

**PROBLEMS AND PROSPECTS OF TOURISM IN
JIRI OF DOLAKHA DISTRICT**

A Thesis

**Submitted to the Central Department of Economics,
Tribhuvan University, Kirtipur, Kathmandu,
in Partial Fulfillment of the Requirements
FOR THE DEGREE OF MASTER OF ARTS**

**In
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LETTER OF RECOMMENDATION

This thesis entitled **PROBLEMS AND PROSPECTS OF TOURISM IN JIRI VDC OF DOLAKHA DISTRICT** has been prepared by Bigyan Sharma Luitel under my supervision and guidance. I hereby recommended this thesis for examination by the thesis committee as a partial fulfillment of the requirements for the degree of Master of Arts in Economics.

.....
Sanjay Bahadur Singh
(Thesis Supervisor)

Date: 10/03/2073 B.S.



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APPROVAL LETTER

This thesis entitled **PROBLEMS AND PROSPECTS OF TOURISM IN JIRI VDC OF DOLAKHA DISTRICT** submitted by Bigyan Sharma Luitel to the Central Department of Economics, Faculty of Humanities and Social Sciences, Tribhuvan University, Kirtipur has been accepted as a partial fulfillment of the requirements for the degree of Master of Arts in Economics.

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LIST OF TABLES

Table No.	Title	Page No.
4.1	: Population Distribution in Jiri VDC	27
4.2	: Population Distribution by Caste in Jiri VDC	28
4.3	: Population by Mother Tongue in Jiri VDC	30
4.4	: Electricity Power Condition	32
4.5	: Situation of Social Service Sector	32
5.1	: Public Views about Prospects of Tourism in Jiri VDC	44

LIST OF CHARTS

Chart No.	Title	Page No.
4.1	: Population Distribution in Jiri VDC	29
5.1	: Public Views about Prospects of Tourism in Jiri VDC	45

ACRONYMS

ASTA	- American Society of Travel Agency
CBS	- Central Bureau of Statistics
DDC	- District Development Committee
DDC	- Dairy Development Corporation
GDP	- Gross Domestic Product
IUOTO	- International Union of Official Travel Organization
JHSS	- Jiri Higher Secondary School
JTS	- Jiri Technical Institute
MOCTA	- Ministry of Culture, Tourism and Civil Aviation
MW	- Mega Watt
NGO	- Non Government Organization
NTC	- Nepal Telecom
PATA	- Pacific Area Travel Association
PPP	- Public Private Partnership
SAARC	- South Asian Association for Regional Co-operation
SATC	- South Asian Travel Commission
TDPN	- Tourism Development Program for Nepal
UNO	- United Nation Organization
VDC	- Village Development Committee
VIPs	- Very Important Persons

TABLE OF CONTENTS

Recommendation Letter	i
Approval Letter	ii
Acknowledgements	iii
Table of Contents	iv
List of Tables	viii
List of Charts	ix
Acronyms	x
CHAPTER - I: INTRODUCTION	16
1.1. Background of the Study	16
1.2. Statement of the Problem	17
1.3. Objectives of the Study	19
1.4. Significance of the Study	19
1.5. Limitations of the Study	19
1.6. Organization of the Study	20
CHAPTER - II: LITERATURE REVIEW	21
2.1 Concept of Tourism	21
2.2 Theoretical Review	22
2.2.1 Review of Tourism at International Context	22
2.2.2 Review of Tourism at National Context	23
2.3 Empirical Review	25
2.3.1 Review of Tourism at International Context	25
2.3.2 Review of Tourism at National Context	25

2.4	Historical Aspects of Tourism Development in Nepal.....	28
2.4.1	First Phase: Before Unification.....	28
2.4.2	Second Phase: After Unification.....	29
2.4.3	Third Phase: After Declaration of Democracy 1950	30
2.4.4	Fourth Phase: After Declaration of Multiparty System in 1990	31
2.4.5	Fifth Phase: Tourism During Conflict Period	32
2.4.6	Sixth Phase: Tourism After Peace Process.....	33
CHAPTER - III: RESEARCH METHODOLOGY		35
3.1	Research Design	35
3.2	Nature and Source of Data	35
3.3	Sampling Procedures and Data Collection Techniques.....	35
3.4	Techniques of Data Collection	35
	• Questionnaire Survey	35
	• Observation	36
	• Interview	36
3.5	Presentation and Analysis of Data.....	36
CHAPTER - IV: PHYSICAL AND CULTURAL FEATURES OF JIRI VDC		37
4.1	Introduction to the Study Area	37
	• Jiri-meaning	38
	• History of Jiri	38
	• Jirels.....	41
	• Naturally Jiri.....	41
	• Jiri as tourism spot.....	41
	• Jiri to be developed as ‘Green Tourism’ city.....	41
4.1.1	Demographic Situation of Jiri VDC.....	42
4.1.2	Population Distribution by Caste in Jiri VDC	43
4.1.3	Population by Mother Tongue in Jiri VDC	44
4.1.4	Condition of Basic Infrastructures	45
	• Transportation in Jiri	45
	• Hotels and Lodges:	45

•	Education in Jiri	46
•	Health status	46
•	Communication System in Jiri	46
•	Electricity Power Supply	46
4.1.5	Social and Cultural Diversities of the Jiri VDC.	48
•	Jirels and Its Culture	48
•	Sunuwar and Its Cultures	48
•	Lhochhar	49
•	Newari Cultural Program.....	49
4.2	Potential Tourism Destinations in Jiri VDC	49
4.2.1	Dungeshwor Mahadev.....	49
4.2.2	Rang Rangeswor	50
4.2.3	Jireswor Mahadev	50
4.2.4	Swiss Cow & Bangur Breeding Center.....	51
4.2.5	Yak Cheese Factory /Swiss Cheese Factory of Chordung.....	51
CHAPTER-V: PROBLEMS AND PROSPECTS OF TOURISM IN JIRI VDC		53
5.1	Problems of Tourism in Jiri VDC	53
5.1.1	Infrastructural Problems	53
•	Transportation	53
•	Accommodation	53
•	Communication	54
•	Health Service Sector	54
•	Electricity	54
•	Banking Facilities.....	54
5.1.2	Skilled Human Resources.....	54
5.1.3	Lack of Promotion and Marketing.....	55
5.1.4	Lack of Proper Co-ordination.....	55
5.1.5	Lack of Travel and Trekking Agencies.....	55
5.1.6	Information Center and the Advertisement	55
5.1.7	Political Disturbances.....	56

5.1.8	Market Limitation	56
5.1.9	Lack of People Awareness	56
5.1.10	Negligence of the Government	56
5.2	Prospects of Tourism in Jiri VDC	56
5.3	Other Potential Tourism Products	58
5.4	Public Views about Prospects of Tourism in Jiri VDC.....	59
5.5	Public Views about Problems of Tourism in Jiri VDC.....	60
CHAPTER-VI: SUMMARY OF FINDINGS, CONCLUSION AND		
RECOMMENDATIONS 61		
6.1	Summary of Findings.....	61
6.2	Conclusions	63
6.3	Recommendations.....	64
APPENDIX	66	
REFERENCES	68	

CHAPTER - I

INTRODUCTION

1.1. Background of the Study

Nepal is a least-developed country lying between two fast growing countries India and China. The main goal of the developing countries like Nepal is to attain high rate of economic growth, reduction of income inequality and poverty and improve the standard of living of people. In order to attain these goals, our country needs to promote tourism. Nepal has high potentiality of tourism development since it possesses the unique cultural and natural diversities.

Tourism has become a major sector to increase the employment opportunities. Tourism creates friendship and expands relationship among the nations throughout the globe. Tourism is a medium through which we can exchange and create understanding among the world (Upadhyay & Agrawal, 2006).

Tourism industry, being a comparatively advantageous industry of Nepal, has important role in country's development. Development of tourism sector contributes to increase employment and income generation. It has improved the balance of payment of the country. It is important not only from the point of view of earning foreign exchange but also scope for various industries like hotels and restaurants, amusement and other texture activities, gift shops and large number of other enterprises such as fruit production and processing etc. Nepal has limited possibilities of producing and exporting manufactured goods. In this particular context, tourism has great role because of its multifaceted effect on balance of payment situation, diversification of the economy, augmentation of revenues, and generation of employment opportunities directly and indirectly.

Having unique natural beauties and profound bio-diversities, Nepal has the great possibilities of becoming one of the finest tourists' destination places

among the world. World's famous and tallest snow-peaks belong to Nepal. Nepal has a comparatively small area of land but it holds large number of diversities in terms of nature and culture. Such a natural and cultural composition is rarely available on earth. In the south of the country, the low land Terai with tropical forest belt. This flat area shelters a wide variety of wild life including some of the rhinoceros, elephants, wild buffaloes, tiger and deer.

The foremost and eminent resources of adventure tourism in Nepal are snowy Himalayas. The Himalayas constitute one of the noble features of the Nepali landscape. Fast flowing rivers can be seen like a tangle of coils, pushing and foaming to create breath-taking fantasy. There are also many deep gorges cut by the tectonic snow-fed rivers that never fail to attract nature lovers. Gifted by Mother Nature with such spectacular and awe-inspiring scenic spots, Nepal obviously has big tourism potentiality (Parajuli, 2005).

Tourism is a major sector, which promises to bring even greater contribution to Nepal's economic development. To develop the tourism industry, it is essential to identify and protect those natural and cultural diversities and subsequently proceed with controlled and planned development of them. The local residents must be involved in the implementation of tourism development. Major attentions should be given to preservation, conservation and restoration of Nepal's unique combination of natural, social and cultural resources. Government and the stakeholders together need to make a plan to develop tourism industry, hence, to uplift the wide varieties of social, cultural and ecological resources resulting at greater balance and harmony of regional as well as national economic level.

1.2. Statement of the Problem

Tourism is one of the important sources of foreign exchange, which contributes to generate employment and government revenue. It supports at local products and capacity utilization of hotels. Similarly it supports to increase demand for goods and services, which promotes supply production and gives chance to

improve that local industries. In Nepal tourism, industry began properly after 1952 before that foreigner's entry was restricted. In entry years the country had no infrastructure, communication and there facilities which could not make tourism attractive. During the Rana period the British used to come to Nepal for different purpose like trading, hunting, political motivation visiting and looking natural beauty etc.

Tourism industry plays a significant role in promoting and generating additional employment opportunity. For the development tourism sector, new areas should be identified and promoted for tourists with maximum facilities like hotels accommodation, commutation road, information, skilled guide, trekking facilities etc. These facilities should be provided on these places that lie outside the Kathmandu valley. For the fulfillments of this purpose, I have selected Jiri as the research area which is one of the important tourism spot of Nepal because of its natural beauty and cultural values.

In Nepal there are many places, which are distinct and carry huge potentials for tourism development. Among them Jiri is a unique place where various natural, cultural and other attractions which can easily attract domestic as well as international tourists. If vision works and resources mobilized properly, it can prove itself as one of the finest tourists' destination. Multi-ethnic group is one of the great features of Jiri and it is very rich in culture, natural beauty and pilgrimage sites, which can attract adventurous tourists from all around the world.

Research problem can be presented as follow:

- i. What are the problems and prospects of tourism in Jiri?
- ii. How can these problems be solved?
- iii. Role of the tourism for economic development.

1.3. Objectives of the Study

The general objective of this study is to explore the problems and prospects of tourism in Jiri VDC.

The specific objectives of this study are as follows:

- i. To access the viability of economic prospects employment and income in the study area.
- ii. To find out the problems and the prospects of tourism in the study area.

1.4. Significance of the Study

Nepal is recognized as an ideal tourist destination for culture and nature lovers. Diversity in terms of geography, ethnic communities and culture are the defining characteristic of Nepali society. Its hospitable people and their rich and colorful socio-cultural heritage and natural beauties are the major attraction for the people from the western parts of the world.

The present study aims to analyze the problem and prospects of tourism in Jiri. This study is significant to raise the level of awareness among the rural people, basically in the Jiri, to preserve the nature, culture and environment to absorb the benefit of tourism. This study will provide basic information and general guideline to the local people, tourists and concerned agencies about the way to attain sustainable tourism development in Jiri VDC. This research will be important for the development of tourism in Jiri VDC.

1.5. Limitations of the Study

This study is limited on the boundary of Jiri VDC. Time limitation, Financial Limitation and small sample size are also the serious limitation of the study. Therefore, findings of this study may not be applicable to all places of country with regard to the problems and prospects of tourism.

1.6. Organization of the Study

The overall study conducted has been organized in following manner.

Chapter I presents the background of the study, statement of problem, objective of the study, importance of the study and limitation of study.

Chapter II devoted for the brief review of literature, report and journal available with the support of accepted theories and practices. Conceptual framework about contribution of rural tourism in the economic development of nation is briefly reviewed. Review from books, journals (articles), thesis etc are included in this chapter.

Chapter III research methodology has been presented.

Chapter IV physical and cultural features of jiri VDC.

Chapter V is problems and prospects of tourism in Jiri VDC.

Chapter VI is for summary of Findings, conclusions of the study and to express recommendations to improve any time of lacking, if found in the subject during the study.

Finally, Reference of books, all published and unpublished report journals and literatures along with Appendix.

CHAPTER - II

LITERATURE REVIEW

2.1 Concept of Tourism

The Austrian economist Hermann Von Schullard provided one of the earliest definitions of tourism in 1910, who defined it as, “sum total of operators, mainly of an economic nature, which directly relate the entry, stay and movement of foreigners inside and outside a certain country, city or a region.”

The world tourism organization defines tourist as people who “travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited” ([http:// en.wikipedia.org/wiki/tourism](http://en.wikipedia.org/wiki/tourism)).

Bald (1998) has suggested that there are two different types of tourism definitions, each with its own rational and intended uses:

- 1) Conceptual definition and
- 2) Technical definition

Conceptual definition attempts to provide a theoretical framework, which identifies the essential characteristics of tourism. Similarly, technical definition helps to standardize comparative international tourism data collection (Upadhyay & Agrawal, 2006).

Tourism has passed different phases since ancient to modern time. During the time traveling was associated with finding solutions to man’s daily needs like food and shelter. Prior to the industrial revolution, travelling primarily used to relate with trade, desire for military conquest or with the performance of group. In the early historical period, Traders blazed the trail by establishing national trade routes and communication which latter extended throughout other regions and finally to other continent. Thus, it was trade that motivated travel for the first time in the real sense. Later with the advent of modern means of

transportations and communications, tourism was uplifted. To sum up, this developed model of traveling in modern terminology is what we call tourism (Shrestha, 1998).

Classical economists did not considered tourism as an industry because they believed that it did not produce any tangible goods as such. But according to the modern economists', tourism is considered as an industry which produces 'service' to fulfill tourists' demand such as service of transport, accommodation, tour operators, travel agents, entertainers and others. Thus, tourism has appeared as a new economic sector for rapid economic growth and increase the income level of the country. Hence, tourism plays a prominent role in economy and society of a country creating employment and providing means of livelihood to large number of people of the country (Shrestha, 1999).

2.2 Theoretical Review

2.2.1 Review of Tourism at International Context

Goelder & Ritche (2007) have concluded in their article that tourism is the process, activity or outcome that arises from the relationship and interaction among tourists, tourism supplier, host government, host communities and surrounding environments involving in attracting and hosting the visitors. That means, tourism not only includes activities like spending leisure time engaging in various games, singing, dancing, taking rides, sightseeing, or simply enjoying the surroundings, but also includes people's conference or business and professional summits, educational visit under expert guidance, and some scientific researches.

Bhatia (2012) has stated in his research that tourism is a valuable source of employment and is a highly labour intensive service industry. It provides job for both unskilled and highly specialized work force. Tourism creates both direct and indirect employment. The promotion of tourism in developing country can be great endorsement to economic development and specific to employment generation because the basic infrastructure such road, airports etc.

and also construction of hotels and other accommodation units creates job for skilled and unskilled work force. Tourism also generates the feeling of brotherhood among the people from all over the world by making them understanding each other.

2.2.2 Review of Tourism at National Context

Chand (2000) has written on his book has shown the clear picture of tourism in Nepal blending history with present and future. He says that from tourism perspective Nepal remained completely isolated and strongly barricade from the outside world which circumstantially prohibited any forms of history movement into the country under the region of King Prithivi Narayan Shah. The writer explained topic with photographs, he concludes that tourism in the context of Nepal emerge one of the major economic sectors which unlike the other sectors has manage to sustain itself. It has covered half a century and therefore has accomplished a lot of maturity by now. Tourism has contributed to the overall growth of the economy therefore any measures that tend to negatively affect the tourism sector will affect the performance of the entire economy of the country. He suggests that, Nepal is small country and it should cash in on its size and on its natural environment and national facade.

Upadhyay (2008) has submitted in his report that the concept and present situation of rural tourism in Nepal and other countries. Similarly, he has suggested measures to minimize possible negative impact, which are useful to develop the rural tourism in Nepal.

Tiwari (1994) has visualized that tourism as industry and identified its importance as the means of correcting adverse trade balance in an economy. Even a highly developed economy like USA relies partly on an increasing number of Japanese tourists to correct its trade deficits with japan. In the developing countries it could be the source of additional external revenue. In additional to generating foreign exchange, tourism is accepted to create additional employment and income and generate multiplier effort in an

economy. Some countries have a comparative advantage in the development of tourism because of their natural topography such as mountains, sandy beaches, lush greenery and lovely landscape, their rich cultural heritage and so on. However, tourism is not an unmixed blessing as it is blamed for causing environmental pollution and many social evils such as prostitution.

Chand (2000) has studied in his book "Nepal's" tourism uncensored facts and has presented the clear vision of tourism in Nepal. He explains that tourism has contributed to the overall growth of the economy; therefore, any measure that tends to negatively affect the tourism sector will affect the performance of the entire economy of the country. The sector of influence of tourism has expanded tremendously and, with better plans, more enduring support from the government and if more investment is ploughed in to this sector, it can extend its area of influence.

Upadhyay & Agrwal (2006) have stated that through the promotion of the tourism sector, the Nepalese economic growth can increase faster on the path of globalization. It links the backward Nepalese economy with the forward economy of the world. On the whole, it can be argued that the tourism sector could be considered to play the role of a leading sector in the economy.

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

2.3 Empirical Review

2.3.1 Review of Tourism at International Context

Bhatia (1995) has explained that tourism development made a detailed study of the tourism phenomenon in its numerous aspects. It explores various concepts in tourism, what makes it possible and how tourism is an important factor for the prosperity of a nation since tourism as a highly complex phenomenon; various disciplines are involved in its study. Some basic disciplines such as economics, psychology, sociology and geography contributed a great deal to it. Disciplines of management and marketing, techniques of planning, statistics and market research are also involved and are used extensively by tourism enterprises.

2.3.2 Review of Tourism at National Context

Shrestha (1999) has concerned with the problems and prospects to tourism in Nepal. Major findings of her study are:

- Tourism has emerged as a major segment of Nepalese economy contribution substantially to the foreign exchange earnings.
- Employment generation
- Overall economic development of the country is concentrated in major urban areas and few popular trekking routes. The lack of physical infrastructure in tourism spots may not fulfill the projected economic growth.

The author has further recommended certain strategies to develop tourism in Nepal by producing new and suitable catering to the interest of all types of tourism by age, sex and occupation and to introduce both urban and rural tourism products. The road network should be well developed and road conditions should be properly improved. She further recommended to developing another international airport preferably in the Terai region that would be technically viable. Solar energy and small hydropower project are recommended especially on the trekking routes and at wildlife resorts with view

to protect natural environment of the area. To use of satellite communication media such as international televisions channels, CNN, BBC, ZTV, etc. internet, CD- ROM should be used for promotional purposes.

Upadhyay (2003) has concluded in his Ph.D. dissertation that many countries have made various attempts to promote tourism industry as a means of economic progress. The economy of Nepal lacks in terms of industrialization, some further alternatives are to be found which can induce the process of industrialization to put the path of rapid economic development, to study the scope for global linkage of the Nepalese economy with special reference to tourism. He has suggested that tourism sector has the potential to link the backward Nepalese economy with the forward economics and to induce the other sectors of the economy.

Upadhyay (2008) has studied and published “Readings in rural tourism”. This book is landmark publication in the history of tourism in Nepal. In this book (Readings in rural tourism), he has described rural tourism, its problem and prospects in detail. The book has been prepared with the contribution of well-known and experiences of scholars and entrepreneurs. In this book, perhaps it is the only article supported with field survey based information. In a nutshell this book provides a holistic treatment to all the emerging issues of tourism and this very useful document that contains several materials related to rural tourism. Therefore this book is very useful to all national as well as international researchers, policy makers and every person who wants to study about rural tourism.

Shrestha (1999a) has made a study in her Ph.D thesis that highlighted tourism industry having great prospects in Nepal. Being labor intensive industry, tourism sector has high potentials for generating employment and it is a multi-sectored industry. The performance of tourism industry here, from economic prospective, is far from satisfactory level. The tourism earning did not rise in term of US dollars because of low expenditure per-tourist. Nepal considered as

one of the lowest per day spending outlet comes to be known as a cheap tourist destination.

Shrestha (1999b) has analyzed that tourism has emerged to the foreign exchange earnings, employment generation and overall economic development of the country. Nepal is a country of amazing biodiversity, offering an unprecedented attraction to foreign visitors in terms of scenic beauty, fascinating and enchanting indigenous culture, treasure house of historic and religious monuments and shrines. Natural wealth and rich cultural heritage are the main tourism attributes of Nepal. Despite enormous potentiality for tourism development, Nepal has not been able to reap adequate benefits from tourism sectors. Despite having tourism resource potentialities, it was perceived that lack of sufficient investment, proper planning and lack of vision the locals and government could not utilize the resource potentials. Similarly, lack of infrastructure such as good roads, airports, communications facilities, shortage of power and water supply in potential tourists' spots are responsible for the inability to diversify throughout the country, moreover, weak institutional capabilities and lack of sufficient coordination among the sectors concerned with tourism are additional factor for unsatisfactory performance of tourism industry. The limited allocation of resources and inefficiency in implementing the tourism plans are other hurdles. Being a multi-sectored industry, involvement of various acts and policies created a lot of confusion and contradictions within the tourism industry. The last but not the least it is the inability of the concerned people to establish linkage between tourism and other sectors of the economy.

Aryal (2002) has found that the total number of tourists is in increasing trend. Mainly tourists arrived in Nepal for six purposes such as: pleasure, Trekking and mountaineering, Business, official programs, Pilgrimage meetings, Seminars and others. And he further found that the young tourists are very much interested to visit Nepal.

He suggests through his study that more and more tourists' spots should be identified and established for attracting more tourists. To obtain that a long-term infrastructure development programs should be implemented.

2.4 Historical Aspects of Tourism Development in Nepal

Tourism development in Nepal can be analyzed under six phases as:

2.4.1 First Phase: Before Unification

Authentic and systematic writing of ancient history of tourism in Nepal is not readily available. The ancient history of Nepal is the history of Kathmandu valley and the ancient history of tourism is also related to the Kathmandu valley. It is believed that Kathmandu valley was full of water; a monk traveler named Manjushree came over Kathmandu from China and emptied the water of the lake by cutting the edge of the hill at Chovar with a sword. That empty place later called Kathmandu valley. In 249 BC, during Kirat Period, ruler Ashoka of India visited Nepal as a pilgrim and created a monastery entitled Charumati Bihar and also other four Buddhist Stupas at the four corners of the Patan. Similarly, around sixth century, in the Kirat regime, some foreigners visited Nepal as pilgrims. During the Lichchhavi period, most of the foreigners visited Nepal as pilgrims. At this period, the great emperor of Tibet named Shrangchong Gampo visited Nepal and married the daughter of king Anshuvarma, princess Bhirkuti. The Chinese visitor Huan Tsang visited at the same period and described about Kailashkut Bhawan and Manghriha of Lichchhavi dynasty in his travel accounts.

In Malla regime there was a significant development in art and culture and then rulers of Nepal were more or less interested in greeting travelers who entered into the kingdom of Nepal as pilgrims. Krishna Mandir in Patan, Nyatpol Mandir, Pachpanna Jhyale Durbar (palace having 55 artistic windows) Pashupati Temple, Swayambhu Stupa and other Stupas were built and renovated during this period (Aryal, 2005).

2.4.2 Second Phase: After Unification

The mode of tourism in Nepal changed during eighteenth and nineteenth century when Prithivi Narayan shah unified the small petty ('Baise' and 'Chaubise') kingdoms and formed the modern Nepal. He introduced many reforms in army organization, foreign affairs, cultural activities, social system, economic conditions, religions and trade. The process of territorial expansion towards south was supported by his successors king Pratap Shah, king Rana Bahadur shah and king Girban Bikram Shah. During the territorial movement, in 1814 war took place between Nepal and British east India Company and concluded in 1816 under the Sugauli treaty. It reduced the territory of Nepal to almost the present size. After the treaty of Sugauli in 1817 British east India Company appointed resident Dr. Wallich visited Kathmandu and carried botanical researches for a year. During that time even the British resident and official were not allowed to visit more than the narrow limits assigned to them. Reflecting the situation of those days, Ward and Clark (1992:47) write before "1927 neither European surveyors nor travelers were given permission to enter Nepal, nor was photography allowed".

This phase is started from the unification of the Kathmandu valley in 10th Feb 1769 to the end of Rana regime in 1950. Tourism could not develop in the country in this phase because the policy of the government was not to let tourist enter to Nepal, except for some cases. British colonel Kirkpatrick had led a mission to Nepal in 1811 and described beauties of Nepal, while projecting a realistic manifestation of the culture, tradition, economy the administration and politics of Nepal. The book was able to stir interest in the western readers and created an urge to visit this land of mystery and mysticism (Chanda, 2000).

First Rana prime minister of Nepal, Jung Bahadur, left Kathmandu for England on January 15, 1850 with contingent of 40 persons. He reached England on 25th May 1850. After an extensive tour of France, Egypt and England the contingent returned on 29th January 1851. It is believed that he is the first Nepali to visit Europe. It is also believed the Jung Bahadur left an

unforgettable impression of Nepal and Nepalese upon the western world. This is the historical episode has great impact towards the promotion of Nepal. Jung Bahadur also introduced act and constructed Durbar high school in Nepal in 1910 BS during the Rana regime, Indian pilgrims were allowed to visit Kathmandu, during 'Shivaratri Mela' for 7 days. But 5 check points were created to check the India pilgrims at Chitlang, Markhu, Gadi, Bhimphedi and Kathmandu. Visa system was implemented for European visitors. They had to secure visas from the counselor unit for the Nepal government, which were placed at Calcutta and Patan of India. In 1933, of party of European ladies and gentlemen including the British minister, the earl of Elmsford were organized at Chitwan, a place which still date has manage to give Nepal a high recognition for its wild life and safari in the context of tourism in Nepal (pant, 2011).

2.4.3 Third Phase: After Declaration of Democracy 1950

Tourism in Nepal is a recent phenomenon. The country was opened to tourism only after the ended of Rana's autocratic rule and declared the democracy in 1950. Nepal started to great those persons who wanted to enter Nepal with the purpose of travelling or with any other such purposes.

Establishment of democracy after the fall of Rana in 1950 heralded as area of modern tourism in Nepal and three years late, i.e. 1953, a private company "Himalayan Airways" started the operation of domestic fights. There after a rage of development in the country internal as well as external communication and transportation tasks began to start. Swiss geologist Tony Hagen and Edmund Hillary (first man to reach the peak of Mt. Everest) were the most significant tourism promoters of Nepal. They not only introduced Nepal to the world but, also opened up the new opportunities for mountain tourism in Nepal. During the same period, Nepal got the membership of UNO in 1955; Nepal gradually started making space in the world.

The coordination of the king Mahendra in 1956 May, further added to the international exposure of Nepal, with more than 60 foreign correspondents covering the event. The tourism infrastructure also improved significantly with the construction of Chains of hotels for accommodating dignitaries, guest and journalist to this event. Further boost of tourism development was an establishment of the government owned Royal Nepal Airlines corporation in 1958, while the following year the Civil Aviation Act was promulgated to the regulate aviation sector.

In 1962 Development of Tourism was established and has helping in obtaining membership of various international tourism development institutions such as International Union of Official Travel Organization (IUOTO), South Asian Travel Commission (SATC), the Pacific Area Travel Association (PATA), and American Society of Travel Agent (ASTA).

In 1970 Nepal tourism development committee was constituted under the chairmanship of late prince, Himalayan Bir Bikram shah. In 1972, the committee published 'Nepal Tourism Master Plan' with technical assistance from the government of Federal Republic of Germany. This plan had been prepared for the further development in the field of tourism. For its development efforts have been made to distributed posters, booklets to international organization and to provide sufficient hotel facilities and transportation facilities tourism. As a result there was 41 fold increases in tourism visiting Nepal, 6179 tourism in 1962 and 2,548,885 in 1990, the 1979 decade is also called as trekking and wild life tourism decade. Similarly 1980 is cultural Tourism decade (Pant, 2011).

2.4.4 Fourth Phase: After Declaration of Multiparty System in 1990

In 1990, multiparty system was restored in Nepal that system made easy to develop tourism sector and some new effort came on tourism sector. Accordingly after 1990 is fourth phase which is ecotourism and now Endemic Tourism of the 21th century. By the late 1990s tourism developed as one of the

main industries of Nepal contributing 18 percent of the foreign currency earning and 4 percent of the GDP. Analysis of the event related to the development of the tourism in Nepal suggested that in the decade for nineties there have been much conscious effort to globalizing the economy of Nepal. At first Himalayan helicopter was established and ministry of tourism formulated Tourism Development Program for Nepal (TDPN) in 1990, during this period, restaurant and bar association of Nepal established to upgrade restaurant and bar business to international standard. In 1992, 8th five years plan places emphasis on promotion of environmental, historical and cultural assets through tourism promotion and developing linkage between tourism and other sector of economy. National civil aviation announced to make the transport service consolidated, component and effective in other to promote tourism development. However, here we are taking up only some important events that reflect upon globalization of tourism related activities in Nepal. They are:

Formation of tourism council (1992)

National civil aviation policy (1993)

Tourism policy (1995)

Visit Nepal year (1998)

Formation of Nepal Tourism Board (1999) (pant, 2011).

2.4.5 Fifth Phase: Tourism during Conflict Period

The period around 1993/94, the conflict was started in Nepal. During that period, although Nepalese economy could not grow rapidly some new effort came to tourism sector. South Asian Association for Regional Co-operation (SAARC) was established in 1997. 9th plan places emphasis on developing tourism industry as an important sector of the national economy of account of its comparative advantage engendered by existing attraction, features and special geographical location of the nation. Tourism activities based on social, natural, religious, cultural environment of nation were developed and diversifying during the period. Nepal visit year (1998) was announced by HMG/N. main objectives of Nepal Visit Year were to raise the image of Nepal

as one of the important tourism destination, to raise the public awareness about tourism, to distribute the fruit of tourism up to the grass root, to increase the volume of domestic tourism, to raise the number of tourist's stay and their expenditure, to improve the quality of tourism, to diversity the tourist product and to protect and conserve the natural and cultural centers in integrated from.

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

2.4.6 Sixth Phase: Tourism After Peace Process

Peace has been elusive in Nepal, even since the start of the armed conflict, even though all government formed after 1996 stated peace as the primary agenda. In the past two attempts at peace and cease fire were total fiascos. With the success of the April 2006 people movement carried out jointly by the seven major political parties in coordination with the Maoists, a third attempted at peace between the democratic governments at the Maoists was initiated after that a ray of home seems to have been seen in tourism industry. Recognizing the necessity of tourism promoted for economic change, the government of Nepal has placed tourism in high priority of new economic policy since fiscal year 2008/09 and declared to frame a new tourism policy, by revising tourism policy 1995 and making the policies and activities of all concerned ministries oriented towards promotion of tourism. Nepal has shown greater concerns about the real value of tourism and its role in contributing to economic growth, poverty alleviation, equity and overall tourism development in the country. In this connection, government of Nepal in consultation with Nepalese tourism industry, concerned organizations and experts decide to lunched a national

tourism campaign “**Nepal Tourism Year 2011**” with the brand of “**Naturally Nepal Once is Not Enough**”, with the adage of ‘**Atithi Dewo Bhawa**’ and slogan of “**Together for Tourism, Tourism for Prosperity and Prosperity for Stability**” however the endless civil strife and upraise of ethnic conflict, difference in power sharing, issues concerning decommissioning of arms and management of the militia, process of restructuring of the state etc. are some of the contentious issues and challenges that have to be met with before sustainable peace can be attained in the country which is most responsible issue for prosperity or downfall of tourism.

CHAPTER - III

RESEARCH METHODOLOGY

3.1 Research Design

Research design is helpful to manage the evidences and enquiries of the study in appropriate order within the given time frame and to interpret the data. This study is based on descriptive as well as analytical research designed by nature, which would be helpful in collecting the quantitative data based on knowledge, understanding of feelings and opinion of people. Accordingly the researcher developed some of the instruments like the structured and unstructured questionnaire to explore the field information of tourism in Jiri. Information is collected through primary and secondary sources, which are analyzed with appropriate statistical method.

3.2 Nature and Source of Data

The source of information for this research is mainly based on primary data, which is collected through observation, interview and questionnaire survey. Secondary data has been collected from published and unpublished documents, newspapers, articles, journals, bulletins, researchable journals, Internet etc.

3.3 Sampling Procedures and Data Collection Techniques

This study has included local people and some experts and local Journalists while collecting data. The purposive sampling method has been adopted to select the sample units.

3.4 Techniques of Data Collection

- **Questionnaire Survey**

The study has undertaken the structured and unstructured questionnaire to explore the information on problems and prospects of tourism in Jiri. To achieve that goal, the questionnaire was given to local people, Journalists and other related person.

- **Observation**

During the research, observation of research area was undertaken to find out and record the different information regarding problems and prospects of tourism in Jiri VDC. Observation mainly focused on the features of Jiri which could promote or affect overall aspects of tourism in Jiri VDC.

- **Interview**

In this study direct personal interview was undertaken with local people, some experts and Journalist to collect their opinion on problems and prospects of tourism in Jiri VDC.

3.5 Presentation and Analysis of Data

The data analysis is the main part of the study. There are two types of data analysis methods: (a) Quantitative Data Analysis, and (b) Qualitative Data Analysis. Quantitative data analysis is tabulated from in database system worksheet and interpreted by using simple statistical tools. In qualitative analysis works on personal feelings and experiences which are presented in sentences. In this process of data presentation and analysis the researcher classified and tabulated data, which were collected through various sources. In this study data were collected and tabulated manually. For different types of data different tables and charts are prepared. Simple statistical tools were used such as percentage, tables, diagrams and pie-chart.

CHAPTER - IV

PHYSICAL AND CULTURAL FEATURES OF JIRI VDC

4.1 Introduction to the Study Area

Dolakha, a district of Nepal lying in Janakpur Zone, is one of the finest places for the tourists, be it locals or foreigners. Charikot is district headquarter of Dolakha. Now it has 2 municipalities and 48 village development committees (VDC). The total area of Dolakha district is 2,191 sq km. Absolute location of Dolakha lies between 27⁰ 28' to 28⁰ 00' north latitude and 85⁰ 50' to 86⁰ 32' eastern longitude. Total population of Dolakha district is 186,557. It is a district with a strong religious affiliation. It is popularly known for the temple of Dolakha Bhimeshwar.

Jiri, popular place of Dolakha district, lies between 27⁰ 38' north latitude and 86⁰ 14' eastern longitudes. It lies at an altitude of 1,905 meters (6,250 feet). According to National Census, 2011, population of Jiri is 7373 and there are 1899 individual households. Bus service is available from Kathmandu but the 184 km ride takes 6 to 8 hours due to narrow, winding roads and checkpoints along the high-way (until 2006). A company of the Nepal Army is stationed in town and visitors' equipment and backpacks might be searched. There are a number of lodges available along either side of the main road mainly in Jiri Bazaar. There is one high school namely Jiri Higher Secondary School at Hatdanda.

Jiri was set up as agricultural development centre by the Swiss Government Aid in 1938. As the closest road head, Jiri is now the trailhead for many treks into the Mount Everest region. The trek to Lukla will take seven or eight days. Few people actually begin a trek from Jiri, as only 5% of all trekkers who attempt the difficult trek to Everest Base Camp start at Jiri. The other 95%

choose to fly into the small airstrip at Lukla, thus cutting off a week of difficult but beautiful trekking.

Although the trailhead from Jiri into Sagarmatha National Park is referred to as the "classic route to Everest", the original trailhead actually began at Kathmandu. All early Everest expeditions—including the one led by John Hunt that put Tenzing Norgay and Edmund Hillary on the summit—passed through Jiri. So Jiri is also called the "Gateway to Mt. Everest". Jiri is the home of an ethnic group called the Jirels and Sunuwar.

- **Jiri-meaning**

According to some local people and researchers, meaning of Jiri is "dense jungle" where 'Ji' means 'dense (black)' and 'Ri' means 'Jungle' in Jirel language. Many elderly people who have been living in Jiri for many years also agree on above-mentioned meaning. According to them, there used to be a dense forest where many wild faunas including tiger used to be its habitants. However, this does not mean that there are no forest and wild animals these days in Jiri; we can still find them in reduced level of numbers.

- **History of Jiri**

Since the beginning of the era, Jiri was a wide grazing land locally called **Kharka**; the entire region was covered by a dense forest. It leads to the nearest gateway to Tibetan boarder, which is the main escape for classical trading between Nepal and Tibet. The entire land is an ancient residence of Sherpa.

In ancient time, the Nepal Rajya (State) was under the empire of Kirat. There were seven princes of King Kirat. During the course of war fair in order to acquire small Rajyas (states), second one among the seven princes came to Jiri. Hence, his surname became Jirel. Similarly, the other one went to Siri and called Sirel.

Jiri is also an adventurous land for the Shah Kings of Nepal. All the Shah dynasty of Nepal used to visit Jiri for hiking.

Nevertheless, the history of Jiri does not shrink only to these events. However, in the year 2014 a Swiss citizen came to Nepal in order to hike towards the Everest base camp via Jiri. During his trail, he finds Jiri valley similar to the Zurich city of Switzerland. Jiri, now, is also called Switzerland of Nepal. The Swiss thought of doing something good in Jiri and proposed the Swiss government for a project. Consecutively he established a cow farm called as Jiri Pashu Bikash Farm and Bangur Farm there by in Jiri.

Swiss people belong to a developed and civilized nation. They are more conscious about health and sanitation. They used to bring medicine from Switzerland for their personal health care. During their visit in course of time they saw the superstitious beliefs in Jiri residence in concern with medical treatment. After knowing that, they started to provide medicine, which they brought from their country, for the ill people of Jiri. After then the residents of Jiri started visiting Swiss farm in search of medicine for their sick relatives and friends. Thus the Swiss realized the need of a community hospital in Jiri and soon established a hospital and hired the doctors from Switzerland. Jiri was considered as a prominent destination point for treatments of TB in those times, even the people from India used to visit Jiri's community hospital for treatment of TB. Prior to this the Swiss have already constructed a road from Kathmandu to Jiri for transportation and travelling purpose. They also made a small helipad within the periphery of the farm so that they could fly in and off to Kathmandu in emergency cases. This is how the Swiss had sowed the seed of infrastructure for the development of Jiri in the succession years after 2014. During their stay in Jiri, they also established a school to educate the local children of Jiri along with a technical school named Jiri Technical School in which many students from various parts of the country come to study. Initially, the teachers of technical school were all belonged to Swiss nationality but gradually they encouraged local educated people to work in there.

The entry of the Swiss people became a milestone for the development and popularity of Jiri. For Jiri, it became like a silver lining of the black cloud in the

sky. From that time onwards, Jiri started being hot spot for tourism, a big crowd of tourists from various parts of the world started gathering there. Everest climbers and hikers used Jiris's paths to reach Everest base camp. Many local people and VIPs from inside the country also started choosing Jiri for hiking.

This pace of advancement is no longer in existence in Jiri. After the expiry of the Swiss project in 2034/35, all the authorities came under the government of Nepal. And various projects under one umbrella previously, like Jiri Multipurpose Development Project, came under various ministries. After that, the crash down of the project began due to poor bureaucracy, corruption, nepotism, favoritism and the myopic vision of political leaders.

However, silver rings can be seen in the clouds; the co-operation among the political leaders while taking any critical decisions about the village, no any sort of strike, very less load shedding, upgrade of the Jiri higher secondary school into a bachelor degree program, Swiss cheese factory coming under the authority of DDC are the signs of its revival. Swiss cow and Bangur farm now have become a technical and research center for the students and breeding center as well. For promoting internal tourism, students and peoples from various co-operatives visit Jiri co-operative which has been honored as a best co-operative of the nation. These are some of the approaches that caught the path towards the revival of the prosperous Jiri. Jiri community hospital has a local monitoring agency under the chairmanship of TANKA JIREL. Local farmers are opting towards the organic cultivation nowadays and few boarding schools have been established. In nutshell, these all above mentioned incidents are helping Jiri to march towards the stairs of development and civilization. A lot of prospects can be found within peculiar climate of Jiri.

- **Jirels**

Jirels are the main residents of Jiri. However, people of Brahmin, Kshetri, Newar, Sherpa and Tamang ethnicity also live in here with good relation and harmony with each other.

- **Naturally Jiri**

Beauty of Jiri can't be described in words. Those beautiful forests, snow covered hills, green grassland, famous Jiri technical Institute (JTS), fresh air, eye-catching landscape are few to mention that makes Jiri second Switzerland in the world. I haven't felt myself but heard from some people that many diseases will be automatically healed after visiting Jiri. This shows how much people like Jiri. Average temperature here ranges from 10 to 25 degree Celsius but sometime in the winter, temperature decreases down to -5 to -10 degree Celsius. Almost all places of Jiri receive snow falls at least once a year.

- **Jiri as Tourism Spot**

Because of its wonderful natural beauty, Jiri is developing as one of the main tourists' destinations in Nepal at a fast growing rate. Many tourists go to Mt. Everest area via Jiri. Famous mountaineers Tenzing Norgay Sherpa of Nepal and late Sir Edmund Hillary of New Zealand who climbed Mt. Everest for the first time in the world made their way to the Everest through Jiri. Therefore, Jiri is also called Gateway to Mt. Everest.

- **Jiri to be Developed as 'Green Tourism' City**

Widely popular as Switzerland of Nepal, and also as the gateway to Mt. Everest, Jiri Valley can be developed into a green tourism city. With an aim of preserving nature and greenery in Jiri, the first town council meeting of Jiri decided to develop it as one of the major small-city attractions of Nepal. Earlier, the Ministry of Urban Development had also announced that it is to make Jiri the best small city in the country.

The town council meeting also introduced an environment-friendly sustainable development slogan for its development plan. Greenery and natural beauty are the identity of Jiri, Town council has introduced the green city concept to preserve this identity. All wards of Jiri are replete with greenery and scenic beauty. The city council has also decided to make Jiri a plastic-free area. Various programs are being conducted as per that policy. A special program will be launched to conduct further study on Jiri’s historical, cultural and religious heritage, and its tourism potential. Also, to keep the beauty of the Valley intact, the opening up of new road tracks is going to be controlled. (My Republica, 16 January, 2015)

4.1.1 Demographic Situation of Jiri VDC

The demographic situation of Jiri VDC is presented as follows:

Table 4.1

Demographic Situation in Jiri VDC

S.N	Populations	7373
1	Male	3472
2	Female	3901
3	Population growth rate	-1.43%
4	Population / sq. km	148
5	Average family population	3.88
6	Male female ratio	89.0

Source: CBS, 2011.

Table 4.1 shows that demographic situation of Jiri. Jiri contains 0.027 percent of total population. According to table, female population of the total population exceeds the number of male population as it is in the case of National population. Average population growth rate of the Jiri is -1.43 percent, which is less than that of national average population growth rate i.e. 1.35 percent. Density of population in Jiri is 148 sq. km, which shows that Jiri is not densely populated than the country as a whole i.e. 180 sq. km. The table

shows that average family population in Jiri is 3.88 populations where the national average family population is 4.88 people. Accordingly the male female ratio in the Jiri is 89.0 which is less in comparison to national average of 94.16 percent

4.1.2 Population Distribution by Caste in Jiri VDC

In Jiri there are more than 15 castes among them the Major caste and their number are present below:

Table 4.2

Population Distribution by Caste in Jiri VDC

S.N.	Caste	Number	Percent
1.	Jirel	3322	45.05
2.	Chhetri	1639	22.22
3.	Sherpa	1190	16.14
4.	Newar	271	3.67
5.	Tamang	241	3.27
6.	Kami	183	2.48
7.	Brahmin	154	2.08
8.	Others	373	19.77
Total		7373	100

Source: CBS, 2011.

Table 4.2 shows that population distribution by caste in Jiri. This table shows that Jirel population is highest, it is 45.05 percent, which follows by Chhetri, Sherpa, Newar, Tamang, Kami, Brahmin and others respectively. Brahmin population is only 2.08 percent and other different cast population is 19.77 percent.

Chart 4.1

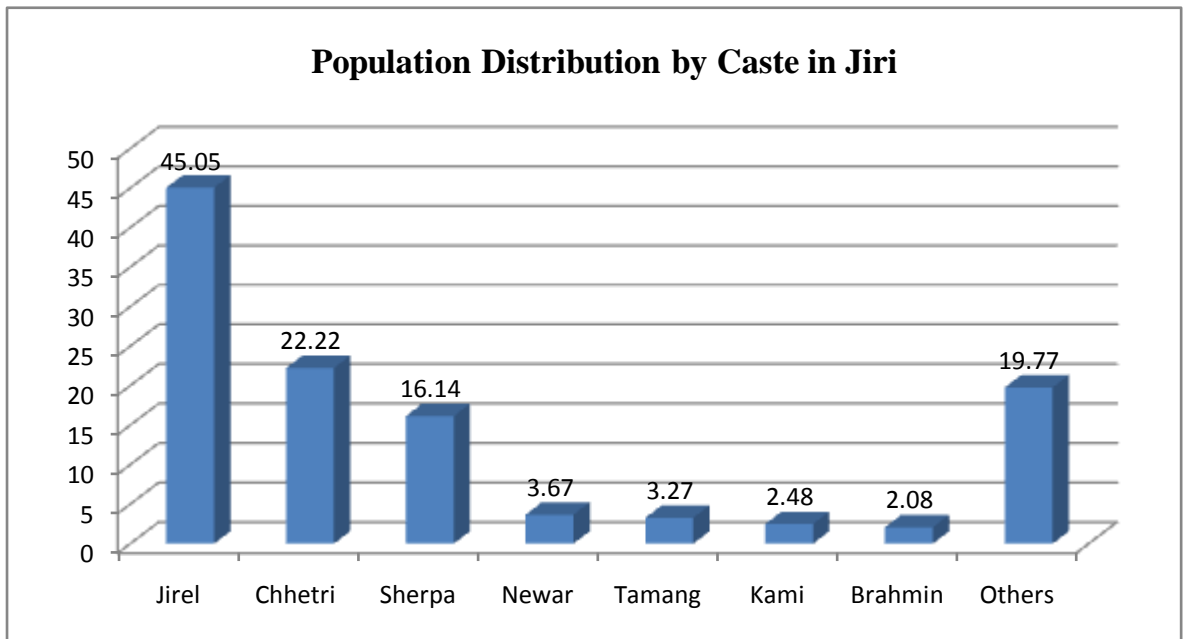


Chart 4.1 shows that population distribution by caste in Jiri. This Chart shows that Jirel population is highest, it is 45.05 percent, Second highest population is Chhetri, it is 22.22 percent, and Brahmin population is only 2.08 percent and other different cast population is 19.77 percent.

4.1.3 Population by Mother Tongue in Jiri VDC

In Jiri there are more than 10 Mother Tongue among them the Major Mother Tongue and their number are present below:

Table 4.3
Population by Mother Tongue in Jiri VDC

S.N.	Mother Tongue	Population	Percent
1	Jirel	3,285	44.55
2	Nepali	2,280	30.92
3	Sherpa	1,153	15.64
4	Newar	250	3.39
5	Tamang	216	2.93
6	Sunuwar	67	0.91
7	Maithili	41	0.56
8	Rai	22	0.30
9	Magar	19	0.26
10	Tharu	15	0.20
11	Others	25	0.34
		7373	100

Source: CBS, 2011.

Table 4.3 shows that population by Mother Tongue in Jiri VDC. This table shows that Jirel Mother Tongue population is highest in Jiri, it is 44.55 percent. This follows by Nepali, Sherpa, Newar, Tamang, Sunuwar, Maithali and others respectively. In Jiri Tharu Mother Tongue, population is only 0.20 percent and other different Mother Tongue Population is 0.34 percent.

4.1.4 Condition of Basic Infrastructures

- **Transportation in Jiri**

There is bus, microbus service from Kathmandu that takes 6-8 hours to travel 184 km road. Jiri was connected to Kathmandu more than 20 years ago by Kathmandu-Jiri highway. Though there was direct Kathmandu to Jiri flight service in past, it is postponed nowadays.

- **Hotels and Lodges**

Many hotels and lodges in and around Jiri Bazaar provide various facilities for different people according to their own choice.

- **Education in Jiri**

Though literacy rate of Nepal is quite low, people of Jiri are lucky enough that they have access to education which is not in the case of many people of Nepal. Jiri Higher Secondary School (JHSS) that is the oldest educational institution in Jiri was established almost more than fifty years ago. There are two other secondary school and at least one or in some even more than one primary school in every ward. It is true however that the quality of education provided may be low due to less efficient teachers, lack of required educational materials. For those who aren't able to attend school and illiterate people, special courses are taught. Therefore, roughly more than 85% people of Jiri are literate.

- **Health status**

Jiri Hospital is the second main hospital in Dolakha district located at the heart of Jiri valley. In addition, at least five health posts and a private project called Jiri Helminthes Project provide health service to the people of Jiri and its surrounding VDCs. Developed with special attention, Jiri has potential to be one of the top visiting places of Nepal.

- **Communication System in Jiri**

The landline telephone service is available properly in Jiri Bazaar. People can communicate with their near and dear ones via mobile networks (NTC and Ncell) services at every ward of Jiri.

- **Electricity Power Supply**

The table 4.3 reflects the condition of electric supply in Jiri. Considering the percentage of household using electricity they are very low in regards with total Population in Jiri.

Table 4.4
Electricity Power Condition

S.N.	Description	Number
1	Jiri Hydro Project 2.2 MW	1
2	Number of wards using Electricity	9
3	Electricity users population	3,922

Source: District Profile of Dolakha, 2015.

4.1.5 Situation of Social Service Sector in Jiri

Table 4.5 shows that there is 16 cooperative institutions are actively working there in rural sector development, like as there are 18 Social Institution/Club is contributing in service sector. Ambulance service is available in emergency cases. There is also a veterinary service centre efficiently providing services for local people.

Table 4.5
Situation of Social Service Sector

S.N.	Name of Running Institutions	Number
1	Cooperative Institution	16
2	Social Institution/Club	18
3	Naramaya Ambulance Service	1
4	Veterinary Service Centre	1
Total		36

Source: District Profile of Dolakha, 2012.

Tables 4.4 shows that the situation of social service sector in Jiri.

4.1.5 Social and Cultural Diversities of the Jiri VDC

North East part of Nepal including Jiri has many festivals in a year. Jirel have certain cultural affinities close to Sunwars and the Sherpas which show that their culture is originated from Bhoti culture. Tamang and Sherpa community celebrates Lhochhar; Newars celebrate Gaijatra, Lakhejatra while Brahmin and Chhetri celebrate Dashain and Tihar.

- **Jirels and Its Culture**

The Jirels of eastern Nepal are both ethnically and linguistically related to both the Sherpas and Sunuwars. Their population of 5,300 is centered on the Jiri Valley. Their main form of subsistence is agro-pastoral production, combining the cultivation of wheat, barley, and maize, with the herding of goats and cattle. Little is known about them, but they have certain cultural affinities close enough to Sunwars and the Sherpas.

The Jirels religious belief tends towards Tibetan Buddhism. They have ‘Lamas’ as their own ‘Purohits’. There is a Sherpa Buddhist monastery and a Jirel monastery in the valley. Like other ethnic groups, the Jirel's religious beliefs include elements derived from Hinduism, as well as shamanistic practices. Jirel shamans are known as ‘Phombos’, whose practices are similar to the shamanistic activities elsewhere in eastern Nepal. According to the National Census 2011, out of 5,316 ethnic Jirels, 87.00% are Buddhists and 10.55% are Hindus.

- **Sunuwar and Its Cultures**

Sunuwar people are very rich in their traditional culture. They have more than hundreds of traditional feasts and festivals. It is difficult to explain each of them in details. Every traditional feasts and festivals have its own objectives, characteristics and system of celebration. Some of the popular traditional festivals are Chandi Puja in Baisakh Purnima, Sakela (Shyadar-Pidar), Gil puja (Gil-Pidar), Meserani puja (Meserani-Pidar) etc. are important. They celebrate Shyadar-pidar festival in the Day of Buddha Purnima or after 5 days of Buddha

pujari (panchami) according to Nepali calendar. Sunuwari New year is start from Basanta Panchami. Whole community of Sunuwars celebrates Meserani Pidar two times per year but individually, they celebrate it any time. Daura, Suruwal, Bhoto, Jali Rumal and Topi are traditional costume of men while Gunyou-Cholo, Bhoto, Jali Rumal and Patuka are traditional costume of women. Charani (most Important), Dhungri, Phuli (Nose Pin), Tilahari, Cheapte, Suduk, Bulaki, Dragon Head Bracelet and Bunga Bala, Jun (Moon), Iron Ring, Jantar (Amulet) are the ornaments that Sunuwar people wear.

- **Lhochhar**

An indigenous inhabitant Tamang and Sherpa celebrates Lhochhar as a cultural program in Jiri. Tamang community celebrates Sonam Lhochhar and Sherpa community celebrates Gyalbo Lhochhar. In Lhocchar people receive blessing from their elders and exchange greeting and performs their culture dress, dance and musical instruments. It is an important cultural attraction of Jiri.

- **Newari Cultural Program**

‘Lakhe Jatra’ is the most attractive festival of Newar community in Jiri. It starts from Gathamangal day and celebrate till the following day of Lord Krishna birthday. During this period people performance caricature of lord Krishna, Gaijatra, and Ropai Jatra and other Newari rituals and culture.

4.2 Potential Tourism Destinations in Jiri VDC

Jiri possesses various potential tourism products like diverse culture and unique bio diversity, pilgrimage, historical place adventure and nature etc. Some of the tourists’ destinations are described below:

4.2.1 Dungheswor Mahadev

A Mahadev Temple situated beside of a small brook seems praised by nature itself. As similar to the Rang Rangeswor Temple, this is also situated inside a cave. According to travel guide, the temple is a part of Rang Rangeswor temple. The followers or believers of Dhungeshwor belong to all ethnic groups

of Jiri and its surroundings (i.e. Jirels, Timings, Surely, Sherpas). The special day for believers for praying Dhungeshwor Mahadev Temple is 29th of Falgun. The priest of this temple is Jhankri.

4.2.2 Rang Rangeshwor

A Bhagwati Temple, without any architectural structure statute inside a small cave of Jiri hills at a distance of twenty (20) minutes from Jiri Valley (Jiri Market). The temple is special for the Mela on Magh 1st (on the occasion of Makar Sankranti). It is believe that the wish will fulfilled once you visit and pray in front of god in Rang Rangeshwori Temple.

4.2.3 Jireshwor Mahadev

A holly place of lord Shiva, situated in the north west of Jiri can be reached after one and half hour of walk. Quite aloof from the din area, a secret place under the big rock framed like a cave structure inside the forest is the place of lord Shiva called Jireshwor Mahadev. Small meandering stream flowing in its own pace nearby has given a gentle rhythm into the whispering of plant leafs. As we approach the temple we felt as if the nature is welcoming our team wearing green sari with an incredible smile all day long.

A statute was there inside the cave and a small pond in another end of cave made by the water drops falling down from hither surface of the rocks. The premise of this temple is quit peaceful. The special day for visiting Jireshwor Mahadev temple is the day of Nagpanchami (People worship snakes in that day).

Since the time immemorial Jireshwor Mahadev was worshiped by the local ‘adivasis’. Jireshwor is religiously so famous because the belief behind the Jireshwor is that one’s wishes are fulfilled after the pray. So it is very famous not only in Nepal but also in various part of India as well.

4.2.4 Swiss Cow & Bangur Breeding Center

Dr. Toney Hagen came to Nepal in 2013 via the road of Khadichaur in order to visit mountain base camp. During his trip he stays in a local house of farmer where he found a very warm hospitality behind the poverty. His heart felt behold of the farmers poverty and he learns about the occupation of peoples and realized the primitive ways of agriculture and live stock farming. He finds this place similar to the Zurich city of Switzerland so he determines to establish a livestock farm in Jiri in order to upgrade the lifestyle of native farmers. Thus, the livestock farm of Jiri was established in the effort of Hagen in 2014 B.S.

The farm initially begins to operate from brown Swiss cattle brought from Switzerland, after that a technician feels that Gercy cattle is better than the brown Swiss cattle so he begin to test on that cattle.

4.2.5 Yak Cheese Factory /Swiss Cheese Factory of Chordung

Yak cheese factory of Chordung Jiri was established by Swiss. This cheese factory is the only Yak cheese factory in the world. Chordung cheese factory is one of the seven cheese factory in Nepal under DDC.

At the very beginning, Swiss cheese maker coming from Switzerland opened a cheese factory in Langtang of Rasuwa District for the investigation purpose taking aids of Nepali assistance. After successfully production of cheese in Langtang in 2009, the Swiss cheese maker concentrated towards the Ramechhap District (2013) in Thodung as 'Thodung cheese production center'. Similarly in 2017, PK of Solukhumbhu, in 2027, Gosaikunda of Rasuwa District and in 2028 this Chordung cheese production center was established. After that in 2034, Godlang Rasuwa District and in 2039, Chankhu Dolakha was established under the technical support of Swiss, DDC is producing cheese in these seven places in Nepal. They do not have their own yak farm so they collect milk from the farmers. They give 60% of the previous year's transactions to farmers at the beginning of the year as a pesky/advance and 1% incentives/prize in order to motivate the farmer.

They also provide milk cans to farmers at free of cost. The payment is made in bi-monthly (15 days) basis. Also provides advance loan free of interest as they fall in trouble, which has to be cleared at the end of same year. Now, the cheese culture brought from Denmark (Helveticas & thermopiles') is mixed in skim milk to make mother culture. This mother culture is then poured in the cheese cattle in the proportion of 1:100, i.e. 1% of mother culture is mixed in the cheese cattle, after 10 min Reni powder is mixed in the ratio of 2.5 gram per 100 liter of milk. The milk is then stirred and kept for 30 min to become perfectly yoghurt. Again the yoghurt is cut into 3X3X3 mm dimensions by cheese herpes which is again pressed for 30 min and finally the cheese is cooked at temperature of 50 degree for 30 minutes. The cooked cheese is tested either by chewing or by free hand. Now the cooked cheese is given a definite size like 1kg, 2 kg, 5kg to 10 kg and the label of DDC is put into the cheese. The cheese are now pressed in order to make definite shape for 3 times in the various of interval of time and finally the green cheese is ready, this green cheese is brought to brain tank for maturity. This cheese gets ripe by 45 days in the brain tank. The cheese is sent to the market for sale. Since, the factory itself does not have its own cow farm, so it collects milks from various farmers in the locality. The milk that qualifies the minimum criteria to make cheese is first poured into a milk can of 40 liters of capacity and it is then sink into water boiler for 30 minutes mentioning 65 degree temperature. The can is then drawn from the boiler and held into a cooler where it mentions 35 degree temperature. For the purpose of making cheese, milk should contain only 35% fat, so in order to make the whole milk of 35% fat. from the whole milk 45% milk is held to extract cream and rest of 55% is kept as it is, so that by mixing skim milk with the fatty milk in a proportion so that the mixture contains just 35% of fat. This mixture is then poured into cheese cattle where its temperature reaches 33-35 degree.

In Jiri there is a whole sale shop of cheese and from there cheese is distributed to the different venders of DDC in Kathmandu and other areas.

CHAPTER - V

PROBLEMS AND PROSPECTS OF TOURISM IN JIRI VDC

5.1 Problems of Tourism in Jiri VDC

This chapter deals with the problems of tourism in Jiri VDC which is another main objective of this research. A number of constraints have affected the tourism development process in the lack of physical and institutional infrastructure, while others result from shortage of skilled technical and professional human resources. Despite great potentials and promising prospects, tourism in Jiri has been facing various problems. Unless solved these problems rural tourism cannot be promoted as we expect. The major problems associated with tourism in the Jiri are as follows:

5.1.1 Infrastructural Problems

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

- **Transportation**

Transportation is the backbone of the tourism industries. It enables people to visit destinations. Modern means of transportation is available to Jiri Bazaar but not available to any tourism destinations of Jiri. Though there was direct Kathmandu to Jiri flight service in past, it is postponed nowadays.

- **Accommodation**

Accommodation is another most effective factor in tourism industry. Accommodation facilities are insufficient and not available in all tourism destinations of Jiri. Only one available lodge and hotel is located by in Jiri

Bazaar. Jiri Bazaar are available these facilities. Other tourism sites are not available these facilities.

- **Communication**

Communication is also one of the major facilities in rural tourism industry. Rural tourism is developed in the rural areas generally in remote village. The land line telephone service is available only in Jiri Bazaar. There is Mobile telephone services in Jiri Bazaar and its periphery.

- **Health Service Sector**

Although in the Jiri there is one hospital. They are not well-equipped in terms of emergency and even for the general health services. It is causing a great deal of inconveniences to the locals as well as tourism visiting the district. Therefore in sufficient facilities of health services should be considered as a problem for promotion of rural tourism.

- **Electricity**

Electricity is also major component of tourism development. There is one electricity project (2.2MW) but no sufficient facility of electricity in Jiri. This problem has been constrained in the way of other facilities like telephone, internet and publication of tourism.

- **Banking Facilities**

Tourist needs banking facilities in tourism areas. Therefore, must be established near tourist destination and money exchange facility should be available for tourists. But these facilities could not be managed in Jiri.

5.1.2 Skilled Human Resources

Trained guides are most important to make the tourists visit various culture and historical places. With the co-operation of guide any tourist can study and know the correct image of Nepal as well as Jiri. If the guides are untrained and

imperfect they mislead foreigners most of the peoples have language and communication problems. There is not perfect foreigner language for tourist guide in Jiri.

5.1.3 Lack of Promotion and Marketing

For the development of tourism advertisement and publicity play important role. Advertisement and publicity are only means to attract tourist from its organizing country. To attract tourist: culture, architecture, natural beauties, religious and environment etc. through pamphlet, booklets, films, postcards, internet magazines and other possible means. It is also the major tourism problem in Jiri.

5.1.4 Lack of Proper Co-ordination

If Jiri coordinates with agencies, trekking agencies, rafting agencies, resort of Mt. Everest, tourist visiting Solukhumbu can be attracted in Jiri. But Jiri could not be activates in this manner. Likewise the inefficient administrative procedure of government in implementing tourism policy is also the serious problem.

5.1.5 Lack of Travel and Trekking Agencies

Tourism can be developed through travel agencies if they perform their task smoothly. Travel agency play significant role in generating tourism from tourist originating countries, marketing reservation for hotel accommodation, organizing travel tour for a tourist etc. but due to lack of well-organized travel agencies, it could not provide substantial contribution in the development of tourism sector. In Jiri no travel agencies are available and because of this tourist cannot have direct contact. This is affecting development of tourism.

5.1.6 Information Center and the Advertisement

Information center should be established in tourism areas. But there is no any information center in Jiri. Some tourism map and other information of tourism

are available for tourist but there are not enough for our introduction so we have to launch such program so we can make know about Jiri.

5.1.7 Political Disturbances

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

5.1.8 Market Limitations

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

5.1.9 Lack of People Awareness

One of the major problems of tourism in Jiri is lack of people awareness. Only few people have knowledge about tourism. Majority of the people engaged only their own occupation with agriculture which is also limited to the subsistence level.

5.1.10 Negligence of the Government

The lack of government priority and commitment for the development of Jiri is also a problem of tourism development and the proper plan has not yet been framed out for the long term tourism development. If tourism is widely accepted, it is to be flourished but it is not so.

5.2 Prospects of Tourism in Jiri VDC

Jiri being a cradle place of beauty and nature. So there is a greater opportunity for the development of tourism industry. However, the prospects of tourism can

be carried hand in hand with hotel industry development. Since Jiri is a small village with no proper infrastructure for hotel industry, the concept of home stay can uplift the economic standard of its people. There is also a prime opportunity to establish the resort in which packaged programmed can be designed for the people living in the town.

Jiri is historically a famous place for the religious temples such as Jireswor Mahadev, Dhungeshwor and so on. So that pilgrimage tourism for both national and international tourism is another opportunity that can be seized in Jiri.

Nevertheless, the people of Jiri are still deprived and relying poverty. Agriculture and livestock farming are the major occupation of the residence of Jiri. Scientifically integrated agro farming and animal husbandry can be the other important entrepreneurial activities that can be hold in Jiri. Jiri itself is a fertile land for the agriculture and the situation of Jiri Pashu Farm is an aided advantage to flourish the better professional Cow and Bangur farm.

On the other hand, professional local tea of Jiri has got abundant demand in the market. It also can be capitalized hand in hand with cheese and chhurpi and can be sold in the local and foreign markets.

Nonetheless, the production of qualitative local alcohol primarily called “Teen Pane” can be produced in more quantity and marketed into the nearby market.

Jiri has potential tourism product like diverse culture and unique bio diversity, adventure and panoramic nature etc. we can promote rural tourism, religious tourism as well community based tourism in this area. There are some linkages and accessible routs to the neighboring places like Mt. Everest, so there is possibility to develop tourist packages with the tourist areas of these neighboring Places. Tourist can enjoy different places of different districts in one package. Jiri is a paradise for nature lovers, adventure seekers and holy place for the religious people. Jiri which is naturally and culturally endowed

encompasses impressive cultural heritages and the place with panoramic beauty. There are immense potentials for tourism activities like hiking, trekking bird watching, picnic, healthy environment and pilgrimage, rural and community tourism home stay etc.

There is challenge to optimal utilization of knowledge, talent and resources for common benefits, so local people should be recognized as the main decision makers to tackle problem collectively for their mutual benefit. Tourism development program in Jiri should pay more attention to income generating activities of both short and long term while at the same time ensuring peoples right and privileges over the resources. Equally attitudes to develop entrepreneurship and management skills .the prospect of tourism in Jiri is summarized as below.

In spite of many prospects of tourism in Jiri, there are so many shortcomings. Prospects and shortcomings are parallel in nature. But Jiri can be prosperous and famous Jiri, if these prospects are capitalized and flourished in a proper way.

- Internal and external Tourism (site seeing, hiking, mountain viewing..)
- Academic Tourism
- Pilgrimage Tourism
- Organic agro farms
- More professional cow farm
- Hotel industry and so on...

5.3 Other Potential Tourism Products

Religious and natural place these are another prospect of tourism in Jiri. To develop Jiri as a tourism area, promotion and an efficient utilization of Cheese, Chhurpi can play significant role. Pear, herbs, ginger, tea and coffee are the potential tourism products in Jiri.

5.4 Public Views about Prospects of Tourism in Jiri VDC

The following table shows the Public View about Prospect of Tourism in Jiri VDC.

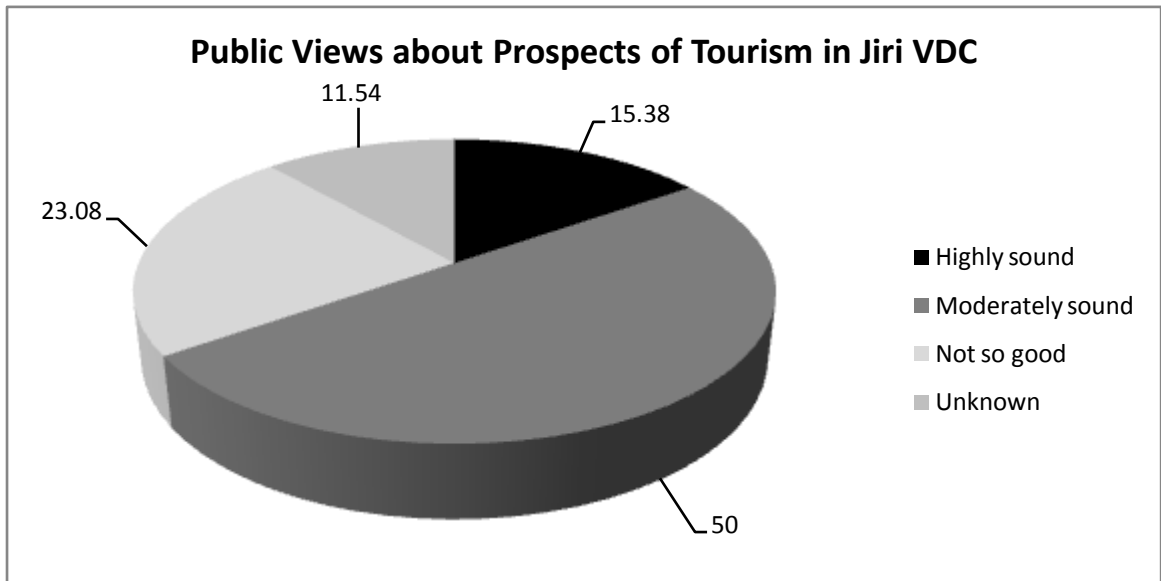
Table 5.1
Public Views about Prospects of Tourism in Jiri VDC

S.N.	Views	Respondents	Percentages
1	Highly sound	8	15.38
2	Moderately sound	26	50
3	Not so good	12	23.08
4	Unknown	6	11.54
Total		52	100

Source: Field Survey, 2015

Table 5.1 shows that out of 52 local people 50 percent opined the prospects of tourism in Jiri are moderately sound. Similarly, 23.08 percent respondents do not believe in good prospects of tourism in Jiri. Only 15.38 percent respondents are favored to highly sound prospect of tourism in Jiri while 11.54 percent respondents do not have any idea about prospects of tourism in Jiri. This scenario indicates that there are prospects of tourism in Jiri.

Chart 5.1



5.5 Public Views about Problems of Tourism in Jiri VDC

43 informants 88.38 percent replied that all of problem accommodation, language, transportation and guide are serious problem of tourism and rest of the respondents 11.63 percent do not have any idea about problem of tourism in the Jiri (Field Survey, 2015).

CHAPTER-VI

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

6.1 Summary of Findings

The contribution of tourism sector in the development of Nepal has been quite significant. However Nepalese tourism sector has not been developed as expected. Being agro-based country, Nepal has not achieved the expected goal in producing adequate crops for its people. Meanwhile the conditions of industries are very poor since we have no abundant resources for industrial development here in Nepal. Therefore, the whole country has to be dependent on neighbours and other countries to fulfill the basic demands of the people. As a result, huge amount of cash goes out of the boarder. In such scenario, tourism can be the best alternative to balance this loss. It is a highly productive sector to compensate the unemployment and disguised unemployment prevailing in the country. Nepal as a whole is rich in natural and cultural resources. That is why tourism has comparative advantages than any other industries. It has low opportunity cost; it takes low gestation period to give return; can involve the lower strata of all ecological zone; involves women and ethnic groups and bears direct relation to all ecological zone, like culture, environment, nature, behavior of the people. Tourism also has a very significant contribution to GDP, foreign exchange earnings, government revenue, employment and its indirect and induced effect. In this basis, tourism can be a leading sector and socio-economic force in the economy of Nepal. Therefore, small part of the country like Jiri, which has a high possibility of uplifting the tourism sector, can contribute to the national economic growth as well.

Summary of Findings are as follows:

- Jiri is a newly proclaimed municipality of Dolakha District in the Janakpur Zone of north-eastern Nepal. According to National Census it has a population of 7,373 people living in 1,899 individual households.

Jiri lies at an altitude of 1,905 meters (6,250 feet) and is the eastern-most terminus of the highway coming from Kathmandu. Bus service is available from Kathmandu but the 184 km ride takes 6 to 8 hours due to narrow, winding roads and checkpoints along the high-way (until 2006). There are a number of lodges available along either side of the main road mainly in Jiri Bazaar.

- Most parts of the Jiri lies in hilly belt unique with diversified culture system. Agronomy is the base of the economy, where Jiri Khola provides water for irrigation. Jiri is potential destination of tourism because of its natural beauty, peaceful environment, the ethnic simplicity and harmony, and diverse culture, religions sites and pilgrimages, historical place.
- The main attractions of tourism industry in Jiri are scenic attraction, pleasant climate and socio-cultural heritage. Dugheswor Mahadev, Rang Rangeswor, Jireswor Mahadev, Swiss Cow & Bangur Breeding Center, Yak Cheese Factory /Swiss cheese Factory, Chordung etc. are the things and places where tourists can visit and enjoy the surroundings. Surrounded on all sides by beautiful forests and hills where heavy snow falls in winter, Jiri has beauty to attract anyone! To the North and South, Cherdung and Tame hills lie where snow falls for most of the time of the year.
- Jiri valley has its own particular importance as it is the gateway to Mt. Everest. All early Everest expeditions – including the one led by John Hunt that took Tenzing Norgay and Edmund Hillary to the summit (the first successful expedition of Mt. Everest) – were accomplished through Jiri. In fact, trekkers can walk all the way from Jiri up to Everest Base Camp, which is more adventurous than simply passing the normal route via flight to Lukla.
- Development of tourism infrastructure in Jiri is a recent phenomenon. Lack of better and enough infrastructures is the main problem of tourism in Jiri. Regarding problems of tourism, 88.4 percent of the local people

marked accommodation, language, transportation and guide as the serious problems of tourism industry in Jiri. About prospects of tourism in Jiri, 15.4 percent of the respondents see prospects of tourism in Jiri highly sound and 50 percent of the respondents mentioned that there is moderately sound prospects of tourism in Jiri whereas 23.08 percent respondents stated that prospects of tourism is not so good in Jiri.

6.2 Conclusions

The whole study concludes that there has been very high prospects and future for tourism development in Jiri. Almost all tourist destinations are semi developed. The strategic planning will definitely summon large no. of domestic and foreign tourists.

Lack of proper government policy and long term planning, lack of infrastructure, accommodation, communication, health service, electricity, skilled human resources and banking facilities, lack of promotion and marketing, lack of proper co-ordination, lack of travel and trekking agencies, recreational facilities, information center, political instability, ample air accessibility, market limitation, lack of people awareness, negligence of the government are the main problems of tourism development in Jiri. The study is based on primary as well as secondary sources of information. Secondary sources include published and unpublished books, records, reports, articles etc. primary sources include questionnaire, survey, interview and literature review. There is the need to initiate educational based programs by the government and non-government agencies. Since educated people play significant role in promoting tourism, plenty of opportunities regarding higher education should be provided for the local people. Majority of the population are involved in agriculture while some others have adopted non-agricultural activities like business and services. Jiri has a high possibility and potentiality of agro-based industries and eco-agro tourism. If the government and local people draw their attention to such industries and tourism and make plans for their establishment hand in hand, income level of local people will grow. Because of government's

lack of interest and proper planning, many places like Jiri are deprived of benefits which they could acquire from the tourism. Emerging local people in tourism activities starts with tourism awareness and then requires capacity building and will skill training. Therefore capacity building and skills training help them to promote tourism. The local culture and religious sites, agro based products of Jiri are key subjects of tourism. They should be preserved and protected with long-term planning. The beneficiaries can be any local people.

In nutshell, there are numbers of problems, challenges and constraints in tourism development of Jiri. Low level of infrastructure development, lack of awareness, entrepreneurship and investment and lack of planned and proper marketing are the challenges for tourism development in Jiri. Nevertheless, all these problems and challenges can be overcome with concrete efforts of Public Private Partnership (PPP). If Jiri gets linked with famous tourist destinations like Mt.Everest, it will definitely come to the lime light. Various models of tourism like community based tourism; home stay tourism; farm tourism; religious tourism; cultural tourism etc. can establish Jiri as one of the most emerging tourist destinations. There are great potentials of trekking, hiking and adventure.

6.3 Recommendations

To promote sustainable tourism development which could generate maximum alternative employment opportunities to underemployed and unemployed people of Jiri hence reducing poverty, enhancing income level and make people's lifestyle better. To obtain that, local people along with the local and central government need to concentrate on these points:

- Prepare immediate action plan to preserve and conserve sites with historical, religious and cultural importance.
- Conduct mass awareness programs to create conducive environment for tourism development.

- Government assistance is required to promote infrastructure development.
- Establish linkage with the famous tourism destination such as Mt. Everest and neighbor districts to build tourism packages.
- Priority should be given to the development of rural tourism destination in order to reduce poverty and promote equality.
- Typical Nepalese type accommodation facilities should be provided and established in the tourism destinations.
- Organic farming should be encouraged at the satellite area of major tourism spots.
- Provide education and trainings that encourage the enhancement of local skills and management capacity of natural resources to the local people.
- Develop minor forest products such as aromatic and medical herbs, ferns, orchids that are in high demand.
- In Jiri there is no system of keeping a record of tourists. So, tourism information center should be opened, which can help tourists receive information about the people and places and also helps locals to find out the tastes and behaviors of tourists.
- Construct Informative website and use social media to advertise and promote tourism.

APPENDIX

स्थानीय वासिन्दाका लागि प्रश्नावली

(क) व्यक्तिगत विवरण

नाम :

पेशा :

लिङ्गः

शिक्षाः

उमेरः

स्थानः

(ख) प्रश्नावली

१) जीवन यापनका लागि कुन पेशा अँगाल्नु भएको छ ?

क) कृषि

ख) नोकरी

ग) व्यापार

घ) पर्यटन

२) पर्यटनका बारेमा तपाईंलाई थाहा छ कि छैन ?

क) छ

ख) छैन

३) यस ठाउँका मुख्य पर्यटकीय स्थलहरु कुन कुन हुन?

क)

ख)

ग)

घ)

४) यस ठाउँका मुख्य पर्यटकीय आर्कषणहरु के के होलान?

क)

ख)

ग)

घ)

५) ति पर्यटकीय स्थलहरुमा पुग्नको लागि यातायातको सुविधा छ कि छैन ?

क) छ

ख) छैन

६) ति पर्यटकीय स्थलहरुमा खाना र बासको सुविधा छ कि छैन ?

क) छ

ख) छैन

७) पर्यटकहरु कुनकुन क्षेत्रबाट आउछन् होला?

क) आन्तरिक

ख) बाह्य

८) पर्यटकहरु औसत कतिदिन बस्ने गरेका छन् ?

क)

ख)

ग)

घ)

९) ती पर्यटकहरुले कति सम्म खर्च गर्छन् होला?

क)

ख)

ग)

घ)

१०) यस जिरी गाविसमा पर्यटन विकासका लागि आवश्यक पूर्वाधार छन् ?

क) छन्

ख) छैनन्

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