

# CHAPTER - ONE

## INTRODUCTION

### 1.1 Background

Nepal is situated in south eastern part of Asia. It is roughly rectangular on shape with total area of 1,47,181 sq. Km. It is surrounded by India in the east, south and west and by China in the north. It is multiethnic, multicultural multi-linguistic, multicast, multi-religious independent country. It is small landlocked country with great natural beauty, abundant natural resources and a diverse agro -climatic developing country with total rural village area of 80% or more. The whole country has been divided into 3 region; Tarai, hill and Himalaya with the respective area of 17%, 68% and 15%. The three regions- mountain, hill and terai have 7.3%, 44.3% and 48.4% of population respectively. There are 5 development regions, 14 zones and 75 districts. Districts are divided into small units called municipalities and VDCs. Currently there are 58 municipalities and 3913 VDCs in the country (CBS 2005).

Tourism is a possible way for the development of Nepal. It is fast growing industry in the 21<sup>st</sup> 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 newly introduced tourist destination of eastern Nepal JAMUNKHADI SIMSAR & TOURISM AREA is located at Jamunbari, Surunga VDC, ward No. 2 & 3 Jhapa. The area of wetland is 40 hector land. Sometimes ago, it was the community forest area which became the victim of deforestation. Here different casts of people live among them 114 households are very poor, 134 poor, 209 lower class family and 149 HHs are middle class family. 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, boaconstructor (Python), monkey, jackle, fox, wild pig, deer, Lokharke, Dhendu etc. The tourism spot has been aimed to be promoted with the various water fun, fishery, green cottage picnic spot for tourists and income opportunities for the local people which can be strong backbone of rural development.

Within the Simsar 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 Simsar & Tourism Area aiming to analyze the prospect of tourism.

## **1.2 Statement of the Problem**

Jamunkhadi Simsar & 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 Mahendra 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 Jamunxhadi Simsar & Tourism Area are not introduced as tourism spots in Nepal due to lack of publicity and sound accommodation.

### **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 identify the prospects of tourism in the study area.
- ) To examine the natural and cultural resources to promote tourism in the study area.
- ) To analyze the activities of CFUG to promote tourism in the study area.

### **1.4 Rationale 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 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. Jamunxhadi is also one of the rural areas where rural tourism and ecotourism is possible. Jamunxhadi, wetland area, mini zoo, jungle, water fun, green cottage, picnic spot are the main attractions. Hav-

ing 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 Simsar and Tourism Area has been taken for study.

Beside that Nepal Tourism Board (NTB), and other tourism actors could be benefitted by the finding of the study. Government of Nepal aims to develop tourism in each VDC. The study can be helpful in the aim of the government of Nepal.

### **1.5 Limitation of the Study**

The study has following limitations:

- ) 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.

### **1.6 Organization of the Study**

The thesis is 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 have been organized.

## **CHAPTER - TWO**

### **LITERATURE REVIEW**

Tourism is one of the world's largest market sectors. Each year millions of tourists travel within and outside their own country. Compared to other Asian countries, tourism in Nepal has grown at a slow rate primarily because Nepal doesn't fall within the main stream of various routes (Touches, 1990).

As a rapidly growing industry in the world numerous books, articles, bulletins, booklets, are available about tourism. In the course of study for the preparation of thesis report, researcher has walked through some literature in tourism sector. Here is given conceptual, planned and organizational Literature review.

#### **2.1 Conceptual Review**

The word 'tourism' so popular today, is derived from the French word 'Tourism' which originated in the 19<sup>th</sup> 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" (Satyal, 2004)

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)

Tourism in Nepal is faced with 3 major challenges. First, to increase tourist inflows into the country and then divert that flow to various sites with tourism potential as opposed to the present pattern where visitors are concentrated in urban areas or in a few well known and well - warn destinations. Secondly, to attract quality tourists who could better contribute to the local and national economy while contributing to conservation of nature and natural resources. This can be done by developing eco-tourism projects that could increase the flow of quality visitors to various parts of the country. Thirdly, to diversity tourism products and services by expanding activities such as mountain biking and bungee jumping that are not yet fully explored and developed in Nepal.(MOPE, 2004).

Nepal has the most favourable 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 travellers. 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, 2004).

The world tourism organization (WTO) estimates that there were more than 663 million international travelers in 1999. Spending by these 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).

Nepal attracted 338,132 tourists from abroad in 2003 (MOCTCA), 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 (NES/MPN, 2004)

NRB has studied (1989) 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 mil-

lion 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 person among which 61.7 percent were of basic level manpower 29.2 percent middle level and the rest 9.1 percent top level manpower. Among the employers 10.8 percent were females.

Tourism is one of the major sources of revenue in Nepal. The gross foreign exchange earnings from tourism stood at US \$ 192.8 million, which represented an increase of 80.5 percent over the earnings of 2002 contribution of tourism to the GDP of the nation was 2.6% and it also provides 8.2% of total foreign exchange earnings fiscal year 2002/03 (Nepal Tourism Statistics 2003, HMG, Ministry of Culture, Tourism and Civil Aviation).

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 published an articles (June 22-29) 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.



## **2.2 Planned Policies for Tourism in Nepal**

The official records do not indicate any planned approach regarding tourism till 1950. First study regarding tourism potential of the country was assessed in 1959 with the technical assistance from the French Government with the publication of “General plan for the Organization of Tourism in Nepal.” The first five - year planned development on (1955-60) envisaged to identify the possibilities and also initiated to establish infrastructure for tourism Development the establishment of tourism development board in 1957 and RNAC the national flag carrier starting operation in domestic and some international sectors in 1960 are some of the tourism highlights then. The second 3year plan (1962-65) was a major step to regularize and promote the tourism activities by the establishment of hotels travel agencies and other infrastructure construction.

Although there was no specific provision for tourism development during the first five year plan, the plan gave adequate emphasis to build requisite infrastructure like road water electricity, construction of airport etc. Tourism development board and tourist information center were established in 1957 and 1959 respectively. Hotel survey and tourist guide training were conducted during this plan period.

Having realized the importance of tourism as a major source of foreign exchange earnings, emphasis was given to promote in Nepal and abroad and develop travel agencies, Hotel during the second three year plan (1962-1965). The most important achievement in this plan for tourism was the company act 1964 to regulate and develop tourism sector. This plan had allocated Rs.2 Million for outlay in tourism sector. The new tourist resorts were explored and constructed in Pokhara, Lumbini, Kaka-

ni and Nuwakot. The TIA was under construction and the emphasis was given to improve its modern facilities.

The 4<sup>th</sup> five year plan sought to enlarge the scope of tourism with trade as an important source of increasing national income by earning foreign exchange whereas focus was given on the preservation of historic cultural and natural attractions of the kingdom to promote tourism other than Kathmandu valley in the fifth year plan.

Ministry of Tourism was formed in 1977 and the Government constituted a high level tourism task force in 1978 to co-ordinate promotion and development activities and to review the master plan.

The fifth five year plan (1975-80) emphasized on (a) tourism development through conservation and development of historical, cultural and geographical specialties (b) Development of tourist centers outside Kathmandu valley in order to reduce concentration of tourists inside the Kathmandu valley (c) lengthening the days of stay of the tourist (d) developing necessary facilities in Pokhara, Chitwan, Lumbini Khumbu etc. and extending training to develop skilled manpower.

The sixth five year plan (1980-85) also adopted policies for extension of tourism centers in different parts of the country, preserving and protecting the natural, cultural and historical amenities of the country, encouraging domestic products in the tourist industry, providing employment opportunities to large number of people and making necessary publicity and promotional measures. These measures were also taken in the 7<sup>th</sup> five year plan (1985-90)

The eighth five year plan (1992-1997) also adopted tourism as an important industry. The plan categorized tourism sector loans as priority sector

loans and also involved Nepalese diplomatic missions for tourism promotion, procedural simplification, adoption of open sky policy, encouragement of the private sector in aviation are some of the other key things taken into considerations. Tourism promotions and development linkage between tourism and other sector of the government of Nepal have formulated tourism policy 1995.

The ninth five year plan (1997-2002) highly emphasized to assist poverty alleviation program by making tourism sector a part of the all-round economic development of the country (NPC, 1998) as the first priority. The second objective was to establish Nepal as a premium destination in the world tourism market through effective publicity and promotion the third one was to enhance employment opportunity income generation and foreign exchange earnings from the tourism sector and spread these benefits down to the village levels. From the ninth plan, the special policies and strategies had formulated for tourism development, like village tourism, other tourism promotion activity unveiled for the tourism promotion starting from 1999 are as follows visit Nepal 1998, destination Nepal campaign 2002-2003 and Tourism year 2011 etc. The tourism policy 2065 B.S. has aimed to develop sustainable rural tourism infrastructure which brings improvement in rural living standard through the creation of rural local self-employment opportunity or increment in earning. It also aims to develop and construct the mechanism that can bring in the access of the local rural, poor, women, indigenous, madhesi and deprived group of people in the benefit sharing obtained from rural tourism.

The tenth plan reviewed the progress and problems during the 9<sup>th</sup> plan and concedes that tourism industry which is developing as the backbone of the country's economy. If its activities could be enhanced then not only the tourists who visit Nepal could be benefited but it could also gener-

ate employment and income generation opportunities for Nepali which finally could contribute in poverty alleviation for which tenth plan has brought following objectives:

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

It has laid much emphasis on pro-rural tourism because in reality only infrastructure development does not bring in more tourists. Tourism itself becomes instrumental for infrastructure development. In the rural Nepalese context, tourism development has always surpassed infrastructure by certain degrees. The tenth plan seems quite confident to ensure poverty alleviation and balanced regional development through tourism, by giving due possibility to pro-rural tourism development in addition to foreign currency earnings, growth in employment and benefit to overall economic development. (Mahat, 2005)

To fulfill the aim of the Tourism Policy 2065 B.S. the government of Nepal, Ministry of Tourism and Civil Aviation has brought the Homestay Operation Procedure 2067 B.S. which helps to provide the benefit to the rural local people. Tourism year 2011 has brought the slogan 'Together for tourism' and 'Tourism for prosperity, prosperity for stability'. The Tourism year 2011 has targeted to bring in 10 lakh tourists. The year has focused mainly on rural tourism, internal tourism, homestay provision, eco-tourism to bring economic revolution.

The interim plan 2064/65-066/67 has kept tourism in priority number 3. The plan has aimed to increase the investment on physical infrastructure

that supports agriculture, tourism or industry. Giving high priority to tourism the plan has also taken the policy to give high priority to develop agriculture, hydroelectricity, tourism, information, communication, science, technology, physical infrastructure and human resources.

To develop quantitative and qualitative tourism it has the policy to identify, improve and develop geographical diversity and historical, religious or cultural places. Both domestic and international tourism are to be developed.

The plan has focused mainly on internal and external tourism, development of new tourism destination, national industrial priority to tourism, industry, development of new tourism potentialities by utilizing natural beauty and biodiversity, increase local participation to help in poverty alleviation, develop new touristic items based on religion, sport meeting, conference, seminar, health, education etc., develop rural tourism to alleviate rural poverty, develop protective tourism related to plants and wild animals, start the construction work of second international airport, study the technical probability to develop tourism in big lakes, develop infrastructure like road, airport, railway etc., to invest the income of certain tourism spot in the development of the same spot etc. for economic prosperity of the nation.

The Three Year Plan Approach Paper (2010/11-2012/13) has aimed to attain balanced and inclusive development through tourism development. The plan has the following objectives.

- To generate greater employment opportunities, reduce poverty, and maintain regional balance and economic growth through developing and expanding tourism industry up to local levels along with increasing economic activities by implementing intensive and coordi-

nated development programs; and to develop Nepal as a major tourist destination in the world.

- To develop tourism industry as well as national economy by extending international air services along with enhancing greater accessibility by strengthening existing air transport services of the country.

The plan has taken the following policies such as:

Implementation of programs as a successful national campaign, introduction of Nepal as a new emerging destination, increase Indian and Chinese tourists through road network, extension of services and information at local levels, economic diplomacy, new tourist packages, special discounted prize, inter-continental tourist market, utilization and honor of , NRNS for the mission of 'SEND HOME A FRIEND', world-wide popularization of traditional popular major tourist destinations, formation of Buddhist circle connecting Lumbini, Tilaurakot, Ramgram, Kapilvastu, Devadaha, Gotihawa, Niklihawa, Kudan etc.

The plan also has made its policy to adopt and explore feasible and practicable approaches to mountaineering, adventurous, religious and cultural tourism along with business, eco, agro-based, sports, education and health tourism. Promotion of domestic tourism, adaptation of Leave Travel Concession approach, integrated programs, revision and amendment of tourism related policies and acts, corridor/regional approach, formulation of periodic and annual budget and programs. For tourism through local bodies, community awareness programs, involvement of private sector, integrated information system for effective database, update and effective tourism information system are included in the policy for tourism development in Nepal. The plan has given priority to tourist friendly infrastructure protecting existing popular routes of trekking and trails.

Local level skill development and training programs for provision of employment opportunity, data collecting system, amendment of Boot Act and Regulation and Procurement Act, 2006 to support tourism industry, legal provision to define home-stay activity, quality tourist products, regular monitoring programs and measurement of standard of services are adapted in the policy of this plan.

Code of conduct for tourism, update and revision of Tourism Act, 1996 and Vehicle Act, 1992 and tourism related other acts and regulations are strongly adapted in the plan. Construction of alternative airport of international standard and 24 hour a day service of TIA, efficient operation of NAC along with adding up more carriers and high encouragement of international airways to make more flights in the international tourist source market of Nepal are taken as the policy of tourism development in Nepal in the plan.

The expected outcomes of the plan are as follows:

- ) Arrival of foreign tourists in Nepal would have been reached 1.2 million by FY 2012/13.
- ) Average stay of foreign tourists in Nepal would have been reached 12 days.
- ) Foreign exchange earnings from tourism would have been reached 400 million US dollars.
- ) Direct employment from tourism sector would have been reached 150 thousands.
- ) The number of international air services with regular flights to Nepal would have been reached 35 and air passengers arriving Nepal through international flights would have been reached 2 million.

) One way air seat capacity in international sector would have been reached 4 million.

### **2.3 Organizational Involvement in Tourism Sector of Nepal**

Ministry of Culture Tourism and Civil Aviation (MOCTCA) is responsible for policy, planning, licensing, regulations and overall monitoring of the tourism industry in Nepal. Nepal tourism board (NTB) undertakes planning and product development, international and domestic promotions and tourism research and advisory functions for MOCTCA. Other key government agencies are the national planning commission and the department of national parks and wildlife conservations tourism board and many national and international NGOs, for instance, IUCN, KMTNC, KEEP, SNV, TMI, WWF Nepal program etc, which are highly skilled with long experience. The sustainable tourism network (STN) is an innovative and progressive organization in Nepal. It is an open and inclusive network which brings together many of the key stakeholders such as IUCN, WWF Nepal, ICIMOD, Aqua Bird, Unlimited Camp, Eco-Himal park people program etc., but not exclusive to those mentioned above. It includes participants from these entire various stakeholder groups in order of share lessons learned, increase co-operation and partnership, create awareness, contribute to understanding and encourage best practices in the field of eco-tourism and community based eco-tourism (CBET). This network, based on NTB, works as a catalyst body in national level and has been successful at increasing co-operation and partnership within the tourism industry in Nepal.

Tourism for rural poverty alleviation program (TRPAP) is a national community based pro-poor tourism program operating under the Ministry of Culture, Tourism and Civil Aviation. The program was launched in



September 2001 with assistance from UNDP, Department for International Development(DFID) and The Netherlands Development organization (SNU Nepal). The program operates in 6 Districts 48 VDCs, covering 26,337 HHs., with 1,60,732 beneficiaries. The 6 program districts of TRPAP are Taplejung, Rasuwa, Chitwan, Rupandehi and Dolpa (MTB-2006).

## **CHAPTER - THREE**

### **RESEARCH METHODOLOGY**

This chapter consists research design, selection of the study area, sampling procedure, nature and sources of data collection, data collection techniques and tools, method of analysis and presentation of data.

#### **3.1 Research Design**

This is descriptive cum explanatory research design. The study has investigated and focused on tourism potentialities in the study area and interest of tourist and local people. The researcher has also described the finding and explained 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 Simrar and Tourism Area is selected for the study.

#### **3.3. Population & Sampling**

The total 53 sample of the total population is taken from different categories who have been involved in tourism development directly or indirectly. Out of total 53 sample, 12(22.7%) local people, 30( 56.6%) domestic tourists, 6(11.3%) hotel owners and 5(9.4%) tourism experts are chosen for the study by non-random sampling method because the population was infinite. The respondent of local people, domestic tourist & hotel owners

is taken by convenient sampling method and the tourism experts are chosen by purposive sampling method.

### **3.4 Nature and Sources of Data**

Socio economic data are collected for the study. The collected data are both qualitative and quantitative. Both primary and secondary data sources are used to describe and analyze the study area. The primary data have been collected through structured questionnaire. Interview and direct apparition also have been applied to collect primary data. The secondary data have been 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, CFUG records and DDC records also have been used.

### **3.5 Data Collection: Techniques and Tools**

#### **3.5.1 Techniques**

##### **(a) Household Survey**

The researcher has visited the study area conveniently to collect data. Information have been collected by having discussion with local people. Structure questionnaire and semi-structure questionnaires have been used.

##### **(b) Key Informants Interview**

In formal interview has been conducted for the study. It has been used to collect additional information about the tourists flow in Jamunkhadi. The tourism experts, government service holders and the committee members have been chosen to meet the target of the study.

### **(c) Focused Group Discussion**

The major issues of discussion have been focused on tourism prospect and potentiality in the study area with the persons whose profession is in tourism sector. Ten people were chosen to discuss about the major issues related to the study area.

### **3.5.2 Tools**

#### **(a) Questionnaire**

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

#### **(b) Work Schedule / Topic Guideline**

Work schedule and topic guideline have been used to prepare primary and secondary data.

### **3.6 Data Processing and Analysis**

Collected data have been encoded, edited and presented in appropriate formats in a meaningful way using computer. Only the necessary data are applied to describe the prospect of the study area. The unnecessary data are recycled. The data are presented in table and analyzed accordingly.

## **CHAPTER - FOUR**

### **DATA PRESENTATION & ANALYSIS**

The spot is being newly introduced by the local efforts. However; government of Nepal is also trying to develop the tourism resources and tourism infrastructures to such potential places in Nepal. The most important prospect and potentiality of the spot is the local support and commitment to develop the destination as tourism destination.

About 15 percent people of the VDC population are directly involved for the development of the spot which covers the area of 2 wards (2 and 3). The directly benefited households are 563. The number is gradually increasing by formal process. Shree Dahijhoda Rengpost has helped to the community forest. The spot covers 401.25 hector area which has religious and social important places. They are Devithan Garamkali, tropical forest. The type of trees are Saaj, Botdhamero, Karmaha, Hade, Rajbriksha, Satisal, etc. The plantation area is planted with Kadam, Siaw, Satisal, 8.87 hector area with rubber plantation and 3 hector area with the medicinal herb 'Sitronela' (Shree Jamunbari Community Forest User Group, A workplan2064 B.S.).

The study had to assess the potentiality of tourism development on the basis of views & perceptions collected through the Questionnaire & by conducting deep interview with local people, hotel owners, domestic tourists, tourism experts. Few people from India (Sikkim & Darjeeling) also visit the spot but the difference between Nepali & them is not found. So they are also counted as internal tourists. Foreign tourists are rarely found during study period due to limitation of time.

## 4.1 General Characteristic of the Respondents

The respondents are local people, domestic tourists, hotel owners, tourism experts and government service holders. The local people are found quite eager in developing the spot. They are of different cast group. They have different religion and culture. The domestic tourists are found visiting for few hours. They spend no more than Rs. 1000 in the spot. Hotel owners are found local people. Tourism experts are taken from the committee and the local government service holders. The distribution of respondent by sample size is given below.

**Table 4.1 Distribution of Respondents by Sample Size**

<b>S.N</b>	<b>Respondents Category</b>	<b>Sample Size</b>	<b>Percentage</b>
1.	Local People	12	22.7
2.	Domestic Tourists	30	56.6
3.	Hotel Owners	6	11.3
4.	Tourism Experts, Govt. Service Holders, Other	5	9.4
	Total	53	100.0

Source: Field Survey, 2011.

The table above shows the sample size of the different respondents' category. The sample size of the local people is 12 which is 22.7% of the total sample size. Domestic tourists are 30 which is 56.6%, hotel owners are 6 which is 11.3%. Tourism experts, government service holder sample size is 5 which is 9.4% of total respondents.

### 4.1.1 Age & Gender of the Local Respondents

Out of total sampled respondents, 22.70% are from local people using convenient sampling method. Local respondents by age & gender group is given below:

**Table 4.2 Distribution of Local Respondents by Age & Gender**

Age	Gender			Total		
	Male	Percentage	Female	Percentage	Number	Percentage
Below 20	1	8.3	2	16.7	3	25
20-40	2	16.7	2	16.7	4	33.33
40-60	2	16.7	2	16.7	4	33.33
Above 60	1	8.3			1	8.33
Total	6		6		12	100

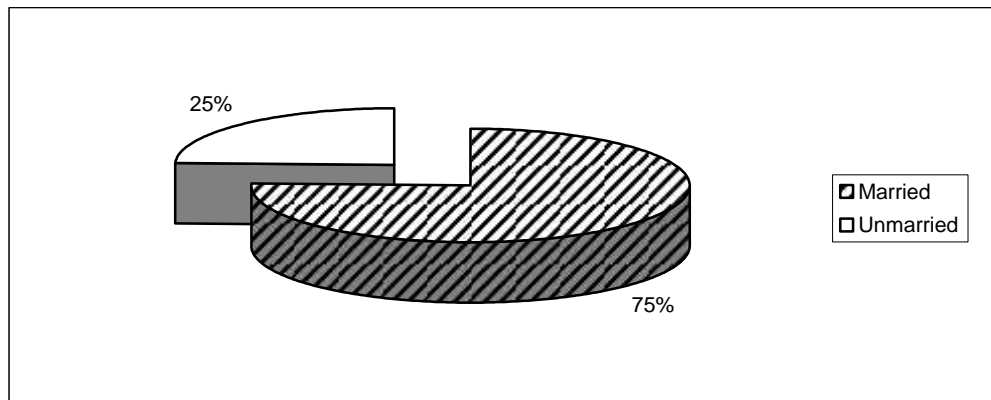
Source: Field Survey, 2011.

The above table shows the age group and gender of local respondent. Altogether 12 respondents are local. Out of them 50% are male and 50% are female. According to the table 25% are below 20 years of age while the maximum 33.33% are in the age group of each 20 to 40 years & 40 to 60 years of age group & 8.3% found from the age group of above 60 years.

#### **4.1.2 Marital Status of the Local Respondents**

The marital status of the respondents was divided into 2 categories. In which 75.50% respondents are found married & 24.50% are unmarried. The following figure shows the marital status of the local respondents.

**Figure 1: Distribution of the Respondents by Marital Status**



Source: Field Survey, 2011.

#### **4.1.3 Occupation of the Local Respondents**

Most of the respondents are involved in agriculture and student followed by business, hotel, service & social service in the study area. The occupation status is presented in table below:

**Table 4.3 Distribution of Respondents by Occupation**

<b>Occupation</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Agriculture	3	25
Hotel	2	16.7
Business	2	16.7
Service	1	8.33
Social service	1	8.33
Total	12	100

Source: Field Survey, 2011.

The table above shows that most of the local respondents are farmers and students. Both are found 25% in each. Hotel and business each are 16.7%. The least number of respondents is in each service and social service that is 8.33%.



#### 4.1.4 Visitors Occupation

The visitors' occupation found in the study area during study period is found farmers, students, businessmen, teacher and housewife. The table below shows the status of occupation of the visitors.

**Table 4.4: Occupation of the Visitors in Percentage**

<b>Occupation</b>	<b>Visitors Percentage</b>
Farmer	41.7
Student	33.3
Businessmen	8.3
Teacher	8.3
Housewife	8.3
Total	100

Source: Field Survey, 2011.

The visitors are found 41.7% farmers, 33.3% student, 8.3% business man, 8.3% teacher & 8.3% housewife. Each among them 83.3% 1<sup>st</sup> time visitors & 16.7% are 2<sup>nd</sup> time visitors. It shows that most of the visitors are rural poor people and their children.

#### 4.1.5 Age Wise Distribution of Visitors

According to the field survey in the study area the age group wise visitors status is given below;

**Table 4.5 Distribution of Visitors by Age Group**

<b>Age group</b>	<b>No of Respondents</b>	<b>Percentage</b>
Below 30	22	73.33%
31-45	6	20.00%
45-60	2	6.7%
Total	30	100

Source: Field Survey, 2011.

The above table shows that 73.33% visitors are below the age of 30 years followed by 20% between 31 to 45 years and 6.7% between 45 to 60 years age group. It is found that mostly young couples use to visit the spot.

#### **4.1.6 Purpose of Visit**

Tourists seemed to visit Jamunkhadi for different purpose. The purposes according to the visitors were entertainments, sight-seeing & religious cultural. The table below shows that how many visitors visit the study area for different purposes.

**Table 4.6 Purpose Wise Distribution of the Sampled Visitors**

<b>Purpose of visit</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Entertainment	15	50%
Sightseeing	12	40%
Research/study	X	x
Religious/cultural	3	10%
Total	30	100

Source: Field Survey, 2011.

Field survey shows that 50% visitors visit the place for Entertainment, 40% visit for sight seeing & 10% visitors visit the place for religious purposes. It shows that the spot is famous for entertainment. During leisure time people can visit the spot.

#### **4.1.7 Status of Industries in Surunga VDC**

The industries are strong back bone of economic prosperity. Surunga VDC has some industries which helps in rural economy of the VDC. The status of industries in Surunga VDC is presented in the following table.

**Table 4.7 The Industries in Surunga VDC**

<b>S.N.</b>	<b>Name of Industries</b>	<b>No. of Industries</b>
1	Large seller mills	7
2	Grinding	21
3	Timber industry	8
4	Noodle industry/Thupka	5
5	Paper industry	1
6	Bakery	4
7	Dairy co-operative industry	1
8	Tomato processing industry	1
9	Milk chilling center	1
10	Grill industry	5
11	Spices	2

Source: VDC Profile, 2067/68.

The table above shows that there are 7 large seller mills 21 grinding mills. There are 8 wood industries, 5 noodle industries, 1 paper industry, 4 bakery, 1 dairy co-operative industry, 1 tomato processing industry, 1 milk chilling center, 5 grill industries & 2 spices industries. The status of industries is found normal in number.

#### **4.1.8 Analysis of the Domestic Tourist**

During the field survey, domestic tourists who visit Jamunkhadi Simsar Area were asked about different topics. Most of them gave more preference to the nature beauty of the lake, jungle & the open lane, the big python, different birds etc. similarly, the purpose of visit was found mostly sightseeing & entertainment.

Only 25% visitors are found married. The rest 75% are found unmarried among 50% male &50% female visitors. No visitors hold night in the spot. According to them the reasons are the spot is new & they are local people. Few of them have no home near but they use to stay at relatives'

house. Some visitors who visit the spot feel climate problem, lack of accommodation & the area is small.

The visitors suggest for the improvement of the spot as follow:

Development of (1) facility of Entertainment (2) accommodation (3) extra activities (4) Security (5) health facilities

## **4.2 Prospect of Tourism in the Study Area**

The prospect of tourism includes the type of visitors, flow of tourist, status of hotels and employees in the hotels, length of stay and expenditure of the visitors, influencing factors and the efforts made by the local stake holder and different institution in the study area.

### **4.2.1 Type of Visitors in the Study Area**

In the study area there are found domestic visitors most. According to the respondents view, most of domestic visitors are from eastern development region. Visitors from India (Sikkim & Darjeeling). Also use to visit the area. Very few foreigners visit the study area. The visitors stay for few hours in the study area. Local people say that there are no paying guests they have kept.

**Table 4.8 Types of Visitors in Percentage in the Respondents View**

<b>No. of respondents</b>	<b>Types of visitors in percentage</b>	
	<b>Domestic</b>	<b>Foreigners</b>
10	98	2
2	95	5

Source: Field Survey, 2011.

The table above shows that domestic tourist visit the area most. Most of the respondents have said that 98% domestic visitors and only 2% foreign visitors visit there. Thus it is found that the spot is the destination of domestic tourist. There is found domestic tourism.

#### **4.2.2. Flow of Tourists in the Study Area**

The tourist flow is the great prospect of tourism. The researcher has found the tourist flow in Jamunxhadi Simsar and Tourism Area as presented in the table below.

**Table 4.9 Flow of Tourists in the Respondents View**

<b>No of Respondents</b>	<b>Peak Season</b>	<b>Off Season</b>
12	5000-6000	50

Source: Field Survey, 2011.

According to local people more than 50 visitors visit Jamunxhadi Simsar & Tourism Area per day. But during peak seasons the number is up to 5000-6000 per day for different purposes. Such flow of the tourist in a new rural destination can be taken as the symptom of a successful potential tourism destination in near future.

#### **4.2.3 Structure & Employer status of Hotel**

Most of the hotel is found in Jamumxhadi area. There are found 7 hotels some tea shops & a green cottage. There are found many other shops. All hotels & shops are opened outside the bounded area of the spot. The sampled hotels structure & employer status is presented below:

**Table 4.10 Status of Sampled Hotels**

<b>S.N</b>	<b>Name of sampled Hotels</b>	<b>Capacity Structure</b>	<b>Number of Employees</b>	<b>Per day Earning in NRS</b>
1	Green Cot-	62 cover	5	5000/-
2	tage	6 rooms	1	2000/-
3	Khosi Hotel	5 rooms	4	7000/-
4	Hotel Simsar	0	0	200/-
5	Rita Chatpate	3 rooms	5	6000/-
6	Basnet Hotel	4 rooms	5	5000/-
	Magar Hotel			

Source: Field Survey, 2011.

The table above shows the capacity of the sampled hotels. No hotels have managed bed room for the tourists. The cover & the rooms are just for eating & drinking facilities. The employee's salary is found no less than 2500/- & no more than 7000/- plus eating & sitting per month. The finding can present the poor condition of hotels in the spot. Though the hotels' condition is found poor, they have provided job opportunity to some people and their earning is high.

#### **4.2.4 Length of Stay of the Visitors**

The promotional economic back bone of any tourism area is the length of stay of the visitors. The survey has found few hours of duration of the visitors.

#### **4.2.5 Expenditure of Visitors in the Study Area**

Expenditure of tourists plays an important role for the promotion of tourism in any place. More expenditure of the tourists will be more income to

the rural people. The expenditure pattern of the tourists visiting Jamunkhadi Simsar & Tourism Area is given below.

**Table 4.11 Expenditure of Visitors in the Study Area**

<b>Expenditure(Rs)</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Below 200	15	50%
200-500	12	40%
500-1000	3	10%
1000 above	0	0
Total	30	100%

Source: Field Survey, 2011.

The table above presents that most of the visitors i.e. 50% spend below Rs. 200/- followed by 40% spend Rs.200/- to Rs. 500/-. Only 10% visitors spend Rs. 500/- to Rs. 1000/-. No visitors are found who spend more than Rs. 1000/- in the study area. It shows the low expenditure of the visitors in the study area which can present either the respondents' low economic status or the spot's poor tourist products.

#### **4.2.6 Influencing Factors for Tourism in the Study Area**

Jumunkhadi Simsar & Tourism area is a beautiful place in the point of view of tourism. It is popular in domestic tourism for sightseeing, biodiversity, nature beauty & picnic spot. According to the field survey in the study area the influencing factor for tourism in Jamunkhadi Simsar & Tourism Area is given below.

**Table 4.12 Distribution of Visitors by Influencing Factor of Tourism**

<b>Influencing Factors</b>	<b>No of Respondents by Priority</b>						<b>Total</b>
	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>	<b>6<sup>th</sup></b>	
Good climate	1	6	3	5	5	10	30
Sightseeing	10	10	2	3	5	-	30
Good facilities	2	5	3	6	4	10	30
Bio-diversity	9	8	5	6	2	-	30
Extra culture	4	5	-	3	6	12	30
Natural beauty	10	8	4	4	3	1	30

Source: Field Survey, 2011.

The above table shows that maximum numbers of respondents give high priority to natural beauty, sightseeing & bio-diversity. In the field survey, the priority is given to the important factors for the tourism potentialities in the study area. Very few visitors of the spot come to enjoy extra culture, good facilities and good climate.

### **4.3 Institutional Involvement in Jamunkhadi Simsar & Tourism Area**

From the perspective of tourism development, Surunga VDC has comitted that in the context of Tourism year 2011 which is organized in 2067/09/23 the VDC will activate Surunga VDC level Tourism development Committee. (Policy no. 9, F.Y. 067/068 or F.Y. 068 Surunga VDC).

The DFO (District Forest Office) has provided wire-net.

The local CFUG has brought awareness program. The local people of Surunga ward no. 2&3 has labored free of cost & have started to collect rare animals.



#### **4.4 Natural and Cultural Resources in the Study Area**

Jamunkhadi is one of the tourist destinations of Nepal. The plain accessible area, and the wetland are main characteristic feature of Jamunkhadi for the lovely attraction of tourists. The view of natural open lane, sightseeing, scenic beauty of the lake picnic spot, rare animals, boating, rubber processing center, deer park and the jungle makes the destination for pleasure seeking & holiday making to many visitors. Around Jamunkhadi, there are numerous attractive spots and tourism interest places such as Mai river and bridge, Domunkha, Dhanuskoti Dham, Arjundhara Dham, Satasi Dham, Himalaya Tea Garden, Indreni Tal, Biratpokhari, Char Aali camp, Chulachuli etc. Beside this there are several cultural activities of different casts of local people.

##### **4.4.1 The Wetland**

The wetland lies in Jamunbari Surunga Village Development Committee ward no.3 Jhapa district of Nepal. It is roughly 1.5 km away north from the Mahendra Highway. Few years ago some local young environment activities of the area introduced the concept of community forest with an objective to conserve woods, maintain ecological balance and protect wild life. Today it stands as the best example of afforestation in the region. The wetland coverses 20 hector area of land (Jamunbari CFUG & Jamunbari Simsar and Tourism Area).

#### **4.4.2 Jamunkhadi (The Lake)**

##### **Picture no. 1**

Nearly 50 years ago there was a big pond known as Jamunkhadi which was densely covered with water lily and other aquatic plants. It was a home to many species of birds like wild goose, pheasants and was frequented by wild beasts such as wild boar, swamp deer and even tiger to quench thirst. In due course of time Jamunkhadi almost vanished, lost its identity. Finally young locals determined to restore the lost glory and their hardship transformed Jamunkhari into the present day Jamunkhari Simsar (Jamunbari CFUG & Jamunbari Simsar & Tourism Area).

The tri-dent shaped natural lake is up to 12 feet deep and is surrounded three quarter by tall Sal trees and other wild shrubs and bushes. Locals call it 'Pokhara of the East' because it is actually a recreational spot, the only venue for boating in eastern Nepal. As days became hotter more people crowd in for refreshment. (Jamunbari CFUG & Jamunbari Simsar & Tourism Area).

### **4.4.3 The Jungle**

#### **Picture no. 2**

The jungle covers 40 hector of the land of which 20 hector is wetland and the rest is open lane. The rest open land is gradually planted with rubber and bamboo trees. The wetland is the habitat of snake, fish, Gro, Tortoise, Blind Fish, Python, Monkey, Dhedu, Lokharke, Jackle, fox, wild boar, deer etc. The chirping of birds, the whistling sounds of Sal trees, the unheard melodies of the jungle are some of the salient features and the most unique excitement. The jungle is planned for horse riding activity. After crossing the jungle to the north there is the beautiful riding activity. After crossing the jungle to the north there is the beautiful sight scene of Chulachuli (Jamunbari CFUG & Jamunbari Simsar & Tourism Area).

#### **4.4.4 Mini zoo**

#### **Picture no. 3**

Within the Simsar there is a mini zoo where is the rare sight of three pythons, one of which is claimed to be the biggest ever found in the country weighing 42 kg with 14 feet length attracts the most visitors. In the animal section there can be seen deer, otter, monkey, hare, guinea pigs and many other animals. In the aviary the best attraction among others is a Brown fish Owl (Huchhill) which looks majestic.

#### **4.4.5 Different Casts & Their Culture**

Different casts of people live in the study area. They are Bahun, Kshetri, Rai, Limbu, Magar, Tharu, Satar, etc. They have their own ethnic cultures, rites & rituals. During their special occasion they perform their cultural activities. Satar's houses are of different style. During Dashain they perform their ritual dance & sing their song which is quite entertaining. Their dressing is of different style. Their marriage is quite amazing to see. Similarly Rai, Limbu Magar also have their own different dance & songs during different occasions related to their own tradition.

#### **4.4.6 The Other Attractive Places Around Jamunkhadi**

##### **4.4.6.1 The Mai River and Bridge**

The other attractive places around the spot is the Mai river which is the holy river where many devotees use to come for their various wishes. There are temples both to the east and to the west of the river. The bridge is the longest bridge of Nepal which is 703m. long.

##### **4.4.6.2 Domukha**

Domukha is about 5 km north from the Mahendra highway. It lies to the west of the Mai river. It is situated on the lap of Chulachuli. The river dam, the flow of the water, the jungle the temple and the beautiful sight of Chulachuli hill are the attractions of Domukha.

##### **4.4.6.3 Satasi Dham**

Satasi Dham is a famous religious temple in the east. Numerous pilgrims come to visit the temple. They take holy bath in the Mai river and worship the god and goddess. During Maghe Sankranti there is extra cultural.

Makarr Nuhaune (bath) and Maghe Mela (fair). Various casts of people perform their culture rites and rituals during the period.

Other equally important attractive places around the spots are Dhanuskoti Dham Arjundhara Dham, tea gardens, Surunga Bazar, Charali camp and many industries either big or small to be observed

#### **4.5 Activities of CFUG to Promote Tourism in the Study Area**

The CFUG has made important short term plan & long term plan for the development of the wetland & tourism area. The committee has sent group to Palpa for the advertisement of the new spot. It has applied to the tourism board for the support of tourism development. In the spot. The local tourism body has asked help from various ministry, tourism board & NPC for the proper development of the spot.

The management of Drinking water, toilet, rest-house or others, deer park, children park, proper habitat for rare animals, enlargement of Simsar area, eating sitting for tourists, library, plantation of rare plants & medicinal herbs & compound protection bar are in the short term plan of the committee.

The construction of pitched road from Mahendra highway to the wetland area, management of football play-ground in the wetland, construction of swimming pool & development of the next lake to the east of Jamunkhadi, construction of guest house, keeing process to enlist in Ramsar area, construct horse-way within jungle area & develop the Ramite Dada as tourist destination situated in Chure to the north of the spot & supply water in Simsar area maintaining old drinking tank & pipeline collecting water from chure hill are enlisted in the long term plan of the CFUG.

The CFUG has initiated the tourism development program in the spot since 2065/10/16. They want to develop the spot as 'Jamunkhadi Simsar and Tourism Area' for the protection of Natural resources and biodiversity.

The aims of CFUG in developing the spot as tourist destination are conservation of biodiversity, development of eco-tourism, development of rural tourism, creation of local job opportunities, upliftment of rural livelihood, making the group 'an example of the nation in prosperity through collective local efforts'

#### **4.6 Problems & Weaknesses**

The respondents mentioned many weaknesses. There is lack of clear vision among the policy-makers, from the local to the highest levels, is the greatest drawback. The bureaucrats are neither sensitive nor serious on the matter. The locals are seen so eager to develop the spot as tourism destination but they don't have awareness about tourism & its necessary elements to be developed. Attracting innumerable visitors the spot is found unsuccessful to attract foreign visitors. Lack of marketing in tourism, lack of appropriate accommodation, lack of fund are other obstacles on the way. There is lack of cultural practices to be performed to the visitors.

There is lack of information centre. The community forest is not used for jungle safari & the jungle is not used as protected area for the conservation of Biodiversity. The lake is not found protected around, properly. The covered area is found very small in size. There is lack of tourism activities. Political instability, poor governance, conflict, insecurity, unrest & pathetic culture are the main impediments of the tourism development. There is lack of appropriate marketing facility & lack of marketing of lo-

cal products. The different stakeholders of tourism development such as tourism board, ministries, DDC & NPC are found careless about such hidden tourism properties' development. The CFUG committee is not found, aware, capable & well trained to bring proper tourism activities & programs. The locals are found satisfied only in availability of forest products such as fuel wood, grass& timber. There is lack of advertisement. There is lack of identification of various herbs, birds & other Bio-diversities in the jungle. The tourism record of the spot is not kept yet. There is overflow of the visitors than the capacity of the spot.

#### **4.7 Related Maps of the Study**

##### **Map of Nepal**

##### **Map of Jhapa District**



## Map of Suranga VDC

## CHAPTER - FIVE

### SUMMARY, CONCLUSION & RECOMMENDATIONS

#### 5. 1 Summary

Nepal is one of the most beautiful countries in the world with lofty snow capped mountains and scenic idyllic peaceful settings. The tourism potential of the country is yet to be tapped. The tourism industry is still in the doldrums sadness, but there has been a slight increase in tourist arrivals in the country largely due to the improved security condition.

The rural areas in Nepal are inhabited by some of the most friendly & hospitable people in the world. The tourism entrepreneurs should cash in on this & devise plans to promote tourism in the rural areas, which is in need of developing infrastructure. Building of facilities for tourists would assist in developing the rural areas.

Jamunkhadi is a land of natural beauty. The natural scenery, the rich biodiversity, peaceful fresh environment, the ethnic diversity, the diverse culture, clean & fresh air are the natural resources to attract visitors. The view of the open lane, the chirping of birds, the whistling sounds of trees the unheard melodies of the jungle, the thrill of boating are some of the salient features of Jamunkhadi. Boating, a mini zoological park & rubber extraction are the main attractions for the time being.

Around Jamunkhadi there are numerous sight seeing spots & tourism interest places such as the Mai river, the longest bridge of Nepal (Mai bridge), the Satasi Dham, the Dhanuskoti Dham, Domukha, the jungle, the tea gardens, the open grazing land, the graveyard, Arjundhara, Char Aali camp etc. Many other lesser known tourism destinations are also being exposed.

The study was conducted to analyze the tourism prospect & potentiality in Jamunkhadi Simsaar and Tourism Area. However, the specific objectives of the study are:

- i. to identify the prospects of tourism in the study area.
- ii. to describe natural & cultural resources to promote tourism in the study area.
- iii. to analyze the activities of CFUG to promote tourism in the study area.

The study is based both on the secondary & primary data collection from DDC, VDC, CFUG profiles, reports & direct fill up the questionnaire in Jamunkhadi, the study area. The study is mainly based on data obtained from field survey 2011. The primary data are gathered from local people, visitors, Hotel owners & tourism experts through non-random sampling. The respondents of domestic tourist local people and hotel owner are taken by convenient sampling method and the tourism experts are chosen by purposive sampling method. Altogether 12 respondents were sampled from local people, 30 domestic tourists, 6 hotel owners, & 5 tourism experts, government service holders and others for the study. Simple arithmetic tools were used for data analysis. The study is based on both qualitative & quantitative data analysis.

The findings of the study have been summarized as follow:

- ) The spot is newly developed.
- ) It was community forest before..
- ) Young local people tried to develop the spot as tourism destination for the purpose of conserving nature and biodiversity.

- ) Most of the population of the spot are involved in agriculture.
- ) The total 53 sample size of the respondents was taken from 4 different categories who have been involved in tourism profession directly or indirectly by using simple random sampling method. Out of total sample size, 22.7% local people, 56.6% domestic tourists, 11.3% hotel owners & 9.4% tourism experts.
- ) The number of visitors in Jamunkhadi is high. The high number of tourist flow to Jamunkhadi shows the great prospect of tourism development.
- ) The other great prospect of tourism development in the study area is the support of local people & their contribution.
- ) A number of recognized & exposed tourism attractions of the destination are Jamunkhadi, the jungle, the open lane, the rubber processing centre, and the picnic spot.
- ) The other attractive places around the spot are the Mai river, the Mai bridge, Satasi Dham, Dhanuskoti Dham, Domukha, tea gardens, the open grazing land, the graveyard, Arjundhara, Charali Camp etc.
- ) Out of total local respondents 50% are male & 50% are female. The age group of respondents has been found 25% below 20 years of age while the maximum 33.33% in each (20-40) years & (40-60) years of age & the least 8.33% over 60 years age group.
- ) Out of total local respondents 75.50% are found married & 24.50% are found unmarried.

- ) The occupation status of the local respondents is 25% agriculture, 16.7% hotel, 16.7% business, 8.33% service, 25% students & 8.33% social service.
- ) According to the local respondents, maximum 5000 /6000 visitors visit Jamunkhadi per day during peak seasons & minimum 50 visitors visit per day during off seasons.
- ) No local respondents feel negative impact of tourism in the study area.
- ) According to the respondents more than 95% visitors are domestic visitors in the study area.
- ) According to the hotel owners, per-day earning is maximum Rs. 7000/- & minimum Rs.200\ - in average.
- ) The employment status in the hotels is 10% employees are from the age group of below 20 years, 80% are from the age group of (20-40) years & 10% are from the age group of above 40 years.
- ) According to the visitors, 50% visitors spend below Rs. 200/-, 40% visitors spend Rs.(200/-500/-), 10% visitors spend Rs.(500/- 1000/-) & no visitors spend more than Rs.1000/- in the spot.
- ) There is lack of facility accommodation.
- ) Most of the visitors spend very short time in Jamunkhadi.
- ) Most of the employees in the hotel are in the age group of (20-40) years, that is 80%.

- ) Out of 50% male & 50% female visitors, only 25% visitors are found married & 75% are found unmarried.
- ) Mostly young couples visit the spot.
- ) No visitors hold night in the spot.
- ) Out of total visitors 73.33% are found in the age group of below 30 years followed by 20% from the age group of (31-45) years & 6.7% from the age group of (46-60) years.
- ) The 50% visitors visit Jamunkhadi for the purpose of entertainment followed by 40% sight seeing & 10% for religious/cultural purposes.
- ) The length of stay of the visitors in the study area is found few hours.
- ) The tourist activities seem lacking in the spot.
- ) Most of the respondents have given 1<sup>st</sup> priority to sightseeing, natural beauty & bio diversity.
- ) Natural beauty, good climate, sight seeing, good facilities, bio-diversity, and extra culture are the other influencing factors of the visitors.
- ) The locals, tourism experts, Government service holders of the spot are found quite eager to develop the spot as tourism destination. The VDC has committed to activate Surunga VDC level tourism development committee. The CFUG has made important short term plan & long term plan for the development of the spot.

- ) The committee has asked help for the development of the spot & applied to the tourism board, various ministries and NPC.
- ) The tourism board, various ministries & NPC have not shown keen interest for the development of the spot according to the CFUG members.

## **5.2 Conclusion**

According to the study on prospects of tourism it can be concluded that the spot is favorable for tourism development. There seems the great flow of tourist. The status of hotels seems poor. The spot is able to provide earning opportunities to the local people in the hotels. The length of stay of the visitors is found too short which seems to be lengthened. Though, the visitors spend few in the spot, due to the great flow of the tourist, the earning seems high. The great influencing factors of tourist are natural beauty sightseeing and biodiversity. Good facilities are seen to be improved there. The extra culture of the local people is seen to be developed.

The natural beauty, biodiversity, religious spots, water fun, the rubber processing Centre, the jungle, the zoo etc. are the lovely attractions for the tourists. The visitors, who love natural beauty and extra religious cultural activities, come and visit the place. Tourists of different purposes can be attracted by the natural and cultural aspects of the study area.

The involved institutions are found little bit helpful in the efforts made by the CFUG. The VDC has supported the effort only by enlisting in the VDC policy. Tal Development Centre and DFO has provided, financial aid which seems inadequate. The contribution of local people and their support seems strong backbone of tourism development in the study area.

The national level stakeholders like NPC, tourism board and the ministries are seen not helpful in the effort. The CFUG is found playing the most important role for the development of the study area by bringing short term plan, long term plan and taking important aims.

As a conclusion of the study it can be said that Jamunkhadi Simsar & Tourism Area has a high potentiality of tourism as in other destinations of Nepal. The tourist flow can prove it very well. Though the spot is newly started to be known as tourism destination it has been found to attract great number of tourist. The spot has become the tourism destination of young couples, farmers, students, teachers, businessmen, social, service holders etc. for different purposes.

The destination has become able to provide job opportunity to the rural local people. The rural people's life standard can be uplifted. The natural environment & biodiversity are being protected. Thus the tourism development in Jamunkhadi can be helpful in rural poverty alleviation & in solving climate change problem. In near future it can earn money by carbon trade which can be the extra benefit to the rural area.

Due to the lack of co-ordination among concerned agencies, lack of fund, poor infrastructure and poor marketing strategies, the development of tourism in Jamunkhadi has been found in shadow. So, efforts from the concerned stakeholders are necessary in multi-field in promoting tourism in Jamunkhadi Simsar and Tourism Area.

### **5.3 Recommendations**

On the basis of the study the following recommendations have been made.

) Advertise nationally



- ) Participate all the people of the VDC in promotional activities of tourism & in benefit sharing.
- ) The CFUG should form a trained Tourism Development Committee under the supervision of itself in collaboration of Surunga VDC.
- ) Homestay should be operated in the study area.
- ) Well facilitated resort centers & restaurants should be established at the major attractive sites.
- ) A Tourism Information Center must be established in the study area.
- ) Visitor's record keeping system should be developed and certain entry fee should be fixed for the management of the spot.
- ) Programs should be initiated for the preservation of local cultures, arts, rites, rituals, environment & natural resources of the study area.
- ) Travels & tours of the nation mainly of Eastern Development Region should play vital & active role to promote Jamunxhadi as tourism destination.
- ) Tourism board & tourism ministry should play main leading & facilitative role to promote tourism in Jamunxhadi Simsar & Tourism Area as tourism destination.
- ) The jungle should be declared as protected area & the other attractive places around the spot should be cross linked & co-ordinated in tourism promotional activities' development of the study area.

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**ANNEX -ONE**  
**QUESTIONNAIRES**

**Questionnaire for the Local People**

1. Personal Information

Name.....

Age.....

Education.....

Address.....

2. How many tourists come her per day?

- a) Few                      b) 10-20                      c) 20-50                      d) above 50

3. Do you like arrival of tourist in your area?

- a) Yes                      b) No

4. Why?

.....  
.....

5. Do you like to develop this place as tourist destination?

- a) Yes                      b) No

6. How do you help to develop this place?

- a) Behaving hospitality                      b) Guiding tourist  
c) Taking tourist at home                      d) Others (.....)

7. What is your expectation in developing this place?

.....

8. Before how many years are you staying here?

- a) 1 Generation                      b) 2 Generation  
c) 5 Generation                      d) More than 5 generation

9. Could you keep tourist in your home as a paying guest?

- a) Yes                      b) No

10. If yes, how many tourists can be kept per day and how long?

.....

11. If no what is the problem?

.....

12. What culture do you have?

.....

13. Is it new or different from others?

a) Yes                      b) No

14. Where do many tourists come from ?

.....

15. How long do they stay?

a) A few hours                      b) 1.3 days  
c) 3-5 days                      d) 5 days and above

16. Why do internal tourists stay for short time?

.....

17. What should be done to make their stay long?

.....

## Questionnaire for Internal (Nepali) Tourists

1. Introduction:

Name: .....

Sex: Male/Female

Place (Address):.....

Marital Status: Married/Unmarried

Occupation:.....

Age group: a) below 30                      b) 31-45              c) 45-60              d) Above 60

2. What is your purpose to visit Jamunkhadi Simsar?

- a) Sight seeing                                      b) Business  
c) Study/research                                      d) Others.....

3. If for the study, what is the sector if study?

.....

4. Is it your first visit?

- a) Yes                                      b) No

5. If no, how many times did you visit this place?

.....

6. Did you hold night here

- a) Yes                                      b) No

7. If you don't hold night, why?

- a) Your home is near                      b) Lack of security  
c) Lack of accommodation              d) Others.....

8. What should be improved to make you spend few days in this place?

- a) Security                                      b) Facility of entertainment  
c) Accommodation                              d) Others.....

9. If you hold the night here, what about fooding?

- a) Satisfactory                                      b) Very Nice                      c) Good                      d) Bad

10. What kinds of food would you prefer?

- a) Nepalese                      b) Indian                      c) Others.....

11. Why?.....

12. What facilities are available in room?

- a) TV                      b) Attached bathroom                      c) Phone, e-mail and internet  
d) Hot water shower                      e) Others.....

13. What is your average expenditure per day in the destination in NRS?

- a) 200                      b) 200-500                      c) 500-1000                      d) 1000<

14. If you consult with any tourism organization, which is the organization?

.....

15. What kind of help did you get from the tourism organization?

- a) Very good                      b) Satisfactory                      c) Positive

16. In your opinion, what should be done to develop this destination?

.....

.....

.....

## Questionnaire for the hotel owner

1. Personal details:

Name:.....

Culture:.....

Education:.....

Marital Status:.....

Permanent Address:.....

Name of the Hotel:.....

Number of Room:.....

Number of Single Beds:.....

Number of Double Beds:.....

2. When was hotel established?

.....

3. How many hotels were there before you establish this hotel?

.....

4. How much do you earn per day from tourists?

.....

5. How many employees are there in your hotel?

.....

6. What is the age of employees?

.....

7. How do you pay them?

.....



8. Are the employees local?

- a) Yes                      b) No

9. Are the employees male/female?

- a) Male                      b) Female

10. What do you think, why the tourists visit here?

- a) For study                b) As a gateway            c) For nature beauty  
d) Others.....

11. What are the attractions of this place?

.....

12. Are there any attractive places around this place?

- a) Yes                      b) No

13. If yes, what are they?

.....

14. How far they are situated from Jamunkhadi?

.....

15. What are they attractive for?

- a) Socio-cultural            b) Natural beauties  
c) Bio-diversity            d) Others.....

16. What are the peak seasons of the tourists?

- a) Summer                b) Winter  
c) Autumn                 d) Others.....

17. What should be done to improve tourism in Jamunkhadi Simsar Area?

.....

### **Questionnaire for Tourism Experts**

1. Personal Introduction:

Name:.....

Age:.....

Education:.....

Post:.....

Organization:.....

2. In your opinion what kind of tourist visit this place more?

- a) Domestic                      b) International

3. Why do you like to develop this place as tourist destination?

.....

4. What are the potentialities to attract the tourists?

.....

5. How do you help/are you helping to develop this place as tourist destination from your site?

- a) Making good plans                      b) Improving infrastructure  
c) Advertising tourist products              d) Others.....

6. Is here any extra culture which helps to develop tourism at the cultural aspect?

- a) Yes                      b) No

7. If yes, which is that?

.....

8. Is it possible to develop this place like Ghalegaun Village Tourism, Sirubari etc?

- a) Yes
- b) NO

9. How long do tourists stay here?

- a) A few hours
- b) 1-3 days
- c) 3-5 days
- d) More than 5 days

10. Why?

.....

11. How do you think, the tourist can be stayed here long?

.....

12. What kinds of facilities are available?

- a) Health post
- b) Entertainment
- c) E-mail and internet
- d) All above
- e) Others.....

13. Is there possibility to develop any accommodation and facility?

- a) Yes
- b) No

14. What are they?

.....

.....

15. In your opinion, who is the responsible person to develop this place as tourism destination?

.....

.....

16. What efforts are made from their site?

.....

17. Do you know about bio-diversity of this place?

- a) Yes                      b) No

18. If yes, how can we use them as per tourists view/tourism point of view?

.....

.....

19. What are the efforts that are made in this site/place for the celebration of tourism year 2011?

.....

.....

20. At last, if you have any other information that I couldn't ask, please?

.....

.....

.....

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