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**Potentialities and Promotion of Tourism in  
Dailekh District, Nepal**

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**Abstract**

*This paper argues tourism represents dynamic mobility of persons from place to places to know lifestyle, culture and civility of the particular places of interests. It plays significant roles in transforming lifestyle and comprehension. It is a smokeless industry, which contributes abundance in recessive aspects of culture and economic enhancement. Comprehending one's culture and access in basic human development infrastructures denote with the influx of tourists and their mobility. Advanced tourism discloses potentialities of inaccessible places and makes strong ties with dimensional social aspects promoting art, culture and architecture. Dailekh fosters valuable natural, architectural, religious and cultural heritages that remain undisclosed to the external societies. The methodology of study was focus group discussion and personal communication incorporated to the secondary sources. The creative capacity of people and the pilgrimage tourism can create best income opportunities to the fellow citizens with the rational blend of nature, human skills and social capital. Natural beauty with conglomeration of several caste and ethnicity tempts the visitors so that the rational management of the tourist sites, cultural heritages and the places of interests like Sheerthan, Navisthan, Dhuleshwor, Padukasthan and Kotila could foster pilgrimage tourism and contribute to state development.*

**Keywords**

*Ecotourism,  
tourist sites,  
products,  
responsibility*

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## Background

Dailekh is one of the hill districts of Mid-western Development Region of Nepal, belongs to the Karnali Province post-restructuring of the state in 2015 (2072 BS). It is a historical district with architectural significance and full of natural beauty and heritages. It occupies area of 1502 (sq.km) with population of 261'770 (Central Bureau of Statistics, 2011). The hill district presents multiple tourist products that ensure potentialities of tourism urging the promotional activities in its extensive vicinity, as tourism is a broad smokeless industry concerning the advancement of the country. The backward country can easily head forward while promoting tourism and related concerns since it plays significant roles in enhancing of state finance that consolidates the development contribution of the country with diverse paradigm. Several means of productions also occupy the large portion of a state that contribute development initiations dimensionally. Travelling several places comprehending arts, lifestyle and culture of people in several destinations of the globe is not a tourism; it is rather comprehensive inferences. One could learn several social aspects of people, traditions and cultures when one makes visit to the external society. Tourism brings several alternations in perception, thoughts and the demeanor of citizens that the conscious people discern varieties of notions just by interface with people out of their home or territory. Tourism exposes noble opportunities and paves the best ways for income generation; it binds up different minds and promotes intimacy as well. In tourism, the term tour is derived from the Latin term '*Ternere*' and the Greek '*Turnos*' meaning gather or circle the moment around the central point or axis. Erik Cohen (1979) argues that tourist is a kind of traveler marked by some distinct analytical traits.

Tourism denotes multiple outcomes in the society that the tourists often bring with them. The tourists practice several activities so that the residents of certain area would observe and learn new activities as well as perceptions in the society. Some activities are compatible with the mores of particular society whereas most of them may go astray to it. The mobility of tourists brings out acculturation in some existing society. Regarding Dailekh district, this is the land conglomerated of several castes, cultures and lingual communities. This district was under the *Sinja* State in 12<sup>th</sup> century. King Prithvi Malla was ruling this district during Bahadur Shah lead unification campaign in 1846 BS ([www.ddcdailekh.gov.np](http://www.ddcdailekh.gov.np)). Tourism, as most citizens hold here that is travelling from one place to another and meeting new place and people. Most conscious citizens too hold in district that observing natural beauty, travelling to the religious places and cultural heritages signify tourism completely. Nonetheless, tourism introduces drastic transformation in convictions, thoughts and the demeanor of the citizens. It is not only travelling to the certain places of interests but also promoting intimacy, exposing hidden cultures, sharing thoughts and

understanding between the existing cultures. Broadly, tourism is the transformative aspects of the society with combination of art, cultures, lifestyle, comprehension of society people; it opens up the unbound opportunities of employment and consolidating the human relationships.

This paper argues that the conscious citizens, the state and non-state actors collectively bring out complex factors into the potential one while putting their creative thoughts into practice. The question of value-creation and contrary demeanor of state and non-state actors in the district caused for putting the potential tourist destinations under shadow for many years, which resulted to the multiple absurd outcomes in a society. Moreover, several natural spots, architectural, cultural and religious heritages in the district denote the mounting potentialities of tourism that urges for its promotion as the present paper envisions.

### **Statement of the problem**

The motives promoting tourism was not new in the case of this district since the political actors have been raising the very issues for many years past now. The debate to prevent the migrant workers from going to foreign employment became the buzzword for every citizen in the country, but that was scarce in reality yet. Everyone talks of the transparency in every field when they occupy political power in the authority. There seems vast difference between the words and activities of such people that made seemingly variation in the living standard of leaders and that of the followers in Nepali society. A country not only earns foreign exchange and provides jobs and employment from tourism; it also fulfils the basic needs, provides comforts and modern amenities to locals and corrects regional disparities by developing various infrastructures for tourism. For sustainable tourism development, the quint essential factor is political stability and peace (Kunwar, 2006, p. Preface). Promoting tourism is vital tool for a rapid economic development. The state has invested abundance amount and the available expertise on the field but the expected outcomes were rare in the district for several years. However, the present research quests upon these questions:

- a. What are the tourist products in the district?
- b. Which essential tourist spots and facilities should the state maintaining the district?
- c. Numerous people in the existing political parties talked of tourism promotion but what is their plan for nature conservation and innovation?
- d. How can citizens and the responsible authorities contribute for tourism promotion in the district?

### **Objectives of the study**

Objectives derive the proposed actions to the certain destinations by making the research work balance and easy-going in the different sectors of the society. No action plan can take its perfection without the appropriate objectives of any activity. Objectives solely lead the proposed actions into full perfection so that the present study has below cited objectives:

To find out the genuine tourist products for tourism promotion and sustainability.

- To discern tourists products and destinations in the district
- To investigate potential tourist destinations, evaluate the investment and promotional contributions of responsible authority as well as the local communities.

### **Significance of study**

This is one of the most significant studies in the district because only few academic activities have taken place. It is important because it will imbue the citizens to search and promote tourists activities within the district, let the academic practitioners in the district have straight access to the tourists spots and the products. The citizens will be conscious enough for the protection and preservation of the natural and cultural heritages as the common capitals. The students, teachers, researchers, political activists, development activists and the inquisitive individuals will get appropriate benefits from this initiative. This study will provide additional information to the curious citizens that will ensure entire peace and conciliation in their society.

### **Conceptual framework**

Human being is the master of all their destiny and they struggle with human society and the nature to get victory over natural phenomenon leading to the full perfection towards the indomitable achievement (Sung, 1992, p. 134). Tourism scholars adapt theories from other disciplines such as psychology, sociology, anthropology, economics etc. Various grounded theories have employed to understand the tourists' travel behaviour, motivation, consumption pattern, and expenditure. Sung (1992) states self-dependence of state, society and the society members is the fundamental aspect for the interruptible achievement endlessly. He explains the states should be self-reliance in economics, self-sufficient in technology and self-dependence in security so that these countries only convert the impossible aspects into the potential ones. The tourist is a voluntary temporary traveler, traveling in expectation of pleasure from novelty and change experienced on a relatively long and non-recurrent round trip. Simultaneously, tourism is a composite activities, services and industries that delivers a travel experience: transportations, accommodations, eating

and drinking establishments, shops, entertainment activities, facilities and other hospitality services available for individuals or groups that are travelling away from home (Goeldner et al. 2000; in Kunwar 2006, p. 11). Obviously, the post-modern theory of tourism best suits to this narrative that focuses on technology, business operation and consumer behaviour. Tourism indicates five important components: transportations, accommodation, attraction, food-catering, infrastructure and souvenir shops. Hospitable relationships between the visitors and the hosts is a prerequisite for sustainable tourism.

### **Review of the literatures**

Natural scenario and attractive Himalayas tempt everyone to visit Nepal from all over the World. Because of the tempting natural assets, the Government of Nepal has a feat to raise head upright while making it public that they could collect huge amount of revenue through tourism. It is the largest industry in the world having created so many opportunities in a nutshell. However, Nepal has not geared up tourism promotion activities wide opening up the versatile biodiversity of the land, flora and fauna existed here. Numerous obstacles exist behind this basement. The mission, vision and planning are the crux of the matters that play vital role in generating noble ideas and deeds.

The comprehensive geographical images of the country have confined due to low investment of the budget. The increasing corruption, mismanagement and unplanned actions in the nation carried hazardous effects in socio-development creating multifaceted issues for a state development. The tradition continues now despite the policy-makers concentrate on plans, policies and strategies. Honest demeanor ensures sound implementation of their previous promises.

### **General interpretations**

Many authors have straightly contributed in promoting tourism all over the world, most focusing particularly on mountaineering and pilgrimage development. Some early works regarding tourism are: Fisher (1971), Leiper (1979), Theobald (1997), Pradhan (1981), Jest (1981), Bjonnes (1983), Jefferies (1984), Cohen (1989), Ury (1990), Smith (1994), Kunwar (1989, 1997, 1999), Uriely (1997), DESA (1999) with paradigm descriptions of tourism. IOUTO (1963) states that international tourists are temporary visitors staying at least twenty-four hours in the country visited and purpose of whose journey can be classified under one of the following headings: a) Leisure (recreation, holiday, health, study, religion and sport), b) Business (family, mission, meeting).

The recent works on tourism are WTO (2001), Sethi (2002), Kunwar (2002 & 2006), Satan (2004), Wolff (2006), Kunwar and Sherpa (2006), Shaw and Williams (2004), Page (2007), Mason (2008), Pradhananga (2009), Moufokkir and Kelly (2010), Dailekhi (2011) and Basnet (2011). Out of these interesting pieces on tourism

literature, Pradhananga (2009), Sharma (2011), Dailekhi (2011) and Basnet (2011) put emphasis upon tourism and sustainability of rural Nepal and narrated several existing aspects of tourism practices in contemporary period. Kunwar (2002) made great contributions to the realm that most of his textures have elucidated high altitude mountaineering as the most dangerous sports on the earth. He argues Sherpas have proved to be the first grader climbers as the living legends among the adventurous groups on this planet and have become multi-millionaires economically. Tourism insists bundles of activities, services and benefits that constitute an entire tourism experience-destination attraction, destination facilities, accessibility image and the price. However, tourism has now been a part of the globalization process. In essence, globalization involves the exchange and the flow of economic and intellectual items of goods, knowledge, values and images as well as people on a global scale. Kunwar and Sherpa (2006) describe time is money and money a development; time is also a service, service a product and the product has to satisfy the tourists.

Pradhananga (2009) states tourism products such as pristine natural areas; unique artificial environment and cultural heritage are valued. The mandate given by village tourism is to enjoy village as evergreen tourism industry for many young adventure tourists. Basnet (2011) states considerably, village tourism is a specific factor in a number of historical, physical, social and cultural factors. Sharma (2011) conclude the ultimate goal of the village tourism is to recreate and familiarize extravagant people with rural settings and uplift rural lives sometimes it called community tourism.

Nepal is one of the best tourist destinations where many tourist often make visit. The enriched biodiversity, culture and natural beauty of Nepal tempt the visitors where they aspire to enjoy. Village tourism development is an emerging sector for village tourists who are fabulous personalities and spend lots of money from their purse. The tourist environment is a desirable pre-requisite. Some spots of village tourism have been set up in different parts of the country like *Ghandruk*, *Sirubari (Panchamul-Syangja)*, *Sauraha (Chitwan)*, *Ghalegaon (Lamjung)*, *Ghana Pokhara*, *Bandipur* and around the periphery of Kathmandu valley. Rural tourism in Nepal exposes multi-faceted activities like hiking, climbing, horse riding, adventure, sports, health, hunting, angling, educational travel, arts heritage and in some areas ethnic tourism.

The study of tourism is the study of people, away from their usual habitat of establishments that responds to the requirements of travelers and of the impacts that they have on the economic, physical and social wellbeing of their hosts. Some significant works on tourism and sustainability resemble in Satan (2004), Wolff (2006), Mason (2008), Moufokkir and Kelly (2010) and Avra and Kuruvilla (2015). Tilouine's digital repositories explore more about the district. A Report on Promotion of Village and Homestay Tourism in Selected Rural Areas for Poverty Reduction (Preliminary Draft) Report, May: 2009 and the reports of District Development

Committee, Dailekh Fiscal Year(2069-070 BS), (2070-071 BS) and (2071-072 BS) emphasis on need and explorations of the tourist sites in the territory. Additionally, the ‘Tourism Development Plan (2070-2075 BS)’ presents products with detail plans for its promotion in the district.

### **Research methodology**

The present research is exploratory on ground of qualitative design. Obviously, two visits in the district: September 2013 AD (first) and March 2014 AD (second) instigated to navigate more in the field. The sources of data for the research were from three focus group discussions held in *Aathabis* Municipality (December 26, 2017), *Chamunda-Bindrasaini* Municipality (December 9, 2017), *Narayan* Municipality (February 23, 2018) and through personal communications in which the professionals, intellectuals, traders and the responsible local authority participated.

The sampling was purposive and the size was 27 [Focus Group Discussion (5+7+9)+ Key Informant Interviews (6)] that represented energetic youth professionals, the social workers, people’s representatives and the academicians as the key informants for this study. It has been limited in search of the potentiality and promotion of tourism in the vicinity that included tourist destinations, the products and the responsibility of the concerned authority in corporation to the local communities. The researchers used both the primary and the secondary sources while collecting data and presented them systematically.

### **Interpretation or analysis**

Dailekh district fosters many beautiful natural scenario, architectural, cultural and religious dimension within its area of 1502 sq. km. The longest river Karnali runs through this district. The industrious peasants produce several art, architects and the tempting crops that ensure their self-reliance in productivity. The district attracts the pilgrims and the adventurers because of its extensive tourism potentialities. Sen (1999) argues that the poor and developing countries must implement local economic development through the expansion of especial human capabilities rather than the parameters set by proponents of capitalist globalization (p. 32). The migrated people all over the mid-western development region of Nepal pay homage to the different religious places of the district as people from *Jumla* region used to pay tribute to their parents on specific occasion some 50 years before (Tourism Infrastructure Development Committee, 2070, p. 35)

### **Major tourists products and destinations**

Dailekh is representing the serious historical basements for the establishment of Nepal. It is the hallmark of architecture, cultural, religious and geographical significance (Tourism Development Plan, 2070, p. 17). The peasants from the several

walks of social life dwell here that they perform different cultural and religious practices. Tourism is as the (golden) goose that lays the golden egg-a source of income and stimulus for more employment (Kunwar2006, p. 3). Good environment policies are good economic policies. The local citizens could recognize the causes of popularity of the places and leather shoes-making work represents the specific art widely existed in the district. This process is one of the income generation activities, which ensures living standard of the cobblers as one of the skilled tasks. Hence, Dailekh is famous for leather procession (shoes making particularly).

The natural beauty, lush green vegetation and panoramic hills unlike *Mahabugath* 'Peak' (4168 m) and other beautiful hills and uplands including flora and fauna too tempt the visitors. Extensively, the *Dwari Jharana* (Bulbule Falls), historical artifacts of *Dullu* area, *Kirtikhamba* (1038 BS), the *Panchakoshi* pilgrimage (religious sites), the *Bhairabi Falls* are such natural beauty and cultural sites in the district. According to Tourism Development Plan (2070-2075), many geo-touristic spots exist in the district that are significant dimensionally. The most significant geographical, pilgrimage and natural heritages in the district are:

*Dhaukhani Cave (Piladi), Kopchi Malika (Lalikanda), Bhairavi Kunda (Chamunda), Madantal and Nakhe Cave (Bishala), Raili Tripani (Bindhyavasini), Patharनाुलि, Dudh Nauli, Kapurnauli, Bhairav Temple (Dullu), Khambagade, Behuliko Lek, Bhot Pokhari (Kusapani), Kotgadhi and Kursukot (Narayan Municipality), Pusakot Durbar (Chhiudi Pusakot), Ketaphera (Dandaparajul), Swargadwari (Badabhairav), Bhotegadi (Jambukandh), Bhalugupha (Raniban), Tintale Gupha, Bhoteko Durbar, Nageko Gupha (Khursanibari), Baratadi and Siddhasthali (Dullu), Biyayalek (Bhawani), Adhikari Gupha (Singaudi), Taulakhar Gupha (Bansi), Bhawani Gupha (Chhepadi).* (p.17)

Tourism is alive with dynamic growth, raw activities, new technology, new markets and rapid changes records numbers of tourists are travelling the globe attracted by an increased variety of term package, cruises, adventure and independent itineraries (Kunwar 2006, preface). Tourism is about an experience of place. The tourism product is not the tourist destination but it is about experience of that place and what happens there. A fort with two buildings, which the rulers used for weapon storage in the past, is under the Nepal Army now. Tourist experience is an important part of the promotion of our personalities.

The ethnicity in the district could provide the distinct culture and study factors for the inquisitive individuals that they can extensively study on nomads (*Raute tribe*) in the district. The appropriate management of tourist service centers and the comfortable infrastructures in the district could ensure the influx of the tourists in the district extensively. The local level of the government would be responsible for this

action. The intellectuals, cultural activists, social workers and concerned authority should be responsible for the promotion of such innovative task in the territory.

### Potential tourist destinations

The snow peaks, lakes, gorges, glaciers, forests, animals, ancient cities only do not attract tourists visiting Nepal, but different ethnic groups, their languages, dress and ornaments, food habits, village structures and its types attract them. Kunwar (2006, p. 321) argues new song patterns; family patterns, rite sand rituals, marriage pattern, ethos, cultural aesthetic values, subsistence system, fairs, festivals, religious belief, priesthood, supernaturalism, faith healing system, shamanism, dances and songs too attract them. Three dichotomies: historical/modern, authorized/unauthorized and romantic/collective classify tourist sites. Ury (2002; in Kunwar 2006, p. 113) concludes authenticity may be an important component of tourism but only because there is some sense of contrast with every day experiences.

The social activists in *Chhepadi* village of (Aathabis Municipality-9) Dailekh district disclosed some places attract visitors overwhelmingly. They are Mahabu peak (Northern Part), *Raniban and Ratikhola* (ethnic communities), *Chamunda-Bindrasaini* Municipality (The Magars and The Tamang), *Thantikandh* Village (Bookie Telecom Tower, Natural beauty, *Madantal*, Magars of *Jauchaur* and *Dhankot*) and Aathabis Municipality (panoramic view of *Bayaldhunga* peak, the highest belly bridge of *Aagadkhola*, Magars of *Bajakatiya*, *Layapatal* and *Naulaban*). Tourism fosters development and brings boundless opportunities. Further, rafting in the Karnali River and hill climbing, rock climbing and the best places for paragliding in many places throughout the district attract tourists that could be contributive to the state development. The temporal isolation of menstruated women (*chhaupadi system*) pervaded in the region and abundance availability of herbs and spices like *yarsagumba*, *panchaule*, *jhyau*, *tite*, *allo*, *timur*, *kurilo*, *panved*, *sugandhawal* and *citrus* can be factors for micro studies (Tourism Infrastructure Development Committee, 2070, p. 38). The perspective to utilize the resources for the betterment of society and for their personality development would ensure their dynamic mobility. Bishwakarma (2011) states the temples of god and goddess across the top of the hills, the peaks, attract tourists' attention in many parts of the district. The beautiful waterfalls add luster in beauty of the places so it is rich in natural capital. Adventure tourism (trekking, rafting, bungee Jumping, and paragliding), religious tourism, and ecotourism are some of the best potentials in this district, but the lack of appropriate management and abundance publicity prevented these beautiful assets from the mobility of immense human recognition.

Tourism Infrastructure Development Plan (2070) exposes the district is rich in old typical cultural heritages that the dance like *hudke*, *maruni*, *mangal*, *rateuli*,

*dhamari, bhasso, bhailo, sharamkhel, dhal tarabar, latthi (stick), paichari, peacock, ghatu, tuktuke, raute, teej and duet songs* promote strong resistance against western cultural dominance in the district (p. 36). Several places of interests in the district are unknown to the citizens. The country can get surplus benefit from these locations when there could be systematic publicity. Jha (2017) argues that the individuals only talk here but they do not recognize heritages value and the potential products; the intellectuals and the genius leaders only could strive for this cause, which is very complex in this backward arena. Exploring noble areas and affirmative attitudes among the masses needs non-rest efforts from the inquisitive people, which straightly brings drastic structural changes in the society. The conscious individuals must observe the potential resources and strive to contribute to preserve art, culture and historicity of the territory, as it is the resource center of 32 sub castes 'thar' (Tourism Infrastructure Development Committee, 2070, p. 37).

The places and the communities above attract attention of the visitors and could provide authentic notions to the innovative individuals, what requires is scientific study, careful and honest planning for the proposed activities. One must contemplate the saying 'Action counts louder than the word itself while performing any work pragmatically. Only then could the society and the general public progress abundance. The state and the concerned stakeholders must consider upon the facts and perform their actions profoundly.

### **Participation, investment and contributive paradigm**

Development and innovation in human society demands huge investment of labour, resources and creative thoughts of the society members. The epochal tasks cannot become possible without the devotion of intellectuals and the sole hearts of some people for uplifting the society and people together. The District Development Committee and the associated society members only have participated in this field and most academia and the intellectual communities in the district have not paid their due concerns on it that they should have extensively comprehended. Luger (2000, p. 213; in Kunwar 2006, p. 115) states culture is as software of society, a design of living and as a code of conduct and is model of behaviour, which is a constant process of transformation.

Tourism promotion uses ideas of cultural identity with which visitors can identify by association. Dailekhi (2011) states no society progresses a lot just by ignoring the intellectual capability and the carefree ones could do nothing significant except prattling that not all the learnt individuals could become intellectuals, which their behavior indicates. As 'morning shows the day', the general exposure brings entire efforts of the concerned authority for the advancement of the certain initiations. A respondent in *Chamunda-Bindrasaini Municipality-2*, Dailekh argued policy

plays significant roles in the prosperity of a society; the public leadership should be honest for the promotion of the social and cultural capital leading the society to the wide headway of the enrichment. The existing environment of the society backs up determining attitude and thought of the masses of people. The consciousness of the citizens would provide them with the creative thoughts that they become responsible enough for their advancement. Public dynamics opens up firm headway for potential advancement and their commitment. The flock of migrant workers go to India every year that needs to have stopped with appropriate opportunities for their existence.

Therefore, the participation of the citizens in the social development increases their mobility and enhances investment in several social aspects. The participation bestows people with concrete knowledge and consolidates their representation in the development, which provides comprehensive inferences to the condition of masses of people.

### **Public participation**

Tourism refers to the structured institutions that is the full composite of all relevant features, which constitutes the socio-cultural ecology, individual pilgrim behaviour. The few standard hotels are limited in the district headquarter because of the security and transportation facilities. Much investment of state resources one can observe into the infrastructural advancement and transportation has now been easy due for the construction of the motor able roads throughout the district. One can see muddy roads cut down throughout every villages of the district but no road in the village has tarred yet that makes travelling complex. Still there needs to pay more attention to construct the trekking route and home stay tourism in the potential arena of the district. The District Development Committee, in 13<sup>th</sup> plan had striven to promote homestay tourism in the district, which helped in bringing people together, opened up the wide headway for the intensive studies pertaining to the specific art, culture and the living standard of the masses of people in the vicinity. However, the concerned authority has not paid attentions that are more specific for enhancement of tourism.

The average poor people do not have access to authority that the carefree individuals do not think of; so long, such individuals remain in the authority no need based development will come to a reality (Avra & Kuruvilla, 2015). The society demands structural change that the intellectuals must play their significant roles. Public participation determines significant advancement of society that the public must act out rationally. The excellent hotels and the full-furnished facilities would ensure the mobility and mingling of people from different parts of the society that still lack in the vicinity. Only handful citizens involved in this profession and they have been contributing in building infrastructure.

Several development infrastructures and the tourist products are available in the district, but the appropriate management has not been undertaken yet. The respondent further states many people often come to visit *Panchakoshi* Pilgrimage (*Shresthan, Navisthan, Dhuleshwar, Kotila and Padukasthan*) from across the country; there is an immense concentration of tourism in the district and substantial development plans have come a long way. Nonetheless, improperly developed tourism can create problems; the demands of tourism may come into conflict with the needs and wishes of local residents. Goeldner et al. (2000, in Kunwar, 2006) states thoughtless development, inappropriate development, over development or unfinished development can easily damage the environment. Unless the public do not participate in the development activities, the society may not follow the path of complete advancement. Collective efforts of the authority and the local residents certainly convert dream into a reality (Dailekhi, 2011). However, much attention is a distant dream.

The local inhabitants strive to install the modern amenities in their homeland and to create the tourist-friendly environment in the district. The District Coordination Committee has prepared preliminary study pertaining to tourism promotion but the expected outcomes still lack in the motion. The local people should govern, own and contribute to the promotion of smokeless industry unlike tourism. Participation of citizens in the constructive realms consolidates the comprehensive capability of the society people in certain aspects of the society that enhances their ownership.

### **Investment**

Kunwar (2006) narrates the desire to travel and to be a tourist is universal action practically; touristic practices pervade many areas of social life, it has been a central dimension of globalization (p. 286). Tourism is one of the main economic sectors in the world, it does not stand-alone and it is highly integrated; it is vital to understand the system and structure of this industry, the tourists' needs and behaviour (Thirumoorthi & Wong, 2015, p. 1)

District Development Committee has made somewhat investment to enhance the progression of the field; some local individuals else invested in building hotels to provide accommodation to the visitors for their comfort settlement in their stay in the course of journey. The respondents disclosed that there is increment in investment on tourism sector in the district. They state that investment on pilgrimage site, shrines, reformation of inns and road construction has been extensive; FINIDA (Finish International Development Agency) and RAP-2 (Rural Access Programme) have widely invested on the infrastructure development in the district.

The officers at District Coordination Committee Dailekh remarked 18<sup>th</sup> District Council (2068) paved way for the master plan for tourism that focused on

infrastructure development. The five-year Tourism Development Plan 2070-2075 BS proposed the following budget for its advancement in the district.

**Table 1: Investment for Five-Year Tourism Development Plan (2070-2075 BS)**

Proposed Five Year Tourism Development Plan			Proposed Annual Expenditure Plan	
S.N.	Particulars	Amount NPR	Year	Expense NPR
1.	Publicity	13800000.00	First	19000000.00
2.	Infrastructure Development	475400000.00	Second	86295000.00
3.	Capacity Development	7475000.00	Third	17678000.00
4.	Miscellaneous	103150000.00	Forth	17755000.00
5.			Fifth	140200000.00
Grand Total Investment Expenditure		599825000.00	Grand Total Expenditure	599825000.00

Source: Tourism Development Plan (2070-2075, Preface)

The planned tourism development opened way for study of the nomads unlike *Raute minorities* (the minorities without permanent settlement in certain territory and they wander in the forest for hunting monkey), investing capital and human resources to facilitate the development process. The community-based organizations in major parts of the district invested limited resources on nature, heritage conservation and infrastructure development that inspired for renovation and reconstruction of the significant heritages and cultural sites with neo-insights and demeanors. This also converted the complex places into the accessible one. Nonetheless, none could find abundance facilities in the major (Narayan Municipality and Dullu Municipality) and the minor (other peripheral areas) tourist destinations of the district which proves the lower strata of the society could not comprehend the significance of tourism because of the lack of capital resources. Every professionals strive to run, but they have not been succeed in performance yet.

The private sector has striven to run comfortable hotels and means of transportation recently, the quality of the roads has now maintained, which made travelling comfortable and swifter as well. The chair of Hotel Association Nepal, Dailekh states they have planned best for the promotion of tourism and continuing their jobs in planned way; the days of complexities are no more now and the living standard of people is altering. The most influential youth professional argues that investment consolidates the mobility of the masses of people and provides

them with work opportunities to develop personality in no time. Nepal Tourism Board coordinates publicity and promotional activities in collaboration with local stakeholders: Tourism Infrastructure Development Committee, Federation of Nepalese Journalists, Association for Community Radio Broadcasters, Online Media Operators and several organizations. The social media have also given the best spaces for rational discourses on the promotional issues. The district coordination committee, Dailekh organized 'Dailekh Festival' and made the related institutions organize similar initiatives throughout the district. Investment boosts working habits and affirmative reinforcement to the active workforce in a performance (Avra & Kuruvilla, 2015; Page, 2007). Therefore, every rational citizens should make up mind to invest in to the field for providing abundant opportunities to the public. This will cause for bringing out entire peace for a peace building process.

### **Contributive paradigm**

Social efforts enhances development activities that tourism has broadly connected divided culture and aspirations of citizens in the universe. It has focused to connect the scattered territories through road construction, facilitation to promote local culture, art, architecture and literature through active participation of the local residents (Shaw & Williams, 2004). Kunwar (2006) argues tourism inter-connects in cultural, economic, political, psychological and social aspects for the advancement of human society. None could make their way forward just by discarding these aspects. The initiation on tourism sector encouraged the masses of people to do something significant for contribution of the local level and enhanced their economic status ensuring their economic security (Mason, 2008).

Social activists at *Chamunda-Bindrasaini Municipality - 2* insisted local authority could invest the accumulated resources on peace building activities through extensive investment on education, culture promotion, health and sanitation management as the Bahaktapur Municipality has adopted past Kathmandu city. It has run academies, childcare centers, health training centers, poly-technique institutions and sanitary workforce through tourist service charge. A social activist in Dailekh explained much work have presented regarding tourism promotion in the district but some actions have been underway in a practice. He further explains some social institutions have grasped this theme as their prime causes ensuring the public mobility. Generally, people in the district have not made any huge investment in tourism through the social institutions as it is in the preliminary stage; and several infrastructures seem to set up for sustainability of the industry. This will encourage the citizens to ponder on the benefits of the motion and run their business in adventurous demeanor to promote the mutual understanding and conciliation ethically.

## Conclusion

Dailekh fosters abundance potentiality for tourism through the appropriate conservation of nature, heritages and promoting human creativity. The panoramic natural sites, architectural, historical as well as religious heritages massively tempt the visitors, as it is one of the historical districts of Nepal. The conservation of entire human, social and natural capital demands sagacious comprehension of the leadership, which enhances liability and encourages the citizens for contributing the epochal tasks for humanity. The integration or disintegration of the society depends upon the loyalty, firm standpoint, ethical entrepreneurship and indomitable courage of the leadership. As necessity navigates opportunities, the citizens must be conscious to their duty, roles, and responsibilities to perform precious actions in the vicinity respectively. Tourism bestows numerous opportunities and benefits to the citizens. Intellectual discourses and perspectives of the responsible state and non-state actors need to apprehend the best achievements of tourism that the academia, humanitarian organizations, development organizations and political parties including their fraternal wings (non-state actors) need to make sound contributions for exploring the newer destinations rapidly.

The existing infrastructures for sustainable tourism development in the district are insufficient that require profound demeanor, skills, techniques and appropriate plans in the days come-forth. The politically divided authority could not come up with explicit plans to articulate the best tourist destination in the past many years as most citizens expected. The guided state actors could not mobilize the existing natural, human and capital resources by mobilizing the human resources. The nominal efforts carried out to enhance infrastructural development, tourist products, potential tourist spots, cultural and religious heritages management in the district as a preliminary phase. Political power inclination had encountered complex obscurities while disseminating the sole causes of conservation of natural, architectural and religious heritages. The present era is of the high achievement through lower investment so that the cost-effective resource management is inevitable in every sector. Intersectional cooperation, coordination and inspection among the several stakeholders can rejuvenate the innovative economic sectors and consolidate tourism through mobilization of the creative members in the district.

The planned development with transparency of state as well as non-state actors ensures the advancement of the society. Compatibility in actions and words of the stakeholders is an urgent task. The state should be more transparent and the private sectors concentrate on ethical entrepreneurship to covert scattered natural resources into the golden egg-laying hen. The limited efforts of state could not redress the mounting expectations society and everyone should strive to involve in the participatory collective initiations. The transparent implementation of

plans and projects, through inclusion of marginalized communities, men-of-letters and non-state actors will cause for the drastic changes in the vicinity. Thus, conserve nature, protect heritages and promote tourism through ethical entrepreneurship.

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