CHAPTER - ONE

INTRODUCTION

1.1 Background of the Study

Nepal is a land-locked mountains country which lies on the southern flanks of the Himalayans, with a galore of the highest peaks in the world including Mount Everest (Sagarmatha). It lies between 80 4 and 88 12' East longitude and 26 22' and 30 27' North latitude. Nepal is situated in between two big countries –India and China. Its shape is roughly rectangular with the length of 885 kilometers east-west and its breadth varies from 145 to 243 kilometers north-south, the mean width of which is 193 kilometers. The total area of the country is 147,181 sq. km. (CBS, 1993).

About 83 present people of the country live in rural area. The major sources of the national economy is agriculture and the rest include manufacturing, trade, commerce and service. The main sources of earning are foreign currency are merchandise, export services and tourism. The comparative advantage sector for development is hydropower, agroindustry, and tourism. Its per capita income is us\$ 735(CBS2068).

Nepal, a developing country which is rich in terms of its socio cultural and natural resources. It has different in topography, varied climate and mix of people that combine to produce a magical attraction for the visitors. Having uniqueness and diversity in regard to ethnicity customs, social, structures as well as natural phenomenon e.g. flora and fauna, Shangri-La for its scenic beauty and uneven ecological and natural environmental variation ranging from the Terai plains to mountains and high Himalayas representing richness n biological and cultural diversity have contributed to the great prosperity and progress of the nation. Even though, its richness in panoramic scenic beauty and paramount resources, the country could not absorb its property for the multidimensional development aspects of the nation. The country has been consistently ranked as one of the poorest countries on the world.

Nepal it's a unique country inhabited by multi-lingual, multi culture and multi ethnic people. It has got beautiful fauna and flora as natural gifts. Nepal's beautiful highs

landscapes, lakes green valley, waterfalls, streams and hill sides scattered in the form of an endless series of terraces have been the source of great attraction and admiration.

Tourism is the world's fastest growing industry and being one of the big economic activities, leisure recreation is popular all over the world. It has affected almost every part of the worlds and Nepal is not an exception. Nepal is recognized as a tourist destination because of its unique natural besides cultural heritage and religious/ traditional practices. Historical monuments and the sites of pilgrimages are sure to motivate tourists to visit Nepal at least once in lifetime. The art and architecture, ethnicity, tradition and custom of the people are there to see while feeling the hospitality and warmth of the people in this friendly atmosphere of Nepal the foot trails, the countryside view the highlands and lowlands hills and plains, the green forests, magnificent river, ice-capped Himalayas, diverse group of flora and faunas are not to be missed by anyone who travel Nepal with lot of expectations. This trade creates many favorable multiplier effects in private sector like foreign currency earning, employment generation, change in social cultural and traditional structure, change in lifestyle, upgrading living standard etc.

In recent year, Tourism is regarded as one of the world's biggest and fastest growing industries. It has been playing a pivotal role in the socio-economic development of the most developed as well as developing countries of the world. So, most of the nations are attracted to this industries and trying their best to strengthen the socio-economic life of the people by promoting tourism. It has been identified as an important source of foreign exchange earnings as an industry creating employment opportunities and generating economic growth of the country, at the same time tourism is initiating to protect the cultural and natural heritage of the country.

Nepal is also called the country of nonstop festivals, because festivals are a prominent aspect of Nepalese life in which all participate enthusiastically. About every week people celebrate a festival on local basis or national level in different parts of the country. The religious customs, life styles, festivals, food habits, clothing's and languages of different people differ as per geographical and ethnic variations. One remarkable feature of Nepalese cultures is the persisting harmony in the midst of these differences.

Tourism has been a phenomenon established in this country ever since the dawn of human civilization/democracy (1950). No records are available to explain how it went on during the course of past centuries except a few inscriptions that tell us about some historic visits of some monks from the friendly countries of north and south. Nevertheless, when we talk about the modern tourism, we have to refer to the early fifties of the last century when Nepal was officially made open for the foreign visitors. This was one of the taken places bringing an end to the autocratic regime of the Ranas.

Tourism is a possible way for the development of Nepal. It is fast growing industry in the 21st century. It contributes 4% of National GDP (Himalayan times, 2003). It is possible to grow it up due to availability of natural beauty, historical and cultural monuments, arts, architecture, festival, floras and fauna diversities which can attract various types of tourist.

Rural tourism is the tourism which takes place in the country side which can be promoted not only attracting foreign people but also local people who are called internal tourists.

A Jamunkhadi and Tourism Area is newly introduced tourist destination of eastern Nepal which is located at Jamunbari, SurungaVDC; ward No. 2 and 3 Jhapa. The area of wetland is 40 hector lands. Few years ago, it was the community forest area which became the victim of deforestation. Here different casts of people live. The climate is hot and the plants here are Sal, Karma, Sisau, Botdhamero, Chilaune, Chap, Harro, Barro, Amala, or many other local plants and trees. Different types of indigenous birds and other various birds are found here (CFUG Profile). Here are found snake, fish, Garor, Goro, Tortoise, Andhabam, Boacostractor (Python), monkey, jackal, fox, wild pig, deer, Lokharke, Dhendu etc. and latest amazing thing is three n half leg having cow. The tourism spot has been aimed to be promoted with the various s water fun, fisheries, and green cottage picnic spot for tourists and income opportunities for the local people which can be strong backbone of rural development.

Within the wetland area there is a mini zoo with three pythons. One of which is claimed to be the biggest python in the country. In the aviary the best attraction is Huchchill (Brown Fish Owl).

The present study is based on the Jamunkhadi wetland and Tourism Area aiming to analyze the problem and prospect of tourism development.

1.2 Statement of the Problem

Nepal has been endowed with diverse fauna and flora and beautiful pristine land escapes. The national park and the conservation area scattered in different parts of the country have become most potential site for tourism. These national parks symbolized naturals paradise have diverse land masses containing in it only the unique and rare diversity but also here the religious and spiritual sites of high values of significance. Therefore many foreign tourists visit in Nepal.

Tourism is the backbone-leading sector for the economic development of developing countries like Nepal, however it has not been develop, pro poor has not been addressed. Tourism is the result of movement, entry and stay; it is a composite product and outcomes of attraction, accessibility accommodation and amenities. Elements and components of tourism are the prime factor or indicators of the development of tourism. Development and scope of tourism depends up on the quality and quantity of products/components. However most of tourist destinations expect few destinations e.g. Kathmandu, Pokhara, Chitwan, are deprived of transportation, communication and accommodation and amenities as well as lacking the identification of new potentialities and development, advertisement and promotion, thus the promotional efforts of tourism are so ineffective that large chunk of probable tourists do not know about Nepal in international front. Even though it is generally recognized that peace is pre condition for tourism, relationship between tourism and peace is tenuous and security is backbone for the betterment of the tourism, Nepal could not maintain conflicts, civil war, violence and disturbances. Most of tourist destinations have been impaired by conflict of people war.

The two words peace and tourism are highly interrelated to each other. Peace is essential for tourism and tourism can also bring peace in the country, although there is significant contribution of tourism for the development of national economy, about 4% and 18% of total foreign exchange earnings. Majority of the population 85.8% of Nepal lives in rural area (kunwar, 2006). Rural people have not yet been able to create much economic opportunities. Negligible benefit from tourism is distributed among

the population of hills and mountains. In more remote rural area less than 1% is spent locally. Village people, culture, tradition, flora and fauna, views of natural beauty, touristic activities as trekking, mountaineering, paragliding, skating, stock climbing, bee hunting etc. are the major tourist products have been deprived of the benefit from the tourism industry. It is estimated that these tourist spend less than 10% of their money locally and 90% of their money is spent in cities especially for travel agents, tourism organizations and industries.

Tourism is the important sector to generate revenue for the national development and Enhancing the national economy. Nepal is quite rich its diversities and one can study and interlink the culture and tourism of the existing area for the development of the destination. There are many places and sectors which are districts and potential areas for this. Among them Jamunkhadi is such a place where there many things for entertainment. The resources have high potentialities in use for tourist attraction.

Tourism is not only creates the benefits but also creates the challenges such as cultural erosion, disease transmission, multi-marriage, dirtiness and so on. Despite of numerous opportunities it has also emerging challenges as a byproduct. This affects not only the social interaction but also the social fabric environment and biosphere as a whole. And the people are directly and indirectly affected by tourism in their manner, lifestyles, food habits etc. The questions that can be raised is whether or not. People are in a position to revitalize their culture. Realizing these problems, this research was conducted to find out the main factors in the destination area. Studies in depth are needed for understanding the problems and promoting the development of the appropriate kind of tourism in the country in order to develop the sector besides minimizing the negative impacts on environment and cultural resulting from tourism development.

Jamunkhadi wetland and Tourism Area is one of the places which are not developed yet. It is popular for its wetland area which lies 1.5 km north from Mahindra Highway. People visit the area from different places. It is necessary to develop the tourism potentiality to attract the internal as well as external tourists for more than 1 day. Tourism sectors should provide all things and materials with various tourist needs and wants. Only the natural beauty isn't enough to fulfill the desire of the tourist. Tourism needs 7As such as attraction, accessibility, accommodation, affinity activities amenities and actors. Innumerable places like Jamunkhadi wetland and Tourism Area are not introduced as tourism spots in Nepal due to lack of publicity and sound accommodation.

This research is based on micro level with a case study of Jamunkhadi wetland and Tourism area. This will give new idea about Jamunkhadi wetland and Tourism area for this it's find out many answers like following research questions:

- What are the main attractions of the study area?
- What are the major problems to develop the tourism destination in the study area?
- What are impacts of tourism in study area?

1.3 Objectives of the Study

The general objective of the study is to find out tourism prospects and potentiality in the study area. The specific objectives of the study are as follows:

- To explore the tourism attractions and facilities in study area?
- To identify the problem to develop the tourism destination in study area?
- To analyze the economic impact of tourism in study area?

1.4 significance of the Study

Nepal's economy is based on agriculture and the rest involves manufacture, trade, service and tourism. The main source of foreign currency is tourism, service and remittance. Nepal is very poor in foreign trade. Tourism is identified as the tools of development.

The present study will focus the problems and prospects of tourism development in Jamunkhadi, Jhapa district. Nepal's economy is based on agriculture and the rest involves manufacture, trade, service and tourism. The main source of foreign currency is tourism, service and remittance. Nepal is very poor in foreign trade. Tourism is identified as the tool of development.

Nepal has many tourist attractions but most of them are in shadow. Village tourism is an important industry and efforts must be made for its further development. Jamunkhadi is also one of the rural areas where rural tourism and ecotourism is possible. Jamunkhadi wetland area, mini zoo, jungle, water fun, green cottage, and picnic spot are the main attractions. Having a heavy potentiality of becoming one of the most important village tourism it is not studied about the potentiality so that the place can have exposed to the outer world and the local people can have opportunities for employment and income generation that help their living condition. So Jamunkhadi wetland and Tourism Area has been taken for study.

This study will help to find out the problem and prospects of tourism development, which may be also fruitful to government, planners, policy makers, social workers and others. It will also helpful to readers and researchers for further research and useful to concerned authorities for the formulation and implementation of plans and policies for the sustainable tourism development in Jhapa, Jamunkhadi. Beside that Nepal Tourism Board (NTB) and other tourism actors will be benefited by the finding of the study. Government of Nepal aims to develop tourism in each VDC. The study will be helpful in the aim of the government of Nepal.

1.5 Limitation of the Study

The study has following limitations:

- The present study covers only Jamunkhadi tourism area.
- The interview and focus group discussion will be conducted at local level (interview will conduct with the Hotel Owners, Foreigners, Domestic Tourist, local hotels, cottages and with local people).
- The study is based on locals of the wetland area. So the variables do not fit or represent the whole nation.
- Financial and time constraints are the other limitation of the study.
- Political affiliations, gender biasness, insurgency and psychological attitude of the people are the other factors that may affect the responses.

Finally, the study is only applicable for the similar type of tourism industry.

1.6 Organization of the Study

The thesis will be divided into five chapters. The first chapter includes the background of the study, statement of problem, objectives, limitations and significance of the study. The second chapter is literature review. The third chapter deals about the methodology of the study. The fourth chapter is data presentation & analysis. The fifth chapter includes summary, conclusion and recommendation. After this reference & annex will be organized.

CHAPTER - TWO

LITERATURE REVIEW

2.1 Concept of Tourism

Generally, tourism denotes the movement or journey of human beings from one place to another, whether it is within one's own country or other countries, for various purposes. The popular word "tourism" of the present day derived from the French word "Tourisme" which originated in 19th century and was popularized in 1930s, but its significance was not fully realized until totally when tourism has a wider meaning and significance. (Gurung, 2007).

"Tourism isn't a new phenomenon for Hindus. In Sanskrit literature we find three terms for tourism derived from that a means leaving home for some time to other places." According to Negi (Upadhayay, 2003) the three terms are:

- Paryatna: it means going out for pleasure and knowledge.
- Desatna: it means going out of the country primarily for economic gains.
- Tirthantna: it means going out to places of religious merits.

World tourism organization has defined tourist in precise term as "Any person who travel to a country other than that in which s/he has her/his usual residence, but outside his/her usual environment, for a period of at least one night but not more than one year and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited. The term includes people traveling for leisure, recreation and holidays; visiting friends and relatives, business and professional; health treatment; religion/pilgrimages and others; purpose." Whereas any person who stays less than twenty four hours in the places outside his/her usual habitat s/he is called excursionist.

Tourism is studied and understood from fix different prospective, tourism as a human experience, tourism as a social behavior, tourism as geographical phenomena, tourism as a resource, tourism as business and tourism as industry(Smith,1998). It is managed from four different levels; government, NTO, Business Organizations and locals, (Ghimire, 2007).

Tourism is one of the largest industries of the world. It is known as white or smoke less, service oriented intangible industry. It is a recent phenomenon and travels in an ancient phenomena. In the past, large merchants, pilgrims, scholars etc. traveled in search of ancient texts, trade and commerce. After industrial revolution, ILO took the initiative of giving paid holidays at six week per year, growing industrial activities, population growth, new settlement and growth of new towns and cities, railways system and steamship for the need of individual travel especially western society gave birth at a large and prosperous growth of tourism in the world.

The word 'tourism is so popular today, it derived from the French word "Tourisme" Latin word "Tornare" and the Greek word "Tornos". The word tourism has several meanings. Tourism always involves touristic movement like a circle, a tour represents a journey that it is a round trip, i.e. the act of leaving and then returning to the original starting points and therefore, one who takes such a journey can be called a tourist and the process is known as Tourism. Tourism has five major component they are equally important. Transportation, accommodation, attraction, food catering, infrastructure and souvenir shops. Transportation enables to visit a destination places, accommodation caters for his wellbeing there, food catering helps him to survive there and infrastructure enable successful functioning of all these components (Kunwar, 2006).

2.2 Brief History of tourism in the world

Etymologically the word tour is derived from the Latin 'Tornare' and the Greek 'Tornos' meaning ' a lathe or circle; the movement around a central point or axis' this meaning changed in modern, English to represent one's turn. The suffix 'ism' is defined as' an action or process, typical behavior or quality; while the suffix 'its' denotes 'one that performs a given action'. When the word tour and the suffixes ism and it's are combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point, which ultimately returns to its beginning. Therefore, like a circle, a tour represents a journey that is a round-trip, either act of leaving and them returning to the original starting point, and therefore, one who takes such a journey and be called a tourist. 'Travel', after all, has etymological connections with travel with work and activity while tourism represents a packaged form of experience in which passivity prevails and contact with the alien and the real is avoided or prevented. The world tourism was for the first time described in the Oxford English Dictionary in 1811. This revels that the word tourism did not appear in the English language until the early nineteenth century, and the word 'tour was more closely associated with the idea of a voyage or peregrination or a circuit. Then, with the idea of an individual being temporary away from home for pleasure a purposes a significant feature of the use of the word 'tourist' came into being.

While talking about tourism, it is necessary to discuss about evolution of tourism and famous travelers of the world. The great explorer Columbus set out to find a new route to India and in the process discovered the new world. Young macro polo left Venice in the year 1271 with his father and uncle. They travelled through Persia and Afghanistan to the roof of the world. Then Unknown Pamir plateau. Tony Hagen visited almost districts of Nepal. He was first person who received authority to visit out of Kathmandu valley, he contributed a lot for the tourism development of Nepal.

The concept of pleasure travel as it existed in the west can be associated with the Roman Empire. Romans probably were the first pleasure travelers. Roman were able to travel over a hundred miles in a day using relays of horses. They journeyed primarily to see famous temples in the Mediterranean areas particularly monuments and the famous pyramids of Egypt. The Romans also travelled during holiday, occasions, particularly the famous Olympic Games "spas" and seaside resorts which developed during this period may be associated with pleasure travel. ILO took the initiative of drawing up a convention of paid holiday which required the member states to grant a paid holiday of a minimum paid holidays at six weeks per year. Thus industrial revolution in the 19th century gave birth to a large and prosperous group in western society. Industrialization grew and trade and commerce developed as result prosperous group became richer, industrial activities in turn gave rise to new settlement; town and cities were established to accommodate increasing number of labor force engaged in industries. Thus three major development; increase in wealth of industrial society, development of means of transport and travel organization earned extra ordinary growth of tourism during the last 50 years throughout the globe(kunwar, 2006).

With the rapid growth and development of tourism industry in the world, many more national, regional and international organizations were established throughout the

world. Many of these agencies are associations of travel agents, tour operators, airlines and hoteliers to bring them together into a common platform. At the international level the international union of official travel organization (IUOTO) was established in 1947 as the first inter-governmental body for the promotion and development of travel and tourism. It was succeeded by the world tourism organization (WTO) as an associate agency of United Nations (UN) system.

The pacific Asia Travel Association (PATA), the American society of travel agencies (ASTA), United Federation of travel agents (UFTA)world tourism and travel council (WTTC) are few of the major international agencies in the field of tourism.

The word 'tourism' so popular today, is derived from the French word 'Tourism' which originated in the 19th century. The word was popularized in the 1930 but the significance was not fully realized until today when 'tourism' has a wider meaning and significance. The Austria Economist Hermann Von Schullard gave the first definition of tourism 1910 AD. He defined tourism "The sum total of operations mainly of economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country city Region". Nepal has the most favorable conditions for visitors and the sojourn of foreigners. Everybody agrees that its tourist potential is immense and varied, as the country after a great choice of attractive possibilities which always answer the renewed demand of modern international travelers. Foreign visitors want novelty and Nepal which has so long kept out of the traditional currents of world events, constitutes a new and special attraction. Owing to its very isolation, its remote character has an unrivalled charm and appeal which is irresistible (Satyal, 2002).

The Australian Economist Herman Van Schaller gave the first definition of tourism in 1910. According to him, tourism is "The sum total operations mainly of economic nature, which directly related to the entry, stay and movements of foreigners inside and outside a certain country, city or regions" (Ghimire, 2003).

The most widely accepted definition of tourism was proposed by the International Union of Official Travel Organizations (IUOTO) in 1963 approved in 1968 by the World Tourist Organization. It states that tourists are temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified either as leisure or business. According to Erik Cohen, 'Tourist is a voluntary, temporary travelers, traveling in the expectations of pleasure from the novelty and change experienced on a relatively long and non-recurrent trip'. According to ValeneL. Smith 'a tourist is a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing change'. Therefore, tourism is temporary movement of people to destinations outside their normal place of work and residence, the activities undertaken during their stay in those destination and the facilities created to cater their needs. The study of tourism is the study of people away from their usual habitat. It involves the motivations and the experiences of the tourists, the expectations of and the adjustments made by the residence of reception areas and the roles played by numerous agencies and institution, which intercede between them(Kunwar, 2002).

The world tourism organization (WTO) estimates that there were more than 663 million international travelers in 1999. Spending by their tourists was estimated at more than US\$453 billion. Tourist 4.1% a year over the next two decades, surpassing a total of one billion international travelers by the year 2010 and reaching 1.6 billion by the year 2020 (WTO, 2000). Tourism is the world's largest employer, generating, directly and indirectly, nearly 200 million jobs or some 10% of the jobs globally (Honey and Rome, 2000).

2.3 Brief History of Tourism in Nepal

The origin of the "tourist" data bake to 1292 A.D. it has derived from the word "tour', a deviation of the Latin world "Tornus" meaning a tool for describing a circle or a turner's wheel. In the first half of the 17th century, the term was used for travelling from place to place, a journey, an excursion a circuitous journey touching the principle parts of a country or region. (Dhungana, 2006).

Tourism is an ancient phenomenon and an inherent nomadic urge in men. From the very earliest historical period, travel has remained a fascination to man. In ancient time pilgrims, traders, explores, adventure and some scholars had undertaken journey in order to fulfill their respective requirement and needs. The progress of tourism development is related with human evolution. To search for basic needs of life, food, cloth and shelter, human beings used to move from one place to another place. After

the rise or industrial revolution in the world bought major changes in the range and type of tourism development. (Gurung2007)

Upadhaya (2003), in his PhD dissertation on the headline "tourism as a leading sector in economic development of Nepal "has mentioned Nepal as a showroom of Natural beauty, rich in flora and fovea which are the main attractions of tourism in Nepal. This loads to rise the economic status of the country.

In fact, the introduction of paid holidays can truly be associated with the development of modern tourism. In 1936 the ILO adopted the convention to support a serious movement of promote paid holidays in turn. Tourism right to paid holidays has universal recognition now. The trend is grant longer holiday periods (mod2001).

In respect to Nepal, Chinese visitors Huentsang is believed to have visited Nepal in 637 A.D during Lichhavi period and can be considered as first recorded visitors in the history of Nepal, later, other empirical envoys from china like Li-Piano am Wang Hiventse II visited Nepal and wrote their experiences about the wonder of Nepal, Chinese history of the T- ang Dynasty gives details about Nepal from 643 A.D. to 651 A.D. the mall kings who succeeded Lichharis give a new turn to 1480 A.D. the three kingdoms Kathmandu, Patan and Bhaktapur of mall kings during medieval period virtually transformed in to open museum of art, culture and architecture. The craftsmanship was at the top level, the evidences of which are the pagoda style temples ,places, house and many other thing of artistic character(e.g. Thanka painting, fresco are etc.) all over three cities, since ancient times, Nepal is known as "Abode of the Gods" as such many visitors from china and India visited Nepal as pilgrims to worship at pilgrimage places like Lumbini, Pashupatinath, Muktinath, Barahachhetra, Swayambhunath, Boudhanath and many other sites of religious and cultural interest.(Upadhayay,2008)

Prior to the Sugauli treaty of 1816 A.D. with East India company, Nepal was virtually isolated and closed to outside world for centuries and closed to outside world for centuries. In 1817 a British resident Dr. Wallich was appointed representative from British government in Kathmandu after the treaty of 1816. He and his officials were allowed to visit and areas and assigned to them as tourists. British visitors like Mrschaguitweit, Daniel wright, sir Britain

Hodgforn, sir joseph hooker, E.A. Smythie and other visited Nepal during the periods of Jung Bahadur and later as British resident, researcher, explorer, medical doctor, writer etc. Nepali has always been regarded as sportsman paradise and was famous for wildlife activities including big game shooting as such king George visit Nepal for his famous shoot in1911 A.D. and the prince of wales also visited in 1921A.D. either the visit of these limited state dignitaries, Nepal was thus completely in state of secession from outside world.

Burger, (1978), did the first doctoral studies on "Economic Impact of Tourism in Nepal: An Input, Output Analysis. The main objective of the study were to analyze the impact of tourism on Nepalese economy and to provide necessary information to the planners that will help them in making decision with regard to the contribution of tourism industry.

According to his study before 1950, in Rana regime, no foreigners were allowed to visit Nepal without permission of Rana rulers. After opening the door of tourism the tourist inflow in Nepal rapidly increased. He indicated that more than 1, 00,000 tourist's visitor the country in 1976. Since 1962 the number of tourists arrival have grown at an average rate 20 percent per annum and more than 80 percent of the total tourist arrived in the country by air and 20 percent arrived by road. The study pointed out that Europe had been the major tourist generator for Nepal in 1975 and majority of tourist come for pleasure and sight-seeing (Burger, 1978).

Nepal attracted 338,132 tourists from abroad in 2003, an increase of 22.7 percent 45\$192.8 million in 2003 as compared to US\$106.8 million in 2002. In comparison to 2003, the tourism arrival in 2004 is also positive with an apparent growth of 10-15 percent (depending upon tourist arrival in December 2004) for a few years starting from 2000, arrival figures had decreased. The Nepalese tourism industry attributes this decline to market perceptions of political instability, increased security activity and negative publicity based on several mishaps in the past few years (MOCTCA, 2003).

2.3.1 Tourism in Development Plans

Planed development of tourism in Nepal began as soon as Nepal interred for national planning in 1956. When the international tourism was in boom, Nepal was one of the new attractions during 1950s and 1960s. Realizing the immense potentialities for tourism development, tourism has been getting a high attraction from the very beginning of the economic planning in Nepal. Since the first plan, tourism sector has been accorded a high priority in every plan periods. Though, hundred percent set targets are not achieved objective of tourism development is always a preference in all development plans till today.

First Plan (1956-1961)

First plan had given adequate emphasis to build infrastructures like road, water, electricity and construction of airports that is essential for tourism development. During the plan period, Nepal acquired membership of different tourism related organization. Tourist development board was established in 1957 under the development of industry. The setting up of hotels of various standards, establishment of travel agencies, development of Tribhuvan International Airport, and tourist guide training and some of the achievements of the first plan. RNAC as the national flag carrier was established in 1959.

Second Plan (1962-1965)

During this plan period, collection of information on tourist arrival was initiated which was proved very helpful to have authoritative data base for further planning and policy formulation in developing tourism sector in the country. Specially, the sightseeing services, trained guide, increasing publicity of Nepal in the international market were priority accorded by the second plan. The enactment of the tourism Act 1964 (2021 B.S.) was notable development for tourism during second plan.

Third Plan (1965-1970)

The third plan aimed to increase the number of foreign tourists thereby increasing foreign exchange earnings. The prime focus during the plan was again on the establishment of hotels of international standard in Kathmandu, Pokhara and Biratnagar. During the plan period, for international marketing film on Nepalese attractions of tourism and tourists interactive ware produced and distributed. Nepalese art and architectures provide attraction to tourists, therefor, steps were taken to preserves and maintain temples and historical places. Preparation of master plan for Lumbini development was pronounced during the plan period.

Fourth Plan (1970-1975)

The fourth plan had assumed tourism as the prime source of foreign exchange earnings in the economy. This plan was actually the turning point in the history of tourism development in Nepal by formulation Nepal Tourism Master Plan 1972 with the join co-operation of the government of federal republic of Germany in 1971. The main objectives of Nepal Tourism Master Plan 1972 were: \cdot to develop international tourism this will provide sustained economic benefit of Nepal. \cdot To induce economic activity through tourism that would assist in the development of agriculture industry infrastructure foreign exchange e.g. earning and employment opportunities and \cdot to develop tourism in manner that would preserve the Enhance the social cultural and historical values of Nepal.

Fifth Plan (1975-1980)

The ministry of tourism became a full-fledged ministry during this plan period in 1977. The fifth five year plan had spent out the following objectives for the development of tourism, they are?

- Increasing the foreign exchange earnings and these by improving balance of payment situation.
- Increasing employment opportunity in tourism sector by developing skill and ability.
- Achieving balanced regional development by establishing tourist carters in different part of country.
- Encouraging regional and inter-regional tourism.

Sixth Plan (1980-1985)

The sixth year plan adopted and integrated approach with the following objectives: ·

- To earn foreign exchange.
- To increase the number of tourists and length of their stay.
- To replace foreign goods by domestic products.
- Provide employment opportunity through tourism related industry.

Seventh Plan (1985-1990)

The plan had the policy to attract investment from both the public and the private sector in tourism. Emphasis had been laid to develop mountaineering and trekking tourism. The main objectives of the plan were as follows;

- To improve balance of payment situation through increased foreign exchange earnings by attracting upper class tourist.
- To create new employment opportunity by utilizing tourism industry to the fullest capacity;
- To increase the length of stay by extending tourism related activities and business where tourism infrastructure is available and
- To encourage the use of local goods required for tourist there by reducing imports gradually.

Eighth Plan (1992-1997)

The eighth plan recognized tourism in Nepal as having great significant in considering the national economy of the country. The eight plans had reviewed the progress made during the seventh plan. The eighth plan also reviewed the progress made during the fiscal year 1990/1991 and 1991/1992. During these two years, some of the notable change had observed such as previously restricted areas namely Manang and Mustang were opened for trekking. For the first time the history of tourism planning, the eighth plan had identified the existing problems of tourism sector and initiated to develop tourism as one of the major sector of the economy. Government had adopted liberal economy policy and priority has given to private foreign investors necessary atmosphere would be created and suitable policies formulated. The objectives of the eighth plan were as follows.

- To earn more foreign currency by developing tourist industries.
- • To increase the employment opportunities through expansion of tourism industry thereby improving the living standard of the people. •
- To encourage the use of local materials and services in tourism industry.

Ninth Plan (1997-2002)

The ninth Plan has recognized high prospect of tourism, thus plan has proposed to developed tourism in accordance with the natural, socio-cultural and religious environment of the country. The objectives spells out in the plan were guided by the long term concept of tourism development.

- Priority will be given to tourism as one of the most important sector for economic development of the country.
- Effective promotion and publicity will be made to establish Nepal "An Exclusive Tourism Destination" and ·

To increase employment and foreign exchange earnings from tourism and to provide this benefits up to the village levels.

The main objective of the plan was poverty alleviation through tourism in the village and backward regions by utilizing the ethnic cultural heritage as an attractive tourism potential. The plan shall lock forward to promote regional tourism especially in SAARC countries. For the promotion of tourism, diplomatic missions, friendship associations, airline offices and Nepalese organizations abroad would be made to take active participation. Hi-tech media like internet, homepage, e-mail, international television channel would be used for market promotion.

The achievements of this plan are as given below:

- Lunched 'visit Nepal Year 1998' as a national campaign.
- Reached a record number of additional air agreement with different countries for air services, seats and routes.
- • Added airport infrastructures in the hilly and relatively busy local airports.
- • Improved the standard of Tribhuvan international airport runway, its equipment, parking area, terminal building and five extinguishing services.

- External fight permits have been granted to some domestic airlines and some opportunity will be made available to other airlines as well.
- Civil aviation authority of Nepal has been established and is functioning well.
- Established Nepal Tourism Board by dissolving the department of tourism.

Tenth five year plan (2002-2007)

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

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

- To develop tourism sector qualitatively and sustainably
- To improve standardize and make air transport service easily accessible and affordable.

To conserve, preserve and maintain the historical cultural, religious resources and increase its practical use.

Three years Interim Plan (2008-2010)

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

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

This plan seeks to develop reliable and competitive air service and international air services by involving the private the constructer, development, expansion and operation of infrastructure related to the air transport sector

2.1.4 Major future tourism activities in Nepal (MOF, 2008/2009)

New Tourism Police 2008

It is in process of publication and implementation. Formulation of new tourism master plan is proposed for the coming fiscal year.

Nepal tourism vision 2020

Ministry of Tourism and civil Aviation, in collaboration with concerned industry entrepreneurs and Nepal tourism board, has issued Nepal Tourism vision 2020, under this vision, target, objectives and strategies have been set to attract 2 million tourists in 2020.

Nepal tourism year 2011

With a view to celebrate the year 2011 as Nepal tourism year, production and distribution of publicity materials and promotional programs are being carried out subsequent to establishment secretariat and formation of the main committee and 14 sub-committees.

2.3 Related studies in tourism

Sharma, (1995), in his book "Culture and Tourism" about effect in culture of Kathmandu by tourism. In his book he mentioned both positive and negative effect by tourism. Though tourism has already been studied by few Nepalese scholars like Satyal, Pradhan, Kunawar, Sharma etc. hey have not been successful to show the socio-cultural impacts of tourism in different tourist destinations of Nepal. However,

the work carried by these Nepalese scholars seems to be quite useful for developing tourism for its promotion, cultural preservation and revitalization.

Upadhyaya, (2008), in his article entitled "Tourism and Regional Development" analyzed that there is a positive impact of tourism on economy of Nepal. And in his article he concluded tourism sector's contribution to GDP, foreign exchange earnings, revenue to government and employment generation is increasing.

Tourism is an expanding industry through the world and there is now a growing recognition of its importance. It is the main source of foreign exchange and an important factor in the development of industry and international trade. Besides its economic boom, international tourism may satisfactory encourage the growth of an international society with deep social and cultural understanding. The searing for travel is very ancient. Yet tourism is often considered and presented as a contemporary phenomenon, inseparably attached to modern civilization by the name of 'Leisure time civilization'. They travel undertaken for pleasure, holiday, health, study, religion, sport or to accomplish a mission attend a conferences or as a business trip, is of somewhat recent origin. (Satyal, 2000)

Pradhananga, (2008), did the doctoral studies on "Tourist Consumption Pattern and its Economic Impact in Nepal" aimed to study the changing pattern of tourist consumption and its economic impact an employment and national revenue. It analyzed the direct indirect and induced effect of the tourist expenditure on Nepalese economy. The study significantly deals with the economic impact of tourism. He has observed that the multiplier was low due to high import rate. The import in tourism sector was 33.49 percent and 27.34 percent in tourism related sector of the total import. This shows the higher dependency in import in tourism sector. He also depicts that higher the propensity to import, higher would be the leakage of foreign currency. For raising the economic level of locals and reducing the import-dependency he has suggested "Tourism Agriculture Linkage Program" to be initiated. To minimize the import content, local resources should provide food, fruits, meat vegetables and dairy products in one hand and furnishings on the other.

Tuladhar, (2008), in his doctoral studies "Development of International Tourism in Kingdom of Nepal" aimed to study the development of international tourism from

view of resources, level of exploration and utilization and possibilities of its improvement to achieve the objectives of the study, a systematic method of investigation in the theoretical scheme was used. His main finding was. Tourism is a subjective phenomenon and equally valid in resource management. He has given various suggestions to promote primary and secondary markets that directly affect tourism demand. He has suggested to promote charter flights with RNAC by tours operators assuring the low travel cost, increasing expenditure for advertisement and publicity for the stimulation for tourist to Nepal, to provide more cultural shows and other types of suitable entertainment, to increase the length of stay of tourists and to increase their expenditure, to establish summer resort like suitable tourists hotels and villas on the banks of lakes and rivers, to develop the national concept and to develop human resources by emphasizing on tourism education.

NRB (1989) has studied on the heading "Income and Employment Generation from Tourism in Nepal". This study deals with the composition of tourist, duration of their stay, tourist expenditure and the impact of tourism industry on income and employment generation. This study has identified the proportion of younger tourists, under the age group of 21.4 years shared as high as 67.4. The study also finds the majority of tourists 961.8) visited this country for pleasure followed by trekking (19.1%) and pilgrimage 10%. This study indicates that 32.1% of total tourist visited this country. The percentage of tourist spending Rs.301 to 1500 per day was 36.7 percent and more than Rs.1500 was 31.2 percent. It has been estimated that tourism and related industries have earned Rs. 2505.3 million of the amount earned by tourism sector, earning of hotel consist 24.6% travel agencies 17.3%. This study also determines that tourism industry has provided jobs to 11,176 people among whom 61.7 percent were of basic level manpower 29.2 percent were females.

Nepal's mountains have continued to attract increasing numbers of visitors. About 43 % of all international leisure arrivals now go trekking. Tourist visit to protected areas are increasing at around is percent per annum top trekking nationalities in 2000 were UK followed by USA, France, Japan and Germany (NTB, 2002).

Dahal, (1997), published an article on the topic "Taking Tourists to Villages" village tourism is coming up as a new concept for the promotion and development of tourism

industry in Nepal, and it can give an appropriate momentum to the tourism sector. This concept is more relevant in the context of a country like Nepal which is made up of pristine village and diverse ethnic groups with typical and unique culture and traditional life style. A part from this, village tourism is possible without building up any concrete infrastructures. So, it is a meaningful preposition which can give a boost to the Nepalese tourists.

Rai, (2005), wrote an article in Chinari in which he described that Sandakpur is an exceptional place for herbs, flora and fauna the region abounds rhododendrons and magnolias. From Sandakpur, you can see the beautiful mountain city "Darjeeling" on the lap Kanchenjunga, the local ethics language, paintings, and rituals can be studied there. The" Losar dance" is performed by the Sherpa people and there custom. In the early morning, you can see the memorable "sunrise "over the plain .You can see caravans of yaks, sheep, goat and horses on the way carrying goods. Wild boar bears, red panda, deer, monkey and porcupine are found in the forest there. Sweet songs of mountain birds are herd in peaceful environment there. Show falls from December to February.

An article published in rising Nepal a national news daily, on 23 march 2001 by Bishnu Gautam on the title 'Ilam' tourism potential waiting to be discovered. In this article he explained that the local people blame the government for the present state of tourism in 'Ilam' especially the officials designated to explore new destinations. In addition to it. He further described that not a single study has been made to explore the tourism potentials of this famous district for tea let alone the presence of other facilities and infrastructure essentials for the development of tourism.

He added Ilam basically offers to things: panoramic green hills affording a grand view of the rising sun. With Siddhitumka giving extra view of sun set and exquisite cultural heritage of the different tribal people. Sriantu, Sandakpur, Shhantapuand Siddhitumka are famous hills of observe sun rise, Siddhitumka, a grand hill locked to west of Ilam bazaar is famous as a vantage point to see the setting sun.

In respect to Sandakpur he wrote that the hill of Sandakpur is becoming a major attraction for tourists coming to view the sun rise as well as icy peaks to the north just because the Indian side offers facilities for transportation, communication and accommodation. But Nepal is far from getting any dividend from the popularity of hill, which is situated between Maboo and MaimujhwaVDcs. Due to the lack of basic services, even the Nepalese visitors have to use Indian transportation facilities to reach Sandakpur, except for those who like to top from the Nepali site and spend the night at the guest house in India promoted Sandakpur as tourist destination because it is the only hill in India from where Mt. Everest the highest peak in world can be seen. But in Nepal we failed to understand the importance of the hill because Mt. Everest can be seen from so many hill of Nepal. Gorkha Hill council Tourism department is working for the promotion of tourism right across the border, including the India site of the Sandakpur hill. The council has lunched round trio packages for tourist in India. Similarly, Singalila National parks located in the boarder has also helped promote tourism in the Indian side. But on the Nepalese side there is not helped promote tourism in the Indian side. But on the Nepalese side there is not tourism related agency is existence. Nothings have been done to develop there is not tourism related agency is existence. Nothing have been done to develop the ideas and concepts.

The unique cultural activities among the Ilam people are potential source for the promotion of tourism in Ilam. Lepchas, the endangered tribe living only in Ilam district can be attraction to tourists. They live different 16 VDCs of the district. But the local say that nothing has been done to preserve and explore Lepcha culture and traditions. Besides Lepcha, there is the Limbu community with their unique cultural tradition waiting to be discovered by visitors.

Following the experience of Darjeeling. It is not difficult to develop Ilam as tourist center. Like In India a round trip program can also be lunched in Ilam. But the tourism development authorities are doing nothing in this direction.

Since this study is a new in nature regarding to its case study, the literatures it had reviewed are more related to concepts of tourism rather than empirical study. It is due to the lack of empirical research findings of Sandakpur area that is way, what researcher had reviewed the empirical literatures are some now based on experience.

Tiwari (1987), in his thesis on the topics "prospects and problem of tourism in Nepal". He deals the prospect of tourism development, its economic value and

development trend. The study indicated that tourism is a fastest growing industry rather than any other industries in Nepal (Tiwari, 1987).

Ghimire, (2000) in his thesis on the topics "Role of Tourism in Nepalese Economy" states that the contribution of tourism sector in overall national developments has been quite significant, its contribution significantly to the balance of payment situation through foreign exchange earnings and in the creation of employment opportunities. However, there are many problems to avoid the growth of tourism also.

From his study, we found that the number of tourist inflow is smoothly increasing from 1962 to 1998. However, the annual rate of increase is fluctuating.

A total of 4, 63,684 tourist inflow in Nepal in 1998 which represent 9.9 percent increase over 1997. The largest number of tourist visit Nepal in October (13.47percent) followed by November (10.27 percent) during the year.

Aryal (2002), in his thesis on the topics "The problem and prospect of tourism development in Nepal", he found from his study the total tourist arrival is in increasing trend. Mainly tourists arrived in Nepal for six purpose such as: pleasure, trekking and mountaineering, business, official pilgrimage meeting and seminar and others. And he further found that the young tourist are very much interested to visit Nepal.

He suggests that through his study, there should more and more tourist' spots for more tourist. For this long term infrastructure development programmers should be implemented.

Sharma (2003), in his article entitled" Effects of tourism of Economic Development of Nepal" he found that tourism earning is one of the factor which effects on the development indicates like tax revenue, government internal revenue and real gross domestic product of Nepal. The impact of tourism earning on per capital income remains insignificant.

Aryal, (2005) in his thesis on the topic, "Economic Impact of tourism in Nepal" States that tourism is a leading sector for making the national economy prosperous. Because tourism sector generates foreign exchange earnings, creates employment opportunities and also diverting. People from agriculture to industry, therefore it is essential to develop tourism facilities within and outside the country.

He further deals that foreign exchange earning dependent on number of inflow tourist. If more numbly of arrives into the country more will be foreign exchange earning means more contribution to the national economic and vice- versa. So for that government have to solve a lot of physical problems together with political conflict also.

He suggest that from his study for the development of tourism publicity through booklets, photographs, posters, Maps, Magazines, Newspapers, TV films, post cards, should be made available in different languages in international level. He further suggests that which is most important for Now a days, frequent strikes, violence and 'Nepal Banda 'tourism sector has been adversely affected the political instability in the country has brought many problems in this sector so the government should pay special attention to the problem and search for remediates to provide security and peaceful environment for the tourist (Aryal, 2003)

Upadhya (2005), in his article entitled "tourism and Regional Development" analyzed that there is a positive impact of tourism on economy if Nepal. And in his article he concluded tourism sector's contribution to GDP, foreign exchange earnings, revenue to government and employment generation is increasing.

Gauntam and Adhikari (2005), in their article on topic "Village Tourism Prospects and problems" states that village tourism is important lengthen tourists staying which becomes vital if the industry is too sustained.

They identified the following problems of village tourism:

- Lack of publicity and marketing
- Lace of infrastructure also hurdles also hurdles in development of village tourism.
- No provision of hotels on the on hand and on the others, the high price tourists have to pay for scarcely available, them.
- The traditional mentality of rural people is too an obstacle to overcome.

They suggested that to solve village tourism problem government institution or nongovernment institutions have to follow in this way.

- Training and loan facilities should be provide at local level.
- To provide basic knowledge about tourism and its benefit to rural people is also considerable fact in the promotion viz. access accommodations activates and altitudes should be expanded through different programs.

Maiupuria, (2005) has studies "Wildlife and protected area of Nepal" deals with wildlife in Nepal and other countries of the world. Specially, he deals in details of mammals. Further the writer deals with the salient characters of mammals together with their distributions and also deals in the protected areas of Nepal including National parks, Wildlife Researches .Hunting Reserves and Buffer Zone. Besides the book also deals with the ecological distribution of wildlife and major problem in protected areas. The new concepts of trans- boundary biodiversity conservation and corridor have been assimilated. List of threatened vertebrates together with extinct and vanishing mammals of Nepal are also included.

However, the book lacks in detail description of ecotourism which is included in the curriculum of various levels, especially description in rural tourism, environment science and fro tourism promotion, similarly the contribution of various.

NGO's and NGO's KMTNC, IUCN, ICIMOD, UNDP and WWF should also have been effected (Upadhyaya, 2005).

Upadhyaya, (2006) in this his book "Tourism and Economic Development in Nepal" has opined impact of tourism growth on various aspects of the Nepalese economy. This book explores the role of tourism on globalization of this land locked economy of Nepal situated in the lap of Great Himalaya. This book explores the role of tourism on globalization of this landlocked economy of Nepal situated in the lap of great Himalaya. This book incorporate important studies undertaken in context of tourism in Nepal and fresh opinions of leading experts on tourism promotion and economic development. Besides, this book highlights constitutional and legal framework for tourism sector and analyze the pattern of tourism development in Nepal. Therefore, this book is well document in terms of source of tourism information. Intuition and chronological highlights etc.

However, this piece of work would be of immense use to policy makers, planners, researchers, practitioners and also to student for whom sufficient materials have been added.

Pradhan, (1978), in his Master's thesis entitled discussed on different facts of tourism in Nepal. The general objective of his study was to identify the status of tourism in Nepal. For fulfillment that objectives, he used both quantitative and qualitative methods. He also included that the topographical condition of Nepal is fruitful for tourism industry and he was in opinion that the development of tourism in Nepal could help in reducing unemployment problem.

Tiwari, (1994), in his book 'Tourism Dimension' viewed that the tourism has developed as a subject of academic course. Scholarly interest focused on it is economic aspect as possibilities of tourism as a catalyst of economic development especially of regions leaking conventional resource endowments come to be recognized. The structure and organization of the new

service industry and it is call on financial resources were analyzed in the course of national and international efforts to promote tourism in the world's poor countries.

Tiwari visualized tourism as industry and identified its importance as the means of correcting adverse trade in an economy. Even a highly developed economy like USA relies party 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 generation foreign exchange, tourism is accepted to create additional employment and income generates multiplier effect in an economy. Some countries have a comparatives advantage in the development of tourism because of their natural topography such as mountains, sandy beaches searches and lovely landscape, their rich cultural heritage and so on. However tourism is not unmixed blessing as it is blamed for causing environmental pollution and many social evils such as prostitution.

Gayawali (2005), in his research on the title "An Assessment of tourism Status and economic Potential of Nagrkot, Bhaktapur." The objective of his research were to assess the natural and cultural resources of the study area its potentiality for ecotourism as well as to observe the impact of tourism activity to the local environment. His research also emphasized on the status of tourism and assessed the development of ecotourism in an environmentally sustainable manner in Nagarkot. The research was based on both primary as well as secondary data collection from the various sources.

His study clearly reflect that the rapid increase in the infrastructure development like construction of building and cottage for hotels, lodges and commercial shops, construction of link roads are some of the responsible factor to create impact on the such chain in beauty of the green forested hills, enhancement of enhancement of soil erosion, soil waste and sewage disposal problems, forest environmental problems no significant noise as well as water pollution was observed during his research.

Modi, Shalini also wrote a book called Tourism and Society: cross culture perspectives (2001). This book mentions various aspects of tourism in India. It gives the background of tourism, various theories as well as case studies. This book basically focuses on the impacts of tourism in the developing countries. As Nepal is also a developing country several cases from the book could be generalized in the context of Bhaktapur.

Swiss Professor Walter Hunziker and kurtkraft define tourism as "Tourism is the total relationships and phenomena linked with the stay of foreign person to a locality, on condition

that they do not settle to exercise a major, permanent or temporary activates of a lucrative nature." Quoted in Stayal (Satyal.2005).

Prajapati, (2002), on his thesis "Tourism and its impact" had objectives of following identification of product of Bhaktapur, identification of access to Bhaktapur, facilities available for tourist in Bhaktapur and activates undertaken to promote Bhaktapur as tourist destination. The finding the medieval town of Bhaktapur with historical background dating back on 12th century A.D. resplendent art and architecture from Malla period, two world heritage sites, traditional still living culture and beautiful natural surroundings are definitely the tourist destination. The study expands tourism as the quest of human to see and experience new places. It develops in to brief history of tourism in Nepal, future of Nepal and background of Kathmandu valley. Then it moves on to the main focus Bhaktapur and its setting. Problems hindering the development of tourism in understanding of tourism, limited facilities to the tourist, pollution and lack of promotion. Boosted with effective promotion internationally and supported with needed infrastructure Bhaktapur those have the potential of attracting large influx of tourists and holding them so that they can enjoy new culture, get opportunities of creating new friendships and ultimately learn from each other for the local it means increased income employment opportunities, better education and proper Infrastructure adds as whole development for better life.

Bhaju (1987), has made a comparative study on Tourism: a case study of Nagarkot and Dhulikhel. In this study she has analyzed the situation of tourist flow and its socio- economic impact in the study area. It indicates that the number of visitors visiting Nagarkot had increased by 1.37 times in 1985 over1981. At the same time it had increased by 25 times in Dhulikhel study also can find that the majority of visitor were less than 30 years of age. It also found that most of the visitors in these place halted only for one night. The finding of this study was that hotel development is these place are directly related to tourism has provided jobs for many people.

Sharma (1995), in his cultural and tourism" about effect in culture of Kathmandu by tourism. In his book he mentioned both positive and negative effect by tourism.

Though tourism has already been studied by few Nepalese scholars like Styal, Prdhan, Kunuwar, Sharmaetc., they have not been successful to show the socio- cultural impacts of tourism in different tourist destination of Nepal. However, the work carried by these Nepalese scholars seems to be quite useful for developing tourism for its promotion, cultural preservation and revitalization.

In the order to the culture setting i.e. the history, the attractions, festivals and traditions of Bhaktapur the books Kathmandu valley (1979) by Robert and Linda flaming and the travel guidebook as Nepal: the Rough guide by David reed (1996) and Lets Visit Nepal by Aung SuuKyi (1985) were very helpful.

All the reviewed materials dealt different aspects of tourism and taken Nepal and different parts as the study one. But no one specially focused in depth to different facets to tourism specifically in Bhaktapur area although the area is well known since the beginning of modern tourist in Nepal. Therefore, the present study intended to explore historical perspectives, flow and trend as well as economic and socio cultural impacts of tourism in Bhaktapurarea. Problems and prospects of tourism in Jamunkhadi

There will be many problem and prospects in that tourism area and some of them I have tried to expose here which I found. Some of them has given as below;

• Insufficient hotel and restaurants for food and lodging:

Although this place is perfect as a tourist destination and many people have been visiting this place but major problem of this place as a tourist destination is that this place don't have enough hotels/ lodges to provide service to its guest. If huge numbers of visitors arrived at same time then it's hard to provide them accommodation and food so, insufficient hotel and restaurants for food and lodging in one of the problem for this place to grow as tourist destination.

• Parking Spot is not enough:

As many people have been visiting this place many of them in this place are local tourists too, they visit here by their own private vehicles, and even visitors from outside visit by getting their own reserved vehicles, but they do have complain about the parking problems, so it seems most that to make a proper parking spot so that many visitors can come this destination to visit.

• Security service and Safety is not Effective:

This destination falls on near to nature and quite far from regular settlements, that's why there have been many cases of robbery too. Many visitors still don't wants to travel this place all alone they do prefer going there in group.

So if only small police post could be built there visitors would feel relieved and can visit without any fear.

• Lake of view tower, lack of advertisement about the place, week religious and cultural entertainment etc.

Many visitors will want view tower to see other neighbor places from there for entertainment but there is no any provision for them. There is also will be a good attraction for visitors. Advertisement is a good way to give knowledge for peoples who wants to visit this place, it will many types but it increase the visitors.

• Others

Beside previously defined problems, other problems are that this spot is perfect to organize different functions, seminars, can be developed as picnic spot too, so if a conference hall can be built with proper facilities then it could be best place to do different programs, and its natural beauty is maintained with segregating proper picnic spot then many people will be flowing in this placement. Beside that if different section for children can be separated then it could be destination for children too, management committee could only add some benches on different spots visitors could get proper place to take rest and enjoy the natural beauty of this place.

In summarize, there are many problems to be a good tourism destination but there are also many possibilities to make better tourism destination for this place Jamunkhadi. So have needed to develop undeveloped infrastructures and which are available here in this tourism are Jamunkhadi.

2.5 Problem and Prospect of Tourism in Nepal

Prospect of Tourism

Nepal is probably one of the most fascinating and beautiful countries in the world. Tourist visited Nepal to experience the worlds famous Himalayan peaks unique architecture reserved in ancient towns and the warm welcome of ever smiling people. It possess numerous possibilities of developing tourist traffic because three are in the country unique geographical feature and cultural charms. The main feature of tourist possibilities in the country may be out lined under following points.

- Because of unique situation on the southern size of the mighty Himalayan of mountain, there are numerous scenic beauties in various sector of the country; there are so snowcapped mountain peaks with grand glaciers sliding down through narrow valleys. Some parts are bare rocks range with splendid landscape, some parts are forested ranges with charming scenery, some parts are spotted with pleasant lakes, springs and falls, some parts are curved by several winding rivers and river lets jumping down through steep mountain valley and in various mountain parts of Nepal
- The main important tourist centers are Kathmandu, paten, Bhaktapur, Kirtipur, Pokhara, Lumbini, Manag, Jomsom, Dhulikhel, Helambu, Gosinkunda, Nagarkot and so on.
- These are many famous temples, stupas, holy centers and durbar square in various zoo of Nepal. Among them Kumari temple is one of the famous ling goddess temple. The temple of Kathmandu valley is great religious and cultural important because there walls, windows, and doors have been so carved and painted has to present various arts culture beliefs of the ancient people in Nepal. There are also; laces of early kings in which are manifested several culture and architecture glorious of ancient Nepal.
- Furthermore, Nepal is a country where land rout follower tourist's feels tremendous relief to be here and fined peaceful surrounding and good environment. Perhaps, it may be due to friendly Nepalese people and hospitable by nature, the tourist while have no difficult in adjusting in general these all are grate attraction to tourist.

Problems of tourism

In spite of tremendous importance and various efforts. Nepal does not seem have been able to attain desired result in tourism development rapidly on the account of the following problem.

- Limited tourist spots which are also not very much developed.
- Shortage of necessary infrastructures for proper development of existing as well as feasible tourist place.
- Basic requirements needs for the development of tourism are still inadequate. Problem of over crowing and environment pollution, which is hampering the tourist in Nepal.
- World's heritage sites are not properly maintained in case of culture tourism.
- Lack of appropriate programs to inspire tourist to stay longer in Nepal and spend higher expenditure.
- Limited internal air service which are also not of to required standard.
- Problem in adventure tourism, in terms of the development of the new trekking routs and tourism spots.
- Lack of personnel security
- Lack of clear cut and comprehensive national tourism policy.
- Lack of attention paid by HMG to maintain standard in tourism industry.
- Government steps toward individual are still unsatisfactory.
- Limited marketing budget for the development of tourism.

Expansion and diversification of tourist attraction

- The tourism industry will be identified as a priority sector and the handicrafts for tourist consumption.
- Eco tourism, medical tourism conference and convention tourism, cultural, cultural tourism, festival, scientific tourism, adventure tourism, holiday tourism sports tourism and other value based tourism activities will be performed.
- The participation of local government bodies, municipalities, VDCs and NGOs will be sought to conserver and develop religious, cultural and historical heritage sites in the Kathmandu valley and outside.
- Tourism product goods and service will be categorized and quality standards specified for each category.

- A number of feasible activities such as hot air ballooning, hot spring, honey hunting, bird watching, anthropological tours, rhododendrons tours and so on will be encouraged.
- Comparing sites and other facilities on the trails will be maintained and conserved and private sector encourages setting involved in operation. NDOs and local communities will be mobilized to mobilize to monitor activities in the newly operated trekking trails.
- Duty free shopping and casino activities will be allowed to operate with proper safeguards. Tours will be promoted culture, archaeological, historical areas as well as parks, museum and zoos.
- River will be made a part and parcel for the operation of tourism activities in conserved areas and their vicinities.
- Guidelines and performance standards will be developed in collaboration with the private sector to encourage the quality and efficiency of the hotel and tourism industry.
- Incentives holidays and facilities will be tried to promote domestic tourism in corporation with the private sector.

Prospects of tourism in Nepal

• Natural beauty

Nepal is a country full of natural beauty fast flowing river, ever green hill, snowcapped mountains etc. makes Nepal look attractive and majestic. Yearly thousands of tourists visit Nepal to have glance over her magnificent beauty.

• Religious places

Nepal is the destiny per Hindus. The greatest and biggest temple of Hindu. Pashupatinath temple is situated in Kathmandu Nepal. The largest status of Shiva in the world, 143 fit is situated in Bhaktapur (saga). Nepal other many famous temples shrines etc. are in Nepal such as Swyambhunath, Changunarayan, Budhanilkantha etc.

• Art and architecture

Nepal is renowned for its natural and cultural heritage and is generally reputed for the pagoda style of temple which is rare in the word. Many tourist visit Nepal to know the art and architecture of Nepal

• Climate and cultural diversity

Nepal is rich in both climate and cultural heritage different climate can be found in each topography of Nepal. Extreme cold in Himalayan, mixed climate in hilly and hot climate in Terai. Due to variety in climate, biodiversity exists in Nepal.

Moreover, Nepal is rich in cultural aspect, there are more than 60 ethnic group found in Nepal with 103 language. So many tourist come to visit Nepal to learn or for research purposes.

• Less expensive

Nepal is an underdeveloped country with few infrastructures so, Nepal is less expensive country then others tourists can visit Nepal reasonable price.

Prospects of tourism industry in Nepal

• Lack of transportation and communication.

Nepal is economically poor country. Nepal has not been able to provide transportation and communication facilities in all sectors. Who visit Nepal cannot get a chance to observe all parts of Nepal.

• Lack of trained tourism manpower.

Tourism industry needs trained and untrained manpower. Trained manpower is scarce in Nepal. Such as; Geographical expects. Trained and Export guides etc.

• Lack of good quality hotels:

According to the fiscal year 2009/10, there were 103 star hotels with 9613 beds. The hotels are not well managed and unhygienic. So tourism do not prefer to visit Nepal due to unhygienic, unmanaged hotels (<u>www.tyrocity</u>. Com, 2013)

By reviewing previous literature we can conclude that there are different potentialities of tourism in Nepal as well as challenges. There is no more research about the problem and prospectus relating with my study area Jamunkhadi so, there is research gap between existing knowledge related with this problem, so my research problem in workable.

CHAPTER - THREE

RESEARCH METHODOLOGY

3.1 Research Design

This is descriptive cum explanatory research design. The study will investigate and focus on tourism potentialities in the study area and interest of tourist and local people. The researcher will also describe the finding and explains the description of the finding related to the study area.

3.2 Rationale for the Selection of the Study Area

Rural tourism is a new concept to attract external and internal tourists. Jamunkhadi is one of the rural areas where rural and eco-tourism is strongly possible. Jamunkhadi, wetland area, rare animals and birds, boating, jungle scenario, open lane picnic spot, Chulachuli are the beautiful attractions here. Therefore Jamunkhadi wetland and Tourism Area is selected for the study.

3.3. Population & Sampling

The total 60 sample of the total population is taken from different categories who will have involved in tourism development directly or indirectly. Out of total 60samples, 20(33.33%) local people, 25(41.67%) domestic tourists, 8(13.33%) hotel owners and 7(11.67%) workers of Jamunkhadi zoo are chosen for the study by non-random sampling method because the population was infinite. The respondent of local people, domestic tourist, zoo workers and hotel owners will take by convenient sampling method.

3.4 Nature and Sources of Data

Socio economic data will collect for the study. The collected data will both qualitative and quantitative. Both primary and secondary data sources will used to describe and analyze the study area. The primary data will have been collected through structured questionnaire. Interview and direct apparition also have been applied to collect primary data. The secondary data will have collected according to the necessity from the available literatures such as study reports, records and publications of NTB, ACAP, ICIMOD, CBS, & other related published and unpublished books and articles. The VDC, T.U. Library, CFUG records and DDC records also have been used.

3.5 Data Collection: Techniques and Tools

3.5.1 Household survey

(a) Questioner format

The researcher was visit the study area conveniently to collect data. Information will be collected by having discussion with local people. Structure questionnaire and semistructure questionnaires will be used.

(b) Key Informants Interview

In formal interview will be conducted for the study. It will be used to collect additional information about the tourists flow in Jamunkhadi. Elder people of the study area, the tourism experts, government service holders and the committee members will be chosen to meet the target of the study.

3.5.2 Tools

(a) Questionnaire

Structure and semi-structure questionnaire schedule will be prepared for the collection of primary data related to the objectives of the study.

(b) Work Schedule / Topic Guideline

Work schedule and topic guideline will be used to prepare primary and secondary data.

3.6 Data Processing and Analysis

Collected data will be encoded, edited and presented in appropriate formats in a meaningful way using computer. Only the necessary data will apply to describe the prospect of the study area. The unnecessary data will recycle. The data will be presented in table

CHAPTER –IV

DATA PRESENTATION AND ANALYSIS

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

4.1 Assessment of Tourism Products in Jamunkahdi Area

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

Having some natural beauties in Domukha and Satashi Dham Jhapa has not considered of probabilities of community forest, the problems of wet land the protection of wild animals and beauties of tourist places. And it has not thought of religious importance of pilgrimages like Satasidham, Domukha and Arjundhara. As much the tea estates of Jhapa has pleasured those who are entirely fallen in the feelings, Jamunkhadi in Surunga the probabilities of rock climbing for those who want to pass their adventures life. Jamunkhadi area of Surunga VDC of Jhapa has it's own identification and it has a lot of tourist destination places. This chapter explains the major existing tourist destination places, Av a tourism products and some tourism associated problems of Jamunkhadi area.

4.1.1 Existing Major Tourism Products of Jamunkhadi area

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

4.1.2 Mixed Village on the Lap of Jamunkhadi area

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

4.1.3 Jamun Pokhari

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

4.1.4 Jamunkhadi

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

4.1.5 Sightseeing

Sightseeing is one of the major tourism products in this area. From the top of the Jamunkhadi and surrounding areas, we can see the green forest of Illam Mahavarat and Chure pahad and their well managed settlement pattern. From Ramitee danda we can see many Beautiful places of India Ilam and Jhapa.

4.1.6 Ramete Danda

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

4.1.7 Jamunbari Community forest

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

4.1.8 Various agricultural Farming

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

4.2 Potential Tourism Products in Jamunkhadi Region

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

4.2.1 Research center for Agriculture Farming.

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

Jamunkhadi area might be one of the research areas for researcher and it has a huge prospect of agro- tourism in near future.

4.2.2 Picnic sports

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

4.2.3 Panche Baja

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

4.2.4 Camping Site

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

4.2.5 Culture and Traditions

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

4.2.6 Flora and Fauna

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

4.2.7 Village walking

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

4.2.8 Handicraft and Souvenir Goods

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

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

4.3 Problems of Tourism Development in Jamunkhadi area

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

4.3.1 Communication

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

4.3.2 Health

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

4.3.3 Clean Drinking Water problem

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

4.3.4 Security

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

4.3.5 Maintenance Problem

Infrastructure maintenance and preservation is not be founded in Jamunkhadi region. It is one major problem. There is not guesthouse and view tower for living and sightseeing respectively in Jamunkhadi region. The concerned office of tourism and stakeholders as well as VDC is indifference About Jamunkhadi. So, the lack of care

and maintenance of the tourism infrastructures are the greatest problem in Jamunkhadi. For the maintenance and management of infrastructure like guest house and view tower etc people's awareness about tourism and their active participation are needed.

4.3.6 Lack of Recreational Facilities

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

4.3.7 Lack of Trained/ Skilled Manpower

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

4.3.8 Lack of Integrated Approach

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

4.3.9 Lack of Tourist Information Centre

Tourists need information about the place where they are visiting. One tourism information center in Jahpa district has established. But this office cannot work

effectively. And also cannot identify many tourism destination places. So, it is difficult for tourist to know the destinations and its available facilities. From the information center tourist can get the detail information about their destination that helps them to make their visit easier and safety. To develop Jamunkhadi region and other destination of Jhapa for tourism development, tourism information centre must be active for identifying the many tourism destination places of Jhapa like Jamunkhadi region.

4.3.10 Lack of Information to the Local people

Among the local people, Information about tourism is very important in any destination place. But in the present study area information to the local people about tourism is seemed to be very low. Most of them don't know that they will be benefited from tourism activities. So, tourism information and awareness program must be lunched in these areas which encourage the locals to obtain maximum benefits from tourism related activities.

4.3.11 Lack of Tourism plan

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

4.3.12 Lack of Transportation

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

4.3.13 Lack of Accommodation

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

4.3.14 Lack of Basic Infrastructure Facilities

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

4.3.15 Lack of Advertisement and publicity

For the development of tourism advertisement and publicity, play a vital role. These are only means to attract tourists and spread the information 11 over the world. So, promoting of tourism depends on the advertisement and information to the visitors.

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

4.3.16 Political Situation

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

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

Therefore, tourism promotional activities cannot smoothly operate due to the political causes.

4.4 Present Situation of Tourism in Jamunkhadi Region

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

4.5 Sample Population Structure

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

Table 4.1. Sample 1 Spatiation Structure of the study				
Population	No. of Respondents	percentage		
Tourists	25	41.67		
People	20	33.33		
Hotel owners	8	13.33		
Workers	7	11.67		
Total	60	100.0		

 Table 4.1: Sample Population structure of the study

Source: Field survey, 2015

The above table shows the sampled population of the study. It mirrors out that 41.67 percent are tourist both national and international level, 33.33 percent are local people, 13.33 percent people are hotel owners. The rest 11.67 percent are workers, who work at Jamunkhadi tourism area. Thus, this study covers the all tourism stakeholders of this site. Furthermore, the sex composition of the study has been given below on the table as;

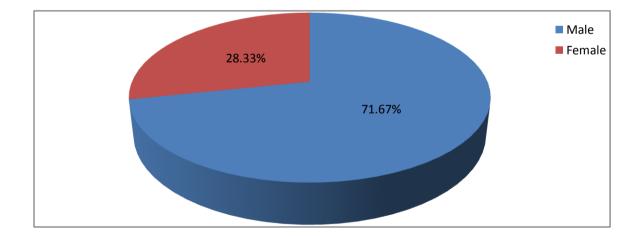
Table 4.2: Sex Composition of Respondents

Sex	No. of Respondents	Percentage
Male	43	71.67
Female	17	28.33
Total	60	100

Source: Field Survey, 2015

The above table shows 71.67 percent are male respondents and other 28.33 percent are female are still backward in this area even though 21st century is the age of gender development.

Figure 4.1: Sex Composition of Respondents



4.6 Present Situation of Hotels in Jamunkhadi Region

Hotel management is integral part of tourism sector. Hotel profession is taken as important factor for providing service and facilities to tourists. Jhapa Birtamod is main tourism destination place for tourists' arrival. In Birtamod there are more than 350 hotels and lodges which are highly managed. These above hotels are providing many service and facilities such as food, accommodation facilities, Security, entertainment, communication,

Transportation, Tourist guide, heath etc. First of all many tourists come in Damak and Birtamod and they are informed about tourism destination of Jhapa district such as Domukha Satasidham, Jamunkhadi, Kechanakabal, Barne tea garden, Arjundhara, Mechi boarder kakarvitta etc by renowned persons of Jhapa tourism information center, tourists guide and many other secondary information. In this context we can inform them about existing major tourism products and potentialities of tourism products in Jamunkhadi region, present situation of hotels in Jamunkhadi and then the tourist will visit in Jamunkhadi region and this area will become a major tourism destination place of Jhapa district which indicates rural development or will become rural development.

The hotel plays a vital role for the development of tourism in any tourist destination area. In the present study area there are some moderate accommodation facilities available hotels are found. In the field study period the researcher could not find highly accommodation facilities providing hotels and lodges are constructed in that area. But, some low and moderate accommodation facilities serving hotels and some tea stalls are found. And it is also found by the field visit, all of the Hotels are willing to extend the hotel and lodge and to make more commercial if the situation is favorable and the government or other institutions provide training and financial assistance. Besides, these hotels in Jamunkhadi regions, few local residents are also providing lodging and fooding services to the visitors as a form of paying guest (Home stay).

4.6.1 Respondents Profile

In the study area there are 15 hotels operated in total by their own resources and 8 hotels have been taken for sample. These hotels are providing lodging and fooding facilities at the Jamunkhadi visitors.

4.6.1.1 Ethnic Composition of Hotels

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

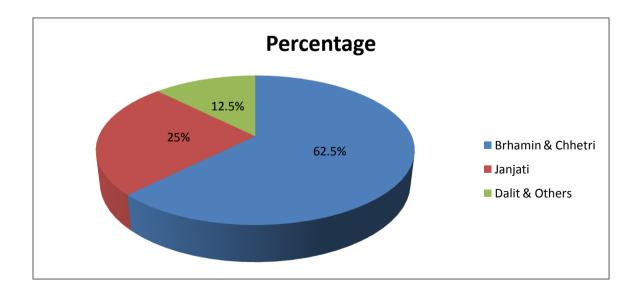
S.N	Ethnic Group	No. of Respondent	Percentage
1.	Brhamin & Chhetri	5	62.5
2.	Janjati	2	25
3.	Dalit & Others	1	12.5
	Total	8	100.0

 Table 4.3: Ethnic composition of Hotels

Source: Field survey, 2015

The above table shows that 62.5 percent Hotels are Brhamin & Chhetri groups and 25 percent Hotels are Janjati ethnic groups in the study area. Similarly, rest of Dalit & Other ethnic groups like B.K., Nepali, Sunar, Mandal etc Hotels are 12.5 percent which is shown in the following pie diagram.





4.6.1.2 Age and sex Difference of Hotels

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

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

Table 4.4: Age and sex Difference of Hotels

Source: Filed survey, 2015

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

4.6.1.3 Investment Pattern in Hotels

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

 Table 4.5: Investment pattern in Hotels

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

Source: Field survey, 2015

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

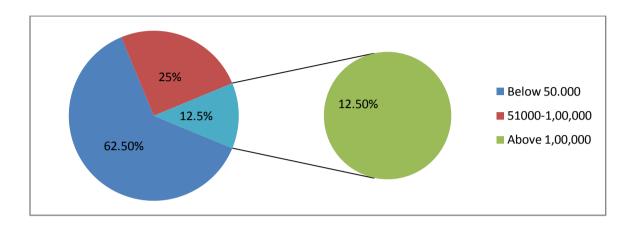


Figure 4.3: Investment pattern in Hotels

4.6.1.4 Annual Income Variation of Hotels

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

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

Table 4.6: Annual Income Variation of Hotels

Source: Field Study, 2015

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

4.6.1.5 Accommodation Capacity of Hotels

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

		T					
1	Kanchanjanga Hotel			3	9	3	9
2	Sunrise Hotel		4		8	4	8
3	Mountview		3		6	3	6
4	Hotel Deinial		3		6	3	6
5	Charali Vansa Ghar			5	15	5	15
6	Mandro Resturant and Bar		4		8	4	8
7	Nirmal Hotel		3		6	3	6
8	Pathivara Hotel	4			4	4	4
Total		4	17	8	62	29	62

Table 4.7: Accommodation Capacity of Hotels

Source: Field survey, 2015.

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

4.6.1.6 Employees in Hotels

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

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

Table 4.8: Number of employees in Hotels

Source: Field Survey, 2015

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

4.6.1.7 Cooking Fuel in Hotel

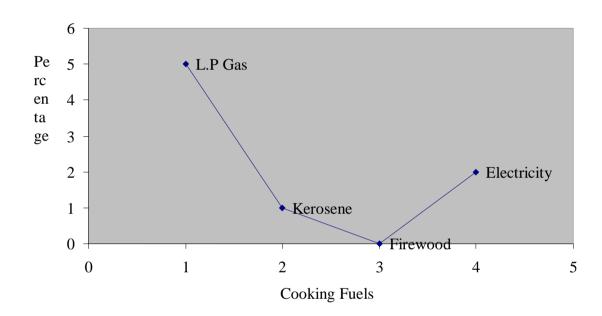
The types of cooking fuels in local hotels have presented under the table.

Table 4.9: Types of Cooking Fuels in Hotels

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

Source: Field Survey, 2015

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





4.6.1.8 Charge of Accommodation

Almost all the hotels are same standard. So the accommodation charge is also found to be same. It was found that the accommodation charge (lodging charge) is very cheap in comparison with the hotel of Surunga Bazar because of low quality accommodation facilities available. The charge of double bedroom is Rs 25 to 30 per night per person and common bedroom is Rs 50 per night per person and single bedroom is 100 per night per person. They charged according to head count.

4.6.1.9 Fooding Charge

Generally, the fooding charges of all hotels in Jamunkhadi region are found to be same rate. They charged Rs 150 for lunch and dinner for plain Nepali food (Daal, Rice, Vegetable and pickle) per person per time. They charges Rs 50 for breakfast. If visitors offered other things then they charged according to their demands and nature of goods.

4.6.1.10 Service Facilities Available in Hotels

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

4.6.1.11 Sources of Goods for Hotels

The daily needed goods for the hotels in the study area are supplied totally from outside the local Market, i.e. from Damak and Birtamod according to their needs and nature. Generally the local products like vegetables, meat, eggs, fruits (during season) etc are supplied from village area or local market. According to respondents local market Contribute 32 percent of daily necessities while outside market contribute 78 percent. Most of the goods are supplied in this area from two market center i.e. Ilam Bazaar and Birtamod.

4.6.1.12 Tourist Type and Stay Number in Hotels (in 2015)

Tourist type and stay number in hotels shows the flow of tourists in a particular tourism area, which creates employment opportunities and to earn foreign exchange also. According to hotels record in the study area tourist types and their stay number in hotels in 2015 January to December are presented in the following table.

S.N	Months	Stay NO. of Tourists	Type of Tourists
1	January	31	Nepali
2	February	91	Nepali, Others
3	March	75	Nepali, others
4	April	62	Nepali, others
5	May	48	Nepali, Others
6	June	33	Nepali
7	July	25	Nepali
8	August	53	Nepali
9	September	52	Nepali, Others
10	October	44	Nepali, others
	Total	514	

Table 4.10: Tourist Type and Stay Number in Hotels in 2015

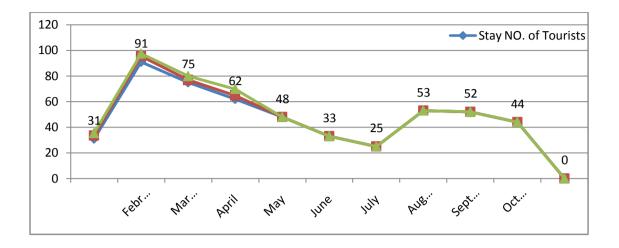
Source, Hotel Tourist Detail's Entry Book, 2015

The above table shows the tourist number from January to October, who stay in hotels in Jamunkhadi village tourism area. It seems high number in February 91 tourist and little number in July 25 tourist. It shows 514 tourist had stay there in total ten month January to October.

We can analyze that there is lack of foreign tourist entry and staying. It is undeveloped, few advertised and high internal tourist arrival village tourist area, where is lack of good accommodation and transportation, therefore, there have seemed weak number of tourist staying in hotels per year. We can say tourist used to go there only for visiting, observing of natural scene, study etc. for short time or for few hours. For further knowledge we can analysis the figure which is given in below.

In conclusion, domestic as well as international tourism prospects seem to be very high in this village tourism region in near future.

Figure-4.5: Tourist Type and Stay Number in Hotels (in 2015)



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

4.6.1.13 Handicrafts and Locally Produce Goods Sale in Hotels

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

4.7 Present Information about Tourist and Tourism

Present information related with tourist- and tourism is presented in this topic. Mainly the topic reveals with the results of survey of tourists. The outcome are mainly this topic reveals with the results of the survey of tourists. The outcomes are mainly based on questionnaires collected from 25 tourists who visited Jamunkhadi region.

4.7.1 Distribution of Tourist by Nationality

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

Countries	No. of tourist	Percentage
Nepal	17	68
India	6	24
Others	2	8
Total	25	100

Table 4.11: Distribution of Tourist by Nationality

Source: Field Survey, 2015

The above table clearly states that out of 25 tourist's survey 68 percent were from Nepal that means they are domestic tourist. Similarly, 24 percent tourists were from India and 8 percent were from other countries. From the field visit it is found that the numbers of visiting tourists were very few that may be the current unstable political situation and 'decreasing condition of security of Nepal.

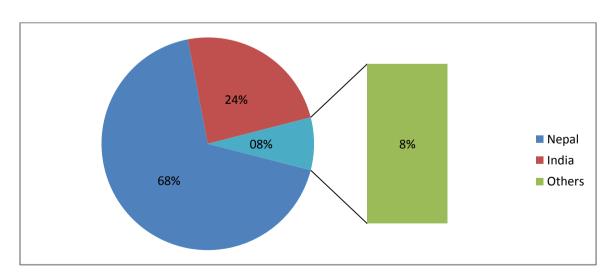


Figure-4.6: Distribution of Tourist by Nationality

4.7.2 Age and Sex Composition of Tourists

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

Age Group	No. of Respondents	Male	Female	Percent
< 15 Years	1	1	-	4
15-30 years	13	8	5	52
30-45 years	8	6	2	32
>45 Years	3	2	1	12
Total	25	17	8	100

 Table 4.12: Age and Sex Composition of Tourists

Source: Field Survey, 2015

The above table shows that the large volume of tourists visiting Jamunkhadi region is also in the age group of 15-30 years which is 52 percent similarly, 32 percent were in 30-45 years age group, 12 percent were in 45 and above years age group and 4 percent were in the age group of below 15 years. On the other side, out of 20 tourists 70 percent tourists were male and 30 percent were female tourists. Male tourists were 36 percent higher than female tourists.

In conclusion, we can say that the Jamunkhadi village tourism area visitors are more numbers in Nepalese and few numbers are out of the country. As same male tourist are interested to visit than female tourist and 15 to 30 years age group people are also interested to visit than other age group people.

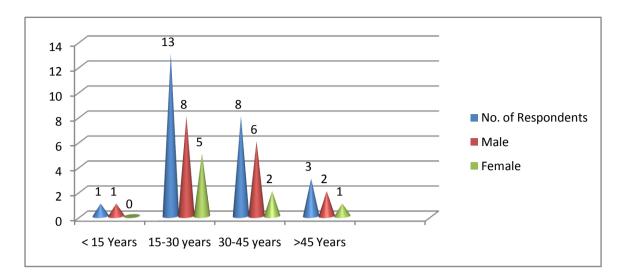


Figure -4.7: Age and Sex Composition of Tourists

4.7.3 Professional Structure of Tourists

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

S.N.	Profession	No. of Tourist Respondent	Percent
1	Services	7	28
2	Teacher	4	16
3	Student	6	24
4	Journalist	4	16
5	Businessman	2	8
6	Others	2	8
	Total	20	100

 Table 4.13: Professional Structure of Tourists

Source: Field Survey, 2015

The above table clearly shows that the largest i.e. 28 percent tourists are engaged in various services, 24 percent are student, 16 percent are teacher, another 16 percent are journalist, 8 percent are businessman and remaining 8 percent are engaged in different occupations.

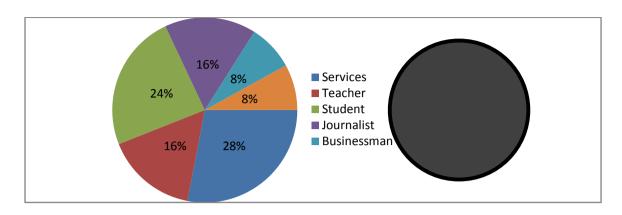


Figure-4.8: Professional structure of Tourists

4.7.4 Tourists Purpose of Visit

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

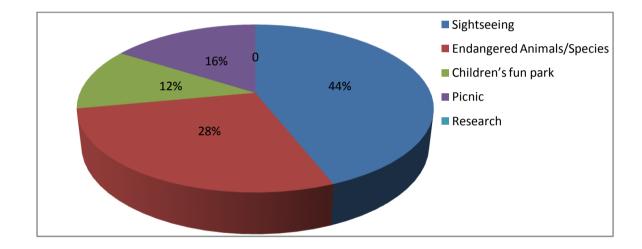
Table 4.14: Tourists Purpose of Visit

S.N	Purpose	No. of Respondent Tourist	Percentage	
1.	Sightseeing	11	44	
2.	Endangered Animals/Species	7	28	
3.	Children's fun park	3	12	
5.	Picnic	4	16	
6.	Research	0	0	
	Total	25	100	

Source: Field survey, 2015

The above table shows that majority of tourists visited Jamunkhadi region for the purpose of sightseeing i.e. 44 percent tourists. Likewise, for the purpose of watching endangered species 28 percent of tourist visited. The table also states that 16 percent of tourist visited for picnic. And 12 percent tourists visited for the purpose of children's' fun because there is availability of children's play. At last 5 percent tourists visited for the purpose of research. In the above data the question may arise, why the numbers of tourists were very little for the purpose of research. The reason may be that it has become few years of its development so advertisement and publicity of this place is not done properly. Many people don't know about this place. And also international tourists are unknown about this place. Maximum number of visitors visits this place for sightseeing and most of them are students and teenagers. Teenagers take it as a place for dating. Some schools take their students in this place as a part of an educational tour. It is also shown by the help of pie-chart below:





4.7.5 Tourists Length of stay

Tourist length of stay is the crucial factor for the tourism development in any tourist destination area. In order to develop tourism, it is necessary not only to increase the number of tourist inflow but also to increase their length of stay. The length of stay differs from visitors to visitors. It is mainly dependent upon needs, interest and expectation as well as time, money and desire of tourists. The following table shows the tourist length of stay in Jamunkhadi region.

Duration of the day	No. of tourist Respondents	Percentage	
Below one day (Day excursion)	14	56	
One day	9	36	
One day/one night	2	8	
Two day/two night	-	-	
Three day/three night	-	-	
Total	25	100	

 Table 4.15: Tourist Length of Stay

Source: Field survey, 2015

The above table presents that the majority of tourists i.e. 56 percent were stayed below one day or they are day excursion visitors that mean they were not stayed in this area. Similarly, 36 percent were stayed one day. Other 8 percent were stayed One day/one night. Here the duration of two day/two night and three day/three night is no given because this area is not quite popular then other area and also it has occupied less area it doesn't take time to move around it there is also no facility of lodging inside the area. International tourists are not known about this place. So due to these many reasons the duration of tourist stay is less.

4.7.6 Expenditure pattern of Tourists

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

Expenditure(in Rs)	No. of tourist Respondents	Percentage	
100-200	11	44	
200-300	5	20	
300-400	4	16	
400-500	3	12	
>500	2	8	
Total	25	100	

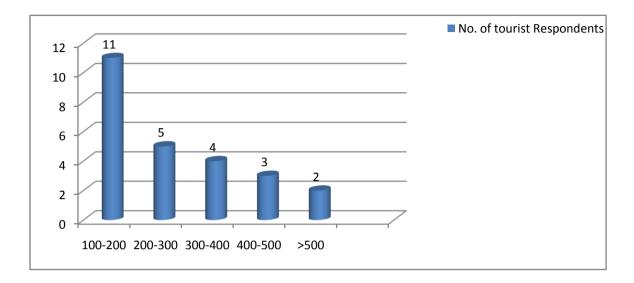
Table 4.16: Expenditure pattern of Tourists

Source: Field survey, 2015

The above table presents the tourist expenditure pattern where 44 percent tourists spent in between Rs100 to 200 and 20 percent spent Rs 200 to 300. Similarly, 16 percent spent in between Rs 300 to 400. Likewise, 12 percent spent Rs 400 to 500 and remaining 8 percent tourists spent above Rs 500. The table further explains that lowest expenditure of visitors is 100-200 it is because this area is as much developed then other tourism area and also international tourists don't know about this area. Only local visitors mostly visit there. And the highest expenditure that is above 500 is spent by 8% of the visitors. This type of expenditure is made by such type of visitors who are from far distance and also who came there for a picnic.

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

Figure-4.10: Expenditure pattern of Tourists



4.7.7 Existing infrastructure in Jamunkhadi Region According to Visitors.

Infrastructure facilities are necessary to develop tourism in any tourist destination area. Without infrastructure facilities development of tourism could not be expected. If the Infrastructure is available in good condition, the flow of Tourist may be high. The following table shows the present infrastructure facilities evaluated by visitors in Jamunkhadi. We know, as tourists are known to the people who visit tourism area and stay one night there. And still today no any visitors or tourist visit this area by staying one night. There is also no facility of lodge available. So, only the visitors have given their view.

Condition of Facilities S.N. Excellent Good Don't Know Very Bad Facilities Bad 1 1 22 2 Communication _ _ 7 2 1 12 5 Road/Transportation condition _ 3 3 3 **Electricity Supply** 4 15 _ 4 1 Water Supply 18 2 4 _ 9 5 Hotel and Lodge 5 11 _ _ 6 8 6 _ Paying Guest 10 1 7 Security Management _ 6 5 14 _ 8 4 10 6 5 Toilets(Public) _ 9 Cleanliness of Places 3 12 5 5 _ 4 10 Behavior of Local Places _ 15 6 _ 5 9 11 Conservation of assets 6 5 -_ 9 4 12 10 2 **Behavior of Community Members** 7 9 4 13 Health services _ 5 14 3 7 Guest House Services 15 _ 6 5 8 15 Local Market/Shops _ 6

Table 4.17: Existing Situation of Infrastructure Facilities According to Tourists

Source: Field Survey, 2015

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

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

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

4.7.8 Satisfaction of the tourists.

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

Table 4.18: Satisfaction of the Tourists

Responses	No of Tourists	Percentage
Yes	17	68
No	8	32
Total	25	100

Source: Field Survey, 2015

The above table shows 68 percent tourists responded the available Services, facilities and beauty of it, satisfied their purposes. Where as 32 percent voted against it. They said that the lack of facilities, infrastructure and lack of education are the barriers of their satisfaction in optimum level.

4.7.9: Suggestions of Tourist for Tourism Development.

The following table shows the suggestions of tourists.

Table 4.19: Suggestions of Tourists for Tourism Development in JamunkhadiRegion.

Suggestions	No of Tourists	Percentage
Tourist information center	7	28
Accommodation	10	40
Children's Play	5	20
Natural guide	3	12
Total	25	100

Source: Field Survey, 2015

The above table reveals 40 percent of the tourist informed that accommodation in near of tourism area in cheap and suitable is needed for the promotion of tourism in Jamunkahdi. Similarly, 28 percent respondents said that increase in tourism Information center and 20 percent said for development of Children's Play were an essential part of the internal tourist attraction. The next 12 percent said that natural guide who could interpret about flora and fauna of local forests and mainly about the rubber plant.

4.8 Survey of Local Residents

This section reveals with the Survey of local households. The answers of the sample households are based on questionnaire. The local people can play a vital role for the development of tourism in the study area where they inhabits. This section mainly tries to find out the attitude of local people towards the development of tourism in Jamunkhadi region.

4.8.1 Age and Sex composition of sample Population

Age and Sex of local residents are the crucial factor for the tourism development in any area. If there is higher economically active age population 15 to 60 years), the pace of development ratio of that place will also be higher.

Age and sex composition are the basic demographic characteristics, which play vital role in the population analysis because those matters directly influence the incidence of birth, marriage and deaths. On the basis of economic activity, population distribution of sampled households has been classified into three age groups the age and sex composition is given in table.

Male		Female		Total	
Number	Percent	Number	Percent	Number	Percent
4	25	00	00.00	4	20
10	62.5	03	75	13	66
2	12.5	01	25	3	15
16	100.00	4	100.00	20	100.00
	Number 4 10 2	NumberPercent4251062.5212.5	NumberPercentNumber425001062.503212.501	Number Percent Number Percent 4 25 00 00.00 10 62.5 03 75 2 12.5 01 25	Number Percent Number Percent Number 4 25 00 00.00 4 10 62.5 03 75 13 2 12.5 01 25 3

 Table 4.20: Age and Sex Composition of Sample Population

Source: Field Survey, 2015

The above table shows that, in the age groups of sample population, 41 to 60 years was 66 percent. Similarly 20 percent Population were in below 40 years age group and only 15 percent were in above 60 years age group.

This table also reveals that out of 20 respondents only 4 respondents were female. The economically active group populations were in higher number in the study area .It also the good number of above 60 years age group people from this we can analysis that life expectancy is increasing in the study area.

In conclusion, we can say that the household head is man having houses are maximum than woman household head having houses, women presence is weak and number of below 40 years is also nearly equal above 60 years which is not good. It shows the decreasing number of young household head or leader.

4.8.2 Caste Composition of Sample Households

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

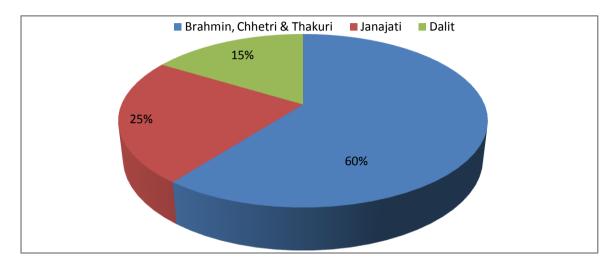
The sample households have been divided on the basis of three cast groups like Privileged group, Ethnic group, and Dalit. In the Nepalese society, according to the cast of people, their occupation, education, economic status and lifestyle used to be determined. The cast structure of sample households is presented in the following table.

S.N	Ethnic Group	No. of HHs	Percent
1	Brahmin, Chhetri & Thakuri	12	60
2	Janajati	5	25
3	Dalit	3	15
	Total	20	100

 Table 4.21: Castes Composition of Sample Households

Source: Field Survey, 2015

The above table clearly shows the caste diversity in the study area. Among the 20 households 60 percent were Privileged Groups, which is the higher percent than other caste groups. Similarly households of Janlati were 25 percent is in second position, which includes Gurung, Magar, Shrestha, Sunuwar, Chaudhari, Garthi etc. As same at the last number having households is Dalit which have only 15 percent household is recorded, which includes B.K., Sarki and Sunar.





4.8.3 Occupational Structure of Sample Population

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

Almost the entire population of the study area is more or less related with agriculture either as a primary or secondary occupation and agriculture is a living way of life. On the primary and secondary occupation, the economically active population (10-60) can be divided into five different categories such as agriculture, service, business, households and others. Agriculture is the backbone of our country which contributes 39 percent of national GDP. About 80 percent people are engaged in agricultural occupation. Sometime our social hierarchy and deep rooted social values set the occupation of people living in rural society. The following table shows the occupational structure of households' population in Jamunkhadi region.

The following table shows the Occupational structure of sample population.

Occupation	No. of Respondent	Percentage
Agriculture	13	65
Business	3	15
Teaching	2	10
Services	2	10
Total	20	100

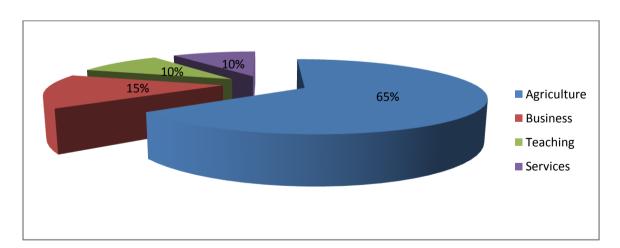
Table 4.22: Occupational Structure of Sample Population

Source: Field survey, 2015

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

Above table presents that 65 percent of respondent are engaged in agriculture sector which is the main source of income. Similarly, 15 percent are in business and rest of them 10/10 percent are in teaching and engaged in services including government and non-government. This table clears the highest number of people are involving in agricultural occupation in comparison to other occupations.

Figure 12: Occupational Structure of Sample Population



4.8.4 Educational Differences of Sample Population

Education is necessary things for human life. Educations bring a lot of ranges in society as well as personal life of a person. Personal behavior and activities are highly influenced by their educational level. The following table shows the educational differences of sample population is Jamunkhadi region.

Categories	No of Respondents	Percent
Illiterate	1	5
Literate	5	25
S.L.C.	3	15
Intermediate	6	30
Bachelors	4	20
Masters	1	5
Total	20	100

 Table 4.23: Educational Differences of Sample Population

Source: Field Survey, 2015

The table clearly shows the educational level of respondents where 30 percent are intermediate. This is the highest percent among other education level. Similarly 25 percent are only illiterate, 20 percent are Bachelors, 15 percent are S.L.C. and rest of them 5/5 percent are Master's and illiterate. This data reveals the educational status of sample population seem to be high and satisfactory.

4.8.5 Prime Attraction of Jamunkhadi Region According to Local Respondents

When a local resident were asked about the prime attraction of Jamunkhadi Region then they proudly explains the sunrise, sunset and view of Himalayas like Kanchanjangha and Kumbhakarna, Scenic beauty, Rock climbing, Seasonal Trekking, historical Deumai river and Deumai Muhan, Deumi Pokhari, different cash crops farming are the prime attractions. The following table presents the prime attractions, of Jamunkhadi region according to local respondents. Table 4.24

Prime Attractions of Jamunkhadi Region According to Local Residents.

S.N.	Tourism Products Description				Reference	0	
		Excellent	Percent	Good	Percent	Bad	Percent
1.	Booting	45	%06	5	10%	I	I
5.	Scenic beauty of region (Sight Seeing)	50	100%	I	I		I
З.	Rubber plant observation	40	80%	10	20%	ı	1
4.	Cash crops farming	35	70%	10	20%	5	10%
5.	Picnic sport	10	20%	20	40%	20	40%
6.	Children's fun part	46	92%	4	8%		1
Т.	Handicrafts item	2	4%	18	36%	30	60%
×.	Village Walking	10	20%	30	60%	10	20%
9.	Endangered Species	I	I	I	I	50	100%
10.	Jamun Pokhari	25	50%	10	20%	15	30%
11.	Zoo	I	I	I	I	50	100%
12.	Cultural Products	20	40%	15	30%	15	30%
13.	Religious attractions	ı	ı	10	20%	40	80%

The above table presents that scenic beauty of Jamunkhdi region (Sightseeing), Boating, Hospitality of local people, viewing of indegineous species and cash crops farming, Jamun pokhari are the valuable ornaments of Jamunkhadi

region. All of the respondents or 100 percent respondent agreed and admired about the scenic beauty of region (sightseeing) is excellent. Similarly 90 percent respondents admired about the Boating, 92 percent respondents agreed about the hospitality of local people saying excellent. Likewise, 80 percent said that zoo observation is excellent. 70 percent respondents said that cash crops farming are excellent.

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

4.8.6 Existing Infrastructure Situation in Jamunkhadi Region according to local Residents

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

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

Table 4.25: Present infrastructure situation in Jamunkhadi Region

Source: Field Visit, 2015

The above table shows that electricity supply, home stay facility are in satisfactory and good condition. Similarly, drinking water, local market/retail shops, cleanness of places are also in not satisfactory condition. The condition of road is not in good condition. There is only trekking route to visit in this area.

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

4.5.7 Employment Opportunities

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

S.N.	Particular	No. of Respondents	Percent
1	Hotel, Restaurants and Lodges	6	30
2	Local Products	3	15
3	Business	4	20
4	Transportation	3	15
5	Handicrafts	1	5
6	Others	3	15
	Total	20	100

 Table 4.26: Employment Opportunities Generated by Tourism

Source: Field Visit, 2015

In the above table we can clearly understand that mainly tourism could generate employment opportunity in hotels, restaurants and lodges, among the total sample population, 30 percent employment generation in hotels, restaurants and lodges by the tourism, similarly 20 percent in business, 15 percent in local products, 15 percent in transportation, 15 percent in other activities of employment generating, remaining 5 percent in handicraft items. Therefore, above data clearly states that the potential employment opportunities will be created by tourism in comparatively high in hotels, lodges and restaurants than other sectors.

4.8.8 Tourism Awareness in Local people

Awareness of local people about tourism and its products is important for the sustainable development of tourism era any destination area. Without active participation and well awareness among local people tourism development cannot be success in sustainable manner. In the view of its potential for tourism development, the local community is seen to be active and aware about the development of this area jointly as tourist destination. Understanding brings awareness and from awareness comes concern. When concern exists, then active participation is a possibility. Awareness as a strategy, play a vital role in the different aspects of the tourism, just as existing product in community such as culture, monument, natural scenic beauty etc. and make seriousness about their conservation in sustainable way. During the field visit, local people were asked about participation in tourism activities. All of the sample populations are willing to take part actively in tourism development activities. And, it was also found that they are more aware about conservation and protection of tourism products. This is good sign for the sustainable tourism development. Most of the local residents are willing to external support and guidance to facilitate in the awareness raising activities and involvement of local communities in tourism. During the field survey it was also tasted about tourism. The following table shows the awareness level among locals about tourism according to the sample population.

S.N	Level of	No. of Respondent Population	Percentage
	Awareness		
1	High	5	25
2	Medium	9	45
3	Low	4	20
4	Don't Like to say	2	10
	Total	20	100

 Table 4.27: Level of Tourism Awareness in Local People

Source: Field Survey, 2015

The table states that among 20 respondents, the awareness level among local residents are in medium is said by 45 percent respondents. Similarly, 25 percent said in high, 20 percent in low and another 10 percent said do not like to say about this subject matter. This data clears that awareness level among locals, awareness raising activities should be provided by the different concern sectors i.e. NTB, MOCTCA, DDC, VDCI/NG0s, clubs etc.

4.8.9 Benefits of Tourism to Local People

On the query of can rural tourism be a source of community and rural development if yes then how it has been give only one reason. Then found how a benefit of tourism to local people is, the sampled local people responded the following table.

Benefits	No. of Respondents	Percent
Increase Income	5	25
Employment/Job	7	35
Cultural Change	2	10
Infrastructure Development	3	15
Nothing	2	10
Biodiversity Conservation	1	5
Total	20	100

Table 4.28: Benefits of Tourism to Local Respondents

Source: Field Survey, 2015

The above table states 35 percent of the respondents have responded that employment opportunities have been creating through this business in local levels, 25 percent viewed that their income level is increased by it. Similarly, 15 percent responded on infrastructure developments is the major benefits of it. 10 percent said cultural change and 5 percent said biodiversity conservation. The rest respondents responded that there is no change in their basic level lies on benefits they get up to date now. It has been presented under the bar diagram.

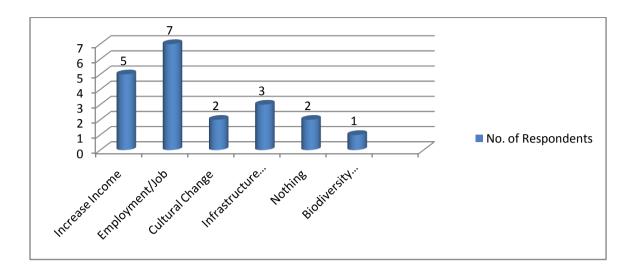


Figure 4.13: Benefits of Tourism to Local Respondents

4.8.10 Prospects of the Tourists in Jamunkhadi

On the major component of tourism is the attraction out of among accessibility, accommodation and amenities. It plays the vital role to inflow of tourists in any site. The major prospects of tourists in Jamunkhadi area based on respondent's views are presented under the table.

Attractions	No. of Respondents	Percentage
Natural beauty	5	25
Sight Seeing	7	35
Sunrise and Sunset View	3	15
Local Culture	2	10
Photography	0	0
Rich Biodiversity	1	5
Herbal Products	1	5
Health Tourism	1	5
Total	20	100

Table 4.29: Attractions of Tourists in Jamunkhadi

Source: Field Survey, 2015

The above table shows that 35 and 25 percent of total respondents said that sightseeing and natural beauty is major attractions of this area. It is followed by 18 percent respondents said rich biodiversity activities of Jamunkhadi. 15 percent who visited that sunrise is the major prospect. Similarly 10 percent responded on local cultures and 5/5/5 percent responded said respectively on herbal products, health tourism and Rich Biodiversity trekking route activities. Photography has seen 0 percent to here the tourists in this area. It shows that majority of the respondents have the knowledge of its real attractions. And it has the highest potentialities of tourism development.

4.8.11 Problem of Tourism Development in This Area

Any things have two sides i.e. bad and good. Nothing remains bright only. Development is the outcome of distribution in a sense. There may be the multiple problems scattered on doing a thing. Likewise Jamunkhadi has more barriers for tourism development also. Besides on the local respondents view on it, the following table shows the major problems of tourism in this area.

Problems	No. of Respondents	Percentage
Transportation	8	40
Water Scarcity	2	10
Electricity	4	20
Information Center	3	15
Land Issue	0	0
Gap of Services	1	5
Negligence of Government Policies	2	10
Total	20	100

Table 4.30: Problem for Tourism Development in Jamunkhadi

Source: Field Survey, 2015

The above table shows the problems responded by local respondents. The major problem of this area is the lack of transportation which is 40 percent. The next problem said by local respondent is the Electricity scarcity which is 20 percent. Similarly 15 percent respondents said week information center as same 10/10 percent responded said lack of water supply is the problem of this area and negligence of Government policies. The other problems are low level of information, land issue between VDC and individual and Government, Gap of Services percent is 5 percent. It clears that Government and stakeholders of this area should reduce these problems immediately.

4.8.12: Suggestions of Local Respondents About Infraction Development in Study Area

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

Suggestions	No of Respondents	Percentage
Extension of road network	5	25
Establishment of hotels in trekking route	1	5
Publicity/Information Center	2	10
Conservation of biodiversity	2	10
Health Campaigns	1	5
Regular water supply	3	15
Provision of Electricity	3	15
Skill based Trainings	2	10
Conservation of local cultures	1	5
Total	20	100

 Table 4.31: Suggestions by local Respondents

Source: Field Survey, 2015

The above table shows that the local respondents viewed to hope these problems prevailing in the local area. It states that 25 percent of local respondents said extension and development of road network is a necessary for the tourism development of this area. 15/15 percent of respondent suggested that regular water supply and provision of Electricity is necessary for tourism development. 10/10/10 percent of respondents responded that conservation of biodiversity and Information center have to be needed in this area. Rest of them respectively 5/5/5 percent said for establishment of hotel in trekking route, health campaigns and conservation of local cultures have to be managed for the development of this area.

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

The role of local residents is major things to operate tourism in sustainable way. They are the protector as well as destroyer of tourism products. So, the role of local residents is very important in development of tourism at any destinations. During the field survey when asked to local residents about the prospect of tourism in Jamunkhadi region 19 people said excellent prospect while remaining 1 people household respondents said good. More than 18 people respondents see excellent prospect of domestic truism in and around the Jamunkhadi region. In the study area all of the respondents favored the future pattern of tourism development should be reined towards the betterment of the all irrespective of caste, creed and class having emphasis upon the poor and lower class community.

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

On the basis of primary sources of information, the researcher has analyzed the data in which objectives of the study are through to be fulfilled. In respect to the knowledge about tourism sector in Jamunkhadi, local people need a variety of awareness program. According to respondents of the study the future of Jamunkhadi in tourism industry is the best, however lack of non- ill policy of local as well as national government and low level of infrastructure Jamunkhadi is found in shadow still now even through it has unique natural beauty mixing with rich biodiversity and high hills.

4.9 Survey of Workers

This section reveals with the Survey of workers who works in Jamunkhadi tourism area. The answers of the sample workers are based on questionnaire. The worker can play a vital role for the development of tourism in the study area where they inhabits. This section mainly tries to find out the general information of the workers who works in Jamunkhadi tourism region.

4.9.1: Age and Sex Composition of Workers

Age and Sex is the important factors in tourism. The age and sex composition of workers of Jamunkhadi tourism region is presented in the below table.

Age Group	No. of Respondents	Male	Female	Percent
< 15 Years	0	0	-	00
15-30 years	3	2	1	42.86
30-45 years	3	2	1	42.86
>45 Years	1	1	0	14.28
Total	7	5	2	100

 Table 4.32: Age and Sex Composition of Workers

Source: Field Survey, 2015

The above table shows that the large volume of workers in Jamunkhadi region is also in the age group of 15-30 and 30 to 45 years which is about 43/43 percent similarly; about 14 percent were in >45 years age group and below 15 years age group has seen zero percent. On the other side, out of 7 workers little more than 71 percent workers were male and about 29 percent were female. Male workers were 41 percent higher than female workers.

In conclusion, we can say that the Jamunkhadi village tourism area workers are more numbers in male and 15 to 45 years age group and there is no any child labour has seen.

4.9.2 Caste Composition of Sample Workers

The sample workers have been divided on the basis of three cast groups like Privileged group, Ethnic group, and Dalit. In the Nepalese society, according to the cast of people, their occupation, education, economic status and lifestyle used to be determined. The cast structure of sample works is presented in the following table.

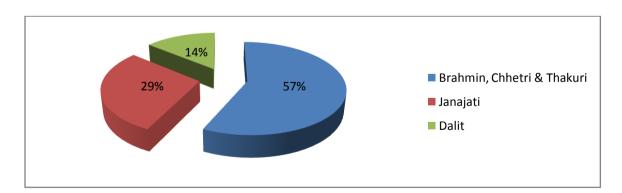
S.N Ethnic Group No. of Workers Percent 1 Brahmin, Chhetri & Thakuri 4 57 2 2 29 Janajati 3 1 14 Dalit Total 7 100

 Table 4.33: Castes Composition of Sample Workers

Source: Field Survey, 2015

The above table clearly shows the caste diversity of sample workers in the study area. Among the 7 workers 57 percent were Privileged Groups, which is the higher percent than other caste groups. Similarly workers of Janlati were 29 percent is in second position, which includes Gurung, Magar, Shrestha, Sunuwar, Chaudhari, Garthi etc. As same at the last number having workers is Dalit which have only 14 percent worker is recorded, which includes B.K., Sarki and Sunar.





4.9.3: Average per Month Salary of Workers in this Tourism Area

Salary is most important things for every worker for conducting their regular life. But there is lack of suitable salary for workers in every sector. As same salary trend for workers has seen in Jamunkhadi tourism area which is given below.

 Table 4.34: Average per Month Salary of Workers in this Tourism

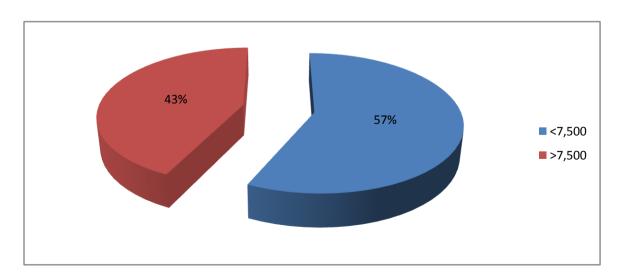
 Area

Average	Monthly	No. of Workers	Percent
Salary			
<7,500		4	57
>7,500		3	43
Total		7	100

Source: Field Survey, 2015

Above table shows that, the average per month salary of workers, who is working at Jamunkhadi tourism area. In total 7 workers about 57 percent workers receives per month salary less than 7,500 per month. After observing this we can analyze that the worst condition of workers of Jamunkhadi and even Nepal too.

Figure 4.15: Average per Month Salary of Workers in this Tourism Area



CHAPTER - V

SUMMARY, CONCLUSIONS AND RECOMMENDATION 5.1 Summary

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

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

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

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

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

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

- The major findings of this study (research) are summarized as follow; The geographical setting of the study area is found to be diverse including terraces, slopes and flats. The climatic condition of this region is alpine which is chilly in winter season.
- Ethnic and cultural diversity is the main feature of this region. Historical tribes Rai and Limbu cultural and traditional practices are unique. The majority inhabitants of this local area are settled ethnic groups.
- Literacy level of study area is found to be high both in male (95.46%) and female (85.86%) among the total population of VDC (source: VDC profile, 2068)
- The existing tourism assets Views of wetland, Jamun lake, peace forest, picnic sports its Surrounding Community forest and pasture land, 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 major problems associated with tourism development in the study area are lack of communication services, security, recreational facilities, trained manpower, integrated tourism development approach, advertisement and publicity, transportation, sufficient accommodation facilities (hotels and lodges), sustainable tourism plan etc.
- Accommodation facilities are found to be insufficient to serve the visiting tourism demand.
- ➤ Local hotels with poor facilities are available area.
- Investment patterns in hotels are found to be different from each other and their annual income variation seems to be smaller in amount. It may be the little flow of visitors in this region.
- Tourist duration of stay at hotels in 2014-2015 seems to be very short with comparison to national length of stay 73.07% tourism are stayed only one day / night at hotels in 2015.

- The Hotels are mainly benefited from domestic tourists, who are the majority visitors in number. No any handicraft items are available in this area.
- Tourists from different countries are found to visit Jamunkhadi region but the share of domestic tourists is more (68%)
- According to the field survey, 52% tourists remain in the age group of 16 to 30 years. The total female tourists' numbers are 8 whereas male are 17 that is 36% higher than female tourists.
- Most of the tourists visited to the study area are found to be service holders (28%) followed by Teachers (16%), students (24%), journalists (16%), Businessman (8%) and others (8%).
- The study found the main traveling route of visitors is Dhappartear to Jamunkhadi 60% visitors used this road while they visit Jamunkhadi region.
- Tourists' purpose of visit in study area is found mainly for sightseeing (44%), followed by endangered animals/species (28%), children fun park (12%), picnic (16%) and research (0%).
- The length of stay of the tourists is found to be very short because no tourists are stayed there for more than 1 days/nights and the expenditure pattern of tourists are also negligible. It may be the cause of the lack of sufficient tourism infrastructure.
- Out of 25 sampled tourists 68 percent respondents tourists are satisfied with the tourism products of Jamunkhadi region.
- The perception of tourists towards the future pattern of tourism development in Jamunkhadi region is very domestic and they see the good prospect of tourism development in near future.
- Out of 20 sample households 60% are Privileged group, followed by other ethnic groups.
- The majority of the local population is engaged in agriculture i.e. 65 percent of the total respondents. It clears that the study area is an agricultural zone.
- Agriculture is the main occupation of the sampled population, whereas 15 persons out of 20 are engaged in this business sector as a main occupation.
- Educational status of sampled population is found to be satisfactory where only a respondent is illiterate and other 19 respondents literate.

- According to local residents the prime attraction of Jamunkhadi region are scenic beauty (sightseeing), boating, View of mini zoo, Jamun pokhari, Ramite Danda, Children park, , hospitable behavior of local people etc.
- It was found that, there is not sufficient tourism infrastructure i.e. transportation, drinking water, electricity, health centers, parks, view tower etc.
- There is no wide publicity to this area from local, district and national level. It is because of the negligence of the local governments and geographical structures.
- > In respect to hotels, there are few hotels based on tourists with poor facilities.
- Jamunkhadi is also renowned for herbal products, rich biodiversity and local indigenous knowledge. However in the lack of well planning and policy these characters are not in worth.
- Sight seen is one of the major aspects of ecotourism. Jamunkhadi also provides this flavor by the three routes they are; one is from Surunga Bridge to Jamunkhadi and the next one is Juke Calvert to Jamunkhadi also promoted as an ecotourism destination in the eastern part.
- The surrounding people of the Jamunkhadi area rear milk, meat and Vegetables on it.
- > January to December in all season it is possible to travel in this area.
- The level of awareness in local people is very low. They are not informed about the tourism activities of this area. On the question of researcher on 'Do you know about tourism?' a respondent replied that he had listened first time this term.
- Tourism awareness among locals is found to be moderate but at the interview of time all of the sample populations were willing to take part actively in tourism related activities. However, people are conscious to conserve the existing tourism products in and around the Jamunkhadi region.
- The survey found the home stay perception among the respondents was very positive and all of them are reading to provide home stay service to the visitors.

Local people, tourists and Hotels seem to be very optimistic towards the development of tourism in near future. Local people's perception towards the futuristic pattern of tourism development in Jamunkhadi region should be oriented towards the betterment of the all irrespective of castes, creeds and class having emphasis upon the poor and lower class community.

5.2 Conclusions

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

Jamunkhadi region has wide and bright prospect of tourism which shall be actualized to increase the income level of the locals. And it can be one of the means to alleviate the rural poverty as well. After analyzing the facts and figures obtained from the field study, some important findings and conclusion are made. Those findings and conclusion reflect some issues that are to judge and consider.

5.3 Recommendations

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

- Basic tourism infrastructures, road accommodations, drinking water supply, electricity, information centre etc are very essential for tourism development.
- Accommodation facilities should be up graded in existing hotels and other hotels and food services should be extended in and around the Jamunkhadi region.
- In present home stay households facilities seem to be low quality (poor). So, accommodated to tourists facilities should be made available and upgraded the existing facilities in these households.
- To fulfill the gap of services home stay, paying guest and hotels should be established on the way side.
- Jamunkhadi is also renowned for herbal products, rich biodiversity and rich in flora and fauna diversity.
- Tourits destinations like Jamunkhadi, Domukha, Satasi Dham, Arjundhara, Dhanuskoti Dham should be developed in integrated package and established their strong linkage that helps to promote Tourism in these areas.
- > Local culture and traditional practices must be preserved.
- The local level manpower should be trained so that they can provide services to the tourists.
- Jamunkhadi is the suitable and proper place for rock climbing and paragliding. So, for developing it, tourist information centre, NTB, VDC, DDC, and stake holders should make an attempt program.
- Most of the tourists visit in this area is domestic. It is due to the ease of tourists. So to attract international tourists VDC, DDC, NTB, and MOCTCA should make an attempt to lure the tourists.

REFERENCES

- Aryal, B. (2002). in his thesis on the topics'*The problem and prospects of tourism development in Nepal*'.
- Burgeir, V. (1978). *The Economic Impact of Tourism in Nepal*, An input output Analysis, PhD. Dissertation submitted to Cornel University.
- Bishnu Gautam (2001) 'Ilam's Tourism Potential Waiting to be discovered'. An article published in the Raising Nepal a National News Daily.
- CBS (1993). Year Book, Central Bureau of Statistics, Kathmandu, Nepal
- CBS (2008). Year Book, Central Bureau of Statistics, Kathmandu, Nepal.
- Dahal, B. M. (1997). "Taking Tourists to Villages". Sunday Dispatch Weekly Mega.
- Dunghana, S. (2006). *Tourism in Nepal,* An unpublished M.A. Dissertation submitted to central Department of Economics, T.U. Kirtipur, Kathmandu
- Gautam, B. (2001). 'Ilam' Tourism Potential Waiting to be discovered. *Rising Nepal*. March 23, 2001.
- Gayawali (2005). In his research on the title "An Assessment of Tourism status and Economic potential of Nagarkot Bhaktpur".
- Ghimire D.C. (2000). Problems and Prospects of Ecotourism in Chitwan; A case study of Sauraha, Unpublished thesis in Central Department of management, T.U.Kirtipur.
- Ghimire, A. (2003). *Travel and Tourism: A Practical Approach*, Kathmandu: Ekta Book Distributor P.Ltd.
- Gurung, T.R. (2007). Mountain Tourism in Nepal, Kathmandu; PritimaGurung, NRB, (1989) Nepal Ratra Bank Samacher 54thAnniversary Special Edition, Kathmandu, Nepal.
- Himalayan Times, (2003). An Article on Tourism. Kathmandu, Nepal.
- Honey and Rome (2000). *Ecotourism Statistical Fact Sheet*. Kathmandu: The International Eco-tourism Society.

- Kunwar, R. (2002). Anthropology of Tourism: A case study of Chitwan Sauraha, New Delhi: Adroit Publishers.
- Kunwar, R. (2006). *Tourists and tourism, Science and Industry Interface*. Kathmandu: International school of Tourism and Hotel Management.
- Majupuria, T.C. (2005). Has Studied "Wildlife and Prospected Areas of Nepal".
- MOCTCA. (2003). Nepal Tourism Statistics, Government of Nepal.
- Modi, S. (2001). *Tourism and Society: Cross Cultural Perspectives*. New Delhi: Rawat Publication.
- NTB, (2002). National Eco-Tourism Strategy. Kathmandu: Nepal Tourism Board.
- Pradhan, (1978). In his Master's thesis entitled discussed on different facts of tourism in Nepal.
- Pradhan, pk. and Pradhan, B. (2006). *Environment and Natural Resources:* Concept methods, planning and management, kirtipur, Kathmandu: Quest publication.
- Pradhanang S. B. (2008). *Guidelines to format Thesis and Dissertations*, New Hira Books Enterprises, Kirtipur, Kathmandu.
- Rai, D.K. (2005). Kantipur Dekhi sandakpursamma (yatrasansmaran). Sangampinters, Kathmandu.
- Satyal Y.R., (2002). Tourism in Nepal: A profile, New Delhi: Adroit Publishers.
- Satyal, A.R. (2000). The pilgrimage Toursm in Nepal, New Delhi: Droit publishers.
- Satyal, A.R. (2000). Tourism Monograph of Nepal, New Delhi: Adroit publisher.
- Satyal, A.R. (2002). The pilgrimage Tourism in Nepal, New Delhi: Droit publisher.
- Sharma, Om (2003), in his article entitled "Effects of tourism of Economic Development of Nepal". Shree jamunkhadi community forest user.
- Sharma, p, 1995. A framework for Tourism Carrying Capacity Analysis, Kathmandu: ICCIMOD.
- Sharma, pr, 1995, culture and Tourism, Kathmandu: ICIMOD.
- Surunga VDC, 18th Budget and program (F.Y.2067/68 B.S.)
- Tiwari, S.P. (1994). Tourism Dimensions, Delhi; Atma Ram and Sons.

- Tiwari, shasi (1987), in his thesis on the topics "Development of International Tourism in Nepal".
- Tuladhar, (2008), in his doctoral studies "Development of International Tourism in kingdom of Nepal".
- Tuladhar, S. R.,(2008). Potential of Tourism in Dolpa: Prospects and Problems of tourism in Dang.
- Tuldhar, S.R. (2003) A study of tourism as a leading Economic Sector of Nepal. An Unpublished Ph.D. thesis, Submitted to Luck now University, India.
- Upadhyay, R (2006). *Tourism and economic development in Nepal*, New Delphi: Northern Book Centre.
- Upadhyay, R.P. (ed), (2006). *Tourism and economic development in Nepal*. New Delphi: Northern Book Center.
- Upadhyay, Rudra Prasad, (2008). Readings in Rural Tourism: Sunlight Publication
- WTO (1994). Framework for the Coll and Publication of Tourism Statistics, Medried. World Tourism Organization.

Www.google.com

Questionnarie for Members of local People 1. Personal information Name..... Age..... Education..... Address..... Ocupation..... Family Number..... Ward Number..... Religion..... Ethinicity..... Sex..... 2. How many tourists vome here per month? a) Below 10 b) 10-20 c) 20-50 d) abobe 50 3. In your opinion what kind of tourists visits this place more? a)Domestic b) International c) Both 4. What are the major factors that can attract tourists in this area? 5. Do you like arrival of tourist in your area? a) Yes b) No Why?.... 6 Do you like to devlop this place as tourist destination? a) Yes b) No 7. How do you or your organization is helping to devlop this place as tourist destination? a) Makinfg good plams b) Improving Infrastruture c) Advertising tourist products d) Other 8. How long have you been living here? 9. Could you keep tourist in your home as a paying guest? a) Yes b) No 10. If no what is the problem? 11. What is your culture back ground? 12. Where do you many tourists come from? 13. Usually, how long do you they stay? a) A few hour b)1-3 days d) 5 days and above c) 3-5 days 14. What should be done to make their stay long? 15. Finally, if you have any other information that you would like to share? 16. What is your major income source? a) Agriculture b) Animal husbandry c) Business d) Remittance

17. How do you think this places can be developed as one of the best tourist destinations? a) Making good plans b) Improving infrastructure c) Advertising tourist product d) Others 18. Is here any extra attractions than other destinations in order to increase visitors in this area? a) Yes b) No If yes, Which is that?..... 19. Is it possible to develop this place in to a international level tourist area? a) Yes b) No c) Don't know 20. What is Provision to enter this tourist place cost of free or charges?

Ouestionnaire for Hotel Owner 1. Personal details of Hotel Owner: Name: Age: Occupation: Primary Secondary: Education: Sex: Caste: Permanent Address: **Temporary Address:** Religion: 2. Personal details of Hotel: Name of Hotel: Address of Hotel: Established year of Hotel: Total Number of Rooms: Number doubble bed rooms: Number of single bedrooms Numbers of other rooms: Number of employees: (Male: Female:) Number of attached toilet bathroom : **Rooms With Television:** Normal rooms: Total numbers of beds:.... a) Single bed.....b) Doubble bed..... 3. The building of hotel/lodge your own house or you have taken in rent? a) My own b) On rent 4. How is your per month income ? a) < 25,000 b) 25000-50,000 d) >100,000 c) 50,000 5. In average, how many tourist visit in your hotel/lodge per month? a) Normal season..... b) Peak season..... c) Off season..... 6. Generally, how many days tourists stay in your hotel/ lodge? b) 2-4 a) <2 c) > 4

7. How rs. rent for per night/ per room?

a) Single bedroom..... b) Double bedroom.....

c) Attached room d) television room

e) Normal room.....

8. What facilities are available in your hotel/lodge for tourists?

a).....

b).....

c).....

d).....

9) How many hotels were stablished before than you?

.....

10. Are you having any child employees?

a) Yes b) No

11. What are main attractions to attract tourist towards your hotel please mention two things?

a).....

b).....

12. Why do you choose this place for stablish your hotel?

a) Because of own home place

b) Because of being busy tourist area

c) Others

13. What are the main problems of this tourism area?

.....