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**Issues on Tourism and Destination Management in
Karnali Province, Nepal**

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Abstract

This paper argues that numerous tourist destinations exist in the developing zone of Nepal, particularly in the Karnali province. Many flora and fauna are available in the zone that the panoramic tourist products ever tempt the visitors, which demand for intensive studies of culture, livelihood and public dynamics. Several hills, peaks and mountains in this zone attract tourists and create pressure to the concerned authority to take right actions on time. Several places of interests in different parts of the area still need appropriate management, which would produce the best income resources for the state to invest in the development sectors. This is the productive realm of medicinal herbs that the users still use it irrationally throughout the territory without appropriate workforce. The data were collected from 33 respondents with key informant interview, focus group discussion and personal communications. The invaluable resources available in this area are of multiple significance which export would bring huge amount for financial reservoir of a country. For comprehensive development of the region tourism, hydropower, medicinal herbs, rafting, paragliding, nature, ethnic tourism are the best means for knowledge creation there as well. The responsible state authorities must take appropriate steps in managing the multiple issues through public participation in order to convert the recent status of the territory.

Keywords

Destination management, responsibility, ethical entrepreneurship, governance, sustainability

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Introduction

Human interest is amazing and endless that consolidates several innovations with amazing outcomes. It encourages citizens going to several places of interests with specific causes. People are migratory and interested in learning. The geographical demarcation could not prevent citizens from learning multiple initiatives for their wellbeing and advancement. Learning can be valuable from different paradigms that are significant. Tourism is one of such initiatives of humanity which provides both affirmative and negative inferences to citizens' despite of its characteristics to equip a society with financial back up. Tourism destination management acts as the panacea for resolving complex issues where the existing political and social forces may not be affirmative to bring drastic changes in their demeanor. It is a study 'Issues on Tourism and Destination Management in Karnali Province, Nepal' based in the Karnali Province that consists of ten districts of Karnali, Bheri and some districts of Rapati zone. Karnali province has longitude 80°58'58" – 82°09'60" E and latitude 28°10'07" – 29°34'60" N in the total area 20,211 sq Km (www.google.com).

Tourism has paradigmatic aspects to discern life style, nature, civility and culture of particular society. Extensively, it is a tool to transform society culturally, economically, socially and technically as people learn from different paradigms of the society comprehensively. Fundamentally, this envisages on the procreative social transformation and focuses on comprehensive apprehension of culture, lifestyle, traditions and social system existing in Karnali that could disclose potentiality and challenges both. Abundance natural capitals, as reliable backbone for the development are available in a country that contribute for the appropriate development that plays vital roles in exchanging thoughts and inferences among the public all over the globe, but the state has not put forward any concrete plans for permanent promotion of tourism destinations in Nepal because of the vicious bet within the political arena. Extensively, how the political forces remain active and create conducive environment for advancement of a society and people as well that determines inter-cultural exposures. The comprehensive social transformation depends on the grand collective causes of the leading strata a society which their morality enhances comprehensively. Nepalese political forces should be more reliable to alter the corroding situation of public and adopt ethical entrepreneurship for the best governance in real practices.

This study argues that advanced development of a nation demands big dreamers and without which none expect rational achievement. Mismanagement of resources and lack of rational capacity in leading strata of a society invites countless complexities in a society that brings multiple impacts on development and comprehension. Only the sagacious and responsible leadership of a nation ensures comprehensive advancement of entire society, plays significant roles in livelihood and perfection that leaders' ethical demeanor determines everything. The people in the Karnali region have to be rational on electing their representatives that are ethical.

Karnali province is one of the backward territories and weak in the human development index. The state advocates much on the development of the Karnali province (region) every year in budget for several years but the appropriate advancement is distant dream in reality. The complex geography of the region has made development initiatives more complex. Most Himalayan areas are inaccessible and virgin in nature. However, the state has invested much its capital every year for the development of tourism in the zone. The Karnali has become the icon for poverty, under development and backwardness extensively but the state plan and policies often contrast to the reality. The Karnali provincial government has tried its best for the cause since its installation. Moreover, the responsible authority has not made satisfactory progression for tourism destination management despite of the huge state capital investment. The study has the following research questions for the inquiry.

- a) What are the tourist products and how the responsible authorities in the province managing destinations?
- b) Which are the potentialities and challenges of the Karnali province for tourist destination management and how are the political forces and responsible authorities of the province funding for destination management?

As objectives are the backbone of certain study to carry forward in a comprehensive manner, the present study has specific objectives to identify the destination and the management initiatives in Karnali Province of Nepal, to analyze the condition of tourist products in Karnali Province; and evaluate the roles of state and non-state actors in tourism and destination management.

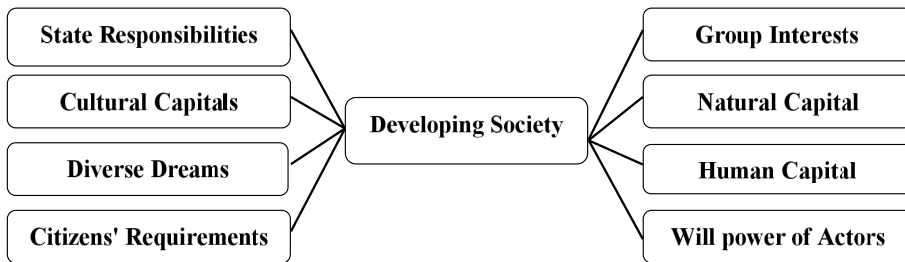
Significance of the study

The Karnali province is one of the backwater territories of Nepal that covers large area of hilly and mountainous range which was once the extended empire in the history. This is the virgin area and few individuals have tried their best for navigating about the province. This study will provide first-hand information to the inquisitive individuals, researchers and the interested policy makers to formulate the reliable plan and policies. Besides, this study will provide facts about Karnali province and make outsiders understand much about it. It will be beneficial for the responsible authority to make appropriate initiations for the advancement of the territory and the inquisitive learners for their quest for identifying the novelty and diversity as well.

Conceptual framework

Everyone in a society aspire for the quality living standard. In a developing society, people do have numerous aspirations to meet straight in order for their livelihood. They have several requirements to enhance their living standard, will-power to convert their dreams into a reality, numerous resources to mitigate complexities and contradictions to lead them in conflict. The state should resolve all the complexities and lead entire development process which should be self-reliant, self-sufficient and self-dependent for the strong state.

Figure 2: Conceptual Framework



(Source: Hangen, 2019)

Hall and Williams (2019) state tourism plays an important role for macro or micro based approaches to innovation, providing physical connectivity of places, enabling temporary clustering via the meetings and exhibitions sector as well as contributing via the cultural, leisure sectors to attractive place environments. The intellectual capital can be anchored or stuck in context of societies increasingly hallmarked by mobility (Hall & Williams, 2019, p. 229).

Review of literatures

Literature review resembles the previous activities on the proposed theme that encourages the researchers to find out the gap on the first journey and make essential corrections of the existing complexities. It provides researchers with appropriate destinations and encourages following certain paths to assess achievements. Self-revision and self-criticism of the researcher can only be possible through navigating previous works.

Conceptual review

Tourism, as one of the most essential aspects of human life and the lifeline of the country, plays crucial roles in promoting convertible currency for advancement of a country. It is one of the heritages of hospitality, which would cater the increasing demands of visitors from all over the globe. A host and guest relation benefits not only the host but promotes intimacy and fraternity among human society throughout the globe. Promoting tourism, highly cherished demeanor from the guest and the host always is in demands. Kunwar (2006) argues responsible tourism promotes peace and stability in the society; it is the study of guest and host relation. Despite of acculturation effects, tourism must bring drastic changes in the living standard of people. Sharma (2011) describes the need and promotion of village tourism in Nepal for the resilient advancement of citizens. Several texts on tourism describe diverse forms of tourism in Nepal; however, these could not direct the appropriate strategies and methods on managing tourist products.

Contextual review

Tourism has multi-dimensional aspects envisioning on the comprehensive advancement of a society with advance resources and amenities. Organization for

Economic Cooperation and Development (1994) explains rural tourism is a complex multi-faceted activity: it is not just farm-based tourism. It includes farm-based holidays but also comprises special interest of nature holidays and ecotourism, walking, climbing and riding holidays, adventure, sport and health tourism, hunting and angling, educational travel, arts and heritage tourism and in some areas, ethnic tourism (pp. 8-9). Several organizations have diverse perspectives on developing tourism in the several destinations of the world that provide practical ideas and knowledge. Some of the significant works in the field are Kunwar (2006), Moufakkir & Kelly (2010), Sharma (2011), Dailekhi (2011), Pradhan (2013), Ammirato (2014), Basnet (2016), Basnet S. (2016), Kusi & Werhahn (2016), Neupane (2019), National Trust for Nature Conservation (2020), TKPG (2075), Joshi (2076), Shrestha (2078) and Chaulagai (2081).

Hagen (2019) in the text 'Decentralization and development' describes the value of democracy and role of the grassroots communities in transforming the destiny of the citizens and the situation of geographical locations. He argues the democracy does not bring peace and prosperity unless the citizens have perfectly participated in democratization process. Further, he clarifies decentralization unites multi-cultural and divided societies, it deduces misuse of state capital and there are several mechanisms to control corruption. The road makes man, objects and thought mobile either these are good or bad, it may bring profit and loss to the society culturally (p. 41). The dynamics of the local communities can bring significant outcomes in the society.

Saarinen, Rogerson and Hall (2019) in the text 'Tourism planning and development: Contemporary cases and emerging issues' explain the diverse aspects of tourism destination management and planning. They have presented multi-dimensional inferences from the globes that have focused solely on the consolidation of the tourism in the society. They assert while growth is generally seen as a quantitative indicator, the idea of development is more focused on qualitative dimensions in social and economic processes, such as the quality of life and wellbeing (p. 2). They have described the involvement of several networks in the enhancement of tourism. They argue formal networks are significant for business and marketing purposes and mostly involve membership of various bodies such as local tourism organizations, destination marketing organizations, tourism associations, marketing initiatives, tourism grading bodies and local networking forums (p. 43).

Hall and Williams (2019) in the text 'Tourism and Innovation' describe several aspects of tourism and innovation in the field of tourism. They argue that human capital, understood as skills and competencies, is particularly important in the service sector that in turn places a premium on effective human resource management (p. 10). The destination management inferences from other significant locations could be invaluable assets for such performance. Internalization of technology for the promotion of tourist products is significant issue now; technology is usually considered to be one of the classic external drivers of innovation (p. 19).

Simultaneously, Stange and Brown (2019) in a text 'Tourism destination management: Achieving sustainable and competitive results' describe how tourism brings sustainable development in a full-fledged advancement of a country. Interestingly, the geo-tourism concept emphasizes destination qualities, its definition being "tourism that sustains or enhances the geographical character of a place; its environment, culture, aesthetics, heritage and well-being of its residents." (p. 14). Rodriguez-Diaz and Espino-Rodriguez (2019) in their text 'Tourism Destination Management' provide technical aspects on enhancing the significant global business for its sustainability. They state if you want to enhance the expression of human nature, you can try to add a portrait or a smiling face (p. 14). Tourism causes important environmental impacts and can generate great pressure on local resources, causing negative externalities (p. 55). In their words, greater self-sufficiency would be achieved with respect to local foods, local bio-waste would be transformed into fuel and fertilizers, establishing circular synergies between tourism and local agriculture, as well as job creation and new business strategies circular (p. 61).

Nepal Human Development Report (2020), a collaborative publication of Nepal planning commission and UNDP describes several insidious aspects of Nepalese society that has brought straight impact on the advancement of people. K. P. Oli argues the tough work for the country now is building effective institutions in a newly federated system; enhancing an independent judiciary, achieving efficient public services in education, health and transport and upholding accountability (p. ix). Human development stresses brokering simultaneous opportunities for people to realize a descent standard of living. In many cases this requires breakthroughs in development strategies, policy discourse and priorities, in tandem with minimizing or removing structural and institutional impediments to greater productive capacity and structural transformation (p. 8).

Gaps in research

The authors mentioned afore section have described the basic foundations for tourism and destination management but they have not described any particular aspect on the Issues on Tourism and destination management. The intellectuals should provide their rich inferences and the learning for the best advancement of a society. However, the authors have been silent and passive pertaining to the political influence and several issues on tourism and destination management of Karnali province of Nepal which is far from the mainland of Nepal and remote in sense of consciousness, development and dynamic mobility considering the mainstreaming of public in the country.

Method

The reliable information can be a complex journey without appropriate methodology that infers scientific principle, spirit and methodology. "The complex job of research signifies exploration of new sources of knowledge that envisions on the systematic presentation of the sources of knowledge around the human settlement" (Cheer, M., Hayward, P. & Prince,

S., 2021, p. 29). The present study is explorative one with qualitative design that the sample is purposive and the sites of study are Aathabis Municipality (Dailekh), Chandannath Municipality (Jumla) and Chhayanath Rara Municipality (Mugu) in Karnali Province following the sample size of 33 (focus group 17+7 personal communication 6) respondents. The researcher has collected data from the primary and the secondary sources. The students, teachers, political activists, cultural activists, development and health workers and people's representatives are the principal respondents for this study. The data were collected during the researcher's stay in Karnali Province from March 8 to April 12, 2023. The data collection tools for this study were Key Informant Interviews (KII), Focus Group Discussion (FGD - Aathabis Municipality, Dailekh; March 8, 2023, Chandannath Municipality, Jumla; April 8, 2023; Rara Chhayanath Rural Municipality, Mugu; April 12, 2023). The researcher has focused only the issues on tourism and development in Karnali Province and presented data systematically. Upholding the standard values and norms of study, the researcher has presented data sequential and systematically for the best outcomes.

Comprehending tourism and destinations

Every individual aspires to move place to places to find out the culture, life style and natural beauty of certain vicinity. The visitors are ready to leave their original places and travel to the new places that that is considered to be tourism which consists of two types: inbound and outbound. When the visitors tend to travel within a certain place of interest it is an inbound tourism and when they make their journey out of their home country then it is outbound. Products, services and tourists are the significant components for promoting tourism industry in the developing country. The term destinations signify the places of interests, as a tourism product which lures the visitors with specific specialty. Nepal has abundance natural capital that attracts the eyesight of visitors who often participate in the travel dynamics. The nature, heritage and cultural tourism have become the central concern in Karnali Pradesh as it is the heritage of hospitality.

Schumpeter (1934 cited in Hall and Williams, 2019) argues the essence of innovation was newness, but he considered this could be either incremental or radical, depending on whether it occurred within or departed from existing technologies and practices (p. 5). Tourists are also a source of knowledge and the more progressive firms seek to harvest this as a source of innovation. Tourists can also be seen as innovators in their own right, in the way they contribute to and create new forms of tourism experience (Hall & Williams, 2019, p. 25). In Nepalese context, consolidation of rope way can be reliable tools for tourism attraction (Hagan, 2019, p. xii). Diversification into rural tourism is frequently held up as a potential panacea for agriculture's ills. There is no doubt that in some areas and for some business, tourism can be valuable (OECD, 1994, p. 18). Many products are found in Karnali province that the exploration and management of (destinations) tourist spots are the principal concerns of the responsible authority. Natural assets are abundance and appropriate management is demanding in this territory. The local government must use able-hands to explore the area

and manage rationally. A peasant, 32 from Tilagufa Municipality-3 Kalikot argues, “Conscious efforts from every citizen is necessary to convert destinations into the attractive visiting spots that would lure the visitors and contribute in a state development. The ‘Collective feeling’ is necessary for this cause” (personal communication, December 10, 2022). Promoting tourism in Karnali Province demands enhancement of infrastructures like reliable roads, reasonable hotels and restaurants, medical service and security.

Hagan (2019) states the road makes man, objects and thought mobile either these are good or bad, it may bring profit and loss to the society culturally (p. 41). Thus, destination management is a challenging job in the distant area. Tourism denotes comprehensive travelling and apprehension of living standard, art, culture and the life style of citizens. It consolidates mutual understanding and promotes peace and cooperation. The citizens in remote arena of a country could learn about income generation activities and enhance their comprehension regarding to the civilized demeanor. Tourism is one of the means to technology transfer and inspiration. Pursuit of peace cannot be directed merely to the elimination of war (Moufakkir & Kelley, 2020, p. xxi). Naturally, it is an instrument to learn humanity and sharing inferences about human life and travelling unknown areas with the particular purposes just leaving ones’ original residence. Some respondents in Sinja, Jumla describe “visiting unfamiliar areas with special purposes to discern the human society and living standard of the citizens, tourism faces both challenging and pleasant inferences; it is a navigating mirror to observe the transformation of a society with divergent perspectives” (personal communication, May 13, 2021).

Tourism in Karnali province is one of the areas of less concentration. The former state authority had made certain plans to develop Karnali as the strategic spots for tourism. The respondents in Chhayanath Rara Rural Municipality, Mugu often declare (focus group discussion, April 12, 2023), “More areas in Karnali province are virgin and much study needs for further comprehension in the vicinity. Most destinations are under caring and inaccessible for tourists. These destinations have put some leaders much richer and encouraged for their bargaining tools”. Small scale development projects can benefit to the local communities that would provide them wealth as well, the large projects do not benefit to the general public; the rich outsiders and the elites take advantages from it (Hagen, 2019, p. 257). Decentralized management mechanism could bring significant outcomes from tourism. It unites multi-cultural and divided societies, deduces misuse of state capital and there are several mechanisms to control corruption (Hagen, 2019, p. xxiii). “Standard installment of the modern amenities is a burning problem of Nepal since a state has not made sound use of invaluable heritages, smokes; dust, bad road condition and lack of parking have made travelling tiresome” (Hagen, 2019, p. 118). Expanding the best services enhances the flow of the visitors that contributes comprehensively in the state capital increment which could be invested in state building process in Nepal. “Services invites attractions in the tourist destinations; infrastructure is prime requirement for that cause” (Chaulagai, 2081, p. 187). The consolidated provincial

advancement depends on the active participation of public and the best perspectives of the state authority that are liable for the job rational behaviour.

Comprehending destination

Destinations are of paradigmatic significance that provide noble information and strategies. These denote actual scenario of geographical indication and an intimate comprehension of citizens. One can learn a real inferences of complexities and opportunities of citizens with destinations. 'Resilient social development is an outcome of honest demeanor of the entire social activists and the leaders in a society. Self-reliance in culture, self-dependent in economics and self-sufficient in production and exchange was the prime foundation of the Karnali province' (Shrestha, 2078, p. 237). It demands crystal demeanor and cooperation from the several walks of society.

Several organizations and local institutions may involve in the sustainable destination management. Hagen (2019) describes local investment on tourism in Nepal has promoted the traditional art and culture; it has brought metamorphosis in the quality of small level investment and nature conservation (p.109). Thus, mobilization of local communities and the natural resources for sustainable tourism destination with locally available resources can be a panacea for entire development process in the region and make local initiators realize their contributions, responsibilities and duties in resilient infrastructure development for the best progression.

Situation of existing tourists spots in Karnali

Several tourist spots existing in the diverse geography of Karnali region still wait for appropriate usage and promotion to convert existing situation into productive reality. People seem poor, unmanaged, and dependent externally but they are well cultured and interdependent reflectively (Shrestha 2077, p. 88). The structural development of modern amenities have not taken place in the distant Karnali zone that caused for illiteracy, poverty and limited dynamics of citizens enjoying wills and woes together. They are physically poor but the smart individuals often represent them as poor characters because of their access in resources for confidence building.

A political activist at Rakam Karnali Dailekh explained "very beautiful hills and natural scenarios are existing in our vicinity but we have not consumed those rationally. The authority should be conscious and the citizens must support every policy of local government" (R. K. Kathayat, personal communication, November 30, 2021). Decentralized management and the extensive mobilization of the local human capital with resources ensure sustainability. Moreover, in general, Hagen (2019) argues decentralized management is considered to favour discontinuous or radical innovations within companies, but there is an argument that centralized management with well-defined routines may be more effective for transferring incremental innovations across companies (p. 25). The remote destinations demand several things to implement that bring affirmative outcomes in transferring living standard of local

populations which would be best for their livelihood and income generation in a sustainable performance. One of the respondents of 54 from Tanjakot Humla has a bitter inferences and argues, “The government has not paid attention and given priority to uplift backward area to bring at a forefront for comprehensive infrastructure development and that the responsible grassroots’ authority must make rational plan into action sagaciously” (R. B. Ramtel, personal communication; November 9, 2023).

The management of the tourist destinations should be effective and the actors be purpose oriented. The concerned authority must collaborate functionally so that all the responsible agencies will be conscious, effortful and dynamic in the performance in comprehensive demeanor. Similarly, Blakstock (2005) makes a timely and instructive argument that ‘understanding the relationship between local participation and local power structures, a key aspect of community development, will help to dismantle rather than reinforce barriers to local democracy’ (p. 191). Thus, the vigil management team and their sagacity reinforce sustainable management of the natural resources that may lay golden eggs for facilitating development process in the territory. “Nepal should conserve its multicultural diversity that should be based on equal rights, the strong political will power can prevent environmental pollution, degradation or declination in culture cannot retrieve genuine cultural heritages; it cannot be reinvented with money” (Hagen 2019, p. 246). The attempt and rational demeanor of the local resident makes everything potential as they are dynamic and responsible for their advancement. Their responses often make the state authority hear from them and concentrate for their profound advancement.

The Chief Education Coordination Unit, Dolpa describes “several tourist destinations are in the district that lack best planners, plans and policies to carry out; Chharka Bhot, Dolpo-Buddha and Shey Phoksundo are such valuable places of interest, rich resources, red panda and blue-sheep are the center for attraction” (Karki, personal communication; December 5, 2021). Saldang, even at the height of 4200-4300 meter could attract everyone’s attention with its uncompromising beauty. To promote tourism and enhancing the destinations, one should have practical plan, action and cooperate with the experienced (if possible foreign) citizens. Development of homestay, upgrading local business, training to service industries, lodge management, visit year campaign, Buddhists circuit- Kakre management are significant acts. It takes long time to go Limi-lapcha (7, 8 hour) and no lodgings are on the way. It is a hidden, inaccessible and sacred valley behind Himalaya. Hagen explained during 1950s Nepalese enjoyed in perfect harmony of their environment, culture and religion. “Religion was the direction in their everyday lives of Nepalese that had lived with the eternal happiness which could be produced by the deepest peace; the smiling nature of Nepalese today can be chief cause of attraction for many tourists” (Hagen, 2019; p. 246). However, many natural resources of diversity can be found in the territory that still demand rational capabilities for conservation, management and operation to serve citizens with the smokeless tourism industry comprehensively in the destination.

Tourism products

Many natural and man - made things attract attention of the visitors which they enjoy for pleasure and satisfaction. Several natural and man - made things are in Nepal that demand careful study and explorations. Tourism products are the locally available things for attraction that are unique in nature and demand careful consideration from the users/consumers. The elements of attractions that tempt the visitors in particular place and many tourists often visit that area with their vested interests are the tourist products. These products are of diverse nature that quench the thirst of visitors with different purpose. “Many visitors visit different places to meet their causes and satisfaction. Tourists products are basements for peace and satisfaction for the visitors but their values can be of diversity” (Chaulagai, 2081, p. 173). “The natural and man - made are the tourist products that straightly concern on environment, pleasure, leisure and business. Tourist products can be intangible, psychological, highly perishable, composite, unstable demand, marketable, risky, heterogeneous, and absence of ownership” (www.google scholar.com).

Figure 3: Tourism product



Source: www.google scholar.com

Tourism products in the region

The Karnali province is one of the living heritages of hospitality in the Himalayan country that reflects genuine culture, lifestyle and livelihood of citizens with diverse convictions. Very complex livelihood of the residents is common identity of Karnali. One can observe simplicity of citizens and the natural heritages (very organic resources and virgin Himalayan areas), cultural and religious heritages, archaeological and historical assets in this pristine land. The organic living standard of citizens and their struggle for modernization reflects medieval socio-cultural development practices heading to acculturation. “Internalization of technology for promotion of tourist products is significant. It is considered to be one of the classic external drivers of innovation” (Hall & Williams, 2019, p. 19). A social activist of 48

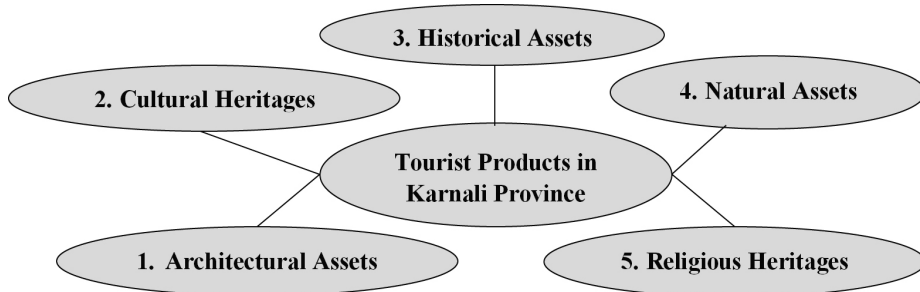
in Khalanga, Jumla argued “In the past, the local residents created artistic substances as their identity but the late generation is reluctant in presenting their originality” (M. Yogi, personal communications, December 21, 2021).

Natural resources can transform the nature and existing situation of people if all resources handled rationally. Significant tourist products exist in the region require much expertise for systematic management. Destination management inferences from other significant locations could be invaluable assets. “The market access, aside the extension of the life cycle of destination via rejuvenation strategies is also typically connected with the importance of innovations from other locations” (Hall & Williams 2019, p. 160). The innovative aspects should reflect social interest that tourism destination management is one of the sensitive sectors which demands instant efforts and immediate results. Many destinations and the tourism products in Karnali region are of invaluable significance but the local agency and the responsible authority should be attentive to promote backward area and the products existing there. As long as the local residents are vigilant, the more advancement they may get from the existing situation of the locality. Another respondent M. K. Puri (personal communication, June 15, 2024) states, “The rational governance and indomitable leadership of the land that have common comprehension to humanity only can convert the contemporary situation of public and the nature as well that can benefit to the common causes”.

Similarly, another respondent R. Bishwakarma (personal communication, March 8, 2024) argues, “Karnali province is the living heritage of hospitality, responsible leadership concentrates on ethical entrepreneurship, invests significant skills and strength to play customary roles in identifying motherland so that Karnali province has no convincing and reliable leadership”. It is a reliable avenue for dynamic individuals or groups for collaboration and coordination. Destination is business and political interests rather than intrinsic merits of ideas, could contribute for innovation through policymaking. Vigilance of public counts louder to the narration of certain issues. “However, academic and other institutional interests are also significant, particularly the way in which academic knowledge is produced, framed, disseminated and received in relation to certain ‘economic’ knowledge to contribute for social advancement” (Hall & Williams, 2019; p. 234). Many significant tourism products like pristine nature, biodiversity, historical, cultural and archeological are existing in the Karnali province but the conservation as well as promotion of such capitals are considerable. Attractive rivers, White Mountain, flora and fauna untiringly tempt the visitors whereas the concerned authority has not arranged the basic foundation for promotion and extension of these assets. “Rara Lake (Mugu), Shey Phoksundo Lake (Dolpa) and Kakrebihar (Surkhet) signify a golden tourism triangle in the province which could contribute state financially and naturally; this triangle will make unique impact to the previous two tourism triangles in the country” (KPPC, 2020, p. 158). The traditional medication and primitive way of life in the Karnali province add luster in the originality of the province that has given unique identity of Karnali province and only the limited strata of a society have misinterpreted and benefitted

from such maneuver. The local residents of Karnali must be more conscious and exert much than other ones.

Figure - 4: Tourist Products in Karnali Province



The revolutionary performance is essential to bring significant changes in the livelihood of citizens which will be significant movement for uplifting the status of grassroots communities. Conservation of natural resources and architectural assets entirely depends on the critical and responsible demeanor of local communities and their participation. Creative and critical strength of conscious citizens ensures significant preservation of the resources. Therefore, the local communities and the local government must be responsible to make the public participate actively.

Condition of existing tourism destinations

The state dynamics in providing means of personality development is essential for public advancement. People in the Karnali zone did not have opportunities for their capacity building because of the carefree nature of the ancient rulers in the center; the poverty in thought and demeanor ever put them backward, illiterate and immobile. Many natural resources in this territory have not come under the concentration of the authority even to - date of science and technology. However, the local governments have planned and carried out some minor activities to promote in this area in some extent. In Chandannath Municipality (Jumla), the respondents described local government is unwilling to explore tourist spots, manage and promote the areas, the chief concern behind that is to provide the jobs to the cadres of the political party dominant in the region who work for benefit only. The respondents further described:

“The local government authorities are not conscious about the quality manpower and quality as well as the planned development of available resources. Most representatives and the working hands are unknown about the value of tourism and the significant outcomes from it. They have bought bulldozer in their kin and dug the roads even in the productive lands of the farmers and bagged much money by increasing the machine duration and operator’s wage. This tendency is extensive all over the territory and the responsible individuals have taken advantages in the names of development and structural enhancement”. (Focus group discussion, Jumla; April 8, 2019)

Many places are of archaeological, cultural, historical, natural and religious significance in this territory. The rational management facilitates the citizens best for their advancement, construction and outward mobility. The appropriate management of the available resources in this area will help the provincial and the local governments to collect financial resources that would be significant supplementary resources for development. The responsible government are not willing to have abundance investment on the conservation and promotion of these resources because of the three specific reasons: First, most individuals in in the authority do not have caliber to cope of the demand of time and second, lack of technical knowledge and the reliably inspiring workforce. Third, they do not have knack for collaborations.

The capable local individuals with affirmative attitude play significant roles in transformation of existing complexities of citizens. "For the advanced society, their forerunners should be responsible, visionary and action-oriented; neither the citizens not their leaders are willing to change their status, the comprehensive change in the existing situation demands strong will-power of conscious individuals" (Sheller, 2021, p. 79). Promoting tourism demands the guest and the hosts behaviour on ground of rationality symbolizes there should be blending of spiritualism and materialism. The individuals adopt materialism and its norms by forgetting their own cultural identity and foundation. "Forgetting own cultural identity and basements ones do not realize their responsibilities to society and environment, they do not contribute to the democratization process and they follow the aimless political agents that deliver airy dreams for cheap popularity" (Hagen, 2019, p. 247; Stange & Brown, 2019, p. 324). The immature actions and fanciful plans of the political forces in a society do not bring any significant outcomes nor will it be foundation for drastic social change, collaboration and perfect harmony there.

The entire Nepal in general and Karnali in particular is backward much because of the fanciful dreams as well as aspirations distributed from the political parties and their cadres during elections. Elements of master plan usually include economic development, human resources, environmental impacts and social and cultural impacts (TDPD, p. 4). In most cases "the local governments are just making nominal investment to manage tourism products in some extent that is not enough. They should have made bigger investment plans and mobilize the suitable working hand to put their dream into reality" (Edensor, 2021, p. 263; Apollo & Wengel, 2022, p. 267). Nonetheless, the local governments are making albeit efforts to construct motor able roads in the rustic arenas, temple installment in some extent and agricultural productivity as their prime concerns, but they have not dared to invest abundance into the tourism products. Most people's representatives do not know the value of structural change of a society and they just consume their productive time into an entanglement and hesitate to invest into the challenging areas.

The promotion of shrines and only the rounding up existing shrines do not ensure advancement in development paradigm. The planned development, promotion, protection and destination management are under pipeline which are being accelerated gradually in Karnali.

Tourism and destination management in this region is still progressing and much actions wait for conservation, operation, mobilization and for perfection. "The experts' contribution is essential for the management of destination in pristine territory, use of modern amenities in collaboration with technological breakthrough can provide amazing outcomes. Innovation can have a positive role in sustainable tourism development (Hall & Williams, 2019, p. 234; Hamzah & Khalifah, 2009, p. 235). Local expertise mobilization in resources enables the destination management sustainable that the mingling of technology in the innovation is prerequisite for advancement. The Chief Administration Officer, Humla (personal communication, April 18, 2023) states, "Politics of honesty and ethical entrepreneurship is prerequisite to ensure tourism destinations in the district; Nepal Tourism Board should make an initiative to link up all stakeholders even from Humla district for systematic tourism destination management and its perfection". Sustainable development depends on the ethical entrepreneurship. "Innovation can have a positive role in sustainable tourism development, innovation and institutional redesign may help to overcome a crisis where the social capital is foundering or to produce a redistribution of welfare" (Hall & Williams 2019, p. 235). To succeed, the concerned stakeholders need to more fully recognize the significant adverse impacts of tourism development and must be informed about opportunities.

Engagement in tourism promotion and management

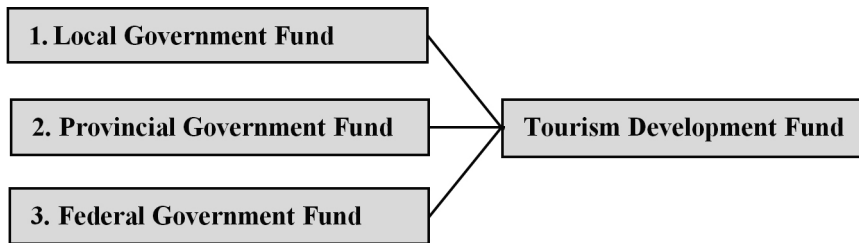
As Nepalese have grasped the federal democratic republic after the Great Mass Movement (2006 AD) and have been loyal to the socialism-oriented constitution of Nepal (2015 AD), they follow the three tiers of administrative structure. According to the Constitution, every government has specific duties, rights and responsibilities. In some extent these governments adopt collective rights while making consumption of certain revenues. The rights (singular and collective) are arranged into the schedules of the constitution. These three governments are heavily involved into the advancement of tourism and associated realms. The three tier governments of federal republic of Nepal have launched several programme to promote tourism in several parts of the country. They have distinct plans to carry out but in collaboration. However, they play roles differently to achieve the significant outcomes. "In the vast majority of locations, tourism can most effectively contribute to regional innovation and development over the long-term through establishing linkages with other sectors where many stakeholders have to play their significant roles" (Hall & Williams, 2019, p. 170; Walker, 2017, p. 257).

Doel and Hubbard (2002, p. 263) cited in Hall & Williams (2019) argue, "policy makers need to replace their place-based way of thinking with a focus on connectivity, performance and flow" (p. 170). The local government envisions for the local level plans, the federal government for provincial level plans and the federal government is responsible for the large scale investment cooperatively. "Tourism's relationship with innovation needs to be contextualized with national, regional, spatial and sectorial innovation systems" (Hall & Williams, 2019, p. 237). Nonetheless, Hagen (2019) suggests "formulating a seed capital

from the grassroots communities and mobilizing this revolving fund for their comprehensive wellbeing; it makes tourism area advanced and reduces poverty with the active participation of the ethnic communities in the region” (p. 155). Exploration of the best opportunities to citizens from the potential activities could be the panacea for resolving existing economic issues. Without collective efforts and coordination from the state organs, the development and construction programme may not be successful (Sung, 1976, p. 76).

The sincerity in actions and labour conscious demeanor brings alteration in a society. “It requires sagacious mobility of the citizens and rational demeanor from the leading personalities of a society with high respect to labour and creativity” (Edensor, 2021, p. 139; Ghimire & Khadka, 2022, p. 165). Preaching is very high in the Karnali region, only a handful citizen practice for real life situation but most of them talk about fanciful dreams just. Preaching does not bring fruitful outcomes so it is very easy to preach others but implement in real situation of Karnali.

Figure 5: Engagement in Tourism Promotion and Management



The bitter truth it is here that everyone preach others for the best outcomes but only the few hands are mobilized in the genuine works. This is meaningless tendency of the public as well as the concerned authority that work for the comprehensive alteration of livelihood of the citizens in the territory. For the comprehensive transformation of their existing situation, the residents of Karnali have to be more active in learning and believe in their own feet confidently. The following figure describes stakeholders’ involvement in tourism promotion and enhancement in the Karnali province. Several stakeholders are involved into the exploration, promotion and consolidation of tourist destinations of a country that arguably are responsible for comprehensive sustainability. The chairman of a local authority, Namkha Rural Municipality in Humla (personal communication, May 10, 2021) argues, “We have several precious natural assets in different parts of this village, people are loving but not conscious in preserving their typical arts and culture, we need much expenditure and expertise to convert these assets into incredible substance”.

Many areas are under the shadows and the responsible generations should excavate all hidden treasures to convert these into the significant assets. Abundance natural capitals are waiting for the creative capacity of the individual of high morale and stamina so that the citizens could convert their area perfect, comfortable and safer for visitors. We discard

the importance of innovation for tourism or tourism for innovation systems rather we seek to “highlight the need for caution and that innovation needs to be understood from a strategic perspective, whether that of a firm or a place. Innovation is not a goal in its own right, it is a means to an end” (Hall & Williams, 2019, p. 234). Tourism destinations have multi-dimensional perspectives, the local communities, experts, visitors, agencies and the government authority have played their roles differently.

“Travelers may undertake new experiences; gain knowledge of other cultures, regions and countries; discover the importance of caring for the environment; develop new friendships; and in the process, promote peaceful relations among people” (Haessly, 2010, p. 13). “Lack of clarity in the spelling of place making, place-making and place-making is because bottom-up, organic place-making and top-down, planned place making are two ends on a continuum of place making ideas, theories, methods and practices” (Saarinen, Rogerson & Hall, 2019, p. 144). Collaborative advancement in action is necessary, thus, the responsible stakeholders must collaborate perfectly. Moreover, the local citizens and the public actors in the locality must be conscious to make reasonable investment from the resources but the ground reality differs. “The local citizens believe in political activists whereas the most of the political cadres deceive them; it’s an irony and treacherous actions which disturbs the development activities” (Ghimire & Yadav, 2053, p. 187; Evans, 2015, p. 223; Walker, 2017, p. 232). The lack of ethical political culture makes the cadres of the most political parties ignorant to their responsibilities. Tourism development (exploration and destination management) depends on the constant efforts of the stakeholders. The collaborative approaches including the citizens to develop their respective arena consolidate their dream to enhance attractive destination management which could attract them all over the country and ensures supplement of the foreign currency from the visitors.

“The collective efforts of citizens can make complex actions possible for the interests of the masses that requires conscious plan and sagacious leadership” (Ghimire & Khadka, 2022, p. 189). Blaming culture is very high all over Nepal and here everyone is blaming others and does not possess their shares in public awareness. “Tourism is poorly represented in national innovation policies, while national tourism policies tend to neglect innovation” (Hall & Williams, 2019; p. 29). The people in Karnali used to blame the central authority for not making adequate development in the region that that made the Karnali people ever poor and dependent. They should realize the best causes behind their ignorance. The ex-chief Minister of the region, Mahendra Bahadur Shahi stated “the Karnali provincial government has invested appropriate resources and expertise through the local government to promote tourism in the region but what we require is rational plan and the devoted personnel to carry out for affirmative outcomes” (personal Communication, December 29, 2022). The state has concentrated many plans and policies for the development of the backward area, people and the society which solely are painted onto the political white papers but the Karnali zone need practical planning and honest implementation.

Moreover, the secretary of the Ministry of Tourism, Industry, Forestry and Environment argued, “the ministry has allocated state capital proportionally that stakeholders have invested in different purpose of tourism development in several vicinities of the Karnali. The conscious local individuals should play significant roles in upgrading the recent condition of tourism promotion” (M. Joshi, personal communication, September 23, 2021). The local, provincial and federal governments have carried out tourism development plans and projects in different parts of the country. “The state plans do not bring fruitful outcomes when these lack local participation and ownership. The local participation enhances resilient infrastructures and promotes permanent peace when they grasp every social incident affirmatively” (Moufakkir & Kelly, 2010, p. 158; Rijal, 2010, p. 78). Several chaos exist in a state in lack of good governance, transparency and conducive demeanor from the responsible authority. “Nepalese should grasp genuine comprehension of ethical values while performing development or construction in a society. Loyalty to ethics, commitment to work and punctuality to destinations are contemporary issues in general and grassroots communities in particular” (Shahi, 2076, p. 152; Shrestha, 2078, p. 48).

Infrastructure development

Infrastructure consists of the fundamental requirement for the comprehensive advancement of a society that represents services needed for a country to run smoothly and for economic and social development. “The infrastructure developments are communication, education, health, power, market, commerce, irrigation and leisure facilities. In Nepal infrastructure means the things run smoothly and helps people go about their daily lives” (Chhetri & Singh, 2076, p. 18). “Having good infrastructure is super important for the country to grow and do well; it’s not just about roads and buildings; it’s also about things like electricity, water, and internet connectivity” (Hangen, 2019, p. 227; Cheer, Hayward & Prince, 2022, p. 266). Infrastructure development enhances access to basic amenities, promotes social inclusion, and contributes to human development and well-being. Infrastructure is the basic facilities and system serving a country, region or community. The infrastructure development includes mass transit and telecommunications networks as well. The public sector produce large-scale infrastructure usually funded by tax revenue.

The road networks are the comparatively cheap means of transportation which the masses of public often use to travel. In Karnali province, the road networks are not better constructed nor have the concerned authorities been sincere to construct best infrastructures which could facilitate for everyday living of the residents in the province. The responsible factor behind the mismanagement of the resources in Karnali province is lack of politics of ethical entrepreneurship. The politics of bargaining and the double dealing has badly shattered the peace and conciliation from the Nepali society that has straight impact in the state building process. The masses of public are not so much conscious of their political rights nor are they vigil to their common responsibilities for the social development. “Most people in Karnali province heavily rely on their community leadership that have several

business for their individual pursuits who can easily use such public” (B. S. Bishwakarma, personal communication, December 16, 2023). The conducive infrastructures like roads, restaurants, hotels and communications including reliable security have not been arranged in this province for which the bargaining and dependent nature of the local leadership is responsible. The Karnali Province has road networks of 1321.43 Km in which black topped 596.77 km, Gravelled 62 km and dusty 662.66 km (Karnali Province Government, 2076, p. 234). The lifeline of Karnali Province, The Karnali Highway just 232 Km from Surkhet is narrow and down-standard. The concerned authority has many significant things to do in this sector. There are eight airports in operation in the province that have linkage with Surkhet and Nepalgunj city in Banke district: Simikot, Jumla, Mugu, and Surkhet has singular airport whereas Dolpa and Rukum - West have two airports (KPG, 2076, p. 236). Nonetheless, most of them require careful attention for the full-fledged services.

The visitors can enjoy water rafting in some parts of the Karnali River despite of the diverse surface of the river (NRCT, 2019, p. 124). A respondent at Tribhuvan University, Kathmandu (personal communication, April 13, 2024) argued, “The inhabitants in this province have long and bitter inferences for their livelihood for centuries who aspire certain alteration of their existing situation. However, their expectation from the local leadership vary comprehensively with their real practices.” The public in this province are hardworking because of their complex living standard but their leadership are not confident, convincing, skilled and resource conscious. The Karnali people have several things to do to replace their recent struggles and convert their status quo with their rational political consciousness. The ethics in political sector determines the comprehensive advancement of a society. Nonetheless, the state government including the responsible authority must be conscious enough for the comprehensive advancement of the public in the province so that they could be self-reliant and self-dependent. Hold that Karnali people will have confident, determinant and committed leadership with supreme ethical entrepreneurship.

Conclusions

Abundance resources are spreading in several parts of Nepal but the fragile management of valuable resources has explicitly inferred. Infrastructure development is very difficult there so is the life style of citizens. The local governments are planning several schemes for the development programme into a basket which is not abundant, the specific projects still require significant expertise. The general installment of tourism products like nominal view tower, shrine construction, park formulation will not ensure the significant tourism promotion. The government must launch game changer projects for enhancing service sectors and the local authority should be responsible, ethical, cost-effective, reliable and visionary enough in mobilizing natural capital. The local governments could not make rational utility of state capital despite they have spent resources irrationally; the provincial and federal government must be serious enough if the lower level units are making significant usage. The enriched natural capitals in Karnali province require appropriate expertise, plan to manage and convert

into the cash components and the visionary leadership with strong will power to coordinate all sectors. Foremost, the political parties should be impartial, forsake culture of over exaggeration, prattling and they must act according to their promises. It is essential that every conscious individual must realize that the country can never be developed with the dependent resources from externality (neighbor countries); the state should be self-dependent (SD) in economics, self-reliant (SR) in technology and self-sufficient (SS) in culture as well defense. Nepal does not have resilient economics and smooth functioning system. A state cannot be prosperous and self-reliant unless it makes comprehensive strategies to mobilize natural, social capital and intellectual capabilities. The prudent individuals coordinate to the skilled human capital and orient them for effective and efficient mobilization of the state capital. Political forces should be responsive enough to a society and they must adopt the 'culture of politics of responsibility', discern 'politics of responsibility' and 'ethical entrepreneurship'.

Tourism, as panacea for global development can boost the urgency of convertible currency. State capacity determines the mobility of available resources requires the high morale of citizens as well as leadership who value for cultural status. The state actors also need to coordinate and collaborate with those institutions with similar interests all over the country so that the singular effort from the government will get support and people secure work opportunities. The competition of self-perfection and self-seeking demeanor has corroded the mentality of late generations and the quest for individual interests has posed certain threats that it has spread the culture of suspicion. There should be confidence and collective cause to accomplish the goals together, the responsible authority must consolidate the culture of shared responsibilities that will enhance confidence and mutual understanding. Moreover, Nepal has entirely developed 'the culture of dependency' and 'utility' rather than focusing on innovation and creativity. The responsible state authority must adopt the strategy for self-reliance. In Karnali, the government is only describing potentialities of benefits to be achieved from the natural capital but there lacks concrete plan to put proposals into reality. Cost-effective development plans are urgent that may not overcome the dateline of every function. The Karnali province, once great Karnali Empire is rich in natural capital and heritage of hospitality despite of tourism development has certain challenges. The rent seeking nature of authority and the political forces have corroded the environment extensively. Politics of ethics and culture of responsibility is a big challenge in Karnali that the conscious ones require to discern.

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Ideological biasness

There is no ideological biasness in this study.

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