

# **Chapter-One**

## **INTRODUCTION**

### **1.1 Background of the Study**

Nepal, a country of natural paradise, is unique due to its peculiar topography, diverse climate and cultural heritage. This small and beautiful country is in between two big power of Asia, China in the north and India in the east west and south with the open border. Nepal has many tourists' destination and range of comparative advantages. within just a small area of 1,47,181 square kilometer, as wide variety of flora and fauna and a varied climate as well as bio-diversity, the highest mountain of the world, Buddha's birth place, people of different races, religious, cultures and costumes are the large and growing tourist's world. To develop sustainable tourism and to achieve the socio-economic benefits, the activities like, ecotourism, community based tourism or religious tourism should be highly promoted.

Nepal one of the most unique exotic and remote destinations in the tourism map of the world a country deemed with countless nature wonders offer a huge range of tourism products. The treasury of its product potentiality is endless. It's not only the highest peak Mt. Everest and the deepest gorge of Kali Gandaki but there were innumerable natural, cultural and never to be found elsewhere features. This is a country old historic monuments and heritage site. It wouldn't be an exaggeration to say tourism potentiality of Nepal, if utilized properly and with a little seriousness one the part of the plans and policy makers, which would prove like the Hen that used to lay Golden Eggs in fairy tales.

Tourism industry, being a comparative advantage industry of Nepal, has important role in Nepalese economy. Development of tourism has contributed to increase employment and income generation and to improve the balance of payment of the country. Tourism, being the key strategy for economic growth undoubtedly can become a powerful weapon to poverty alleviation as well as unemployment problem. If appropriate and relevant policies

are adopted with adequate resources, tourism could be a miracle to enhance the economic condition of the poor people Nepal where the possibilities of exporting manufactured goods are limited cannot be ignored tourism role because of its multifaceted effect such as the balance of payment situation, diversification of the economy augmentation of revenues, and generation of employment opportunities directly and indirectly. Tourism is on instrument in the economy of Nepal in the process of relational development of agriculture and industrial sector.

Before industrial revolution (1760-1840) travel was mainly a matter of seeking knowledge, engaging in trade and commerce and undertaking pilgrimage. The industrial revolution can used technological changes, which influence in the social, political, economical and cultural life of human being. The industrial revolution also brings the change in the sector of tourism with the power driven machine. The consumption of such power driven machine attracts tourists from one place to another to full their expectation and desire of entertainment.

In the beginning it was the railways, which opened up the countries, then came streams trips, followed by the introduction of motorcar, which started, to decentralized nations. Finally we have led to a new concept mass tourism. Advent of the jet travel in 1958 was most dramatic event. Air travel from 1960 was tremendously because of introduction jet similarly advent of high speed of trains was first introduced in Europe helped to boost up travel. some exports even talk of potential speed of 500km per hour on rails, high speed magnetic trains are not only fast but also seek looking, noiseless, low on pollution and above all cause no wear and tear on track because they never touch it. In Japan and France such trains are running successfully. Thus the travel of train increases in wealth of industrial society, communication and administrative mechanism of the organizations.

In 1992 tourism has become the largest industry that have been enjoying large number of the people through out the world, tourism industry seems well developed since 1936 to 1993 since the development of tourism. It became the part of study in social science

mainly in economics, geography, management, sociology, anthropology and psychology. These disciplines have continued a great deal in the sector of tourism. Many scholars have enriched it with literature for the development of tourism as a discipline making contribution to theoretical concepts, empirical investigations and various aspects of tourism. (Upadhyay, 2008)

The foremost and eminent resources of adventure tourism in Nepal are snowy Himalayas. The Himalayas constitute one of the inspiring wonders of snow-covered summits, outrageous glaciers, and zigzag rivers, deep and narrow Gorges. Fast-flowing rivers are seen in tangles of coils, pushing and foaming to create breath-taking fantasy. There are also many deep gorges cut by the tectonic snow-fed rivers those rivers that never fail to nature lovers in the thousands. Gifted by Mother Nature with such spectacular and awe-inspiring scenic spots, Nepal obviously has big tourism potential (Parajuli, 2005).

Sunsari, one of the districts in eastern development regions of Nepal lies at Koshi zone that has a historical and religious importance. It is also a place of God-gifted natural assets, mountain and Himalayan scene, river basin, mixed climate and other attractions which will be of great interest for the tourist. Sunsari lies in the eastern region of Nepal, in its western development region. Sunsari district has many attractions sufficient to ancient historic, religious, naturally rich and tourism-oriented places of Nepal. It is also well known for its religious places like Barahashetra, Dantakali, Budhasubba, Pindeswore etc. which are popular pilgrimage destinations in the country beside religious importance it is a very rich place in natural and climate diversity as in Koshi Tappu Wildlife Reserve and Bhedetar. Thus, tourism can be a vehicle to develop the rural areas of Sunsari district. The destination thus has high potentialities for nature-based tourism.

## **1.2 Statement of the Problem**

Many historical and cultural places reveal that very little progress has been achieved in the areas of tourism diversification. Tourism promotion and development is

largely concentrated on urban area and a few of the traditional shites outside the Kathmandu valley.

Benefits of tourism are disproportionally distributed to the centre (Kathmandu) from incoming tourists much of the tourist's dollar remains in Kathmandu and little finds its way into other part of the country. There exists a situation of core- periphery dependency in which the center controls a very considerable extent of the distributions of tourism around Nepal, accumulating most of income generated organizing much of the travel activity in pre-paid packages and supplying many of needs from the centre so that benefits flowing out to rural areas and small towns are limited (SNV, 2003:13).

A series of general problems are several in the context of tourism development in the rural areas of the country. There are poorly developed access and local institution in the rural area lack of basic infrastructure, knowledge and scientific thinking has seriously hindered tourism development in rural areas of the country. Similarly weak co-ordination between the centre and local institutions, limited ability of the local persistent inequalities and fragile biophysical environment are some other major problems in this field. Also the problem of environment pollution and political instability has hindered tourism development.

Traditional rural area, related cultural pattern, natural beauties and pilgrimage destinations are the major attractions for tourism which brings benefits of those local communities. In this proposed study entitled "Problems and Prospects of Tourism in Sunsari District"?

In Nepal there are many places and sections which are distinct and carry huge potentials for tourism development. Among them Sunsari is such a unique place where there are many natural, cultural and other attractions which can attract domestic as well foreign tourists. As most other district sunsari is a multi ethic district. It is rich in cultural religious and natural cites which could be attraction centre for the religious and other tourists. The increasing interest of foreign tourist in diverse rural life style, diverse culture and beautiful natural sights have made, it imperative to do something for the development of tourism in Sunsari District.

Research can be presented as follows:

- I) What will be the role of the tourism industry for income and employment pattern?
- II) What are the problems and prospects of tourism in Sunsari District?

### **1.3 Objectives of the study**

As tourism is an economic activity, it proves benefits to the country in several ways. Such as increase in employment opportunities, rise foreign exchange earnings, development of physical and social infrastructure etc. the general objectives of the study is to analyze the potentialities of tourism development in an integrated manner in and around Sunsari district following are the specific objectives.

- I) To examine the income and employment pattern in the study area.
- II) To identify the problems and prospects of tourism in the study area.

### **1.4 Rationale of the Study**

Nepal is predominantly agricultural country. But agro production is not sufficient for the demand of growing population. Country is facing problem with industrialization because of topographical variation, capital deficiency, low entrepreneurship, market imperfections and insufficient reasons.

The foreign trade sector consists of large trade defects. The primary reasons attributed to increasing defects are massive imports of project goods, construction materials and other consumer items over the limited exports of one or two major items such as woolen goods, carpets and readymade garments. A wide gap exists between exports and imports and overall trade deficit has considerable increased.

For increasing development needs of the country, adequate. Therefore, the need is to search the potential avenue for foreign exchange. Water resources, human resources

and tourism are three potential areas which could give a new mode of life to Nepalese economy. But comparatively with low investment, if appropriate step is taken tourism can be a reliable source of avenue. Reading natural and cultural diversity Nepal is an extremely rich country. Altitudes range from just about 59 meters Musharaniya, Dhanusa to Mt. Sagarmatha (8,848meters) the world's highest peak. Nepal offers a wide range of natural habits from the sub- tropical "Jungle" of the Terai plains to the high altitude deserts of the Tibetan plateau. Equally rich is the cultural heritage of the country, which is manifested in great diversity, numerous festivals and architectural monuments.

Tourism is one of the most potential economic sectors of Nepal. It creates employment opportunities, generates foreign exchange and could attract foreign direct investment. Realizing this fact government of Nepal has accorded the greatest emphasis on the promotion and expansion of tourism industry since early 1960s.

Tourism development in Nepal is largely dependent upon expanding linkages between nature heritage conservational and tourism. While Nepalese natural heritage attracts a large numbers of nature loving tourists; the country also suits the taste of other types of visitors like the culture lovers, sports persons and advantage seekers as well. Diversity in terms of geography, ethnic communities and cultural heritage is the characteristic of Nepalese society.

The present study aims to analyze the problems and prospects of tourism in Sunsari District. The salient significance of the study is that Sunsari is being relatively small and rich in tourism resources but the people of the world do not know about natural beauties and cultural diversities of the sunsari. Tourism is also seen as an effective means to directly and indirectly benefit the local people through local employment and income generation. Another significance of the study is to recommend the effective way of management of the limited resources of the sunsari district.

This study will provide basic information and general guidance to the local people, tourists and other concerned agencies about the way to attain sustainable tourism development in sunsari. This research will be important for the development of tourism in sunsari district.

## **1.5 Limitations of the Study**

Every research work has its own limitation. No research work can encompass all aspects of the study area. This research also limits the time and resources to carry out the entire study within its boundaries. The present study is limited to Sunsari District. In this research work generalization is not possible on the basis of this study. This study is mainly concerned with the existing and potential tourist destinations, tourism activity, prospects and problems of tourism in Sunsari District.

## **1.6 Organization of the Study**

The overall study conducted has been organized in following manner:

Chapter one presents the general overview of tourism, its importance in the economic development of nation, statement of problem, limitation of study, expected outcomes with policy implication.

Chapter two devotes for the brief review of literature, report and journal available with the support of accepted theories and practice. Review from books, journals, (articles), thesis etc. are included in this chapter.

Chapter three presents the research design, sampling procedure, Nature and Source of data, Tools and Techniques of Data collection. In chapter four, brief introduction of study area. In chapter five presentation and analysis of data has, the data related to the study has been presented and analyzed by using several data analysis techniques. In chapter six problems and prospects of the tourism in Sunsari District.

Chapter seven is summary, conclusion of the study and policy recommendations to improve any type of lacking, if found in the subject during the study.

Finally, Bibliography of books, all published and unpublished reports, journals and literatures along with Appendices containing elaborated form of calculation and presentation of detail will be jotted down at the end of the report.

## **CHAPTER-TWO**

### **LITERATURE REVIEW**

Literature review is most important aspect of research as it gives the researcher a new concept; ideas and method for developing the concepts research methods and techniques of report presentation systematically.

The purpose of this review is to access the extent of study that has been made on the marketing and promotional aspect of tourism which is particularly related with tourism of Sunsari. As the major concern of this study is the prospect and problem of the tourism development in Sunsari, review of the following literatures present and vivid aspect of the role of tourism, this chapter reviews some of the relevant research studies and articles, published and unpublished dissertations.

#### **2.1 Theoretical Framework**

Schullard (1910) mentioned that tourism is the sum total of economic operations which is directly related to entry, stay and movement of foreigner inside and outside a certain country. This definition has focused on economic aspect of tourism and difference between domestic and international tourism (Cited by Upadhyay, 2003).

The word "Tour" is also derived from Hebrew term "Torah" which means learning, studying or search. A tour represents an attempt by the travelers to discover something about a place that he visits. A tourist may want to learn about business opportunities, job opportunities, health advantages and educational field, environmental or recreational properties.

Tourism has passed different phases since ancient to modern time. During the time travelling was associated with finding solutions to man's daily needs like food and shelter.

Prior to the advent of the industrial revolution, travel was primarily related with trade, with desire for military conquest or with the performance of group rites. It was principally the traders who in the early historical period brazed the trail by establishing national trade routes and communication which later extended throughout other regions and finally to other continent. Thus it was trade in the first place that motivated travel in the real sense. Later with the advent of



modern means of transportations and communications, tourism was uplifted. Thus this developed traveling in modern terminology is known as tourism.

The tourism consists to all those trades that together satisfy the varied demands of tourists. For considering something as tourist activity it should satisfy the following conditions:

1. Travel must be temporary
2. Travel must be voluntary
3. Travel should not have remunerative employment as its aim.

Tourism is not new phenomenon for Hindu. In sanskrit there are three terms for tourism derived from the root *atem*, which means going or leaving home for some other places. The three terms; that are related to tourism are *paryatan*, *desatun* and *tirthatan*.

Similarly, the concept of tourism was defined more technically by Swiss Professors W. Hunkizer and K. Krapf in 1942, which was accepted by the international Association of Scientific Experts in Tourism (AIEST). According to them "Tourism is the totality of the relationship and phenomenon arising from travel and stage off strangers, provided that the stay does not employ the establishment of a permanent resident and is not consulted with a remunerated activity."

Burkart and Medlik(1981)write, "Tourism denotes the temporary and short term movement of the place to destination outside the place where they normally live and work and their activities at those destination." They also provide another definition in the same area "Tourism embraces all movement of people outside their communities for all purpose except migration or regular daily work. The most frequent reason for this movement is for holiday but it will also include for example attendances at conferences and movement on infrequent business purpose .(IBID)".

Mcintosh & Ritchie (1990) defined tourism as "The sum of the phenomenon and relationship arising from the interactions of tourist business supplies, host government and host communities in the process of attracting and hosting these tourists and other visitors". This definition focuses on the business and other interaction activities.

The word "tour" is derived from latin word "Tornate" and Greek "Tornos" and means a lathe or circle; the movement around a central point or axis. The meaning changed in modern english and

represents one's turn. The suffix 'ism' is defined as an action or process; typical behaviour or quality when the suffix 'ism' is combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point which ultimately returns to its beginning. Therefore like a circle tour represents a journey that is a round trip; i.e. the act of living and then returning to original starting point and one who takes such a journey can be called a tourist. (Theobald, 1997)

The definition of the tourism can be concluded as "a movement or journey of the people for entertainment influence the national and international economy through the various tourism based activities like trekking, travel and employment." Beside the economic transformation tourism brings change in behaviour attitude and beliefs, which have been prevailing since the generation.

The word tourist is comparatively a recent phenomenon. Prior to the word "Tourist", they were known as travelers or explorers. In the first used for half of the seventeenth century the term was first used for traveling from one place to other place, or to a journey or excursion or a circuitous journey touching the principle parts of country or region.

In the early 19<sup>th</sup> century the terms "Tourist" assumed a meaning of "one who makes a tour, especially one that does this for reaction or who travels for pleasure or whose object of interest is scenery or the like"(Upadhyaya, 2006).

The league of nation did a pioneering work in defining the tourist for the purpose of statistical measurement. Realizing the importance of collecting statistics, the committee of the statistical experts of the League of Nations, in 1937, defined "foreign tourist" as: any person visiting the country, other than that in which he usually resides, for the period of at least 24 hours. This definition considered the following character for being a tourist:

- Persons traveling to meetings or as a representative in capacity of any kind (scientific, administrative, diplomatic, religious, athletics, etc.).
- Persons traveling for business purposes.
- Persons arriving in the course of a sea cruise, even they stay for less than 24 hours.

The above definition was confirmed by the United Nations in the year 1945 and it was stated that the tourist was a person who stayed in a foreign country for more than 24 hours and less than 6 months for any non-immigrant purpose.

For statistical purposes the term visitor describes any person visiting to a country other than that of his usual place of residence for any other than to remunerate a profession. This definition covers:-

**Tourist:** temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified under the following heading:

- a) leisure (recreation, holiday, health, study, religion and sports)
- b) business (family, mission and meeting)

**Excursionists** whom are temporary visitors staying less than 24 hours in the country visited including cruise passengers who arrive in a country on a cruise ship and return to the sea. Such a person is not allowed to sleep on a boat even though the ship remains in port for several days (WTO, cited by Upadhyay, 2006)

Upadhyay, (2006) in his book "Tourism and Economic Development in Nepal" has mentioned the following characteristics of tourism:

1. Tourism involves a complex set of interrelationships between people, place and product.
2. The interrelationship is inviolable through the transportations of people to various destinations outside of their normal place of residence and their stay at those destinations.
3. The duration of resting must generally be of a short-term nature.
4. Tourism entails pleasure activities in that it does not involve earning-related travel.
5. It is an intangible service and it cannot be seen or inspected before its purchase.
6. Tourism product is not a homogeneous tour package to a destination and may vary in quality depending upon the circumstances, for instance a delayed domestic flight could affect the image of the product.
7. The short-term supply of the product is fixed. The number of hotel rooms cannot be increased overnight to meet the requirements of the season.

8. The tourism product is highly perishable, a hotel room or an airlines seat not used today is total loss.
9. The tourism product can't be stored for future use.
10. Its raw materials are in exhaustible.
11. The tourism products donot diminish with constant uses.

## **2.2 Some Empirical Studies in Context of Nepal**

Pradhan (1978) concludes that Nepal began to benefit from tourist industry in the post 1950 A.D. After first and second world war, developed countries like Uk, USA, and France etc also used tourism industry for the solution of favorable balance of payment. The developing countries used tourism to sustain deficit financing and economic development. The topographical condition of Nepal is fruitful for tourism industries and it helps to solve the national unemployment problems. The training program conducted by different institution and UNDP (United Nation Development Program) and ILO (International Labour Organization) have significant contribution in the promotion of tourism industry.

Burger (1978) studied the economic impact of tourism in Nepal. In his study he observed that tourism in Nepal is of rather recent origin. Before 1950 no foreigners were allowed to visit Nepal without permission of the Rana Rulers. After opening door to tourism, the tourism inflow of Nepal rapidly increased. He indicated that more than 1 million tourists visited the country in 1976. Since 1962 the number of tourist arrivals has grown at an average 20 percent per annum. More than 80 percent of total tourist arrival in the country via air where as about 20 percent arrived overland excluding Indian tourists. One of the most important findings of the study was one out of six tourists who visited Indian also visited Nepal. The study concludes that although tourism is a recent phenomenon in Nepal, it has grown at as astonishing rate. Europe was the major tourist generating market for Nepal in 1975, but the USA was the leading single country in terms of numbers of visitors.

Pradhananga (1993) has analyzed tourist consumption pattern and its economic impact in Nepal. His study showed that the tourism sector contributed 37.99 percent of the direct expenditure. The study has also found that the direct import content was 33.49 percent, in tourist sector, 17.34 percent in tourism related sector and non tourism sector the increase in tourist expenditure leads

to increase in import and this was found to reduce the negative effect on the national economy. In this study the finding is that higher the prosperity to import higher is the leakage of money. Tourist expenditure was used for imports and thus the ultimate result would be unfavourable to balance of payment. This study revealed that the major source of government income is usually from direct taxes and custom duties. It is indicated that the direct taxes generated from tourism sector was 4.72 percent, tourism related sector was 0.074 percent and from non-tourism sector it was 2.27 percent. Beside this he also found that the direct employment opportunities in tourism sector was 12.41 percent, in tourism related sector it was 54.71 percent in 1993.

Bhatia (1994) in his book "Tourism Development" explains that the receipts from international tourism can provide a valuable source of earning from many countries both developed as well as developing. Although tourism is sensitive to the level of economic activity in the tourist generating countries, it provides a more stable earning than primary products. The income from tourists has tended to increase at a higher rate than merchandise export in a number of countries. There is now almost an assured channel of financial flows from the richer countries to the not so richer and developing ones raising the latter's export earning and rate of economic growth. Tourism is thus a most important source of income especially of foreign exchange for several countries.

Tourists also contribute to tax revenue both directly through sales taxes and indirectly through property, profit and income taxes. Tourism provides employment, brings infrastructural improvements and may help regional development.

Kumar (1996) on his study "Tourism and Economic Development" has analyzed the role of tourism in economic development of Himanchal Pradesh of India. He has emphasized the tourism as an instrument of economic development. Tourism is one of the valuable attributes to most developing nations of economic growth which can act as pivot of vehicle for economic development. The importance of tourism as a contributor of economic growth is so widely accepted that over years throughout the world, massive and growing torrent of investment continues to pour in its development. Developing countries still enjoys a very small fraction of total tourism turnover in the world. The development of international tourism is not optimal in seeking rapid economic growth. Tourism has earned considerable recognition as an activity, generating a number of social and economic benefits like promotion of national integration and

international understanding, creating of employment opportunities, removal of regional imbalance, augmentation of foreign exchange earning etc.

Chitrakar (1997) found that tourism has contributor to the foreign exchange earnings, employment generations, regional development and linkages. The foreign exchange from tourism industry was Rs. 8251.71 million in 1993/94.

Malla (1998) studied on planned development of tourism in Nepal and found that the tourist came to visit Nepal for holiday pleasure. In the year 1995 about 50.4 percent tourist came from India. In continental basis 50 percent of total tourists came from Asia and the rest from Western Europe respectively. The study also concluded that before unification, tourists came to Nepal for religious purpose. During Rana regime due to the over suspected out look of regime. Nepal was isolated from the outside world. After downfall of Rana regime, the development of tourism sector gradually started in Nepal.

Shrestha (1999) on her Ph.D Dissertation has analyzed that tourism has emerged as a major segment of Nepalese economy contributing substantially to the foreign exchange earning, employment generation and overall economic development of the country. Nepal is a country of amazing biodiversity, offering an unprecedented attraction to foreign visitors in terms of scenic beauty, fascinating and enhancing indigenous culture, a treasure house of historic and religious monuments and shrines. Natural wealth and rich cultural heritage are the main tourism attributes of Nepal. Despite enormous potentially for tourism development, Nepal has however, not been able to reap adequate benefits from tourism sector. Despite having tourism resource potentialities, it was perceived that lack of sufficient investment; proper planning and lack of vision were the main causes for not being able to utilize the resource potentials. Similarly lack of infrastructure such as good roads, airports, communications facilities, shortage of power and water supply in potential tourist spots were responsible for the inability to diversify tourism industry throughout the country, Moreover, weak institutional capabilities and lack of sufficient coordination among the sectors concerned with tourism were an additional factor for unsatisfactory performance of tourism industry. The limited allocation of resources and inefficiency in implementing the tourism plans were another hurdles. Being a multi-sectoral industry, involvement of various acts and policies created a lot of confusion and contradictions

with in the tourism industry. The last but not the least is the inability to establish linkage between tourism and other sectors of the economy.

Gurung (2000) in his article, "Tourism and Tirtha" has elaborated certain unique features of tourism in the context of a land locked country like Nepal. Dr. Gurung in his lectures in "International conference on Himalayan Biodiversity, 2002" has elucidated triangle conservation; tourism and development as mutually inter connected factors. Conservation gives asserts to tourism and takes revenue, tourism provides resources for development and takes framework while conservation ensures sustainability of development by taking its physical and social enhancement. Gurung concludes that conservation promotes tourism, tourism generates revenue for conservation and development enhances sustainability of conservation.

The rural tourism is the best tool to alleviate the poverty in developing countries like Nepal through community based rural tourism. It also helps to employ the local people in the tourism activities to generate income for livelihood as well. The foreign exchange earnings is possible when the culture, nature, biodiversity can be conserved and linked with the domestic as well as international tourists in the active participation of local people on behalf of local and central governments.

Sharma (2001) in his Ph.D Dissertation named "Tourism Development and Planning in Nepal" has attempted to deliver through the role and impact of tourism on the economic development process of Nepal. He has made a through analysis on the impact of tourism in Nepal. On government revenue, gross domestic product, exports and balance of payments with data for the period of 1974-1996, this has shown very positive results. His study has shown positive correlations between gross saving of the country and an increase in tourism return. Likewise, Sharma has also analyzed employment patterns of trekking sector in Nepal which shows that western Development Region (WDR) alone generates 56 percent followed by the Eastern Development Region (EDR) as 36 percent. Viewing it by destinations Kanchanjanga and Manaslu have created highest rate of employment per trekker that is 3.7 and 2.8 persons respectively. By purpose of visit, the conference, culture and business tourists are the highest per day spenders. They have found spending \$109, \$91 and \$73 respectively. Cultural tourists and trekkers are the high spenders in accordance with per visit. i.e. \$1,040 and \$860 respectively. Indeed pleasure and trekking tourism is one of the major sources of tourism income in Nepal.

Tripathee (2002) in his study found that the trend of foreign exchange earning from tourism sector increased during the fiscal year 1974/75 to 1997/98. The trend value shows that foreign exchange was increasing by Rs. 437.83 million per year during the period. The Gini coefficient ( $G, c= 0.550$ ) explains that there is not much more variation among the foreign exchange earnings of the years from 1974/75 to 1997/98. Tourists of age group 16-30 and 30-45 are more than other age groups. This indicates the young tourists are very much interested to visit Nepal. The percentage of male tourists was larger than female tourists between the years 1962 to 1998. The absolute value of  $G.c. = 0.94$  between the total tourists arrival for pleasure indicates there is positive but low degree of correlation between the total tourists arrival and tourists arrival for pleasure.

NTB (2003) has introduced in detail of Nepali culture, Geographical structures important historical and religious places like Lumbini, Mt. Everest, Pasupatinath, Bauddhanath, Swambhunath, Ramjanakimandir, PatanDarbar square, Bhaktapur Darbar Square, Basantapur Darbar square with the help of photograph. This book has also described Nepal is the holy Land of Lord Buddha and Pasupatinath. Where the Hindus and Buddhist have live together in harmony for centuries. This book is very useful for giving information about tourism attraction places and religious. It is also helpful for making tourism policies, designers, researcher student and tourists.

Upadhyay (2005) in his article entitled "Tourism and Regional Development" posted on "Vision of Ecos" that there is a positive impact of tourism on economy of Nepal. It is also observed that it is one of the important sectors of Nepalese economy. Its contribution to GDP, foreign exchange earnings, revenue to government and employment generation is increasing. The present trend of tourism development does not seem to be satisfactory despite the efforts of government and private sector. Tourism has helped to promote contacts between the people of Nepal and other countries. This phenomenon has helped to bring changes in the urban life of Nepalese people. Environmental issue is one of the most concerned issue about tourism in Nepal because most environment of Himalayan mountains and hills. Thus, efforts should be to minimize negative efforts of tourism on cultural and environment and to maximize its positive effect for the development of the economy.



Joshi (2008) in his research article "Socio-Economic Impact of Tourism in Nepal" published in the book "Reading in Rural Tourism" edited by Upadhyay Rudra, has explained that tourism is key resource for sustainable socio economic development. Tourism provides the best platform for the business of local foods, customs, and handicrafts. It helps in business promotion and income generation by preserving the indigenous knowledge and skill. Conservation through tourism is possible and tourism is an only sector where invisible things like social values, norms, traditions, folk-stories do meant money. Heritage site management is very important. Nepal's mystique nature and unique culture are the major products in terms of tourism attractions. Since long tourism has been a major source of foreign exchange earnings and the gross domestic product (GDP). Apart from this, it has been creating significant employment opportunities and many other direct and indirect benefits have been generated for the country. Similarly it helps to uplift the lifestyle of the locals.

Upadhyay (2008) in his research article "A study of Rural Tourism in Nepal: Measures to Minimize the Negative Impact " has given emphasis on development of rural tourism. He expresses that tourism products of Nepal are in rural areas and tourism areas can prove to be an effective vehicle for sustainable economic growth in this sector. It is also need of the time to make very conscious efforts on rural sector of the country as they are living in dire poverty. Besides it is right of people to promote their life standard through the optimum utilization of resources as most of the resources need for economic development lie in the rural areas. Tourism development in rural areas needs special proactive planning and some intervention from local government bodies and from national level also. The tourism development till now has not brought effective economic, socio-cultural and environmental impact as per the expectation of people though a considerable improvement is seen.

Ghimire (2008) has studied on "Problems and Prospects of Rural Tourism in Western Development Region with special reference to Gulmi District". She mentions that in the scenario of low productivity in agricultural sector, tourism can be a high productive sector to compensate the unemployment and disguised unemployment prevailing in the country as well as Gulmi district. It has comparative advantages than other industries such as it has low opportunity cost, it takes low gestation period. Similarly, to give return it can involve the lower strata of the people of all ecological zones, involves women and ethnic groups and bears direct relation to all

dimensions of life like culture, environment, nature and behavior of people. It fulfills basic requisites of development such as; it adjusts with decentralization and good governance, open base for greater role of women as partners for development and space for gender equality. In this basis, tourism can be a leading sector and a socio-economic force in the economy of Nepal.

Western Development Region is a repository of nature and living culture with immense potentialities for rural tourism. The whole Western Development Region has been a role model for rural tourism development in the country. Ghandruk, Dhampus, Sirubari, Bandipur and Ghalegaon are some of the well-known and well established rural tourism destination of the country. However there are a number of places in the Western Development Region with virtually untapped tourism potentials.

Tourism Policy (2009) has mentioned that Nepal as an attractive beautiful and safe destination in the international tourism map. The policy aims at increasing employment opportunity for livelihood, increasing economic growth along with contribution to tourism activities and enterprises of tourism sector such as airlines hotels, travels and tours, the policy emphasizes on domestic village sports, education agro and health tourism.

Karki (2009) in his article "Tourism in Nepal: Prospects and Constraints" has explained that Nepal possesses many tourism products which are different from many countries. Nepal's development in tourism sector is attributed to her identity as a beautiful, small and above all, as a country of profound peace and tranquility in term of natural flora and fauna and the hospitality of her native people in habited in the lowest to highest land of the world. Though secular by state definition/declaration but identified as only Hindu Nation in the world with religious harmony among different communities as the birth country of lord Buddha, the apostle of peace, and also due to the fact that the Mt Everest, the highest peak of the world is situated in this country are additional points of attraction for the visitors to this Himalayan Kingdom. He has also stated that the inflow of the tourists unfortunately, changed during past few years to different direction detrimental to the promotion of tourism with few lights in the cloud. These years are marked as the period of uncertainty, political instability, lack of law and order, rampant corruption that has/had adversely affected tourism industry in the country. He emphasizes that harnessing water resources that the country is blessed with and developing tourism are the two immediate options available for Nepal in her quest for all round development and to uplift quality of life of

Nepalese people. Thus Nepal needs to develop the tourism industry as an instrument to meet growing requirement of her increasing population, unfavorable balance of payment with her trading partners mainly the southern neighbor.

Ojha (2009) in his article "Challenges of Tourism in Nepal" has discussed Nepal as an unanimous Shangri-la for the rapid growth of global tourism. Rising from an elevation of 59 meters to 8848 meters above the sea level, possesses all the climate zones of the world from the bitter tundra vegetation to the hot tropical forestation, Nepal's biodiversity is a reflection of physiographic climatologically and altitudinal variations. Nepal's combination of world class cultural and natural tourism attractions, including the rich heritage of the Kathmandu valley, culture diverse of Nepal, the beauty of Nepal Himalaya, superb wildlife resource and hospitable mountain people ensure a destination well suited for international tourism. He has also stated that Nepal having famous tourist destination, world heritage site, historical monuments and natural beauty is not utilizing properly some of the identified problems in the development of tourism in Nepal are lack of tourist information centres, infrastructure, health services, water and sanitation proper accommodation in some places. Ineffective national plan and policy, fail to control over street vendors, lack of public awareness lack of trained tourist guides, poor publicity campaign, lack of tourism packages variable price structure, and presence of non Nepali in tourism business. These are pertinent problems that need to be addressed properly. Government and its authorities only are seeking to show the inclined graph (increasing number). Manipulating data's and interpreting as an increment but really falls on other hand. Government and tourism business persons, now a days are only seeking quantity tourism but the national requirement is quality tourism. If quality tourism sustained it does not concerned with decreased number. Nepal will be grateful only if quality tourists made their destination as Nepal. Therefore government, its authority, concerned departments and concerned stakeholders must think for quality tourism as sustainable tourism.

Chetri (2010) has identified the scope of tourism in Sikkim. The studies the trend and prospect in the field of tourism industry in Sikkim and in his conclusion he recommended some useful guidelines regarding the development of tourism sector in Sikkim. His study is helpful for this to analyze the management for the tourism and to study their trends.

Motca (2010) expanded and extended the tourism activities across the nation the government of Nepal has declared year 2011 as "Nepal tourism year-2011." The main goal of the campaign is to achieve one million tourists annually. Since the campaign focuses on overall tourism development it aims to see at least 40 percent of the arrivals beyond the present tourism sites. The other objectives of the campaign are to improve and extend tourism related infrastructure in existing and new tourism sites, enhance the capacity of service providers, build community capacity in the new areas to cater to the need of tourists. The campaign equally gives emphasis on promotion of domestic tourism for sustainability to tourism industry, co-ordination for infrastructure enhancement and development, product improvement and expansion, national and international publicity, enhancement of community capability, up-gradation of service quality etc.

Bhusal (2010) has identified the problems and prospects of tourism and potential tourist destination in Parbat district. Her study also shows that 65 percent of sampled population is not interested in tourism industry. In short, it can be concluded that there are number of problems, challenges and constraints in front of village tourism development in the Parbat district. She recommended if tourism destination of Parbat district are linked with famous tourism destination "Pokhara" development of tourism success. Also give some useful guide lines to tourism policy plan makers and additional researcher regarding the development of tourism in Parbat district.

The NTY 2011 also puts emphasis in exploring new tourism potential market segment, promoting tourism brand "Naturally Nepal on is not enough" connecting Nepal by air with both regional and emerging markets, lobbying sufficient resources to improve/expand tourism activities attracting and encouraging investment in tourism facility, developing human resource for capacity building, lobbying with the government for effective policy intervention promoting domestic tourism by endorsing leave travel concession to the government employees, and organizing major sports with tourism association and stub-holders. The government is placing high priority to tourism sector in its economic development policies. In this regards, the government of Nepal launch a national tourism campaign "Nepal Tourism Year 2011" with a set target of capacity building for one million international tourist by the year 2011 with the badge of adventure destination glittering and the adage "Atithi Devo Bhava" reflecting "Pahunakoswagatsatkar, Nepalikosanskar."

Upadhyay (2011) showed the objectives and strategies of Nepal Tourism 2011, were well structured and define. However, the campaign faced some challenges in the implementation process. A major challenge was the frequent change of ministers, secretaries and CEO of Nepal Tourism Board (NTB) government of Nepal.

The major problems like in management and resources allocation poor plan and policies are equally responsible for to sided outcome, various problems at the management level. There is difficulty in hierarchy and monopoly practice has outpaced professionalism. This has prevented the development of tourism at the grassroot level.

Nepal needs to look at sustainable. Rural tourism development through integration efforts which include more responsible of the private sector, massive forestry, floriculture and other sectorial development.

The sustainable economic development of any country depends upon its geographical setting and opportunities. Nepal is also has its geographical uniqueness, which consists of mountain, hills and plain land, rivers, springs, lakes, rich forest, wildlife and biodiversity. Nepal is also boasts of various ethnic and indigenous groups with colorful life style and culture. Those potential could be realized and utilized for the sustainable development of tourism.

Nepal's sustainable economic development is possible through tourism, if it is given utmost priority. It can also effectively address the issues of poverty and unemployment. So the present government must give first priority to development of tourism. He advised that for tourism development we must revisit Nepal's past offering such as ponds, lakes, forest and wildlife. We should try to reestablish Nepal's tourism appeal through disturbance in ecology and environment.

## **2.3 Literature Review on Existing Plans and Policies of Tourism in Nepal**

### **2.3.1 Declaration of Tourism Areas**

A total of 18 tourism areas have been declared in this fiscal year 2011/12 encompassing all 75 districts of Nepal with a view to materialize the country's tourism potentials and identify, develop, and promote tourism resources in a balanced way. Among these tourism areas are: 1) Mechi Hill Tourism Area (Taplejung-Panchthar-Ilam), 2) Birat Tourism Area (Sunsari-Morang-Jhapa), 3) Arun Tourism Area (Shankhuwasabha, Terhathum, Bhojpur, Dhankuta), 4) Salahas

Tourism Sector (Udayapur, Siraha, Saptari), 5) Sagarmatha Tourism Sector (Solukhumbu, Okhaldhunga, Khotang, Ramechhap), 6) Bideha-Mithila Tourism Sector (Sindhuli-Sarlahi-Mahottari-Dhanusha), 7) Langtang-Gaurishankhar Tourism Sector (Rasuwa, Dhanding, Nuwakot, Sindhupalchowk, Dolakha), 8) Kathmandu Tourism Area (Kathmandu, Lalitpur, Bhaktapur, Kavre) 9) Simraun Tourism Area (Chitwan, Makwanpur, Bara, Parsa, Rautahat), 10) Annapurna-Manaslu Tourism Sector (Gorkha, Lamjung, Manang, Mustang), 11) Pokhara Tourism Sector (Tanahu, Syangja, Kaski, Parbat), 12) Lumbini Tourism Area (Nawalparasi, Rupandehi, Kapilbastu), 13) Ruru-Resunga Tourism Sector (Gulmi-Argkhachi, Palpa), 14) Sisne-Jaljala-Dhorpatan Tourism Area (Baglung, Myagdi, Pyuthan, Rolpha, Rukum, Salyan), 15) Bheri-Kakrebhihar Tourism Area (Jajarkot, Dailekh, Surkhet), 16) Rara-Karnali Tourism Sector (Dolpha, Mugu, Humla, Jumla, Kalikot), 17) Chisapani-Thakurdwara Tourism Area (Dang, Banke, Bardiya, Kailali, Kanchanpur), and 18) Khaptad-Ramaroshan Tourism Area (Bajura, Achham, Bajhang, Doti, Darchula, Baitadi, Dadeldhura) (MOF, 2012)

### **2.3.2 Review of Three Year Plan (2010-2013)**

It has accorded high priority to tourism development so as to make this sector a building block of the economy. It has emphasized on tourism diversification that would contribute for balanced regional development in the country. The plan has focused on home stay tourism or rural tourism in order to raise the standard of living of rural people. It has introduced the concept of integrated tourism infrastructure development that is carried by the respective sectoral ministers. The plan has a policy to encourage the youth and the people from backward communities, women, indigenous, and the rural poor to participate in tourism related awareness and employment oriented trainings and skills development and capacity development programs. A commendable part of the Tourism Policy is that the respective roles of the government and the private sector have been clearly delineated. The government is bestowed with the role to act as a catalyst, leader, coordinator and facilitator while the commercial and business activities are set aside for the private investors. Development of the required infrastructures and facilities in the rural areas, enhancement of the quality of services, promotion of pilgrimage and development of adventure tourism are also some of the major activities mentioned in the policy document but failing concrete actions to support those initiatives. The original brand "Naturally Nepal: Once is not Enough" has brought to promote the tourism of Nepal. On the other hand, the air transportation

service should be made safe, cheap and trustworthy in order to recognize Nepal as the best tourist destination (NPC; 2010).

### **2.3.3 Review on Tourism Policy-2009**

Abound with unique natural beauty, immensely rich bio-diversity, multi-ethnicity, variety of languages and religions, social heterogeneity and historical as well as cultural heritage, Nepal is well known in the global tourism map as a major tourist destination. In the context where the entire world is being converted into one village due to the unprecedented advancement in the fields of science, technology and communication, Nepal needs to present such national heritage before the world, in order to enhance the capability to obtain maximum benefit by attracting global tourism market. Since tourism industry in itself is a major basis of national economic development, it has become essential to enhance the livelihood and employment opportunities of the general population and improve their standard of living by diversification and expansion of this business. For this purpose, while, on the one hand, it is imperative to aptly protect and preserve these heritage of Nepal, on the other hand it is necessary to have quantitative as well as qualitative as well as qualitative growth of tourism service industry by developing all kinds of infrastructures related to tourism service including international air transport services (MOTCA; 2009).

### **2.3.4 Review on Tourism Vision 2020**

Government of Nepal has been reviewed its policies from time to time to exploit tourism as a potential industry. One of the latest developments is vision 2020. The objectives of Tourism Vision 2020 are as follows:

- ) To improve livelihoods of the people across the country is developing integrated tourism infrastructure, increasing tourism infrastructure, increasing tourism activities and products, generating employment in the rural areas enhancing inclusiveness of women and other deprived communities, and spreading the benefits of tourism to the grassroots level.

- ) To develop tourism as a broad-based sector by bringing tourism into the mainstream of Nepal's socio-economic development, supported by a coherent and enabling institutional environment.
- ) To expand and extend tourism products and services in new and potential areas of Nepal by enhancing community capacity to participate in tourism activities.
- ) To publicize, promote and enhance the image of Nepal in international tourism source markets.
- ) To enhance the flight safety and aviation security, extend air connectivity, and improve capacity and facilities of national and international airports and
- ) To attract new investment in creating new tourism facilities, products and services.

Local festivals are increasingly being used as instruments for promoting tourism and boosting the regional economy. This is often reflected in the level of public assistance made available to them. However, it is difficult to assess the extent of the contribution of the festival to local economic growth. This study looks at two local festivals that take place annually in northern Israel. On the basis of detailed data on public assistance and visitor expenditure patterns, it goes beyond the basic impact analysis framework. A method is presented that accounts for net local income increase induced by the festival. The results show modest but positive local growth, suggesting some justification for public assistance for local festivals as a tourism strategy. Policy Implications related to increasing the volume of visitors and their spending is discussed.

Festivals have occupied an important place in the event-related literature, but have not previously been assessed separately. Prior to 1993, when the research journal *Festival Management and Event Tourism* was established (it was later re-named to *Event Management*), there were only sporadic research-based papers dealing with event tourism and festival/event management research.



## **2.4 Development of Tourism in Nepal**

By nature human beings is always curious about new place and beings to visit other places to satisfy his curiosity. People have been visiting different places since ancient times. People visiting Nepal to for cultural exchange and for pilgrimage were popular. The history of Nepalese has been classified into three phases. Nepal is well known as the main tourist destination in the international area due to its natural beauty, unique culture, incomparable heritage and innumerable special tourist destinations. Known for the coexistence of different castes and races, religious, languages, literature and culture, Nepal is an example of art, culture and religious harmony.

Nepal is one of the most beautiful countries in the world for the tourism development. In terms of bio-diversity due to its natural beauty, geographical position and attitude variation. The elevation of the country ranges from 59 meters above sea level to the highest point on earth, Mt. Everest at 8,848 meters, all within a distance of 150 kilometers resulting in climate conditions from subtropical to arctic. This wild variation fosters an incredible variety of ecosystem, the greatest mountain range on earth, thick tropical jungles teeming with a wealth of wildlife thundering rivers, forested hills and frozen valleys. Within this spectacular geography is also one of the richest cultural landscapes anywhere. The country is a potpourri of ethnic groups and sub groups who speak over 93 languages and dialects. Nepal offers an astonishing of sightseeing attractions and adventure opportunities found nowhere else on earth. On one hand, by preserving the country's tangible and intangible archeological heritage, dances, music and festival processions; and costumes, languages and culture on the basis of democratic sentiment, and with the promotion of Nepalese culture and civilization in the world, there is an immense opportunity of developing tourism sites. On the other hand, growth of tourism industry contributes to the earning of foreign currency, increase in employment and overall economic prosperity. Moreover, through the promotion of tourism industry, global friendship can also be enhanced. Buy developing and expanding the tourism industry to the rural level with intensive and co-ordinated community tourism balanced and inclusive development can be achieved and it is probable that this can contribute immensely in poverty alleviation (Aryal, 2005).

Tourism development in Nepal can be analyzed on the six phases as:

1. First Phase: Before Unification
2. Second Phase : After Unification
3. Third Phase: After Declaration of Democracy
4. Fourth Phase: After Declaration of Multiparty System in 1990
5. Fifth Phase: Tourism during Conflict Period
6. Sixth Phase: Tourism after Peace Process

### **1. First phase: Before Unification**

Nepal is a country with beautiful Himalayan Mountain ranges and birth place of many great personalities like Lord Buddha which makes Nepal a great cultural and religious destination for the pilgrimage from the ancient time. It is believed that Kathmandu valley was full of water; a monk traveler named Manjushree came over Kathmandu and emptied the water of the lake by cutting the edge of the hill at Chovar with a sword. As a result, this empty place became Kathmandu valley. Nepal being the holy shrine of Gautam Buddha, Indian emperor Ashok visited Nepal in 249 B.C. as a pilgrim and married his daughter Charumati with the Nepalese king named Devpal. He erected a monastery named Charumati Bihar. He also constructed a pillar named Ashok pillar in Lumbini the birth place of Lord Buddha. During Lichhavi rule, the great emperor of Tibet named Shrangchang Gampo visited Nepal during the rule of Anshuvarma as pilgrims and married with the Nepalese princes Bhrikuti. In the ancient time a Chinese traveler Huan-Tsang visited Nepal and described the beauties of Kailaskut Bhawan and Mangriha of Lichhavi dynasty.

Around 6<sup>th</sup> century, in the Kirati Regime, some foreigners visited Nepal as pilgrims. In Malla regime there was a significant development in art and culture and then rulers of Nepal were more or less interested in greeting travelers who entered into the kingdom of Nepal as pilgrims Krishna Mandir of Patan, Naytpol Mandir or a palace of 55 windows, Pashupatinath temple Syambhu and Stupas of Buddhist were built during this period (Aryal, 2005).

## **2. Second Phase: After Unification**

The mode of tourism in Nepal changed during eighteen and nineteenth century, when Prithivi Narayan Shah unified the small petty (Baise and Chaubise) kingdoms and formed the modern Nepal. He introduced to Nepal in between great neighbors in the south and in the north. The geographical situation enabled the valley to maintain a complete monopoly of enterpret trade between the indo-Tibet and Sino-Indo trade in general. The farsightedness of Prithivi Narayan Shah and his strong aspiration to fotify Nepal, both from internal and external threats circumstantially compelled him to adhere to conservative foreign policy which was economically sound and at the same time politically pragmatic. His realization that "this kingdom is like a truffle between two stones therefore great friendship should be maintained with the Chinese Emperor and with the Emperor of the Southern seas (the British) who is very clever. During the territorial movement in 1814 war took place between Nepal and British East India Company and concluded in 1816 under the Sugauli treaty. It reduced the territory of Nepal to almost the present size.

This phase is started from the unification of Kathmandu Valley in 10<sup>th</sup> Feb 1969 to the end of Rana regime in 1950. Tourism could not develop in the country in this phase because the policy of the government was not to let tourist enter to Nepal, except for some special cases.

British colonel Kirkpatrick had led a mission to Nepal in 1973 and described beauties of Nepal, while projecting a realistic manifestation of the culture, tradition, economy, the administration and politics of Nepal. The book was able to stir interest in the western readers and created an urge to visit this land of mystery and mysticism (Chand, 2000).

First Rana prime Minister of Nepal, Jung Bahadur, left Kathmandu for England on Jan 15, 1850 with contingent of 40 persons. He reached England on 25<sup>th</sup> May 1850. After an extensive tour of France, Egypt and England the contingent returned on 29<sup>th</sup> Jan 1851.

It is believed that he is the first Nepali to visit Europe. It is also believed the Jung Bahadur left an unforgettable impression of Nepal and Nepalese upon the Western world. This is the historical episode has great impact towards the promotion of tourism of Nepal. Jung Bahadur also introduced civil act and constructed Durbar High School in Nepal in 1910 B.S.

During the Rana regime, Indian pilgrims were allowed to visit Kathmandu, during 'Shivaratri Mela' for 7 days. But 5 check points were created to check the Indian pilgrims at Chitlang, Markhu, Gadi, Bhimphedi and Kathmandu. Visa system was implemented for European visitors. They had to secure Visas from the counselor unit of the Nepal government, which were placed at Calcutta and patna of India.

In 1933, a party of European ladies and gentleman including the British Minister, the Earl of Elmsford was organized at Chitwan, a place which still date has managed to give Nepal a high recognition for its wild life and safari in the context of tourism in Nepal.

### **3. Third Phase: After Declaration of Democracy 1950**

In 1951, autocratic rule of Ranas ended and democracy was declared and the door of the development in tourism was opened. Nepal started to greet those persons who wanted to enter Nepal with the purpose of traveling or with any other such purpose. Sir Edmund Hillary and Tensing Norge Sherpa succeed in climbing Mt.Everest, the highest mountain in the world 8,848 m. During the same period Nepal got the membership of UNO in 1955, Nepal gradually, began to be known to the outside world. Due to these reasons tourist from the different countries began to enter Nepal. Some organizations related to the tourism were set up in Nepal for the well management of tourists.

Department of Tourism was established in 1962, and has been helping in obtaining membership of various international tourism development institutions such as International Union of Official Travel Organization (IUOTO), South Asian Travel commission (SATC), the pacific Area Travel Association (PATA), and American society of Travel Agent (ASTA).

In 1970 Nepal Tourism Development Committee was constituted under the chairmanship of late prince, Himalayan BirBikram Shah. In 1972, the Committee published 'Nepal Tourism Master Plan' with technical assistance from the government of Federal Republic of Germany. This plan had been prepared for the further development in the field of tourism. For its development efforts have been made to distributed posters, booklets to international organization and to provide sufficient hotel facilities and transportation facilities to tourists. As a result there was 41 fold increases in tourists visiting Nepal, 6179 tourists in 1962 and 2,548,885 in 1990. The 1970

decade is also called as trekking and wild life tourism decade. Similarly 1980 is cultural Tourism decade (Pant, 2011).

#### **4. Fourth Phase: After Declaration of Multiparty System in 1990**

In 1990, multiparty system was restored in Nepal that system made easy to develop tourism sector and some new effort come on tourism sector. Accordingly after 1990 is fourth phased which is Ecotourism and now Endemic Tourism of the 21st century. By the late 1990s tourism evolved as one of the main industry of Nepal contributing 18 percent of the foreign currency earning and 4 percent of the GDP. Analysis of the event related to the development of tourism in Nepal suggested that in the decade for nineties there have been much more conscious effort to globalizing the economy of Nepal. In 1990 Tourism Development Programme for Nepal (TDPN), Ministry of Tourism and Himalayan helicopter was established. During this period, Restaurant and Bar Association of Nepal (REBAN) established to upgrade restaurant and bar business to international standard. In 1992, eight five year plan places emphasis on promotion of environmental, historical and cultural assets through tourism promotion and developing linkage between tourism and other sectors of economy. National civil aviation announced to make the transport service consolidated and effective in order to promote tourism development (Bhusal, 2010).

Here we are taking up only some important events that reflect upon globalization of tourism related activities in Nepal. These are:

- ) Formation of Tourism Council (1992)
- ) National Civil Aviation Policy (1993)
- ) Tourism Policy (1995)
- ) Visit Nepal Year (1998)
- ) Formation of Nepal Tourism Board (NTB) in 1999.

## **5. Fifth Phase: Tourism during Conflict Period**

The period around 1993/94, the conflict was started in Nepal. During that period, although Nepalese economy could not grow rapidly some new effort came in tourism sector. South Asian Association for Regional co-operation (SAARC) was established in 1997. 9<sup>th</sup> plan places emphasis on developing tourism industry as an important sector of the national economy of account of its comparative advantage engendered by existing attraction, features and special geographical location of the nation. Tourism activities based on social, natural, religious, cultural environment of nation were developed and diversifying during the period. Nepal Visit Year (1998) was announced by HMG/N. Main objectives of Nepal Visit Year were to raise the image of Nepal as one of the important tourism destination, to raise the public awareness about tourism, to distribute the fruit of tourism up to the grass root, to increase the volume of domestic tourism, to raise the numbers of tourist's stay and their expenditure, to improve the quality of tourism, to diversify the tourist product and to protect and conserve the natural and cultural centers in integrated form.

Nepal Tourism Board replaced the department of tourism in 1999. Likewise a memo random of understanding between Nepal and China was signed on 26<sup>th</sup> November 2001 to facilitate the visit if Chinese citizen to Nepal. Nepal became the first nation in South Asia to receive an approved destination status by China in the process of promoting tourism in South Asia. Similarly, in January 2003 Nepal opened few rivers, Belefi, BudhiGandaki, DudhKoshi, Seti, Karnali and Tomar for rafting. The year 2005 was celebrated as SAARC Tourism Year with special emphasis on the promotion and development of intra and inter regional tourism (Upadhyay, 2003).

## **6. Sixth Phase: Tourism after Peace Process**

Peace had made main agenda after 1996 of all government of Nepal. In the past two attempts had been not success. Therefore for the success of the April 2006 people's movement carried out jointly by the seven political parties in co-ordination with the Maoists, a third attempt at peace between the democratic government and the Maoists was initiated. With the declaration of constituent assembly in recent year, a ray of hope seems to have been seen among all Nepalese. However, the endless civil strife and upraise of ethnic conflict, difference in power sharing, issues concerning decommissioning of arms and managements of the militia, process of and

restructuring of the state etc. are some of the contentious issues and challenges that have to be met with before sustainable peace can be attained in the country.

After the establishment of peace in Nepal, the number of tourist arrival increased by 2.3 percent in 2006. Three years interim plan (2064-2067) has a purpose to advertise the tourist destinations of Nepal in the world. Similarly the government of Nepal will work by coordinating with World Tourism Organization (WTO), BIMSTEC, SASEC, and COSCAP for tourism development. In Twelve three year plan (2068-70) has a purpose to reduce poverty by the expansion of tourism industry on the rural level and to increase economic growth and regional development by the creates of tourism employment. Second purpose of this plan had to tourism development by the improving means of airlines in national and international level (Pant, 2011).

After declaration of constituent assembly in 2064. The government of Nepal decided to celebrate "2011" as tourism year 2011. The government had taken target to bring 10 lakhs tourist in that period. But some political reasons and lack of accommodations of tourism, targets do not obtain with the finishing of tourism year. The present Prime Minister Babu Ram Bhattari announced "Visit Lumbini 2012". The main aims of Visit Lumbini 2012 are to introduce Lumbini in national and international sectors (LDT, 2012).

## **CHAPTER- THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

Research design is helpful to manage the evidences and enquires of the study in appropriate order within the given time frame and to interpret the data. This study is based on descriptive research designed by nature, which would be help in collecting the qualitative data based on knowledge, understanding feelings and pinions of people. According the researcher developed some of the instruments like the structured and unstructured questionnaire and interview to explore the field information on tourism.

#### **3.2 Sampling Procedure**

The sample has been taken by using simple random sampling procedure to collect data from general public and also judgemental sampling procedure was used to collect data from key informants. Sample size of this study will be 100 eligible respondents that will represent the universe.

#### **3.3 Nature and Sources of Data**

The collected data and information are both qualitative and quantitative in nature and have been collected from the primary and secondary sources. Primary data is collected through field observation, interview and questionnaire survey. Similarly secondary data has been collected from various published and unpublished materials, newspapers, journals, books, DDC profiles, Master thesis, economic survey, central bureau of statistics, Tourism board of Nepal and records of other related organizations etc.

#### **3.4 Tools and Techniques of Data Collection**

**3.4.1 Observation:** Detailed observation was made in the study area to record different information related to tourism in study area. In the observation period the focus was given on the observation of geographical, scenic sites and cultural feature of tourism destinations. The observed destinations were Baraha chhetra, Bhedetar, Buddha subba, Dantakali, Ramdhuni, Panchkanya .



**3.4.2 Interview:** For this study was based on interview with local people to elicit information about their educational status, economic condition, knowledge and perception of them.

**3.4.3 Questionnaire:** while developing the set of questionnaire, various information's like tourist area, problem and prospect of tourism in Sunsari district, socio-economic status of the people in tourist area.

Questionnaire for personal interview: A set of questionnaire are used for personally interviewing the selected people are related about tourism.

Informal discussion: - Informal discussion with the key informants, Tourism industries owner and other concerned agencies are held during the survey.

### **3.5 Presentation and Data Analysis**

The data obtained from the field survey were coded, decoded and categorized according to requirement. Then the coded data were converted into tables with numbers, averages and percentages. Different statistical means like diagrams and tables were used in presenting the data. Statistical methods like percentage analysis were used to analyze the quantitative data.

## CHAPTER-FOUR

# INTRODUCTION TO THE STUDY AREA

### 4.1 Background of the Study Area

Sunsari District, a part of Koshi zone, is one of the seventy-five districts of Nepal, a landlocked country of south Asia. The district, with Inaruwa as its district headquarters, covers an area of 1,257km<sup>2</sup> and has a population (as of the 2011 census) of 7,63,487( male- 3,71229 and female- 3,92258). The area was originally part of Morang but become its own districts in 1962 when Nepal was divided into 14 zones and 75 districts. The major cities in Sunsari district are Dharan, Ithari, Tarahara, Duhabi and Inaruwa.

Sunsari district stretches from 87°5' - 87°16' east longitude to 26°33' - 26°55' north latitude. Sunsari district is bordered by lies Dhankuta district at north, Morang district at east, Saptari and Udayapur (Koshi river) at west and India's Bihar state at the south. Sunsari district lies in altitude of 152 to 914 meter north about the sea level. In this district average length is 44km and average width is 45 km.

From point of view of human development index it occupies 16<sup>th</sup> position among all districts. Here, casts like Brahmin, Chhetri, Rai, Muslim, Tharu, Limbu, Yadav, Mehata, Magar, Gharti, Kami, Newar, Gurung etc. In this district the Major River and lake is Saptakoshi, Kokaha, Sunsari, Budhi khola, Seuti, Sardu, Tengra, Pakali khola, Gadankhola etc.

#### 4.1.1 Demographic Situation of Sunsari District

The table no. 4.1 shows the demographic structure of Sunsari District. Sunsari District contains 2.821 percent of total population. According to table, female population of the total population exceeds the number of male population as it is in the case of national population. Average population growth rate of the district is 1.83 percent which is significantly greater than that of national average population growth i.e. 1.40 percent. Density of population in Sunsari District is 598 sq, km which shows that Sunsari district is densely populated than the country as a whole i.e. 181 sq. km. The table shows that average family

population in Sunsari district is 4.51 percent where the national average of family population is 4.70 percent. Accordingly the male female ratio in the Sunsari District is 95 which is greater in comparison to national average of 94 percent. This is shown in the table no. 4.1 as below.

**Table No.4.1**

**Population Distribution in Sunsari District**

Total Population	7,51,125
Male	3,65,927
Female	3,85,198
Population growth rate(%)	1.83
Population\ sq km	598
Average family population	4.51
Sex ratio	95

Source: Census CBS, 2011

**4.1.1.1 Population Distribution by Caste in Sunsari District**

Tharu occupies larger share in the total population of the district which follows by Muslim, Chhetri, Brahmin, Rai, Koiri, Yadav, Newar and Mushahar respectively. Where others signify Jhagad, Limbu, Teli, Tamang, Dhanuk, Kami, Magar etc. The case is shown in table no.4.2 as below.

**Table No.4.2**

**Population Distribution by Caste in Sunsari District**

S.N.	Name of caste	Number	Percent
1	Tharu	92,102	22.11
2	Muslim	71,537	17.16
3	Chhetri	53,825	12.92
4	Bramhin	52,489	12.59
5	Rai	46,016	11.04
6	Koiri	27,780	6.66
7	Yadav	26,802	6.43
8	Newar	24,477	5.87
9	Mushahar	21,722	5.22
10	Others	-	-
11	Total	4,16,750	100.00

Source: Population Census 2011, CBS

**4.1.1.2 Population Distribution by Religion**

In Sunsari District, Hindu occupies larger share in the total population which follows by Islam, Kirat, Buddhist, Christian respectively. The case is shown in table no.4.3 as below.

**Table No.4.3**

**Population Distribution by Religion**

S.N.	Name of Religion	Number	Percent
1	Hindu	5,59,453	74.47
2	Islam	88,072	11.71
3	Kirat	52,558	6.99
4	Buddhist	33,714	4.48
5	Prakriti	14,807	1.97
6	Christian	11, 379	1.50
7	Jain	388	0.05
8	Shikha	26	0.01
9	Bone	30	0.01
10	Bahai	25	0.01
11	Not opened	3035	0.40
12	Total	7,51,125	100.00

Source: Population Census 2011, CBS

**4.1.1.3 Population Distribution by Ethnicity in Sunsari District**

The table no.4.4 depicts the name of various ethnic groups in Sunsari District. It demonstrates that Sunsari is such a District where there is diversity in the composition of population and culture.

**Table No. 4.4****Population Distribution by Ethnicity in Sunsari District**

S.N.	Name of Indigenous	Number	Percent
1	Tharu	92102	37.43
2	Rai	46016	18.69
3	Newar	24477	9.95
4	Mushahar	21722	8.83
5	Limbu	19204	7.81
6	Tamang	13993	5.68
7	Magar	10681	4.34
8	Gurung	6421	2.60
9	Gharti\ Bhujel	4045	1.64
10	Majhi	4015	1.63
11	Sherpa	1024	0.41
12	Dhanuwar	834	0.34
13	Sonar	829	0.34
14	Dhimal	201	0.08
15	Santhal\ Satar	148	0.06
16	Thami	148	0.06
17	Yakhha	94	0.04
18	Bhote	89	0.04
19	Raute	63	0.03
	Total	246106	100.00

Source: Census Population 2011, CBS.

## 4.1.2 Condition of Basic Infrastructure

### 4.1.2.1 Basic Health Services in Sunsari District

Analyzing the table no. 4.5 shown below what can be concluded that distribution of health services in the district are not well and properly developed. Most of the facilities are available in city area.

**Table No. 4.5**

#### **Basic Health Services in Sunsari District**

S.N.	Infrastructure Description	Number	Percent
1	District Hospital	1	1.81
2	Primary Health Centres	5	9.09
3	Health Posts	7	12.73
4	Sub- Health Posts	40	72.73
5	Institute of Health Sciences	2	3.64
	Total	55	100.00

Source: Jilla Parshwachitra, 2009

### 4.1.2.2 Transportation in Sunsari District

The table no.4.6 depicts that transportation development of Sunsari is basically in terms of fair weathered roads. Hence the transportation development is not satisfactory.

**Table No.4.6**

**Transportation in Sunsari District**

S.N.	Description	Number\ length
1	Road touched VDCs	49
2	Total length of road	1251.8 km
3	Black topped	195 km
4	Graveled	399.3 km
5	Cart Track	657.5 km

Source: Sunsari District Profile, 2009

**4.1.2.3 Electricity and Alternative Power Condition**

The table no.7 reflects electrification in Sunsari District. In this district, there is 38.8 percent of household don't have benefited from electricity. And 5 Vdc's people don't have opportunity of electricity.

**Table No. 4.7**

**Electricity and Alternative Power Condition**

S. N.	Description	Number\ unit
1	Household benefited from electricity	61.2 percent
2	Electricity touched VDCs	44

Source: Sunsari District Profile, 2009



#### 4.1.3 Kind of Forest in Sunsari District

**Table No. 4.8**

##### **Kind of Forest in Sunsari District**

S.N.	Kind of forest	Number	Area (Hectare)
1	Community forest	73	13893.25
2	Religious forest	3	9.65
3	Private forest	360	240.27
4	National forest	-	24865.4
	Total	436	39008.21

Source: - Sunsari District Profile, 2009

## CHAPTER- FIVE

### PRESENTATION AND ANALYSIS OF DATA

#### 5.1 Findings of Respondent's Views

The collected raw data and information was first categorized in the basis of major activities of the villagers related with tourism. The perception, vision, knowledge are called qualitative data that were analyzed descriptively. To treat the quantitative data the simple tables, bar charts for presentation has been used.

##### 5.1.1 Educational Status of the Respondents

Following table shows the educational level of sample population taken. As from interview taken to 100 samples, the response is shown in table bellow. Table no. shows that majority of the populations are literate. Very few percentage of the population has higher education. So, it is required to aware the people by education to develop Sunsari as village tourism destination. Education and tourism industry are interconnected components because education itself is means of communication and basic components required for tourism development. Therefore the local people should be educated to improve the tourism industry in the country.

**Table No.5.1**

#### **Educational Status of Sample Population**

S.N.	Educational level	Number
1	Illiterate	25
2	Literate	39
3	SLC	25
4	Higher	11
5	Total	100

Source: Field Survey, 2014

### 5.1.2 Occupational Status of the Respondents

Table no.5.2 shows that majority of the people (69%) of the study area are engaged in agriculture, very less number of people are engaged in job (8) whereas labor, business and students are 3, 10 and 10 respectively. The researcher found none of the people involved in the tourism business. However, few of the people run the small scale shop.

**Table No.5.2**

#### **Occupational status of the respondents**

S.N.	Occupation	Number
1	Students	10
2	Labor	3
3	Agriculture	69
4	Business	10
5	Job	8
Total		100

Source: Field Survey, 2014

### 5.1.3 Annual Income Level of the Respondents

Table no.5.3 shows that majority of the people have been earning 50001-70000 which occupy the 54 out of the total population. This figure indicates that majority of people are of middle class family. The people those who falls on the middle class family have been adopting the agriculture, animal husbandry are small scale business. This table also shows the disguised unemployment situation of the study area. So tourism can be effective means of additional employment and increasing income level of people. Following table shows the annual income level of the study area.

**Table No. 5.3**

**Annual Income Level**

S.N.	Income level	Number	Percentage
1	Less than 30000	5	5
2	30001-50000	11	11
3	50001-70000	54	54
4	Above 70000	30	30
5		<b>100</b>	<b>100</b>

Source: Field Survey, 2014

**5.1.4 Annual Expenditure of the Local People**

Table no.5.4 shows that 59 percent of the people spend more than Rs. 70000 table no shows that only 30 percent of them maintain their expenditure through the remittance from foreign countries and home country as well as.

**Table No. 5.4**

**Annual Expenditure Pattern**

S.N.	Expenditure level	Number	Percentage
1	Less than 30000	2	2
2	30001-50000	7	7
3	50001-70000	32	32
4	Above 70000	59	59
	Total	100	100

Source: Field Survey, 2014

### 5.1.5 Food Sufficiency

The table no.5.5 shows that 30 percent of the households all of total respondents are able to produce enough grain from their land for 12 months whereas 55 percent household produce grains for 6-11 months and that of 15 percent household have food sufficient for less than 6 months of the year. For the rest of the year they have to buy food stuffs from outside. Food sufficiency in study area is presented in below table.

**Table No.5.5**

#### **Food Sufficiency**

Food sufficiency	Number	Percentage
12 months	30	30
6-11 months	55	55
1-6 months	15	15
Total	100	100

Source: Field Survey, 2014

### 5.1.6 Prospects of Tourism in the Study Area

Table no.5.6 shows that the prospect of tourism in the study area. Out of 100 49% respondents reported that prospect of tourism in Sunsari is highly sound. 29 respondents mentioned that there is moderately sound prospect while 13 (13%) respondent reported that prospect of tourism is not so good and rest of 9 (9%) respondents do not have any idea about prospects of tourism in Sunsari.

**Table No.5.6**

**Prospects of Tourism in the Study Area**

S.N.	Views	Respondents	Percentages
1	Highly sound	49	49
2	Moderately sound	29	29
3	Not so good	13	13
4	Unknown	9	9
	Total	100	100

Source: Field Survey, 2014

**5.1.7 Role of Organization in the Development of Tourism**

Table no.5.7 shows the role of organization in order to promote the tourism in Sunsari. 48 percentage of people said that there should be effective role to be played by government authorities. 10 percentage respondents expressed on the role of non government agencies and rest of the 42 percentage informants focused on the important role of both government and non government agencies to promote tourism in the study area.

**Table No.5.7**

**Role of Organization**

S.N.	View	Respondents	Percentage
1	Government	48	48
2	Local institution	4	4
3	INGOs	6	6
4	All of above	42	42
	Total	100	100

Source: Field Survey, 2014

**5.1.8 Problems of Tourism Development in the Study Area**

Table no.5.8 shows that all of 100, 20 percent respondents do not have any idea about problem of tourism. Rest of the respondents, 80 percent of respondent reported all of problems language, transportation, and guides are serious problem of tourism development in Sunsari.

**Table No.5.8**

**Problems of Tourism in the Study Area**

S.N.	Views	Respondents	Percentage
1	Language	-	-
2	Transportation	-	-
3	Accommodation	-	-
4	Guide	-	-
	All of above	80	80
	Total	100	100

Source: Field Survey, 2014

### 5.1.9 Knowledge of People about Tourism

Table no.5.9 shows that out of 100, 90 percent people know about tourism and rest of the 10 respondents do not have any idea about Tourism.

**Table No.5.9**

#### **Knowledge of People about Tourism**

S.N.	Views	Respondents	Percentage
1	Known	90	90
2	Unknown	10	10
	Total	100	100

Source: Field Survey, 2014

### 5.1.10 Willingness of People in Tourism Industry

The table no.5.10 shows the interest of people in tourism industry. The table indicates that out of 100, 34 percent respondents reported that they are interested in tourism industry. And rests of them are not interested in tourism industry.

**Table No.5.10**

#### **Willingness of Respondents in Tourism Industry**

S.N.	Views	Number	Percentage
1	Interested	34	34
2	Not interested	66	66
	Total	100	100

Source: Field Survey, 2014



From the analysis of data in aggregation few of the respondents have passed SLC and higher level of education. So it is required to be initiated educational based programs by the government and non-government agencies because without education people can not be involved in tourism industry. Majority of the respondent have been adopting agriculture and remaining other respondents adopt non-agricultural activities like business service and student. There is high possibility of agro-tourism and agro-based industries. 34 percent respondents are not interested in tourism industry and 10 percent respondents are totally unknown with tourism. Awareness programs should be organized for the tourism development in the study area. Tourism industry can be effective means of raising employment and level of income of local people.

## **CHAPTER - SIX**

### **PROBLEMS AND PROSPECTS OF TOURISM IN SUNSARI DISTRICT**

Now tourism is becoming a great industry in the world. It is helping to build the strong national economy of many countries by providing job opportunity and earning foreign currency. In the context of Nepal, tourism is becoming an issue of challenge and opportunity. Nepal is rich in different aspect such as, social, cultural, religious and national resources. Here are very important places for tourism development. Similarly, it is providing job opportunity for thousands of unemployed Nepalese people. It is one of the major sources of earning foreign currency and balance of the deficit trade, in this way it is known as opportunity sector. But in the other hand, Nepal is a country in which here are mountain and rural features. Most of the tourism spots are located in rural and mountainous area. Because of the complicated geographical structure it is very difficult to developed infrastructure facilities. Similarly, some events of the country, such as political instability, strike, announcement of emergency and other are creating problems of tourism industry.

Nepal is known as destination place pilgrim's tourists. Various places are known as a religious place so it has long history of religious tourism. Among the many tourism spots in Nepal, Sunsari is one of the important tourist places. It is popular in national and international level. So since long time it has not developed properly because of which here various problems and prospects for tourism development which is given below.

#### **6.1 Problems of Tourism Development in Sunsari District**

There are various factors to determine the problems in Sunsari. Mainly tourism industry, infrastructure facilities and tourism product are the interrelated subject matters for its development. In the modern situation the tourists desire facilities and like to go only the facilitated tourist spot. Even if there are many problems related to different sectors, only those that have direct impact on tourism development have been stated below.

## **Infrastructural Problems**

Inadequate physical infrastructure hampers the growth of tourism without infrastructural facilities; development of tourism could not be expected. The main problem related to infrastructural facilities in the area; accommodation, accessibility, hospitality and amenities. The study shows that such facilities couldn't be developed in appropriate manner. Major infrastructural problems associated for the promotion of rural tourism in the district are given below.

## **Health Service Center**

Although in the district headquarters of Sunsari there is an hospital but in other VDCs, there are only primary health services. They are not well-equipped in term of emergency and even for the general health services. It is causing a great deal of inconveniences to the locals as well as tourist visiting the district. Therefore in sufficient facilities of health services should be considered as a problem for the promotion of rural tourism.

## **Skilled Human Resources**

The regions apparent advantage of having abundant cheap labor is illusory since it generally lacks social support and environment for labor and skill for tourism development. The shortage of skilled personnel imposes serious constraint at least in the short to medium term. According to Nepal Tourism Statistics 2008, in Nepal number of tourist guide is 2458 and number of trekking guide is 5356. Information about tourist guide in Sunsari District could not be found in this research.

## **Trained Guides**

Trained guides are required to make the tourists interested to visit new explored tourism destination. The utilization of resources and benefit from them depends on the way they influence the tourists through proper guiding and explanation about unique tourist product. But there is lack of trained guide in Sunsari District. Another difficulty for guide is of language.

## **Political Disturbances**

Political disturbances created by political turmoil, due to Nepal Banda, Chakkajam etc. have also adversely affected the tourism sector. These conditions create a state of uncertainty in the country leading to reluctance on the part of foreign tourists to visit Nepal. In this situation Sunsari has also faced challenge in attracting tourists as it being a remote place of Nepal.

## **Market Limitations**

To attract a sizable number of foreign and Indian tourists, it requires substantial improvement, investment in infrastructure facilities and services. Considering the limited tourist arrivals in the study area, it may not be feasible for private entrepreneurs to invest in infrastructure development.

## **Sanitary Problems**

Sunsari also suffers from sanitation problems most of the villagers are uneducated and they couldn't manage the waste deposits. In village area they have no toilets and very poor clean and sanitation skills which is just a lack of education. Similarly many beer bottles, water bottles, plastics are easily found around the trekking trails. Here is the problem of certain dumping sites and awareness of people.

## **Lack of the Information of Visitors**

As in the case of marketing, the rural people of Sunsari, tourism business do not have existence to identify the preferences of a tourist. The tourists are completely different places having different values. It is necessary to make a very high image of destination and its people; they have to know what a tourist wants. The main tool of promotion for rural tourism development is the word of mouth of the tourist. It is an art and strategy which can be learnt and practiced, to win the heart of a tourist, for which the business running people must have skills to know the tourist area.

## **National Tourism Policy**

Though the need of the national tourism policy is long talked issues and government is also well aware of it, nothing substantial has been done so far. There no promotional activities from government side. Tourism policy is essential to provide the required guidelines and encouragement to the tourism industry there by achieving desired level of success in the regard.

## **Security**

Security is an essential factor for tourism development. Nobody wants to go and stay where there is not security. Now our country is facing problems. Among these problems, security is burning issue for nation. Hindu pilgrims have been visiting since long. Now, tourist arrival ratio is decreasing because of the lack of the security. Not any disastrous event has occurred yet but the external environment is very fearful so they do not want to take risk for their visit.

## **Transportation**

Transportation facility is the main thing for the tourism development. But transportation facility in Sunsari is not good. There is no facility of international airport for foreign tourist. So tourists are compelled to go tourist area either on foot or by local bus.

## **Communication**

Communication is also one of the important factories for tourism development. It helps to know the detail information about destination place and facilities for the tourists and help to send information and about tourist product and facilities for the tourism industry. Now it is being essential factor for its development. Sunsari is very poor about communication facilities.

## **Accommodation Facility**

Accommodation facility is an important aspect of tourism industry. It includes many types of facilities such as hotels, motels, lodges, rest house and paying guesthouse. There are different problems about accommodation facilities for the tourists. Not any standard facility is available in the place. There are some rest houses for the tourists. Some of these houses have with bed sheet but most of the houses have not bed, they are built as a hall. There are not any standard

restaurants and lodges for tourists but there are some temporary types of shops, which are providing religious goods and other consuming goods for tourists. Similarly, some hotels tea shops are also built in this place. Those hotels are providing food facility but they do not have rest place and food is also not of standard quality.

### **Lack of Local Cottage and Handicraft Products**

Except some Nigalo and bamboo based products, there are no other products made for sale in tourist area. This deprives the opportunities to local people for generating income and employment from tourism development.

### **Promotion and Marketing**

Lack of proper marketing of tourism destination and promotional efforts constitute the major drawback of tourism development in Sunsari.

### **Recreational Facilities**

There should be sufficient bus parks, swimming pools, cultural programs and other additional facilities which are not available in Sunsari district.

### **Inadequate Inter-sectoral Linkages**

A distributing aspect in study area is the lack of inadequate linkage of tourism with the local economy of the multiplier effects of generating additional income and employment and makes it excessively dependent on external inputs.

## **6.2 Prospects of Tourism in Sunsari District**

### **Koshi Tappu Wildlife Reserve**

The Koshi Tappu Wildlife Reserve is a protected area in the Terai of Eastern Nepal covering 175 km<sup>2</sup> of wetlands in the Sunsari, Saptari and Udayapur Districts. It comprises extensive mudflats, red beds and fresh water marshes in the flood plain of the Saptakoshi River and ranges in an altitude from 75 to 81m (246-266 ft.). It was established in 1976 with an aim to protect the last remaining population of Asiatic Wild buffaloes in Nepal and designated as a Rasar site (a

wetland of international significance) in Nepal in December 1987. It can be accessed from the Mahendra Highway. It is an example of one of the finest birding sites in Asia. The principal habitats in the reserve include: wetlands, grasslands and small patches of riverine forest more than half of Nepal's birds are recorded from Koshi Tappu. Among the mammals, besides wild water buffaloes, the elusive Gangetic Dolphin and Fishing are occasionally seen have.

### **Panchakanya Temple**

Panchakanya is the most beautiful place near by the Bhatabhange Jungle in the northern part of Bijayapur of Dharan. It is the most suitable place to observe panoramic view of Dharan Bazar. The thousands of people visit the place for picnic in every year. It has potential to develop it as a pilgrimage tourist destination in Sunsari district.

### **Pindeshwar Temple**

Pindeshwar is located in Bijayapur Dharan. It is significant sacred place for Hindus. According to the myth mentioned in Rudaksharanya and Mahatynya of Himvat section of puran, the residue of the mixture and later on it is known as 'Pindeshwar'. It was built about 6-7 hundreds years ago along with the foundation of Bijayapur state. The southern and eastern part of Dharan can be discerned from pindeshwar.

### **Ramdhuni**

Ramdhuni is located in singiya VDC ward no. 2 Sunsari District. It is about 7km north-west from the Jhumka Bazar of Sunsari. It is believed that the god Ram burnt a fire in this place. Vankhandi Baba burnt a fire in this place in accordance with the historical research and mediated. It was about 300 years ago.

### **Bishnu Paduka**

Bishnu Paduka is located 5km north-west from Dharan municipality ward no:16. It is the convergence among koka, shankhdhara and Bishnu dhara Rivers. It is thoroughly described in Brahmapuran. The main attraction of the place is temple. The feet of Bishnu are kept inside the temple. Besides, the broken part of different gods of medieval period are collected there. A monastery is also built near the temple.

## **Budha Subba Temple**

Budha Subba is an important place for kirat of eastern part of Nepal. There are two mud piles inside the Budha subba temple. These are worshiped as 'Budha Subba' and 'Budhi Subbini'. There are the bamboo trees without tip. The cock and pig are sacrificed on Saturday. The Kirat as well as other people reverse in the temple. The Bijaypur can be developed as a new tourist destination. The internal as well as external tourists can be attracted by developing the infrastructures regarding tourism industry.

## **Dantakali**

Dantakali temple is situated in Dharan municipality 14 Bijayapur hill. It was also popular as kalika in medieval period of time. It is believed that the teeth of sati devi destroyed in this place.

## **Baraha Chhetra**

The baraha chhetra (Kshetra) temple (also called varahakshetra) is situated in the east of Nepal around 20km from Dharan at the confluence of the Saptakoshi and Koka rivers. The baraha chhetra temple is one of the most holy tirtha's (holy places near a confluence of a river) of Nepal.

The white Baraha temple contains statues from the 5<sup>th</sup> century and in front of the temple is a stone where you can test how free of sin you are, since anybody who is able to lift the stone is without any sin. When five or seven people can lift the stone with one finger they are all without sin.

One of the main festivals celebrated at the Baraha Chetra temple is maker Sankranti which is held every November on the first Magh.

The temple is built to mark Vishnu's victory over Hiranyaksha the demon in the form of Varaha a boar which happened at this site. During Satyuga, Hiranyaksha (the golden of eyed demon) took the earth (Bhumidevi) to the bottom of the cosmic ocean with a flash and huge thunder that lighted and shook all the three worlds (earth, heaven and the sky eternity) Vishnu took the form of a white boar (Barha) and dove to the bottom of the ocean to lift the earth back to the surface. Eventually he kills Hiranyakha in a battle that last for thousand years and the earth is saved, after which the human race develops on earth.



## **Bhedetar**

Originally the gate way to Dharan, Bhedetar also known as Sailung Danda, is the picturesque hill station developed lately in Eastern Nepal and is the "Queen of hill stations". It is one of the most popular tourist spot in Eastern Nepal. It is land pictorial picnic spots. It is situated at an altitude of 14, 20 meters above sealevel.conveniently connected by road, "Queen of Hill station", is a pleasant 3 hour drive from Biratnagar. No matter where you come from, Bhedetar gives you feel majestic once you step in. In the past, long before the Koshi Highway was made, people from hilly regions took Bhedetar as a gate way to 'Dharan'. It therefore wasn't originally designed for tourism. It was merely a bus stop for some lunch and breakfast. Later, the stop grew into a town. And it was then that many hotels and restaurants took interest and developed it further to assist tourists for a comfortable stay and good food. In the early 1980s prince Charles did also paid a visit to view the progress and construction of Koshi Highway, giving the little bumpy hill and Englishman's first name "Charles Point".Bhedetar has really grown up to become the holiday destination of many local and visitors.

## CHAPTER - SEVEN

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

#### 7.1 Summary of Findings

The contribution of foreign tourism sector in the national development of Nepal has been quite significant. However Nepalese tourism sector has not been developed as expected. In the scenario of low productive in agriculture sector, the condition of having no abundant resources for industrial development, tourism can be a high productive sector to compensate the unemployment and disguised unemployment prevailing in the country. Nepal as a whole can be a means for development in rural areas already rich in natural and cultural resources. It has comparative advantages than other industries such as, it has low opportunity cost, it takes low gestation period to give returns it can ethnic groups and bears direct relation to all dimension of life like, culture, environment, nature, behavior of people. Tourism also has a very significant contribution to GDP, foreign exchange earnings, government revenue, employment and its indirect and induced effect. In this basis tourism can be a leading sector and socio- economic force in the economy of Nepal.

Although the contribution of tourism for the development of national economy is significantly high, people of Nepal's rural area have yet not been able to create much benefit from it. This study was carriage out to assess the impacts of rural tourism on the development of rural community. The researcher aims at identify and explore problem and prospects of tourism in Sunsari district. In this research, exploratory and descriptive research designs are applied to meet above mentioned objectives. Mythologies such as questionnaire survey using purposive sampling field visit and interview were used in order to generally valid data and information. Both primary and secondary sources of data collected for qualitative and quantities analysis.

Major findings are follows:

- ) The Budha Subba Temple, Barahakshetra Temple, Pindeshwaer Temple, Bhedetar, Koshi Tappu Wildlife Reserve are important places of Sunsari District.
- ) Other important places for Tourists related to Ramdhuni Temple, Bishnu Paduka, Dantakali Temple, Panchakanya Temple in Sunsari District.

- ) Creation of tourism infrastructure is expected to result in an increased flow of tourist, which would create demand for various local product for the consumption of tourist arriving in the district.
- ) There are great potentialities of trekking, Rafting, Jungle safari and other adventure tourism in this district.
- ) Majority of local people are Hindu-Muslim, Pahade-Madeshi.
- ) Dashain, Tihar, Teej, Ramjhan, Loochar, Chhath are main festivals of in this district.
- ) 49% respondents reported that prospect of tourism in highly sound.
- ) Majority of the People 69% are engaged in agriculture.
- ) 80% of respondent reported all of problems language, transportation and guide are serious problem of tourism development in Sunsari District.
- ) Mainly Bramhan, Tharu, Muslim, Yadav, Mehata, Rai, Chhetri, Newar and Koiri are the residents of Sunsari District.
- ) 30% of the households all of total respondents are able to produce enough grain from their land for 12 months.
- ) The study shows that 66 percent of sampled population is not interested in tourism industry. It shows there are many problems, challenges and constraints of development of tourism in this district.

## **7.2 Conclusion**

From the available data information and researcher's observation along with the interpretations and discussions in the proceeding sections, now it is obvious that Sunsari district has a very high developed people and marketed strategically, there will definitely be a huge inflow of domestic lrural economy. Creation of tourism infrastructure is expected to result in an increased flow of tourist, which would create demand for various local products for the consumption of tourist arriving in the districts. This is expected to create various types of production opportunities for income and employment generation. The information of research are drawn from questionnaire survey, interview and literature review to make it more reliable and authentic. Very few percentage of the population has higher education. Therefore there need to be initiated educational based programs by the government and non-government agencies. Many of the

population are engaged in agricultural services and remaining other population adopts non-agricultural activities like business, service and students. There is high potentiality to run agro-based industries and of eco-agro tourism. If the government draws their attention for the establishment such types of industries and tourism hand in hand the income level of people will be increased. The analysis of income pattern of the sampled population indicates that majority of people are of middle class family and the situation of disguised an employment in the study area. Thus tourism can be effective means of additional employment and increasing income level. 54 percent sampled population of the study area earns Rs. 50001-70000 per year whereas 30 percent sampled population earns above Rs. 70000. Similarly 59 percent of sampled populations spend above Rs 70000 per year. It shows that there is no combination between expenditure and income.

The study shows that 66 percent of sampled population is not interested in tourism industry. In short, it can be concluded that there are numbers of problems, challenges and constraints in front of village tourism development in the Sunsari district. Low level of infrastructure development, lack of awareness, entrepreneurship and investment and lack of marketing to the previous tourism products are existing as challenges for tourism development in Sunsari. Nevertheless, all these problems and challenges can be overcome with concrete efforts of public private partnership. There are various types of tourism models which could build up in this district like community based tourism, Home Stay Tourism, Farm Tourism, Cultural Tourism, Religious Tourism etc. there are great potentialities of trekking, Rafting, Jungle SAFARI and other Adventure tourism in this district.

### **7.3 Recommendations**

To promote sustainable tourism development which could generate maximum alternative employment opportunities to underemployed and unemployed people of the district or to reduce poverty, enhance income level and to make better lifestyle of this district, the local people along with the local and central government, need to concentrate on the following points:-

- ) For the development of tourism, advertisement and publicity is very necessary. Publicity is Sunsari in the outside world with various cultural, tradition, religions, heritage, photos of all tourists' sites and required facilities must be organized time to time in the different parts of the world.
- ) Conduct mass awareness programs to create conducive environment for tourism development.

- ) Prepare immediate action plan to preserve and conserve sites with historical and cultural importance.
- ) Government assistance is required for promotion and infrastructure development.
- ) Priority should be given to the development of rural tourism destination in order to alleviate poverty.
- ) Nepalese type accommodation facilities should be built in the area of tourism destinations.
- ) Organic farming should be encouraged at the satellite area of major tourism spots.
- ) Development of minor forest products such as aromatic and medicinal herbs, ferns, orchids that are in high demand.
- ) Curbing population growth, including provision of basic social services such as health, sanitation, safe drinking water, education and nutrition to improve quality of life.
- ) Provide education and training activities that encourages local skill enhancement and natural management capacity of local people.
- ) An integrated approach among government agencies NGOs, INGOs working in the Sunsari district is needed in order to make resource enhancement program effective.
- ) Tourism can't growth in absence of trained manpower like tourist guide, hotel administration cleaners, cooker, shopkeepers and other staff that are necessary or tourist activities. So it has to manage from grass root.
- ) Political disturbance is another problem of tourism so all politicians have to agree or announce peace area to the tourism for the development of tourism.
- ) Short and long trekking trails should be developed targeting tourists of different age group. A short trekking trail can be developed around the district headquarters that would be suitable for senior tourists.
- ) Protection of biodiversity should be due attention and priority while running tourism attention.
- ) Small and Cottage industries should be encouraged and protected to increase the retention of tourist's spending.

Adaption and implementation of the above mentioned measures will lead to increase the number of tourist inflow significantly with comparatively high rate of retention that would ultimately contribute in the raising the standard of living and poverty alleviation of rural poor in Sunsari district.

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## स्थानीय जनताको लागी प्रश्नावली

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- ३) तपाईंको वार्षिक खर्च कति हुन्छ?
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- ४) तपाईंलाई पर्यटन बारे केही थाहा छ ?
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- ५) यस क्षेत्रमा धार्मिक पर्यटनको विकास गर्न के गर्नुपर्ला ?
- क) धार्मिक पक्षहरू :- जस्तै मन्दिर, देवालय आदिको पुर्ननिर्माण
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- क) स्वदेशी ख) भारतीय ग) अन्य



७) यस क्षेत्रमा पर्यटनको दिगो विकासको निमित्त सरकारले कुनै कदम चालेको छ ? यदि छ भने कस्तो कदम चालेको छ ?

८) यस क्षेत्रमा पर्यटनको दिगो विकासको निमित्त निजी तथा गैरसरकारि संस्थाले कुनै कदम चालेको छ ?

क) छ ख) छैन ग) थाहा छैन

९) यस क्षेत्रमा उपलब्ध वस्तुवाट कुनै व्यवसाय सञ्चालन गर्नुभएको छ? यदि छ भने कस्तो व्यवसाय हो?

क) नाइलो तथा बासवाट वस्तु बनाउने

ख) मुर्तिहरु बनाउने (ढुङ्गाको)

ग) अन्य

घ) सञ्चालन गरेको छैन ।

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क) अत्यन्त राम्रो ख) राम्रो ग) ठिकै घ) त्यति राम्रो छैन ।

११) तपाईंको बिचारमा यस क्षेत्रमा पर्यटन विकासको लागि के कस्ता समस्याहरु रहेका छन् ?

क) भाषा ख) यातायात ग)आवास घ) पथप्रदर्शक ङ) अन्य केही

१२) पर्यटकहरुलाई सेवा पुऱ्याउन पर्यटन सम्बन्धि क्रियाकलापहरुमा सक्रिय रुपले भाग लिन चाहनुहुन्छ ?

क) चाहन्छु ख) चाहन्न

१३) यस क्षेत्रमा देखिएका समस्याहरु समाधान गर्न तपाईंहरु (स्थानिय जनताहरुले) केहि पहल गर्नुभएको छ ? छ भने कस्तो पहल गर्नुभएको छ ?

१४) तपाईंको केहि राय सुभावहरु केहि छन् ?

**धन्यवाद**