

Monitoring and Evaluation of Community-Based Tourism Projects in Nepal.

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Abstract

This thesis examines the monitoring and evaluation of community-based tourism; with a specific focus on community-based tourism programmes in rural Nepal. The thesis examines literature related to the concept of community-based tourism, challenges associated with the monitoring and evaluation of community-based tourism, and, community-based tourism in Nepal. It is found that there is a gap in the literature, with regards to detailing specific recommendations for implementing systems of monitoring and evaluation for community-based tourism; and, in response to this, this thesis aims to derive a community-based tourism monitoring and evaluation framework.

In order to better understand community-based tourism, and the requirements of a framework to monitor and evaluate it, two case studies are presented. The first case study examines Sirubari, a small village that is still in the early stages of tourism development and which is marketed as a “village tourism” destination. The second case study examines Ghandruk, also a small community, but with a more established and conventional tourism industry. Aspects of the tourism programme in each community are examined, including local participation in policy formation, planning, management and ownership, and for each community, a brief assessment of the impacts of tourism is presented, along with an examination of the role of tourism in community development, the capacity of local people to monitor and evaluate tourism, and visitor’s perceptions of the tourism experience. It is found that whilst there are informal procedures in place for monitoring and evaluating tourism in each of the destinations, there are tourism management issues that need to be addressed, and that the communities would benefit from a more formal and sophisticated approach to monitoring and evaluation

Based on the findings a comprehensive framework for monitoring and evaluating community-based tourism projects and programmes is proposed. It is contended that, whilst the framework has been developed based on observations made in Nepal, it has applicability for community-based tourism projects and programmes in other developing countries.