

## Contribution of Tourism Industry in Community Development and Change in Chitwan, Nepal

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### ABSTRACT

*Nepal is a beautiful country for the tourism because there is attraction of mount Everest, birth place of Lord Buddha, many historical, cultural and religious places, lack, natural forest, cultural diversity. Besides that, wild life, flora and fauna, national park and protected areas are also attraction of Tourist in Nepal. Chitwan National Park is one famous place for tourist. The main attractions in the park are its wilderness, forests, grassland, and wetlands with their outstanding wildlife sighting opportunities. The trend of tourist from 2002 to 2016 shows that annually tourists are increasing by 10.46% in CNP. So, considering its increased rate, the study aims to identify the contribution of tourism industry in community development and change in Chitwan. The study was conducted in the surrounding districts: Chitwan, Nawalparasi and Parsa of Chitwan National Park. The results show that there was significant contribution (85% contribution) of tourism in total revenue collected by CNP. Similarly, it had directly contribution to increase the income of individual household, and provided employment opportunity to community people. So, there was need to improve the infrastructural facilities of tourist destination to increase the numbers of tourist in future.*

### KEYWORDS

Change, Chitwan, Community, Contribution, Development, Industry, Tourism

### INTRODUCTION

The term 'tourism' embraces the concept of "recreation" in that it is the practice of travelling for recreation, where recreation is defined as an activity in which individuals voluntarily engage for personal satisfaction or pleasure (Freitas, 2015, p. 4). Tourism is one sector that has performed particularly well which has clearly become one of the most critical forces shaping the world's economy (Williams, 1998). Tourism is associated with economy, movement, relationship, fulfilment of needs, far from own communities, etc. (Ritchie, 1984, p. 47). "Tourism is every activity of the mankind for the development of tourist movement. So the concept of tourism originated along with human being. In the world, 'travel' is as old as mankind and by nature human beings are fond of travelling. Human - travel has been started since nomadic period when people travelled and migrated for food and shelter due to natural compulsion." (Tewari, 1994, p.

1). But “tourism is not a new phenomenon for Hindus. In Sanskrit literature we find three terms for tourism derived from root *atan* which means leaving home for some time to other places” (Negi, 1998, p. 22).

Since Nepal opened its doors to tourism in the early 1950s and Hillary and Tenjing first climbed Mt. Everest in 1953, visitors have been mesmerized by the magic of Nepal’s kaleidoscopic natural scenery and the cultural mosaic of its people and history. Nepal is strongly positioned as a preferred nature, culture and adventure destination in the world tourism map with a wide range of products to offer visitors (Government of Nepal, 2009).

Tourism is not evenly spread throughout Nepal. There are three main centers which account for an overwhelming share of the tourism market: the Kathmandu Valley, Pokhara , and the Chitwan National Park. Chitwan National Park (CNP) is the most visited protected area in Nepal. Chitwan is the perfect and famous place for nature lovers. CNP was first reserve area declared in 1974 (BS 2030 as Nepali calendar). In the comparison of other reserve areas of Nepal, this area is more visited by the tourist as the data of 2015/2016 (BS 2071/2072). In total 517095 tourists 34.47% (178257) visited the CNP. It is listed in World Heritage Site also. Bardabhar area of CNP is listed in Important Bird and Bio-diversity Area-IBA. The CNP is the first reserve area in the world who is awarded by Conservation Assured Tiger Standards-CATS for the protection of tiger. CNP has been celebrating the Zero Poaching Year last three years which ensure the improvement in security of CNP and wild life. The last plan of CNP has identified the four Major Tourism Clusters/Hubs as follows: Sauraha and surrounding Areas,

1. Kasara-Meghauli and Surrounding Areas,
2. Amaltari-Triveni and Surrounding Areas,
3. Madi Harit Upatyaka and Surrounding Areas

The study was conducted in the Sauraha and surrounding areas so the data published in Tourism Plan for CNP Buffer Zone - 2017/18-2021/2022 shows that there are 103 Hotels (49% of total), 1845 Rooms (75% of total), 3767 Beds (72% of total), 1135 AC Room (85% of total and 62% of within Sauraha) and 1095 Paid Workers (65% of total) are working in tourism sectors (Citwan National Park, 2017). The data presented by the CNP in the latest 5<sup>th</sup> year plan shows that out of total tourist visited in 2015/2016, among them 72% were from foreign countries, 20% were internal tourist; from Nepal and 8% from South Asian Association for Regional Cooperation (SAARC) countries.

Tourism is considered as one of the largest fast growing, job generating and foreign exchange earning industries in the world. Tourism has become one of the major generators for social and economic growth in the world and one of the leading drives of international trade (Doone, Kean, & Moore, 2013). Particularly, developing tourist industry is desirable for all countries because it will benefit not only the industry, but also generates a strong flow-through effect in other sectors such as retail, transportation and construction (Wan & Hui, 2007). Considering the importance of

tourism industry, the study had set its objective to identify the contribution of tourism industry in community development and changes.

## **MATERIALS & METHOD**

The study was based on the descriptive and exploratory research design. The study had collected the quantitative data from the structured questionnaire survey. The data was collected from the individual household close to the Chitwan National Park of Chitwan district of Nepal. The study had covered the three districts: Chitwan, Nawalparasi and Parsa. The study had collected data from both primary and secondary sources. The previous report and periodic plan of CNP was reviewed for secondary data whereas primary was collected from 385 respondents; one respondent from selected household. The simple random sampling technique was adopted to select the respondents. The researcher had consulted with the authority of Chitwan National Park and taken their support to collect the data from closed areas of CNP. Pre-consent was taken from the respondents also then final data was collected. The instruments were also pre-tested to ensure the reliability and validity of data. The statistical analysis was done; frequency table and Pearson Chi-Square test was calculated to analyze the data. The analysed data are presented in tabular form.

## **RESULT & DISCUSSION**

The district wise distribution of respondents shows that in total of 385 respondents, the frequency of respondent were more likely from Chitwan district which was almost 57.1%, as well Nawalparasi in second position with 37.9% and the participant/respondent from Parsa district were a few 4.9%. In total, 56.9% of male and 43.1% of female respondents participated in the study. The participants were asked about the contribution of tourism sectors in their socio-economic changes.

### **1. Revenue collection from tourism in CNP from 2002/2003 to 2015/2016**

Revenue collection is the main interest and benefit to promote the tourism. Nepal is beautiful country for the tourist. There are various places of tourist destination in Nepal. Among them, CNP is one which is famous from the natural, cultural and historical perspective. The following data shows the revenue collection in last 11 years from 2002/03 to 2015/016.

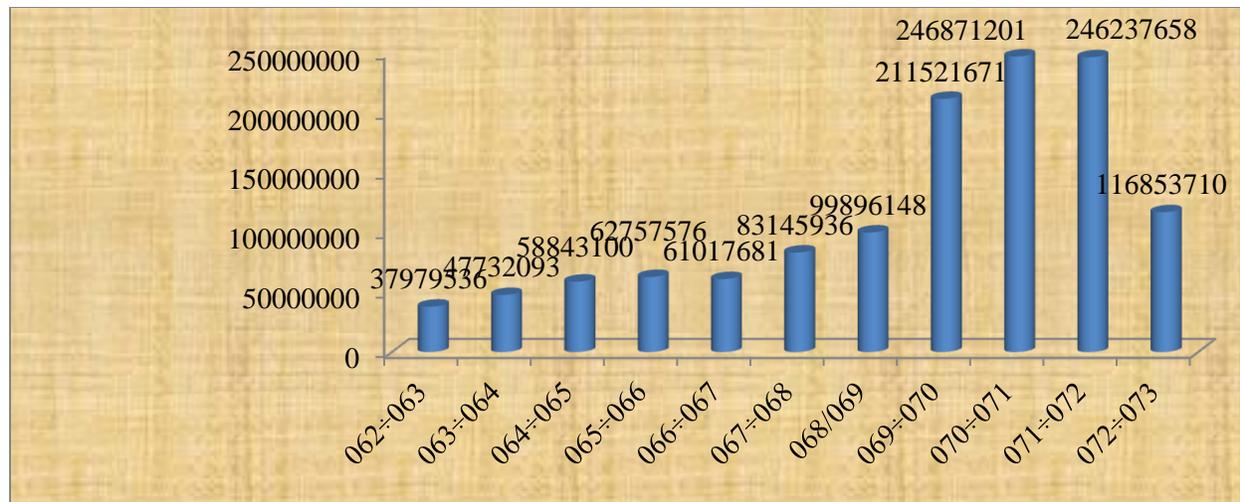


Figure 1: Revenue collection from tourism in CNP

The annual contribution of tourism is 85% in total revenue collected by CNP which is really remarkable so considering it; CNP should improve its infrastructure and facilities to attract the tourist and increase the revenue in future also.

## 2. Increase in income due to tourism

The direct effect of tourism was observed in the economic changes of people. Tourism sectors became the source of income for many household so as people asked due to tourism any increment in income; 52.5% in total respondents respond ‘Yes’ and 47.5% of them respond as ‘No’.

Table 1: Increase in income due to tourism

Increase in income due to tourism						
			District			Total
			Chitwan	Nawalparasi	Parsa	
Yes	Count		96	96	10	202
	% of Total		24.9%	24.9%	2.6%	52.5%
No	Count		124	50	9	183
	% of Total		32.2%	13.0%	2.3%	47.5%
Total		Count	220	146	19	385
		% of Total	57.1%	37.9%	4.9%	100.0%
Chi-Square Tests						
			Value	Df	Asymp. Sig. (2-sided)	
Pearson Chi-Square			17.214 <sup>a</sup>	2	.000	

Source: Field Survey, 2016

As the data shows a few large numbers of people agree with increment due to tourism but the approximately similar number of people opposes. If the people who don't have any increment by tourism could be given vocational training to produce local products, and also can be prepare for other kind of tourism business could surely be helpful. The statistical analysis of Pearson chi-

square test shows the significant association between the respondents of three districts regarding the incensement of income from the tourism development. The  $p = .000$  which is less than .05 significant level at 95% confidence interval.

### 3. Job of family member in tourism sectors

Responding to the study of, is there any family member has job in tourism sector; in total 35.8% of responses for 'Yes' and remain 64.2% go for 'No'. Here the data clearly shows that large number of people are not engaged or doing tourism sector job. It must be they are not able to take benefit from that sector unlike 35.8% of people who are engaged in tourism sector. People must be trained for to exist and took benefit from tourism sector making them aware and concise.

**Table 2: Job of family member in tourism sectors**

Job of family member in tourism sectors						
			District			Total
			Chitwan	Nawalparasi	Parsa	
Yes	Count		54	80	4	138
	% of Total		14.0%	20.8%	1.0%	35.8%
No	Count		166	66	15	247
	% of Total		43.1%	17.1%	3.9%	64.2%
Total		Count	220	146	19	385
		% of Total	57.1%	37.9%	4.9%	100.0%
Chi-Square Tests						
			Value	Df	Asymp. Sig. (2-sided)	
Pearson Chi-Square			36.821 <sup>a</sup>	2	.000	

**Source:** Field Survey, 2016

The district wise data shows that 14% of Chitwan, 20.8% of Nawalparasi and 1% of Parsa said that their family member was doing job in tourism sectors. The statistical analysis of Pearson chi-square test shows the significant association between the respondents of three districts regarding the job of family member in tourism sector. The  $p = .000$  which is less than .05 significant level at 95% confidence interval.

### 4. Involvement of family member in tourism business

According to the data in the given table from the respondents' response for involvement of family member in tourism business is; 36.4% in total stand for 'Yes' and 63.6% of them go for 'No'.

**Table 3: Involvement of family member in tourism business**

Involvement of family member in tourism business						
			District			Total
			Chitwan	Nawalparasi	Parsa	
Yes	Count		58	79	3	140

		% of Total	15.1%	20.5%	0.8%	36.4%
	No	Count	162	67	16	245
		% of Total	42.1%	17.4%	4.2%	63.6%
Total		Count	220	146	19	385
		% of Total	57.1%	37.9%	4.9%	100.0%
<b>Chi-Square Tests</b>						
			Value	Df	Asymp. Sig. (2-sided)	
Pearson Chi-Square			32.852 <sup>a</sup>	2	.000	

**Source:** Field Survey, 2016

In total, 15.1% of Chitwan, 20.5% of Nawalparasi and 0.8% of Parsa said that their family member was involved in tourism business. Here for benevolent purpose for the people lives in park areas should be encourage, trained, awaked to take benefit or to involve in tourism business. It will be help to develop the individual, family and society as well. The statistical analysis of Pearson chi-square test shows the significant association between the respondents of three districts regarding their involvement in tourism business. The  $p = .000$  which is less than .05 significant level at 95% confidence interval.

## CONCLUSION

There was significant contribution of tourism industry in socio-economic changes in community people living closed to the Chitwan National Park. As the data of CNP (2015/016) shows that the annual contribution of tourism is 85% in total revenue collected by CNP which was really remarkable. Besides that 52.5% respondents of individual household also agreed that their income was increased due to tourism development in CNP. 35.8% household had got employment opportunity in tourism industries and similar numbers of household had directly involved in tourism business also. The tourism sectors had promoted the local products like vegetables, milk, meat, fish, handicraft and other cultural program also which are directly linked with the economic value of rural farmers. Considering such contribution, CNP has to improve its infrastructural facilities to attract the tourist and to increase the revenue in future also.

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