

Meaning and Importance of Rural Tourism in Nepal

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Looking at the historical course of development in Nepal, it has been found in several literatures that rural tourism started since ancient human civilization. This country, which was inhabited by nagas, eventually became a country of many villages. Rich in natural beauty, inhabited by migrant traders from north as well as south, these small villages eventually turned into small townships. The village people were with helpful mind-sets from the beginning. These are harmonious societies with people having great respect for honesty with a high degree of helpfulness and cooperation. These societies gradually united with a lot of diversity and grew up in peaceful nations. The country remained untouched by foreign influence or colonial encroachment ever. Since ancient times, pilgrimage, trade, marriage, migration to nearby villages and neighbouring countries has been initiating and strengthening rural tourism. Gradually, Nepal is known to the outer world, tourists started visiting here and along with their arrival, rural tourism started in Nepal in the modern form. When the whole world started searching for originality in the tourist destinations, the rural tourism in Nepal really started to

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take shape because of traditional organic food and original cultures, with simple lifestyles. There are several points of attractions for the tourists who are searching for rural and authentic taste, traditional culture, and adventurous places that Nepal provides in package all together.

[**Keywords** : Rural tourism, Religious-social coordination, Social unity, Biodiversity, Geographical diversity]

1. Introduction

Nepal is a country filled with immense natural beauty and cultural diversity. The small country with a peaceful nature of people and beautiful environment as it is surrounded by Himalayan mountain ranges followed by mid hill and then by plain lands. Such diversified geology is filled with abundant habitats, culture, wildlife etc. A varied weather within a very small span of altitude, which is a specialty found in Nepal. Nepal lies between two giant world powers China and India. It is a sovereign nation, which was never under the rule of any foreign country. It has fought with superpowers China, and British India to maintain its sovereignty in the past and never was under their rule at any point in history.

According to “Himwat Khanda” Nepal is a place of great religious importance and has many religious sites that have been important to many pilgrims from neighboring countries since ancient times. This Shows that it is a place where tourists have been visiting for a long time for pilgrimage and trade. There are many Buddhist and Hindu religious, cultural and traditional holy sites that people have been visiting for pilgrimage. Many temples in the south and plain area have connections to their respective places in hills and mountains, for example : Kashi in India connects with Uttar Kashi in Gokarna in Nepal, and similar many more, where people visit both places within their lifetime, which has been facilitating rural tourism since ancient times and the practice still continues.

The business persons from north and south also made Nepal a route for their business practices and moved through the country selling and buying products and transporting them. The ancient silk route also passed through Nepal, which was used by many merchants for business related ventures. All of the above mentioned facts show that tourists have been visiting Nepal since ancient times, however no specific term such as rural tourism was used at the time.

Nepal is a country that has been mentioned in ancient religious and historical texts like *Mahabharat* and *Ramayan*, which shows that it

is as ancient as the texts that mention its name. It is a multi-religious, multilingual, multi-ethnic country filled with historical and cultural monuments which makes it one of the prominent places of importance when it comes to rural tourism. Historic legendary women; Sita and Bhrikuti were married to Indian and Chinese rulers respectively. This presents the evidence that Nepal from ancient times was connected to rural tourism had its roots long back. The historical information shows the linkage between the traditional, cultural marriages still makes strong bonding that people from neighboring countries visit Nepal and vice versa. This link gradually became community practice for a long time and it still continues. This is one of the prime contributing factors for rural tourism.

Nepal is a place that has many kinds of geological features, as its diversified geology starts from an altitude of 60-meter altitude and goes high up to 8848 meter (Everest) within 150 kilometers of north south span. This provides ample possibilities and habitats for different flora, fauna, varieties of animals and plants along with varied custom, culture in a small area with huge diversity. This provides fertile ground for attracting many rural, domestic, national and international tourists. Tourism in Nepal varies from adventure to exploration, research, entertainment and cultural exchange. Nepal has the potential of providing a wide range of experiences to its tourists, which shows that it is a place that can attract the attention of tourists from all over the world. Nepal has many places in the rural areas of tourist attractions such as high hill mountains, huge ancient caves, old traditional temples, rivers, glaciers, snowcapped mountains etc. Along with all this evidence, Nepal had already set a precedent for established grounds for rural tourism.

People from India and China used to travel through Nepal since ancient times, these people can also be considered as the ancient tourists of our country, hence rural tourism has been in practice here from long before the term was even conceived and was only called travel at the time. As the civilization progressed, people started to travel for pilgrimage and along with that the tourism became more and more prominent here. The tourism here started in a rural setting, as most places here were rural by nature. Along with the modern age western tourists also started to visit Nepal. Different *pati*, *pauwa*, rest houses, *chautari* were constructed since ancient times to facilitate rural travelers, where they used to get free services and warm hospitality.

These western tourists were more interested in experiencing the natural beauty and geology of the country rather than pilgrimage, which was more popular at the time. There were no hotels or lodges present in such places so they asked the local people if they could provide food and shelter at pati, pauwa, dhasrmasala which started the trend of rural tourism in Nepal. The people here believe that 'guests are god' because of the ancient teachings that have been passed on to them. "Atithi Devo Bhaba" which translates to "guests are gods" is a common saying here and they believe that the guests who arrive in the evening should never be denied hospitality with good and hygienic food as a part of their services offered to the guests.

They slowly started charging money for food, but lodging was offered for free after the tourists paid for food (Gautam, 2021: 2-3). The food offered was very local and made in the same kitchen where the locals cooked for themselves, which provided a unique experience to the tourists. The food is offered usually with milk, milk related products, meat, honey etc. produced in their homestead. Due to the authentic and unique nature of hospitality, rural tourism flourished, more and more people started visiting rural areas and the unique form of tourism developed as rural tourism finally.

The rapid urbanization left people with this need of connecting back to nature. In order to fulfill the need of connecting back to nature, people started visiting rural areas natural glory and connect back to nature even if it's just for a while, they started spending more and more money to do so and started exploring more and more rural areas here in Nepal, which led to the rise of rural tourism in Nepal.

There are many rural areas in Nepal, so the potential for rural tourism is very high here. It can be a very good source of income and can also be an important tool that can uplift the economic system of the country. It can be a way to create a better Nepal in future. Development and reconstruction of tourist sites should be done in such a way that the originality and rural setting is preserved.

National heritage, culture, mountains, rivers, religious sites, ethnic groups and their culture, etc. should be preserved in their original form and should not be modernized in a way which destroys their originality. Rural tourism here can maintain its authenticity in such a way that it will be known all over the world. If we can attract more and more tourists that way, rural tourism can become a major

factor in uplifting the economy and development of the country. Some of the prevalent definitions of rural tourism all over the world followed by the importance of rural tourism in the context of Nepal based on some of the experiences gathered through visiting some of the rural tourist sites and the products that were offered below.

2. Definition of Rural Tourism

Rural tourism is a vast term in itself. Its scope is wide and extensive. The definition differs from place to place because each place has its own context. areas define it as its development, economy and social status. Based on these factors, if a person travels out of his home for more than 24 hours minimum to 6 months maximum, in leisure time, on a place far away, engages in activities like sightseeing and any other kind of entertainment, then such a person can be identified as a tourist. The management of services like food, shelter, transportation etc. for the tourists so that they can fulfill their desires of engaging in such activities is known as tourism. Whenever tourists engage in activities mentioned above, but in a rural setting and services are provided to them by the locals then such a phenomenon can be defined as rural tourism.

Many intellectuals have defined rural tourism in many ways, the nature of rural tourism also differs from place to place, the term rural itself differs from place to place or country to country. In a well-developed country the definition of rural might be one thing, however what's considered rural there might be considered developed and urbanized in another country. Nepal is a multi-cultural, multi ethnic, country, in a place like this the definition of rural might differ within a very short distance, for example, what might be considered rural in the mountains might not be considered rural in terai and vice versa.

However, all around the world one thing remains constant in the definitions, i.e. rural tourism takes place in a rural setting. The way intellectuals define rural tourism also differs from one place to another, some define it by relating to agriculture, religion, economy while others define it by relating it to socio-cultural status, nature, and availability of resources. Based on all the perceptions and thoughts the definition of rural tourism is an intense subject.

The word tourism means a tool used in describing a circle in Greek language. Referencing the cyclic nature of the circle, the word

tourism might have been coined as the act of going to different places for the sole purpose of seeing a new place and learning more about it and then returning back. However, in the modern times other activities like recreation, entertainment, education etc. are also considered as the purpose for which the tourists travel. Rural tourism also provides tourists with such experiences as it is a part of tourism. Since rural tourism is a part of tourism, defining it as a completely separate entity is impossible, but should be defined by explaining the specific features that make rural tourism its own entity.

All the aspects that determine rural tourism should be identified and based on those aspects rural tourism is defined. Rural tourism is a dynamic concept comprising many objectives such as bringing similarity in the level of income, providing equal access to social services and providing equal employment opportunities, between urban and rural people. Rural tourism is a medium through which many facilities available to rural people are preserved (Altun, Beyhan and Esengil, 2007 : 99).

Rural tourism has characteristics such as small investment, is well managed, is educational and has an extensive possibility. These characteristics determine the nature of rural tourism and show that rural tourism is a bit different from regular tourism because it comprises cultural, archaeological, geographical and social areas. Tourism literature often emphasizes the tourist's quest for authenticity, which means that modern tourists are searching for unspoiled nature, landscapes and local cultures with a distinct regional or local character (Midgart, 2003 : 102-114), which has tried to define rural tourism in a detailed manner. So in order to identify the real rural tourism we need to see if the above mentioned qualities are present in the practice of tourism practiced nowadays. The real rural tourism must contain local food, local shelter, local sites, and local people, and only if these components are present in the practice of tourism then it can be called Rural tourism.

Tourists engage in rural tourism when they leave their homes and their work, for a small period of time, be it for a day or at least six months, visit a different place for sightseeing, relaxing and entertainment. This can happen in rural sites within a country or outside of the native country that the tourists belong to. Each tourist visits these rural sites for different activities, but all of these activities are related to these sites and the rural lifestyle found on such sites.

Rural tourism consists of many objective elements, but can be divided into five parts :

1. Historical and archeological content and museums
2. Festivals, folk songs, folk dances, and unique traditions of the tribal people
3. Sites with political, cultural, religious and educational organizations
4. National parks, Jungle, Vegetation, gardens, plants, mountains, hills, ponds, and caves
5. Playgrounds, parks and old buildings of importance. (Khatiwoda and Dahal, 2011 : 9).

Places that attract tourists, educational spots, hot springs etc. can also be considered as rural tourism sites. In this modern time most people live in urbanized places. People tired from the hectic city life are drawn towards the peaceful and natural life in the rural areas. People in these cities are eager to leave behind their busy life and take a break by visiting some of the rural areas. When people or organizations from these rural places provide facilities like sightseeing, games, mountaineering, farming, cultural programs, according to the interest of the tourists visiting the place, such a phenomenon is considered as Rural tourism. There are usually two main participants in rural tourism, the tourists and the ones providing services to these tourists. These service providers might be people or organizations. The development and promotion of rural tourism is only possible by the cooperation between these two participants, which shows that rural tourism is defined by the activities and management of these two participants.

Rural communities see tourism as a means of revitalizing territories that are no longer competitive in the market and agricultural policies by diversifying the economy of rural areas. Rural tourism is an economic activity with potential social, economic and environmental impacts that are highly dependent on the local characteristics of a region, and it has the potential to stimulate rural economies with positive effects on farm income (Ivona, 2021: 2). So it can be said that rural tourism can help rural people by affecting their social, economic and environmental conditions without any major changes to their lifestyle. Rural tourism can be further divided into Agricultural tourism, Cultural tourism, Nature tourism, Adventurous tourism, Mountaineering tourism, Environmental tourism

etc. Usually specific areas provide a specific type of rural tourism to their respective tourists for example: people visit mount Everest for mountaineering, and it can be considered as an area that mostly is known for Environmental tourism.

Tourism that takes place in a Rural environment with tourists engaging in various rural activities along with the locals is considered as rural tourism and it helps in the economic prosperity and social transformation of the rural people. The type of tourism that shows rural life, culture, art, and heritage of the rural site, which in turn benefits the local community economically and socially, and it also enables the interaction between the tourists and the locals for a more enriching experience can be considered as rural tourism (Ray and Das, 2016 : 309). In this way it can be said that many writers have defined rural tourism in many ways, its vast concept with many definitions ranging from place to place, culture to culture.

According to the status, condition and state of development of a country the rural tourism of that country is defined (Dasper, 2014 : 1-5). When compared to developed countries like Germany, France, America, Britain and Japan, the way they define rural tourism differs from less developed countries like Nepal and India. The rural parts in those developed countries are much more urbanized when compared to the urbanized cities of the less developed countries. Thus there's no universal definition of rural tourism, it differs from place to place. However, all of these definitions have one thing in common i.e. they all say that rural tourism is the kind of tourism that takes place in rural areas, and occurs only when tourists visit such areas and experience the unique experiences offered in such places by involving themselves in various rural activities and rural lifestyle of that very place.

3. Importance of Rural Tourism

In this modern world rural tourism has become a unique interest and activity of the people. Rural tourism has become one of the ways to measure the economy of the country. It can also be considered as an occupation. Just like tourism the service providers expect to gain some sort of income from rural tourism as well. All countries are trying to uplift the economy of their people by developing their rural tourism sector. In developing countries, the possibility of economic prosperity through rural tourism is very high

as it can have a very positive effect on their economy. It's a very productive way for earning foreign currency.

Rural tourism also helps to decrease the unemployment rate as it can act as an employment opportunity for the unemployed. It's a laborious business so it impacts national, regional, and local level by affecting the unemployment rate and providing employment opportunities to the people. So rural tourism is a high value sector for any country. There's been an increasing trend of people living in the polluted and urbanized cities, leaving these cities for a while and going to rural areas for the sole purpose of connecting back to nature.

Rather than going to popular tourist destinations people now prefer going to rural places for experiencing new places, new taste, new environment etc. The importance of rural tourism can be analyzed through different perspectives. In this article we've divided those perspectives into 7 parts. They are listed below :

3-1 Educational Perspective

Whenever a tourist visits any place they learn something for sure. They learn a great deal of things through traveling, the learning process can be intentional or unintentional from the perspective of the tourist. Tourists get the opportunity to learn and study about new places, new subjects, traditions, festivals, language, rituals, food culture, etc. of the rural area that they are visiting. It's a new experience for them as all these things are different for them. The exchange of ideas between tourists and locals also provides the opportunity for both parties to learn something new.

The tourists that visit these places for conducting research learn about the lifestyle, dress and ornaments, ethnicity, educational status etc. of the locals and based on the information collected they conduct their research. The psychological perspectives of both the tourists and the locals can change because of their interaction and exchange of ideas, which in itself is a learning process. In this way rural tourism has a great educational importance as it provides some form of education to both the tourists and the locals through exchange of cultures and ideas between them.

3-2 Cultural Perspective

Nepal is a multilingual and multi-ethnic country. Nepali society comprises people belonging to different religions, Varna (a form of social stratification) and caste. All these people have their

own occupation, language, customs, traditions, social values and manners. All of these have been passed down to us by our ancestors and the way out rural tourism operates is based on these factors that have been passed down to us. These are all preserved when local people engage in rural tourism as tourists come here to experience these unique experiences that are provided by integrating all things that's mentioned above, and in order to keep the authenticity of their profession people tend to preserve them. So it can be said that Rural Tourism is one of the most effective ways of preserving them, i.e. preserving our culture which is the reflection of our country (Shrestha, 2021 : ka).

Nepali is a garden of different castes, religions and languages. Rural Tourism helps in exchange of culture between local people and tourists from within the country and external tourists from foreign countries. The culture of the local people attracts the tourists willing to visit these places. Rural tourism operates by banking on this kind of attraction. Art, architecture, historical remnants, places of birth of people of importance, things of cultural significance that are present in rural sites are of great importance when it comes to rural tourism as these help it grow and prosper. Tourists come to study about the status, tradition, religion, history, prehistory, of the indigenous people, which is the subject matter related to rural tourism (Chhetri and Raimhari, 2000 : 42).

Rural tourism acts as a bridge between tourists and the people who provide services to the tourists. Rural tourism exposed the cultural aspects of rural areas. Among the cultural aspects cottage industry, art and architecture, festivals, folk songs and dance, etc. are preserved and developed by Rural tourism. So it can be said that Rural tourism plays an important role in preserving and expanding culture and traditions of the rural area.

3-3 Political Perspective

Political stability in a country makes a country prosperous. It brings stability to all other sectors. Political stability is only possible when all political wings of the country operate in a fine manner. When that happens Rural tourism is also one of the things that can operate smoothly. The head of the government, members of parliament, ambassadors, diplomats, political leaders belonging to different parties, party members and followers, travel to other countries all the time for various diplomatic reasons.

Such visits are also a form of tourism as mentioned by various researchers. When diplomacy and relationship between two countries prospers, it creates an environment for tourists to visit one another's country. Among those tourists are also the people who visit different countries to engage in rural tourism. So in order to develop rural tourism, firstly national and international tourism should be developed and only through a good relationship and harmony between countries can two countries open ways for international tourists.

In case of rural tourism, the local government can do things like, arranging funds, help local business persons, create a suitable environment, conducting programs like seminars, sports etc. at local places of importance in order to help it flourish with the help of the local political sector. Likewise, the local representatives should have a thorough knowledge about the opportunities that are presented by rural tourism so they can work accordingly to push it further by helping the local people who are engaged in the rural tourism sector. The local government can also help the moderators of rural tourism by managing their funds, advertisements and managing the infrastructures required.

Along with that, planning and maintaining a good relationship between local people, local government and local business people by maintaining a good governance on that relationship can be done (Gopal, Verma and Gopinathan, 2008 : 520-521). So it can be said that politics plays a huge role in maintaining and developing Rural Tourism and it can earn huge revenues for the government and that revenue can boost the economy of the government as when these businesses earn more they also pay more taxes, which helps in maintaining and running the government. It can also be said that rural tourism and government have a bit of a symbiosis going on based on this.

3-4 Social Perspective

Rural Tourism is very closely related to the social status of the place and country. Humans are social beings, so every human being is grown and brought up in some kind of society and are bound by the values that the society has taught them. Rural tourism lets people of different social status meet, be acquainted and participate in social gatherings of the locals. It causes social interaction between them and helps them exchange norms and values between each other, which

increases the tolerance and respect of the respective parties towards each other's societies.

They leave some of their norms and traditions behind and take some from here to their own society and integrate it there (Bhatia, 1995 : 96-98). This phenomenon increases the social harmony between two societies and builds tolerance towards other societies. Hence it can be said that Rural tourism has a huge importance when it comes to Society and harmony.

3.5 Environmental Perspective

Environment plays an important role in development and promotion of Rural Tourism. Environment is closely related to nature. All natural things and places are a part of the environment for example: mountain ranges, hills, jungles, rivers, waterfalls, deserts, etc. Nepal is a beautiful country filled with snowcapped mountains. Many tourists visit Nepal to see these mountains because they are attracted by their beauty. There are very diverse geological features in Nepal. At the top there is Himalayan range of mountains followed by Mahabharat Mountain ranges and then by high mountain range (Lekali Pradesh) and at last by the plane lands of Terai.

The rivers originate from the mountains and create river, gorge, valleys, Dun-Basin, Chure-Basin, and then the plains of Terai. Nepal is known all over the world for its diverse weather and diversity (Sharma, 1973 : 2-7). Nature is an important factor when it comes to Rural Tourism, many people come to Nepal to bathe in its natural beauty. Rural Tourism helps protect our snowcapped mountains, rivers, glaciers, herbs, flora and fauna, jungles, national parks, ponds, etc. by encouraging the local rural tourism entrepreneurs to preserve nature.

These local entrepreneurs earn their living through rural tourism and in order to preserve their business they try to keep the environment as it is. If the environment changes somehow then the authenticity of the tourism might get affected and affect their earning, to not let that happen they preserve the environment. This shows that rural tourism helps preserve the environment.

In another light, it can also be said that rural tourism helps people get educated as when they earn money through it, they send their children or they themselves get educated with the help of the money that they have earned. This develops an awareness in them

about the importance of preserving the environment and they help preserve the environment. In this way it can be concluded that rural tourism plays an important role in preserving the environment.

3.6 Geological Perspective

The earth is made up of different geological features. Different weather, height, and sea levels are present in various parts of this planet. Earth has seven continents and five seas. People belonging to different ethnic groups, languages and religions live in different places. Different places are affected differently because of earth's geology. So people prefer visiting places with different geology than their own which they do by becoming tourists. Rural tourism banks on the difference in geological structure of the area and based on that it attracts the tourists and provides them with services. Many countries are landlocked whereas many other countries are touched by seas and oceans.

The people from landlocked countries go to countries touched by sea to experience a different geology and vice versa. They do so for entertainment, education, sightseeing, adventure etc. In this modern time unplanned urbanization is rampant in a country like Nepal. The original geology is highly affected because of this, the lakes, ponds, rivers and other sources of water that was present because of geology slowly dry out because of this, rural tourism helps prevent this because, it's the geology that the rural tourism industry relies to operate itself, and in order to maintain a smooth running of the industry it also contributes on keeping the geology untainted.

The things that taints and destroys the natural beauty of the place are avoided as much as possible by the locals. Tourists have different interests, some choose to be mountaineers, some like swimming in lakes and ponds, some like conducting research and many more things. There are many places with natural hot springs in Nepal. The hot springs have a medical value as they are known to heal or at least provide relief to patients of skin diseases and Bath Ankylosing Spondylitis Disease (commonly known as bath disease in Nepal).

Because preserving them in their original state is important and the people who provide services in such areas tend to try to preserve them as their business relies on their preservation. Geology is a very important aspect when it comes to rural tourism as it determines the

kind of rural tourism that can take place in an area. Different soils, water, vegetation, animals, minerals, herbs and shrubs, etc. are found in different places because of geological differences. These are the things that usually attract tourists. Due to the differences in geology, each country's culture, settlement, costume, traditions, ethnicity, is different (Dahal, 1996 : 9-12). All of these things are preserved in their natural state because of rural tourism, hence it is of great importance when looking from a geological perspective.

3.7 Economic Perspective

If developed properly, Rural tourism can be an important means of earning money. People have realized that they can uplift their economic status through Rural Tourism. There's an increasing trend of people visiting rural places as tourists nowadays. So if rural tourism is developed in a proper way then it can become a good source of income for local people. It also has the potential to solve the problem of unemployment in less developed countries with very small skill and investment. It would be a huge help to rural people if they can make rural tourism their primary source of income. Tourism industry is a service based industry. Tourism can also be considered as a sustainable industry. Many countries have already adopted it as a main source of their income. Rural tourism helps a country earn money, this boosts the economy of the country and using revenue earned from the industry, the country develops necessary infrastructures required to run the industry such as roads, airports, transportation, electricity, drinking water, etc. which in turn makes the place accessible for more tourists.

This brings more tourists to the place which brings more income for the people and more revenue for the country. It is a great source of earning foreign currency. This is an industry that focuses more on export and less on import as it is operated with local infrastructure and local products, so it's good for small and underdeveloped countries. The industry helps a great deal in increasing the per capita income which in turn increases Gross Domestic Product. It opens the door for the development of local places and uplifts the standard of living of the local people. It becomes a carrier of regional development, develops local places and provides employment to local people and uplifts their living standard (Khatiwoda and Dahal, 2010 : 17-19). The industry that lets

the locals earn money by selling their skills, products, and labor is rural tourism, so because of all these factors it can be said that rural tourism helps a great deal in uplifting the economy of people, local places and the whole country as a whole so when looking through economic perspective it is of great importance.

4. Conclusion

Nepal is a multilingual, multicultural country, it's environment differs from place to place because of its geological positioning. The opportunity for rural tourism to develop and prosper there is immense possibilities and opportunities because of the features mentioned above. For the development of tourism in Nepal, it is necessary to promote and utilize these resources at hand. Government officials from state level to local level should work along with local people and entrepreneurs to develop it further. Nepal is a promising place when it comes to rural tourism.

There are many rural sites with potential for conducting rural tourism and other rural sites that have been included in the world heritage list. These places are not yet identified, developed and banked on based on their potential. So it is important to identify, develop and introduce them as rural tourism sites. These sites should be well managed and then promoted on the world tourism market. If that happens then it will be a huge benefit to a country like Nepal as it will be able to attract tourists from all over the world. Tourism already is a great source of income for Nepal and if we're able to develop the rural tourism sector as well then it will further enhance the already great tourism industry here. It will also help the rural people and rural places. So the country should make different sets of policies to further enhance this sector.

The rural tourism should be further studied and diversified, so that more and more jobs can be created and offered to people in rural areas so that they'll have more jobs and can earn their living through them for example: agriculture can be further divided into grain farming, vegetable farming, bee farming, animal husbandry, fisheries, etc. and can be divided into local people. All the products that they produce will be organic and local and will be consumed by them and the tourists that visit the place. For a sustainable rural tourism industry, it is very important to keep the originality of the place intact, by keeping it free of pollution, free of outside influence,

free of urbanization, and should be developed in such a way that they use and produce their own local products rather than importing them.

Rural tourism helps to safeguard the environment, culture, traditions, originality and ethnicity of a place. Furthermore, it helps the local people use the environment around them, their culture, ethnicity, traditions and originality and create an employment opportunity out of them. They can actually earn money and make a living through rural tourism. This will help develop the local sector and in a bigger picture it will eventually help develop the whole country. So, this article tried to bring to light the importance and opportunities provided to us by rural tourism.

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