the Age of AI, internet and different technologies there are many travel agencies and lots of experts who are willing to provide their services to the people and it is beneficial for travelers' where they can choose any travel agencies depending upon their choice or request. (Buhalis, 2008)

3.3.1 Himalaya Journey Treks & Expedition

The Himalaya Journey Treks & Expedition is travel agency established on 1991 AD by a team of professional involved in tourism 30 years for ready to welcome & escort travellers through recreational packages such as Annapurna trekking, Everest trekking, Langtang trekking & Outbound trip. Trek and an award-winning travel trekking agency that focused on rural tourism in Nepal and they operate tours in India and Tibet also. This travel agency was recommended by Lonely Planet Nepal Travel guide book, Lonely Planet Trekking in Nepal Himalaya book, Rough Guide Travel Book Nepal, Trekking to Everest Base Camp-USA travel Book & Trip Advisor. The tourism industry in Nepal offers several trekking and tour packages that focus on promoting rural tourism. One such package includes a visit to the local village of Sirubari, which allows travelers to immerse themselves in the cultural traditions of the region. Sirubari village is widely regarded as one of the most charming villages in Nepal, known for its cleanliness, vibrancy, and hospitable locals. The residents of Sirubari are highly educated, friendly, and actively involved in promoting tourism in their community. As a self-sufficient farming community, Sirubari's economy is heavily reliant on the success of rural tourism..

3.3.2 Pigeon Travel & tours Pvt.Ltd.

Pigeon Travel and tours PVT.LTD works better than some hotel and flight booking sites. It is combined of all travel-related organizations such as flights hotels tours outside or inside the country. It is fully customer focused and has been a member of Nepal tourism Board since 1999 AD. They usually have several offers discounts according to some festivals in Nepal to promote raw places to both Nepalese and international tourists. This travel agency has varieties of tour packages like trekking, hiking, village tours, paragliding, pilgrimage tours, yoga and meditation tour, sightseeing etc which shows that they not only focus on profit taking they are fully concentrated to help local community and to contribute in the economy. This travel agency takes to Koshi where this place is bit backward due to

infrastructure issue and its bit far away from capital so most of the people has not visited this province as well. But this agency has tours to places in Koshi which will directly help local people. Hence they offer truly Nepalese way of living in different villages for all the tourists.((PIGEON TRAVEL & TOURS PVT. LTD., n.d.)

3.3.3 Satoria Adventures Nepal

Satoria Adventures Nepal is one of the tourism company who offers a range of activities, including trekking, wildlife tours, and cultural immersion experiences. They work closely with local communities to ensure that their activities are sustainable and responsible. Satoria Adventures Nepal has experienced and certified guides and staff who are dedicated to providing a safe and enjoyable adventure experience for their clients. The company is committed to sustainable and responsible tourism practices and works closely with local communities to support their development and promote conservation efforts.

Among the well-liked adventure activities provided by Satoria Trips Nepal include trekking to well-known locations like Everest Base Camp, the Annapurna Circuit, and Langtang Valley, peak climbing to summits like Island Peak and Mera Peak, and mountaineering expeditions to peaks like Everest, Lhotse, and Cho Oyu. Additionally, the business provides tours to national parks like Chitwan and Bardia, rafting and kayaking excursions on rivers like the Trishuli, Seti, and Kali Gandaki, and cultural excursions to places like Kathmandu, Pokhara, and Bhaktapur. Satoria Adventures Nepal seeks to offer its customers a distinctive and genuine adventure experience while also advocating for ethical and sustainable tourism methods. (Nepal, n.d.)

3.3.4 Royal Mountain travel Nepal

The travel agency Royal Mountain Travel Nepal is established in Nepal and focuses on offering travel and tour services throughout Nepal, Tibet, and Bhutan. Since its

establishment in 2005, the business has provided a variety of travel services, such as expeditions, trekking, and adventure activities.

The staff at Royal Mountain Travel Nepal is made up of seasoned travel professionals who share a love of the outdoors and a commitment to provide their customers top-notch services. They create unique, individualized travel plans for their customers depending on their choices, interests, and spending capacity. The business is dedicated to responsible travel and sustainable tourism. In order to encourage cultural interchange and economic growth in rural areas, they collaborate closely with the local communities and support community-based tourism initiatives. In order to lessen the detrimental effects of tourism on the environment, Royal Mountain Tour Nepal also implements environmentally sound business practices. The Annapurna Circuit Trek, the Langtang Valley Trek, and the Upper Mustang Trek , Koshi Province adventures to explore tea farming, stay for weekend on home-stays are a few of the well-liked vacation programs provided by Royal Mountain Tour Nepal. Along with offering cultural tours to well-known destinations like Kathmandu, Pokhara, and Bhaktapur, they also provide adventure activities like rafting, bungee jumping, and paragliding. In conclusion, Royal Mountain Travel Nepal is a recognized travel agency in Nepal that offers individualized, high-quality travel services while advocating for ethical and responsible tourism.

3.3.5 Nepal Cultural and Adventure Tours

Travel company Nepal Culture and Adventure Tours focuses on cultural excursions and trekking in Province No. 1. They provide a variety of specialized trips that highlight the area's vibrant culture and stunning scenery. Sustainability and responsible tourism are important to Nepal Culture and Adventure Tours. They work closely with local communities and support community-based tourism initiatives to promote cultural exchange and economic development in rural areas. The company also follows environmentally responsible practices to minimize the negative impact of tourism on the environment. Nepal Cultural and Adventure Tours also offers customized tours based on the clients' preferences, interests, and budget, ensuring a unique and personalized travel experience. The company

has a team of experienced travel experts who are passionate about travel and are dedicated to providing high-quality services to their clients.

Overall, Nepal Cultural and Adventure Tours is a reputable travel agency in Nepal that provides high-quality, personalized travel services while promoting sustainable and responsible tourism practices.

3.4 Roles of travel agencies promoting rural tourism

Nepal has always kept pace with the world. It is a common misconception that Nepal has been impacted by almost every significant cultural trend that has its roots in the West. The surge of tourists frequently brings the effects of such moves to Nepal. In Nepal, rock 'n' roll began to gain popularity in the 1950s, while the 1960s witnessed the emergence of punk music. The Hippie movement that swept the globe in the 1970s, however, was what really put Nepal on the map of the world. Hippies from all over the world began to flock to Nepal, and the nation's affiliation with the movement was solidified in popular culture by the numerous films that were filmed there at the time. The names of Nepali cities like Kathmandu are still used today. (The Official Portal of Government of Nepal, n.d.) during all of this time role of travel agencies were providing services according to the demand of the travelers. But now travel agencies continue to experiment the new places they are actively promoting rural tourism to explore rural places where unfortunately people failed to explore before doing everything to attract travelers from all over the world and in some extent government authorities are helping to promote rural tourism too. But to do any kind of promotion they need financial support which is an issue for Nepal. Climate change, Environmental effect is the major issue in the whole world Nepal is also receiving some financial help from other countries to go for a sustainable environment but due to corruption funds are not managed the way it should. Despite all these, our travel agencies never failed to promote rural tourism in Nepal by taking travelers to explore raw places with their own efforts as well as with the help of some organizations. Each travel agency will strive to make their trip the most personable and authentic experience.

- **Providing education**

Currently, most of the travel agents have taken courses or studied in the field of the tourism industry so they are working in many of the travel agencies in Nepal and can proudly mention that most of the travel agencies in Nepal have highly qualified agents who are aware of sustainability practices and they have been sharing the knowledge to travelers. They have created rural tourism packages to support the local community.

- **Uplifting the local community**

Nepal is a country full of diverse cultures and traditions with many ethnic groups and castes. There are many languages spoken in Nepal and each caste has its own ethnic languages and foods. So there is no doubt that the whole country is somehow engaged in tourism mainly in Himalayan areas and rural areas. People earn money by selling traditional cashmere scarfs, carpets, yak cheese, traditional warm hats, socks, sight-seeing, carrying luggage or traveler, and by especially by providing lodging and fooding services. All of these services are sold or provided through travel agencies. Travel agencies create trekking packages, villlage tour packages, cooking classes packages, paragliding packages, rafting packages etc in these rural areas which have a benefit for the local people where they can earn income from it and tourist gets to learn about new culture and experience a better version of life plus Nepal can directly promote culture and tradition so all of these promotes rural tourism directly or indirectly.

- **Infrastructural development**

Any destination must be attractive to potential visitors so it is compulsory to have basic facilities in the form of electricity, water, sanitation, and sewage. The accessibility of these areas must also be improved. The development of tourism in rural areas leads to the holistic development of its infrastructure and in countries like Nepal improvement is a must in rural areas. Because travel agencies arrange rural tourism packages, it has pushed the local government to develop these areas.

- **Cleaning programs**

Due to overgrowing of the population in Nepal, the city is full of people and cleaning is much required due to poor management of drainage and sewage clean drinking water for the people has been affected. On top it is because it is the capital city of the country and all the international tourists have to land in Kathmandu due to the lack of international airports. Kathmandu is unorganized there is a water sewage problem, and garbage management problem. Currently, there are youth Mayor has been elected in Kathmandu metropolitan City who has a plan to manage and has done in some way to manage the traffic, water sewage. But in the other hand, travel agencies are also organizing cleaning programs because due to unsafe water to drink and pollution there is a negative effect of welcoming tourists in Nepal.

The Trekking Agencies Association of Nepal (TAAN) has taken steps to address the issue of environmental pollution by organizing events focused on cleanliness and awareness among locals and tourism professionals. As tourism and the environment are closely connected, this initiative aims to draw the attention and concern of all stakeholders and locals towards maintaining a pollution-free environment. (Nepal Environmental Treks & Expedition, 2018)

- **Locals meeting different people**

Putting your hands together and saying Namaste and smile as they return your gesture with genuine smiles of acceptance. Nepali people are known for their friendliness, and visitors are welcomed with genuine smiles and warm hospitality, making Nepal a popular destination for repeat visits. When people from different countries visit to these rural places it bring some kind of positiveness attitude towards local people they will also get to know the different countries, languages and cultures. So visiting rural places can help local people to grow economically and mentally.

- **Consultation with government authorities**

By aligning to promote rural and sustainable tourism network Nepal established to organize cleaning programs, create awareness discuss and share ideas with students and researchers

from time to time which gives positive impact to tourism. Sometimes they involve travel agencies to raise financial help to create sustainable environment as travel agencies are only the ones who are have a detailed understanding of requests from tourists from different countries.

3.5 Challenges for Travel Agencies promoting Rural Tourism in Koshi Province

- Insufficient infrastructure development in Koshi: Many rural areas in Koshi lack adequate infrastructure, such as transportation, accommodation, and communication facilities. This can make it difficult for travel agencies to provide quality tourism services and discourage potential tourists.
- Lack of cooperation among tourism organizations in the province, leading to insufficient information and regulations to manage pilgrimages and export tea, dairy products, etc.
- Inadequate training of tourism employees throughout Koshi: Rural areas in Koshi may have different cultural and linguistic practices, which may be unfamiliar to tourists. This can make it challenging for travel agencies to communicate with potential customers and provide cultural experiences that meet their expectations.
- Insufficient financial support for developing and providing equipment for rural tourist centres.
- Lack of residential facilities in rural areas.
- Private sector disinterest in investing in the tourism industry.
- Inadequate service centres.
- Absence of an IT system for tourist management.

To overcome these challenges, travel agencies may need to work closely with local communities and government agencies to develop sustainable tourism initiatives that address local needs and attract tourists. They may also need to invest in marketing and promotion efforts that raise awareness of rural tourism destinations in Koshi and provide high-quality tourism services that meet the needs of customers.

4 PRACTICAL PART

4.1 RESEARCH METHOD

The research method for this study will involve a mixed-methods approach that combines qualitative and quantitative research techniques. The research will be conducted in Koshi of Nepal.

4.1.1 Data Collection

The study's focus on a few travel agents led researchers to choose a qualitative strategy for gathering data which will likely involve several qualitative research techniques, including as below:

- Interviews- The researcher will conduct in-depth interviews with travel agency owners, managers, and staff to gain insights into their experiences and perspectives on rural tourism in Koshi.
- Focus groups- The researcher may also conduct focus groups with travel agency customers to understand their perceptions and experiences of rural tourism in the region.
- Observation- The researcher may observe travel agency operations and interactions with customers to gain a deeper understanding of their practices and how they promote rural tourism in Koshi.

The author of a research study chose to use interviews with open-ended questions as a method for collecting data. Open-ended questions allow interviewees to provide detailed and nuanced answers, which can provide rich data for the researcher to analyse. To select interviewees, the author searched for travel agencies in Nepal on the internet and chose four travel and tour operators to interview. Each organization provided four participants who agreed to be interviewed. The interviews were conducted over a period of several months,

from December 2023 to March 2023. The variation in the time period of the interviews was due to time management problems and the busy schedules of the entrepreneurs, which had to be arranged by the author from abroad. The choice of interviewees and the time period during which the interviews were conducted are important methodological decisions that can impact the quality and validity of the research findings. By selecting a representative sample of interviewees and conducting the interviews over a period of several months, the author is likely to have gained valuable insights into the challenges and opportunities faced by travel and tour operators in Nepal.

- **Limitations:** It is important to note that this study is limited to the perspectives of travel agencies and their customers in Koshi of Nepal. The findings of this study may not be generalizable to other regions or populations. Additionally, the study is subject to potential biases and limitations associated with self-reported data and the limitations of the research methods used. The survey can be filled in anonymously so no any other information has taken from participants.

4.1.2 Data analysis

The data collected through the survey questionnaire will need to be analysed using appropriate statistical methods to answer the research questions which was done from January 2023 till March 2023. The data was analysed to compare the experiences of different subgroups such as, age, and travel agency used to identify any significant differences.

4.1.3 Reliability and validity

The precision and consistency of the research findings are referred to as reliability. (Creswell, 2014) If the investigation were to be repeated, the conclusions would still hold true, which is the definition of a reliable thesis. The correctness and sincerity of the research

findings are referred to as validity. (Polit, 2017) If a research study measures what it set out to assess and the findings are applicable to the population being researched, it has a valid thesis. To improve the calibre and credibility of this research, which will raise its influence and contribution to the area, by addressing the issues of dependability and validity in this thesis (Lincoln, 1985).

5 Results and Discussion

5.1 Results obtained after interview

According to the questions given, conducting interviews might undoubtedly yield a range of findings pertaining to rural tourist operations in Koshi, Nepal. Several facets of the participants' experiences are covered in the questions, including their involvement in rural tourism activities, the travel companies they used, and their satisfaction with the services offered. The participants' perspectives on the significance of encouraging sustainable and responsible tourism practices, as well as their observations of the effects of rural tourism on the local communities and environment in Koshi, can also be explored through the interviews. The interviews can also shed light on the suggestions made by participants for advancing the promotion and growth of rural tourism in Koshi.

With the use of the open-ended question, participants was able provide more details on their involvement in rural tourism activities in Koshi, including their likes and dislikes, difficulties they faced, and lessons they picked up from the locals. Travel agencies can better understand the needs and preferences of their clients and modify their products by compiling these findings. Also, the findings can help shape policies and tactics to encourage ethical and sustainable tourism practices, which could help Koshi's rural communities remain viable and prosperous in the long run.

5.1.1 Sharing knowledge's to communities

Currently, the majority of travel agents have taken courses or completed studies in the field of the tourism industry. As a result, they are employed by many travel agencies in Nepal and can proudly state that the majority of these agencies have highly qualified agents who are knowledgeable about sustainability practices and who have been imparting this knowledge to tourists. Some participants also mentioned that they have contacted places where they believe there is potential for rural tourism and have been in contact with local authorities.

Participant number 1 informed as below:

“We are collaborating with local governments to arrange cultural excursions that highlight the customary ways of life, traditions, and rituals of indigenous communities in their regions.”

Above statement also prove us from survey question 6. result out of total (N=121)respondents: 23% (28) believed that encouraging the participation of local communities in tourism planning and decision making was important.

5.1.2 Raise awareness

With their official websites, travel businesses have taken the initiative to educate their clients, employees, and the neighbourhood. These websites emphasize crucial elements of promoting ecotourism, such as the value of protecting the environment and cultural heritage. The topic of raising awareness was also brought up during the discussion, and participants pointed out that both governmental and non-governmental organizations/associations are carrying out various awareness programs, including campaigns to clean up rivers, manage waste, preserve heritage and culture, plant trees, and raise environmental awareness.

Participants also concurred that if a group is going to raise awareness, they should start with themselves. This means that businesses must constantly educate their staff, visitors, and the broader public on the value of preserving the environment and cultural heritage. Also, they ought to discourage environmentally unsustainable hotels and resorts while promoting environmentally good ones. Another hot topic among the attendees was tradition and the preservation of cultural traditions. Traditions must be safeguarded and valued, a participant said, and modern high-tech structures should be avoided in favour of age-old lodges.

“Participants advised that standards be established and stringent inspections be conducted out in conservation areas to guarantee that new constructions adhere to conservation principles.”

In conclusion, travel businesses are putting awareness campaigns into place to educate their clients, staff, and the neighbourhood on the promotion of ecotourism, and both governmental and non-governmental organizations/associations are doing the same. While

new development in conservation areas must adhere to strict guidelines and go through stringent inspections, organizations are urged to promote environmentally friendly methods and the preservation of cultural heritage. We can promote sustainable tourism and protect Nepal's natural and cultural legacy for future generations by raising awareness at all levels.

“The individuals expressed that to maintain conservation principles, rigorous evaluations need to be carried out within conservation areas..”

Above statement also prove us from survey question 4. result out of total (N=104)respondents: 56% (58) had participated in homestay/cultural immersion, followed by 17% (18) who had participated in trekking/hiking and wildlife/nature tours. 9% (9) had participated in adventure sports, while 8% (8) had participated in all of the above activities. Only 1% (1) of the respondents had not visited Province Koshi, and the rest had chosen other options or none

5.1.3 Outdoor activities

One of the participants stated that one organization appear to run one Dharan Run campaigns as participating in Dharan Run Nepal can be a fun and rewarding experience, promoting physical and mental well-being, community engagement, and social responsibility.

“The event "Dharan Run Nepal" is frequently arranged with the intention of promoting awareness and raising finances for a particular objective, such as protecting the environment or advancing community growth.”

Another participant stated that participating on Horseback Riding in rural areas which are often rich in natural beauty, offering scenic trails and routes.

“ We have been acknowledged through various awards for our assistance to the local community and our contributions towards society.”

Another participant stated that every week on Saturday they take part in environmental awareness campaigns like tree plantation, river cleaning in Dharan known as “Sharam Dan” organized by Mayor of Dharan.

“ We actively take part in this campaigns ”

One of the other participant said they are keen to support Province number 1 Koshi as they would like to contribute to make province number 1 Koshi as a cultural diverse clean environment city.

“As part of our commitment to sustainable tourism practices, we are very much committed to provide essential resources necessary from our end to enhance tourism in this Province while minimizing the negative impacts on the environment.”

The management of resources and waste by Nepalese travel agencies is an important aspect of sustainable tourism in Nepal. In recent years, there has been a growing emphasis on responsible tourism practices in the country, including efforts to reduce waste and manage resources more efficiently.

One of the participant addressed that *“they are providing eco-friendly bags to clients for carrying their belongings during trekking or hiking activities.”*

“Another participant revealed their efforts in promoting responsible waste management by imparting training to both their employees and customers. The training emphasizes the importance of reducing waste, reusing materials, and recycling, and aims to encourage environmentally conscious practices.”

5.1.4 Effectiveness

One of the participant stated that effectiveness of travel agencies promoting rural tourism in Nepal is measured through various indicators. One such indicator is the level of tourist

engagement with rural tourism activities offered by the agencies. If travel agencies can successfully attract a significant number of tourists to participate in rural tourism activities, it can be considered an effective promotion strategy. Additionally, the satisfaction of tourists with the services provided by the agencies can also indicate the effectiveness of their promotion efforts. If tourists are satisfied with their experiences, they are likely to recommend them to others, which can lead to increased demand for rural tourism activities in Nepal.

“ Our efforts in providing satisfactory services to our guests have been truly rewarding, and we believe that every action taken towards fulfilling their needs has been worthwhile.”

One of the participant said the promotion of sustainable and responsible tourism practices can also be an effective strategy for us to promote rural tourism in Nepal.

“ By exhibiting our dedication towards ethical and sustainable tourism practices, we have the potential to attract tourists who prioritize environmental and social responsibility. This, in turn, can contribute to the sustainable development of rural tourism in Nepal over the long term.”

One of the participant said positive impacts of rural tourism on the local communities and environment in Nepal can also be an indicator of the effectiveness of travel agencies promotion efforts. The researcher had anticipated that when travel firms started their rural tourism promotion campaigns, they would face many challenges and have to work hard to get past them.

5.2 Difficulties and obstacles

When developing rural tourism in Nepal, travel agencies encounter a number of challenges and impediments. Another challenge is the limited promotion and marketing of rural tourism activities in Nepal, which can hinder the ability of travel agencies to attract tourists. The lack of effective promotion and marketing strategies can make it challenging for travel agencies to reach potential customers and inform them about the unique rural tourism experiences available in Nepal. Moreover, the political instability and security concerns in Nepal can also pose challenges for travel agencies promoting rural tourism. The unstable political situation in the country can lead to a decrease in the number of tourists and can create difficulties in providing quality services to tourists.

One participant stated as *“The inadequate availability of skilled and trained human resources in rural areas poses a challenge for us when it comes to suggesting new destinations to visitors.”*

One of the biggest problems is for travel agencies to provide customers with high-quality services. Due to a lack of competent and skilled human resources, such as tour guides and service providers, it can also be challenging for travel agencies to promote rural tourism in Nepal.

“ The unstable political situation in the country can lead to a decrease in the number of tourists and can create difficulties in providing quality services to tourists.”

Another participant said one more challenge is because of the limited promotion and marketing of rural tourism activities in Nepal, which can hinder the ability of travel agencies to attract tourists. The lack of effective promotion and marketing strategies can make it challenging for travel agencies to reach potential customers and inform them about the unique rural tourism experiences available in Nepal.

“ Given the substantial expenses associated with advertising on television and in newspapers, we are unable to bear the high costs involved in advertising during these circumstances.”

Above statement also prove us from survey question 6. result 121 out of total 16% or 21 respondents agreed that due limited resources and funding for promoting rural tourism travel agencies are lacking behind.

“As per another participant, the lack of cooperation from the government and the public's general lack of awareness have led to frustration among organizations. The ignorance of the general public is exacerbating the frustration experienced by these organizations..”

The participant explained that travel agencies in Nepal are facing challenges in preparing locals to welcome visitors from different parts of the world because monetary issues are also affecting the activities of travel agencies, which are impacting their ability to provide quality services to visitors.

Above statement also prove us from survey question 6. result 121 out of total Only 6% (7 respondents) perceived resistance from local communities to tourism development.

“The primary issue is related to financial problems”

Another participant informed that they were focused on promoting traditional and cultural resorts and stated that their individual efforts have not encountered any difficulties. However, they expressed disappointment that despite numerous meetings and workshops being held on the subject, the implementation of ideas remains challenging. In other words, while the organization has been able to overcome individual obstacles, they are frustrated that the broader implementation of their ideas has been slow or ineffective.

“ We need support, we cannot do alone”

Researcher found out that rural tourism cannot be achieve by single person or entirely alone. It is expected that achieving rural tourism requires collaborative efforts from multiple

individuals, organizations, and stakeholders working together towards a common goal. The researcher likely believes that a joint effort will be more effective in promoting rural tourism than individual or isolated efforts. The researcher may envision a coordinated approach that involves cooperation between travel agencies, local communities, government agencies, and other relevant organizations.

5.3 Affiliation and cooperation

NTB (Nepal Tourism Board), TAAN (Trekking Agencies' Association of Nepal), NATTA (Nepal Association of Tour and Travel Agents), and KEEP (Kathmandu Environmental Education Project) do cooperate and collaborate in promoting rural tourism in Nepal. They work together to develop and promote sustainable rural tourism, while also preserving the cultural and natural heritage of the rural communities. They organize various programs and activities to raise awareness about the potential of rural tourism in Nepal and to build the capacity of local communities and tourism stakeholders. (Chhetri, 2014)

NTB, TAAN, NATTA, and KEEP have all taken steps to promote rural tourism in Nepal. Together, these groups develop and promote rural tourism that is sustainable and protects the rural communities' natural and cultural heritage.. This campaign will promote a range of rural tourism destinations and activities, such as trekking, hiking, and cultural tours, in an effort to increase the number of visitors visiting rural areas. The NTB also provides a variety of training and capacity development programs for local communities and tourist stakeholders to enhance their skills and expertise in rural tourism. TAAN is crucial in fostering Nepal's rural tourist industry. To promote trekking and hiking in rural regions, they put on a variety of activities and events, which may support the local economy. In order to guarantee the long-term growth of tourism in rural areas, TAAN also collaborates closely with regional communities. Similar to this, NATTA also coordinates a number of initiatives and programs to advance rural tourism in Nepal. To create and promote sustainable tourism practices in rural areas, they collaborate with local communities and tourism stakeholders. For tourism professionals to improve their abilities and expertise in rural tourism, NATTA also offers training and capacity building programs.

Not to be forgotten is KEEP, a non-profit organization that focuses on environmental education and the expansion of eco-friendly tourism in Nepal. They cooperate with local communities and tourism stakeholders to promote sustainable tourism practices in rural areas. For the benefit of stakeholders in local communities and tourism to acquire new skills and knowledge in sustainable tourism, KEEP also offers training and capacity development programs.

“ To encourage rural tourism in Nepal Nepal Tourism Board has started the "Nepal Tourism Year" campaign”

“One participant said that we will continue supporting public authorities Dharan Metropolitan to get involve in tree plantation campaigns and water sewage campaigns.”

A participant suggested that it would be beneficial for all travel agencies to be affiliated with the Ministry of Tourism and Civil Aviation and the Nepal Tourism Board (NTB). These organizations are responsible for organizing seminars and programs aimed at promoting travel and tourism. By affiliating with these bodies, travel agencies can gain access to valuable resources and networking opportunities that can help them better promote their services and attract more visitors to Nepal.

“ Collaboration and affiliation with the Ministry of Tourism and Civil Aviation, as well as the Nepal Tourism Board, are mandatory requirements for organizing any tour. Without these affiliations, it is highly unlikely that one can conduct a tour”

The researcher believed that Nepal has a significant opportunity for growth in the field of rural tourism, but there is still a long way to go to fully realize this potential. To achieve this, the researcher expected both government and private organizations to have a clear vision statement for rural tourism and develop long-term plans and strategies that align with the goals of promoting ecotourism in the country. By doing so, Nepal can make progress towards becoming a more sustainable and environmentally-friendly destination for tourists while also creating new economic opportunities for local communities.

5.4 Future and long term plans

There are several plans to promote or develop rural tourism in Nepal from the perspective of our participants.

“One of the participants stated their commitment to continuing their collaboration with the Dharan Metropolitan city by organizing weekly campaigns, and they have no intention of discontinuing this practice.”

“One of the participants stated that they would create and promote rural tourism goods and activities that highlight the cultural/ traditional and ecological assets of rural areas.”

“Other participant mentioned that they will be implementing various training and capacity-building programs to enhance the skills and capabilities of local communities and tourism stakeholders in rural areas from their end”

“Local authorities from each city stated to Collaborate with the travel agencies and other stakeholders to design laws and policies that encourage the growth of rural tourism in a sustainable manner”

“Another participant expressed their intention to promote the involvement of local communities and indigenous groups in the design and implementation of rural tourism programs.”

5.5 Recommendations and suggestions

In the context of developing rural tourism in Nepal, travel agencies face various challenges, including limited promotion and marketing, political instability, lack of skilled human resources, financial issues, and public ignorance. Therefore, promoting rural tourism requires collaboration and joint efforts from multiple organizations and stakeholders, including travel agencies, local communities, government agencies, and tourism associations. Several organizations, including NTB, TAAN, NATTA, and KEEP, are working together to develop and promote sustainable rural tourism in Nepal. By following these recommendations and suggestions, We can create tour operators that promote rural tourism in Nepal and give visitors distinctive, sustainable, and ethical experiences.

The recommendation made in the conclusion urges policymakers to prioritize improving infrastructure, developing effective marketing strategies, and providing training to locals in order to better promote rural tourism. This would involve cooperation with tour guides and other interested parties. Additionally it suggests upgrading infrastructure, creating efficient marketing plans, and giving local residents training. Additionally, it highlights how crucial cooperation is between travel agencies and other stakeholders

In order to encourage rural tourism, the conclusion advises policymakers to concentrate on enhancing infrastructure, creating efficient marketing plans, and giving local communities training. To encourage ethical tourism, this would entail working with travel agencies and other stakeholders. The recommendation in the conclusion is for travel firms to work with other stakeholders to promote ethical tourism standards and grow their product options in the future.

By below recommendations and suggestions, travel agencies can play a crucial role in reversing the declining trend of rural tourism in Nepal, and promoting sustainable tourism practices that benefit both the environment and local communities.

- Identify Unique Selling Points (USPs) of Rural Nepal: Highlight the unique culture, traditions, festivals, and local experiences that are not available in the cities. Nepal's rural areas offer a rich blend of nature, adventure, and cultural experiences. Your travel agency should focus on creating itineraries that offer something different and authentic to the tourists.
- Promote Sustainable and Responsible Tourism: Rural tourism can have a positive impact on the local communities and the environment, but only if it is done responsibly. Your travel agency should focus on sustainable tourism practices and promote responsible tourism in Nepal. This will not only have a positive impact on the environment but also help the local economy and communities.
- Create Local Partnerships: Join together with local tour operators, bed-and-breakfasts, and other businesses to provide travellers an authentic rural experience. This will foster a sense of civic engagement and responsibility in addition to boosting the local economy.
- Create Unique Itineraries: Your travel agency should create unique itineraries that offer something different and off-the-beaten-track to the tourists. This can include activities such as hiking, mountain biking, kayaking, wildlife watching, and cultural immersion experiences.
- Invest in Marketing and Promotion: To promote rural tourism in Nepal, invest in marketing and promotion efforts that highlight the unique experiences and USPs of rural Nepal. Use social media, email marketing, and other digital marketing channels to reach potential tourists.
- Offer Competitive Prices: Nepal is a popular tourist destination, but it can also be expensive. Your travel agency should offer competitive prices that are affordable for tourists while still providing a high-quality experience.

- **Provide Excellent Customer Service:** Excellent customer service is essential for any travel agency. Ensure that your staff is trained to provide exceptional service, and are knowledgeable about the local culture, traditions, and attractions.

6 Results obtained after survey

This questionnaire was conducted to determine how local and foreign visitors saw and felt about Nepal's rural tourism. The author used a mixed-methods strategy that combined qualitative and quantitative research techniques. The quantitative research involved a survey of 123 respondents, whilst the qualitative research involved in-depth interviews with significant stakeholders. The survey's findings are presented in this part, broken down into sections for demographic information, travel preferences and behaviour, rural tourism, roadblocks to rural tourism, and rural tourism marketing.

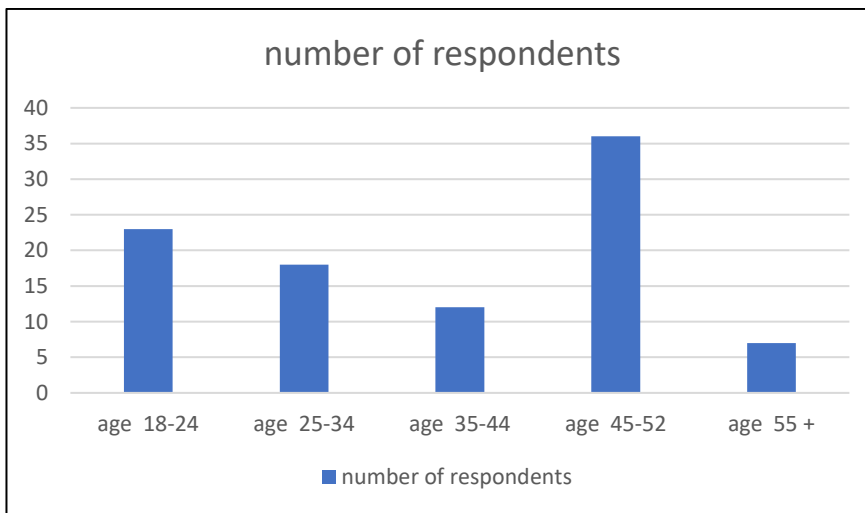


Figure 1 number of respondents participation on rural tourism

Source Own work

The great majority of participants are between the ages of 45 -52, with those between the ages of 45 and 52 making up the largest group overall at 37.5%. The sample's youngest and oldest age groups (18 to 24 and 55 and older, respectively) each make up a smaller percentage of participants (23.96% and 7.29%, respectively).

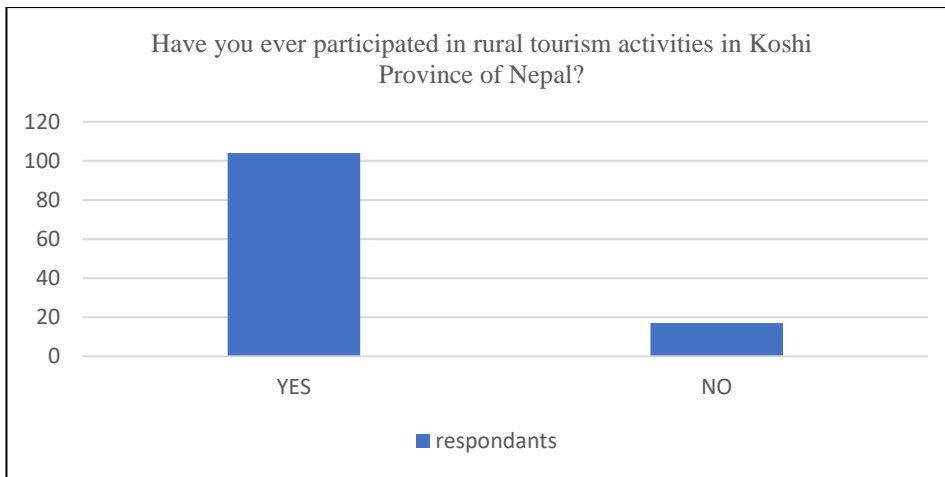


Figure 2 participation in rural tourism

Source own work

According to the data, 104 out of the 123 respondents, or the majority, appear to have engaged in rural tourism operations in Nepal's Koshi Province. This demonstrates that rural tourism is popular and appealing to tourists in this area. It is possible that there is still opportunity for growth and extension of such activities to draw more tourists to the area because there are also 17 respondents who have not participated in rural tourism activities, which may suggest that there is still room for growth and expansion of such activities to attract more visitors to the area.

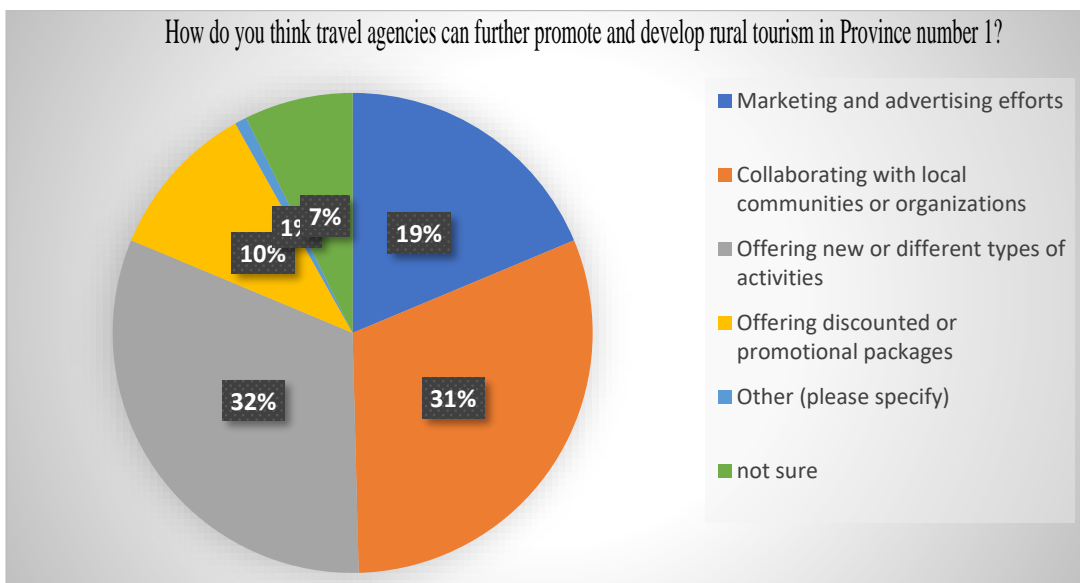


Figure 3 promoting rural tourism in province 1 Koshi

Source Own work

The majority of respondents 123 out of 38 respondents thought working with regional groups or communities could be a good strategy to promote and advance rural tourism. This shows that collaborating closely with local stakeholders, such as homestay hosts, cultural specialists, and neighbourhood businesses, can aid travel firms in offering more genuine and distinctive tourist experiences while boosting the local economy.

Offering new or different kinds of activities was proposed by a sizable additional number of respondents 39. This implies that there is a need for a larger selection of tourism-related activities that can accommodate various interests and preferences. Travel firms may draw in a wider audience and keep them interested for longer by broadening their products. A smaller group of respondents 13 respondents suggested offering discounted or promotional packages, which may help incentivize more visitors to engage in rural tourism activities.

Finally, one respondent suggested "other" ways of promoting rural tourism, while 9 respondents were unsure about what strategies could be employed.

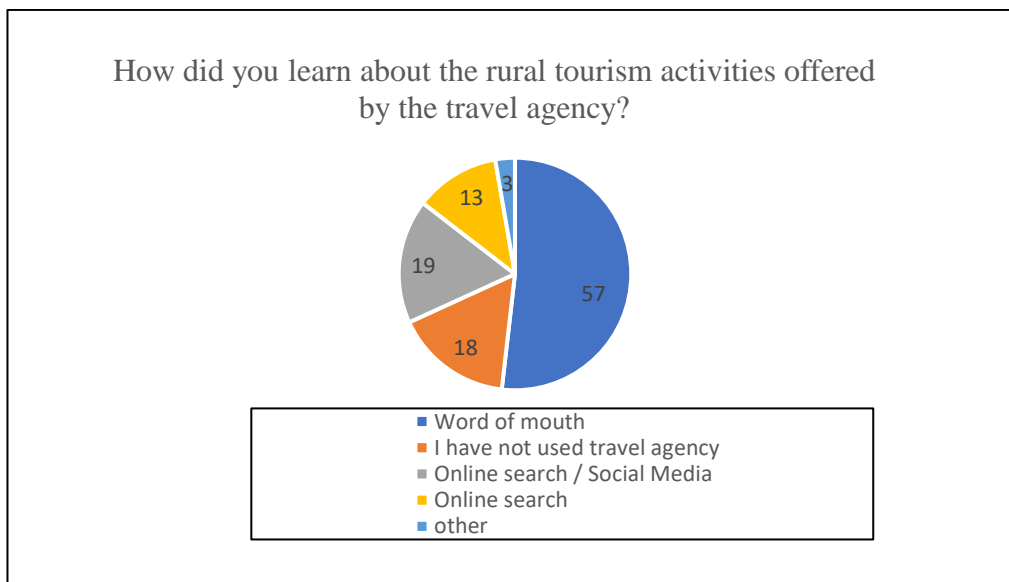


Figure 4 rural tourism activities offered by the travel agency

Source ownwork

According to the survey results, it appears that most respondents 123 out of 110 respondents filled the survey and 57 respondents learned about the rural tourist activities provided by the travel agency through word of mouth, In the first sense, it seems that word-of-mouth is a key element in raising awareness and generating interest in the agency's work. This implies that past clients or other satisfied customers are endorsing the business to others, which can be an effective form of advertising. Furthermore, it's probable that some respondents learned about the agency's initiatives from friends or relatives who reside in the region or have previously visited.

Only 19 of respondents learned about the events from internet search or social media, compared to 13 respondents who learned about them exclusively from online search. Second, a much lower but still significant percentage of respondents discovered the agency's operations via web searches or social media. This may indicate that the organization is actively marketing its initiatives on social media platforms like Facebook, Instagram, and Twitter and has a significant online presence. As an alternative, individuals may be finding the agency through search engines like Google, which can be an effective way to reach people who are actively looking for rural tourism activities in the area.

It is also important to note that 3 respondents said they learnt about the travel agency's services for "other" reasons, while 18 respondents said they had not utilized a travel agency to learn about rural tourist activities. Also, it's worth noting that a sizable 18 respondents said they did not use a travel agency to research rural tourist activities. This may imply that there are more avenues by which people might learn about rural tourism potential, such as through regional tourism offices or by physically visiting the area and speaking with locals. The "other" option lastly implies that there may be additional avenues by which individuals are becoming aware of the agency's work that the survey did not include. Print advertising, radio and television advertisements, as well as other types of marketing, may be among them.

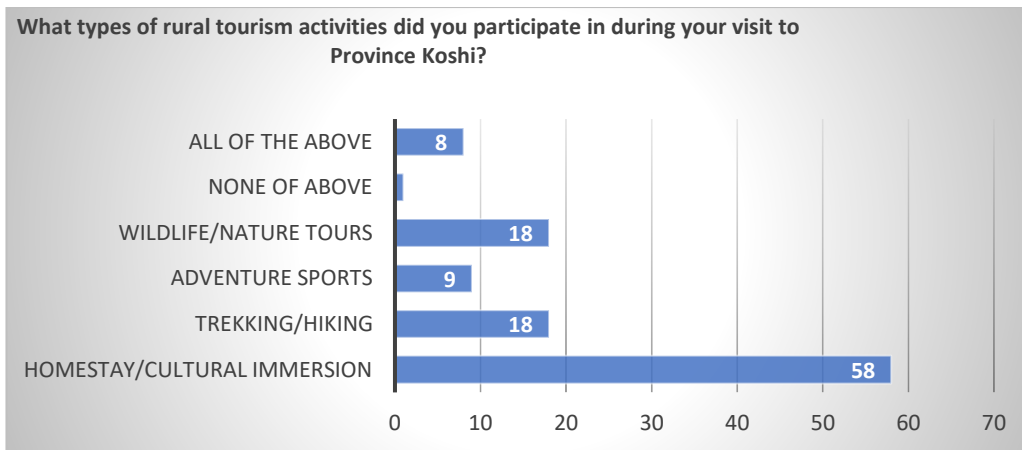


Figure 5 types of rural tourism

Source ownwork

123 out of 102 took part in this questionnaire where 10 of them had no prior exposure with Koshi Province's rural tourist operations. It's possible that none of the respondents in this category have travelled there or participated in rural tourist activities. During their rural tourism activities in Province Koshi, 19 respondents encountered difficulties like poor infrastructure and communication options. This shows that in order to improve the overall tourist experience, the area might need to invest in infrastructural improvements. 40% of those polled said they had a wonderful time participating in rural tourism activities in Province Koshi and would highly recommend it to others. This particular group of responders probably appreciated the distinctive cultural and ecological diversity of the area as well as the kindness and hospitality of the local populations. While certain activities in Province Koshi's rural tourist sector were excellent, 21 of respondents felt that they could have been better. This suggests that there might be variations in the calibre of goods and services provided in the area, which could be fixed to enhance the overall tourist experience.

In comparison to the calibres of services provided, 5 respondents thought that Province Koshi's rural tourist activities were excessively pricey. This particular group of respondents may have been searching for less expensive solutions or may have felt that the services' value did not correspond to their price. The culture and natural diversity of Province Koshi impressed 7 respondents, and they learned a lot from the locals. Overall, the survey results suggest that while there are many positive aspects to rural tourism activities in Province

Koshi, there is also room for improvement in terms of infrastructure, consistency in the quality of services and activities offered, and pricing.

7 Conclusions

The purpose of the study was to examine the potential and problems that travel agencies in Nepal's Province Koshi face as they work to promote rural tourism. Travel agencies play a critical role in promoting rural tourism, but there are several obstacles they must overcome, including poor infrastructure, little marketing possibilities, and a shortage of skilled workers in rural areas, according to participant interviews. Travel companies are actively promoting rural tourism despite these obstacles by designing trip packages, easing access to rural places, and collaborating with local residents. The success of these initiatives varies, though, and travel companies have trouble starting these initiatives because of a lack of funding and assistance.

A survey was done, and 123 respondents gave their opinions, to have a better understanding of rural tourism in Province Koshi. Just 96 of the 123 respondents volunteered to share their age, with the majority of respondents (37.5%) being in the 45–52 age range. According to the poll, 84.95% of participants had visited Province Koshi's rural tourist attractions, and 65.75% had made travel arrangements with Satoria Expeditions Nepal. A homestay or cultural immersion was the respondents' chosen activity (51.78%). The survey also showed that rural tourism is a well-liked and expanding activity among tourists in Province Koshi, Nepal. Homestays and cultural immersion were the two activities that 86% of the respondents said were most common among rural tourists. The most well-liked tour operators for rural tourism in Province Koshi, Nepal, were Satoria Adventures Nepal, Himalaya Journey Treks & Expedition, and Pigeon travel & Tours Pvt. Ltd. Word of mouth was the most common source of information for participants about rural tourist attractions, followed by web searches and social media. The survey did, however, also show that the main barrier to travel businesses marketing rural tourism in Nepal was the lack of infrastructure and services in rural areas, which was followed by passengers' minimal awareness of and familiarity with rural travel. To promote Nepal as a safe tourist destination for rural tourism, the participants proposed working with local law enforcement agencies to guarantee increased safety for tourism and ensuring compliance with safety norms and standards. More tourists could visit the area and improve the rural tourism experience in Province Koshi by establishing and developing sustainable tourism practices, undertaking

marketing and advertising campaigns targeted at foreign tourists, and attending to the concerns and objectives of participants.

Overall, the study's conclusions offer valuable information to stakeholders and tour operators promoting rural tourism in Nepal's Province Koshi. The development and enhancement of rural tourism in the area, which would be beneficial to both local residents and visitors, might be aided by addressing the difficulties and opportunities noted in the interview and survey analysis.

From author prospective, it is clear that rural tourism is a developing and well-liked industry in Province Koshi, Nepal. But there are considerable obstacles that travel companies must overcome, including poor infrastructure, little marketing opportunities, and a lack of qualified staff in remote locations. Travel companies are actively promoting rural tourism despite these obstacles by designing trip packages, easing access to rural places, and collaborating with local residents. Homestays and cultural immersion are the most well-liked rural tourism activities among tourists, while the most well-liked travel agencies for rural tourism in Province Koshi include Satoria Adventures Nepal, Himalaya Journey Treks & Expedition, and Pigeon Travel & Tours Pvt. Ltd. Policymakers should concentrate on enhancing infrastructure, creating successful marketing plans, and offering local people training if they want to promote rural tourism more successfully. Cooperation amongst stakeholders is crucial for promoting ethical tourism practices and developing future options. The promotion of Nepal as a safe tourist destination for rural tourism depends heavily on safety and compliance with safety norms and laws. As a result, the survey and interview results provide useful information for stakeholders, politicians, and travel agencies to improve the rural tourism experience in Province Koshi and draw more visitors to the area. Stakeholders can work to promote rural tourism in Nepal more successfully and sustainably by addressing the study's priorities and obstacles.

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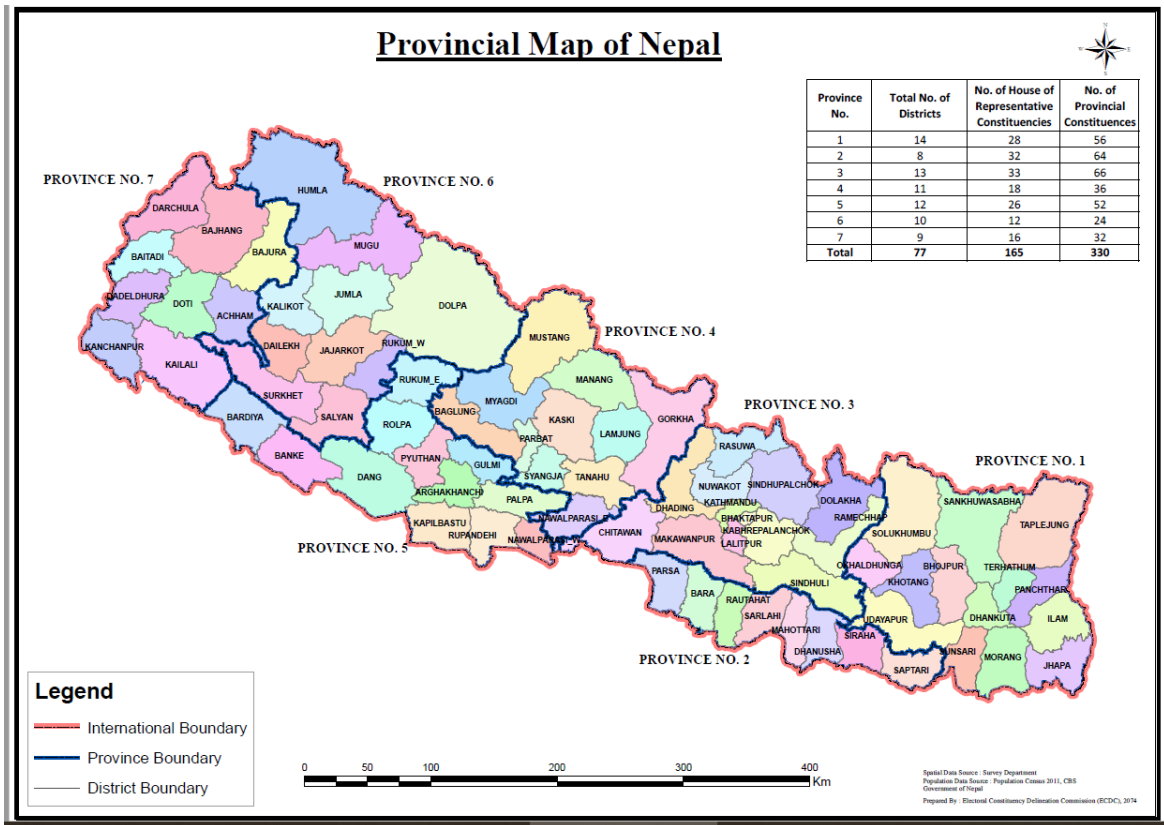
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By Martin Mowforth, Ian Munt 21 December 2015

9 List of pictures, tables, graphs

9.1 Map of Nepal



(निर्वाचन आयोग नेपाल Election commission Nepal, 2022) Annex 1

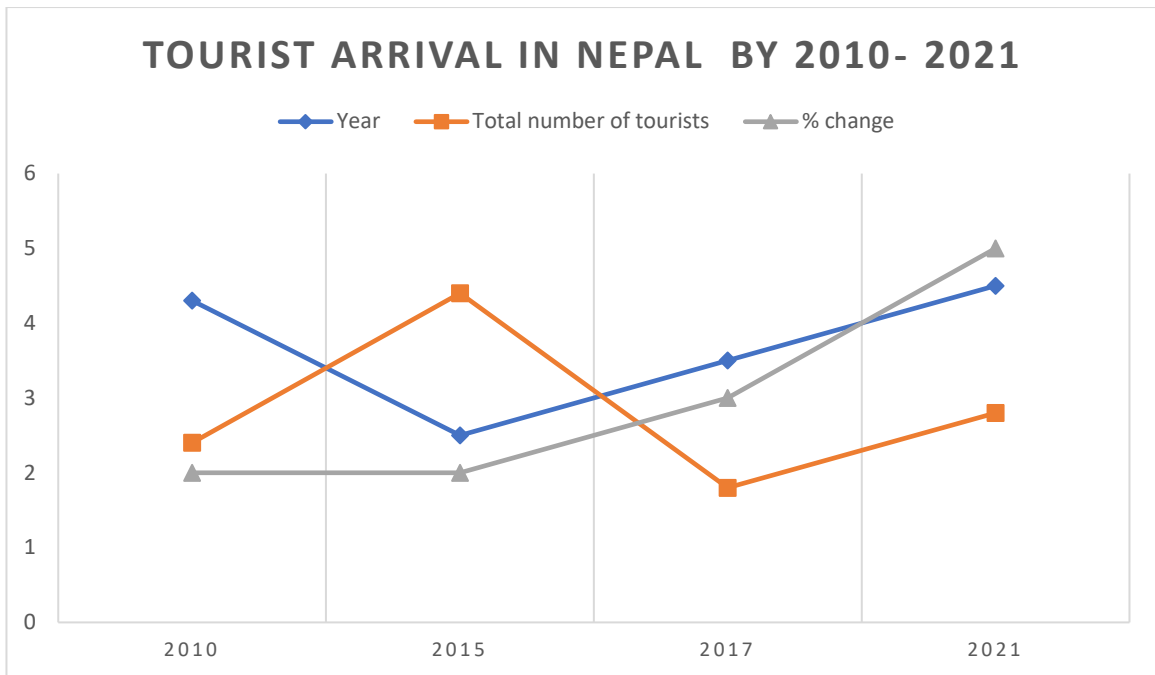
9.2 Table 1 Tourist arrival by year, 2010 -2021

Year	Total	% Change
2010	602867	18.2
2011	736215	22.1
2012	803092	9.1
2013	797616	-0.7
2014	790118	-0.9
2015	538970	-31
2016	753002	40
2017	940218	25
2018	1173072	25
2019	1197191	2
2020	230085	-80.7
2021	150962	34.3

Table 2 Tourist Arrival by year 2010-2021

(Ministry of Culture, Tourism & Civil Aviation, 2022)

Figure 6 Tourist arrival in Nepal by 2010-2021



Source (ministry of culture, n.d.)

9.3 Research interview questions

1. What are the challenges faced by travel agencies in promoting tourism in Nepal?
2. What are the activities performed by your organization in regard to promoting Rural Tourism of Nepal?
3. How effective and essential the attempts have resulted?
4. In launching those activities, what are the difficulties you had to face and how did you overcome the same?
5. How do you co-operate your organization with the concerned authorities?
6. In presenting a better Nepal in the field of Tourism, what are your recommendations and suggestions in promoting Rural Tourism?
7. What are your organizations future plans in terms of Rural Tourism Promotion?

Annex 2

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूको भूमिका)

Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूको भूमिका)

This survey for the study will conduct a survey to customers to understand their perceptions and experiences of rural tourism in the region especially in Province Number 1 in order

to gain a deeper understanding of their practices and how they promote rural tourism in Province number 1.

अध्ययनका लागि गरिएको यस सर्वेक्षणले यस क्षेत्रमा विशेष गरी प्रदेश नं १ मा ग्रामीण पर्यटनको बारेमा उनीहरूको धारणा र अनुभवबुझ्न ग्राहकहरूलाई उनीहरूको अभ्यास र प्रदेश नं १ मा ग्रामीण पर्यटनलाई कसरी बढावा दिन्छ भन्ने बारेमा गहिरो समझ हासिल गर्न सर्वेक्षण गर्नेछ।

1. What is your age?
तपाईंको उमेर कति भयो?

Mark only one oval.

- 18-24
 25-34
 35-44
 45-52
 55+

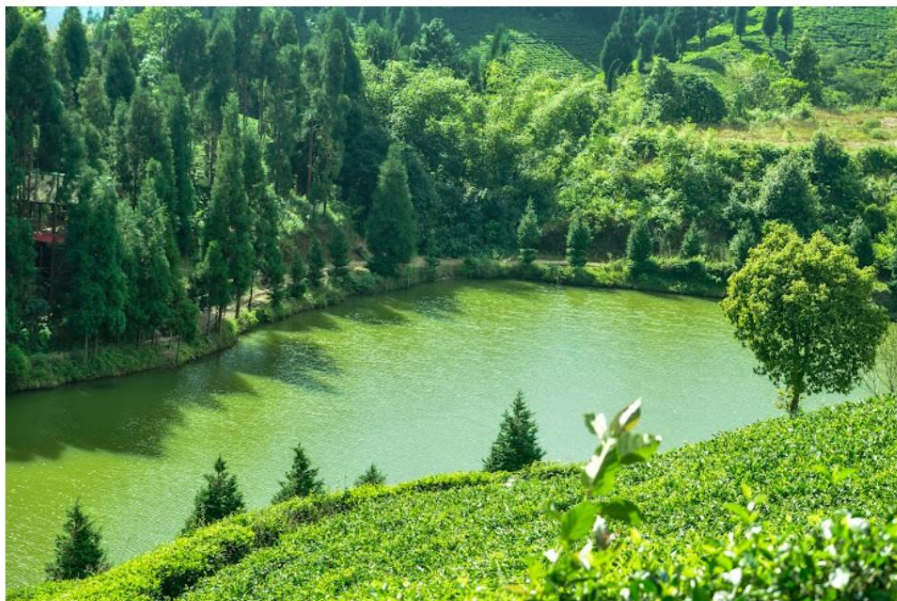
Annex 3

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने टाभल एजेन्सीहरूको भूमिका)

2. Have you ever participated in rural tourism activities in Koshi Province of Nepal?

के तपाईंले नेपालको कोशी प्रान्तको ग्रामीण पर्यटन गतिविधिमा भाग लिनुभएको छ?



Mark only one oval.

yes हो

no होइन

Annex 4

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूको भूमिका)

3. Which travel agency did you use for your rural tourism activities?
तपाईंले आफ्नो ग्रामीण पर्यटन गतिविधिहरूको लागि कुन ट्राभल एजेन्सी प्रयोग गर्नुभयो?



Mark only one oval.

- Himalaya Journey Treks & Expedition हिमालय जर्नी ट्रेक्स एण्ड एक्सपिडिसन
- PIGEON TRAVEL & TOURS PVT. LTD. पिजन ट्राभल एण्ड टुर्स प्रा.लि.
- Satoria Adventures Nepal सटोरिया एडभेन्चर्स नेपाल
- Royal Mountain travel Nepal रोयल माउन्टेन ट्राभल नेपाल
- Nepal hiking Team नेपाल हाइकिङ टिम
- all of above माथिका सबै
- I have not used any travel agency मैले कुनै ट्राभल एजेन्सी प्रयोग गरेको छैन
- Other: _____

Annex 5

3/14/23, 10:27 PM

Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने टाभल एजेन्सीहरूको भूमिका)

4. What types of rural tourism activities did you participate in during your visit to Province Koshi?

कोशी प्रदेशको भ्रमणका क्रममा तपाईंले कस्ता ग्रामीण पर्यटन गतिविधिमा भाग लिनुभएको छ ?



Mark only one oval.

- Trekking/hiking ट्रेकिङ/हाइकिङ
- Homestay/cultural immersion होमस्टे/सांस्कृतिक विसर्जन
- Wildlife/nature tours वन्यजीव/प्रकृति पर्यटन
- Adventure sports साहसिक खेलहरू
- all of above माथिका सबै
- Other: _____

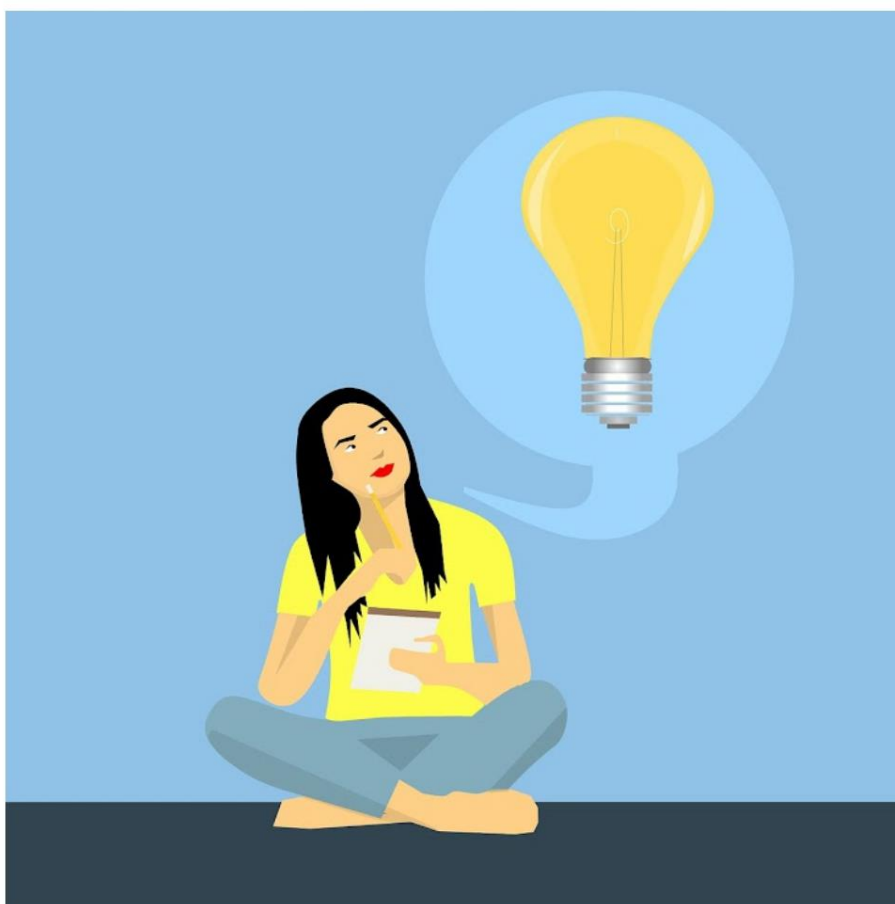
Annex 6

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूको भूमिका)

5. How did you learn about the rural tourism activities offered by the travel agency?

ट्राभल एजेन्सीले प्रदान गर्ने ग्रामीण पर्यटन गतिविधिहरूको बारेमा तपाईंले कसरी सिक्नुभयो?



Mark only one oval.

- Online search / Social Media अनलाइन खोजी सोसल मिडिया
- Word of mouth मुखको वचन
- I have not used travel agency मैले ट्राभल एजेन्सी प्रयोग गरेको छैन
- Other: _____

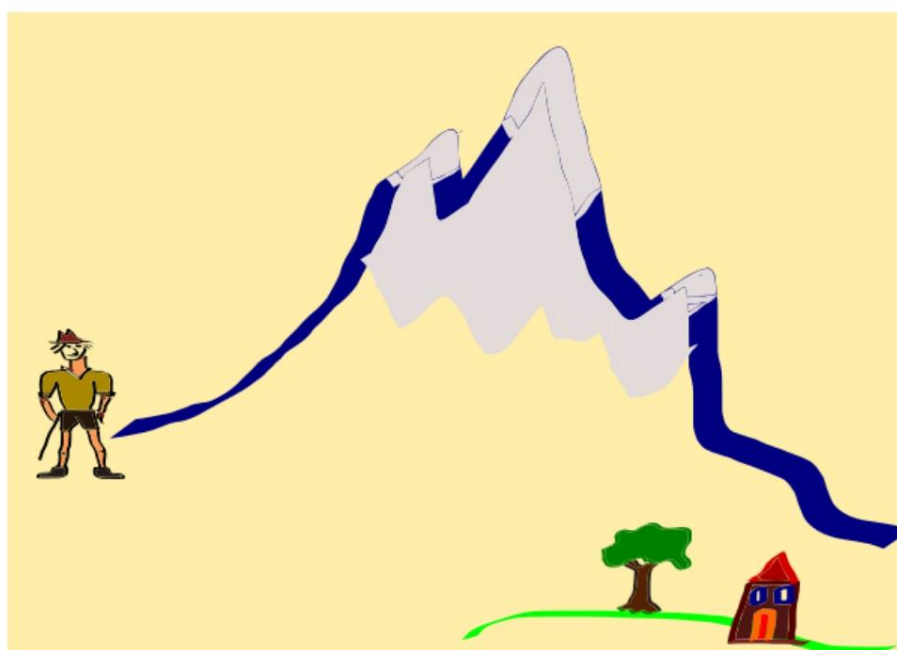
Annex 7

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूको भूमिका)

6. What challenges do you think travel agencies face in promoting rural tourism in Nepal?

नेपालको ग्रामीण पर्यटन प्रवर्द्धनमा ट्राभल एजेन्सीहरूले कस्ता चुनौतीहरूको सामना गर्नुपरेको छ जस्तो लाग्छ ?



Mark only one oval.

- Lack of infrastructure and services in rural areas ग्रामीण क्षेत्रमा पूर्वाधार र सेवाको अभाव
- Limited awareness and knowledge of rural tourism among tourists पर्यटकमा ग्रामीण पर्यटनको सीमित चेतना र ज्ञान
- Limited resources and funding for promoting rural tourism ग्रामीण पर्यटन प्रवर्द्धनका लागि सीमित स्रोत साधन र लगानी
- Competition from other travel agencies and destinations अन्य ट्राभल एजेन्सी र गन्तव्यबाट प्रतिस्पर्धा
- Resistance from local communities to tourism development पर्यटन विकासका लागि स्थानीय समुदायको प्रतिरोध

Annex 8

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने टाभल एजेन्सीहरूको भूमिका)

None of the above माथिको कुनै पनि छैन

7. How can Nepal be promoted as a safe, reliable, and attractive tourist destination for rural tourism? (Select all that apply)

ग्रामीण पर्यटनका लागि सुरक्षित, भरपर्दो र आकर्षक पर्यटकीय गन्तव्यका रूपमा नेपाललाई कसरी प्रवर्द्धन गर्न सकिन्छ ? (लागू हुने सबै चयन गर्नुहोस्)

Tick all that apply.

- Ensuring compliance with safety regulations and standards सुरक्षा नियम र मापदण्डहरूको अनुपालन सुनिश्चित गर्नुहोस्
- Partnering with local law enforcement agencies to provide additional security for tourists पर्यटकहरूको लागि थप सुरक्षा प्रदान गर्न स्थानीय कानून प्रवर्तन एजेन्सीहरूसँग साझेदारी गर्दै
- Developing and promoting sustainable tourism practices दिगो पर्यटन अभ्यासको विकास र प्रवर्द्धन
- Marketing and promotional campaigns targeting international tourists अन्तर्राष्ट्रिय पर्यटकलाई लक्षित गरी बजारीकरण र प्रवर्द्धनात्मक अभियान
- Encouraging the participation of local communities in tourism planning and decision-making पर्यटन योजना र निर्णय प्रक्रियामा स्थानीय समुदायको सहभागितालाई प्रोत्साहित गर्ने
- All of the above माथिका सबै

Annex 9

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूको भूमिका)

8. How satisfied were you with the services provided by the travel agency during your rural tourism activities in Province Koshi ?

कोशी प्रदेशको ग्रामीण पर्यटकीय गतिविधिका क्रममा ट्राभल एजेन्सीले प्रदान गर्ने सेवाबाट तपाईं कतिको सन्तुष्ट हुनुभयो ?



Mark only one oval.

- Very satisfied धेरै सन्तुष्ट
- Satisfied सन्तुष्ट
- Neutral तटस्थ
- Dissatisfied असन्तुष्ट
- Very dissatisfied साह्रै असन्तुष्ट
- I have not used travel agency मैले ट्राभल एजेन्सी प्रयोग गरेको छैन

Annex 10

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूको भूमिका)

9. In your opinion, how important is it for travel agencies to promote sustainable and responsible tourism practices in rural areas of Province Koshi?

तपाईंको विचारमा कोशी प्रदेशका ग्रामीण क्षेत्रमा दिगो र जिम्मेवार पर्यटन अभ्यासलाई प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूका लागि कतिको महत्त्वपूर्ण छ?



Mark only one oval.

- Very important अति महत्त्वपूर्ण
- Important महत्त्वपूर्ण
- Neutral तटस्थ
- Not very important धेरै महत्त्वपूर्ण छैन
- Not important at all कुनै पनि महत्त्वपूर्ण छैन

Annex 11

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने टाभल एजेन्सीहरूको भूमिका)

10. Have you noticed any positive impacts of rural tourism on the local communities and environment in Province Koshi?

कोशी प्रदेशको स्थानीय समुदाय र वातावरणमा ग्रामीण पर्यटनले पार्ने कुनै सकारात्मक प्रभाव देख्नुभएको छ ?



Mark only one oval.

- Yes हो
- No होइन
- Not sure निश्चित छैन

Annex 12

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने ट्राभल एजेन्सीहरूको भूमिका)

11. How do you think travel agencies can further promote and develop rural tourism in Province Koshi ?

प्रदेश नं १ को ग्रामीण पर्यटनलाई ट्राभल एजेन्सीले कसरी प्रवर्द्धन र विकास गर्न सक्छन् जस्तो लाग्छ ?



Mark only one oval.

- Offering new or different types of activities नयाँ वा विभिन्न प्रकारका गतिविधिहरू प्रस्ताव गर्दै
- Collaborating with local communities or organizations स्थानीय समुदाय वा संस्थाहरूसँग सहकार्य गर्दै
- Marketing and advertising efforts मार्केटिंग र विज्ञापन प्रयासहरू
- Offering discounted or promotional packages छूट वा प्रचारात्मक प्याकेजहरू प्रस्ताव गर्दै
- not sure निश्चित छैन

Annex 13

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने टाभल एजेन्सीहरूको भूमिका)

12. Would you recommend rural tourism activities in Province Koshi to others?

प्रदेश नं १ का ग्रामीण पर्यटन गतिविधिलाई अरूलाई सिफारिस गर्नुहुन्छ ?



Mark only one oval.

- Yes हो
- No होइन
- Maybe शायद

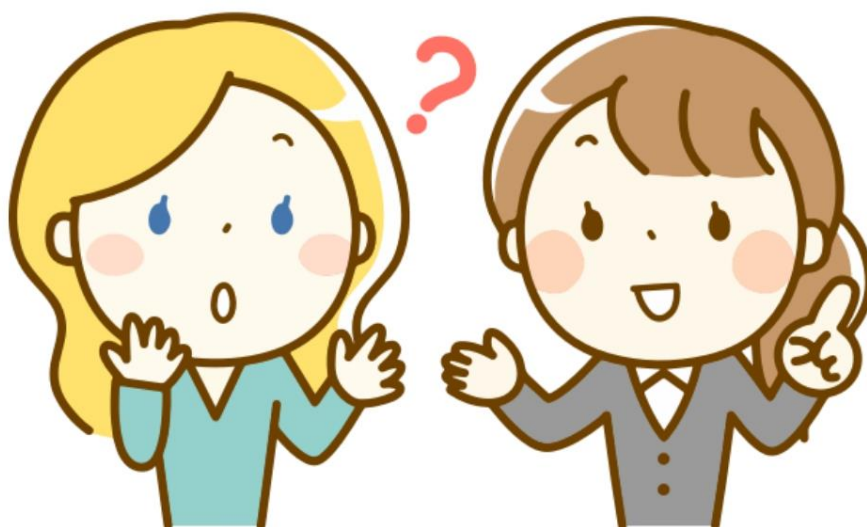
Annex 14

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने टाभल एजेन्सीहरूको भूमिका)

13. Is there anything else you would like to share about your experience with rural tourism activities in Koshi?

कोशीको ग्रामीण पर्यटन गतिविधिमा आफ्नो अनुभव बारे अरु केही बताउन चाहनुहुन्छ ?



Mark only one oval.

- Yes, I had a great experience and would highly recommend rural tourism activities in Province Koshi to others. हो, मसँग राम्रो अनुभव थियो र म कोशी प्रदेशको ग्रामीण पर्यटन गतिविधिहरू अरूलाई सिफारिस गर्थे।
- No, I did not have any experience with rural tourism activities in Province Koshi. अहँ, कोशी प्रदेशको ग्रामीण पर्यटन गतिविधिको मलाई कुनै अनुभव थिएन।
- I had a mixed experience with rural tourism activities in Province Koshi. Some activities were great, while others could be improved. कोशी प्रदेशको ग्रामीण पर्यटन गतिविधिसँग मेरो मिश्रित अनुभव थियो। केही गतिविधिहरू उत्कृष्ट थिए, जबकि अन्य सुधार गर्न सकिन्छ।
- I faced some challenges during my rural tourism activities in Province Koshi, such as limited कोशी प्रदेशमा ग्रामीण पर्यटन गतिविधिका क्रममा सीमित पूर्वाधार र सञ्चार सुविधाजस्ता केही चुनौतीको सामना गर्नुपऱ्यो। infrastructure and communication facilities.

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Roles of travel agencies promoting rural tourism in Nepal (नेपालमा ग्रामीण पर्यटन प्रवर्द्धन गर्ने टाभल एजेन्सीहरूको भूमिका)

- I found the rural tourism activities in Province Koshi to be too expensive compared to the quality of services offered. मैले कोशी प्रदेशको ग्रामीण पर्यटन गतिविधिहरू प्रदान गरिएको सेवाको गुणस्तरको तुलनामा धेरै महँगो भएको पाएँ।
- I was impressed by the cultural and natural diversity of Province Koshi and learned a lot from the local communities. म कोशी प्रदेशको सांस्कृतिक र प्राकृतिक विविधताबाट प्रभावित भएँ र स्थानीय समुदायबाट धेरै कुरा सिक्ने ।
- Other: _____

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