

**TOURISM PROSPECT AND POTENTIALITY IN
JAMUNAKHADI SIMSAR AND TORUISM
AREA OF JHAPA DISTRICT, NEPAL**

**A Thesis Submitted to:
Central Department of Rural Development
Faculty of Humanities and Social Sciences
in Partial Fulfillment of Requirements for the Mater's Degree of Arts
in Rural Development**

**Submitted by:
Kamala Devi Sapkota
T.U. Regd. No. 35917-92
Exam Roll No. 281096**

**Central Department of Rural Development
Tribhuvan University, Kirtipur
Kathmandu, Nepal**

2011

RECOMMENDATION LETTER

This thesis entitled **TOURISM PROSPECT AND POTENTIALITY IN JAMUNAKHAKDI SIMSAR AND TORUISM AREA OF JHAPA DISTRICT, NEPAL** has been completed by **Miss Kamala Devi Sapkota** under my guidance and supervision. This Thesis is the outcome of her own intensive and independent research work and has been prepared in the form as required by the department.

I recommend it for approval by the evaluation committee.

.....

Mr. Ratna Mani Nepal

Supervisor

Central Department of Rural Development

Tribhuvan University

Kirtipur, Kathmandu

LETTER OF APPROVAL

This is to certify that the thesis entitled "**TOURISM PROSPECT AND POTENTIALITY IN JAMUNAKHAKDI SIMSAR AND TORUISM AREA OF JHAPA DISTRICT, NEPAL**" written and submitted by **Miss Kamala Devi Sapkota** has been examined. It has been declared successful for fulfilment of the academic requirements toward the completion of Master of Arts of Rural Development.

Evaluation Committee

Mr. Ratna Mani Nepal

.....

Supervisor

Prof. Dr. Pradeep Kumar Khadka

.....

Head of the Department (External)

ACKNOWLEDGEMENTS

It is my great pleasure highest with the regards, eternal gratitude and special acknowledgement to express to my respected teacher and supervisor Mr. Ratna Mani Nepal, lecturer of the central Department of Rural Development, Tribhuvan University, Kirtipur of his consistent encouragement and for his praiseworthy contribution for the completion of this thesis. His broad horizon of knowledge, clear view about the subject and inspiring personality always encouraged me to go through my work without any difficulties.

I am thankful to Central Department of Rural Development and Head of the Department Prof. Dr. Pradip Kumar Khadka for providing me a great opportunity to prepare Master's Degree Thesis entitled "Tourism Prospect and Potentiality in Jamunxhadi Simsar and Tourism Area of Jhapa District". I'd like to extend my sincere thanks to NTB and its staffs for their kind support on providing various valuable information and secondary sources of data regarding the study.

I'm highly indebted to all the respondents of the study area for their kind assistance for providing valuable information during the field survey. I'm grateful to all who are known or unknown helping me in the pre and post field works. I'm thankful for their co-operation.

I'd like to gratefully acknowledge to my younger sister Mrs. Bimala Sapkota, sister in law Bhagirath Dhakal and to my class friend Miss Mamta Chaudhari for their technical support to achieve this task.

Kamala Devi Sapkota

ABSTRACT

Tourism is the world's fastest growing industry and it is anticipated to be the largest within few years. It is recognized that tourism is the basic and very desirable activities deserving the praise and encouragement of almost all countries in the world. Nepal is one of the most beautiful countries in the world with lofty snow capped mountains and scenic, peaceful settings. It has varieties of tourism resources, places of natural beauty, historical and cultural monuments, art, architecture, festivals etc which are the best attractions to the foreign visitors. Among such attractions Jamunxhadi is one of the most scenic tourist destinations in Nepal. It is a land of natural scenery, the rich bio-diversity, peaceful environment, the ethnic diversity, the rich and diverse culture which attract visitors.

The universe of the study has been sampled from the Jamunxhadi Simsar and Tourism Area in Surunga VDC in Jhapa district. The local people, hotel owner, domestic visitors and tourism experts, government service holder etc. were the sample respondents and the sample size is 53 for the study. The study entitled "Tourism Prospect and Potentiality in Jamunxhadi Simsar and Tourism Area of Jhapa District, Nepal" is to analyze the potentialities of tourism in the study area. The specific objectives are: to identify the prospects of tourism in the study area, to analyze the natural and cultural resources to promote tourism in the study area and to analyze the activities of CFUG to promote tourism in the study area.

The study is based both on secondary and primary data collection from DDC and VDC profile, reports and direct fill up the structure questionnaire in Jamunxhadi. The researcher own-self participated to

collect primary data by using data collection techniques and tools like structure and semi structure questionnaire, key informants interview etc.

Findings of the study revealed that there is high potentiality of tourism in Jamunkhadi because it has numerous sightseeing spots, tourism interest places such as the lake, the jungle, the open lane, picnic spot, the mini zoo, the rubber processing center etc. There are many other attractive places around Jamunkhadi Simsar and Tourism Area such as the Mai river and bridge, Domukha, the Mai Mandir, Arjundhara Dham, Satasi Dham, Dhanuskoti Dham, tea gardens etc. It is found that most tourists spend 3 or 4 hours and no tourists spend night in the spot. Generally the visitors are domestic and they spend 200 to 1000 rupees during their stay in the study area. The number of foreign tourist is found very low according to the local people. Local people were found very much interested and devoted for promoting tourism in the study area but there seems lack of co-ordination among the government authorities and local promoters and also lack of fund.

In conclusion it can be said that Jamunkhadi deserves high potentiality of becoming one of the best rural tourism destinations of the country. Therefore, package programs and tourism advertisement seem necessary to develop Jamunkhadi as a rural tourist destination.

TABLE OF CONTENTS

Page No.

Letter of Recommendation

Approval Sheet

Acknowledgements

Abstract

Table of Contents

List of Table

Abbreviations/Acronyms

CHAPTER - ONE : INTRODUCTION **1**

1.1 Background 1

1.2 Statement of the Problem 2

1.3 Objectives of the Study 3

1.4 Rationale of the Study 3

1.5 Limitation of the Study 4

1.6 Organization of the Study 4

CHAPTER - TWO: LITERATURE REVIEW **5**

2.1 Conceptual Review 5

2.2 Planned Policies for Tourism in Nepal 9

2.3 Organizational Involvement in Tourism Sector of Nepal 16

CHAPTER -THREE : RESEARCH METHODOLOGY **18**

3.1 Research Design 18

3.2 Rational for the Selection of the Study Area 18

3.3. Population & Sampling 18

3.4 Nature and Sources of Data 19

3.5 Data Collection: Techniques and Tools 19

3.5.1 Techniques 19

3.5.2 Tools 20

3.7 Data Processing and Analysis	20
CHAPTER - FOUR : DATA PRESENTATION & ANALYSIS	21
4.1 General Characteristics of the Respondents	22
4.1.1 Age & Gender of the Local Respondents	22
4.1.2 Martial Status of The Local Respondents	23
4.1.3 Occupation of the Local Respondents	24
4.1.4 Visitors Occupation	25
4.1.5 Age Wise Distribution of Visitors	25
4.1.6 Purpose of Visit	26
4.1.7 Status of Industries in Surunga VDC	26
4.1.8 Analysis of the Domestic Tourist	27
4.2 Prospect of Tourism in the Study Area	28
4.2.1 Type of Visitors in the Study Area	28
4.2.2. Flow of Tourists in the Study Area	29
4.2.3 Structure & Employer status of Hotel	29
4.2.4 Length of Stay of the Visitors	30
4.2.5 Expenditure of Visitors in the Study Area	30
4.2.6 Influencing Factors for Tourism in the Study Area	31
4.3 Institutional Involvement in Jamunxhadi Simsar & Tourism Area	32
4.4 Natural and Cultural Resources in the Study Area	33
4.4.1 The Wetland	33
4.4.2 Jamunxhadi (The Lake)	34
4.4.3 The Jungle	35
4.4.4 Mini zoo	36
4.4.5 Different Casts & Their Culture	37
4.4.6 The Other Attractive Places Around Jamunxhadi	37
4.4.6.1 The Mai River and Bridge	37
4.4.6.2 Domukha	37
4.4.6.3 Satasi Dham	37
4.5 Activities of CFUG to Promote Tourism in the Study Area	38

4.6 Problems & Weaknesses	39
4.7 Related Maps of the study	40

CHAPTER-FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS **43**

5.1 Summary	43
-------------	----

5.2 Conclusion	48
----------------	----

5.3 Recommendations	49
---------------------	----

REFERENCES

Error! Bookmark not defined.

ANNEXES

LIST OF TABLES

	Page No.
Table 4.1 Distribution of Respondents by Sample Size	22
Table 4.2 Distribution of Local Respondents by Age & Gender	23
Table 4.3 Distribution of Respondents by Occupation	24
Table 4.4 : Occupation of the Visitors in Percentage	25
Table 4.5 Distribution of Visitors by Age Group	25
Table 4.6 Purpose Wise Distribution of the Sampled Visitors	26
Table 4.7 The Industries in Surunga VDC	27
Table 4.8 Types of Visitors in Percentage in the Respondents View	28
Table 4.9 Flow of Tourists in the Respondents View	29
Table 4.10 Status of Sampled Hotels	30
Table 4.11 Expenditure of Visitors in the Study Area	31
Table 4.12 Distribution of Visitors by Influencing Factor of Tourism	32

ABBREVIATIONS/ ACRONYMS

ACAP	Annapurana Conservation Area Project
ADB	Asian Development Bank
BS	Bikram Sambat
CBET	Community Based Eco-Tourism
CBS	Central Bureau of Statics
CFUG	Community Forest User Group
DDC	District Development Committee
DFID	Department for International Development
FY	Fiscal Year
GDP	Gross Domestic Products
HHs	Households
HMG	His Majesty Government
ICIMOD	International Center for Integrated Mountain Development
MOCTCA	Ministry of Culture, Tourism and Civil Aviation
MOPE	Ministry of Population and Environment
NGO	Non Government Organization
NPC	National Planning Commission
NRB	Nepal Rastra Bank
NRNs	Non Resident Nepalese
NTB	Nepal Tourism Board
RNAC	Royal Nepal Airline Corporation
STN	Sustainable Tourism Network
TDB	Tourism Development Board
TIA	Tribhuvan International Airport
TRPAP	Tourism for Rural Poverty Alleviation Programme
UNDP	United Nation Development Programme
WTO	World Tourism Organization
WWF	World Wide Fund for Nature