

CHAPTER – I

1.1 Introduction

In a wide and comprehensive term a tourist is a person who travels to learn to appreciate nature, to relax and to enjoy a change outside his country and person who this work is called tourism. In this 21st century, the modern means of communication and internet system has made the world as global village. People of different interest and action visit from place which is called tourism. So, tourist is a person who travels away from home to appreciate nature, for relaxation and for enjoyment. Tourism has become the largest and fast expanding industry in today's world. On the basis of tourists' activities, tourism is broadly classified into six types: namely, pleasure tourism, business tourism, recreational tourism, sporting tourism, cultural tourism and conference tourism. By dividing these types we can say that there is possibility of tourism in Nepal, Nepal is renowned for natural beauty. Land of Mount Everest and holy birth place of Lord Buddha. Nepal's biological diversity, amazing geographical set up and its social cultural richness are major attractions for the international tourism. UNESCO has declared to involve nearly a dozen of Nepalese places and monuments in its "world heritage site".

1.2 Background of the Study

The present world has achieved great scientific development. This world has been stepping forward in the field of industrialization at great speed. And day by day social structure has been going to be complicated. The main purpose of human beings is going to have economic prosperity. For that purpose of human being is struggling hard. So that it can have

physical and mental tension. To be free from those tensions human beings wants to spend his leisure time in new, attractive and beautiful places for the rest and for the peace and pleasure. They often want to pass the time in new places. The Science has been helpful for the people in that aspect and to fulfill their desire. There have been developments in the field of reliable and fast transportation in the world. These kinds of means of transportation have helped them to go anywhere they want. The world has been going to be narrow in the sense that the people can visit anywhere in a short period.

In this condition, many countries have been trying to strengthen their national economic condition by developing tourism as main income source. They have been trying to create maximum employment through tourism. In this way, it seems to be descent to Nepal that it is also developing its tourism to strengthen national economic condition and to create employment in tourism by attracting tourists from other countries. And Nepal has variations and diversity in natural and cultural aspects. Here are very strange cultural elements and natural beauties in this country. So Nepal is suitable country for tourism in cultural, religious, adventures and environmental aspects.

Nepal is recognized as a tourist destination because of its unique natural beauties, cultural heritage and religious, traditional practices. Historical monuments and the sites of pilgrimages are sure to motivate tourists to visit Nepal at least once in lifetime. The art and architecture, ethnicity, tradition and custom of the people are there to see while feeling the hospitality and warmth of the people in this friendly atmosphere of Nepal. The foot trails, the countryside view, the highlands and lowlands hills

and plains, the green forest, magnificent river, ice-capped Himalayas, diverse group of flora and faunas are not to be missed by anyone who travel Nepal with lot of expectation. This trade creates many favorable multiplier effects in private sector like foreign currency earning, employment generation,' change in social cultural and traditional structure, change in lifestyle, up grading living standard etc.

Tourism has received a unique place in Nepal. It plays a vital role in economic development. It is the major attractive source of national income. Tourism is the only viable operation that can help to eliminate poverty and decrease educated unemployed youths.

In this way, Nepal can be able to establish the medium and large scale industries to increase the productivity and national income. So, one of the most important sources of national income in Nepal can be tourism industry: In Nepal tourism is one of the weapons for poverty alleviation and rural development.

Nepal is Himalayas kingdom of 147181 Sq. km. geographically all most Nepal is located in south East Asian between 26°22' to 30°27' north latitudes and 80°04' to 88°12' east longitudes. The country is about 885km long from the east to west and its width is average about 193km from north to south. Nepal is landlocked where bordered by India on the west, south and east and Tibet region of china in the north. Nepalese culture is a combination of northern and southern Asian representing no less than 60 ethnic groups, 11 major Languages and two major religions. (Dhakal, 2002:3). Ecologically, Nepal is divided into three main regions: Mountain, Hilly and

Terai. Apart from the ecological division, administratively there are five development regions: eastern, central, western, mid western and far western. The nation is further divided into fourteen zones and seventy five districts.

Nepal is a unique country inhabited by multi-lingual, multi culture and multi ethnic people. It has got beautiful fauna and flora as natural gifts. Nepal's beautiful high landscapes, lakes, green Valley, waterfalls, streams and hill-sides scattered in the form of an endless series of terraces have been the source of great attraction and admiration.

The word tourism, which is derived from the French word "tourism" originated in 19th century. According to Webster's new international dictionary - tourism is defined as "traveling for recreation" travel may be regarded touristic if it meets with the three essential conditions such as (a) Voluntary (b) Not have remunerated employment as its aim and (c) Temporary.

According to Swiss professors Hunziker and Krapf "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity."

The committee of statistical experts of the league of nations in 1937 defined a foreign tourist as "any persons visiting a country other than that in which he/she usually resides for a period of at least 24 hours (Robert W. McIntosh and Charles R Goeder, (1984). According to this definition following are considered as tourists.

- Persons traveling to meeting or on a representative capacity of any kind.
- Persons traveling for pleasure, for family reasons for health etc.
- Persons traveling for business reasons.
- Persons arriving in the course of a sea cruise even when they stay less than 24 hours.

In a wide and comprehensive term a tourist is a person who travels to learn to appreciate nature, to relax and to enjoy a change outside his country and a person who do this work is called tourism.

Until 1950, the concept of tourism was unknown in Nepal. After 1950 Nepal opened its doors to foreigners and in 1956 Nepal established tourism Development Board. After that time Nepal is one of the major destinations places for international tourists. Then Government of Nepal implemented various plants and programs for the development and promotion of tourism sector. In present time, in Nepal could be found different types of tourism i.e. religious tourism, cultural tourism, adventure tourism recreational tourism, mountain tourism, Eco-tourism, Sustainable community based tourism, village tourism etc. Village tourism is a new concept emerged for the development of village or rural areas and it encourages to local people participate in sustainable management of village tourism products and resources. The history of Village tourism in Nepal is not long. Nepal introduced a program of village tourism aiming at promoting country's tourism industry in 2052 B.S. for the first time. Tenth five year plan also has emphasized to promote the tourism specially village tourism in the different part of the country. NTB has decided with a view to celebrate the year 2011 as Nepal tourism year.

The actual definition of village tourism is still not much available though sporadically some of the writers have defined about village tourism. one of the first familiar name Dr. Surendra Bhakta Pradhananga has defined village tourism as "village tourism is a grass root level of tourism designated at its own Nepal village style, mobilized by Nepali people themselves, their skill and resources displayed as village life style and environment, involved by groups of village tourists, assigned by Nepali adult authorities positively with in its balance of social and environmental function and strengthened the village and village economy. And he further defined that village tourism is planned industry. Its dimension is very broad. Benefits are shared by all, in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities village tourism in which the villagers are not left as creatures but always circumstances".

Village tourism is a means of sustainable tourism development; it refers to tourists staying in or near village, often traditional village in remote areas and learning about the village way of life. This kind of tourism involves provision of local style accommodation, locally produced food items on tourists and the organizations of tourist participation in village activities. (kunwar 1997: 128)

Sustainable tourism covers a broad area of activities. These activities include eco-tourism, community based tourism or village tourism and many more giving a name as "Responsible Tourism." Nepal is a hot place for such type of tourism which can offers the visitors an opportunity to experience

the closeness of nature and traditional culture with unique life style of the local people. Unlike trekking and camping, the emphasis is given more on interacting with and being a part of the host community. The prime objective, if talked about village tourism of the home stay is to actually stay with rural family and eat their local food. (F SD, 2003).

The benefits of community based village tourism accrue to both tourists and local inhabitants. If planned well, tourism can create demand for locally produced goods and services and raise the living standards of rural people by creating off farm employment and income generating opportunities in remote areas.

Nepal has also developed another aspect of eco-tourism in the form of village tourism there provide visitors a chance to observe the rural hamlets inhabited by different ethnic groups with exotic cultures visitors can be combine stay in a typical Nepali village, eat delicious local food and drink, enjoy comfortable accommodation provided by host family and get to their culture, tradition first hand (NTB. 2003).

Nepal Tourism Board (NTB) has purposed village like Ghale Gaun, Ghandruk, Sirubari, Ilam, Palpa, Bandipur, Tatopani and other places have also been promoted as village tourism. In this context such Jamunkhadi Region that lies in Ilam district also may be purposes as village tourism.

To propose village tourism in jamunkhadi is alike to be possible in several perspectives. This might be taken as a model of village tourism. Among seventy five districts of Nepal, Jhapa is one of the naturally beautiful

places for the tourist destination. It is Terai district situated in the eastern part of Nepal in which evergreen view and enchanting scenes like Satasi Dham, Domukha, Arjundhara, Kichchakabad, Barne tea garden, Sukhani, Kankai Mai, Kechana Kabal, Jamunkhadi etc. Among them Jamunkhadi is one of the important place for its natural sightseeing, picnic sport, boating, swimming, piece forest, minizoo etc. Another attraction endangered animals like Pithone Beer, vulture, deer are the next attraction for tourist. Jhapa is known as "King of Product" the productivity of crops as well as industrial product, tourism product and other various tourism areas in Jhapa, Jamumkhadi area of Surunga VDC has also one of the major tourism activity area by the following products:-

- Views of scenic beauty, mini zoo and green forest.
- Historical tribe Limbu, Rai and their culture and other ethnic group.
- Jamunkhadi (Pokahari) and its surrounding community forest and pasture land.
- Sightseeing/seasonal picnic/couple sightseeing.
- Boating.
- Scenic beauty like piece forest (sub tropical forest)
- Cultural diversity among different ethnic groups.

Therefore, this study is helpful for those people who take interest in village based tourism development planners as well as local planners to emphasis upon it.

1.3 Statement of problem

Nepal is economically poor country yet, she is very rich in natural as well as cultural sceneries. Mountain and hills provides a lot of attraction.

Flora and Fauna, different wild and domestic animals are another attraction for tourist. Jhapa district is famous for cash crops farming and beautiful destination places to national as well as international visitors. It has a great potential tourist allocation places these places have some basic infrastructure of tourism but basic services have to develop the area as a good tourism center. It is quite apparent that Jhapa has large potential for tourism in general and village tourism in specific.

There are many places and sector, which are distinct and potential areas for tourism in Nepal. Among them, Jhapa is such place where, many places and things have their own identification. These resources have high potentialities in used for the tourist attraction. Jamunkhadi is such distinct places, which is situated on Surunga VDC. It provides majestic view of beautiful sub tropical forest, boating, mini zoo, wet land and others. Thus, it is the fertile place for researcher further more, from this tourist enjoy with the beautiful view of hillside. So this research is the essential issue.

There is no study regarding activities of tourism in Jamunkhadi area even though it is a cute destination. This study is a helpful to identify the present situation of tourism in Jamunkhadi area, which can help the tourism planners and policy makers to frame appropriate policies and program to improve the tourism industry further.

Behind its activities in tourism industry, this destination is in shadow. Short length of stay, low facilities, less participation of private sectors and lack of local people awareness are major combating factors for the

development of this area. To dig out its problem and prospects for the economic development of this area, this study provides the valuable streams. As a result, this problem is identified by the researcher.

Among various tourism activities places in Jhapa district, one of the potential place is Jamunkhadi Surunga VDC. Jamunkhadi area has various natural as well as cultural products like Jamun lake, piece forest, picnic sports, mini zoo, different agricultural cash crops (sugarcane, rice), tourism livestock farming, hospitable behaviors of people, scenic beautiful etc. However, richness of these tourism products in this area tourism has developed but there is lack of infrastructure facilities. In present time there are no well accommodated hotels. Likewise, it has not black topped road for transportation, lack of trained manpower, to promote and manage, lack of food hotels, good health services etc. These are the main problems to promote tourism in this area. So, to develop this area as a model village tourism area like Sirubari, Ghale Gaun, first of all provision of above mentioned basic things are necessary.

There are very few studies regarding activities of village tourism of particular place. This study helps to indentify the major tourism products and assess the present situation of tourism in Jamunkhadi region which will help the tourism planner and policy maker to frame appropriate policies and programs in order to improve the tourism industry further. The main purpose of this study is to find out the activities, problems and prosperities of tourism products in the study area and give some recommendations to develop this region as a model tourism village in future.

1.4 Objectives of the study

The general objective of this study is to study the tourism activities in and around the Jamunkhadi for village tourism development in integrated approach. The specific objectives of the study are as follows.

1. To identify the problem of Jamunkhadi area.
2. To study the major tourism activities in Jamunkhadi area.
3. To explore Jamunkhadi is a major tourism destination of Jhapa.

1.5 Importance of the study

The importance of tourism sector is increasing day by day as a basis of development because of its importance as a source of foreign exchange earning as well as its contribution to create employment opportunities. It has generated economic as well as social benefits to those directly or indirectly involved in tourism sector.

Tourism is ever growing, never ending industry. Basically it is a Smokeless industry from which we can generate income and reduce poverty of a country. So its popularity is increasing day by day. Nepal is one of the most favored tourist destinations of this world. Tourism effects on different sector and sub sectors of the economy, hence the economy is developed and changed by it.

This study provides basic information and general guidelines to the local people, planners, tourists and other concerned agencies about the sustainable tourism development. The study shows village tourism is a better activity to the tourists and they take satisfaction and pleasure through observing scenic beauty, views of minizoo (pithone, bear, dear, different

birds) livestock farming pattern, jamun pokhari, boating, picnic sports, swinging, piece forest etc.

The study as a research work which makes clear on the following significance:

- The study finds the major problems to promote tourism in Jamunkhadi area.
- The research finds out the different existing and potential tourism products in and around the study area.
- The study finds out the present status of hotels in Jamunkhadi area.
- The study gives the answer on how we can promote the tourism in the study area.
- The research shows the present tourism activities in Jamunkhadi area.
- The study can support for researchers, scholars, explorers and other who are concerned to get detailed information about the tourism in this area.
- This study may be a good reference for the government, local and other development organizations to formulate tourism policy in the future.
- It is also helpful to conserve the endangered animal like Pithone and others in the study area, by which, biodiversity keeps rich.

So, mostly this study is concerned about the tourism potentialities of study area, which will give the real situation of that area and the study will be helpful for policy maker, planner, tourists, local people etc.

Therefore, research work in this topic is more concerned with the subject matter of rural development.

1.6 Justification/Rationale of the study

There are very few studies regarding potentialities of village tourism of particular place. This study helps to identify the major tourism products and assess the present situation of tourism in jamunkhadi region which will help the tourism planners and policy makers to frame appropriate policies and programs in order to improve the tourism industry further. The main purpose of this study is to divulge the existing and potential tourism products of the study area and give some recommendation to develop this region as model village tourism in future.

1.7 Limitation of the study

Any kinds of Research works have been done within certain area of Limitation. But it determines its nature, Situation and area of study. This study has some Limitations which are as follows;

- The research was conducted in Jamunkhadi (Surunga VDC area) of Jhapa district and hence the result of the research can not be generalized for others.
- This research was based on the sample data collection in Jamumkhadi area.
- The research was conducted within 624 households,7 hotels of Jamunkhadi (Surunga VDC area) and 8 different types of Visiting tourists in the study area.

- The conclusion/result derived from the research depends on the reliability of the primary and secondary data collected by different data collection instruments.
- This study was mainly based on the data of field survey and secondary information was also used as and where needed.
- The research highlights the tourism products of study area and also finds out the present situation of tourism in and around the Jamumkhadi area.
- This research was concerned only about the subject matter of tourism

1.8 Organization of the study

This thesis has divided into five chapters. Chapter one introduces introduction of the study, which mainly discusses the general background, of tourism and especially village tourism. Likewise, this chapter presents the statement of problems, objectives of the study, importance, Justification, limitation and organization of the study. The second chapter discusses the relevant literature for the study. Chapter three presents the research methodology adopted for the study in which includes selection of the study area, sources of data, research design, tools and techniques of data collection. Chapter four presents about the Data presentation and analysis, universe and sample size of the study area. The chapter five presents the summary, conclusions and recommendations.

CHAPTER - II

LITERATURE REVIEW

"Review of the related literature" is an integral part of the research process. It is the critical assessment of the research topic. It is a foundation to the study and it helps to gather information and develop new knowledge, investigate idea and results. As a result, it provides the study stronger, supportive and justify. It provides the background information about research topic.

Travel and tourism will be one of the world's highest growth sectors in the 21st Century. Global experts in fact have predicted that in the 21st century the global economy will be driven by three major services industries; technology, Telecommunication and Tourism, according to experts, would capture the global market and become the largest smokeless industry in the world. Tourism has wider implications encompassing not only economic benefits but also social and cultural benefits. It encompasses economic, social, Cultural, environmental, educational and political significances. Since 1950 it is rapidly growing industry in the world. Therefore, the field of tourism is being wider not only in the developed countries but also in less developed or underdeveloped countries like Nepal. In present context, tourism is the world's faster growing industry in additional employment and income and generates multiplier effects in the employment sector. Due to the favorable atmosphere in Nepal, tourism can be one of the main forces of foreign exchange earning and employment generation if appropriate actions are taken to create this atmosphere in Nepal. Tourism can be one of the main forces of foreign exchange earning

and employment generation if appropriate actions are taken to create this atmosphere more attractive. Tourism industry is being a comparative advantage industry of Nepal. It has important role in Nepalese economy in general and rural economy in particular. So, tourism can contribute the income generating sources which helps to raise the socio-economic status of village people.

Many studies have been conducted on the topic 'tourism' by different people and institutions. To make the study more reliable, some of the important available dissertations, books, bulletins, annul reports and other studies about tourism have been reviewed to complete this thesis.

Bhattia A.K (2004) wrote a book entitled 'International Tourism Management' is basic information in tourism industry. The book contributes to, generate general concepts of tourism in international perspective. Tourism is a highly complex phenomenon and an important human activity of great significance not only economic benefits but also social and cultural benefits. From a cultural point of view it provides an interaction between the cultural customs of the visitor and those of the most population. Cultural tourism makes enhance to accelerate the advancement of rich cultural civilization and benefit in destination area.

Baskota and Sharam (2000) submitted report 'village tourism in Sirubari Implications for Sustainability' is a close related material for the study of village tourism. The concepts of village tourism in one of the home stay with an emphasis an interacting and living with the host community. It offers the visitors an opportunity to experience natural, social and cultural is

the main tourism producer. They further described the problems are comforting Mountain tourism may be characterized conceptually in different ways. The carrying capacity of mountain areas has often been over loaded leading to the degradation of the natural environment sustainability of mountain tourism is at stake and management of the natural environment sustainability of mountain tourism is at stake and management has been weak and inadequate. It is therefore necessary to demonstrate how these conceptual issues are linked and then be able to show their empirical usefulness. Using the village tourism program in Sirubari such on basis for the creation of guidelines for replicating similar approaches to tourism in other parts of the rural areas in Nepal and elsewhere in Hindu Kush Himalaya.

An article published in Sunday Dispatch (June 22, 1997) 'on taking tourist to villages' by B.M. Dahal stated that village tourism is coming up as a new concept for promotion and development of tourism in Nepal and it can give as a appropriate momentum to the tourism sectors. This concept is more relevant in the context of a country. like Nepal which is made up of village and diverse ethnic groups with typical and unique culture and traditional life style. According to study more than 60% of total tourists arrival in the country interested in visiting different village of Nepal. Most of the villages in Nepal are traditional, where the local people have preserved their traditional cultures and they can also be found adopting occupation like farming, fishing, weaving, knitting, pottery, basketry and such other traditional occupations.

The living picture of Nepal is given by the village tourism since the village life is far from the hustle and bustle of city life. The visitors in village can feel relaxed in the fresh environment. They are very interested in seeing the culture and way of life of people rather than the polluted scenes in the urban areas. They naturally come to have experiences in the new places. Many villages like Tashi of Sankhuwasabha, Ghandruk in Kaski, Sirubari in Syangja, Ghale Gaun in Lamjung are promoted and developed as sites for village tourism. Income and employment can be generated via growth of travel and tourism sectors for those who are directly involved. It is also expected that some secondary activities like retailing and small trade activities would spring up in the growth process. The tourism industry can act as a big growth process. The tourism industry can act as a big breast to the primary process, craftsman, factory workers and landscape architects whose goods are consumed by tourist during their stay in country. Tourists generally spend a major part of their expenditure on the organized sector activities which involves hotels, carriers particularly in a developing countries like potters, hawkers, rickshaw pullers etc. also benefits by serving tourists. Indirect benefits are also generated for the local poor like washer man, vegetable vendors and unskilled workers. The multiple effects of tourist spending create secondary found of economic activities and sizeable amount of income and employment is generated in the region of country (Kane 1994:51)

Johnson (1994) has highlighted the significance of tourism by quoting that many countries have seen their natural resources depleted and their cities polluted with heavy industry, to keep tourism as clean way to economic prosperity. He sees tourism as a way to increase foreign exchange,

improve the economy, provide employment, generate tax revenue and promote other industries such as retail sales and decrease reliance on natural resources and polluting industries.

Dhakal (2000) in his book "Nepalese culture, society and tourism" described Nepal is a holy place for natural as well as cultural heritages. It has been carefully emphasized on natural and cultural resources of Nepal. The title of each article covers a wide variety of themes ranging from society, religions, festivals, art and architecture and of course tourism with nature and society.

Parr Tony (1998) in his "Village Tourism: A new concept in sustainable tourism in Nepal" which was published in Nepal travel and trade reporter Journal (1998, Aug-Sept). In this article he described Nepal is country made up mostly of village and diverse ethnic groups, village tourism can do much to make Nepal know in the world besides making the villagers themselves the beneficiaries. As a means of developing sustainable tourism that protects the environment and culture of Nepal while providing very real economic benefits to local peoples. Village based tourism is one of the highest prospects in the Nepalese tourism industry.

Kunwar R. (2002) writes a book entitled "Anthropology of Tourism". This is being a case study of Chitawan Souraha. It is very scientific research which signifies to the cultural tourism and research methodology. This is a study of Tharu's culture of Nepal. According to Kunwar, the guest and host relationship makes balance through the cultural village tourism. The cultural values might be exchanged of the destination area by cultural tourism.

Emphasizing cultural and others tourism activities go forward side by side which makes enrich tourism industry in Nepal. As a now cultural tourism is acceptable for both host and guest. This is also model of village tourism of Tharu culture which provides more ideas to purpose the village tourism of this study area.

Pradhananga (2002) has described in his book "Village Tourism in Chitwan" that village tourism is a grass root level of tourism designated at its own Nepali village style, mobilized by Nepali people themselves, their skill and resources displayed as village life style and environmental involved by groups of village tourist, assigned by Nepali adult authorities positively with in its balance of social and environmental functions and strengthened the village and village economy. Village tourism is a planned industry and its dimension is very broad. Benefits are shared by all in an equitable distributive pattern, those who live in tourism regions are considered as participants in the tourism activities. Village tourism in which the villagers are not left as creatures but always graded as superior being of their one circumstances.

Beun and Lamichhane (1999) carried out one study on the title "Feasibility study on village tourism in Nawalparasi Hills" this study described village tourism, by which local people get immediate benefits from tourism, it does however not apply to hotels but entails with home stays. The marketing of the concept will have to be done by international agents, convincing them and their clients of the added experience of such a product. Initially this may prove difficult and it will take at least two to three years, but foreign tourist tend to be very willing to

help the local people as is shown by their donations of different groups and institution.

Pradhan I.K (1979) concludes in his degree of masters of Arts dissertation that Nepal begins to benefit from tourist industry after the political change of 1950. After the first and second world war, developed countries also used tourism industry for the solution of favorable balance of payment. The developing countries used tourism industry to sustain deficit financing and economic development. The topographical condition of Nepal is fruitful for tourism industry and it helps to solve the national unemployment problems.

Gurung H. (1990) concluded in his study that the pattern of tourism activities, environmental impact of tourism, carrying capacity of trekking route etc. He indentified that deforestation in mountain region is the result of over grazing and fuel wood extraction rather than tourism. He also mentioned that poor people are responsible for the negative effects and non-degradable materials are used by the trekkers also have made negative impacts on the environment. He suggested employing the local people for clearing environment. He has analyzed the problem of deforestation and environmental pollution of different trekking and mountaineering route. He suggested in his study three environmental protection measures (a) to open new trekking route (b) to increase the flow of trekking in less crowded route like pokhara-Jomson-Manang etc. He stresses to use in gas or oil in trekking route for pressure the forest. Gurung's study provides us a good base of issues for research on mountain tourism in Nepalese context.

Kayastha(1989) analyzed different aspects of tourism in his study like tourist flow, expenditure, duration of tourist staying and impact of tourism. He has determined the natural as well as manmade beauty and wildlife are the major attraction for majority of tourist visiting Nepal. In his view tourism is an important sector for income and employment generation. The study has concluded that land and air transportation services have been a major contributing factor for the growth of international tourism development in south Asia. Number of south Asian tourist visiting Nepal has been increasing. More of them come to Nepal for pleasure followed by official work and business point of view.

According to Master Plan for Tourism (1972) has provided guidelines for tourism development in Nepal. The plan shows the potentiality of sight seeing tourism, trekking-tourism, recreational tourism as well as internal pilgrims in the country. It clearly indicates that tourism can be helpful to achieve the aims like increasing foreign exchange earning, building up a profitable sector of private economy and it helps to develop the regional and national economy as whole. To make the favorable balance of foreign exchange, this Master Plan has formulated some policies in which reduction of imports, development of saving habits, strict control of foreign exchange and development to international air services as well as development of traveling agencies are included.

Shrestha (1999) in her ph. D dissertation has identified the basic problems of tourism in Nepal. The study has also highlighted 'tourism industry' having great prospects in Nepal. The study has observed that the average growth rate of tourist arrivals in Nepal from 1975 to 1991 is 2.27

percent per annum. As regards that arrival from SAARC countries is around one percent or even less than that. It reveals that Nepal has not been able to promote regional tourism and has relied having on only a few countries. Nepal's shares in international arrivals rise from 0.04 percent in 1975 to 0.07 in 1997. On the other hand the share of Nepal in south Asia had increased from 5.91 percent to 9.27 percent during the same period.

Paudyal S.B (1997) has pointed out that there are many factors negatively affecting the tourism development in Nepal e. g pollution problems, transport bottlenecks, unskilled guide and low quality tourist products. This study suggests that government should implement suitable program for the clearing kathmandu, to start a new airline as a joint venture between the private and public sector, to establish some top standard international quality hotels to increase the number of tourist in Nepal.

Upcoming tourism products (2001) published by NTB mentioned that it is essential that every rural region (VDCs, DDCs) of the country should understand the potential benefits, costs and limitations of tourism if they want this industry to be successful and sustainable. Not every rural VDC can look to tourism to significantly bolster, or diversify its economy. Obstacles to successful tourism development in such (rural) areas include.

1. Limited accessibility and drawing power of destinations.
2. Dispersion and/or poor quality attractions and services.
3. Unflattering rural images.
4. Internal community conflicts.
5. Bureaucratic over -regulation.
6. Difficulties in identifying and reaching niche markets.
7. Destination life cycles.

Pollaco J. (1986) in his unpublished report (UNESCO) related to development of cultural tourism summarizes that tourism offers a unique opportunity for development and also brings unique challenges. It is probably the only industry in which the buyer brings money to seller. It involves Coordinated efforts from people with a wide range of skills and although local attractions, Such as natural environment or cultural group may be unique, they are competing in on increasingly global market.

An article published in Paryatan Bishehanka (2064 BS, page 113) 'Scope of Rural Tourism in Ilam' By saroj Bhurtel stated "Rural Tourism is a new concept and can prove extremely beneficial in the hill stations like Ilam. In this concept of tourism, we do not need big hotel and motels, nor do we need good motorable roads and fashionable vehicles. We permit tourists to stay in our own homes as guest. By doing so, tourists can get real taste of village life. They can study rural life style from a very close distance. Thus, since they share the same plate of food, they prove to be the member of our own family as a result they feel more cozy. Rural tourism can prove a strong means of improving the economy of rustic people."

An article published in paryatan Bisheshank (2064 Bs, page 77) "Ilamko Paryatnma Napugeka Aankhaharu" by Bhattarai, K.P., that for tourism development there cannot be found only considerable things after visiting Ilam beyond the headquarter. Having some natural beauties in sri Antu and Mai pokhari lake. Ilam has not considered of probabilities of Hangetham jungle, the problems of Red panda, the depth of chhintapu and the beauties of Todke stream. And it has not thought of religious importance of pilgrimages like Mangmalung, Gajurmukhi and seti DeVi. As much the

tea estates of Ilam has pleased those who are entirely fallen in the feelings, Jamunkhadi in Surunga having the probabilities of rock climbing for those who want to pass their adventures life."

The economic survey (fiscal year 2008/09) by G/N has reported that most of the tourists arriving to Nepal are found to be pursuing recreation, trekking and mountaineering of the tourists visiting Nepal in calendar year 2008, 30.6 percent visiting for recreation, 20.0 percent for trekking/mountaineering, 4.6 percent for trade, 8.6 percent for formal visit, 9.0 percent for pilgrimage, 1.4 percent for meeting/seminar and 19.5 percent for other purposes. Review of data for the same period of last fiscal year shows that the 41.4 percent visited for the purpose of recreation, 19.2 percent for trekking/mountaineering, 4.6' percent for trade, 4.1 percent for formal visit, 10.9 percent for pilgrimage, 1.5 percent for meeting/seminar and 19.2 percent visiting for other purposes. According to this report, new tourism policy 2008 is in process of publication and implementation. Formulation of New Tourism Master plan is proposed for the coming fiscal year.

Nepal tourism vision 2020; Ministry of Tourism and civil Aviation, in collaboration with concerned industry entrepreneurs and Nepal tourism board, has issued Nepal Tourism vision 2020, Under this vision, target, objectives and strategies have been set to attract 2 million tourists in 2020. Nepal tourism year 2011; with a view to celebrate the year 2011 as

Nepal tourism year, production and distribution of publicity materials and promotional programs are being carried out subsequent to establishment secretariat and formation of the main committee and 14 sub-committees.

According to Master Plan for Tourism (1972) has provided guidelines for tourism development in Nepal. The plan shows the potentiality of sight seeing tourism, trekking-tourism, recreational tourism as well as internal pilgrims in the country. It clearly indicates that tourism can be helpful to achieve the aims like increasing foreign exchange earning, building up a profitable sector of private economy and it helps to develop the regional and national economy as whole. To make the favorable balance foreign exchange, this master plan has formulated some policies in which reduction of imports, development of saving habits, strict control of foreign exchange and developments of international air service as well as development of traveling agencies are included.

Visit Nepal year 1998

In 1998 HMG/N decided to observe the year 1998 as "visit Nepal year 1998" jointly with the private sector to boost the process of tourism development on a sustainable basis and for promoting Nepal in the international markets. Various programs have been initiated to make VNY'98 a success and attract larger number of tourists in the country. More tourists were invited to visit Nepal and accept the product of offered.

The theme of the "Visit Nepal Year 1998" a sustainable habitat through sustainable tourism and marketing to slogan was-"visit Nepal '98 a world of its own." The objective of 'VNY 1998' are creating public awareness toward tourism promoting the domestic tourism mobilizing the private sector in tourism and enhancing the equality of tourism. The government announced the 'Visit Nepal 1998' program in 1996. This program aimed to attract at least 500 thousand tourists during the year 1998.

In the "Visit Nepal year 1998" 463684 tourist from the different countries visited Nepal as against the target of 500000 tourists. The tourist's arrivals during this year increased by 9.91 percent over the previous year 1997. In this year 398008 tourist or 86% of total tourist by air and 65676 tourists or 14 percent of total tourist were arrived by land. Out of total tourist arrivals 267871 were male and 195813 were female and by age group 1-15 years are 26763, 16-30 years are 122103, 31-45 years are 151846, 46-60 years are 121190 and 61 over 41782 tourist were visited in the year of "VNY' 98." The foreign exchange earnings from tourism during this year increases to \$ 152500000 by 31.6 percent over the previous year and average per visitors was \$ 44.2 per day. The overall achievement of, tourism in this 'program' was good due to some problems.

Tenth five year plan (2002-2007)

HMG/N has input various development strategies and areas to be developed in the country through "Tenth five year plan" designed in the year 2002. NPC has designed number of program and sectors to be developed in the next five year for the development of tourism in the country. In this plan, regional tourism development program is designed to allure more tourists from neighboring countries such as India, China, Bangladesh and other Asian countries. To plan also be focused in attracting more Hindu and Buddhist religious tourists to Nepal as a part of promoting religious tourism in the country. The another important plan from NPC is developed Nepal as the 'eco-tourism' destination with the help of Asian Development Bank. This plan is to develop mountainous regions and country's remote areas as a major

tourist destination and brings village community with the benefits and employment opportunities.

The country's economy can highly be uplifted if we could develop every remote sector as an eco-tourism sector. Environment development program are to be carried in various areas under this plan. Objectives of plan are:

- To develop tourism sector qualitatively and sustainably
- To improve standardize and make air transport service easily accessible and affordable.
- To conserve, preserve and maintain the historical cultural, religious resources and increase its practical use.

Three years Interim Plan (2008-2010)

The interim plan envisaged enhancing the contribution of tourism in national economy by promoting international and domestic tourism through the development of international and national air services and urban and rural tourism destinations. Potential tourism products and destinations will focus on increasing employment regional balance and social inclusion.

Physical infrastructure needed to support tourism will be developed and improved. Initial works to construct second international airport will be carried out. Nepal will be established as a major tourist destination in the international level so as to enable tourism sector to develop as important segment of the national economy. This plan seeks to develop reliable and

competitive air service and international air services by involving the private the constructor, development, expansion and operation of infrastructure related to the air transport sector.

FSD (2003) published one book entitled "sustainability". In this book Rabi Jung Pandey described about the rural tourism that rural tourism as a complex multifaceted activity includes special interest nature holidays and eco-tourism. Comprising walking climbing, horse riding, adventure, sports, health, hunting, angling educational travel, arts, heritage and in some areas ethnic tourism. He further described for sustainable development of the national economy it comprises as one of the key development component and will remain as significant sector. The geographical condition and the physical set up of the country have restrained Nepal to have tourism as the largest potential industry. Similarly, the country has abundance of natural attractions and adventure to offer tourists of all kinds and from all over the world.

In the same book subash Niroula has concluded in his article that rural tourism product is anything that can be offered to tourist for attention, acquisition or consumption, it includes physical objects, services personalities, places and ideas too. Nepal's unique geographical setting and outstanding natural beauty has created on exceptional tourist attractions. The potentials to attract tourists into new areas are associated with the long haul market. There are many significant differences in the demographic, attitudinal and behavioral characteristics of potential travelers. So, it is essential that every rural region of the country should understand the

potential benefits, cost and limitations of tourism if they want this sector to be sustainable and successful.

Tourism for Rural poverty Alleviation program (TRPAP) has established strong institutional and functional linkage with the Nepal Tourism Board (NTB) which is a joint initiative of the MOCTCA, UNDP, DFID and SNV. Nepal has conceptualized with the policy of poverty alleviation. Tourism for Rural Poverty Alleviation Program (TRPAP) also a well concepts and strong strategies planning towards a sustainable tourism development. The Board is taking the program and carries out rural tourism as one of its major destination areas. The board has also agreed to develop a separate rural tourism development unit. The development unit objective of TRPAP is contribute the goals of the government of poverty alleviation by review and formulation of policy and strategic planning for sustainable tourism development that is aimed at the welfare of village communities, poor, women, ethnic group and environmental protection.

TGDB (1999) published a project report indicated that village tourism is not a new concept. The trekking tourism is developing in rural area where the tourists stay in route villages to relax and have meals. This could also be one form of rural tourism. But what the consultant are thinking of is a little different than stated above. In the concept, model village will comprise participation of the local community from the very beginning with the aim of making the entire village prosperous through tourism by paying due attention to other social aspects as well. In this case the village will get direct benefit from the tourism which will eventually help the sustainable development of the tourism in the country as a whole. This report has shown

the importance of village tourism in different places of country. Village tourism is the term used mainly for holiday (vacation) tourism with a focus on village destinations. Village tourism development has been receiving much attention in recent year as a means of income and employment generation, diversification and direct effect on local economies without having environmental and ecological adverse impact. This concept was also used in France long time ago for social tourism and included family holiday village with a terminology of "Villages vacances familles" (VVF). Later on, Spain adopted the concept as with some modifications, which developed into sun, sea, and sand based tourism. Thus it is not a new phenomenon. In some cases it has been converted into eco-tourism as well. (TGDB Report, 1999).

Nepal is predominantly rural society, and its rich culture and ethnic diversity are best experienced in its villages. A growing number of program's enable visitors to stay overnight in private homes in traditional villages far from the tourist trails. Village stay (or village tourism, as this relatively new activity is called in the business) offer a unique opportunity for comfortable cultural immersion. The idea is that a tour operators contracts with a whole village to accommodate and entertain guests, rooms in local houses are fitted with bathroom and a few tourist style comforts, host families are trained to prepare meals hygienically and a guide accompanies the guests to interpret the participating the villagers. (http://www.visit_nepal.com/villagetour.htri).

Village tourism that gives focus on village destinations has been receiving much attention as a means of income and employment generation, diversification and direct effect on local economies without having

environmental and ecological adverse impact. Nepal being an agricultural country with a great potentiality for sustained tourism development adopted this concept of village tourism as an effective tool for intensive and integrated community development. The concept has been first incorporated in the Ninth National plan (1997-2002). The Tenth Five Year plan (2002-2007) has emphasized the some village areas for major tourist destination places and it has designed various policy and programs to promote (develop) these area as a model village tourism area in selected parts of the country.

CHAPTER- III

RESEARCH METHODOLOGY

There are various methodologies that applied to get related information and facts for their specific research. However, there is not only one method to collect the information related to all aspects of human society and use of more techniques is also not to be a practical in term of cost, time and so on. Therefore appropriate data collection technique should be selected for any study. For this study a combination of data collection techniques are used. Reliable and relevant study can be made possible only by applying scientific method. So, the primary purpose of this chapter is to, discuss and design the framework for the research.

3.1 Selection of the study Area

Jhapa is famous for natural beauty and model district for agricultural Farming which promotes the tourism. "Jamunkhadi area" is situated north-westpart of Jhapa headquarter. Mainly ward no. two and three of Surunga VDC has been situated in Jamunkhadi area. "Jamunkhadi area is also famous for natural beauty as well as other additional unique attractions, such as seanic beauty, visiting place for tourist, boating, Jamun Pokhari, Minizoo, observation of different types of birds, crops farming, observation of pithon, owls, bear, dears, peace, forest, picnic sports, community forest and so on. A large number of domestic and little international tourists comes to visit this area during the October to March and April to mid June. So this area is a major tourist destination area in near future. However, the remarkable thing about Jamunkhadi area is that it is less frequently visited

by visitors. Because there are not sufficient tourism infrastructure available i.e. accommodation, communication, transportation facilities, security, skilled manpower and visitors still do not know the area because of lack of sufficient information and advertisement of this region. It is a high tourism activities destination place for inhabitants of endangered animals like python, Bear, dears huge Apes and monkeys can be seen in the forest of this area. Although this place is in shadow, Government and private sector have no survey in this area. So the researcher has chosen this area to high lighten the tourism destination Jhapa. No studies have been done about the tourism activity in Jamunkhadi area. Mr. Parsuram Giri in his article “Jamunkhadi SIMSAR and wetland consercation project” has similarly “Jamunkhadi Samudaika Ban Upabhokta Samuha” has also published which is publiced by community forest of Jamunkhadi. But these studies are not sufficient to develop Jamunkhadi area as a model tourism village. So, the present study finds out Jamunkhadi as a potential tourism area and one of the major destination places of the country in near future. As the researcher is the inhabitant of the study area, all the things are familiar to him. It is also easier to carry out the study to the researcher from two ways time and budget. The studies have not been done yet about this area. So, this researcher has started doing study on the above mentioned topic as the thesis preparation as being inhabitant of the same village jamunkhadi area. In this thesis ward no. two and three Surunga VDC area (study area) is denoted by the word “Jamunkhadi area,

3.2 Research Design

To meet the objective of the study (research) description and exploratory research design has been adopted. The study depends upon the

response of the respondents. The research aims at findings out about the tourism activities of Jamunkhadi area: it is a selection of new area. So, the data it agglomerated were primary from the field survey. So it was an exploratory. The data agglomerated were analyzed in descriptive way.

3.3 Nature and sources of Data

The present study has been completed mainly with the help of primary data and also supported by the secondary data. Primary data has been collected by field survey through different data collection tools and techniques. Similarly, secondary data has also been obtained from published relevant books, newspapers, reports, bulletins such as NTB, MoCTCA, NPC, CBS, different libraries and previously done dissertations.

3.4 Universe and sample size of the study

Jamunkhadi area is situated in ward no 2 and 3 of surunga VDC has been taken as the universe for the study but due to various constraints whole universe can not be studied. So, only the selected area of a Surunga VDC has been included as this research area, which is a potential place from the tourism point of view. The respondents were selected by purposive sampling method in case of hotel survey and simple random sampling procedure has been used for survey of visiting tourists and households. The sample size was selected 50 households, 8 hotels in jamunkhadi region and 20 different types of visiting tourists.

3.5 Technique of primary data collection.

In order to collect the required and relevant primary data following technique were used in this study.

3.5.1 Household survey:

50 households were surveyed among 624 households with the help of questionnaire prepared prior to the visit of field.

3.5.2 Interview:

To take the information about tourism, formal as well as informal interview was also taken with selected person's i. e. VDC representatives, local leaders of different parties, NGO members, VDC secretary, LDO of Jhapa and active and educated people in the study area. Interview was also taken with local residents, local Hotels and tourists through the already prepared questionnaire.

3.5.3 Observation:

Observation plays great role to know the real situation of the study area. To complete this thesis field observation was also conducted. Condition of infrastructures, behavior of local people towards the visitors, status of hotels, condition of home stay households, cleanness of places, potential and existing tourism products were directly observed during the field survey-period through participant and semi-participant observation method

3.6 Tools of primary data collection.

The researcher had followed the following tools for the data collection;

3.6.1 Structure Questionnaire:

All the necessary information was collected through a structured questionnaire. The structured questionnaires were prepared for the collection of information of the study area for the local people, tourists and hotel owners. Both the open-ended and closed questionnaires were included. The local people of the particular area were requested to fill up the questionnaires. They had been helped by the researcher to fill up the answers. If they couldn't fill up, researcher filled up by asking them questionnaires. The structured questionnaire is given in Appendix.

3.6.2 Unstructured schedule:

The data was also collected from checklist or unstructured interview. The respondents of such interview were especially renowned persons of study area as well as jhapa district. They are VDC representatives, secretary, LDO of Jhapa /district, members of local NGOs etc.

3.6.2 Site observation checklist:

Different tourist destination areas, home stay households, situation of hotels and other tourism related activities were directly observed by the help of site observation checklist during the study period. It prior visit of the field a checklist was prepared not to be confused during field study for what to be observed.

3.7 Data presentation and Analysis

The information collected by using various research tools and techniques were analyzed and presented by different methods. Data were

grouped, sub grouped and classified as necessary and so to meet the objective of the study.

Qualitative as well as quantitative techniques had been used for systematic analysis. To analysis the quantitative data simple statistical tools such as percentage, average had been used. Besides these maps, tables, figures and diagrams were also used for presentation of findings. Qualitative data and information were analyzed descriptively.

3.8 Introduction of the Study Area

3.8.1 Geographical Location

The study area lies in Ilam district which is situated in the eastern development region of Nepal, the terai region among three ecological zones. Ilam district is extending from 26° 40' to 27° 08' north latitude and 87° 40' to 88° 10' east longitude. The total area of the district is 1703 square km. This district is famous for model agriculture farming and also known as the "King of agricultural production" that means Jhapa district is fertile and famous place for tourism.

The altitude of this district ranges from 75 meter to 250 meter above from the sea level with minimum temperature of 0°C and maximum temperature of 42°. Geographically links to India (Panitanki) in the east, morang and Sunsari in the West, India in the South and Ilam in the North. The Highest altitude of Jhapa is 250 from the sea level.

A well known person of Jhapa Dr. K.R. Khambu who is the professor of Mechi Multiple Campus has writes in "Mero anusanthan Yatra". Jhapa is naturally a tourist product and biodiversity. It covers 1703 square km of land

with a height beginning from 75 meters to 250 meter from the sea level. The variance of environment makes Jhapa rich. The humpy hillocks covered with lush of tea bushes additionally beautify the nature. It is natural that the onlookers get themselves enthralled. That is why people talk of Jhapa.. It seems Jhapa exists for tourism itself. Naturally abundant and culturally profuse, Jamunkhadi area is buffer zone between the Terai and the Pahad. A paradise of flora and fauna, Jamunkhadi area could be called a culmination of biodiversity. It has been a destination for those who like to be close to nature. A home of many ethnicities, Jhapa is a radiant of mixed culture.

Jhapa is charming because it is unspoiled by modernity, pollution and urban bustle. Jhapa is multicultural district. Jhapa is very rich in terms of natural, cultural and environmental perspective; Jhapa has various natural resources, greeny forests, rivers, lakes, holy sites, tea gardens and hospitable people. Being those all assets Jhapa can provide an ecotourism destination for the natural lovers.

Jhapa is known as the main famous place for Biodiversity, Geodiversity, linguistic diversity, cultural diversity and technology. Jhapa is famous for ricee, tea, trade, tourism, technology etc. Native culture, unique natural resources, traditional customs, handicrafts, innocent smiling people, hills prefer the view of green tea estate, holly pilgrimage sites (like Arjundhara, Domukha, Satasidham, Kichikabada, Jamunkhadi etc.) are some of the remarkable characteristics of Jhapa. Wikipedia Dictionary introduced jhapa in this way, Jhapa is a municipality and tea producing town in Nepal. It is in jhapa district which is in hilly north region of Nepal. Its product

JHAPA TEA is very famous and exported to many parts of world. The main source of income of this district is tea, rice, milk, ginger and potato.

Ilam is constituted by 49 VDCS and one Municipality. Among them Surunga VDC is located in the north-west part of the district. The ward number two and three of this VDC is denoted in this thesis by ' _ which Jamunkhadi area which is one of the important areas for tourism perspective. The general introduction of study area (Jamunkhaadi) which includes Surunga VDC is explained in the coming paragraphs.

Surunga VDC extends between 26° 59' 08" to 27° 04' 31" northern latitude and 87° 47' 10" to 87° 51' 45" eastern longitude. The total area of VDC is 250 square kilometer. The altitude of this VDC ranges from 250 meter from the sea level. This VDC is about 23 km North-west from district headquarter Chandragadi. The landscape of Surunga occupies diverse structure, slopes and flat lands that are covered by forest and different types of cash crops. Most of the lands are occupied by cash crops, i.e. sugarcane, coconut, supari, animal husbandry etc. some lands are pasture land. So livestock farming is main income source of this village. Milk production is also main occupation of this village. Most of the people of this village produce milk and it is the main income source. And the study area jamunkhadi is at the height of 250 meters from the sea level. Jamunkhaadi provides majestic views of the Mahabharat pahad, Chure pahad, and Ramite dado. Bear, deer, Guinea pig, tiger, monkeys; Brown fish owl, pithone can be seen in the forests of this area. From Surunga bridge and juke Culvert of Mahendra Highway, can go up to Jamukhadi. The name Jamunkhadi is derived from Nepali language in which Jamun means a kind of tree or fruits

and Khadi means holy or down wet land. It is also known as "Jamunbari". It is popular as the wet land of Jhapa district. This study area is constituted by tropical evergreen forest and sandy boulder soil. This study area extends in the ward number two and three of Surunga VDC. It is a rich place of biodiversity.

3.8.2 Climate

Climate is one of the determining factors for tourism as well as human settlement and agricultural cultivation. If climate is suitable there will be the great possibility to develop tourism and other things. In Jamun Khadi area the climate is tropical which has made hot in summer atmosphere and cold in winter for two months round the year. From Mansir, Poush, Magh, and Fagun the weather is generally in the morning. But in this time more and more people visit this place with various purposes, like picnic, boating, observation, education tour and etc. The month of June to August will have the maximum precipitation (rain) so minimum tourists visit in this season. The winter is cold. The temperature lies 10°C to 25°C (source VDC profile, Surunga 2068). The study area has tropical type of climate condition. Due to its hot climate, more and more cash crops and crops production in this study area. So it is famous for sugarcane, rice, sanpat(jut) coconut, sugarcane bagan etc.

3.8.3 Vegetation

Vegetation is the main source for tourist attraction. So in this locality various types of plants are available which create vegetational situations round the year the landscape of this area is diverse including terraces, slopes

and flat lands covered by different types of vegetation. Most of the land is occupied by cash crops. I.e. sugarcane, coconut, supari bagan, animal husbandry etc.

This area is well forested with sal, sisau, khayer, tick, masala, and etc. Jamunbari Community forest in this region has made the area very pleasant and I more attractive for tourism. Though Jamaunkhadi area is not very high, it has unique characteristic that there are found common vegetation's. Harro, Barro, Amala etc are the herbals which are found there around Jamunkhadi community community forest.

3.8.4 People

In this locality different types of people are living with their own identity. The inhabitants of this region are from different tribes and culture. Rai, chhetri, Gurung, Sherpa, New ar, Magar. Tarnang, Brahmin, Sunuwar, Kami, Bhujel, Limbu, Damai are main tribes in this locality. However Rai and chhetri are majority. The traditional trible sherpa is quite popular in this area.

The unique culture and tradition of this tribe is one attraction for the tourists who wants to visit this region. Eighty percent people are engaged in agricultural occupation. They work in farming, tea garden, Livestock farming of their own. So the people of this area is found to be more diligent and their behavior towards the visitors is very co-operative and positive. The hospitality of the people is found to be good. Most of people actively participate in tourism promotional activities.

3.8.5 Culture

Very ancient temples and other religious attractions may not be found in this area. In Buddhist tradition, these names are called for Shiva, Pdrbati and Saraswati. Moreover, other tribes such as Rai, Chhetri, Gurung, Newar, Brahmin, Tamang, Limbu have their own cultural practices. Dashain, Tihar, Buddha Jayanti, Shivaratri, Ramnavami, Tamu Loshar, Sonam Loshar, Gyalo Loshar, Chandi Naach, Sakela Naach, Christmas day are the main festivals celebrated by the Various tribes in this Locality. Bauddha Gumba (Monastery), Saraswati Mandir, Shivalaya, Church (pray house) is the religious places found in the study area.

3.8.6 Economy

Economy is the main factor for tourism development. The main source of income in this region is agricultural activities especially Livestock farming, sugarcane farming, potato farming, supari farming, coconut farming, tea fanning. So in this area economy is totally dependent upon the agricultural activities. About eighty percent people are engaged in agricultural farming. Most of the people are self-employed. The economic condition of people in this area is gradually progressing as the production increase.

3.8.7 Transportation Facilities

Transportation is the key factor for the development of tourism. Only the transportation facilities make it possible to travel from one place to another. If the transportation or road condition is good, there is more accessible for the visitors to visit frequently. This study area is linked by

main two routes. One is from Surunga bridge (one place of Mahendra Highway)Jamunkhadi. The major parts of this road are very ancient and difficult. Before constructing Mehi Highway, many people from Taplejung and panchthar had used to walk through this road. Other road is from Juke culvert (another place of Mechi Highway) to Jamunkhadi. This road is very short and easy to reach Jamunkhadi. The next one is Ramite dada which is 3 km far from Jamunkahdi lies in Chure pahad. But the means of transportations cannot reach Ramite dada via all these area. So, this area will be better for potentiality of adventures tourism. But if VDC tries to construct the road to reach the top ofJamunkhadi to Ramite dada , it is possible to reach there. Surunga VDC is also trying to construct the easy road to reach Ramite dada. However horses are popular means of local transportation in this area. During the rainy season (June, July, August) are found in this area and make travel in this area is very difficult. Because of, visiting or traveling in Jamunkhadi is sodifficult in rainy season. At the dry season (October to May) Traveling in this area is easy. But in winter season (November to January) this area is very cold. February, March, April, May is the best months to visit this area.

3.8.8 Communication

Communication is essential for the development of tourism industry in any destination area But this time is era of communication. All the telephone services are available here. NCELL tower and NTC tower are built at nearer to Surunga VDC respectively. These two towers are giving mobile services. All kinds of mobile telephone can give service in this area.

3.8.9 Services (Health, Electricity, Water Supply)

Hospitals facilities are there with an auxiliary health worker at a Surunga bazaar and one health post in Surunga VDC is providing primary health care services, other three private medicine clinics are located in around the tourism area of Jamunkhadi. They provide additional primary Health services to the people. About Ninety percent people of Surunga VDC are facilitated with electricity services. The main tourism area are Jamunkhadi area has no scarcity of electricity. In the study area there is also drinking water supply. Ramite dada (lower belt of chure pahad) is located at the study area. From this area it is available drinking water supply. In this area drinking water is available by local sources (tubel water supply). Here in this Jamunkhadi area there are no drinking water and sanitation project for providing drinking water facilities.

3.8.10 Accommodation facilities

Accommodation is an important component of tourism industry. Tourism development depends on the type and quality of accommodation available. The demand for accommodation Varies according to the social class, price that the guests are willing to pay, level of prices and similar other consideration, expansion of tourism inevitably beings about the development of ccommodation.

In this Surunga VDC there are 15 moderate hotels with general/good facilities. These hotels are providing moderate quality services like local foods (Daal, Bhat, Tarkari and Achar), breakfast, double and common bedrooms, cold and hot drinks, common toilets and common tap etc. However local people are providing lodging and fooding services to the

visitors as a form of paying (home stay). The number of this type of home stay houses are about 64 and their capacity to provide lodging and fooding services is 4 to 10 persons at a day/night per household. The charge for plan Nepali food is Rs 100/- and Rs 150/-with meat per person per time. And the lodging charge in Rs 25/- per person per night. Any visitor can contact and consult local political leaders and VDC secretary at Surunga and they can go to paying guest (home stay) houses.

3.8.11 General Introduction of VDC

Jamunkhadi region of Chamita VDC is the present study area of this thesis. So, the general introduction of this VDC is described in the following section.

3.8.11.1 Population composition of VDC

Population is main part of the society. Different categories of population play the vital role for the development of any area. The following table shows the population composition of Surunga VDC.

Table 4.1
Population composition of Surunga VDC wad No Two and Three

Age group	Female	Male	Total
0-4	283	293	576
5-9	331	269	600
10-14	448	478	926
15-59	2296	2257	4553
60 above	237	264	501
Total	3595	3561	7156

Source: VDC profile, 2066 B.S

The above table shows that in Surunga VDC total number of Populations are 7156, among them the number of male population are 3561 and female are 3595. The highest number of population is in 15-59 age groups, which is also called the active population. And their number is 4553 both male and female.

3.8.11.2 Literacy level of VDC

Education is the best method to invest in human resource development. Educated people can read, write and obtain various information about the present changing world. Their behavior is also affable to visitors.

The present total literary percent is 90.1 in Surunga VDC where male literacy percent is 94.46 and female literacy percent is 85.86 among the total population of VDC. (Source: VDC profile, 2066)

3.8.11.3 Ethnic composition of VDC

As we know Nepal has various ethnic groups. The following table Shows different caste and ethnic groups.

Table 4.2

Ethnic Composition of Surunga VDC Ward No. Two and Three

Caste/Ethnic	number
Rai	3226
Chhetri	1551
Gurung	729
Newar	368
Dalit	308
Brahmin	284
Bishwakarma	263
Magar	132
Tamang	88
Limbu	85
Bhujel	36
Satar	36
Sunuwar	30
Others	20
Total	7156

Source: VDC profile, 2068 B.S

In the study area has also different caste and ethnic groups. There is 45.08 percent Rai population in Surunga VDC. Rai population is in dominant number. And 21.67 percent chhetri population is in Surunga VDC. Rai and chhetri are in majority. Other ethnic groups like Gurung, Newar, Dalit, Tamang, Limbu, Bhujel, Satar, Sunuwar etc. are occupied less percent than Rai and Chhetri population. Sherpas are living in near Jamunkhadi area and there population in Surunga VDC is only 308 out of the total population (7156).

3.8.11.4 Occupation structure of HHS Population in Surunga VDC

Agriculture is the backbone of our country which contributes 39 percent of national GDP. About 80 percent people are engaged in agricultural occupation. Sometime our social hierarchy and deep rooted social values set the occupation of people living in rural society. The following table shows the occupational structure of households' population in Surunga VDC.

Table 4.3

Occupation structure of HHS population

S.N.	Occupation	Total no. of population	Percent
1	Agriculture	5729	80.05
2	Teaching	215	3.00
3	Govt. Services	12	0.17
4	Police service	24	0.34
5	Army service	12	0.17
6	Medical Service	125	1.75
7	Business	212	2.96
8	Industrial Sector	14	0.20
9	I/NGO services, local services	65	0.91
10	Tailoring	136	1.90
11	Driving	142	1.98
12	Other	470	6.57
	Total	7156	100.00

Source: VDC Profile, Surunga 2068 B.S

The above table clearly presents that most of the people (80.05 percent) are engaged in agricultural occupation, which is the main source of income. Similarly 6.57 percent people are involving different occupation like some are carpenters, wage labour, foreign employees etc. 3 percent are engaged in teaching profession, 2.96 percent are involving in business, 1.98 percent are involving in driving, 1.9 percent are involving in tailoring, 1.75 percent are engaged in medical services. Likewise 0.91 percent are involving in local services, INGO services, 0.34 percent are in police job, 0.2 percent are engaged in Industrial sector, 0.17 percent are in both Army job and Govt. services. So this data shows the main occupation in the study area is agriculture with comparison to other occupations.

3.8.11.5 Religious structure of VDC

Religion is the major parts of the Nepalese society. Different religious people are performing different behavior and activities and the religion also preserved the various cultural norms and values. The following table shows the religious structure of the study area.

Table 4.4

Religious structure of Surunga VDC

Religion	Number of people	Percent
Kirant	3236	45.22
Hindu	2150	30.05
Buddha	1515	21.17
Other Christian/ Kabir etc	255	3.56
Total	7156	100.00

Source: VDC profile, 2068 B.S

The table clearly shows the religious structure of the study area. In Surunga VDC area there are 7156 populations. Among the total population 45.22 percent people are kirant, which is highest percent among other religions. Similarly, Hindu religious people are 30.05 percent, Bhuddha are 21.17 percent and besides, other religious people are 4.43 percent. It is found that the study area is diverse in cultural and religious structure.

3.8.11.6 Land Holding pattern of Households in SurungaVDC.

Land holding pattern of the household indicates the economic as well as social status of household in our traditional rural society. Generally it is believed that people who have possessed land will consider as of higher economic status and who have small size of land will consider as of poor status in society. The land holding size of househ Old in the study area is presented in the following table.

Table 4.5

Landholding pattern of Household in Surunga VDC.

Lad size (in ropani)	Number of HHs	Percent
1-10	192	15.47
11-20	290	23.37
21-30	307	24.74
31-40	151	12.17
41-60	109	8.78
61 above	141	11.36
Landless	51	4.11
Total	1241	100.00

Source: VDC profile, 2068 B.S

The above table clearly shows the landholding pattern of households in the study area. In Surunga are 24.74 percent households having 21-30 ropanies of land, which is the highest percent out of total households. Similarly, 51 households or 4.11 percent are landless.

CHAPTER –IV

DATA PRESENTATION AND ANALYSIS

This chapter deals with the data presentation and interpretation. The agglomerated primary data from the field survey had been tabulated and their interpretation had been made thoroughly. The collection information was shown by tabulating. Other qualitative data was being arranged systematically. The data were processed by editing classifying and tabulating. In this research descriptive as well as analytical method was used to analyze the data and information. The simple statistical tools and techniques were used to present the information and data. Necessary tables and diagram were used whenever appropriate in the presentation of the next.

4.1 Present Situation Of Tourism In Jamunkhadi Region

Jamunkhadi region of Surunga VDC of Jhapa district has a lot of tourism assets like Jamunkhadi Ramite Dada, Mini Zoo, boating vision of community forest, Biodiversity, Scenic beauty, different agricultural cash crops farming, village people and their hospitable behaviors etc. Similarly, in terms of cultural assets, it has various cultural practices of different tribes especially the historical and ancient ethnic cultural values and practices. Besides these colorful festivals and one of the unforgettable historical places. In this section it had described the tourism related activities of Jamunkhadi region.

4.2 Sample Population Structure

Population is the major component of any research. This type of sampled Population sketches our real report. The sample population composition of this study has been presented under table.

Table4.1

Sample Population structure of the study

Population	No. of Respondents	percentage
Local people	50	64.1
Tourists	20	25.6
Hotel owners	8	10.3
Total	78	100.0

Source: Field survey, 2013

The above table shows the sampled population of the study. It mirrors out that 64.1 percent are local people, 25.6 percent are tourists both national and international level. The rest 10.3 percent are local hotels. Thus, this study covers the all tourism stakeholders of this site.

Furthermore, the sex composition of the study has been given below on the table as;

Table 4.2

Sex composition of Respondents

Sex	No. of Respondents	Percentage
Male	50	64.1
Female	28	35.9
Total	78	100

Source: Field Survey, 2013

The above table shows 64.1 percent are male respondents and other 35.9 percent are female are still backward in this area even though 21st century is the age of gender development.

4.3 Present Situation Of Hotels In Jamunkhadi Region

Hotel management is integral part of tourism sector. Hotel profession is taken as important factor for providing service and facilities to tourists. Jhapa Birtamod is main tourism destination place for tourists arrival. In Birtamod there are more then 300 hotels and lodges which are highly managed. These above hotels are providing many service and facilities such as food, accommodation facilities, Security, entertainment, communication, Transportation, Tourist guide, heath etc. First of all many tourists come in Damak and Birtamod and they are informed about tourism destination of Jhapa district such as Domukha Satasidham, Jamunkhadi, Kechanakabal, Barne tea garden, Arjundhara, Mechi boarder kakarvitta etc by renowned persons of Jhapa tourism information center, tourists guide and many other secondary information. In this context we can inform them about existing major tourism products and potentialities of tourism products in Jamunkhadi region, present situation of hotels in Jamunkhadi and then the tourist will visit in Jamunkhadi region and this area will become a major tourism destination place of Jhapa district which indicates rural development or will become rural development.

The hotel plays a vital role for the development of tourism in any tourist destination area. In the present study area there are some moderate accommodation facilities available hotels are found. In the field study period

the researcher could not find highly accommodation facilities providing hotels and lodges are constructed in that area. But, some low and moderate accommodation facilities serving hotels and some tea stalls are found. And it is also found by the field visit, all of the Hotels are willing to extend the hotel and lodge and to make more commercial if the situation is favorable and the government or other institutions provide training and financial assistance. Besides, these hotels in Jamunxhadi regions, local residents are providing lodging and fooding services to the visitors as a form of paying guest (Home stay).

4.3.1 Respondents Profile

In the study area there are 8 sampled local hotels are operated by their own resources. These hotels are providing lodging and fooding facilities at the Jamunxhadi visitors.

4.3.1.1 Ethnic Composition of Hotels

Jamunxhadi Region is a multi ethnic dominated area. Different ethnic group people are operating hotels in the study area. The following table shows the ethnic composition of hotel owners.

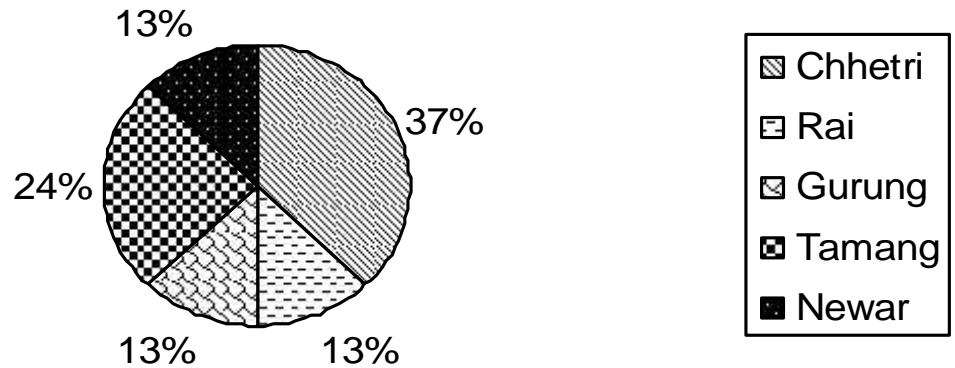
Table 4.3
Ethnic composition of Hotels

S.N	Ethnic Group	No. of Respondent	Percentage
1.	Chhetri	3	37.5
2.	Rai	1	12.5
3.	Gurung	1	12.5
4.	Tamang	2	25.0
5.	Newar	1	12.5
Total		8	100.0

Source: Field survey, 2011

The above table shows that 37.5 percent Hotels are chhetri groups and 25 percent Hotels are Tamang ethnic groups in the study area. Similarly, rest of other ethnic groups like Rai, Gurung and Newar Hotels are each 12.5 percent respectively which is shown in the following pie diagram.

Figure 1 Ethnic composition of Hotels



4.3.1.2 Age and sex Difference of Hotels

Different age and sex wise peoples are operating the hotels in Jamunkhadi region. The following table presents the age and sex difference of Hotels.

Table 4.4

Age and sex Difference of Hotels

Age group	No. of Respondents	Male	Female	Percent
Below 25 years	3	1	2	37.5
26 to 50 years	4	3	1	50.0
Above 51 years	1	1	-	12.5
total	8	5	3	100.0

Source: Filed survey, 2018

The above table shows the age and sex differences of Hotels. In above data 50 percent Hotels are in 26 to 50 years age group which is highest percent among other age groups. Similarly, 37.5 percent are in below 25 years and another 12.5 percent are in above 51 years age group. Out of 8 Hotels, 62.5 Percent are male and 37.5 percent are female.

4.3.1.3 Investment Pattern in Hotels

Investment pattern also shows the accommodation facilities available in hotels. If the investment is high in any hotels it may be the good accommodation services. The following table shows the investment pattern in hotels.

Table 4.5

Investment pattern in Hotels

S.N.	Investment (in Rs.)	No. of Respondent	Percent
1	Below 50.000	5	62.5
2	51000.-1,00,000	2	25.0
3	Above 1,00,000	1	12.5
	Total	8	100.0

Source: Field survey, 2013

The above table shows that 62.5 percent respondent Hotels invested below Rs. 50,000 in their hotel. Similarly, 25 percent Hotels invested Rs. 51,000 to 1, 00,000 and 12.5 percent Hotels invested above Rs 1, 00,000.

4.3.1.4 Annual Income Variation of Hotels

Hotel industry is one of the income generating sources in any tourism area. In the study area income generation from hotels is very low with a comparison of other tourism area. In the period of sunrise and month of February, March, April and May, the volume of visitors is high but in rainy season it is very low. So, it effects on hotels income also. The following table shows the annual income variation of hotels in Jamunkhadi region.

Table 4.6
Annual Income Variation of Hotels

S.N.	Income (in Rs.)	No. of variation	Percent
1	Below 50,000	4	50.00
2	51,000-80,000	2	25.00
3	81,000-100,000	1	12.50
4	Above 100,000	1	12.50
Total		8	100.00

Source: Field study, 2013

Above table shows the annual income variation of 8 hotels which is comparatively very little. Only a hotel earned more than Rs. 100,000 annually. Other 4 hotels or 50 percent hotels earned less than Rs 50,000 annually. Similarly, 25 percent hotels earned Rs 51,000 to Rs 80,000 annually.

4.3.1.5 Accommodation Capacity of Hotels

Accommodation is a key factor for the development of tourism in every tourist destination. In the study area there are 15 local level hotels' are available. But researcher had 8 local level hotels as sample. Accommodation capacities of these hotels vary on the basis of their size and room numbers. The following table presents the beds and room numbers of sample hotels.

Table 4.7**Accommodation capacity of Hotels**

S.N.	Name of hotels	Room and Bed				Total	
		Single room	Double room	Common room	Bed	Room	Bed
1	Kanchanjanga hotel			3	9	3	9
2	sunrise hotel		4		8	4	8
3	mount view		3		6	3	6
4	hotel deinial		3		6	3	6
5	Charali Vansa ghar			5	15	5	15
6	Mandro resturant and bar		4		8	4	8
7	Nirmal hotel		3		6	3	6
8	Pathivara hotel	4			4	4	4
	total	4	17	8	62	29	62

Source: Field survey, 2013.

The above table shows that the rooms and beds are available in sample hotels at Jamunkhadi Region. The total number of beds is 62 and rooms are 29. Among 62 beds, 4 beds are single, 24 beds are common and 34 beds are double. 4 single rooms and beds are found in Pathivara hotel. Similarly, 17 rooms are double out of among 29 rooms and 8 rooms are common.

4.3.1.6 Employees in Hotels

The local Hotel have provided job to the people in local area. The number of employees getting job in Hotels have been tabulated below.

Table 4.8
Number of employees in Hotels

Numbers	Numbers of Hotels	Percentage
1-2	2	25.00
3-5	4	50.00
6-9	2	25.00
10-15	0	0.00
Total	8	100.00

Source: Field survey, 2012

The above table shows 50 percent hotels have provide jobs 3 to 5 persons as employees. And 25/25 percent hotel has provided jobs 1 to 2 and 6 to 9 persons. It clears that there is no high level of hotels as in urban area.

4.3.1.7 Cooking Fuel in Hotel

The types of cooking fuels in local hotels have presented under the table.

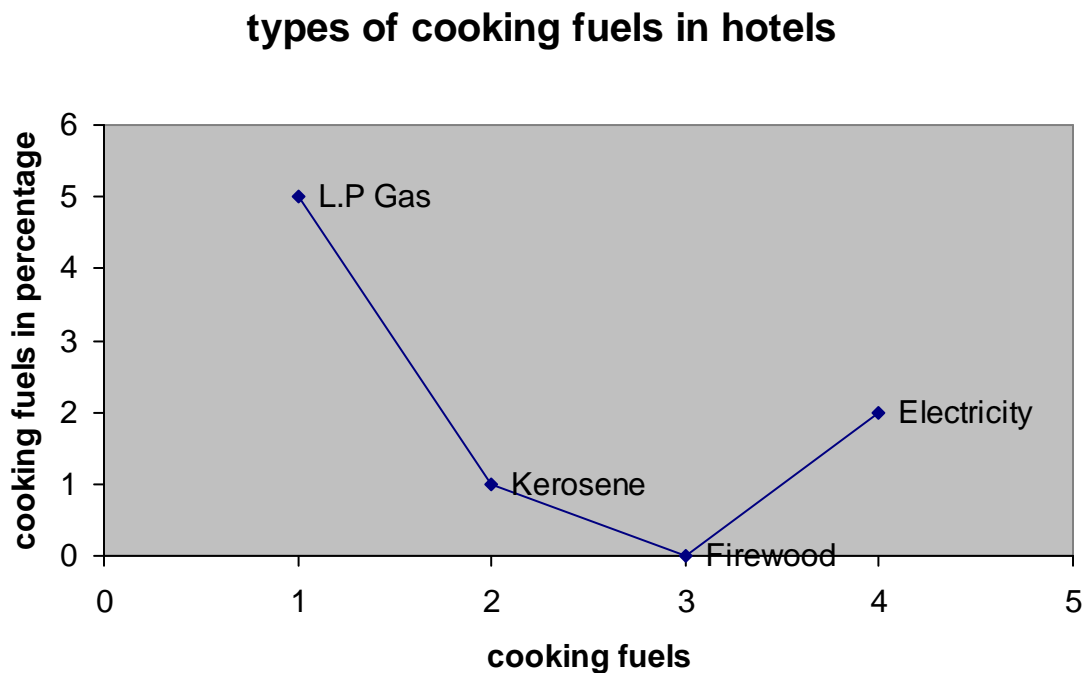
Table 4.9
Types of cooking fuels in hotels

Fuels	No. of Hotels	Percentage
L.P Gas	5	62.50
Kerosene	1	12.50
Firewood	0	0.00
Electricity	2	25.00
Total	8	100.00

Source: Source: Field survey, 2013

The above table has revealed that 62.50 percent local hotels have used firewood as cooking fuels. Similarly 25 percent hotels have used Electricity. In the period of loadshedding these hotels have used firewood also. Similarly 12.50 percent hotels have used kerosene. None of the hotels have used LP gas also. It shows that there is low level of modern clean energy. This has been shown by following figure also.

Figure - 2



4.3.1.8 Charge of Accommodation

Almost all the hotels are same standard. So the accommodation charge is also found to be same. It was found that the accommodation charge (lodging charge) is very cheap in comparison with the hotel of surunga Bazar because of low quality accommodation facilities available. The charge of double bedroom is Rs 25 to 30 per night per person and common

bedroom is Rs 50 per night per person and single bedroom is 100 per night per person. They charged according to head count.

4.3.1.9 Fooding charge

Generally, the fooding charges of all hotels in jamunkhadi region are found to be same rate. They charged Rs 60 for lunch and dinner for plain Nepali food (Daal, Bhat Tarkari, and Achar) per person per time. They charges Rs 25 for breakfast. If visitors offered other things then they charged according to their demands and nature of goods.

4.3.1.10 Service Facilities Available in Hotels

Service facilities are the key factor to increase the tourist length of stay in a particular tourism area during the field study period, it was found that no any standard service facilities available hotel are exists in jamunkhadi area. However the basic services like electricity supply, entertainment facilities (VCD, Radio and TV) are available in all hotels. Beside these facilities, common toilet, bathroom and drinking water facilities are also available. In all hotels telephone services are available, which helps to fill up the present communication devoid for visitors as well as local residents.

4.3.1.11 Sources of Goods for Hotels

The daily needed goods for the hotels in the study area are supplied totally from outside the local Market, i.e. from damak and Birtamod according to their needs and nature. Generally the local products like vegetables, meat, eggs, fruits (during season) etc are supplied from village

area or local market. According to respondents local market Contribute 20 percent of daily necessities while outside market contribute 80 percent. Most of the goods are supplied in this area from two market center i.e. Ilam Bazaar and Birtamod.

4.3.1.12 Tourist type and stay Number in hotels (in 2012)

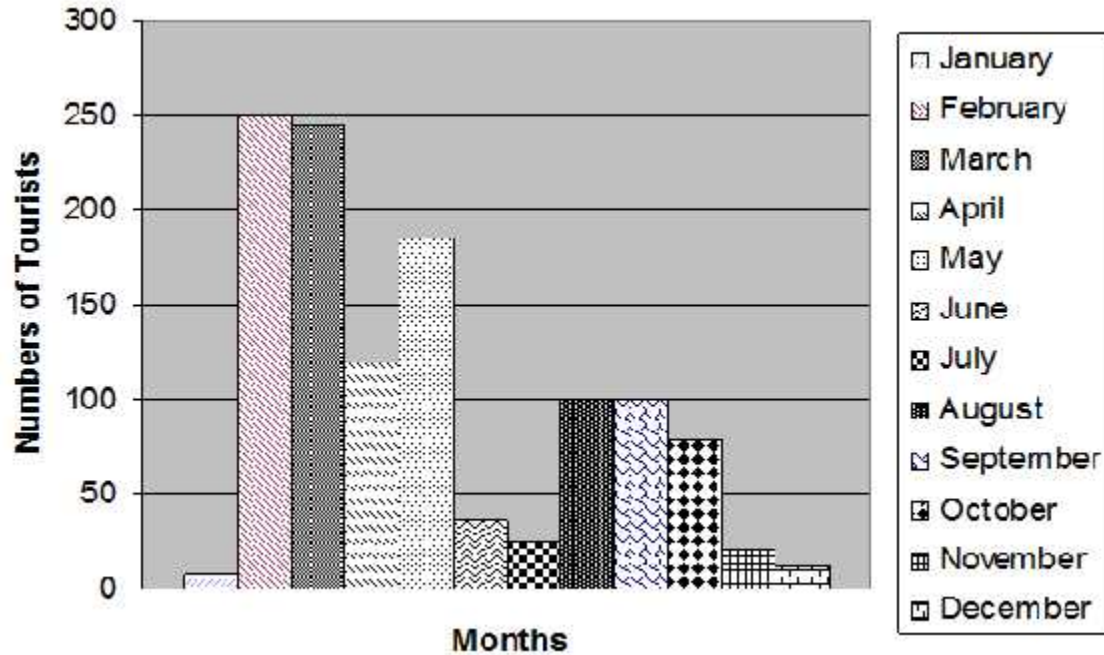
Tourist type and stay number in hotels shows the flow of tourists in a particular tourism area, which creates employment opportunities and to earn foreign exchange also. According to hotels record in the study area tourist types and their stay number in hotels in 2012 January to December are presented in the following table.

Table 4.10
Tourist type and stay number in Hotels
(in 2012 January to December)

S.N	Months	Stay NO. of Tourists	Type of Tourists
1	January	8	Nepali
2	February	250	Nepali, Indian
3	March	244	Nepali, others
4	April	120	Nepali, Indian, others
5	May	185	Nepali, Indian
6	June	36	Nepali
7	July	25	Nepali
8	August	100	Nepali
9	September	100	Nepali, Indian
10	October	80	Nepali, Indian, others
11	November	20	Nepali, Indian
12	December	11	Nepali
	Total	1179	

Tourist type and stay number in Hotels (in 2012)

Figure-3



Domestic as well as international tourism prospects seem to be very high in this region in near future.

4.3.1.15 Handicrafts and Locally Produce Goods Sale in Hotels

Handicrafts and locally goods are the additional income source for hotels as well as local people. According to the Hotels on any special handicrafts items are sale by locals or hotels in this area. But, in this area, some people produce plastic and bamboo made handicrafts. Although, these items are not available in other time locally produced items like different flowers and locally made tea items are sale in this area to the visitors.

4.4 Present Information about Tourist and Tourism

Present information related with tourist- and tourism is presented in this topic. Mainly the topic reveals with the results of survey of tourists. The outcome are mainly this topic reveals with the results of the survey of tourists. The outcomes are mainly based on questionnaires collected from 20 tourists who visited Jamunkhadi region.

4.4.1 Distribution of Tourist by Nationality

Tourists are visited in different places of country. Jamunkadi region is one of the destination places of domestic as well as international tourists. Sightseeing, mini zoos, Jamun Pokhari, natural beauties of Jamunkhadi are the major tourist attractions of this region. Most of the visitors found to be domestic and very few international tourists have been visited in this area. The following table shows the distribution of tourist by nationality.

Table 4.12
Distribution of Tourist by Nationality

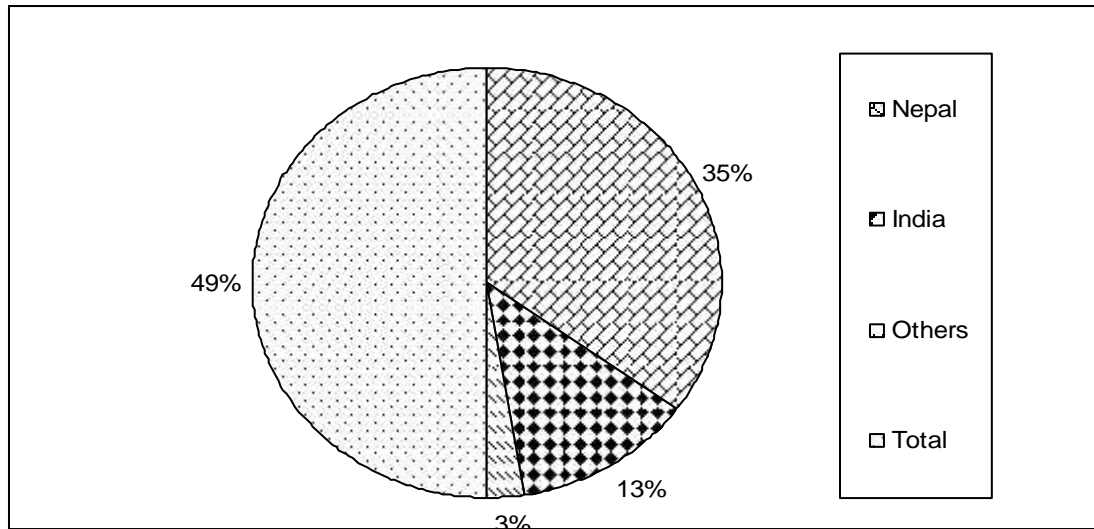
Countries	No. of tourist	Percentage
Nepal	14	70
India	5	25
Others	1	5
Total	20	100

Source: Field Survey, 2012

The above table clearly states that out of 20 tourist's survey 70 percent were from Nepal that means they are domestic tourists. Similarly, 25 percent tourists were from India and 5 percent were from other countries. From the field visit it is found that the numbers of visiting tourists were very few that

may be the current unstable political situation and 'decreasing condition of security of Nepal.

Figure-4 Distribution of Tourist by Nationality



4.4.2 Age and Sex Composition of Tourists

Age and Sex is the important factors in tourism. It affects expenditure pattern, purpose of visit, length of stay etc. Mainly young and child visit a place for pleasure and relax and elders for pilgrimage and research activities. The age and sex composition of tourists visiting to Jamunkhadi region is presented in the below table.

**Table 4.13
Age and Sex Composition of Tourists**

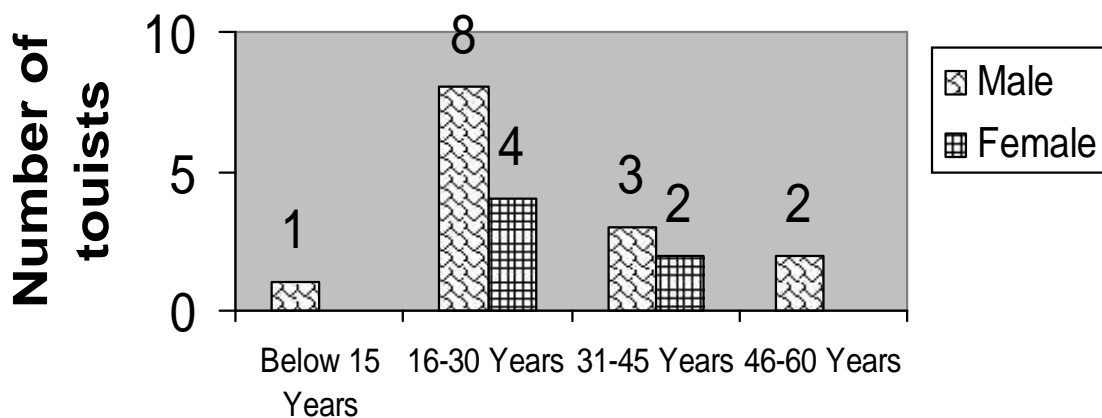
Age Group	No. of Respondents	Male	Female	Percent
Below 15 Years	1	1	-	5
16-30 years	12	8	4	60
31-45 years	5	3	2	25
46-60 years	2	2	-	10
Total	20	14	6	100

Source: Field Survey, 2012

The above table shows that the large volume of tourists visiting Jamunkhadi region is also in the age group of 16-30 years which is 60 similarly, 25 percent were in 31-45 years age group, 10 percent were in 46-60 years age group and only 5 percent were in the age group of below 15 years. On the other side, out of 20 tourists 70 percent tourists were male and 30 percent were female tourists. Male tourists were 40 percent higher than female tourists.

Figure -5

Age and sex Composition of Tourists



4.4.3 Professional structure of Tourists

Profession is a main factor in tourism which influences tourist expenditure, length of stay, visiting purpose and so on. The professional structure of tourist visiting in Jamunkhadi region is presented in the following table.

Table 4.14

Professional structure of Tourists

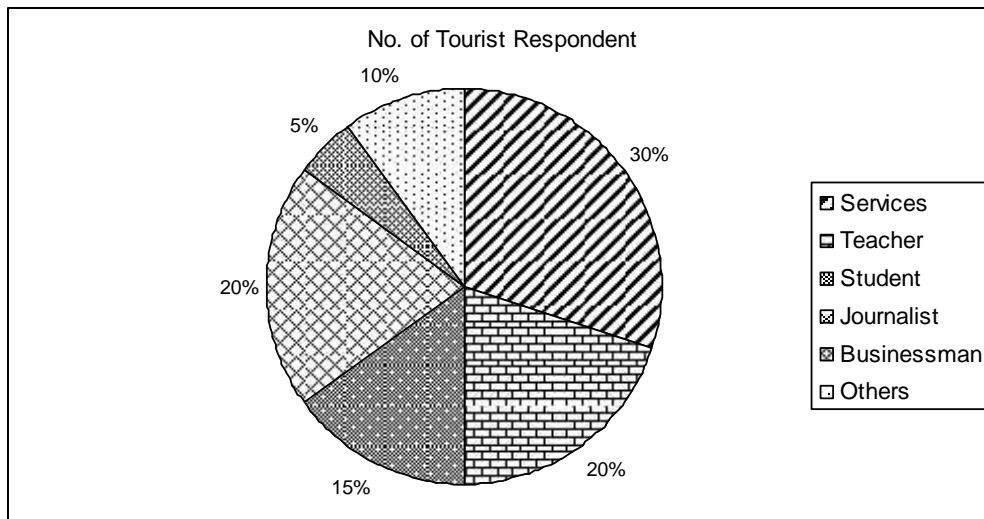
S.N.	Profession	No. of Tourist Respondent	Percent
1	Services	6	30
2	Teacher	4	20
3	Student	3	15
4	Journalist	4	20
5	Businessman	1	5
6	Others	2	10
Total		20	100

Source: Field survey, 2013

The above table clearly shows that the largest i.e. 30 percent tourists are engaged in various services, 20 percent are teacher, another 20 percent are journalist, 15 percent are student, 5 percent are businessman and remaining 10 percent are engaged in different occupations.

Professional structure of Tourists

Figure-6



4.4.4 Travel Route of Tourists

Jamunkhadi Region is mainly linked by the three trekking route. One is Surunga Bridge to Jamunkhadi, other is Juke Calvert to Jamunkhadi and Satasidhm to jamunkhadi. There is motarable facility. Following table shows the travel route of tourist while visiting Jamunkhadi region.

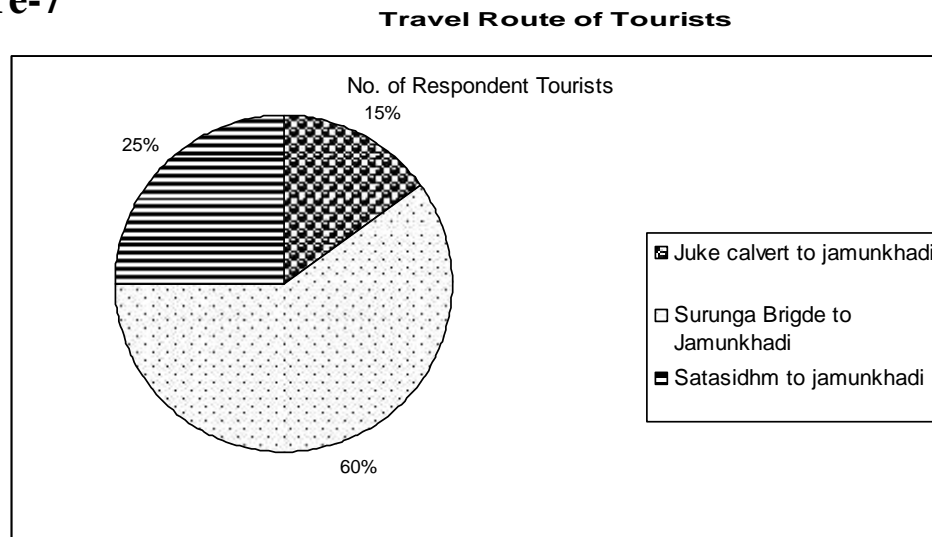
Table 4.15
Travel Route of Tourist

Travel Route	No. of Respondent Tourists	Percentage
Juke calvert to jamunkhadi	3	15
Surunga Brigde to Jamunkhadi	12	60
Satasidhm to jamunkhadi	5	25
Total	20	100

Source: Field survey, 2013

The above table clearly presents that the most of the visitors used to travel Surunga Bridge to Jamunkhadi route while they visited. From this place, the road is short. So, many visitors travel from this road. Out of 20 tourists, 60 percent used this travel route. Likewise 25 percent tourists used Juke Calvert to Jamunkhadi route and remaining 15 percent tourist used Satasidhm to jamunkhadi while they visited in this region.

Figure-7



4.4.5 Tourists Purpose of Visit

Different types of tourists visit different place to fulfill their various interest and purposes. Some of the tourist visits a place for recreation, sightseeing, adventure etc. Purpose of visit is differing from place to place and visitors to visitors. Most of the visitors are visiting in this area for sightseeing, Picnic, Biodiversity, cultural attraction and so on. The following table shows the tourists visiting purpose in Jamunkhadi region.

Table 4.16
Tourists Purpose of Visit

S.N	Purpose	No. of Respondent Tourist	Percentage
1	Sightseeing	8	40
2	Endangered Animals/Species	6	30
3	Children's fun park	2	10
5	Picnic	3	15
6	Research	1	5
	Total	20	100

Source: Field survey, 2013

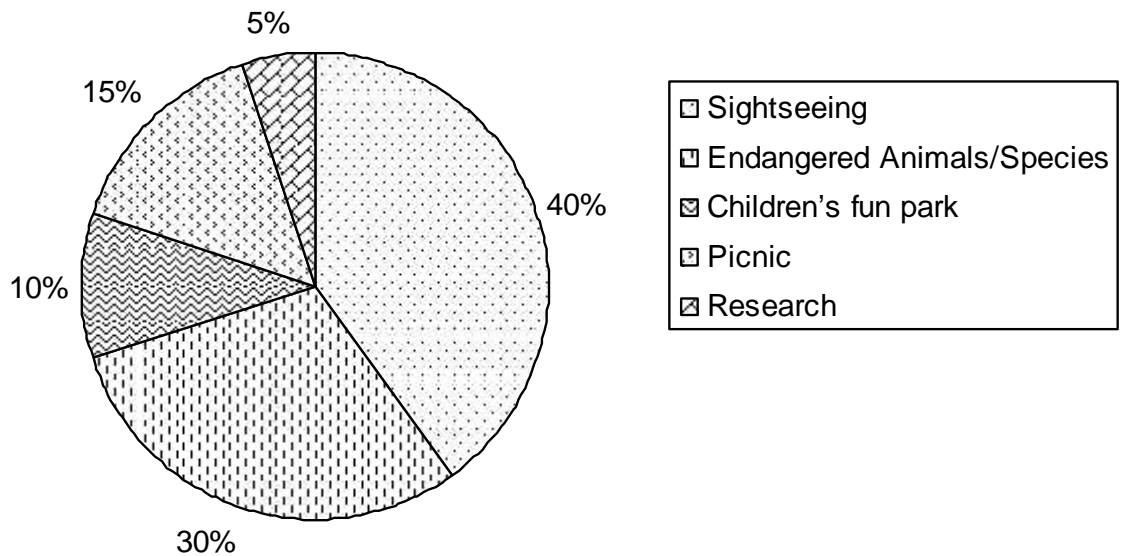
The above table shows that majority of tourists visited Jamunkhadi region for the purpose of sight seeing i.e. 40 percent tourists. Likewise, for the purpose of watching endangered species 30 percent of tourist visited. The table also states that 15 percent of tourist visited for picnic. And 10 percent tourists visited for the purpose of children's' fun because there is availability of children's play. At last 5 percent tourists visited for the purpose of research. In the above data the question may arise, why the

numbers of tourists were very little for the purpose of research. The reason may be that it has become few years of its development so advertisement and publicity of this place is not done properly. Many people don't know about this place. And also international tourists are unknown about this place. Maximum number of visitors visits this place for sight seeing and most of them are students and teenagers. Teenagers take it as a place for dating. Some schools take their students in this place as a part of an educational tour.

It is also shown by the help of pie-chart below:

Figure-8

Tourists purpose of Visit



4.4.6 Tourists Length of stay

Tourist length of stay is the crucial factor for the tourism development in any tourist destination area. In order to develop tourism, it is necessary not only to increase the number of tourist inflow but also to increase their length of stay. The length of stay differs from visitors to

visitors. It is mainly dependent upon needs, interest and expectation as well as time, money and desire of tourists. The following table shows the tourist length of stay in Jamunkhadi region.

Table 4.17
Tourist Length of Stay

Duration of the day	No. of tourist Respondents	Percentage
Below one day (Day excursion)	10	50
One day	8	40
One day/one night	2	10
Two day/two night	-	
Three day/three night	-	
Total	20	

Source: Field survey, 2012

The above table presents that the majority of tourists i.e. 50 percent were stayed below one day or they are day excursion visitors that mean they were not stayed in this area. Similarly, 40percent were stayed one day. Other 10percent were stayed One day/one night. Here the duration of two day/two night and three day/three night is no given because this area is not quite popular then other area and also it has occupied less area it doesn't take time to move around it there is also no facility of lodging inside the area. International tourists are not known about this place. So due to these many reasons the duration of tourist stay is less.

4.4.7 Expenditure pattern of Tourists

Tourist expenditure is one of important source for gaining exchange earning. The expenditure patterns of tourist differ for one visitor to another according to their income level, demand, interest and available goods and services in a particular area. Some visitors may pay for food, some for travel and some for handicraft goods or for other things. In the study area expenditure ratio is very low. The Following table shows the tourists expenditure pattern in Jamunkhadi region.

Table 4.18
Expenditure pattern of Tourists

Expenditure(in Rs)	No. of tourist Respondents	Percentage
100-200	9	45
200-300	5	25
300-400	3	15
400-500	2	10
Above 500	1	5
total	20	100

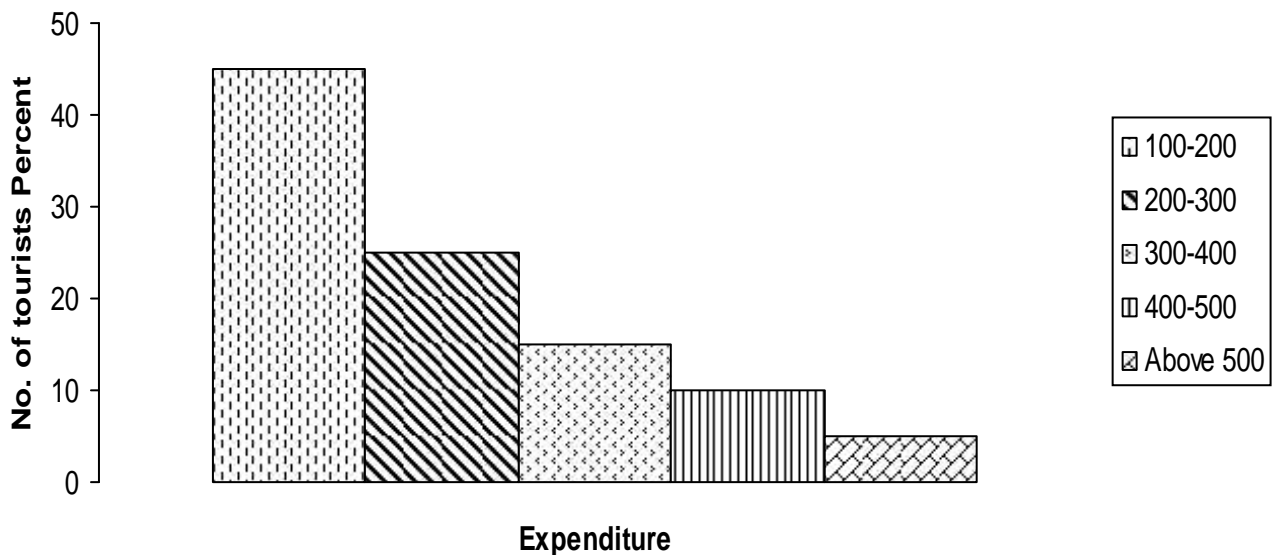
Source: Field survey, 2013

The above table presents the tourist expenditure pattern where 45percent tourists spent in between Rs100 to 200 and 25 percent spent Rs 200 to 300. Similarly, 15 percent spent in between Rs 300 to 400. Likewise, 10 percent spent Rs 400 to 500 and remaining 5 percent tourists spent above Rs 500. The table further explains that lowest expenditure of visitors is 100-200 it is because this area is as much developed then other tourism area and

also international tourists don't know about this area. Only local visitors mostly visit there. And the highest expenditure that is above 500 is spent by 5% of the visitors. This type of expenditure is made by such type of visitors who are from far distance and also who came there for a picnic.

The expenditure pattern can also be further explained by the help of following bar diagram

Figure-9 **Expenditure pattern of Tourists**



4.4.8 Existing infrastructure in Jamunxhadi Region According to Visitors.

Infrastructure facilities are necessary to develop tourism in any tourist destination area. Without infrastructure facilities development of tourism could not be expected. If the Infrastructure is available in good condition, the flow of Tourist may be high. The following table shows the present infrastructure facilities evaluated by visitors in Jamunxhadi. We know, as tourists are known to the people who visit tourism area and stay one night

there. And still today no any visitors or tourist visit this area by staying one night. There is also no facility of lodge available. So, only the visitors have given there view.

Table 4.9
Existing Situation of Infrastructure Facilities According to Tourists.

S.N.	Facilities	Condition of Facilities				
		Excellent	Good	Don't Know	Bad	Very Bad
1	Communication	1	15	4	-	-
2	Road/Transportation condition	1	12	7	-	-
3	Electricity Supply	3	13	4	-	-
4	Water Supply	1	12	7	4	-
5	Hotel and Lodge	-	7	5	8	-
6	Paying Guest	10	8	2	-	-
7	Security Management	1	4	3	12	-
8	Toilets(Public)	4	10	6	-	-
9	Cleanliness of Places	3	12	5	-	-
10	Behavior of Local Places	-	10	6	4	-
11	Conservation of assets	4	6	5	5	-
12	Behavior of Community Members	-	6	4	8	2
13	Health services	-	6	5	5	4
14	Guest House Services	-	-	6	10	4
15	Local Market/Shops	-	3	4	7	6

Source: Field Survey, 2012

- ❖ Excellent =When a particular facility is over supply.
- ❖ Good= When a particular facility is ample.
- ❖ Don't know= When respondents do not have any idea about a particular facility.
- ❖ Bad= When a particular facility is scare and very difficult to use.
- ❖ Very bad= When a particular facility is scare and very difficult to use.

The above table clearly states that when tourists are directly used or exposed the facilities, they tend to be more accurate. But in some cases they don't have any idea about the particular facilities. Majority of visitors replied that the paying guest service is in excellent condition. Likewise, the communication, Electricity, Water supply, the cleanness of places, and behavior of local people are also in good condition. The provision of local track, hotel and lodge, local/market shops, conservation of assets, health services around the major tourist's destination places are also found to be satisfactory condition. Besides these, the main necessary infrastructure facilities like road, security, guest house service are found to be very poor and bad condition. Most of the visitors suggested to improve the road condition and established a number of hotels. Therefore, it must be made the road from Juke Kalpot to Jamunkhadi which will be very short and will be the main travel route of domestic as well as other tourist and number of hotels and restaurants should be properly developed. In the same time quality and facilities in existing hotels must be up graded. On the perspective of tourists, very few facilities seem to be satisfactory condition but most of the essential facilities are not in satisfactory condition and in short supply. Among these essential facilities road condition, security management, toilets should be recently operated alone with other services.

Most important is development of behaviors community members which are the internal environment of the area. Community members should be properly trained and should be honest and should be careful about their responsibility and duties. We have seen many times community member playing cards, drinking alcohol by making groups inside the conservation area and also some people speaking dirty things being drunk.

4.4.9 Satisfaction of the tourists.

Tourism is the industry in which satisfaction plays a vital role to expand. In the absence of tourist satisfaction, they cannot visit again that place. In case of Jamunkhadi the tourist satisfaction was measured by the researcher in 'Yes' /'No' responses.

Table 4.20
Satisfaction of the Tourists

Responses	No of Tourists	Percentage
Yes	14	70
No	6	30
Total	20	100

Source: Field Survey, 2013

The above table shows 70 percent tourists responded the available Services, facilities and beauty of it, satisfied their purposes. Where as 30percent voted against it. They said that the lack of facilities, infrastructure and lack of education are the barriers of their satisfaction in optimum level.

4.4.10 Suggestions of Tourist for Tourism Development.

The following table shows the suggestions of tourists.

Table 4.21
Suggestions of Tourists for Tourism Development in
Jamunkhadi Region.

Suggestions	No of Tourists	Percentage
Tourist information center	8	40
Accommodation	5	25
Children's Play	5	25
Natural guide	2	10
Total	20	100

Source: Field Survey, 2013

The above table reveals 40 percent of the tourist informed that tourism Information center is needed for the promotion of tourism in Jamunkahdi. Similarly, 25/25 percent respondents said that increase in accommodation and development of Children's Play were an essential part of the internal tourist attraction. The next 10 percent said that natural guide who could interpret about flora and fauna of local forests and mainly about the rubber plant.

4.5 Survey of Local Residents

This section reveals with the Survey of local households. The answers of the sample households are based on questionnaire. The local people can play a vital role for the development of tourism in the study area where they

inhabits. This section mainly tries to find out the attitude of local people towards the development of tourism in Jamunkhadi region.

4.5.1 Age and Sex composition of sample Population

Age and Sex of local residents are the crucial factor for the tourism development in any area. If there is higher economically active age population (15 to 60 years), the pace of development ratio of that place will also be higher. The following table presents the age and sex composition of sample population in Jamunkhadi region.

Table 4.22
Age and Sex composition of sample population

Age Group	No. of Respondents		Total	Percent
	Male	Female		
Below 20 years	2	2	4	8
21-40 years	26	4	30	60
41-60 years	14	1	15	30
Above 60 years	1	-	1	2
Total	43	7	50	100

Source: Field Survey, 2013

The above table shows that in the age groups 21 to 40 years Population were 60 percent. Similarly 30 percent were in 41 to 60 years age group, 8 percent were below 20 years and only 2 percent were in above 60 years age group.

This table also reveals that out of 50 respondents only 5 respondents

were female. The economically active group populations were in higher number in the study area.

4.5.2 Caste and creed composition of sample Households

Nepalese society is composed by different castes groups. Our society is so influenced by this caste variation. For the tourism point of view caste diversity is an ornament to attract the tourists. The following table shows the ethnic composition of sample households.

Table 4.23
Castes and creed composition of sample households

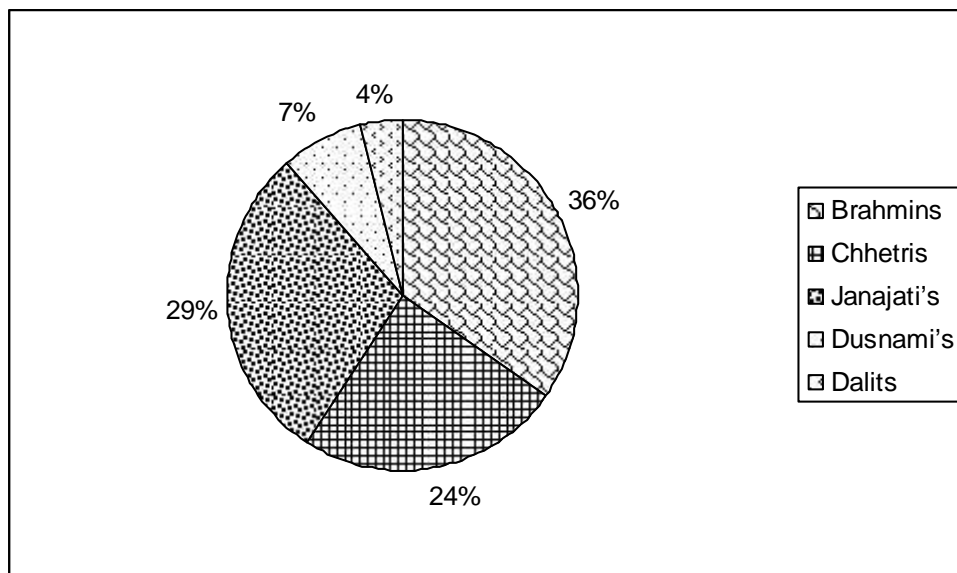
S.N	Ethnic Group	No. of HHs	Percent
1	Brahmins	201	36
2	Chhetris	140	24
3	Janajati's	170	29
4	Dusnami's	43	7
5	Dalits	23	4
	Total	577	100

Source: field survey, 2013

The above table clearly shows the caste diversity in the study area. Among the 577 households 36 percent were Brahmins, which is the higher percent than other caste groups. Similarly households were 20 percent that holds second highest group. Other ethnic groups i.e. Junjata's, Dusnami's, Dalits 29%,7% and 4% respectively.

Castes and creed composition of sample households

Figure-10



4.5.3 Occupational structure of sample population

Occupation is the main factor that influences the people's economic status also. Professions of the respondents show the employment in the various sectors for earning purpose. Most of the people in the study area depend on the agriculture as a primary activity. The following table shows the Occupational structure of sample population.

Table 4.24
Occupational structure of sample population

Occupation	No. of Respondent	percentage
Agriculture	35	70
Business	4	8
Teaching	9	18
Services	2	4
Total	50	100

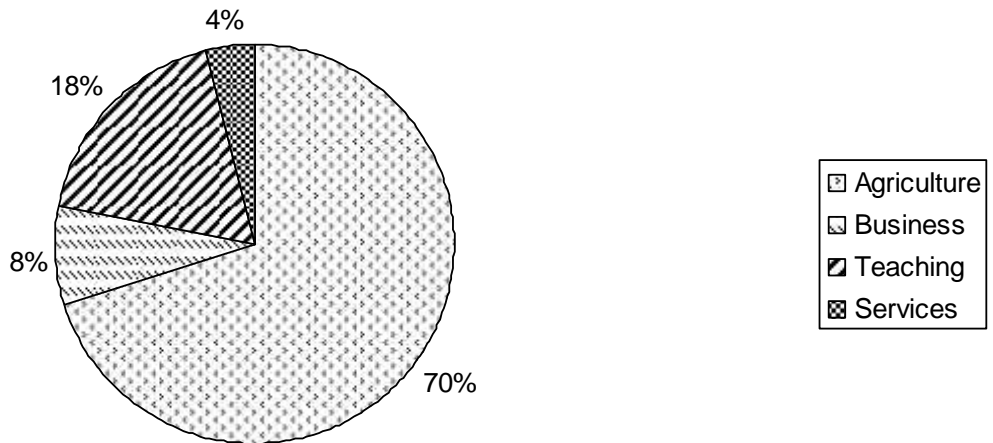
Source: Field survey, 2013

The above table deals that the respondents are engaged in different profession for the livelihood like agriculture, business, teaching and services.

Above table presents that 70 percent of respondent are engaged in agriculture sector which is the main source of income. Similarly, 18 percent are in teaching, 8 percent are in business and 4 percent are in engaged in services including government and non-government. This table clears the highest number of people are involving in agricultural occupation in comparison to other occupations.

Occupational Structure of Sample Population

Figure-11



4.5.4 Educational Differences of sample population

Education is necessary things for human life. Educations bring a lot of ranges in society as well as personal life of a person. Personal behavior and

Activities are highly influenced by their educational level. The following table shows the educational differences of sample population in Jamunkhadi region.

Table 4.25

Educational Differences of sample population

Categories	No of Respondents	Percent
Illiterate	1	2
Literate	15	30
S.L.C.	6	12
Intermediate	16	32
Bachelors	11	22
Masters	1	2
Total	50	100

Source: Field Survey, 2013

The table clearly shows the educational level of respondents where 32 percent are intermediate. This is the highest percent among other education level. Similarly 22 percent are Bachelors, 2 percent Master's, 30 percent are only literate, 2 percent illiterate and remaining 12 percent are S.L.C. This data reveals the educational status of sample population seem to be high and satisfactory.

4.5.5 Prime Attraction of Jamunkhadi Region According to local Respondents

When a local resident were asked about the prime attraction of Jamunkhadi Region then they proudly explains the sunrise, sunset and view of Himalayas like Kanchanjangha and Kumbhakarna, Scenic beauty, Rock climbing, Seasonal Trekking, historical Deumai river and Deumai Muhan, Deumi pokhari, different cash crops farming are the prime attractions. The

following table presents the prime attractions, of Jamunkhadi region according to local respondents.

Table 4.26
Prime Attractions of jamunkhadi Region According to local Residents.

S.N	Tourism Products Description	preference					
		excellent	percent	Good	Present	Bad	Present
1	Booting	45	90%	5	10%	-	-
2	Scenic beauty of region (Sight seeing)	50	100%	-	-	-	-
3	Rubber plant observation	40	80%	10	20%	-	-
4	Cash crops farming	35	70%	10	20%	5	10%
5	Picnic sport	10	20%	20	40%	20	40%
6	Children's fun part	46	92%	4	8%	-	-
7	Handicrafts item	2	4%	18	36%	30	60%
8	Village Walking	10	20%	30	60%	10	20%
9	Endangered species	-	-	-	-	50	100%
10	Jamun pokhari	25	50%	10	20%	15	30%
11	Zoo	-	-	-	-	50	100%
12	Cultural products	20	40%	15	30%	15	30%
13	Religious attractions	-	-	10	20%	40	80%

The above table presents that scenic beauty of jamunkhadi region (Sightseeing), Boating, Hospitality of local people, viewing of indigeneous species and cash crops farming, Jamun pokhari are the valuable ornaments of Jamunkhadi region. All of the respondents or 100 percent respondent agreed and admired about the scenic beauty of region (sightseeing) is excellent. Similarly 90 percent respondents admired about the Boating, 92 percent respondents agreed about the hospitality of local people saying excellent. likewise, 80 percent said that zoo observation is excellent. 70 percent respondents said that cash crops farming are excellent.

On the other hand 100 percent respondents agreed with picnic spot. Handicrafts item, religious, cultural products are also not satisfactory condition or respondents response about these products is bad. However Limbu and Rai cultural practice is only one culture attraction in this region. Thus it is proved that jamunkhadi region has many prime attractions that are enough to attract the tourist, only thing needed is proper planning and its implementation by including local people.

4.5.6 Existing Infrastructure Situation in jamunkhadi Region according to local Residents

Infrastructure facilities and services are the major components that are necessary to attract the visitors. The inflow of tourists and their length of stay is also depends upon the condition of infrastructure facilities. Jamunkhadi region still has not been developed as main tourist destination place of Jhapa but it can be developed as one of the major tourist destination, if the concerned sector or organization helped to develop infrastructures. During the field visit some local residents were asked the situation of current

infrastructure facilities available in jamunkhadi region and the researcher also try to attempt to assess the existing facilities in the study area. The available data and their responses are shown in the following table.

Table 4.27
Present infrastructure situation in jamunkhadi Region

SN	Facilities	Respondents
1	Transportation/Road condition	not built and unsatisfactory
2	communication	Good
3	Local market/Retail shops	Satisfactory
4	Gust house	Bad
5	Security	Bad
6	Heath services	low level health post and medicine shops are available
7	Public Toilets	Bad
8	Private Toilets	Most of the households have satisfied toilet facility.
9	Hotels and Lodges	No such standard hotels are available but some local hotels are exists with poor facilities.
10	Drinking water supply	Not Satisfactory (most of all used tubule and Well water)
11	Tourist Guide	Not found professional guide.
12	Electricity supply	Satisfactory
13	Entertainment	Bad
14	Cleanness of Places	Satisfactory
15	Home stay (paying guest)	Good

Source: Field visit, 2013

The above table shows that electricity supply, home stay facility are in satisfactory and good condition. Similarly, drinking water, local market/retail shops, cleanness of places are also in not satisfactory condition.

The condition of road is not in good condition. There is only trekking route to visit in this area.

The VDC have tried to make the road to reach Jamunkhadi. The service of available hotels are not in good condition but satisfactory. Although poor facilities available some hotels are found in the study area. The communication facilities are in good condition. The data reveals that the necessary facilities like guest house services, public toilets, security, and entertainment are in very bad condition. So these basic facilities are need to be built up and up-graded inefficient way to develop tourism in jamunkhadi region.

4.5.7 Employment opportunities

Tourism being service industry, it creates various job opportunities to the local people. During the field visit local residents were asked about the potential tourism economic activates that can help generate employment opportunity for locals as well as other people. Most of the respondent reply that tourism can generate employment opportunities in hotels, restaurants and lodges comparatively than other sectors. According to local residents potential employment opportunities generated by tourism in jamunkhadi region is presented in the following table.

Table 4.28

Potential Employment Opportunities Generated by Tourism

S.N	Particular	No. of Respondents	Percent
1	Hotel, restaurants and lodges	30	60
2	Local Products	6	12
3	Business	7	14
4	Transportation	3	6
5	Handicrafts	1	2
6	Others	2	4
	Total	50	100

Source: Field Visit, 2013

In the above table we can clearly understand that mainly tourism could generate employment opportunity in hotels, restaurants and lodges. Among the total sample population, 60 percent employment generation in hotels, restaurants and lodges by the tourism. Similarly, 12 percent in local products, 14 percent in business, 6percent in transportation, 2 percent in handic' aft items and remaining 4 percent in other activities of employment generating. therefore, above data clearly states that the potential employment opportunities will be created by tourism in comparatively high in hotels, lodges and restaurants than other sectors.

4.5.8 Tourism Awareness in Local people

Awareness of local people about tourism and its products is important For the sustainable development of tourism ira any destination area. Without active participation and well awareness among local people tourism

development can not be success in sustainable manner. In the view of its potential for tourism development, the local community is seen to be active and aware about the development of this area jointly as tourist destination. Understanding brings awareness and from awareness comes concern. When concern exists, then active participation is a possibility. Awareness as a strategy, play a vital role in the different aspects of the tourism, just as existing product in community such as culture, monument, natural scenic beauty etc. and make seriousness about their conservation in sustainable way. During the field visit, local people were asked about participation in tourism activities. All of the sample populations are willing to take part actively in tourism development activities. And, it was also found that they are more aware about conservation and protection of tourism products. This is good sign for the sustainable tourism development. Most of the local residents are willing to external support and guidance to facilitate in the awareness raising activities and involvement of local communities in tourism. During the field survey it was also tasted about tourism. The following table shows the awareness level among locals about tourism according to the sample population.

Table 4.29
Level of Tourism Awareness in Local People

S.N	Level of Awareness	No. of Respondent Population	Percentage
1	High	15	30
2	Medium	30	60
3	Low	3	6
4	Don't Like to say	2	4
		50	100

Source: Field survey, 2013

The table states that among 50 respondents, the awareness level among local residents are in medium is said by 60 percent respondents. Similarly, 30 percent said in high, 6 percent in low and another 4 percent said do not like to say about this subject matter. This data clears that awareness level among locals, awareness raising activities should be provided by the different concern sectors i.e. NTB, MoCTCA, DDC, VDC,I/NGOs, clubs etc.

4.5.9 Benefits of tourism to local people

On the query of benefits of tourism to local people, the sampled local people responded the following table.

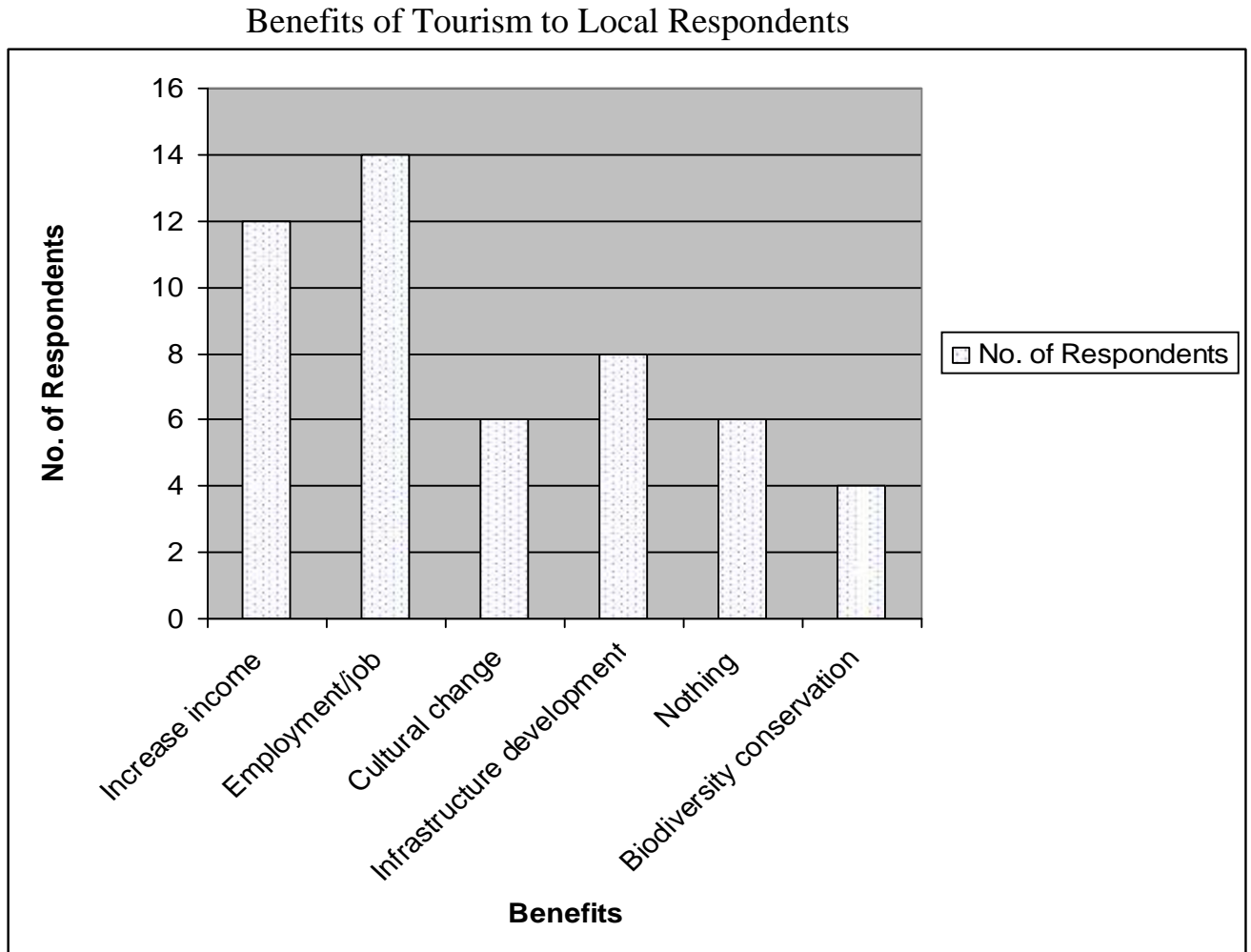
Table 4.30
Benefits of Tourism to Local Respondents

Benefits	No. of Respondents	Percent
Increase income	12	24
Employment/job	14	28
Cultural change	6	12
Infrastructure development	8	16
Nothing	6	12
Biodiversity conservation	4	8
Total	50	100

Source: Field survey, 2013

The above table states 28 percent of the respondents have responded that employment opportunities have been creating through this business in local levels, 24 percent viewed that their income level is increased by it.

Similarly, 16 percent responded on infrastructure developments is the major benefits of it. 12 percent said cultural change and 8 percent said biodiversity conservation. The rest respondents responded that there is no change in their basic level lies on benefits they get up to date now. It has been presented under the bar diagram.



4.5.10 Prospects of the Tourists in Jamunkhadi

On the major component of tourism is the attraction out of among accessibility, accommodation and amenities. It plays the vital role to inflow

of tourists in any site. The major prospects of tourists in jamunkhadi area based on respondent's views are presented under the table.

Table 4.31

Attractions of Tourists in Jamunkhadi

Attractions	No. of Respondents	Percentage
Natural beauty	10	20
Sight seeing	10	20
Sunrise and sunset view	7	14
Local culture	4	8
Photography	3	6
Rich biodiversity	9	18
Herbal products	4	8
Health tourism	3	6
Total	50	100

Source: Field survey, 2013

The above table shows that 20/20 percent of total respondents said that natural beauty and sightseeing is major attractions of this area. It is followed by 18 percent respondents said rich biodiversity activities of jamunkhadi. 14 percent who visited that sunrise is the major prospect. Similarly 8 percent and 6 percent responded on herbal products and trekking route activities respectively. 4/4 percent responded on local cultures, photography and health tourism are attractions to here the tourists in this area. The remaining 2 percent were viewed that pilgrimage. It shows that majority of the respondents have the knowledge of its real attractions. And it has the highest potentialities of tourism development.

4.5.11 Problem of Tourism Development in this Area

Any things have two sides i.e. bad and good. Nothing remains bright only. Development is the outcome of distribution in a sense. There may be

the multiple problems scattered on doing a thing. Likewise Jamunkhadi has more barriers for tourism development also. Besides on the local respondents view on it, the following table shows the major problems of tourism in this area.

Table 4.32
Problem for Tourism Development in Jamunkhadi

Problems	No. of Respondents	Percentage
Transportation	18	36
Water scarcity	8	16
Electricity	5	10
Information center	8	16
Land Issue	3	6
Gap of services	2	4
Negligence of Government Policies	6	12
Total	50	100

Source: Field Survey, 2013

The above table shows the problems responded by local respondents. the major problem of this area is the lack of transportation which is 36 percent. the next problem said by local respondent is the lack of water supply and negligence of Government policies which is 16 percent and 12 percent respectively. Similarly 10 percent responded Electricity scarcity is the problem of this area. The other problems are low level of information, land issue between VDC and individual and Government, Gap of Services and Government negligence said by 16 percent, 6 percent, 4 percent and 12

percent respondents of the total respondents respectively. It clears that Government and stakeholders of this area should reduce these problems immediately.

4.5.12 Suggestions of Local Respondents.

In the query that "What are your suggestion for tourism development in jamunkhadi ?" by researcher, the local respondents responded the following.

Table 4.33
Suggestions by local Respondents

Suggestions	No of Respondents	Percentage
Extension of road network	10	20
Establishment of hotels in trekking route	2	4
Publicity/Information Center	6	12
Conservation of biodiversity	6	12
Health Campaigns	4	8
Regular water supply	8	16
Provision of Electricity	8	16
Skill based Trainings	4	8
Conservation of local cultures	2	4
Total	50	100

Source: Field Survey, 2013

The above table shows that the local respondents viewed to cope these problems prevailing in the local area. It states that 20 percent of local respondents said extension and development of road network is a necessary for the tourism development of this area. 16/16 percent of respondent suggested that regular water supply and provision of Electricity is necessary for tourism development. 12/12 percent of respondents responded that conservation of biodiversity and Information center have to be needed in this

area. Establishment of hotel in trekking route, health campaigns, skilled based trainings and conservation of local cultures have to be managed for the development of tourist was responded by 4 percent, 8 percent, 8 percent 4 percent respondents respectively.

4.5.13 Home Stay Perception of Sample Population

Nepal has various places for potential to village tourism. Village tourism denotes the tourists visiting villages and staying in the village. This associated with tourism behavior in that they stay in a village and explore surroundings. The special characteristic of this kind of tourism is that the visitors become part of the village for the period of their stay. Such visitors normally do not expect the kind of accommodation and food that they are familiar too. In other words visitors rely on locally available food and accommodation. During the survey it is found that all the sample households are ready for home stay and their perception towards home stay (paying guest) is very positive. More than 64 households are found for ready to providing home stay service in the study area. All of the respondents are willing to participate with visitors and wants to familiar and share each thers culture and traditions. The following table presents the capacity of some households for home stay Jamunkhadi region.

Table 4.34
Capacity of Sample Households for Home stay

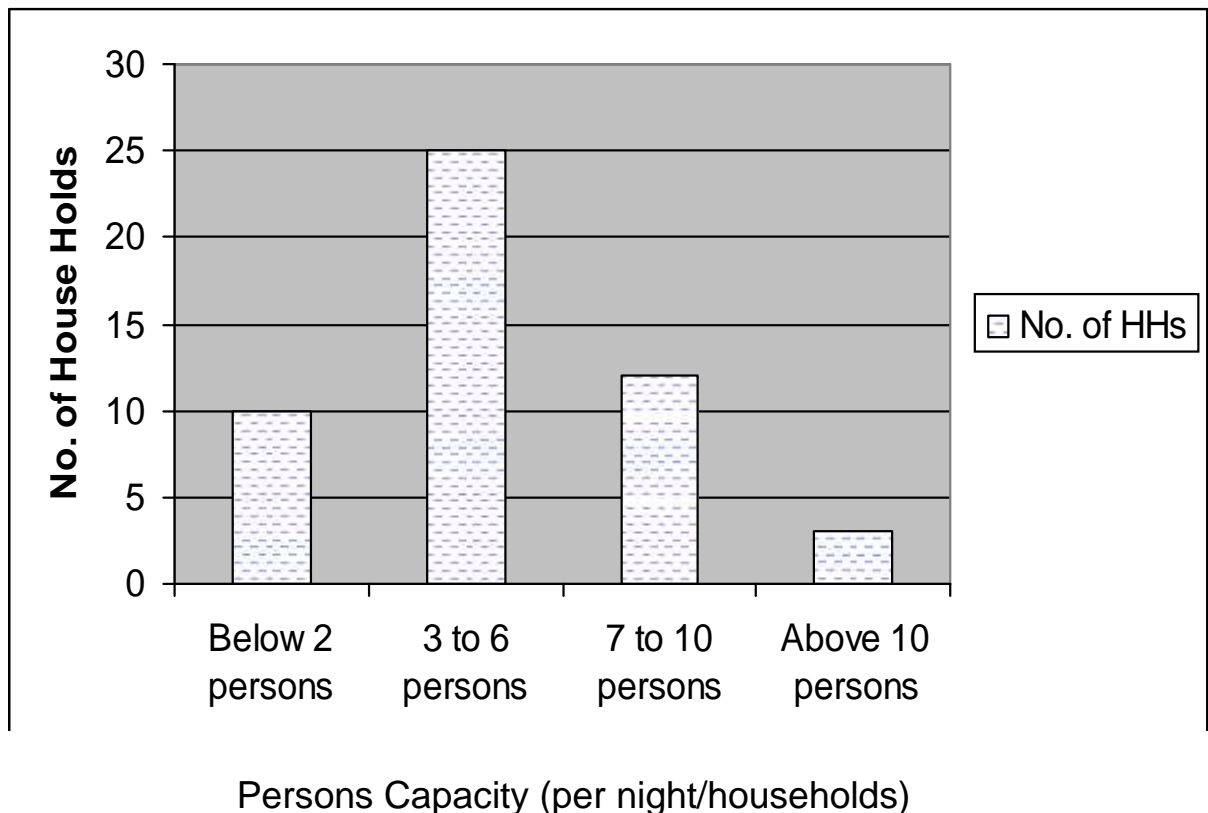
S.N	Capacity (per night/households)	No. of HHs	Percent
1	Below 2 persons	10	20
2	3 to 6 persons	25	50
3	7 to 10 persons	12	24
4	Above 10 persons	3	6
Total		50	100

source: Field survey, 2013

The above table presents the existing home stay capacity of some households. The table clearly shows that 50%, households are capable to provide home stay service for 3 to 6 persons /visitors per night, which is the highest percent among other households. Similarly 24 percent HI-Is are able to provide 7 to 10 persons, 20 percent for below 2 persons per night and another 6 percent HHs are able to serve more than 10 persons visitors per night. We can find out by above data, home stay facility in Jamunkhadi region has in satisfactory condition. In present time at Jamunkhadi region home stay (paying guest) service play a complementary role of hotels and lodges.

Capacity of Sample Households for Home stay

Figure-13
Capacity of Sample Households for Home stay



4.5.14 Perception towards the Future Pattern of Tourism Development in Jamunkhadi Region According to Local Residents

The role of local residents is major things to operate tourism in sustainable way. They are the protector as well as destroyer of tourism products. So, the role of local residents is very important in development of tourism at any destinations. During the field survey when asked to local residents about the prospect of tourism in Jamunkhadi region 90 percent said excellent prospect while remaining 10 percent household respondents said good. More than 90 percent respondents see excellent prospect of domestic tourism in and around the Jamunkhadi region. In the study area all of the respondents favored the future pattern of tourism development should be reined towards the betterment of the all irrespective of caste, creed and class having emphasis upon the poor and lower class community.

All respondents also agree with the income generated from tourism should be distributed equally and justifiable in order to avoid the future conflict among different stratum of local society. In the study period it was asked to the local residents about the participation in tourism related activities, and then they are willing to take part actively in any tourism development activities. This response is good sign for the future tourism development in that area.

On the basis of primary sources of information, the researcher has analyzed the data in which objectives of the study are through to be fulfilled. In respect to the knowledge about tourism sector in Jamunkhadi, local

people need a variety of awareness program. According to respondents of the study the future of Jamunkhadi in tourism industry is the best, however lack of non- ill policy of local as well as national government and low level of infrastructure Jamunkhadi is found in shadow still now even through it has unique natural beauty mixing with rich biodiversity and high hills.

4.6 Assessment of Tourism Products in Jamunkahdi Area

Jhapa district itself is established as tourist destination of Nepal. Natural gifts are the attraction rather than the manmade attraction in Jhapa. There are lots of potentialities for the development of tourism in Jhapa. Domukha , Satasidham, Arjundhara, Sukhani, Kichakabad, Barne tea garden, Mechi river, eastern boarder of Nepal, Jamunkhadi and its surrounding areas, are major tourist destination areas in Jhapa. Among them Jamunkhadi area is also major tourist destination area. It is hidden treasure tourism area. This area is not focused by tourism Development center of Jhapa area is in the shadow though it has the possibility of tourism and because of the lack of information and advertisement by concerned local people. So, the concerned offices or Boards and stakeholders must pay attention to develop this place as tourism area. This Jamunkhadi area is not shown in the tourist map by the concerned offices of Jhapa. So, after the study of Jamunkhadi region, this area will be observed as one of major tourism areas of Jhapa- district.

Having some natural beauties in Domukha and Satashi Dham Jhapa has not considered of probabilities of community forest, the problems of wet land the protection of wild animals and beauties of tourist places. And it has

not thought of religious importance of pilgrimages like Satasidham, Domukha and Arjundhara. As much the tea estates of Jhapa has pleased those who are entirely fallen in the feelings, Jamunkhadi in Surunga the probabilities of rock climbing for those who want to pass their adventures life. Jamunkhadi area of surunga VDC of jhapa has it's own identification and it has a lot of tourist destination places. This chapter explains the major existing tourist destination places, Av A tourism products and some tourism associated problems of Jamunkhadi area.

4.6.1 Existing Major Tourism Porducts of Jamunkhadi area

Jamunkhdai area has various tourists' attraction products. In the present study the researcher found the following tourism products in and around the Jamunkhadi area.

4.6.2 Mixed Village on the Lap of Jamunkhadi area

The rays of sunshine in the morning start kissing the Jamunkhadi and its around. On the lap of Jamunkhadi there is a beautiful village named Jamunbari in Surunga VDC where the mixed community lives who are famous in growing rice potatoes and unseasonable vegetables. This mixed village looks very much beautiful and attractive which is situated on the lap of Jamunkhadi surrounded by a big jungle of Jamunbari community forest near Surunga bazaar.

4.6.3 Jamun Pokhari

Situated on the lap of Jamun Khadi there is a beautiful village. After walking for a while from village, we find meadow of Jamun Pokhari. In this meadow of Jamun Pokhari, the boys play football. It is Jamun Pokhari, only by name. Before 2065 B.S it was a small pond. It takes half an hour to around from this beautiful meadow. From here here we can have charming scene of hilli area of Ilam around the top of Jamun Khadi especially Chaitra and Baishakh.

4.6.4 Jamun Khadi

The great holy around the picnic sport in which one side is covered with the damp is Jamun Khadi. In the eastern background, sal trees seem to be reaching sky and from higher place. And Chure Pahad and Mahabharat Pahad seem to be smiling. in the far Northern horizon. All Around this Jamun Khadi, there is the domination and empiricism of natural beauties and charms. Jamun Khadi has the natural beauties that are full of perfectness and comprehensiveness. It is the colourful creation of nature.

4.6.5 Sightseeing

Sightseeing is one of the major tourism products in this area. From the top of the Jamun Khadi and surrounding areas, we can see the green forest of Ilam Mahabharat and Chure Pahad and their well managed settlement pattern. From Ramitee Danda we can see many Beautiful places of India Ilam and Jhapa.

4.6.6 Ramete Danda

It is just near Jamunkhadi area. This Danda is famous sightseeing of whole Surunga, VDC. From Ramete Danda, it can be seen that Satasi Dham Jamunkhadi area many places of Terai etc. Jamunbari and surrounding community forest's landscape can be viewed better from this place.

4.6.7 Jamunbari community forest

There is Jamunbari community forest on the lap of Jamunkhadi. Evergreen pine trees sal, sisau, masala, tick, rubber, khayer, are well forested around the Jamunkhadi. It is occupied in about 401.25 hektar area. There are found rare vegetations which are only found in the hilli region. The tourists are hurriedly engaged in picnic and taking photo around Jamunkhadi community forest. In this forest here are found Pithone, leopard, tiger, vulture, peacock etc. Huge Apes and monkeys are also found here. So this forest is very attractive and pleasant for every visitor.

4.6.8 Various agricultural Farming

Really jhapa district has got more vegetations round the year in comparison to other district. Intensive farming system and the cultivation of different cash crops has set this district as a model agricultural district of the nation. This type of farming system is quite popular in jamunkhadi area as well. In this region mainly farmers cultivate tea, cardamom, sugar can, potato, and other seasonal vegetables. Large numbers of farm tourists as well as other types of visitors visit this area every year. Thus, the prospect of agro tourism in this area is very high.

4.7 Potential Tourism Products in Jamunkhadi Region

Besides these major existing tourism products some potential tourism products in and around Jamunkhadi region are described in the following topics.

4.7.1 Research center for Agriculture Farming.

In this area, farmers cultivate different cash crops like tea, sugercan, potato, seasonal vegetables etc. Tea cultivation has been rapidly expanding in this area since 10 year ago. Farmers in this area produce milk by livestock farming. This area is suitable for research center about tea cultivation, processing and its various impacts. Now there are one milk cold store centers, which is in surunga Bazaar. People of this area carry their milk to these center and they get more income. So, this area is also suitable for research center about milk and its various impacts. So, it is projection that jamunkhadi area might be one of the research areas for researcher and it has a huge prospect of agro- tourism in near future.

4.7.2 Picnic sports

This area has not been developed as a picnic sport like domukha and satasi dham. However, it has a huge potentiality to develop picnic sport which could attract many Nepali tourists. If water supply is provided in around jamunkhadi, this area could be made fine picnic sports. On the occasion of New year, and mansir to falgun every new married couples and lovers will enjoy visiting this area every year.

4.7.3 Panchai Baja

It is a mixture of five different musical instruments (Baja). The Damai play Panchai Baja in group during special occasions like wedding which is a feature of rural area. In jamunkhadi region Damai are seen to be playing Panchai Baja during festivals like Dashain and Tihar too. So this folk culture of Damai (Panchai Baja) might be one of the tourism products in future. But it is necessary to protect these kinds of folk culture.

4.7.4 Camping site

It has a huge possibility to make camping site. On the top of the jamunabari and surrounding areas are the possible sites for camping. Many tourists can visit for this purpose if the camping facility will be provided with basic services like security, water and sanitation. However, to develop this place as a camping site security must be needed for the first time.

4.7.5 Culture and traditions

The inhabitants of Surunga VDC are of different tribes and cultlires. Rai, Damai, kami, Magar, limbu, rtc are the ethnic tribal inhabitants in this area. Besides these, chhetri are in majority. The culture and tradition of these tribes could be another attraction to the visitors while visiting in this area. Rai culture and their tradition in jamunkhadi area is one example which could attract the many visitors in future. Some of the festivals celebrating here are Chandi Naach, Sakela Naach etc.

4.7.6 Flora and Fauna

This area is rich in various flora and fauna diversity that may be the potential tourism product in future. Different types of flora species including medicine plants like Harro, Barro, Aamala, etc are found in this locality. . This area is also rich in fauna diversity. Various types of domestic as well as wild fauna are inhabitants in this region. Bear, pithone, deer ape, monkey, leopard, and brown fish, owl etc found in Jamunkhadi. These different flora and fauna diversity could attract the tourists while visiting Jamunkhadi.

4.7.7 Village walking

Another prospect of tourism in Jamunkhadi region is village walking. All wards of Surunga VDC are inter-linked with Black road and dust motorable roads. Every visitor can feel the charm of hiking together on village walke xperiencing the ethnic culture, scenic beauty and fresh air. So, the village walking can be one of the additional tourist attractions in Jamunkhadi region and it can attract many domestic as well as foreign tourists in near future.

4.7.8 Handicraft and souvenir Goods

The possibility of handicraft and souvenir goods production and selling them in Jamunkhadi region is very high. It may be one of the tourist's attraction products and could attract different types of tourists. Tourists are willing to take or purchase some special souvenir goods in a particular visiting area. In Jamunkhadi area region no such kinds of goods are found in present time. If these

Goods are produced in this area, it can capture a huge market. And it can also be helpful for generating employment opportunities in village area.

4.8 Problems of Tourism Development in Jamunkhadi area

We have seen that there are sufficient natural, manmade and cultural products for the development of tourism in Jamunkhadi area. But, there are so many bottlenecks to attract tourists. In this context, the major problems associate with the tourism in Jamunkhadi area. as shown by present study is given below.

4.8.1 Communication

Communication is the backbone for tourism development in any destination. Today is the da,y when communication can pass the message around the world within a minute. In this area at the present time no any communication problem. There is a NCELL Tower near Surunga bazar and NTC Tower at near Jamunkhadi. So, communication service is available all kinds of mobiles. At the field visit time all the respondents whether they are the tourists, Hotels or local people said, "the communication facility in jamunkhadi region is not so good." If there is one SKY telephone tower at any place of Jamunkhadi region, the communication will become good.

4.8.2 Health

Although, Jamunkhadi region, there are two health post and three private medical clinics. But it is not sufficient and well equipped in times of emergency and even for the general health services. It is causing great deal of difficulty to the locals as well as tourists visiting Jamunkhadi area.

4.8.3 Clean Drinking Water problem

In the Jamunkhadi regions some places water is available by tube well. But Clean Water supply is not enough all around the Jamunkhadi region. In Jamunkahdi there is scarcity of clean water though there is no water problem on the area of Jamunkhadi. Here in this Jamunkhadi area there is no, clean drinking water and sanitation project for providing drinking water facilities. So that drinking water supply is one problem for tourism development in this study area.

4.8.4 Security

Security is one of the main components for sustainable development of tourism. In present situation all Nepalese have been facing security problem. People can not be felt peace for visiting anywhere. They need security service but many rural areas including the study area have no any means of security services. There is one police office in Surunga bazaar, but that is not sufficient to provide security to the tourists as well as locals. They have fear to go to the village area. The security for tourists has not been granted. While visiting, any thing can happen to them and they afraid to go to destination places. Due to poor condition of security tourist's duration of stay is decreasing which hampers the daily economy of local people. To promote this area as model village tourism, at least minimum security has to be provided to the tourists as well as local residents.

4.8.5 Maintenance Problem

Infrastructure maintenance and preservation is not be founded in Jamunkhadi region. It is one major problem. There is not guesthouse and

view tower for living and sightseeing respectively in Jamunxhadi region. The concerned office of tourism and stakeholders as well as VDC is indifference About Jamunxhadi. So, the lack of care and maintenance of the tourism infrastructures are the greatest problem in Jamunxhadi. For the maintenance and management of infrastructure like guest house and view tower etc people's awareness about tourism and their active participation are needed.

4.8.6 Lack of Recreational Facilities.

Growth of tourism largely depends on the development of recreational facilities, tourist's inflows are very high and tourists want to stay longer and spend much of their time and money to those places. Recreational facilities include swimming pools, sport center, museum, cultural center, parks, nightclubs, casino and etc. None of these facilities are available in Jamunxhadi area except one monastery.

4.8.7 Lack of trained/ skilled manpower

Trained and skilled manpower plays an important role in the development of tourism in any destination place. But here in this area there is no trained and skilled manpower. So the people of this area must be trained for tourism, trained and professional guides who can explain in detail about Jamunxhadi region and its tourism products. So, for the promotion of tourism at Jamunxhadi region trained and skillful manpower is needed.

4.8.8 Lack of Integrated Approach

Jamunkhadi area is famous place for picknic, boating, scenic beauty, views of zoo, hills community forest and others. Similarly, neighboring area Satasi dham, Domukha are also popular destination places in Jhapa. But these areas are isolated from each other in terms of tourism. And their inter-linkage is totally deficiency. So that it is difficult to develop these places as major tourism destinations. Therefore, to develop these adjoining destinations strong, inter-linkage between these place and integrated tourism development approach is needed.

4.8.9 Lack of Tourist Information Centre

Tourists need information about the place where they are visiting. One tourism information center in Jahpa district has established. But this office can not work effectively. And also can not identify many tourism destination places. So, it is difficult for tourist to know the destinations and its available facilities. From the information center tourist can get the detail information about their destination that helps them to make their visit easier and safety. To develop Jamunkhadi region and other destination of Jhapa for tourism development, tourism information centre must be active for identifying the many tourism destination places of Jhapa like Jamunkhadi region.

4.8.10 Lack of Information to the Local people

Among the local people, Information about tourism is very important in any destination place. But in the present study area information to the local people about tourism is seemed to be very low. Most of them don't know that they will be benefited from tourism activities. So, tourism

information and awareness program must be launched in these areas which encourage the locals to obtain maximum benefits from tourism related activities.

4.8.11 Lack of Tourism plan

Tourism plan is crucial for the development of tourism and sustainable use of its products. Jamunxhadi is facing lack of sustainable tourism plan. In the study area any kinds of tourism plan has not been implemented. Thus, NTB, M_oCTCA, DDC, VDC and other related office's body's help and guidance must be needed to prepare tourism plan for the sustainable development of tourism in and around the Jamunxhadi region.

4.8.12 Lack of Transportation

In fact, transportation is most important factor to develop the tourism industry in any destination. At present transportation facilities in study area is not developed. When tourist arrives at Birtamod or Damak or Surunga he/dhe face some transportation problem to reach Surunga to Jamunxhadi area because of gravel road. He/she has to walk for visiting in and around Jamunxhadi region has Air transport services. . The nearby Airport is in Chandragadi Jhapa that is far from here. So, the main problem of tourism development in Jamunxhadi region seems to be little transportation problem. But this facility is enough then mountain hill area.

4.8.13 Lack of Accommodation

Accommodation facilities constitute a vital and fundamental part of tourist supply. Accommodation facilities are not in good condition in this

area. It does not have enough accommodation services except some hotels with poor facility. There are no standard hotels, restaurants and guest house facilities. The present available number of beds and rooms are not sufficient to serve the visitors. Although, the local community has certain receptions system to the tourists in an affordable rate as paying guest (home stay tourists). Accommodation services are the major problem in this area to develop tourism. Facilities in existing hotels must be upgraded and other accommodation facilities must be added to fulfill the present demands and faster development of tourism in and around the Jamunkhadi area.

4.8.14 Lack of Basic Infrastructure Facilities

Basic infrastructure facilities are essential to develop tourism in sustainable way. Lack of such, facilities like Bank, Market, Sanitation (public file), street lighting etc. become obstacle for tourism industry to run smoothly.

4.8.15 Lack of Advertisement and publicity

For the development of tourism advertisement and publicity, play a vital role. These are only means to attract tourists and spread the information over the world. So, promoting of tourism depends on the advertisement and information to the visitors.

Different means of advertisement and publicity like audio-visual media, brochure and publication can be used for promotion in kubheer region. NTB, M₀CTCA, DDC, VDC and other Medias can play an important role for tourism promotion in this area.

4.8.16 Political situation

Though, tourism is very sensitive sector and highly volatile business, which is nowadays effected heavily by political unrest in the country.

Present unstable political situation is also one of the problems (obstacle) for tourism development in this area. So at the preset situation, tourism enterprises, travel agencies and other related bodies are not interested to invest.

Therefore, tourism promotional activities can not smoothly operating due to the political causes.

CHAPTER – V

SUMMARY, CONCLUSIONS AND RECOMMENDATION

5.1 Summary

Tourism industry, being a comparative advantage industry of Nepal, has important role in Nepalese economy. Development of tourism sector has contributed to increase employment, income generation and to improve the balance of payment of the country. Nepal has become the attractive destination for tourists from all over the world. Natural beauty, cultural heritage, Mount Everest (crown of the world). Snow Peak Mountains, birth place of Lord Buddha (apostle of peace), number of lakes, number of rivers, number of streams etc. are the attractive things for tourism in Nepal.

Tourism is important not only from the point of view earning foreign exchange but it also enhances scope for various industrial branches, like hotel, motel and other types of accommodation, restaurants and other food services, ,amusement and other leisure activities, gifts and large number of other enterprises such as fruit production and processing etc.

In some of potential areas, tourism can be the leading sector to activate the community level economy. It is a high level production sector in which low investment produces massive gains. Tourism is the second most important, source of foreign exchange for Nepal after agriculture and it will remain central to the economic sustainability and protection of biodiversity. It is found that travelling and tourism is the largest industry in the world in terms of employment.

Jhapa is one of the major tourism destinations of the Mechi zone accounted as the "queen of Tarai". It has a great potentiality of tourism development mixing with local cultures, natural scenes, sunrise etc.

In case of Jamunkhadi, tourism plays a major role to generate local income creating various opportunities of employment and agricultural diversification. It is found that local as well as national government should revisit the programs, planning's and activities used in this sectors.

Tourism is the faster growing and smokeless industry in the world. Among different sectors of tourism, village tourism a newly emerging concept has been placing its own unique and special characteristic for the development of rural areas. Jamunkhadi region has sufficient potentiality to develop tourism. It has various tourism products like scenic beauty (sight seeing), Zoo observation, Boating, Remete Danda, picnic sports, Jamun Pokhari, vegetation, observation of indigenous species limbus culture and so on. The present study was carried out in Jamunkhadi region with a view to find out the prospects and present situation of tourism in that area.

- The major findings of this study (research) are summarized as follow; The geographical setting of the study area is found to be diverse including terraces, slopes and flats. The climatic condition of this region is alpine which is chilly in winter season.
- Ethnic and cultural diversity is the main feature of this region. Historical tribes Rai and Limbu cultural and traditional practices are unique. The majority inhabitants of the local area are settled ethnic groups.

- Literacy level of study area is found to be high both in male (94.46%) and female (85.86%) among the total population of VDC (source: VDC profile, 2068)
- The existing tourism assets Views of wetland, Jamun lake, peace forest, picnic sports its Surrounding Community forest and pasture land, Sight seeing, boating, mini zoo, observation of endangered animals like pithone, bear, dear, leopard, tiger, brown fish, owl, porcupine, vulture, peacock stork, Guinea pig, Rabbit, wild cat, flora and fauna Cultural diversity etc. are main tourism products of Jamunkhadi area.
- The major problems associated with tourism development in the study area are lack of communication services, security, recreational facilities, trained manpower, integrated tourism development approach, advertisement and publicity, transportation, sufficient accommodation facilities (hotels and lodges), sustainable tourism plan etc.
- Accommodation facilities are found to be insufficient to serve the visiting tourism demand.
- Local hotels with poor facilities are available area.
- Investment patterns in hotels are found to be different from each other and their annual income variation seems to be smaller in amount. It may be the little flow of visitors in this region.
- Tourist duration of stay at hotels in 2012-2013 seems to be very short with comparison to national length of stay 73.07% tourism are stayed only one day / night at hotels in 2013.

- The Hotels are mainly benefited from domestic tourists, who are the majority visitors in number. No any handicraft items are available in this area.
- Tourists from different countries are found to visit Jamunkhadi region but the share of domestic tourists is dominant one (70%)
- According to the field survey, 60% tourists remain in the age group of 16 to 30 years. The total female tourists' numbers are 6 whereas male are 14 that is 40% higher than female tourists.
- Most of the tourists visited to the study area are found to be service holders (30%) followed by Teachers (20%), students (15%), journalists(20%), Businessman (5%) and others (10%).
- The study found the main traveling route of visitors is Dhappartear to jamunkhadi 60% visitors used this road while they visit jamunkhadi region.
- Tourists' purpose of visit in study area is found mainly for sightseeing (40%), followed by sunrise, views (10%), rock climbing (30%), picnic (15%) and research (5%).
- The length of stay of the tourists is found to be very short because no tourists are stayed there for more than 1 days/nights and the expenditure pattern of tourists are also negligible. It may be the cause of the lack of sufficient tourism infrastructure.
- Out of 20 sampled tourists 70 percent respondents tourists are satisfied with the tourism products of jamunkhadi region.
- The perception of tourists towards the future pattern of tourism development in jamunkhadi region is very domestic and they see the good prospect of tourism development in near future.

- Out of 50 sample households 29% are Janajaties, followed by other ethnic groups.
- The majority of the local population is engaged in agriculture i.e. 70 percent of the total respondents. It clears that the study area is an agricultural zone.
- Agriculture is the main occupation of the sampled population, whereas 35 persons out of 50 are engaged in this sector as a main occupation.
- Educational status of sampled population is found to be satisfactory where only a respondent is illiterate and other 49 respondents literate or higher are educated.
- According to local residents the prime attraction of jamunkhadi region are scenic beauty (sight seeing), boating, View of mini zoo, Jamun pokhari, Ramite Danda, Children park, , hospitable behavior of local people etc.
- It was found that, there is not sufficient tourism infrastructure i.e. transportation, drinking water, electricity, health centers, parks, view tower etc.
- There is no wide publicity to this area from local, district and national level. It is because of the negligence of the local governments and geographical structures.
- In respect to hotels, there are few hotels based on tourists with poor facilities.
- Jamunkhadi is also renowned for herbal products, rich biodiversity and local indigenous knowledge. However in the lack of well planning and policy these characters are not in worth.

- Sight seen is one of the major aspects of ecotourism. Jamunkhadi also provides this flavor by the three routes they are; one is from Surunga Bridge to Jamunkhadi and the next one is Juke calvert to Jamunkhadi also promoted as an ecotourism destination in the eastern part.
- The surrounding people of the Jamunkhadi area rear milk, meat and Vegeables on it.
- Janury to December in all season it is possible to travel in this area.
- The level of awareness in local people is very low. They are not informed about the tourism activities of this area. On the question of researcher on 'Do you know about tourism?' a respondent replied that he had listened first time this term.
- Tourism awareness among locals is found to be moderate but at the interview of time all of the sample populations were willing to take part actively in tourism related activities. However, people are conscious to conserve the existing tourism products in and around the Jamunkhadi region.
- The survey found the home stay perception among the respondents was very positive and all of them are reading to provide home stay service to the visitors. Out of 50 sample households 50% are capable to serve 3 to 6 person per night.
- Local people, tourists and Hotels seem to be very optimistic towards the development of tourism in near future. Local people's perception towards the futuristic pattern of tourism development in jamunkhadi region should be oriented towards the betterment of the all irrespective of castes, creeds and class having emphasis upon the poor and lower class community.

5.2 Conclusions

From the above findings of the study, it is concluded that jamunkhadi region has huge potentialities to develop tourism in near future. It has unique products like Ramitte danda jamun Lake, Boating, Sight seeing, Rubber production, community forest, small monastery which are not found in other places. Hospitable behavior of locals, viewing of majestic Himalayas, Children park, sightseeing, Herbal production, commercial cash crops farming, herbal products, inhabitants of flora and fauna are the additional feature of this area. Observation or mini zoo and picnic spot and different cultural assets could be potential tourism products in this region which can attract the domestic as well as foreign tourists in future.

However, it has no basic infrastructure facilities that are essential for tourism development. Lack of communication, security, transportation, sufficient accommodations are the main problems associate in the study area to drive the tourism in a sustainable way to develop jamunkhadi region as model village tourism, first of all security should be provided and basic infrastructure facilities must be established and up graded the present infrastructures in integrated package. Thus we can say that jamunkhadi region has wide and bright respect of tourism which shall be actualized to increase the income level of the locals. And it can be one of the means to alleviate the rural poverty as well.

After analyzing the facts and figures obtained from the field study, some important findings and conclusion are made. Those findings and conclusion reflect some issues that are to judge and consider.

5.3 Recommendations

On the basis of findings, the following recommendations are made to enrich the village tourism in jamunkhadi region.

- Basic tourism infrastructures, road accommodations, drinking water supply, electricity, information centre etc are very essential for tourism development.
- Accommodation facilities should be up graded in existing hotels and other hotels and fodge services should be extended in and around the jamunkhadi region.
- In present home stay households facilities seem to be low quality (poor). So, accommodated to tourists facilities should be made available and upgraded the existing facilities in these households.
- To promote tourism, the development of infrastructures is necessary. So, integrated package infrastructure facilities should be established or upgraded as soon as possible.
- To fulfill the gap of services home stay, paying guest and hotels should be established on the way side.
- Majority of the inhabitants of local people settle by ethnic groups. Their culture should be conserved and promoted tourism in this area.
- In modern world information technology governs the society. So, publicity of that place as a famous tourist destination should be initiated at local,national and international level.
- Jamunkhadi is one of the destinations of eco - tourists, so government should be declared this area as conservation area. It is because also the world's endangered animal's pithon settles here. And Jamunkhadi is

- also renowned for herbal products, rich biodiversity and rich in flora and fauna diversity.
- Public property must be protected and conserved the tourism products around jamunkhadi region.
 - Tourists destinations like jamunkhadi, Domukha Satasi Dham, Arjundhara Dhanuskoti Dham should be developed in integrated package and established their strong linkage that helps to promote Tourism in these areas.
 - Local culture and traditional practices must be preserved.
 - Tourism awareness seems to be moderate among local people. So, the awareness building programs should organize to make them aware and conscious about tourism and its product.
 - The local level manpower should be trained so that they can provide services to the tourists.
 - It is found that the activities of tourism becomes seasonal there, so all sectors should be developed this area as the destination of 'land of all seasons'.
 - Length of stay of tourists is very low so stakeholders should be encouraged to the tourists for long time stay. For this a package program and other related programs should be conducted at local level.
 - Jamunkhadi is the suitable and proper place for rock climbing and paragliding. So, for developing it, tourist information centre, NTB, VDC, DDC, and stakeholders should make an attempt program.
 - Most of the tourists visit in this area is domestic. It is due to the ease of tourists. So to attract international tourists VDC, DDC, NTB, and MoCTCA should make an attempt to lure the tourists.

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Electronic Resources

www.tourism.gov.np.

<http://www.visit-nepal.com/villagetour.htm>

www.google.com

Appendix -A

Questionnaire for Tourists

Personal information

Name.....	Sex.....	Age.....
Education.....	Profession.....	Country.....

B. Questionnaire

1. How do you feel in jamunkhadi area?
2. Is it first visit to jamunkhadi area?
a) Yes [] b) No []

If no, this is yourVisit, What difference did you observe?

- | | | |
|--|-----------------|-----|
| a) development | Socio- economic | [] |
| b) physical infrastructure development | | [] |
| c) Awareness increasement | | [] |
| d) Environment degradation | | [] |
| e) Socio-economic status decrease | | [] |
| 1. f Tourism product conservation | | [] |
| f) Above all | | [] |
| g) Others | | [] |

3. How many days will you stay in jamunkhadi area ?.....days.
4. How much rupees do you spend here? NRs
5. Why did you come here?
a) To look sunrise, sunset view []

- b) Sight seeing (scenic beauty) []
- c) Official works []
- d) Research []
- e) Others []

6. Which route of travel did you choose to come here?

- a) Via surunga Bridge [] b) Via joke culvert []
- c) via traking [] d) via any way []
- e) others

7. What type of food do you prefer?

- 1. Continental []
- 2. Indian []
- 3. Chinese []
- 4. Nepali []
- 5. Others.....

8. If you are a frequent visitor. Which is the best season to visit jamunkhadi area?

- a. Spring []
- b. Autumn []
- c. Summer []
- d. Winter []

Why.....

9. How do you evaluate the existence infrastructure facilities in this area?
Please write the number in the box. Excellent =1, Good =2, I don't know=3,
Bad=4, very bad=5

- a. Transportation (road condition) []
- b. Communication []
- c. Electricity []
- d. Water supply []
- e. Conservation of assets []
- f. Security management []
- g. Hotel and lodge []
- h. Toilet facility []
- i. Health service []
- j. Cleanness of place []
- k. Services []
- l. Guest house []
- m. Local foot trails []
- n. Behavior of local people []
- o. Home stay []
- p. Local market shops []
- q. Tea stall []

10. Do you see future tourism prospect in jamunkhadi area?

- a) Excellent []
- c) I don't know []
- b) good []

11. How did you find the perception of tourist among the local people?

- a) Positive [] b) Negative [] c) Not any []

12. How do you rate the hospitality of

- a) Very good [] b) Good []
c) Average [] d) Not so good []

13. Will you visit

- a) Yes [] d) No []
c) I don't know []

14. If you revisit your total length of stay will be

- a) Extended [] b) Decrease []
c) Constant [] d) Unsure []

15. Will you refer to visit jamunkhadi to your acquaintances or others?

- a) Yes [] b) No []

16. Are you satisfied with service of guest room?

- a) yes [] b) No []

17. Have you ever seen such type of unique village anywhere?

- a) Yes [] if yes mention (village)..... Country.....
b) No []

18. Are you satisfied by available services, facilities and other natural beauties?

- a) Yes [] b) No []

19. How are you feeling about the people and culture jamunkhadi area?

- a) Very good [] b) Good []
c) Average [] d) Not so good []
e) Bad [] f) others

20. Which is the most appreciate feature you have found in jamunkhadi area?

- a) Natural scenic beauty []
b) Accommodation facilities []
c) Homely environment []
d) Culture []
e) Commercial agriculture farming []
f) All of the above []
g) Goods []

21. How the tourism would be developed in jamunkhadi area? Please write the proper number as follows.

Absolute desire=1. Desired =2, Not desired =3

- a) To benefit rich and upper class only. []

- b) To benefit poor and lower class only. []
- c) To benefit all (irrespective of caste, creed and class) in a []
- d) Progressive and justifiable way having emphasis upon poor and lower class community. []
- e) To benefit only those who are competent efficient and professional. []
- f) To benefit only those who can invest. []

22. Would you like to give some suggestion and comments for the development of tourism in jamunkhadi area?

.....
.....

"Thank you for your help"

Date:.....

Sign.....

Appendix -B
Questionnaire for Hotels

A. Personal information

Name.....	Sex.....	Age.....
Education.....	Profession.....	Country.....

B. Questionnaire

2. When did you establish this hotel/lodge?

From.....

3. Why did you prefer this location?

- a) Attractive place for tourist. []
- b) For further place []
- c) Other []

4. Is your business in profit at present?

- a) Yes []
- b) No []

5. If yes, how much do you get profit in this time?

About Rs.....

6. Does the hotel belongs to you or rented?

- a) Rented []
- b) Own []

7. If it is own, how many tourist come here in annually?

About.....

8. Are you satisfied with your hotel business?

a) yes []

b) little []

c) No []

9. How many helpers have you kept in this hotel?

a) 1 to 4 persons []

b) 4 to 8 persons []

c) Above 10 persons []

10. Do you agree about potentialities for tourist in this area?

a) Yes []

b) No []

11. How did you establish hotel in beginning?

a) From financial officers []

b) Own investigation []

c) Individual loan []

d) Other.....

12. Have you invested for hotel?

Total Rs.....

13. How much income do you have from hotel?

a) Annual Rs []

b) Daily Rs []

c) Monthly Rs []

14. What is your motto about the present situation of hotel in this area?

15. What are the facilities in your hotel?

.....

16. Do you give services for food and lodge both?

a) Only food []

b) Both []

c) Only []

17. How many rooms and beds are in your hotel?

a) single []

b) double []

c) common []

Total room..... Total bed.....

17. What is the fee of lodge and food?

Room Single Rs..... per night

Double Rs..... pre night

Common..... Rs per night

Food Breakfast Rs.....

Lunch Rs.....

Dinner Rs.....

18. What type of food can you provide?

- a) Nepali []
- b) Indian []
- c) Chinese []
- d) Continental []
- e) Above all []
- f) Other []

19. What is your income daily?

Rs..... per day

20. From which country the tourists are used to be come?

- a) Nepal []
- b) Indian []
- c) Chinese []
- d) Continental []
- e) Above all []
- f) other

21. How long tourists are used to stay in your hotel?

- a) some hour []
- b) 3 to 5 days []

c) 1 to 3 days []

d) above 5 days []

22. From what types of tourist would you taking more benefit?

a) Nepali []

b) Indian []

c) Western countries []

d) Other []

23. Which is the peak season to come to the tourist in this area?

.....

24. Does the local production goods sale or not?

(a) Yes [] (i) Handicrafts item []

(ii) Green tea []

(iii) Milk production []

(iv) Other []

25. What have you seen the possibility of tourism in near future in this area'?

a) Excellent []

b) Bad []

c) Good []

d) I don't know []

26. Have you ever seen the possibility of domestic tourism?

a) Yes []

b) I don't know []

c) No []

27. If yes, Have you done anything to advertise for the domestic tourism products?

.....

28. How many tourists were stayed in your hotel?

(in 2010 January to December)

.....

29. Where do you fill up your needs from?

a) Local market/shop []

b) Others []

30. What type of goods do you purchase in local area level?

.....

31. What effort have you done to improve the life standard or employee in your hotel business?

a) Increase in salary []

b) loan facility []

c) medicine facility []

d) No []

32. What would you like the help of Nepal Tourism Board.

.....

33. Does the tourism industry affect our culture and tradition?

a) Yes []

b) No []

34. What are the favorite tourism attraction, services, activities in this area?

.....

35. What types of suggestion are used to be given by tourists to develop the tourism?

.....

36. How is the efforts of stakeholders for tourism development?

.....

37. To uplift the tourism industry, which factor plays important role?

a) Government sector []

b) both of then []

c) private sector []

38. At last, would you give some suggestion and comment for the development of tourism in

.....

Thank you for your help

Date.....

sign.....

Appendix- c

Questionnaire for Local Residence

A. Personal information

Name.....	Sex.....	Age.....
Education.....	Profession.....	Country.....

B. Questionnaire

1. Which occupation would you follow for livelihood?

- a.
 - I) main occupation
 - II) sub-occupation
- b. Business
 - I) main occupation
 - II) sub-occupation
- c. Services
 - a. would you service in local area?
 - i. Yes
 - ii. No
 - b. would you service out of village? yes No
- d. Would you labour?
 - I) Yes
 - II) No

e. Other []

2. How much money would you spend annually? Would you tell me please?

area of expenditure	Annual expenditure
a) Food	Rs.....
b) Health Clinical	Rs.....
c) Festival	Rs.....
d) Education	Rs.....
e) Tour	Rs.....
f) Entertainment	Rs.....
g) Other	Rs.....

3. How much is your annual income?

a) Agriculture	Annual income
Food	Rs.....
Livestock farming	Rs.....
Others	Rs.....
b) Business	Rs.....
c) Services	Rs.....
d) Laboriousness	Rs.....
e) Other	Rs.....

4. Would you know about tourism?

a) Yes []

b) No []

5. Are tourists used to coming to visit this place?

a) Yes []

b) No []

6. If tourists come which season will they come?

.....

7. What are the main source of tourist attraction? please give marks in brackets such as excellent =1, Good=2, Bad=3.

a) View of endangered species []

b) A charming natural observation []

c) Cultural objectives []

d) Warm welcome and hospitality []

e) Picnic sport []

f) Boating []

g) Handicrafts items []

h) Religious attractions []

8. What are the main tourism attractions, activities-or services in this area?

9. From which Country, tourists come to visit in this area?

a) Indian []

b) Western countries []

c) above all []

d) Other []

10. What are the Possibility of domestic tourism in this area?

- a) Good []
- b) Bad []
- c) Normal []
- d) I don't know []

11. What is the expected number of tourist to come in this place annually?

- a) Domestic []
- b) International []

12. Could you provide the food and shelter for type tourist having with money?

- a) Yes []
- b) No []

13. If you can, how much money in a day?

.....

14. How many houses are able to keep as paying guest in this village?

The number of house.....

15. What is your assumption about Tourism?

- a) Positive []
- b) Negative []
- c) I don't know []

16. What would you get the people awareness to the local people over tourists?

- a) High []
- b) Low []
- c) Medium []
- d) I don't know []

17. What are the possibilities of employment economically with tourism?

- a) Hotel lodge, Restaurant []
- b) Tourist guide []
- c) Local production []
- d) The good for Handicrafts []
- e) Business []
- f) Transportation []
- g) Other []

18. What can be the number of population to gain development? Merit from the tourism

- a) about 50 []
- b) 50 to 150 []
- c) 150 to 250 []
- d) about 250 []

19. What are the facilities in your name?

- a) Electricity []
- b) Telephone []
- c) T.V Radio []

- d) Means of transportation []
- e) Toilet/Bathroom []
- f) The goods of entertainment []
- g) The well management of lodge and food []

20. What types of services would you provide to the tourists?

- a) Fruit and vegetable []
- b) Handicrafts items []
- c) Food and shelter []

21. What are the infrastructures in this area in the given blew? [Given marks excellent =1 Good =2 Bad =3, worse =4, I don't know =5]

- 3. Local market /shops []
- 4. Hotel /Lodge []
- 5. Communication service []
- 6. health service []
- e) Security management []
- h) Transportation []
- f) Gust house []
- g) Public toilet []
- h) Double linguistic/Tourist guide []
- i) Drinking water supply []
- j) The goods of L entertainment []
- k) Home stay []

l) [Electricity service []

m) Private toilet []

n) Cleanness of places []

22. What are then lacks of tourism development in this area?

.....

23. What does the tourism business impact at ecological, social, cultural, Physical and political scenario?

a) Good []

b) Bad []

c) Bad []

d) I don't know []

24. Is it necessary of active tourism committee for sustainable tourism development in this area?

a) Yes []

b) No []

c) I don't know []

25. How is the possibility of tourism development in this area?

a) Good []

b) Normal []

c) Bad []

d) I don't know []

26. In your views, is tourism be an alternative occupation?

a) Yes []

b) No []

c) I don't know []

27. To development the tourism which offices are concerned in this area and what are their main function?

.....

28. What efforts are managed in this area by NTB, M_oCTCA\, Tourism information center and the concerned officer? What kinds of help do you want in near future?

.....

29. Would you active participate in Various tourism activities by helping tourist?

a) Yes []

b) No []

30. Would you participate any programs meeting, training, Visiting etc for tourism Development?

a) Yes [](i) If yes, Where

Duration.....

Subject matter.....

b) No []

31. What would you want for sustainable village tourism development in near future?

.....

32. In your view, what are the problems of tourism development in this area?

.....

33. Would you like to give some suggestion and comment for the development of tourism in jamunkhadi area?

.....

Thank you for your help

Date.....

sign.....



Monkey



Python



Peacock



Parrot

