

PROBLEM AND PROSPECT OF TOURISM DEVELOPMENT:

A Case Study of Jamunakhadi Wetland and Tourism Area of Jhapa District, Nepal

**A Thesis Submitted to
The Central Department of Rural Development,
Tribhuvan University,
In Partial fulfillment of requirements for the
Degree of the Master of Arts (M.A.)
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By

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April, 2016

DECLARATION

I hereby declare that the thesis entitled **Problem and Prospect of Tourism Development: A Case Study of Jamunakhadi Wetland and Tourism Area of Jhapa District, Nepal** submitted to the central Department of Rural Development, Tribhuvan University, is truly my original work prepared under the guidance and supervision of my supervisor. I have made due acknowledgements to all ideas and information borrowed from different source in the course of preparing this thesis. The results of this thesis have not been presented or submitted anywhere else for the award of any degree or for any other proposes. I assure that no part of the content of this thesis has been published in any from before.

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RECOMMENDATION

This is thesis entitled **Problem and Prospect of Tourism Development: A Case Study of Jamunakhadi Wetland and Tourism Area of Jhapa District, Nepal** has been prepared by **Mohan Prasad Bhandari** under my supervision and guidance. He has conducted the research in December 2015 to April 2016. To the best of my knowledge the study is original and carries useful information regarding Problem and Prospects of Tourism in Nepal of Jhapa District. Therefore, I recommend this thesis to the evaluation committee for its final approval.

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APPROVAL LETTER

This is to certify that **Mr. Mohan Prasad Bhandari** has prepared this thesis entitled **Problem and Prospect of Tourism Development: A Case Study of Jamunakhadi Wetland and Tourism Area of Jhapa District, Nepal** under our guidance and supervision. This report is prepared as partial fulfillment of the requirement of the Degree of Master's in Rural Development from Tribhuvan University. This thesis has been accepted and recommended for final approval.

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Finally, I am alone responsible for errors of judgment or of analysis.

Mohan Prasad Bhadari

April 2016

ABSTRACT

Village tourism is a newly emerging concept where the visitor can really experience with the village life style and environment. Village tourism is a means of sustainable tourism development; it refers to tourists staying in or near village, of traditional village in remote areas and learning about the village way of life. This kind of tourism involves provision of local style

Accommodation, locally produced food items on tourists and the organizations of tourist participation in village activities. This study gives the real picture of tourism activities in Jamunkhadi area of Jhapa District. Among the various tourism areas in Jahpa Jamunkhadi area of Surunga VDC is also one of the potential tourism area. Views of wetland, Jamun lake, peace forest, picnic sports its Surrounding Community forest and pasture land, Sightseeing, boating, mini zoo, observation of endangered animals like python, bear, dear, leopard, tiger, brown fish, owl, porcupine, vulture, peacock stork, Guinea pig, Rabbit, wild cat, flora and fauna Cultural diversity etc. are main tourism products of Jamunkhadi area. The objectives of the study are to identify the existing major tourism products of the Jamunkhadi area to explore the Jamunkhadi as a as a major tourism destination of Jhapa. Therefore, this study is helpful for those people who take interest in Village based tourism development planners as well as local planners to emphasis upon it.

The study is based on both primary and secondary data. More specifically, it is based on primary data and information which is collected by researcher himself with the help of different data collection tools and technique. 50 households and 8 hotels were taken for sample size from Jamunkhadi region and 20 tourists of different countries are also interviewed. For this purpose simple random sample random sampling method has been used in survey of tourism and households and purposive sampling method has been applied for hotel survey. However, secondary source of data and information has been used wherever they needed. Jamunkhadi has enormous tourism products to have attracted the tourist. It god gifted natural assets great interest for the tourist. But there are so many problems to develop tourism due to the lack of basic infrastructures. The existing 8 local level hotels with poor facilities are not sufficient to provide the services for present demands of tourists. In present time hoteliers are benefited mainly by the domestic tourists. Tourist's view of tourism development in this area is optimistic. There is good possibility of tourism in and around the Jamunkhadi near future. Although, sample tourists evaluate most of the existing infrastructure are in general condition.

Ethnic diversity is found in the study area. Historical tribes Sherpa and their culture are one of the attractions for tourists. There is lack of well - equipped hotels to stay in the study area but the local community is providing homes service providing capable houses are found about 64 in Jamunkhadi. In the view of its potential for the tourism development, local community seen to be more interested to develop this area jointly as a tourist destination. They see the good prospects of tourism in future.

The main problems associated with tourism in the study area are lack of transportation, accommodation, skilled manpower, effective tourism plan, security service, advertisement, publicity and etc. Thus it is necessary for the development of tourism infrastructures to develop tourism in the study area as shown by the output of the research.

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ABBREVIATIONS/ ACRONYMS

ASTA	:	American Society of Travel Agents
CTEVT	:	Centre for Technical Education and Vocational
CBS	:	Central Bureau of Statistics.
DDC	:	District Development Committee.
GDO	:	Gross Domestic Product
IUOTO	:	International Union of Official Travel Organization.
MOCTCA	:	Ministry of Culture, Tourism and Civil Aviation
NGO	:	Non-Governmental Organization
NPC	:	Nepal Planning Commission
NRB	:	Nepal Rastriaya Bank
NTBO	:	Nepal Tourism Board Organization
PATA	:	The Pacific Area Travel Association.
RNAC	:	Royal Nepal Airlines Corporation
SNV/NT	:	Netherlands Assistance Organization/Nepal Training
TRPAP	:	Tourism for Rural Poverty Alleviation Program.
UFTA	:	United Federation of Travel Agent.
UNDP	:	United Nation Development Program.
UNESCO	:	United Nations Educational Scientific and Cultural Organization
UNO	:	United Nations Organization
VDC	:	Village Development Committee
WHO	:	World Health Organization
WTO	:	World Tourism Organization.