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Research Article

Assessment of Opportunities for developing ecotourism in Kamalpokhari watershed area, Pokhara, Nepal

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ABSTRACT

This study was conducted to assess the opportunities for developing ecotourism in Kamalpokhari, Pokhara valley, Nepal. Primary data was collected using a Household Survey (N=116), Focus Group Discussions (N=2), Key Informants Interviews (N=10), and Direct Field Observations. Secondary data was collected via a literature review. Data were analyzed using descriptive statistics. Perceptions of the local people were assessed using three points Likert scale and a Chi-square test was employed to assess the variation in their perception. Friedman's test was used to assess the priority given by them among the existing products. Our study showed that local people ranked religious sites as the most attractive product followed by the lake and scenic beauty, Kahun Hill and lastly hiking in existing ecotourism products. Picnic spots, botanical gardens, bird watching, fish farming, and boating can enhance further opportunities for ecotourism development. The majority of the people were found to be positive towards the ecotourism development. However, ecotourism opportunities vary within the level of literacy rate of community people. Cleanliness programs, plantation, awareness programs, eco-club formation, and conservation programs were management activities adopted for conserving

biodiversity. Thus, identification of ecotourism products and managing biodiversity played a significant role in the development of ecotourism.

Keywords: Biodiversity, ecotourism, management, perception, tourism product

INTRODUCTION

Nepal is rich in natural environment and biodiversity, which are valuable economic assets for tourism. Tourism accounts for 6.6% of Nepal's GDP with the domination of domestic visitors (The Kathmandu Post, 2024). A close relationship between tourism and the environment has added a new dimension to tourism called ecotourism or eco-friendly tourism, based on nature and culture. Community-based ecotourism practice contributes to the local economic development and preservation of natural and cultural heritage from the primary source of internal funding in the visiting sites (Khatiwada, 2022). It has been regarded as an economic chain for upgrading rural livelihood in several parts of Nepal, preferably in the nearby locations of popular tourist destinations, which strongly support ecotourism and rural development (Dahal et al., 2024). The Government of Nepal also seems to have started to give emphasis to ecotourism development in the country since the Fourteenth Five-Year Plan to develop and diversify the tourism sector and promote new and established destinations in a coordinated and unified manner (NPC, 2016; Khatiwada & Sharma, 2025). The year 2023 shows a remarkable improvement in the foreign tourist arrivals after the pandemic of Covid-19. Foreign arrivals had crossed the one million mark for the first time in 2018 and the number reached 1.19 million in 2019 (The Kathmandu Post, 2024). Even though the country boasts a unique biodiversity, natural beauty, hospitality, and pleasure traveling, we have not been able to bundle them to derive profits from ecotourism (Shakya et al., 2013). There is huge potential for ecotourism development but we are still failing to tap it. Ecotourism is a major contributor to Nepal's economy that has the potential to bring considerable benefits to Nepal. Ecotourism can be used as a vehicle to convey socio-economic benefits directly to the rural and remote areas if it is managed well (KC, 2002). The local residents rely on forests, and agriculture could benefit from alternative income sources through wetland-based eco-tourism activities, which could be the backbone of the livelihood services for the local people around the lake (Khatiwada et al., 2022). Likewise, ecotourism strongly supports to increase in the quality of life and well-being of local people with the increase in food and accommodation services (Pageni et al., 2024).

Pokhara valley is a unique place with an abundance of attractions like contrast land settings, close view of panoramic mountain ranges, beautiful lakes, old caves, deep rivers,

hills, and hillocks, and a prime tourist destination in central Nepal popularly known as the land of paradise among the visitors (Khatiwada, 2013). The increment in the volume of tourists without compromising the value has remained the ultimate target in the context of the planned tourism development efforts in Pokhara. As it was estimated in the study of Pokhara that out of 1,014,882 tourist arrivals in the country, an average of 38.5 percent, i.e., 390,730, were visited in Pokhara in 2023 (Khatiwada et al., 2024). Pokhara is also known as the "City of Lakes". The Government of Nepal (GoN), Department of National Park and Wildlife Conservation (DNPWC), Department of Forest (DoF), and Pokhara Valley Lake Conservation Committee (PVLCC) marked the World Wetland Day (WWD) 2016 with the special celebration to declare the lake clusters of the Pokhara valley in the Ramsar site, and Kamalpokhari was one of those lakes. On the other hand Nepal Government has declared Pokhara city as a capital city of tourism in Nepal(Amgai, 2024). Accordingly, Pokhara Metrocity has purposed to diversify the tourism products and resources in and around the valley for the extention of tourism services and activities (Khatiwada, et al., 2024). So, this research try to assess the features of Kamal Pokhari to develop as one of the new visiting sites of Pokhara. A major characteristic of the lake is the lotus, which seems to be the most attractive part that's the reason the name has endured as Kamalpokhari. The area of Kamalpokhari, although having great potential for ecotourism development, is still unexplored. It is surrounded by the nearby hills and hillock areas such as Kahun hill, Bhadrakali temple, Buddhist Monastery, and Mosque. If ecotourism is promoted, the number of visitors is likely to increase. Understanding the linkages between ecotourism development and conservation of the environment is important, as ecotourism and conservation of nature are two sides of a coin and can't be separated. In this regard, this study aims to assess the opportunity to develop ecotourism in the Kamalpokhari Watershed Area.

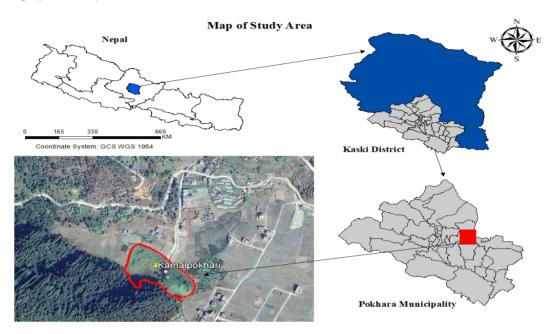
DATA AND METHODS

Description of the Study Area

The Kamalpokhari is one of a lake among the Lake Cluster of the Pokhara Valley (LCPV), occupying a significant portion of the Pokhara Municipality within Kaski district (Figure 1). It lies at a longitude between 84°00′28.0" and 84°01′05.0" E and latitude between 28°13′04.4" and 28°14′16.1" N (Gauli et al., 2016). In altitude, it ranges from 550-1439 m. The total catchment area and water bodies cover 1.2 and 0.02 square kilometers, respectively. It is a small lake but plays a vital role in the aquatic ecosystem and ecosystem services (Paudel

et al., 2017). The wetland-dependent communities in the Kamalpokhari area are the Jalahari communities, such as Majhi, Bote, Darai, and Podey.

Figure 1
Map of the Study Area



Data Collection Methods

This is the exploratory types of study to identify the tourism products and resources for visitor attractions. The analysis is based on the descriptive as well as quantitative approach. Both primary and secondary data were collected. Primary data was collected using Participatory Rural Appraisal (PRA) tools, four Key Informants Interviews (KII) and two Focus Group Discussion (FGD) with the stake holders of Kamal Pokhari including the executives of Lake Conservation Committee, local representtives of Metrocity, leaders of business community and *Tol Sudhar Samiti. The* household surveys were applied to collect primary data among the local residents of Kamal Pokhari. Out of a total of 775 households, along the sides of the lake 116 households (15%) were selected purposively for this study. Structured and semi-structured questionnaires were used to collect data. A questionnaire survey was conducted to obtain information on local people's perceptions of ecotourism development in the study area. Secondary data derived from journals, articles, newspapers, documents, annual reports,

and other publications were collected from offices related to tourism, the Ministry of Culture, Tourism and Civil Aviation (MoCTCA), Pokhara Metrocity Office, Pokhara Tourism Council Office, libraries, and the internet sources. Additional information was collected to meet the objectives of the study from published and unpublished research reports, manuals, and literature.

The data collected were tabulated using MS-EXCEL 2013 and data were analyzed using statistical software SPSS-Statistics 21. Simple descriptive statistics were used. Friedman's test was used to rank the most attractive product in the area. The perceptions of the local people were assessed with the use of 3-3-point Likert Scale (1=Agree, 2=Neutral, and 3=Disagree) (Petrosillo et al., 2007), and then a chi-square test was employed. Three variables, gender, ethnicity, and education were taken for assessing people's perception.

RESULTS AND DISCUSSION

Identification of ecotourism products

We found various religious sites such as Bhadrakali temple, Buddhist Monastery, and the lake surrounding itself holds numerous small temples, specifically the snake statue in the middle of the lake. The site has scenic beauty around. The visitors can hike through mountainous areas often for a single day and along lovely mountains and enjoying nature. From Kahun hill located in the north of Pokhara valley, visitors can enjoy the panoramic view of the Annapurna range and wide Pokhara valley. It consists of a view tower called "Pokhara Dharahara". The findings of this study revealed that the study site comprises of various ecotourism products, and responses towards these products are given in Table 1. People were asked about the features attracting tourists most in this area and asked to rank them accordingly, with 1 being the most attractive feature. Their responses are given in Table 1.

Table 1Ranking of Existing Ecotourism Products at the Study Site

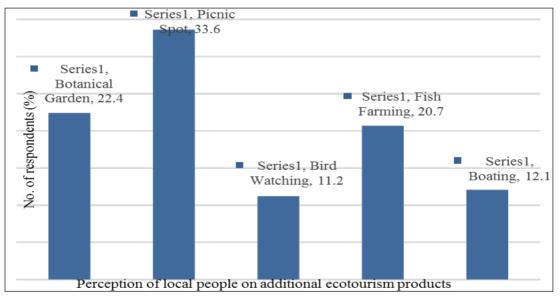
Existing Ecotourism Products	Mean
Religious Sites	1.78
Lakes and Scenic Beauty	2.08
Kahun Hill	3.09
Hiking	3.04

The local people ranked religious sites as the most attractive product in this area, followed by the lake and scenic beauty, and then Kahun hill. Hiking was ranked last. Island hopping

and combination tours are the most attractive products in small and medium island chalets of Malaysia (Jaafar and Maideen, 2012). Tourists prefer exploring the new ecotourism product being offered (Yacob et al., 2013). The respondents have positively answered that picnic spot construction can be the best choice for the development of tourism. The creation of the botanical garden attracts domestic as well as international tourists. Bird watching has great potential to draw the attention of bird-watching hobbyists and conservationists to the site. Since the study area consists of a water source, fish farming is one of the additional tourism products. Fish farming can assist in income generation and provide job opportunities to the local people. Boating can attract the tourists.

Figure 2

Local's View on Additional Ecotourism Products



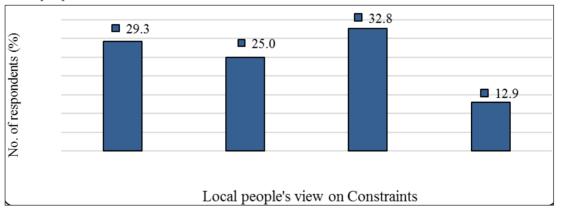
In this study, Figure 2 shows that the more than 33 percent of the people agreed on the idea of picnic spot construction, 22.4% of respondents were in favor of botanical garden, followed by 20.7% for fish farming. 12.1% of people thought that fish farming would be a better ecotourism product. Similarly, 11.2% of respondents were in favor of bird watching for ecotourism development in the area. The opportunities for tourism investment in Mashhad city are a creation of a website with a full profile of all hotels and residential centers tourists, healthy and organic foods for Special diets (Elderly, children, vegans, diabetics) and the creation a market for souvenirs and handicrafts (Rahmani et al., 2019). Ecotourism related activities such as eco-trekking, sightseeing, mountain viewing, study of bio-diversity,

cultural study, worshipping, boating, swimming, etc. can be performed in the Phewa Lake for ecotourism development (Suwal, 2013). However one of the recent studies identified that the successful implementation of ecotourism initiatives is possible with the collaboration of the local community, government, and non-governmental organizations (Acharya et al, 2025).

Problems identification

Although Kamalpokhari Lake and its surrounding area an attractive places to visit, various constraints are obstructing the full-fledged development of ecotourism. The area consists of insufficient infrastructure facilities, such as easy access roads to reach the destination. There are no proper facilities available for the tourists visiting the area. Hotels and lodges are not available where the visitors could stay and enjoy the scenic beauty of the lake. There is an inadequate promotion and marketing of the lake, even due to the absence of an information center, unable to convey the message to the visitors about this lake.

Figure 3
Local people's view on constraints



The local people were asked about these constraints, more than the 32 percent of the people agreed that promotion and advertisement were the main cause of hindering ecotourism development in the area. Similarly, 29.3% of the respondents said that basic infrastructure facilities, followed by 25.0% of respondents, for hotels and lodges. 12.9% of respondents said that the visitor's information center also obstructs the ecotourism development of the area (Figure 3). Yogi (2010) said that without proper infrastructure, tourism development is not possible. Poor ecotourism infrastructure and facilities including trekking passes, parking facilities, all-weather roads, camping sites, clean water, electricity and health and other facilities, conflicts of interest over resource usage and a lack of skilled manpower are the

major hindering factors for community-based ecotourism development in Ethiopia to flourish (Tesfaye, 2017).

Perception of Local People on Ecotourism

The chi-square test was employed for the statements to determine whether the local people have different perceptions towards ecotourism development. The perception of the respondents in the following statements was rated on 3-point Likert Scale. Three variables, i.e. Gender (Male and Female), Ethnicity (Brahmin/Chettri, Janajati, and Dalit), and Education (Literate and Illiterate) were taken and tested (Table 2).

Table2 *The area is suitable for ecotourism development*

Variables	Categories	Response in % within cat-			Mean	d. f.	X^2	P-Value
		egory	egory		Response		Value	
		Agree	Neutral	Disagree				
Gender	Male	60.4	20.8	18.8	1.58			
	Female	57.4	19.1	23.5	1.66			
Average		58.9	19.95	21.15	1.62	2	0.385	0.825
Ethnicity	Brahmin/	64.5	19.4	16.1	1.52			
	Chettri					4	1.039	0.904
	Janajati	54.8	22.6	22.6	1.68			
	Dalit	57.4	18.5	24.1	1.67			
Average		58.9	20.16	20.93	1.62			
Education	Illiterate	34.6	26.9	38.5	2.04			
	Literate	65.6	17.8	16.7	1.51	2	8.591	0.014^*
Average		50.1	22.35	27.6	1.78			

Note: *Significant difference at 5% level of significance

In the case of gender, the more than the 58 percent males and females (58.9%) agreed on the statement. The difference among the responses was not significant (p>0.05). The overall mean response was 1.62. In the case of ethnicity, 58.9% of all castes agreed on the statement, 20.93% disagreed and 20.16% were neutral. However, the difference between the responses did not vary significantly. The average response was 1.62. Similarly, in the case of the education category, 50.1% agreed and 27.6% disagreed. The majority of the illiterates (38.5%) disagreed on this statement as they were unaware of the ecotourism aspects and their benefits. However, most of the literate people agreed that the area is suitable for ecotourism development. The

difference among the responses varied significantly (p<0.05), and the average response was 1.78.

The study by Okello (2004) showed that educated people had more knowledge and support in ecotourism development than those with no education. The local people have a positive attitude towards ecotourism development in Kiyikoy town of northwestern Turkey (Kiper et al., 2011).

 Table 3

 Ecotourism Promotes the Livelihood of the Local People

Varia-	Categories	Response in % within			Mean Re-	d. f.	X^2	P- Val-
bles		category			sponse		Value	ue
		Agree	Neutral	Disagree				
Gender	Male	60.4	20.8	18.8	1.58			
	Female	66.2	14.7	19.1	1.53			
Average		63.3	17.75	18.95	1.55	2	0.761	0.683
Ethnic-	Brahmin/	64.5	19.4	16.1	1.52			
ity	Chettri					4	0.928	0.921
	Janajati	58.1	19.4	22.6	1.65			
	Dalit	66.7	14.8	18.5	1.52			
Average		63.1	17.87	19.06	1.56			
Educa-	Illiterate	42.3	30.8	26.9	1.85			
tion	Literate	70.0	13.3	16.7	1.47	2	7.101	0.029^{*}
Average		56.15	22.05	21.8	1.66			

Note: *Significant difference at 5 % level of significance

In the case of gender, the more than the 63 percent agreed on the statement. The difference among the responses was not significant (p>0.05). The overall mean response was 1.55. In the case of ethnicity, 63.1% of all castes agreed on the statement, 19.06% disagreed, and 17.87% were neutral. However, the difference between the responses did not vary significantly. The average mean response was 1.56. Similarly, in the case of the education category, 56.15% agreed and 21.8% disagreed. The difference among the responses varied significantly (p<0.05), and the average mean response was 1.66 (Table 3).

Ecotourism initiatives have significantly contributed to job creation and financial empowerment for the local people (Koki, 2017). The study carried out in Gandaki Province also identified that community-based homestay tourism is one of the appropriate ecotourism

models that create the market for local products with income and employment opportunities for local people (Khatiwada, 2022). Appropriate planning and management of ecotourism activities really matter for optimizing the positive economic, environmental, and sociocultural impacts of ecotourism on the livelihood of rural local communities (Ogago, 2014). Local people are satisfied with ecotourism and its associated business, as tourism is identified as the vital source of income in the Gaurishankar Conservation Area (Sharma et al., 2018).

Table 4 *Ecotourism Promotes the Conservation of Biodiversity*

Variables	Categories	Response in % within cate-			Mean Re-	d. f.	X^2	P- Val-
		gory			sponse		Value	ue
		Agree	Neutral	Disagree				
Gender	Male	60.4	22.9	16.7	1.56			
	Female	51.5	23.5	25.0	1.74			
Average		55.95	23.2	20.85	1.65	2	1.319	0.517
Ethnicity	Brahmin/	(1.2	22.6	16.1	1.55			
	Chettri	61.3						
	Janajati	48.4	29.0	22.6	1.74	4	1.712	0.789
	Dalit	55.6	20.4	24.1	1.69	4		
Average		55.1	24.0	20.93	1.66			
Education	Illiterate	26.9	34.6	38.5	2.12			
	Literate	63.3	20.0	16.7	1.53	•	11 145	0.004*
Average		45.1	27.3	27.6	1.82	2	11.145	0.004^*

Note: *Significant difference at 5 % level of significance

In the table 4, the more than 55 percent and females gender (55.95%) agreed on the statement. The difference among the responses was not significant (p>0.05). The overall mean response was 1.65. In the case of ethnicity, 55.1% of all castes agreed on the statement, 20.93% disagreed, and 24.0% were neutral. However, the difference between the responses did not vary significantly. The average response was 1.66. Similarly, in the case of the education category, 45.1% agreed and 27.6% disagreed. The more than the 38 percent f the illiterates (38.5%) disagreed on this statement. However, most of the literate people agreed (63.3%) that ecotourism promotes the biodiversity conservation of the area. The difference among the responses varied significantly (p<0.05), and the average response was 1.82.

The variables of age, gender, education level, household income, and the distance to tourist attractions, have a significant association with respondents' attitudes towards ecotourism

development (Chen and Qui, 2017). Community involvement is the contributing attribute for influencing ecotourism and local community support for conservation-related activities (Tseng et al., 2019).

 Table 5

 Ecotourism Preserves the Culture and Tradition

Variables	Categories	Response in % within			Mean	d. f.	X^2	P- Val-
		category			Response		Value	ue
		Agree	Neutral	Disagree				
Gender	Male	54.2	20.8	25.0	1.71			
	Female	67.6	19.1	13.2	1.46			
Average		60.9	19.95	19.1	1.58	2	3.017	0.221
Ethnicity	Brahmin/Chettri	67.7	16.1	16.1	1.48			
	Janajati	51.6	32.3	16.1	1.65	4	4.373	0.358
	Dalit	64.8	14.8	20.4	1.56	•	, .	0.500
Average		61.36	21.07	17.53	1.56			
Education	Illiterate	50.0	19.2	30.8	1.81			
	Literate	65.6	20.0	14.4	1.49	2	3.762	0.152
Average		57.8	19.6	22.6	1.65			

Note: *Significant difference at 5 % level of significance

In the case of gender, the more than the 60 percent less and females (60.9%) agreed on the statement. The difference among the responses was not significant (p>0.05). The overall mean response was 1.58. In the case of ethnicity, 61.36% of all caste agreed on the statement, 17.53% disagreed and 21.07% were neutral. However, the difference between the responses did not vary significantly. The average mean response was 1.56. Similarly, in the case of the education category, 57.8% agreed and 22.6% disagreed. The difference among the responses was not significant (p>0.05) and the average mean response was 1.65 (Table 5).

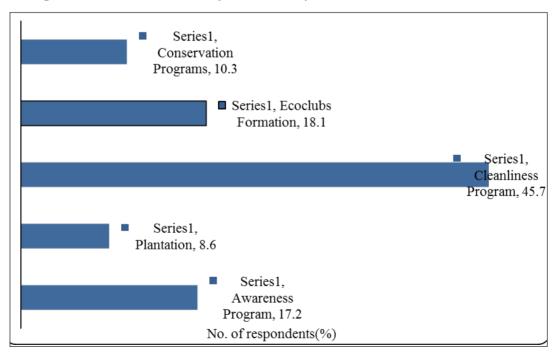
Ecotourism offers incentives to keep the tradition alive and to preserve the heritage of a culture in-country for Eco-tourists who are willing to pay to learn about such things (Whelan, 2013).

Management Activities for Biodiversity Conservation

According to the respondents, different management activities were conducted for biodiversity conservation. Different awareness program for biodiversity conservation is conducted from time and again. Strategic vision to make the city green is a dreamt and is on the way to being processed. People have requested the seedlings of plants from the municipality for the plantation

to create the area green and clean. The boundary of the lake was demarcated, and the area has been fenced for the conservation of the lake. The local people gather for the cleanliness of the lake to make it cleaner and attractive at the end of each month. The drainage channel was also diverted away from the lake region. Different eco clubs have been formed in the Kamalpokhari area. The members of clubs are responsible for conducting various awareness programs in many aspects, including tourism, cleanliness programs, afforestation, etc. The local people have introduced groups like youth clubs, mothers' groups, and lake conservation committee responsible for conducting various programs like training to youth about conservation. Cleanliness programs have been conducted by various clubs as well as local people in the Kamal Pokhari area. People here are self-motivated to make their environment clean, green, and healthy, ultimately making the Kamal Pokhari area worthy place for tourists seeking a peaceful, clean environment.

Figure 4 *Management Activities Undertaken for Biodiversity Conservation*



As shown in the above-mentioned figure 4, the more than the 45 percent respondents (45.7%) believed that the cleanliness program was mostly organized by the local community for biodiversity conservation. 18.1% of respondents for eco-club formation, followed by 17.2%

for awareness programs and 10.3% for conservation programs. 8.6% of respondents for plantation activities.

According to the lake conservation committee members, some of the plans regarding the development of ecotourism in the area include the development of foot trails, lotus protection, check dam construction, and improvement in promotion in the area. Sustainable management of natural resources by the local people is the main approach for preserving these landscapes for long-term social, economic, and ecological benefits (Husain et al., 2018).

CONCLUSION

The attractions i.e. religious sites, lake and scenic beauty, Kahun hill, hiking are the existing products in the area. Local people ranked religious sites as the main attraction point for tourists. Apart from the existing products, picnic spot, botanical garden, bird watching, fish farming, and boating can enhance further opportunities for ecotourism development. Local people were in favor of picnic spot construction. The main constraints that hinder ecotourism development are promotion and advertisement, hotels and lodges, basic infrastructure facilities, and visitor's information center. The majority of the people were in favor of ecotourism development in the area. A significant difference in the perception according to the education level was found in three statements i.e. the area is suitable for ecotourism development, promotes the livelihood of local people, and conservation of biodiversity in the area. Mostly illiterate disagreed as they were unaware of the aspects and benefits of ecotourism. As the majority of the respondents were literates, they were positive about the ecotourism development in the area. The activities related to biodiversity conservation such as awareness programs, plantation, cleanliness programs, eco-club formation, and conservation programs have been conducted by local people. However, the area needs promotion and marketing. Strategic Plan needs to make for ecotourism management and its promotion flourish must be initiated and continued.

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