

# **TOURISM IN NEPAL: PROBLEMS AND PROSPECTS OF FEMALE EMPLOYMENT**

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of  
DOCTOR OF PHILOSOPHY  
in  
ECONOMICS

BY  
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2009

## LETTER OF RECOMMENDATION

We certify that this dissertation entitled “**Tourism in Nepal; Problems and Prospects of Female Employment**” was prepared by Jiba Nath Dhital under our guidance. We hereby recommend this dissertation for final examination by the Research Committee of Faculty of Humanities and Social Sciences in fulfillment of the requirements for the Degree of Doctor of Philosophy in Economics.

Date: 30 June, 2008

(16 Ashad, 2065)

Prof. Dr. Mahendra Singh  
Supervisor

Dr. Uma Kant Silwal  
Expert

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## **Approval Letter**

This dissertation entitled “Tourism in Nepal: Problems and Prospects of Female Employment” was submitted by Jiba Nath Dhital for final examination by the Research Committee of the Faculty of Humanities and Social Sciences, Tribhuvan University, in fulfillment of the requirements for the Degree of DOCTOR OF PHILOSOPHY in ECONOMICS. I hereby certify that the Research Committee of this Faculty has found this dissertation satisfactory in scope and quality and has therefore accepted it for the sought degree.

Prof. Nav Raj Kanel, PhD  
Dean and Chairman, Research Committee  
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Tribhuvan University, Nepal

Date: 30 Baishakh, 2066

(13 May, 2009)

## Preface

Tourism is one of the major sectors of Nepalese economy. It also plays vital role in the process of regional development of an economically backward region. Nepal is poor economically but it is rich in its natural beauty, cultural heritages and historical monuments which are the great attraction for the visitors from all over the world. We proudly say, Mount Everest, the highest peak of the world and the Lumbini, the birth place of Lord Buddha, is more significant and unique fascination of tourism in Nepal. But very little scientific approach has been adopted to develop tourism industry which could contribute manifold ways to enrich Nepalese economy. In this regard, we have been unable to develop sufficient required infrastructure in the country till now but only a little efforts have been made in this sector.

It is already known that tourism may be the backbone of the Nepalese economy which assists to increase employment, income generation and improve the balance of payment. We have sufficient natural and man-made things for tourism but they have been used well owing to the inadequacy of proper infrastructure which is basically needed for the visitors. If we pay more attention to make proper infrastructure, tourism enhanced scope of various industries like hotels, motels, restaurants, lodges and other types of accommodations, food services, transport and communication services, entertainment and leisure activities, gift shops and agriculture activities more rural people may also be benefited by the tourism which provides income and employment opportunities to improve their quality of life.

Nepal Rastra Bank (1989) carried out an econometric study namely “Income and Employment Generation from Tourism in Nepal” which presented some findings about female employment in tourism. As far as employment generation is concerned, NRB announced that altogether 11176 persons were found directly employed in the tourism sector where 61.7 percent were basic level manpower, 29.2 percent middle level and the rest 9.1 percent were top level manpower and 10.8 percent of them were females. It shows that among the total employment in tourism about 90 percent were male whereas only 10 percent were female. According to the census 2001, 50.05 percent of population was covered by female in Nepal whereas very low percent of female employment in tourism has shown unique characteristics. Why female employment is low? What are their problems and how can we measure? A board survey and research is needed to find out the potentialities, probabilities and prospects

of female employment in tourism. In this regard, it was felt that an empirical study is needed to find out the causes and consequences of the drawbacks of the present condition of low female employment in tourism so that such findings would provide certain guidelines in the future. To conduct this piece of research, I had to face a number of problems. However, I overcame them and tried to present the problems and prospects of female employment in tourism in a scientific manner as far as possible.

In this regard, the main aim of this study is concerned with the problems and prospects of female employment in tourism. The main objective of this study is to show the contribution of tourism in Nepalese economy, to explore the existing situation of tourism, to analyze the female employment status, and to recommend measures and strategies to develop tourism industry.

For this, primary as well as secondary data have been used equally. The primary data has been derived from three different sets of questionnaires. The major respondents, 122 tourists, 35 employers and the 110 female employees were selected randomly from different sectors of tourism field such as trekking, travel, cargo, mountaineering, rafting, hotels/restaurant, shopping, nightclub/dancing clubs, massage centers and garment/carpet/pashmina industries handicraft sector etc. The employers were selected from various field of tourism like hotels, guest houses, lodges, cafés, restaurants, trekking, travel, mountaineering, cargo, rafting, cyber, airlines and various types of institutions related to tourism.

The dissertation is divided into ten chapters. The first chapter is concerned with introduction, followed by statement of the problem, significance of tourism, short account of Nepalese economy, objectives, and organization of the study. The second chapter incorporates the review of literature on tourism whereas the third chapter incorporates the research methodology of this study. Similarly, the fourth chapter gives the detailed account of tourism development in Nepal. The fifth chapter deals with contribution of tourism in national economy. The sixth chapter deals with the potentialities and availability of tourism products and infrastructures whereas the seventh chapter gives the exact account of existing planning and policies regarding with tourism. Similarly, eighth chapter is concerned with employment generation from tourism and the ninth chapter is concentrated to female employment status in tourism with regard to view, perceptions and attitude of tourists, employers and the

employed female. At last, the tenth chapter concludes with a brief summary followed by necessary recommendations.

The present study concludes that despite having adequate potentiality, and prospects for the development of tourism, Nepal has not been able to reap its required benefit due to many reasons and due to the various drawbacks and complications, female employment ratio has not been increased in tourism. In this regard, it is recommended to take into account the opinion of tourists, employers and female employees to generate employment opportunities and to increase female employment in tourism as the desired level.

Date:

Jiba Nath Dhital

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## **Abstract**

Tourism is known as hospitable business. Nepal is one of the enchanting tourist destinations in the world with its natural beauty and cultural, religious, historical and archeological heritages. Despite the enormous potentiality for tourism, the country has however, not been able to reap adequate benefits in this sector. Tourism is an activity to generate a number of economic and social benefits which not only the augment of foreign exchange opportunities but also various types of employment through backward and forward linkages with other sectors of economy. As far as employment in tourism is concerned, Nepal Rastra Bank (1989) carried out an econometric study focusing on income and employment in tourism in Nepal which was found among the total number of employment, only 10.8 percent female employees were in tourism sector.

Various scholars and institutions have done activities on different aspects of Nepalese tourism but a comprehensive and the depth analysis of problems and prospects of female employment in tourism has not been studied yet. Most of the reports and studies have mainly concentrated on some particular problems and policy related issues only. Therefore, the present study is concentrated on the impact of tourism in female employment generation from different perspective.

For this series of questions may be raised such as what is the status of female employment? What are the major problems of tourism to generate female employment? How could tourism could be developed and established as one of the prosperous industries in Nepal increasing number of female employment in this sector? Why are the female employees as inevitable in tourism sector as male to make more effective business in the country? In this respect, the study is carried out using primary as well as secondary data. The primary data were collected through a sample of 122 tourists, 35 employers of various tourism sectors and 110 working female employees in tourism. Similarly, secondary data were collected from various publications of government and non-government organizations. Analysis has been made using descriptive, analytical and statistical approaches, statistical tools like charts, graphs, percentages, growth rates, index etc.

The main objective of the study is to search out the contribution of tourism in Nepalese economy especially, female employment in tourism recommending the measures and strategies to develop tourism industry as an important sector. So, in this

study, an attempt has been made to provide conceptual view on gender issue in workplace, theoretical foundation of tourism and literature review with reference to female employment in Nepal. A detail account of tourism development and its contribution in national economy has also been studied. Similarly, existing planning and policies as well as the potentialities of tourism products and infrastructures of the country have been also studied in depth. In short, the whole study has been concentrated on the problems and prospects of female employment in tourism.

The study presents that male dominance, sexual harassment, gender discrimination, social and family helplessness are the major problems of the female employees in tourism sector. Similarly, quality education, job oriented trainings, high salary and more facilities are needed to attract them. It seems that traditional social values, caste and religious system and foreign language practices are also the problems to generate more job opportunities for them. In this context, some of the legal provisions are needed to be made in favor of female. Similarly, cottage and small scale industries related to tourism should be also increased to generate additional job in the country.

Women by nature are more hospitable, caring and supportive. That is perhaps why more institutions related to tourism all over the country are providing women more opportunities, skill and efficiency in various sectors of tourism. Similarly, there are many institutions for the growth in tourism such as hotels, travel and tours, trekking, mountaineering and so many adventures tourism and so on to generate more job opportunities in all over the country. Some of the legal provisions have been changed to support employment policies and programs. They have been also conducted to generate more job opportunities in this sector. In this regard, social awareness, family support, gender equality, women empowerment, safety and security, quality education and job oriented trainings are seemed inevitable factors. On the other hand, male dominance gender discrimination and sexual harassment should be avoided for the bright prospect of female employment in tourism. The study has suggested that for women, Nepal government and concerned authorities should (i) create favorable environment in tourism (ii) offer them the same kind of responsibilities as men (iii) accept them as full members of the team and listen to them (iv) acknowledge that they will necessarily be on emphasis than their male colleagues. Hence, it can be said that the prospects of female employment seems very bright in every sector of tourism in Nepal

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## LIST OF ACRONYMS AND ABBREVIATIONS

AEP	Airport Emergency Plan
AHON	Association of Helicopter Operators Nepal
AHW	Assistant Health Workers
AIM	Airworthiness Inspector Manual
AOCR	Air Operator Certificate Requirements
AOAN	Airline operation Association Nepal
ASEAN	Association of South East Asian Nations
BARN	Board of Airlines Representative in Nepal
BHM	Bachelor in Hotel Management
BTTM	Bachelor in Travel and Tourism
CAAN	Cargo Agents Association of Nepal
CAAN	Civil Aviation Authority of Nepal
CAMM	Civil Aviation Medical Manual
CBS	Central Bureau of Statistics
CCIAN	Central Carpet Industries Association of Nepal
CDMA	Code Division Multiple Access
CPN	Nepal Communist Party
DNPWC	Department of National Parks & Wildlife Conservation
DOCA	Department of Civil Aviation
DOI	Department of Industry
DOR	Department of Road
DOT	Department of Tourism
DOTM	Department of Transport Management
DWSS	Drinking Water and Sanitation & Sewerage
CEO	Chief Executive Officer
EIU	Economic Intelligence Unit
ERL	Environment Resource Limited
F.E.	Female Employee
FEs	Female Employees
FNCCI	Federation of Nepalese Chamber of Commerce and Industries
FOIM	Flight Operation Inspector Manual
FOR	Flight Operations Requirements
FOREX	Foreign Exchange
FY	Fiscal Year
GDP	Gross Domestic Product
GWH	Gega Watt Hours
H.A.	Health Association
HAN	Hotel Association of Nepal

HMG/N	His Majesty's Government of Nepal
HMTTC	Hotel Management and Tourism Training Center
HQ	Head Quarter
HRA	Himalayan Rescue Association
IATA	International Air Transport Association
ICAO	International Civil Aviation Organization
ILO	International Labor Organization
INA	India National Airways
INGO	International Non-Governmental Organization
IUOTO	International Union of Official Travel Organization
KMTNC	King Mahendra Trust for Nature Conservation
KW	Kilo Watt
MOCTCA	Ministry of Culture, Tourism and Civil Aviation
MOFSC	Ministry of Forestry and Soil Conservation
MW	Mega Watt
NARA	Nepal Association of Rafting Agents
NATA	Nepal Association of Travel Agents
NATHM	Nepal Academy of Tourism and Hotel Management
NATO	Nepal Association of Tour Operators
NCAR	Nepal Civil Airworthiness Requirements
NGO	Non-Governmental Organization
NSHAN	Nepal Non-Star Hotel Association
NIDC	Nepal Industrial Development Corporation
NJJR	Nepal Janakpur Jayanagar Railways
NLSS	Nepal Living Standard Survey
NMA	Nepal Mountaineering Association
NPC	Nepal Planning Commission
NPTC	National Tourism Promotion Committee
NRB	Nepal Rastra Bank
NRs	Nepalese Rupees
NTA	National Travel Agency
NTB	Nepal Tourism Board
NTC	Nepal Tourism Council
NTDP	Nepal Tourism Development Program
NTS	Nepal Tourism Statistics
OECD	Organization of Economic Cooperation and Development
UNESCO	United Nations Educational Scientific & Cultural Organization
PATA	Pacific Asia Travel Association
REBAN	Restaurant and Bar Association of Nepal
RNAC	Royal Nepal Airlines Corporation
SAARC	South Asian Association of Regional Co-operation
SITC	Standard International Trade Classification
Sq.Kms	Square Kilometers
STOL	Short Take Off and Landing

T.U.	Tribhuvan University
TAAN	Trekking Agents Association of Nepal
TIA	Tribhuvan International Airport
TURGAN	Tourist Guide Association of Nepal
UFTA	Universal Federation of Travel Association
UK	United Kingdom
UNDP	United Nation Development Program
UNO	United Nations Organization
USD	United States Dollar
VDC	Village Development Committee
VNY '98'	Visit Nepal Year '98'
WB	World Bank
WEFA	Wharton Econometric Forecasting Association
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council



# CHAPTER-ONE

## INTRODUCTION

### 1.1 General Introduction

The evolution of tourism industry dates back to ancient times. Traveling in the remote past was mandatory because the survival and the very existence of primitive man depended upon it. “The advent of civilization brought about a change in human perception and the focus of traveling shifted from one of necessity to a desire an adventure” (Ranjit, 1976,P.17). The first definition of Tourism was given by the Austrian economist Hermann Van Schullard in 1910. He defined tourism as “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 or region” (Satyal, Y.R. 1999, P.6). The inquisitiveness of human psychology is the basic foundation of tourism. During the early human history, men may have traveled under compulsion primarily to satisfy their biological needs such as food, shelter and security. “Historical records reveal that people used to travel for reasons other than compulsion. The motives for traveling have changed. People started to travel for trade, conquest, pilgrimage, curiosity, knowledge and pleasure”(Shrestha, 1999,P. 2). “The rapid growth and development of the means of transport and communication has made the whole world practically one neighborhood and made travel possible for million of people who less than a century ago, would have considered a few hundred miles a very long journey (Carter, 1987, P. 25)”.

In fact, the rapid growth of tourism industry started in the world after 2<sup>nd</sup> World War. In recent years, tourism is regarded as the world’s biggest and fastest growing industry in all over the world. The invention of modern means of transport, liberal policy of the government feelings and need of economic development through new and alternative sources of foreign exchange, the rapid growth of population, the increasing interest and desire of the people to know the different culture, tradition, life of the people and different places of the world etc; are the major factors to promote

tourism. Increasing accommodation facilities and discovery of jet travel may be the secondary factors to promote it. The scientific and technical advancement along with material prosperity accompanying high standard of living, higher level of education and effective media made travel attractive for the people of the world.

Tourism has been playing a pivotal role in the socio-economic sectors of the most of the developed as well as developing countries in the world. Therefore, most of the countries are attracted to this industry trying their best to strengthen economic life by promoting tourism in the country. "Tourism has been identified as an important source of foreign exchange earning, as an industry creating employment opportunities and generating economic growth of the country" (Shrestha, 1978,P.74). In this context, tourism has been regarded as the world's biggest industry with large turnover has become most fruitful industry in the world. Therefore, most of the nations of the world have made heavy investments in this area. In this context, "the international tourist arrival increased from 25282 thousands in 1950 to 616635 thousands in 1997 with an average annual growth of about 7 percent and the world tourism organization (WTO) forecasts the number of international arrivals is expected to reach 661 million by the year 2000 and 937 million in 2010" (Mc Intosh, et. al. 1995, P.5). With an increase in international tourist arrivals, there has been an increase in world tourism receipt also. The receipt from international tourism was US\$ 2100 million in 1950 but it was increased to US\$ 448265 million in 1997 with an increment of 12.1 percent annual growth rate.

At present, the governments of almost all countries are very much concerned with tourism, as they perceive tourism as a tool for economic development. "Politicians view tourism is as wealth factor in the economy of their jurisdictions. Their perspectives are related to the income their citizen can earn from this business. Politicians also consider the foreign exchange receipts collected from tourist expenditure either directly or indirectly" (Mc, Intosh, et.al.1995.P. 9). Development of tourism is perceived as having positive impact on the economy of any country such as foreign exchange earning, revenue to the government and generation of employment that boosts the economy with its multiplier and acceleration effect. "The destruction of the environment and of the tradition of local population have become sensitive issues specially in developing countries where tourists from industrialized

countries impose by their very presence, a way of life and a level of consumption which can often affect sensibilities”(Vellas and Becherel, 1995: XXIII).

The important point here is that one person’s enjoyment becomes the livelihood for others but tourism is not unmixed blessing as it is blamed for causing environmental pollution and many social evils such as prostitution, cultural shivering, level of consumption and way of life etc. So, mismanaged or unmanaged development of tourism brings more undesirable consequences rather than benefits in the host country. In this context, proper tourism policy and its effective implementations are highly desirable to develop the tourism industry. “While formulating tourism policy it must take a number of variables such as economic and financial situation, availability of tourism products, demographic and social condition, political, legal and security situation, protection of environment and number of other related factors to increase its positive impact avoiding its damaging effects in the country” (Shrestha, 1999,P. 3).

Despite enormous potentialities of tourism development, Nepal does not seem to have been serious for the development of this sector. It has been playing an increased attention for the development of tourism from the very beginning since it welcomed tourists after the advent of democracy in 1951. So, tourism has a belated start in Nepal as compared to other countries. In this context, it is realized that a lot of emphasis should be laid on economic aspect of tourism because of its contribution to the foreign exchange earning, employment generation and national income and a number of other positive variables as desired.

### **1.1 An Account of Nepalese Economy**

Tourism plays the vital role in the process of national development, which is a boon to a country like Nepal among other limited resources. It would be more relevant to mention a brief account of economic scenario of Nepal before the detailed study of tourism. Mainly, Nepal has agro- based economy where about 81 percent of economically active populations are engaged in agriculture in 2001. The contribution of agriculture and non agriculture to total GDP was 39.0 and 61.0 percent respectively for FY 2004/05 at constant factor cost. For FY 2005/06, such contributing shares are expected to be 38.8 and 61.2 percent respectively for agriculture and non-agriculture sectors. “This is a marginal increase in the share of contribution of non-agriculture sector. In FY2004/05, per capita GDP at current producer’s price was Rs 21,091

(USD 297). It is expected to grow by 6.9 percent and reach Rs 22,540(USD 311) in FY 2005/06. In USD terms, per capita income increased by 4.7 percent only. Lower growth rate of per capita income in USD terms is mainly due to the devaluation of the Nepalese currency. However, in constant price terms, per capita income which increased by 0.25 percent in 2005/06” (MoF 2005/06, P. 10). “The major contributor to GDP is agriculture sector which has shown a declining trend in its growth rate in the recent years. It grew by 3.9 percent in FY 2003/04 and slipped to 3.0 percent in 2004/05. It is expected to grow by only 1.7 percent in FY 2005/06. The overall low growth of agriculture GDP is due to the dampening effects of adverse weather on production (Economic survey, 2005/06, P. 6)”. According to the SITC classification, about 4,444.2 million rupees worth of food grains, livestock products, and tobacco and beverage products were believed to have been exported in fiscal year 2004/05 as compared to the export of 5,665.1 million rupees worth of such products during the corresponding period of fiscal year 2005/06. In the FY 2004/05 the share of food crops and cash crops in the production of principal agricultural crops was 65.5 and 34.5 percent respectively, while in FY 2005/06 the share of food crops and cash crops was estimated to revolve around 62.5 percent and 37.5 percent respectively. However, the contribution of agriculture in GDP of Nepal is higher than other sector. A large amount of resources had been invested under various plans for the development of agricultural sector but the productivity could not increase in desired level. Lack of modern technology, lack of irrigation and over dependency on monsoon, subsistence level of farming practices, lack of improved seeds, fertilizers and instruments, lack of commercialization of agriculture, unfavorable topography for farming are some of the major problems for the development of this sector.

Industry is the engine of economic development. Lack of industrialization in country is one of the main constraints for the development. “A policy of planned industrialization has been pursued by the government since 1960 with an objective of maximization of output, creation of employment opportunities, improvement in balance of payment position through increased exports and import substitution and self- reliance in essential consumer and construction goods” (EIU, 1995/96,PP. 91-92). But in practice industrial policy and planning could not get success at desired level. Although various type of efforts have been made to make industrial investment more attractive for the entrepreneurs. Nepal government has followed liberalization

policy since 1991/92 to attract foreign investment through implementation of liberal and open policy. So, in FY 2003/04, 78 industries, to be financed from foreign investment, were allowed to operate with the total project cost of 4,323.7 million rupees while 64 industries with the total project cost of 1801.1 million rupees are found to have been allowed to operate from the foreign investment in fiscal year 2004/05. During the first nine months period of fiscal year 2005/06, 81 industries having the fixed capital of 2173.9 million rupees and project cost of 2874.7 million rupees were given the permission to operate with the joint investment of private and foreign sector. A total of 1063 industries were given the permission to operate under the foreign investment during first nine months of FY 2005/06. The fixed capital of these industries amounted to 76,863 million rupees and the total project cost amounted to 92,809.7 million rupees. “A total of 28,567.4 million rupees is found to have been invested from foreign financing in these industries. Following the operation of these industries about 104.848 thousands Nepalese people would be additionally benefited from getting employment opportunities”, (Economic Survey, 2005/06, P.124). The manufacturing sector of the economy is very small in Nepal. Its share in GDP has decreased from 9.5 percent in 1994/95 to 9.4 percent in 1998/99. By this way, its support in GDP has again decreased from 8.1 percent in 2002/03 to 8 percent in 2004/05. (Statistical Year Book, 2005, P.403). Lack of capital and technology, lack of skilled manpower and raw materials are some of the major impediments in this sector. So, it is not so easy to promote it.

Hydro-electrical potentiality is also another resource of Nepal. This is the second richest country in the world possessing about 2.27 percent of the world water resources (CBS, 2005, III). At the end of FY 2004/05, a total of 556.800MW (which is only 0.67 percent compared to the total capacity) hydropower was generated from various projects of the country. Similarly production of thermal power and solar power has been 56.756 MW and 100 KW respectively. Altogether, total electricity production reached 613.557 MW. As of 2006, all 75 districts of Nepal have access to electricity. The total number of electricity consumers at the end of the FY 2004/05 was 1.16 million. “The total supply of electricity of FY 2004/05 was 2642.75-Gega Watt Hours (GWH) including production of hydropower 2387.7 GWH, thermal power 13.67 GWH and 241.39 GWH imported from India. Out of which, 1853.7 GWH was consumed internally and 110.7 GWH was exported to India. Whereas in

FY 2005/06, total supply of electricity is expected to reach 2784.8 GWH including production of hydropower 2464.8 GWH, thermal power 20.0 GWH and 300.0 GWH imported from India. Out of consumption is estimated to be 2005.48 GWH and export to India to be 140.0 GWH respectively.”(Economic Survey, 2005/06, PP.149-153). It needs a large volume of capital, which is one of the drawbacks, to develop this sector. It has to depend largely upon international financial institutions and donor countries. Thus, it seems very difficult to invest in this sector immediately.

Forest is other major natural resource of the country. It provides more than 50 percent of fodder to the livestock. Several industries in the country are based on forest products for their raw materials (CBS, 2005). Total revenue from the forest has been increased from Rs 43211 thousands in 2001/02 to Rs 49282 thousands till 2004 (CBS, 2005, P.223). “Nepali forest area has reduced from 6.3 million hectares in 1965 to 5 million hectares in 1990 because of extensive use of firewood as fuel, clearance carried by settlers and over exploitation for commercial purposes” (EIU, 1995/96,P. 95). At present, approximately less than 40 percent of total land of the country is estimated to be forest area. Expansions of population and developmental activities have increased dependency on traditional sources of energy. The country has not been able to use alternative sources of energy having various challenges. So, it is realized that there will be ecological imbalances due to increasing trend of forest depletion owing to increasing pressure on natural resources. In FY 2004/05, traditional, commercial and renewable energy occupied 87.7 percent, 11.75 percent and 0.53 percent respectively of the total energy consumption. It reveals that it is not easy task to increase forestland and volume of wood for fuel immediately. Mining and quarrying accounted for less than 0.5 percent GDP at factor cost in 2004/05 which is known as nominal resource for the country.

Remittances and transfer income may be another important source for the economy. “The proportions of households receiving remittances have increased 23 percent in 1995/96 to 37 percent in 2003/04. Average amount of remittances transfer earning per recipient household has nearly been doubled in nominal terms (from Rs 13633 to Rs 24432) in the same period”.(CBS, 2006, P. 2). It is also not easy to increase more remittances in short time.

Nepal’s trade deficit has been increasing for years. Nepal has been importing large volume of petroleum products, fertilizers, construction materials, vehicles and most of

the daily uses goods and has been exporting only few items like carpets, garments, handicrafts and raw materials. During the first eight months of 2005 import remained very high in comparison to export. The trade deficit during the review period was increased by 37.1 percent amounting to Rs 74.17 billion. “Trade deficit had increased by 7.4 percent to Rs 54.11 billion during the same period of FY 2004/05. During the review period of FY 2005/06 trade deficit with India increased by 46.1 percent to Rs 42.26 billion, whereas trade deficit with other countries increased by 26.7 percent to Rs 31.91 billion”(Economic survey, 2005/06,P.84).

Sources of foreign exchange earning are foreign aid, merchandize exports and tourists’ expenditures. The amount of foreign exchange earning from tourism is found to have declined by 42.34 percent in FY 2004/05 as compared to preceding FY 2003/04 and remained at 10464 million rupees. In Nepalese economy, tourism plays a vital role to earn more foreign exchange but in recent years, its share is declined. In this context, it is inevitable to develop tourism industry efficiently for the development of nation.

## **1.2 Significance of Tourism in Nepalese Scenario**

Nepal is one of the land-locked countries in the world. It lies on the southern flank of the Himalayas with so many highest peaks in the world including Mt. Everest (Sagarmatha). It lies between 80° 4’ and 88° 12’ east longitude and 26° 22’ and 30° 27’ north latitude. “Its shape seems like a brick or a rough rectangular with the length of 885 km. East- West and its breadth varies from 145 to 243 km north south, the mean width of which approximately 193 kilometers. Nepal is situated between two big countries whereas China lies in the north and India lies in the south, east and west of Nepal. The total area of the country is 147181sq km”. (CBS, 2002, P. 1).

Topographically Nepal is divided into three regions, running east to west, the high Himalayan region consisting of eight of the highest fourteen peaks in the world which exceed 8000 meters, the Mountain region with long terraced slopes leading to fertile valleys and low land Terai region. On the basis of rivers, it can be divided into three regions as Koshi, Gandaki and Karnali regions. Eight of the world’s ten highest peaks of Himalayans of northern park, waterfalls lakes of clean water, swift flowing rivers, fertile plain of Terai, ancient temples, palaces and so many attractive places assist Nepal to introduce in the map of the world. The mountains region comprises about

one third (35percent) of the land area of the country. The hilly region lays the altitude of 610 meters to 4877 meters above the sea level, which comprises a number of valleys and river basins. This region has covered 42 percent of the total land area whereas Terai occupies 23 percent only. The sharp and incredible contrast and diversion in topographical distribution and variety of climatic conditions have made Nepal an enchanting destination.

The country is divided, administratively, into five development regions, 14 zones, 75 districts, 3915 VDCs and 58 municipalities. Population of Nepal increased from 15 million in 1981 to 18.5 million in 1991 and reached to 23.1 million in 2001 fixing annual growth rate of 2.25 percent in 1991-2001 decade. “The country has great variety of topography, which is reflected in the diversity of weather and climate. The country experiences tropical, meso-thermal, micro-thermal, taiga and tundra types of climate (CBS, 2002, P. 35)

“Nepal is a country inhabited by multi lingual people. There are 70 spoken languages and 40 ethnic groups” (Image Nepal, 1998, P. 9) in Nepal. “Population census 2001 shows that total population speaking Nepali, as mother tongue is 48.98 percent of the total. By this way, Maithili, Bhojpuri, Tharu, Tamang and Newar as mother tongue are about 12.4, 7.6, 5.9, 5.2 and 3.7 percent respectively” (CBS, 2002, P. 6). In terms of religion, Hinduism is predominant followed by Buddhism and Islam. Nepal was only one Hindu nation in the world up to 2006 but it followed impartiality of religion for the nation. Festivals are a prominent aspect of Nepalese life in which all participate enthusiastically. So, it is known as the country of non-stop festivals. About every week, people celebrate a festival on local basis or national level in different parts of the country. “There are religious customs; life styles, festivals, food, habits, clothing and languages of different people differ as per geographical and ethnic variations. It may be interesting to note that Nepalese culture is the persisting harmony in the midst of these differences “(Shrestha, 1998, P. 2).

In terms of development, Nepal is one of the least developed countries of the world. In FY 2004/05, per capita GDP at current producer’s prices was 21091 (USD 297). It is expected to grow by 6.9 percent and reach 22540 (USD 311) in FY 2005/06. In USD terms, per capita income increased by 4.7 percent only. Lower growth rate of per capita income in an USD term is mainly due to the devaluation of the Nepalese currency. “However in constant price terms per capita income, which



increased by 0.46 percent in F/Y 2004/05, is expected to decrease by 0.25 percent in 2005/06. This negative growth rate of real per capita income in the current year is mainly due to the population growth rate exceeding the GDP growth rate” (Economic Survey, 2005/06, P.10). The major economic activity is agriculture and the rest includes manufacturing, trade, commerce and services. The main source of foreign currency earnings are merchandise export, services, tourism and remittances from the abroad.

Being a developing nation, so many natural resources are unutilized and the level of production is low as required for the country. Foreign exchange is also inadequate as the requirement of the nation. Foreign aid, merchandise export, remittances and tourists’ expenditures are the major sources of foreign exchanges. “Though during the first eight months of F/Y 2005/06 both imports and exports increased, the volume of import remained very high in comparison to export, the trade deficit during the review period increased by 37.1 percent amounting to 74.17 billion. Trade deficit had increased by 7.4 percent totaling 54.11 billion during the same period of F/Y 2004/05. (Economic Survey, 2005/06, P. 84). In this context, the amount of foreign exchange earnings from tourism sector is found to have declined by 42.34 percent in F/Y 2004/05 as compared to preceding F/Y of 2003/04 and at 10464 million rupees. During the first 7 months period of F/Y 2005/06, about Rs 5641 million worth of foreign exchange earning is believed to have been earned which is lesser than the foreign exchange earned during the same period of last year. The ratio of foreign exchange earning of the first 7 months period of F/Y 2005/06 to the foreign exchange earning received from the total commodity exports is 14.9 percent. Likewise, its ratio to foreign exchange earned from the total commodity exports and services is 10.4 percent and ratio to the total foreign exchange earnings is found to be 8 percent. As compared to the same period of F/Y 2004/05, some decline is found to have come in first two ratios whereas the last ratio is found to have been increased.” (Economic Survey, 2005/06, P.136). As percent of total value of merchandise exports tourism comprises 47.1 percent whereas 24.2 and 17.5 percent in 1999/00 and 2004/05 respectively. Total foreign exchange earnings from tourism were 3587.6 million in 1990/91 and NRs.12073.9 million and NRs.10464.0 million in 1999/00 and 2004/05 respectively. As percentage of GDP, it comprises 3.2 percent in 1990/91 whereas 3.2

and 2.0 percent in 1999/00 and 2004/05 respectively. (Economic Survey, 2005/06, Table 8.20).

Tourism is an activity generating a number of economic and social benefits. It not only augments foreign exchange earnings, the scarce resources of the country but also creates employment opportunities, direct and indirect and induced employment, through backward and forward linkages with other sectors of the economy such as agriculture, industry and other service sector etc. It provides a vast spectrum of employment ranging from highly skilled persons to unskilled workers. It also opens up new horizons for employed and partially employed people from different walks of life. Linkages of tourism sector with other sectors of economy can also be viewed in terms of multiplier effects of tourist expenditure. “The money spent by foreign tourists in the country tends to percolate through many levels stimulating domestic flow of income through several streams. It generates additional income at each round of spending resulting in a multiplier effect on different sectors of the economy.” (NRB, 1989, P.20). Tourism industry can generate employment opportunities directly or indirectly to the people of the country, who are unemployed disguised unemployed and under employed, having its labor-intensive nature. Nepal is poor economically, but it is rich in natural and cultural wealth. In this context, promoting tourism business, the country can get more economic strength for its over all development in future, which can provide appropriate and dependable avenue if appropriate steps are taken for it.

### **1.3 Statement of the Problem**

Tourism is an important source of foreign exchange earnings, which contribute to generate employment and government revenue. It supports to the use of local product and the utilization of hotels and restaurants. It further supports to demand of goods and services, which promotes supply of production and give chances to improve the local industries. In Nepal, government revenue from tourism is created directly through airport departure and hotel taxes, licenses and fees levied upon those establishments which are directly, involved in the provision of tourism related goods and services. But the revenue generated from tourism and tourism related agencies are unknown. There are no statistics on tourism revenue and employment, which directly affects on national planning and policy with regard to tourism in the context of Nepal.

Natural beauty, cultural values and archeological monuments are the main attractions to tourists in Nepal. With possession of such numerous attractions, the potentiality of tourism is very high in Nepal. However, the potentiality so far does not seem to have been exploited properly. “Although Nepal has tourism potential is vast but factors such as air access, poor infrastructure and lack of appropriate marketing strategy have resulted in limited growth” (Bhatia, 1997,P. 4). “A tourist arrival in Nepal is growing steadily. However, her place in world tourism is low. Even in comparison to the South Asian countries, which itself happened to be none too encouraging, Nepal has only a low position”(Anand and Bajracharya, 1985, P.3). “Nepal has been receiving fewer tourists in comparison to other countries of this region”. (Bhatia, 1997, P.4). “Because, we are undertaking very limited marketing activities while other countries with more resources are spending huge amount of money on aggressive marketing of their destinations” (Pokhrel, 1995, P.24).

Extension of tourism marketing demands more labor and capital and creates more employment opportunities. Nepal has not been able to make adequate efforts to promote tourism. Further, “lack of proper strategy for implementation of research based promotional program and effective publicity in potential segments of the world market, it is also a major factor which is not being able to attain the expected level” (Pradhan, 1978, P.42). With the view of employment potentialities developing countries are now facing secular unemployment or underemployment problems. “Perhaps, the most tangible benefits, apparent from tourism in developing countries like Nepal which is experiencing high unemployment in its employment potential. For instance, a 100 to 150 roomed hotel virtually needs a staff of at least 200 to 300 but many other manufacturing and industrial enterprises or commercial operations costs’ equivalent amount many have a lesser employment potential” (Pradhan, 1978,P.15).

Tourism is one of the parts of the world’s industries such as transportation, accommodation, communication, food industry, advertisement, entertainment, health, media, tourism educational organizations etc. It links other industries by demanding and supplying goods and services. Thus, both forward and backward linkages generate employment and income in other industries. The total numbers of trained manpower production by Nepal Academy of Tourism and Hotel Management (NATHM) from 1972/73 to December 2005 were 21541 persons. Among them 3113 (14.5 percent) were female and 18428 (85.5 percent) were male. According to the

courses, they studied academic courses in affiliation with T.U in Bachelor level are 36.2 percent in hotel sector 17.9 percent in travel & tour sector 16.0 percent, trekking sector 1.0 percent, other courses/workshop etc. 10.9 percent and mobile out reach training 23.5 percent were female out of the total number (computed from Nepal Tourism Statistics 2005). All the employees, whether they are skilled or unskilled can get employment opportunities in the tourism industry. The total number of people directly or indirectly employed in tourism sector has not exactly been estimated so far, it could be said that a substantial number of people are engaged in this sector. But only 14.5 percent female, out of total 21541 trainees have formal education and training in tourism. In this context, it is difficult to find the exact number of female employed in tourism. In this perspective, a series of questions may be raised such as what are the major problems of tourism industry with regard to promote female employment in this sector? Is there any prospect of female employment in tourism? What are the real problems of female employees in this sector? What sort of strategies should be adopted in order to promote female employment in tourism in a sustainable manner? How could tourism industry be developed and established as one of the prosperous industries and one of the important sectors for employment generation in Nepalese economy? Unless and until the basic problems of female employees are identified and analyzed, the efforts to promote female employment in tourism would be ineffective. Hence, the extensive study is desired in order to identify the problems of female employees who are involved in tourism and explore their potentialities establishing tourism as one of the most promising and prosperous sectors of Nepalese economy.

#### **1.4 Justification of the Study**

“The CBS has completed the second Nepal Living Standard Survey (NLSS) in 2003/04, which revealed 30.85 percent of total population, is under the threshold of poverty. It was estimated 9.55 percent in the urban and 34.62 percent population in rural area live below poverty line” (Economic Survey, 2005/06, P.93). It is believed that tourism is one of the major sectors, which supports poverty alleviation increasing income and employment. Regarding foreign exchange earnings, tourism comprises 2 percent of GDP and 17.5 percent of total value of merchandise exports in 2004/05.

In this regard, this study attempts to find out the ways and procedures to promote tourist arrivals, income of foreign exchange and employment opportunities in tourism. Tourism generates income and employment directly by earning hard currency and by providing jobs in this sector. Besides, it links the other industries by demanding and supplying goods and services. Such links of tourism with other sectors are popularly known as backward and forward linkages. Both of these linkages generate employment and income in other industries. Thus, this study centralized for the study on the contribution of foreign exchange to GDP and employment situation of tourism.

Tourism plays the vital role to develop the national economy. So, its proper development is indispensable. In the context of tourism development, public and private sectors have made various efforts. Visit Nepal Year- 98 is also an important program to promote tourism. Nepal Rastra Bank (1989) carried out an econometric study focusing income and employment generation from tourism in Nepal, which found among the total number of employment only 10.8 percent female employees were engaged in this sector. Like this, many studies have been carried out by so many agencies, such as 'The Tourism Master Plan (1972), Second Infrastructure Development Project (1995), and 'Tourism Sector Development Project (1997), were the main studies in this sector. By this way, Burger (1978), Khadka (1993), Tuladhar (1993) Pradhananga (1993) Shrestha (1998) Paudyal (1999), Shrestha (1999), Sharma (2001), Upadhyay (2003) Nepal Rastra Bank (1989) and other scholars and agencies have attempted to study in various aspects of tourism but there has not been any specific study about the problems and prospects of tourism to generate female employment in this sector, at all. Unless and until the basic problems with regard to female employment generation are identified and analyzed, the efforts to develop tourism industry would be ineffective. In this, context, a series of questions may be raised like, what is the female employment status in tourism sector? What are the major problems of tourism to generate female employment and how can these be solved? What type of strategies should be adopted in order to increase female employment in tourism and to develop this sector in sustainable manner? How tourism could be developed and established as one of the prosperous industries in Nepal increasing number of female employment in this sector? In view of this very need, the present study had been proposed.

## **1.6 Objectives of the Study**

The basic objective of this study is to inquire about the problems and prospects of female employment in tourism sector. In addition, other specific objectives are as follows:

- (a) To explore the existing situation of tourism in Nepal.
- (b) To examine the contribution of tourism in Nepalese economy
- (c) To assess the contribution of tourism sector in female employment generation
- (d) To analyze the status, problems and prospects of female employees in tourism sector.
- (e) To recommend measures and strategies to the tourism industry as an important sector for employment generation with particular reference to female.

## **1.7 Limitations of the Study**

This study has been carried out with some limitations as given below.

- (a) Required data and information for the study were not available. Some secondary data and information either seemed to be incomplete and susceptible or unreliable.
- (b) Literature, particularly, about the studies using information in the area of female employment in tourism was also its major limitation.
- (c) The data on foreign exchange earnings obtained from different sources, such as, Economic Survey, Nepal Rastra Bank and Department of Tourism. But all of them were differed from one to another. Hence, such types of different data have been used accordingly.
- (d) Exact total government revenue from tourism was not available from one source. So, the contribution of tourism to government revenue has been compiled from different sources. Airport tax, hotel tax, and amount of visa fees earned by ministry of foreign affairs and department of immigration were the main source to estimate and compile the total government revenue for the

study. Due to the reclassification of the headings of revenue, amount of revenue of some tax headings don't match with the previous data.

(e) Only Kathmandu based tourism sectors were taken into consideration for the study. It is considered to generalize its result for country as a whole.

(f) The data and information obtained by various tourism agencies and organizations with regard to female employment have not separately been dealt with in this study. Hence, all of them have been analyzed collectively.

## **1.8 Organization of the Study**

The study has been divided into nine Chapters. First Chapter introduces the subject of the study with an account of Nepalese economy, significance of tourism, statement of the problem, justification for the study followed by the objectives of the study. It also includes the limitations as well as layout of the study. Second Chapter incorporates the review of literature on tourism, which includes a brief fundamental scenario of theoretical aspects on tourism and review of studies made mainly related to Nepal. Third Chapter incorporates the methodology of this research. The Fourth Chapter gives the detailed account of tourism development in Nepal. Fifth Chapter deals with contribution of tourism in national economy as well as other influenced area of the country. Sixth Chapter deals with the potentialities of tourism that are infrastructures of Nepal. Seventh Chapter gives the exact account of existing planning and policies of the country.

Eighth Chapter deals with an account of the employment generations from tourism at national level. In Chapter Nine, discussion is concentrated on female employment in tourism. It presents empirical data on the views and perception of tourists, employers and female employees regarding the various issues related to tourism and female employment in this sector. At last, in Chapter Ten, summary, conclusion and recommendations of the study are presented.

# CHAPTER-TWO

## LITERATURE REVIEW

### 2.1 Concept of Tourism

In this chapter, an attempt has been made to provide conceptual view on gender issue in workplace, theoretical foundation of tourism and literature review on tourism in Nepal with reference to female employment.

#### (a) Theoretical Concept of Tourism

First of all, an Austrian economist Hermann Van Scheullard defined tourism in 1910. His definition is not universally acceptable because that did not cover all of its aspects. Similarly, in 1942, two Swiss Professors Walter Hunziker and Kurt Krapf defined tourism as: "Tourism is the sum of phenomena and relationship arising from the travel and stay of non resident, in so far as they do not lead to permanent resident and are not connected with any earning activity".

So far as the tourism is concerned, Association of International Scientific Experts in Tourism (AIEST) defined tourism in 1981 as: "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home".

In this regard, World Tourism Organization suggested official and technical definition to UN in 1993 for the statistical purpose as below:

"Tourism is an activity of a person traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or any other purpose".

"Tourism is the temporary movement of people to destinations outside their normal places of work and residences, the activities undertaken during their stay in the destinations and the facilities created to their needs. The study of tourism is the study of the people away from their usual habitat of the establishments whose responds to the requirements of the travelers and of the impacts that they have on the



economic, physical and social well beings of their hosts. It involves the motivations and experiences of the tourists, the expectation and adjustments made by residents of reception areas and roles played by the numerous agencies and institutions which intercede between them” (Matheson and Wall, 1982, P.1)

According to Collier (1989, P.3) the definition of tourism identifies the following characteristics;

- ❖ Tourism involves- a complex set of interrelationship between people places and products
- ❖ These interrelationships involve through the transportation of people to various destinations outside of their normal places of residence and their stay at those destinations.
- ❖ The duration of the visit must generally be of a short term nature
- ❖ Tourism is essentially a pleasure activity in that it does not involve earning related travel even if the associated income is not earn in the destination, region or country.

In 1954, UN convention was held for the purpose of custom facilities which are ratified by more than 70 states which defines tourist as:

“Any person coming to a country for a legitimate reason other than immigration and who stays at least 24 hours and at the most six months during the same year”.

Travelers may be classified into three categories as (a) Visitors (b) Tourists and (c) Excursionists

Y. R. Satyal defines visitors as: “Any person visiting a country other than that in which he has usual place of residence for any reason other than following an occupation remunerated from the country visited”.

Similarly he defines tourist as: “A visitor making at least a single overnight stay (or a stay of at least 24 hours) in the country visited and the purpose of whose journey can be classified under one of the following headings.

- (i) leisure (creation, holiday, health, study, religion and sport)
- (ii) business, family, mission, meeting

Again he defines excursionist as: “A temporary visitor not making an overnight stay (or staying less than 24 hours) in the country visited”. “An equivalent term for

Excursionist is ‘day visitor’ and the category may thus include visitors from cruise ships”(Satyal, YR 1999, P.10).

According to above mentioned definitions to make clearer about tourist, the following points may be useful as:

- A tourist is a person who travels and stays in various destinations as a ‘non resident’ of the region or country.
- One travels to destination and stays at least 24 hours, and at the most six months during the same year.
- One’s activity should be of ‘economic’ nature but not be involved in earning and employment activities.
- One’s traveling may be inside or outside own country because nationality does not matter’s for the tourists.
- A tourist must be impersonal guest who visited for legitimate purpose other than taking up permanent residence or employment.

#### **(b) Gender Issue in Workplace**

Today’s workforce in any organization including ‘Tourism Sector’ has become multicultural. Usually, Multiculturalism refers to cultural factors such as ethnicity, race, gender and sexual orientation etc. One important dimension of multiculturalism in organization is gender diversity. The Hudson Institute’s Report (1987) entitled “Workforce 2000” points out that the workforce is rapidly moving from being male dominated to one of equality in numbers between men and women. While there are many women in the work force than ever before, they are largely in junior positions. Workforce studies further states that “Getting hired is merely an initial step for women, getting promoted within a company often proves a more imposing challenge. In addition, many women face sexual harassment in workplace, which creates an intimidating hostile as offensive working environment. Sexual harassment is not a problem limited to a particular country. Rather, the studies show that it exists all over the world.

Felice Schwartz (1992) in article “Women as a Business Imperative” states that for male dominating society women may be stereotyped as human resource managers or public relation executives rather than manufacturing presidents. Managers in the

organization assume that women will drop out of the workforce to have a family, negating the investments that an organization has made in them. Schwartz suggests that for women, companies should (i) Identify career of women (ii) Offer them the same kind of responsibilities as men (iii) accept them as full members of the team and listen to them (iv) acknowledge that they will necessarily undergo more stress than their male colleagues.

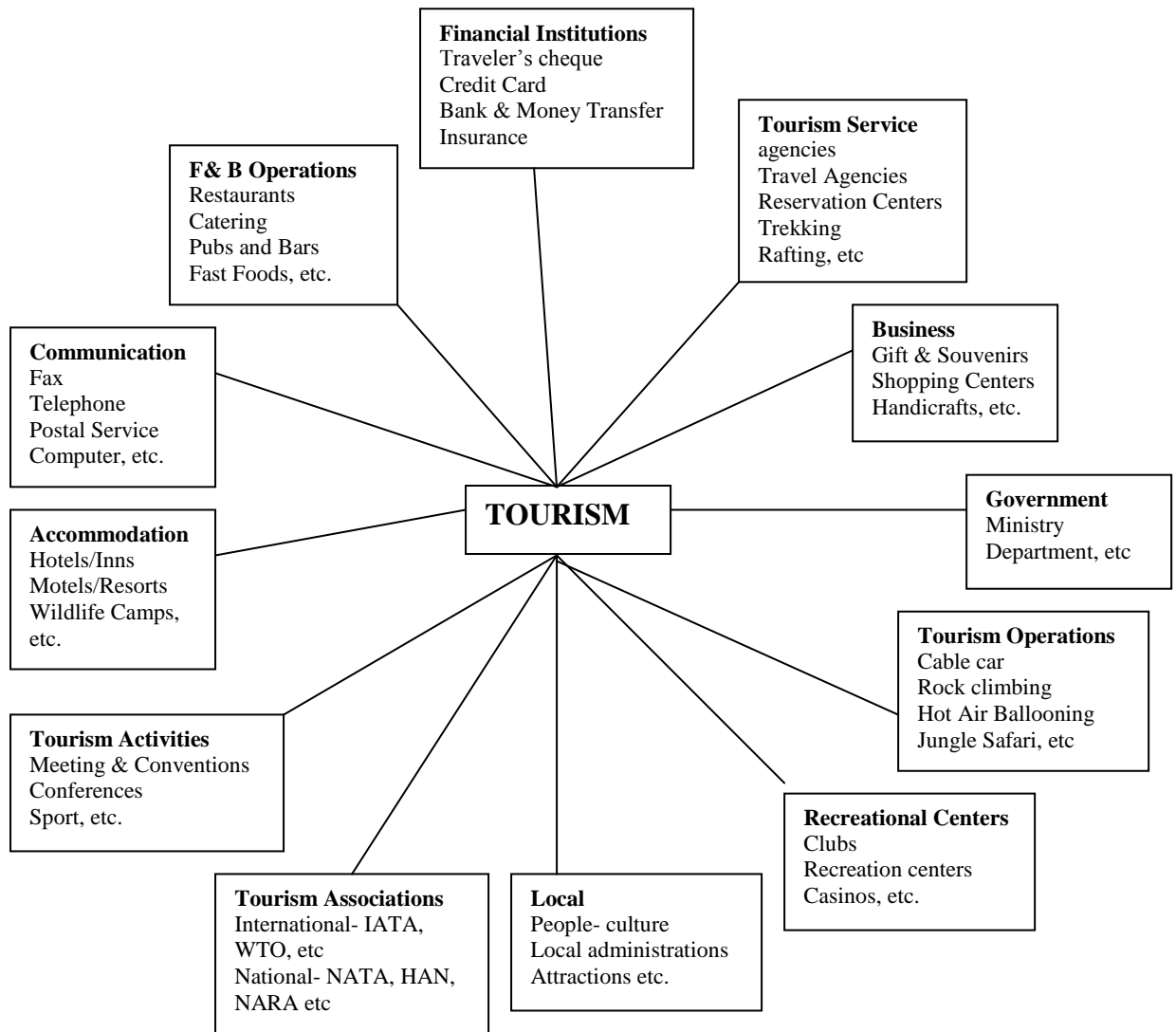
## **2.2 Major Components of Tourism**

Tourism does not exist in isolation. It is known as the compound mixture of different various elements. In this regard, attraction, accessibility, accommodation and amenities are major four components of tourism. The attractions of the destination may be natural or man made. Snowy mountains, lakes, rivers, falls and landscape are natural attractions whereas museums historical places city and other wood carvings are known as manmade attractions. Every tourists need accommodation and food at their destination which is essential component of tourism. Accessibility means ability o reach the destination with comfort which is known as the mode of transport may be motor car, a coach, an aeroplane, ship or a train which enables a traveler to reach own predetermined destination. Amenities are the combined factors which provide comfort to the tourists. Amenities comprise superstructures and infrastructures as like a accommodation catering medical entertainment, safe water supply, transport and communication facilities banking facilities and so on.

Tourism is known as multifaceted human activity which is the largest and fastest growing smokeless industry in the world. It is of considerable economic, social, cultural, educational and political significance which provides a valuable source of foreign exchange earnings and income for many countries and has a positive effect on balance of payments. The relation and overview of the travel and tourism industry is presented in following chart as:

**Chart No 2.1**

**Overview of the Travel and Tourism Industry**



Source: Ghimire, A (2004) *travel and tourism an introduction* p: 66

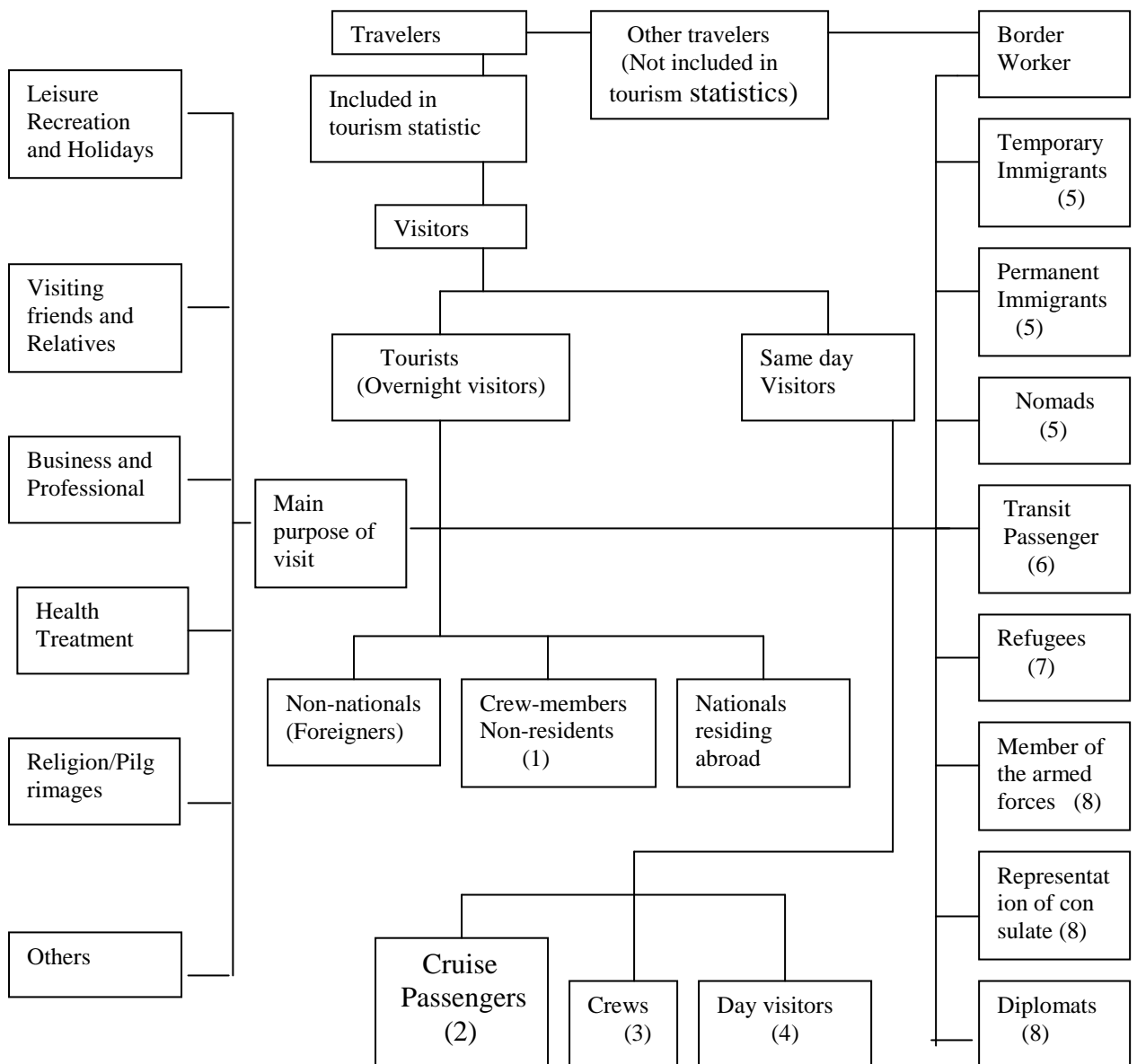
Tourism is not isolated and individual industry but it is inter related and inter dependent with so many industrial products and services. Tourism industry does not come to end because of many natural and man made attractions as the basic foundation. Tourism industry depend upon so many determining factors as natural beauty of the destination, peace and security, political stability, man made environment, industrial development, purchasing capacity, geographical situation, weather and season, government policy, accommodation, accessibility of visa and transport facility, religious historical and recreational places, special events,

hospitality, culture and friendliness of the people, organization and service of travel/tour agencies, marketing and promotional program and so on. However tourism is inter-related, inter dependent, labor intensive and service oriented smokeless industry which cannot extend and grow individually.

### 2.3 Types of Tourists and Tourism

Tourist may be classified in different headings because there is no specific or hard and fast rule.

**Chart No 2.2**  
**Classification of International Visitors**



Source: WTO, Recommendations on Tourism Statistics

They may be classified as under;

- according to their country of residence (nationality)
- according to their age (young, adult and old)
- according to their profession (teacher, student, lawyer etc)
- according to their economy (deluxe, standard and budget)
- according to their tour type ( individual or group)
- according to entry to destination (by air or land)
- according to purpose to visit ( pleasure, study etc)
- according to language, culture, interest, education etc
- according to destination (domestic tourist and inter-national tourists etc)

- 1) Foreign air or ship crews docked or in lay over and who use the accommodation establishments of the country visited.
- 2) Persons who arrive in a country aboard cruise ships (as defined by the International Maritime Organization 1965) and who spend the night aboard ship even when disembarking for one or more day visit.
- 3) Crews who are not resident of the country visited and who stay in the country for the day.
- 4) Visitors who arrive and leave the same day for: leisure, recreation and holidays; visiting friends and relatives; business and professional; health treatment; religion/pilgrimages and other tourism purpose; including transit day visitors en route to or from their destination countries.
- 5) As defined by the United Nations in the Recommendations on Statistic of International Migration 1980.
- 6) Who do not leave the transit area of the airport or port, including transfer between airports and ports?
- 7) As defined by the United Nations High Commissioner for Refugees, 1967.
- 8) When they travel from their country of origin to the duty station and vice versa (including household servants and dependants accompanying or joining them).

Similarly, tourism may be also classified in different headings by their nature, size, and objective and so on. Some of major types of tourism can be classified as below:

- Individual tourism: - only one individual or a single family who travels as tourist.
- Group tourism: - group of tourists traveling with common interest.
- Mass tourist: - participation in traveling with a large number of people.
- Urban tourism: - urban tourism is concerned with capital cities, historical towns and so many types of city area only where modernized hotels and restaurants are developed to cater to the needs of the luxurious tourists.
- Rural or village tourism: - if all the activities of tourists concerned with villages or rural areas for peace and rest.
- Domestic tourism:- domestic tourism is known as the traveling within the country with out visa and other formalities
- International tourism: - international visitors or foreign nationals who visit other country or region rather than their own residence.
- Eco tourism: - this is a new concept in tourism. People of host country and the guest are aware of environment. In this regard, protection and preservation of environment of natural as well as man made things while traveling have attracted the attention of all concerned with tourism.
- Ethnic tourism: - it is more concerned with indigenous community. Tourists visit the native people, their homes and villages with the interest to know and understand their customs and traditions etc.
- Endemic tourism: - tourist participation in traveling with special interest in tourism.
- Recreation tourism: - most of the tourism is concerned with pleasure and recreation but it is more concentrated with big cities with luxurious goods and all type of facilities.
- Historical tourism: - tourists are more concerned with museum, old historical and archeological places for the purpose of knowing the glories of the past.

- Adventure tourism:- mostly young and energetic tourists who participate in different activities like trekking, rafting, mountain climbing, bungee jumping, paragliding, hot air ballooning, cannoning, wave running, hunting, rock climbing etc. are known as adventure in tourism.
- Health tourism: - this traveling is more concerned with new places and fresh air as the best remedy.
- Cultural tourism: - it is more concerned with culturally rich areas which tour may be organized to provide knowledge of the culture of the region. Culture is known as a set of beliefs, attitudes, values, habits and forms of behaviors shared by a society which are practiced from generation to generation.

Similarly, we can categorize tourism in different headings besides the above mentioned as controlled, semi controlled and uncontrolled tourism, convention or conference tourism, sustainable tourism, receptive (in bound) and passive (out bound) tourism, highway tourism, farm tourism, social tourism, popular tourism etc.

#### **2.4 Tourism as an Industry**

In the earlier days, limited attention had been paid to economic implication of tourism. The economic inter relationship of tourism and its consequences have been the subject of considerable discussion with the development of mass tourism. “In 1936, the economic committee of League of Nations discussed about the economic benefits of the main benefit from international tourism, which is considered as its ability to generate foreign exchange and its role as an accelerator of development. Significance of tourism could be judged by calculation the contribution made by tourist receipts to national income and employment generation in the country”. (Shrestha, 1999, P. 86).

“The main economic significance of tourism lies in the fact that money usually earned by person at his normal residence is spent in the place visited by him. This feature is shared by both international and domestic tourism”. (Tiwari, 1994, P.85)

The economic significance of tourism activity to a developing country may well be measured in terms of its ability to generate an inflow of foreign exchange or provide a means for creating greater price flexibility in its export industries. “In a developed or industrialized economy, on the other hand, the researcher may be



looking for its ability to assist diversification and combat regional imbalances”. (Chris, Cooper, 1994, P.109)

International tourism is an invisible export in that it creates a flow of foreign currency into the economy of a destination country thereby contributing directly to the current account of the balance of payments. Like other export industries, this inflow of revenue creates business turnover, household income of employment and government revenue. The generation process does not stop at this point. However, some portion of money received by the business establishments, individuals and Govt. agencies is re-spent within the destination economy thereby creating further rounds of economic activity. Domestic tourism has somewhat similar economic effects upon the host regions of a country. Whereas, however, international tourism brings a flow of foreign currency into a country, domestic tourism redistributes domestic currency spatially within the boundaries of a country. From the point of view of a tourism region within a country; however, domestic tourism is a form of invisible export. “Moreover, tourism seems to be more effective than other industries in generating employment and income in the less developed often outlying regions of a country where alternative opportunities for development are more limited. Indeed, it is in these areas that tourism can make its most significant impact”. (Mohammed, 1998, PP.54-55)

“Tourism is the factor that could be instrumental in the development of the developing countries. There are some special traits of tourism, its inherent autonomy and interdependence of the economy, the speed with which its effects are spread throughout the country and the low capital production rates required for intensive development etc. are the main reasons which make it as valuable element in development of a nation”. (Negi, 1998, P.435).

In the context of estimating the contribution of tourism to certain developing countries Robert Erbes (1973,PP.29-30) finds it impossible to determine whether the factors of production receive a relatively higher income when employed in tourism, without knowing the estimated parameters of production function of both tourism and of alternative sectors. By this way OECD (Organization for Economic Cooperation and Development) has concluded that tourism provides a major opportunity for growth for countries that find themselves at the intermediate stage of economic growth and increasingly require more foreign exchange earning. They also caution

that there are few developing countries, which could or perhaps even should rely on principally of tourism for their economic salvation.

Jain (2001,P.128) has analyzed clearly about the employment generation effects by in own doctoral thesis. According to her the total impact of tourism on employment generation in the economy is related to the income created in the first and subsequent round of spending of tourist rupee on consumer goods industries, the realistic method of apportioning employment by the tourism sector would be on the basis of ratio of aggregate stage income to income generated from tourism. Since the total impact of tourism on employment is largely shaped by the income and employment generated at various stages subsequent to the initial spending stage and in various sectors of the economy i.e., agriculture and industry, the apportionment principle based on the overall income employment ratio for the state seems reasonable.

She further adds that the expenditure incurred by the tourists have their ramification on different sectors of the economy in varying degrees. It also has wide dispersal effect as against other economic pursuit owing to the complex and multi faced structure of tourism industry. The tourist expenditure is distributed in the form of salaries and wages to persons employed and as the profit to management engaged in tourists' agencies, hotels, cafes, transport companies. Moreover, persons engaged in recreation activities, handicrafts also get a due share of tourist expenditure. Apart from these direct beneficiaries tourist expenditure affords an expansion in demand for the products required by tourist servicing sectors. Thus, through a backward linkage the suppliers of food, raw materials etc. also stand benefited. The consumption expenditure in turn creates further income in the producing sectors, which again is spent on consumption of domestically produced goods and services. As a result of successive chain of income and expenditure, the ultimate increase in income exceeds the initial outlay. The first round of tourism expenditure or the income earned by the tourist servicing sectors is thus multiplied through the subsequent rounds of expenditure and thereby raising it to higher level. This growth coefficient of step- by- step magnification of the impact of tourist's expenditure, which gets subsequently multiplied and spread over other sectors, is called tourism multiplier.

Thus, tourism multiplier is an attempt to go behind the tourist receipts and find out the expenditure profile of the tourist, nature of his preferences, volume of the their

transactions, directions in which their spread takes place and the share which goes to various segments of economic activity. The expenditure by the tourist can have beneficial effects on all economic sectors and lead to considerable diversification of industries and other economic activities. Since money circulates through the economy stimulates it as it changes hand and is spent and re-spent a number of times tourism multiplier thus indicates the cumulative force of each currency unit entering the economy.

Tourism is a service industry and can be relatively employment intensive for the developing state like ours. The tourism industry not only generates employment once in operation, jobs are also created during the construction of the tourist facilities. When, considering individual cases one must not overlook the extent to which tourism can also create secondary employment in other industries. The extent of this employment effects depends on:

- ❖ The size and nature of tourist facilities.
- ❖ The structural depth of the tourism sector.
- ❖ The type of tourism (individual, package, mass, gentle)
- ❖ Whether tourism is seasonal or all year rounds

The total impact of tourism on employment generation in the economy is related to the income created in the first and subsequent round of spending of tourist rupee on consumer goods industries, sector would be on the basis of ratio of aggregate state income to income generated from tourism. Since the total impact of tourism on employment is largely shaped by the income and employment generated at various stages subsequent to the initial spending stage and in various sectors of the economy i. e agriculture and industry, the apportionment principle based on the overall income employment ratio for the state seems reasonable.

The amount of indirect of secondary employment generated depends upon the extent to which the tourism sector is integrated with the rest of the local economy. The more integration and diversification that occurs the more indirect employment is created. Tourism is labor oriented; in it the ratio between invested capital and job creation is much higher as compare to other sectors. According to one estimation done by WTO, an investment of one million rupee create 89 jobs in the hotel and restaurant

sector a key component of the tourism industry as against 44.7 jobs in agriculture and 12.6 jobs in manufacturing . (Ghimire, 2004, P.108)

According to Richards for every 100 jobs held in direct tourism trades approximately 63 percent jobs in other industries are indirectly dependent on tourism business. One million dollar of tourist expenditure attracts 860 in tourist trades but in total terms support about 1255 jobs throughout Britain's economy. About 5 percent of working population of Britain is engaged in this segment. A study carried out in East Anglia in 1968 reveals that one new job has been created for every 2400 of tourist expenditure. According to A.G Blake and R L. Lawless one job will be directly created for every six new hotel beds and many more indirectly. Thus, tourism provides a vast spectrum of employment from highly trained managers in five star hotels to room bearers, transport workers, artisans etc. Bukart, and Medlik, (1974). So, tourism plays a vital role in every aspects of the economy.

“Tourism generates significant employment an opportunity in it's of array of activities or allied sectors (Mohanty, 1992, PP. 43-44). In fact, “the tourist industry is said to be highly labor intensive and three categories of employment being generated by tourism direct, indirect and investment related employment”(Chopra, 1991,P.15). Johnson (1994,P.3) has highlighted the significance of tourism like this, many countries that have seen their natural resources depleted and their cities polluted with heavy industry see tourism as a clearway to economic prosperity. They see tourism as a way to:

- ❖ Increase foreign exchange.
- ❖ Improve the economy.
- ❖ Provide employment.
- ❖ Generate tax revenue.
- ❖ Promote other industries such as retail sales.
- ❖ Decrease reliance on natural resources and polluting industries.

Tourism can benefit the quality of life in local communities as well by:

- ❖ Helping to modernize utilities and transportation.
- ❖ Providing the employment.

- ❖ Raising the education level of local people and broadening their worldview.
- ❖ Reviving interest and pride in a community's cultural heritage and the arts.

Davidson, (1993) analyzed the tourism industry as labor intensive in his book 'Tourism in Brief' giving suitable example. According to him, the tourism industry depends largely on the people working and opposed to machinery and technology. For this reason, it is much cheaper to create jobs in tourism than in other industries such as manufacturing or new technology. One hotel may employ between 200 and 300 staffs, but a distillery on the same site may cost much more to build (because of the expensive plant and technology involved) and require only half a dozen skilled technicians to operate it (Davidson, 1993, P.156)

According to him tourism will be the world's biggest industry of all by the year 2000. as a labor intensive service industry, tourism has the capacity to create jobs for large numbers of people of varying levels of skill from top level executives to semi skilled and unskilled (Davidson) P. 185)

The various forms of employment created by tourism may be classified according to type, as proposed by the WTO (1994)

- ❖ Direct employment: - The persons who work in tourism enterprises (such as hotels, restaurants, tourist shops and tour and travel agencies.)
- ❖ Indirect employment:- Jobs generated in the supplying sectors (such as agricultures, fisheries and manufacturing)
- ❖ Induced employment: - additional people supported by the spending of income made by the direct and indirect employees.
- ❖ Construction employment: - Jobs generated in the construction of tourist facilities and infrastructure.

Kaul Virender writes in his book "Tourism and the Economy" about the employment generation by tourism industry in the world. According to his view, tourism is not only source of foreign exchange and income for the present day economies, but also a major source of employment to a large number of people irrespective of their skills. It provides employments to a big chunk of population in both the developed and less developed countries of the world. Due to its labour intensity a large number of people are directly and indirectly employed in this

industry. While the estimated figures of those directly employed in the tourism industry are available throughout the world, the same is not true about those indirectly employed by the industry (Kaul, 1994, PP. 29-30)

Tourism industry plays an important role to generate employment in the country. Being a service industry, tourism has a high employment potential. It provides direct and indirect employment opportunities to a large number of people across the countries irrespective of their skill. Tourism is considered to be a labour-intensive industry as it provides employment to a large number of people with less capital intensive as against other organized industries. In the case of developing countries like India and Nepal it can go a long way in solving the problems of growing unemployment.

Direct employment is generated in hotels, transport services, restaurants and porters. A large number of people also find employment opportunities indirectly due to growth of tourism as like artisans, craftsman, shopkeeper, primary producers, supplying vegetables and other articles. Employment and income generated in the tourism activities have further repercussion on economy through the operation of multiplier.

Due to seasonality factor tourism provides causal employment to a sizeable segment of the population during the peak season. During the off season these causal workers find themselves unemployed on account of low demand. This is truer in the case of hotel industry.

## **2.5 Tourism and Economy in Global Context**

The world production increased by 5.3 percent in 2004 and it has been estimated to have increased by 4.8 percent in 2005. The IMF has estimated that favorable world financial market; significant increase in the investment in major industrial economies and many Asian economies, low inflation rate and other favorable situation will lead to 4.9 percent growth in the world economy for 2006 and 4.7 percent for 2007. "It has made a forecast of the highest growth rate of 8.2 percent for the developing Asian countries. It has similarly forecast a growth rate of 3.0 percent for the developed economies and South Asia is expected to grow by 7.1 percent" (MoF, 2005/06, P.1). In this regard, Nepal's growth rate was 3.8 and 2.7 percent in 2004 and 2005

respectively. Similarly, it has forecast a growth rate of Nepal by 3.0 percent for 2006 and 2007.

The difference between international and domestic tourism is that the former provides a valuable source of foreign exchange earnings and has positive effect on balance of payments whereas later minimizes the regional imbalances of the country. Thus international tourism provides a valuable source of foreign exchange earnings and income for many countries such as France, Italy, Spain, Portugal, Yugoslavia, Greece and Caribbean Islands. “Even the developed nations like Canada, which derived over 11 percent of its gross domestic product from international visitors in the year 1975, rely heavily on the income from tourism. Tourism thus forms an very important source of income especially of foreign exchange for several countries” (Bhatia, 1993, P.188) “At present, tourism plays a significant role in economics of many developing countries like Mexico, Kenya, Tunisia, Morocco, Thailand and the Caribbean Islands. Statistics compiled by International Monetary Fund (IMF) indicate that Least Developed Countries (LDCs) enjoyed a growth of 205 percent in tourism receipts since 1976 to 1985.”(Chattopadhyaya, 1995, P.51) “The corresponding growth of tourism receipts in industrialized countries was 138 percent during the same period. The fastest growth in tourism has occurred in Asia and in the developing parts of the European countries such as Cyprus, Greece, Hungary, Malta, Portugal, Romania and Turkey. Asia’s tourism receipt has increase by 330 percent and those of European developing countries by more than 185 percent between 1976 to 1985” (Ibid. 1995. 51). In fact, it is clear that tourism plays significant role in the economy of the country both developed and developing for foreign exchange earnings generation in this sense.

In view of the anticipated employment benefits from tourism development, many communities are attracted towards this sector particularly in developing the backward regions. Chau (1973) has identified the potential in Canada where a large portion of leisure and recreational travel tends to flow to economically backward areas where natural resources are generally unsuitable for agricultural or industrial purpose: snow for winter sports, the hills and mountains for climbing and hiking etc., forest land for national and provincial parks. Tourism allows these areas that have been apparently disinherited to enter regional and national growth and the resources that are unproductive for other industries represent a source of wealth for tourism.

Virender states that tourism is seen as a particularly where there of economic activity for the small communities where there are few alternative job opportunities because it capitalizes on scenic beauty, is labor intensive and adds to local amenity facilities. As a result, Govt. sponsored tourism developments has become an important regional development tool in the Scottish highlands, along Frances Mediterranean Coasts, in Hawaii and British Columbia ( Kaul, 1994, PP.48-49)

Imanuel Waxler writes on his book 'Fundamental of International Economics' about the contribution of tourism in foreign exchange earning and its meaningful meaning. According to him as in the case of trade carried on within national boundaries, foreign trade consists of an exchange of goods and services for money and vice versa, yet while domestic transactions in value payments and receipts in a uniform currency, which can circulate freely and which is generally acceptable as a means of payment, throughout the country the same is not true of international economic transactions. Indeed, here lies one of the major differences between domestic and foreign trace. Since the latter involves trade between countries, its practitioners (importers, travelers and so on) must contend with different national currencies, each of these currencies constitutes legal tender only within the borders of the issuing country and hence is normally unacceptable as a means of final payments to payments to the people of another country. Consequently, the pursuit of international economic transactions require some arrangements where by the response to this need and elaborate apparatus, has developed over the years consisting of a variety of money and credit instruments known collectively as 'Foreign Exchange'( Waxler, 1972,P.188)

Seth Pran Nath highlights the significance of tourism in Indian economy as a foreign exchange earner and employment generator sector. He has written in his book 'Because of longer duration of stay', India earns more per tourist than most other countries. Over half the visitors to India have an annual income of over one million rupees or US\$ 50,000 or more.'

He further writes, the Reserve Bank of India estimated the foreign exchange earnings for the year 1995 at US\$ 2.5 billion or Rs 9,000 corers. The average spending for visitors exceeded Rs 35,000 the average has gone up recently as the Rupee has been devalued by about 40 percent during the past five years.



Tourism stands third in foreign exchange earnings after textiles, gems and jewellery. The percentage share of India in world tourism receipts was about 0.40 in 1956-96. Foreign exchange earnings from tourism as percentage of GNP were 0.66 only. The percentage contributions to tourism to Net National Product were 0.70 at 1991-92.

The estimated direct employment provided by tourism in 1991-92 was 6.39 million including employment generated by domestic tourism. The size of domestic tourism was estimated to be 66 million in 1992 according to the report of the Dept. of Tourism. The 1997 estimation is 100 millions tourist movements. (Seth, 1999, PP. 323-324).

We can say that among the various sources of foreign exchange earnings in developing countries, tourism is also a major one. On the one hand, tourism contributes to increase the gross receipts and this contributes to the balance of payments. On the other hand a receipt from tourism contributes for imports of both current and capital inputs necessary for the development. Thus the benefits from tourism, in terms of foreign exchange, is relative to the resources devoted to the development of tourism as well as infrastructures development of the economy (Shrestha, 1979, P.50)

In many countries tourism has become the largest single earner of foreign exchange. Tourism is treated as “invisible export”. Sight seeing is a product which can be sold and we can earn foreign exchange by unchanging original resources. Many goods consumed by tourists do not have to be transported across international boundaries and hence face no tariff barriers of foreign countries. International tourism is an invisible export plays and increasingly important role in international trade (Aryal, 2046 B.S, P. 20).

The concept of multiplier first put forward by Prof. John Maynard Keynes in his celebrated “General Theory”. Published in 1936, is applicable to other industries too. In the case of tourism it simply means that every unit of tourist expenditure goes through several rounds of expenditure before it is absorbed in the economy.

A tourist spends thousand dollars on hotel accommodation, food and beverages, shopping, entertainment, taxi hire and so on. This income provides an income to the hotel staff, taxi owner, shopkeeper and suppliers of goods and services needed by

them. The recipients of the second round once again spend it to meet their needs. How many rounds that take place would depend on the nature of the economy? It is like throwing a pebble in a pond, which produces ripples that travel as far as the impelling force carries them or the size of the pond permits. (Chib, 1989, P. 22)

In many countries receipts of foreign exchange from tourism are the largest single item in the balance of payments. The rapid increase in tourist expenditures is largely due to increasing income in tourist generating countries mainly the western, industrialized nations and relatively high income elasticities of demand for tourism (Burger, 1978.11).

According to Alister Matheson and Geoffrey Wall, tourism has the potential to furnish foreign exchange to offset deficit created by growing demands to import scarce raw materials and manufactured goods. Tourism generally requires relatively little; by value in imports for every unit of foreign exchange earnings of tourism can be used for investment in the development of manufacturing industries or in reducing the foreign debt. The extent to which this is possible depends upon the ability of a country to supply the tourist industry from domestic rather than imported sources. In theory, then, tourism efforts in developing countries are considerable potential for economic growth. The degree to which tourism is an agent of development depends upon the characteristics of the country, the identification of realistic goals, which are in line with these characteristics and the ability to achieve the goals. Successful tourism development can only take place where the necessary prerequisites or conditions exist for the goals to be achieved (Alister and Geoffrey, 1982, P.45).

With the pass of time, tourism has grown into a full fledged industry. Tourism primarily is a service industry because it does not produce goods but renders to various classes of people. In view of their special nature and complexity of their contribution to the tourism product, they may be described as tourism industry. This industry is a complex aggregation of many industries which together satisfy the various needs of the travelers, where every penny spent by the traveler contributes to the prosperity and the development of the travel industry. Tourism is probably a rare instance of an industry earning foreign exchange without exporting national wealth and further, it is the only smokeless industry that can generate sizeable foreign exchange. Tourism has emerged as the fastest growing industry in the world.

“In 1990, alone, the number of world travelers was 429 million who spent a staggering US\$ 249 billion. These numbers increased to 450 billion and US\$ 278 billion respectively for the year 1991, 4.8 percent charge over the previous year” (Batra and Chawla, 1995).

As far as the growth of world’s economy is concerned tourism plays vital role in multi dimensional aspect. Tourism has become one of the world’s largest industries, generation an estimated 11 percent of global Gross Domestic Product (GDP) employing 200 million people and transporting nearly 700 million international travelers per year- a figure that is expected to double by 2020. Still developing countries current by have only a minority share (approximately 30 percent) of the international tourism market (2<sup>nd</sup> ed, 2005). Nepal is not also far from this problem being one of the richest countries in natural and cultural heritage in the world (Paudel, 2006, P.17).

## **2.6 Tourism as a Source of Female Employment**

According to the census of 2001, total population of Nepal was 23151423 whereas the male and female composition were 11563921 and 11587502 respectively including estimated population of disturbed census of VDCs and Wards of the country.

“Out of the total population, 9900196 (42.6 percent) were economically active whereas male and female compositions were 5606774 (48.48percent) and 4293422 (37.05 percent) respectively. According to the census, the literacy rate of the country is 53.7 percent consisting female literacy rate as 42.5 percent and male 65.1 percent” (MoF, 2001/02,P.162). In the FY 2000/01 GDP growth at factor cost remained at 4.8 percent while population growth stood at 2.2 percent therefore, per capita GDP growth rate remained at 2.6 percent but in the 9<sup>th</sup> plan period, it was estimated that GDP would grow by 3.9 percent and population by 2.2 per cent and thus per capita income was estimated to grow only by 1.7 percent. In fact, the annual growth rate of the 9<sup>th</sup> plan period was limited to 3.6 percent only. As the population grew by 2.25 percent, the net per capita income growth rate was estimated at 1.3 percent annually during this plan.

According to the census of 1998 the population of the country was estimated at 23151 thousand. Out of this, the economically active population involved in labour market had been 10, 482,000. By the end of the Ninth plan, the total figure of employed manpower reached 9.959 thousand whereas the unemployed were estimated to be 5 percent. However, the percent unemployed had also remained at 32.2 percent. This in proportion to total unemployed labour would be 12.4 percent. Including the 5 percent of fully unemployed, the total unemployed is estimated to remain at 17.4 percent. (Tenth Plan, PP. 116-17)

It is no doubt to say employment is the foremost means to alleviate poverty. Poverty is particularly rampant in the rural areas. Peasants with marginal land holdings, occupational castes, Dalits, tribes and matriarchal households and many of poor communities, generally, live in rural and remote area. Among the total population, 50.03 percent are female in the country. According to the census 2001, status of female in the areas of access to economic resources and control as well as opportunity in consumption is low than male. In this regard, percentage of female in literacy rate (above 15 years), participation in communication sector, participation in foreign employment, land ownership, house ownership and participation in agriculture production is 34.6, 12, 10.85, 10.83, 5.51 and 60.5 percent respectively whereas remained percent covered by male in those sectors. Similarly, female participation in council of ministers, as the member of the House of Representatives, participation in civil services, judges, teachers, local institutions and farming is 5.55, 13.33, 8.55, 2.04, 26, 20 and 65 percent respectively and the rest of the percentages covered by male. The above presented data shows the low level of status and participation of female than male in every sector except agriculture.

In order to achieve desired objectives of poverty alleviation, it is necessary to increase employment opportunities and provide job to unemployed and under employed labour force. It had been targeted to reduce the unemployment level from 4.9 percent to 4 percent and underemployment level from 4.7 percent to 3.2 percent during the 9<sup>th</sup> plan period.

“Among the poor, women are over represented, therefore in our efforts to reach and engage the poor, we must recognize that some issues and constraints related to participation are gender specific and stem from the fact that men and women play different roles, have different needs and face different constraints on a number of

different levels”.(The World Bank Participation Source Book, 1996, P.148). “Because of such differences, we can not assume that women will automatically benefit from efforts to involve poor people in project design and implementation. On the contrary, experience has made clear that, unless specific steps are taken to ensure that women participate and benefit, they usually do not” (World Bank, P.148).

There are so many barriers to woman participation in economic and social development activities. In this regard “systematic gender biasness may exist in the form of (a) customs, beliefs and attitudes that confine woman mostly to the domestic sphere (b) women’s economic and domestic work loads that impose severe time burdens on them, and (c) laws and customs that impede women’s access to credit, productive inputs, employment, education, information or medical care. These differences affect men’s and women’s ability and incentives to participate in economic and social activities. In seeking the participation of women in development activities, sensitivity is needed on the social and cultural barriers that may inhibit women’s participation. In addition to cultural constraints, women’s work often denies them the time to participate in meetings. As women’s domestic responsibilities often require them to stay close to the home, lack of mobility may also be constraints. Various practical measures from providing child care facilities to installing stand pipes of that reduce time spent fetching water can make it easier for women to attend meetings or training sessions. In particular, the choice of time and place for meetings must take account of women’s schedules and the availability of safe transport. Consequently, women rarely face the problem of not knowing where and when the meetings are held. Legal restrictions in some countries prevent women from participation in formal labor markets or holdings certain occupations. They may also prohibit women from entering into contacts under their own name, inheriting property or holding legal title to land. In some cases, conditions as such that special legal and regulatory provisions may be needed to permit the equal participation of both men and women.

Often the first step toward determining appropriate measures for supporting women’s participation is to obtain good information about gender roles, needs, activities access to and control over resources, existing institutions and the constraints operating against women’s participation. This can be done through gender analysis which if effective, elicits the views of women and often involves gender awareness

training for facilities or interviewers. Gender analysis leads to the formulation of a gender strategy that addresses practical gender needs (roles and responsibilities) and strategic gender needs (systematic issues and equity and empowerment). “Effective gender strategies pay particular attention to resource allocation at both household and community levels because gender planning is part of the overall planning process, it is critical that the integration of gender concerns occurs early in policy formulation, analytical work and project preparation” (Ibid, P.149).

With the view of employment potentialities developing countries are now facing secular unemployment of under employment problems. In this context, Mr. I.K. Pradhan in Nepal expresses his view as “perhaps the most tangible benefit, apparent from tourism in developing countries like Nepal, which is experiencing high unemployment, is its employment potential. For instance, a 100 to 150 roomed hotel virtually needs a staff of at least 200 to 300. But many of other manufacturing and industrial enterprises or commercial operations costs equipments costs equivalent amount may have lesser employment potential” (Pradhan, 1978, P. 15).

A tourist dollar has a great multiplier effect on the national economy. In developing country like Nepal, tourist income is said to be capable of generating economic activities 3.5 to 4 times of its monetary value because it will further stimulate economic activity over a wide spectrum in diversified form of it can be said that tourism industry holds key to the future of Nepal.

This study has been to try and expose scope of tourism in Nepal with special reference to tourist inflow trend, foreign exchange earnings and its contribution in the national economy but it is limited to the above mentioned objects and does not try to establish the relation between the variables affecting it. In these studies four main foreign exchange earners like a) ex-serviceman b) foreign aid c) foreign trade and d) tourism were concerned.

Mr. Bimal Wagle writes on the contribution of tourism in the field of foreign exchange earning, employment generation, awakening cottage and rural industries, lightening the international brotherhood and it is also equally important that the pace of growth of tourisms always far ahead in comparison to that of industrial development for manufacture of goods. The fact would not be here to say when we come to know that Spain, Lebanon, and Mexico’s gross receipt from tourism amounts

to more than 20 percent of the total value of merchandise export and in the same way during the period of 1960 and 1968, the export from developing countries rose by 7.6 percent a year while receipt from tourism increased at an annual rate of 11 percent over the period 1960/70 international tourist arrival grew at an annual average rate of 9 percent while the growth in the volume of the world export during the same period was only 8 percent between 1950 to 1970, the tourist arrival numbered from 25 million to 169 million and international tourist receipt from 2.1 billion to 17.9 billion dollars. Tourism has occupied an integral position on the national income of many countries owing to 3 to 9 percent and 15 to 30 percent of the total export of goods and services. Thus it would not be overwhelming to introduce tourism on the continuous and fastest growing sector of the economy with the character of export industry.

Tourism economics indicates the current foreign currency earnings NRs 131.04 million, which represent a 20.7, increase over 1996/97. "Tourism contributed around 4 percent of the Gross Domestic Product (GDP) and 15.2 percent of total foreign exchange earnings. In South Asia, Nepal lies in the fifth position by tourist arrivals and the third position by tourism foreign exchange earnings" (Pradhanangha, 2002,P.24)

As far as the growth of Nepalese economy is concerned, tourism plays vital role, especially in employment generation and foreign exchange earnings. The amount of foreign exchange earning from tourism sector is found to have declined by 42.34 percent in fiscal year 2004/05 as compared to preceding fiscal year of 2003/04 and remained at 10464 million rupees. During the first seven month's period of fiscal year 2005/06, about RS 5641 million worth of foreign exchange earning is believed to have been earned which is lesser than the foreign exchange earned during the same period of last year. The ratio of foreign exchange earning of the first 7 month period of FY 2005/06 to the foreign exchange earning received from the total commodity exports is 14.9 percent. Likewise, its ratio to the foreign exchange earned from the total commodity exports and services is 10.4 percent and ratio to the total foreign exchange earnings is found to be 8 percent. "As compared to the same period of FY 2004/05, some decline is found to have come in first two ratios whereas the last ratio is found to have been increased" (MoF, 2005/06, P.136). Tourism has contributed to GDP by 3.7 and 2 percent in FY 200/04 and 2004/05 respectively.

“The average day of tourist stay in Nepal, during the Ninth Plan period, was targeted at 13 days, however, in the first three years of the plan period the figure was 10.49, 10.76 and 12.28 days respectively. The average stay-day declined to 11.88 and 11.93 respectively, during the last two years of the plan period”(Tenth Plan,P.226). “Likewise, per day income from a tourist was expected to be US\$ 60; however, in 2001 the figure was only US\$39.6. Similarly, in 2002/03, the Ninth Plan targeted to provide direct employment to 111329. The achievement, at the end of 2001, however, is only 80000 employments. Contribution of this sector in the total foreign currency earnings and Gross Domestic Product has been 12 percent and 3.1 percent respectively” (NPC(2002-2007), P. 226)

Similarly, in 2006, the Tenth Plan targeted to provide direct employment to 100 thousands and indirect employment to 125 thousands. According to the annual quantitative targets fixed by Tenth Plan, tourist arrivals increased to 516 thousands, tourist stay period was to 13 days, foreign currency earning to 205 million US\$, earning per tourist per day 60 US\$ and the contribution to GDP by 3.0 percent.

## **2.7 Tourism as a Multidimensional Phenomenon**

Many scholars seem more interested to study tourism as a multidimensional phenomenon, because it has become a subject of considerable interest for them. This subject is closely related to economics, geography, management, sociology, history, politics and new technological advancement. Over the last few decades tourism has been studied by an increasing number of researchers from various disciplines. The researchers, mostly from social sciences, have contributed to the academic development of tourism. But no widely interdisciplinary studies have so far been developed (Pearce, 1989,P.4). So, it is considered most important to study the comprehensive development of tourism as a discipline, involving more experts from different fields.

The major contribution of economists to tourism research are in the area of economic measurement, cost benefit analysis, resources allocation and the use of public goods in the development of tourism. The balance of payments effects of tourism is the main concern of the special issue of the Annals of Tourism Research (Vol, 19, No.1) devoted to the economics of international tourism has been dealt by Lundberg, Stavenca and Krishnamoorthy, (1995), Vellas and Becheral, (1995). The



economists dealing with the economic aspects of tourism have discussed about the economic impact of tourism as direct, indirect and induced. They have applied the theories of economics to tourism such as demand and supply theory, theory of comparative cost, theories of economic development, cost benefit analysis, input output analysis, multiplier and acceleration and so on. Research on economic aspect of tourism may be classified under two broad headings like impact studies and policy oriented studies.

The main objective of the impact study is to evaluate income and employment generated by tourist flow to the destination and to calculate its benefits and disadvantages. The contribution of tourism to economy in terms of foreign exchange earning, government revenue and effects on other economic sectors are economic impact studies. Moreover, evaluation has been made to quantify the contribution of tourism to economic development and stability of the economy. The impact studies also deal with social cultural, political impact of tourism although it is difficult to evaluate in quantitative terms. The delirious effect of tourism on environmental degradation of the resident population is also a matter of great concern. Policy oriented studies aim to develop tourism through appropriate policy and to minimize its adverse effects and to ensure tourism policy that help the growth and development of tourism industry as a whole. "Moreover, policy should be directed towards best allocation of the government as well as private investment in tourism sector" (Chottopadhyya, 1995, PP.2-3). "It may be noted that impact studies and policy oriented studies are complementary to each other. For instance, impact studies throw light on economies of scale income and employment generation, carrying capacity and other effects so that the impact of different policies can be evaluated (Ibid, 1995, P.5). So, impact studies of tourism may be the guideline for policy oriented studies in future time.

Many scholars like Kinnard, Kotharia, Hall (1994) and Richter (1995) seems to be attracted on gender issues and discussed about them in the process of tourism development. In this sense, involvement of both sex (men and women) has been observed differently in tourism industry. Recently, in many tourism areas, employment opportunities for woman have been confined to unskilled low paid job such as kitchen staff, chamber maids, entertainers etc. It is relevant to note them here although tourism has extended opportunity for low skilled and ethnic minority women

in the workforce, but men usually occupy superior posts. Only few women are chief executives in the tourism sector, few are tourism academicians travel writer (Kinnard, et.al. 1994 and Ritcher, et.al, 1995). The gender issue is not only confined to ownership control discrimination of economic opportunities and employment but also as tourists. “Until the 20<sup>th</sup> century respectable women did not have opportunity to travel unless they were queens, pilgrim wives of colonizers. Even today most of the tourists are males or in other words tourism is male dominated”(Ritcher and Pearce, 1995). In this context, Kinnard, Kothari and Hall have focused their attention on gender issues and tourism process.

Now a day, eco-tourism concept has been popularized, which is one of the fastest growing trends in the tourism industry. The term ‘eco-tourism’ is generally used to describe tourism activities that are conducted in harmony with nature as opposed to more traditional ‘mass’ tourism activities. Eco- tourism society-1992 defined it as purposeful travel to natural areas to understand the cultural and natural history of the environment taking precautions not to alter the integrity of eco-system while producing economic resources and financial beneficial to local citizen (Theobald, 1995, P.261).Most of the developed and developing countries of the world are sensitively attracted to preserve the environment improving tourism industry simultaneously.

Recently, most of the governments, policy makers, tourism institution and the researchers have been also attracted towards sustainable tourism development. “Globe 90 a Conference, on Global Opportunities for Business and Environment,” defined sustainable tourism development as leading to the management of all resources in such a way that we can fulfill economic social and aesthetic needs while maintaining cultural integrity essential ecological process, biological diversity and life support system (Theobald, 1995, P.265). The concept of sustainable development which was first introduced by International Union for the Conservation of Nature and Natural Conservation (IUCN) in the publication of world conservation strategy in 1980. World Commission on Environment and Development (WECD) in ‘Our Common Future’ describes sustainable development that meets the need of the present without compromising the ability of future generation to meet their own needs (Ibid, (ed) 1995, P.275). Sustainable development of tourism is appropriate to be mentioned because it is an industry that largely depends upon nature’s endowment and society’s

heritage. This has to be shared by visitors, local residents and also the future generation. It demands management of tourism activity that requires integrated ecological, economics and institutional approach. In this context, “eco- tourism would be an appropriate approach as it considers the jobs of the host community as well as the responsibility of tourists to preserve the environment of the destination both natural and human. Therefore, Eco-tourism would be the best approach to attain sustainable tourism development” (Shrestha, 1999).

Since the dawn of democracy in 1950, modern concept of tourism was developed in Nepal. We cannot get any specific plan, policy and written document regarding tourism development in Nepal in Rana period. After the dawn of democracy, studies on various aspects of tourism seem to be started. First of all, George Lebrec, a French national, in 1959, prepared the first tourism plan ‘General Plan for the Organization of Tourism in Nepal’ with the help of French government as a starting work in this field. French national Lebrec had recommended publishing brochures, posters, and postage stamps depicting the Himalayan peaks and flora and fauna and to use films and documentaries prepared by in Nepal. He suggested establishing the Nepal Tourism Office as separate form also. Later, Lebrec visited Nepal in 1964 and 1966 and prepared two reports namely ‘Report on the Development Tourism’ and ‘Report on the Tourism in Nepal’ respectively. In these reports he had recommended that tourism in Nepal had started growing at a faster rate (Pokharel, no date)

His Majesty’s Government of Nepal prepared a detailed and comprehensive document about Nepalese tourism in a planned manner in 1972 with a joint co-operation of German Govt. This ‘Nepal Tourism Master Plan 1972’ surveyed natural and cultural attraction of Nepal and found great potentiality for tourism development. The Master Plan was prepared to formulate suitable tourism development policy in Nepal. This plan defined the tourism development programs and projects for ten years and encouraged private sector to invest in tourism sector. Besides development and preservation of tourist places, the Master Plan had recommended not only marketing strategy but also the establishment of a Ministry of Tourism and Culture that would deal with all government agencies concerning tourism and the support from other government departments. This plan had recommended the development of physical infrastructure such as roads, airports, hotels and resorts in various places of country and emphasized the public investment in the basic infrastructure like transport and

communication, resort development and preservation of cultural and natural tourist's resources. In the Master Plan, Kathmandu was seen as continuing to be the principal center of tourism activities in Nepal. Nepalese tourism was classified as organized sightseeing, independent 'Nepal Style Tourism' trekking and pilgrimage. The primary markets for Nepal were identified as USA, France, UK and West Germany and the Master Plan had targeted Japan Scandinavia and Australia as secondary markets. This master plan emphasized on the development outside Kathmandu Valley such as Pokhara, Tansen, Chitwan and development of national parks like Langtang, Annapurna, Dhaulagiri and Khumbu sector. By this way, development of pilgrimage centers as Lumbini, Muktinath, Janakpur and Baraha Chhetra were also envisaged in the plan. So, this detailed and comprehensive Master Plan plays vital role to formulate suitable policy in this sector.

In 1975, Joseph Edward Susnik, an Yugoslav marketing advisor studied Nepalese tourism market and prepared 'Nepal Tourism Marketing Strategy 1976-81' on the basis of the "Master Plan 1975" Susnik started with the premises that:

- ❖ As the stay of tourism cannot be prolonged for now the number on international visitors should be increased substantially.
- ❖ Image of secondary destination like Pokhara, Lumbini and Chitwan should be built up.
- ❖ Nepal should become a gateway for South and Southeast Asia.
- ❖ Nepal should become the starting point of any Asian tour as it is the cradle of a religion and culture that influenced the history and life of the major parts of Asian (Pokharel, no date)

Susnik has suggested in this report, the formation of 'Nepal Tourism Marketing Committee' and 'Nepal Tourism Infrastructure Committee' with participation of private sector. The report had recommended establishing 'Nepal Tourism Office' regarding the promotional activities of tourism industry.

Anand,(1976) in his book, aimed to isolate and identify the various types of travelers, study the framework of tourists, decision making process of a visitor, analyze the nature of the tourist market and the character of the tourist plant and determine the significance of the tourist industry. Theoretical foundations and managerial aspects are covered area of the book which deals with the question of the

choice of India as a destination, the size and the structure of the market and the nature of the existing tourist plant on the one hand and the goals and objectives and the organization necessary to meet the demand, on the other hand, integration of consumer preference, the nature of the market and the economic impact and the social and political implication to tourism. Anand wrote that the market in the short run could be made up of visitors from affluent areas, especially those on round the world tips and visitors from affluent and non- affluent areas who are motivated to visit India because of business or personal reason and are mostly repeat visitors, most of the tourists traffic is likely to come from neighboring countries and special tourism offers a rich potential for the growth of tourism traffic to India. Regarding product strategy, he suggested the need for integrated development of selected paces, Product strategy to be meaningful must be based on adequate marketing formation and be market oriented in marketing communication strategy area, he suggested for promotional efforts focused on travel agents, joint regional advertising, promotion of the convention business and Buddhist market. According to Anand, a highly differentiated communication strategy should be designed and appeals made in consonance with the latest development in marketing communications. He suggested for creating an efficient and creative organization structure contributing to growth of tourism by delineating their role and functions clearly especially to the Ministry, India Tourism Board and other related agencies.

A research study on tourism of Nepal can be traced back only after the study of Viet Burger (1978). It was the first doctoral study on tourism of Nepal confined to economic impact of tourism thorough input- output analysis. The main objective of the study was to analyze the impact of tourism on the Nepalese economy and to present information to development planners of Nepal, which would assist them in making suitable decisions with regard to the contribution of tourism industry to national goals. The findings of the research study had shown the tourism industry as the instrument for earning foreign exchange which required high investment, both public and private, while providing relatively few jobs and offering little scope for the improvement of personal and regional income distribution. The study had suggested developing tourism to the extent that foreign exchange was needed for development purposes of the country. The study had further recommended concentrating of society's resources in other fields where benefits of development were also shared

more widely. It had been realized that Nepal was facing so many problems in its quest for social and economic development the study had recommended adopting such policies and strategies that would ensure the participation of the largest number of people to solve these problems and get maximum possible benefits from tourism.

National Tourism Promotion Report- 1983 was prepared by National Tourism Promotion Committee (1981), on which the suggestions were related with marketing strategies and plans for tourism. It emphasized the need to promote 'Nepal Style Tourism' as suggested in Nepal Tourism Master Plan which would include sightseeing, trekking and wildlife adventure and which would promote Nepal as a primary destination. The major suggestions in the report were to develop resorts in the mid-mountains to encourage tourists from India during hot Indian summer, promotion in Europe to be stepped up special pilgrimage package for Buddhist pilgrimage from Asian countries and similar pilgrimage package were designed for Hindu pilgrims from India and promotion of convention tourism. This report had also suggested participation in trade fairs and to depute an additional separate person in Nepalese Embassy to promote tourism industry of the country.

Dhungel (1981) has made an attempt to analyze the economic impact of tourism Nepal. The main objectives of his study were to analyze the trend, structure and composition of tourist arrival, to estimate the interdependence of the sector with some of other sectors of the economy, to estimate the leakages within the sectors in terms of import contents of both goods and factor services and foreign currency, to establish the impact of the sector on employment, income and output of the economy, to estimate the demand for tourism and to estimate the item wise expenditure elasticity of tourism expenditures in Nepal. The study had been carried out on the basis of both demands as well as supply framework. The main findings of this study were as follows:

- ❖ Politico- economic crisis in the country as well as in the region has been found to affect the number of tourists visiting Nepal.
- ❖ The country wise concentrations of international tourists have been found to be decreasing.
- ❖ Seasonality factor has been found most prominent in Nepalese tourism.

- ❖ Relatively higher negative correlation has been detected between length of stay and the average per capita per day expenditure of tourist.
- ❖ Expenditure on food items has been found inelastic whereas that of travel elastic.
- ❖ Cross- sectional estimation of the demand for tourism shows international airfare not significant for determining the number of tourists visiting Nepal.
- ❖ Weighted GDP of the tourist originating countries is found elastic and significant.
- ❖ Direct, indirect and induced effects of tourism sector on value added have been found relatively larger than those of the non- tourism sectors.
- ❖ The largest percentage of tourists visiting Nepal has been found traveling by air.
- ❖ The length of stay as well as per capita tourist expenditure has been found to vary not only across the hotel category but also across the nationality of the tourists.
- ❖ Roughly around 9.72 percent of the total tourists expenditure are estimated to have been exchanged through unauthorized dealers but only a part of those are estimated as the actual leakage in terms of foreign currency.

In 1983, an important report entitled ‘Study and Recommendation for Nepal Marketing Plan: A Marketing Task Force Report- 1983’ prepared by PATA, which was considered to be very effective marketing plan of tourism. The report had recommended to establish ‘Nepal Tourism Promotion Board’ as an autonomous institutional body, to recognize responsibility by the private sector for all overseas sales activity to engage overseas representation to conduct on-going promotion and publicity for Nepal and to organize a research section to carry out market research on visitors to Nepal. So, this report was much more related with marketing area of tourism industry of the country.

Nepal Tourism Master Plan Review (1984) is a review study, which recommended an action plan for the promotion of tourism. This review was based on the Master Plan of 1972, which comprised three sections or parts. Part one had included the background to Tourism Master Plan- 1972, its contents, intents and its practical use. It

had also done a comprehensive review of past development in the key areas of tourism. Part two set forth and updated set of policy objectives and a market development concept for the five years. In this context, the part three contained action oriented recommendations. According to the report, there was no need for a new comprehensive Master Plan in Tourism. The Tourism Master Plan- 1972 was relevant in its long- term policy perspectives and most of its basic conceptual assumptions had been fully verified. Therefore, the study focuses on pragmatic policy framework essential to solve priority issues to tourism. The conclusion and action- oriented recommendation of this study focused on improving the capability of the Ministry of Tourism to assume its responsibility in tourism, institutionally, administratively and technically.

According to the study, decline in arrivals and revenue since 1980 was considered due to over supply and declining demand compounding recessionary impact on foreign exchange earnings. The study also opines that the full potentials and the unique assets of Nepal offered to tourism have hardly been utilized. It has also observed that the signs of over development and congestion have caused ambivalent economic gains and more visible ill effects on environment as well as cultural fallout facing tourism industry at a critical state of self defeating competition. The main cause of this condition is due to failure of the government to assume its responsibility in directing and promoting tourism in a planned manner. The study therefore, focuses on a pragmatic policy framework essential to solve priority issues of tourism. It is necessary to improve the Ministry of Tourism with the professional skill for policy implementation. (Shrestha, 1999, P.36)

Nepal Rastra Bank (1989) carried out an econometric study entitled 'Income and Employment Generation from Tourism in Nepal'. The specific objectives of the study were to study and estimate the level and pattern of tourism expenditure in Nepal, to estimate the value added and import content and thereby net foreign exchange earning from tourism in Nepal and to estimate income and employment generation in the tourism sector of Nepal. Tourism is observed as a major and permanent source of foreign exchange earnings in the study. The main findings of the study based on the total payment to foreign factor, imports of goods and services (when direct indirect and induced effects combine) the ratio of import content for tourism sector (hotel, travel, trekking agencies and airlines) was estimated at 62.26 percent compared to 55.



34 percent for tourism related sector and 57.18 percent overall sectors surveyed. On the basis of tourist expenditure survey shows the dominance of Asian tourists followed by Europeans and Americans, the per capita per day tourist expenditure was Rs 747 and the average length of stay was estimated at 9.3 nights per visit. The value added of tourism sector i.e. total payments to intermediate and final inputs was estimated at 37.74 percent as compared to 44.66 percent for tourism related sector and 42.82 percent for overall sector. Tourism and related industries were estimated to have earned Rs 2789.3 million in 1986/87 of which tourism sector alone shared 92.7 percent of which foreign exchange earnings was computed at 42.2 percent, Moreover, the foreign exchange leakage was estimated at 26.8 percent as per official reports. As far as employment generation is concerned altogether 11176 persons were found directly employed in the tourism sector where 61.7 percent were basic level manpower, 29.2 percent middle level and the rest 9.1 percent were top level manpower and 10.8 percent of them were females. The findings of the study indicated that tourism sector to be more capital intensive demanding more capital per unit of labour compared to other sectors. The study observed tourism demand to be income elastic but tourist expenditure was found highly sensitive with respect to exchange rates. Both cross sectional and time series data are used to estimate income and price elastic of tourism demand in Nepal. Cross sectional data are used to estimate elasticity for each year from 1974 to 1987. The study recommended the need to reduce import content of tourism sector to retain foreign exchange within the economy by developing manufacturing industry on food and non food items by producing required manpower. The study further suggested adoption of liberal exchange policy to co-ordinate different component of tourist product, to have an aggressive international air service, to provide required finance to private sector, to develop integrated tourism policy and to establish a full fledged apex body for overall development of tourism sector of Nepal. But this report also did not analyze the female employment status in tourism and its problems and prospects area in depth.

In this context, ‘Nepal Tourism Development Program’ (1990) was another quotable study on tourism prepared by Touche Ross Management Consultants on which Asian Development Bank had funded. Major tasks given to the study team were to review existing plans and policies and suggest modifications to provide long term strategies for using the countries tourism resources in sustainable basis while

satisfying an increasing number of visitors and to prepare tourism development action plan that would include, among other things, the development of a commensurate institutional capacity. This program had incorporated various aspects of tourism. The report of the program had included the product development program, marketing strategy, environmental impact, importance of education and training, institutional framework for the development of the tourism and incentives to be given for tourism industry. The study incorporated foreign exchange employment generation, income generation and regional distribution also on the observation. The main marketing strategies initiatives for Nepal mentioned in the report were:

- ❖ To establish Mount Everest and the Himalayas as a ‘Must See’ attracted destination for any world tourist.
- ❖ To establish Kathmandu valley as a unique mystic city.
- ❖ To establish the Pokhara valley a ‘Gateway Mountain’ resort to the Himalayas.
- ❖ To establish and promote a series of outstanding excursions for the ordinary sightseeing travelers.

The study report recommended so many suggestions regarding institutional change. According to the report there should be the formations of National Tourism Commission and the designation of tourism industry Liaison Officers in Ministries and Departments, which impinge on tourism. The report further recommended for the development of the Department, of Tourism as the body of professional tourism expertise with in the Ministry of Tourism and the formation of the Eco- Tourism unit. The study report also made recommendations regarding institutional restructuring such as the formation of National Tourism Commission and development of the department of tourism expertise within the Ministry of Tourism.

Gurung (1991), on his study, analyzed the pressure of mass tourism in Nepal especially on trekking routes. According to the study, the major trekking routes suffer badly from deforestation, erosion and pollution damaging the fragile Himalayan eco-system. It is realized as the essential to assess the damage caused by tourists and trekkers to the natural environment, to assess the carrying capacity of mountain areas, to identify and develop measures to protect the environment of mountain areas and to suggest action program to quantify the number of tourists to be entered within the

carrying capacity of mountain areas. So, the study suggested regulating the quantity of tourists, regional dispersal of tourism destination, and energy supply system and pollution control for the protection of mountain tourism.

Baskota and Sharma (1993) have studied on the impact of tourism development especially on mountains environment. The study aimed to identify and assess the impact of trekking and mountaineering tourism on the local environment, income and employment. To examine policies related to trekking and mountaineering tourism and to identify and analyze the main problems in mountain tourism were the other objectives of the study. The study has revealed that the mountain tourism should involve the participation of the local people, their institution and their social and cultural values. According to them, because of rich in natural environment of mountain, it could be the suitable avenue for tourism, although most of the resources are unutilized for the benefit of the people. The study has recommended the action programs to quantify the volume of tourists for trekking according to seasonality, to use of alternative fuel for organized groups, to have lavatory facilities and a regular system of garbage collection and disposal.

Khadka (1993), in his doctoral work, has tried to analyze the outcome of tourism development in Nepal in the late 1980s. His study has especially covered two specific areas. The first is related to the performance and efficiency of hotel investment in generating foreign exchange and the second is concerned with the economic impact of tourism under limited supplying capacity. He used domestic resources cost criterion to estimate the economic efficiency of hotels in generating foreign exchange and at the sectoral level, and economy-wide input-output model is used for measuring the overall impact of tourism and some modification of existing models are also made to explain the impact of tourism under limited supplying capacity of the domestic sectors, the major finding of the study is hotel bed occupancy rate; double bed room price and marketing activities are found to be important factors for the performance of hotel industry. According to his findings, among the various categories of hotels, quality hotels and safari hotels are found to be more efficient generator of foreign exchange than others. His study has found the economic impact of tourism to be lower than that of other foreign exchange generating sectors but the researchers put forward that the role of tourism in economic development is significant. The net earning from tourism is greater than some other sectors of the economy. According to

the study, Nepal must go for high paying tourists because the economic impact of tourism can be enhanced by promoting standard hotels instead of low quality hotels serving low paying tourists. According to the study, marketing is the major factor for occupancy and performance of the hotels whereas seasonality factor is prominent in tourism industry of Nepal. The study revealed that season summer is less suitable for western tourists, but it is very suitable for Japanese, Indians, Thai and other Asians because of the low traveling cost and most of economies are growing in these marketing.

Tuladhar (1993), in his doctoral study, has tried to analyze the problems on the development of international tourism in Nepal as against the background of natural and anthropological resources, economic development of the country, tourist demand and tourist supply. The major objective of the study is the development of international tourism from the viewpoint of resources, level of exploration, utilization and the possibilities of its development. To achieve the objectives of his study, a systematic method of investigation in the theoretical scheme was used. The major findings of the study reveal that as the country offers huge potential of natural and anthropological resources developing international tourism is a boon but it still lacks conditions to maintain the tendencies of international tourism. It has been suggested to promote chartered flights at low cost offering tour operators for their package tours to Nepal. The study has further recommended to increase expenditure for advertisement and publicity for the stimulation for the tourists travel to Nepal, to provide more cultural shows and other types of suitable entertainment to increase the length of stay of tourists and to increase their expenditure, to establish summer resorts like suitable tourist hotels and villas on the shore of lakes and rivers, to develop the national concept and to develop human resources by emphasizing on tourism education. The study has given the directions to promote primary and secondary markets that directly and indirectly affect tourism demand and the elaboration of tourist supply for the development of international tourism.

Pradhananga (1993), in his doctoral thesis, analyses the changing pattern of tourist's consumption and its impact on employment, exports and national revenue. The study aimed to examine the consumption pattern of tourist, to analyze the use of local resources in tourist consumption and their effects on employment, and to examine the change in the government revenue resulting from tourist report to

investigate capacity utilization of hotels in relation to the length of stay. The study has pointed the drawbacks of tourism as the leakages of foreign exchange, high import content, and seasonal fluctuation in demand and over dependence on seasonality factor. He has suggested that different tourism related plan and policies, infrastructure, open-sky policy, opening of new tourist destination and appropriate management of tourism, full capacity utilization of hotels tourism marketing strategy and management of travel agencies etc, should be managed in planned way. The study has pointed out that policy should be clear regarding foreign investors and encouraged foreign airlines to reinvest their profit in Nepal. According to the thesis, import content should be minimized, tourism agriculture linkage programs should be initiated and tourism should be also diversified. The study asserts that on the one hand, environmental and social consideration are neglected in Nepal, on the other, most of the travel agencies are under financed, understaffed and unproductive and hotels of Nepal are underutilized as the drawbacks of tourism sector. So, monitoring and evaluation of the impact on environment and social life should be regularly conducted to determine the carrying capacity of tourism, travel agencies should be very active with excellent packages, and hotels can be utilized fully creating excellent accommodation facilities. The study has concluded that the expenditures patterns of tourists is of utmost importance for assessing the impact on economy but there is further need to examine the impact of tourism on the overall balance of payments and the government should generate more through planned efforts for low ratio of tourism revenue to GDP and government revenue from this industry.

In the context, to assist on the development of tourism industry, ‘Tourism Infrastructure Development Project (1995) was also conducted which had provided a detailed program for infrastructure development for Gorkha and Pokhara, institutional development and establishment of cultural village in Kakani area of Kathmandu.

In this context, Shrestha (1995) has also studied about the tourism of mountains areas and its environment situation of Nepal. Focusing on mountain tourism for local development it is potential to bring about changes in mountain environment, which is fragile and vulnerable to irreversible damages. The study has highlighted about the low carrying capacity of the destinations, thus it has suggested for a proper plan of action so that the carrying capacity of mountains of Nepal could be increased at a higher level than which currently prevails. She has claimed that the benefits from

tourism could be sustained only if environmental capabilities are in place. According to her study, if the quality of tourists continues to grow rapidly without considering the carrying capacity of the destination tourism itself will face serious problems in mountaineering the very attraction of the spots.

Gurung (1995) has tried to examine some of the consequence of tourism on women who has attempted to study tourism from the gender perspective. The study has analyzed the tourism industry as positive and negative point of view. In positive view, moreover, women are benefited from the infrastructure created for tourism such as drinking water system and roads, which have helped mountain women to save their time for other productive aspects and to look after their children and involvement on non traditional activities such as teashops, lodges and hotels. By this way, rapid deforestation, declining interest in agriculture, cultural invasions, preference of local youth for tourism related jobs, overburdening the household jobs on women and prostitutions are also the negative impacts of tourism sector. This type of position and negative implication of mountain tourism on mountain people particularly women need a comprehensive study. (Shrestha, 1999, P.47)

Sharma (1995) has attempted to study the cultural changes in two most tourist visited destinations of Nepal, Kathmandu Valley and Khumbu area. Uncontrolled urbanization has destroyed the green and open fields into a concrete jungle and uncontrolled heterogeneous migrant population overshadowed the predominantly Newari inhabitants. He has focused on his study to what extent should tourism be responsible for this cultural change. By this way, the study has shown the cultural changes to what extent by the rapid westernization of the Sherpa community of Khumbu region, which is due to direct contacts with western people. So, this study has covered only the cultural changes with regard to tourism of these two distinct areas.

MARG Nepal (1997) had also conducted two distinct research studies on behalf of UNDP and Partnership for Quality Tourism Project entitled 'A Survey of Perceptions among Influencers' and 'Nepal Departure Visitors Survey'. The main aim of these studies was to provide long- term strategy for promoting Nepal as Quality Tourist Destination. This entitled in two distinct research objectives to be gauged between two different target groups i.e. influencers like hoteliers, travel/tour agents, airline officials etc. to assess their current efforts and improvement desired by them.

Departing visitors were asked to assess the expectation and level of satisfaction with current products perceptions about Nepal and their expenditure pattern etc, major findings of the study pattern etc. ‘A Survey of Perception Among Influencers’ pointed that major changes in the pattern of visitors in Nepal that they were no longer predominantly western white and high yield. Influencers also perceived that most of them no longer looked to package tours but design their own holidays and the trend was to ‘shop around’ for value holidays, a significant increase in price sensitive customers which was partly fuelled by the intense undercutting that was now a business features of the trade. The trade had not responded adequately in terms of offering new product or services, which could appeal to the more discerning and high value visitors. The influencers in travel trade needed to look at the future of the tourism industry as a whole.

“The inertia and sluggish response of the travel trade to raise quality standards and expand the visitor market was attributed to several factors e.g., the intense competition among operators in Nepal, major bottlenecks in air seat capacity, inadequate local infrastructure and the inability of the trade to grasp the changing complexion of the visitors and their needs, consequently, no improvement or quality up gradation had occurred”(MARG,1997.ii). “Marketing Nepal and Promotion of tourism were neglected as much due to inadequate funds as to lack and innovation of new products in addition to a general inability to upgrade and consolidate facilities already existing” (Ibid).

According to the report, the influencers believed that the government should take the leadership and the responsibility to develop Nepal as a holiday destination. It was believed that trade needed to introspect its business practices discourage price competition and volume generation but to concentrate more on improving quality of tourism product, service, value and charging premium rates.

MARG Nepal (1997) prepared another report on ‘Nepal Departure Visitors Survey’, whose objectives were to provide input to develop a long-term strategy for Nepal as a tourist destination, to determine the factors that influenced visitors decisions to decide on Nepal as a destination, to determine level of satisfaction with current facilities, to ascertain improvements desired on current products, to assess needs and expectations from Nepal as a holiday destination, to determined current perception about Nepal via-a vise competitive destinations finally to assess

information regarding current trip to Nepal in terms of mode of marketing, travel arrangement, place visited, nature of accommodations, night spent, break up of amount spend etc. The report recommends that most of the visitors perceived their current trip satisfying one and also intended to revisit Nepal and most of them expressed their dissatisfaction about pollution, cleanliness aspect of environment and quality of transport. In this sense, the major conclusion of those reports were that Nepal continuing to be a major holiday destination and most of the visitors were returning satisfied with their trip and after having a pleasant experience and also intending to revisit Nepal and the study had suggested upgrading cleanliness of environment, transportation, acceptance of credit and medical and accommodation facilities to promote tourism. Influencers suggested that Nepal be aggressively promoted and accentuated on three broad areas to promote tourism i.e.

- a) Building awareness of Nepal through extensive media presence, aggressive advertising and promoting through international operators.
- b) Developing innovative products like theme holidays, pilgrimage packages, Himalayan resorts, new adventure sports, village tourism, business tourism etc.
- c) Focusing on emerging segments like Asians, children, older age group and business conference.

‘Study on Domestic Tourism in Nepal’ was another important research study which was conducted by partnership for Quality Tourism Project (QTPP) and ‘Visit Nepal Year 1998’ to promote domestic tourism in Nepal whose major objectives were to identify the overall nature of current domestic tourism to analyze the detailed movement of domestic tourists, to identify destinations, place of interest, festivals, events relating to movement of domestic tourism in Nepal. Like these, other objectives of the study were to assess the potential for its domestic tourism and to present innovative recommendations for the future development of domestic tourism in Nepal.

The study suggested that there is a need for productive programs through government policies, incentives and infrastructure for the development of environmentally sustainable domestic tourism and attempt to enhance private investment in this sector. It had further recommended conducting ‘know Nepal’



campaigns to promote the concepts of domestic tourism developing 'Tourist Villages' both in hills and the plains. According to the reports, availability of roads, telecommunication, drinking water supply, security, provision of student discount, granting travel paid holiday to service holders, special off season prices and initiation of incentive packages would help to promote domestic tourism.

Another important study report entitled 'Tourism Sector Development Project' (1997) includes program development for Kanchanja, Jumla, Sukla Phanta, Bardia, and Lumbini and Chitwan. The development standards for tourism industry and their implementation strategy, tourism information system and its implementation package had been also covered in the study. Besides these, a number of studies in various other aspects and facts of tourism has been conducted by many of scholars and institutions.

In this context, Pradhan (1997), in her study, observed the concept and theories of tourism and efforts made by the planners, the legal framework and institutional arrangements for tourism development in Nepal. She has conducted a case study to determine the problems and prospects of tourism in Nagarkot of Nepal also.

Shrestha (1998), in his doctoral work, has basic objective of his study is to enquire and assess the tourism marketing efforts initiated by Nepal. By this way, the specific objectives of the study were to assess tourism market of Nepal, to assess the contribution of tourism in the Nepalese economy, to evaluate the environment necessary for tourism development in the country, to assess the level of satisfaction of tourists and identify their source of information, to assess and evaluate the existing promotional mechanism and efforts and identify areas of improvement needed, to enquire into the various problems and hindrances encountered for the development of tourism and its promotion and to recommend measures and strategies to develop the tourism industry.

The survey showed that tourists were highly satisfied with their visit and realized expected goals indicating the potential for further tourism development in Nepal. The study has recommended developing new products and packages, and emphasis should be given to increase tourism infrastructure and services. It has suggested giving more attention towards the promotion and marketing sector of tourism industry in Nepal. The study has further recommended offering multiple package programs to attract more tourists and to develop new tourists' destination in different parts of the country.

It has been stressed to conserve and maintain the religions and cultural sites of the country to expand tourism market. The study has also pointed as the main problem of deteriorating conditions of the environment. It has concluded that despite recording growth and emerging it as one of the largest industries in the country, Nepal has not been able to manage and market tourism on a sound and professional basis. Lack of coordination between the government and the private sector is well pronounced. One of the major problems to tourism like adequacy of access to the country, growing environmental problems especially in Kathmandu and poor preservation and development of touristy resources has not been addressed. The thesis claimed that unless Nepal addresses these issues, sustained development of tourism would not be possible. The study has clearly shown the paucity of marketing efforts of Nepal. In this respect, Nepal must break the shackles of complacency and make efforts to market Nepal's advantages on an appropriate and sound manner as per the needs and potentials of the market. In this sense the study has suggested to the government to make serious efforts with the private sector to promote tourism industry of Nepal.

Paudyal (1999), in his doctoral work, has attempted to analyze the share of various markets in tourist arrivals and in SAARC region, and its affecting factors, in general. The main objectives of the study were to analyze the share of various markets in tourist arrivals in the SAARC region, to analyze the share of member countries in total arrivals in the region, to determine the factors affecting arrivals in the region and to suggest policy implications. Both qualitative and quantitative measures are adopted for the study. Besides, single equation multiple regressions were run for estimation some influencing factors affecting the tourist arrivals in the SAARC region. According to the findings of the study, tourism is very significant sector for almost all countries in the SAARC region since tourism receipts occupy as a major component of their foreign exchange earning and provide jobs to the significant number of people, and contributes to the gross domestic products. The tourism growth trend also examined and found that from 1985-90, its growth rate was 8.3 percent while it reached to the highest level of 17.1 percent for the period 1994-95 and the negative growth rate appeared for the period 1995-96. According to the analysis of growth trend it is also found that among the seven major markets, the arrival from Japan has grown at highest rate followed by the UK and USA, Canada and Italy. From the view of tourism policies of SAARC countries, it was found that tourism policy of the

majority countries in the region was mainly directed towards attracting mass tourists. As the tourism sector employment was examined it was found that 44 thousands people in Nepal were employed by this sector in 1996. For the quantitative analysis, the researcher has developed two types of models (common model and link model) which is used for the study. The study has suggested that the study shows that tourist arrivals in the individual. Country is the positive function of total arrivals and negative function of relative price. It is found that tourism demand is price elastic and total arrivals inelastic in the cases of SAARC countries. Hence, it is suggested that the joint efforts to increase the tourist arrivals in the region as a whole will benefit all economies in the region. It is suggested that to accept the idea of SAARC as a single destination and put their joint efforts in attracting more tourists. The joint efforts are suggested to be directed toward marketing and promotion, improving image and quality of products, developing infrastructures organizing package tour, reorganizing airlines, encouraging surface travel, improving rules, visa, restoring peace and stability etc.

Shrestha, P. (1999), in her doctoral thesis, attempted to analyze the real problems of tourism in Nepal and assess its prospects from different perspectives. Her report has not concentrated on some particular problems and policy related issues only but tried to cover the multidimensional aspects of tourism regarding problems and prospects area. The main objectives of the study were to assess the trend of tourism development, to assess the roles of tourism in the economy, to review tourism policies and plans, to enquire into the current problems of tourism, to highlight the prospects of tourism in Nepal and to recommend measures and appropriate strategies for tourism development. To achieve these objectives, a systematic method of investigation and appropriate statistical tools were used. The concerted findings of the study revealed that despite the various problems, the prospects of tourism are bright in Nepalese Economy in generating employment, contributing to the national exchequer and also for overall development of economy. The problems identified on the basis of the study of the tourism sector had been analyzed from the macro angles, from the profile of tourists to the planning of tourism. The study has concluded that despite having tourism resources potentialities, it was perceived that lack of sufficient investment: proper planning and lack of vision was the main cause for not being able to utilize the resource potentials. Similarly, lack of infrastructure such as good roads,

airports, communication facilities, shortage of power and water supply in potential tourist spots were responsible for the inability to diversify tourism industry throughout the country. So far as employment generation is concerned, domination of partial and indirect employment along with lack of professionalism was observed in the study. Multidimensional covered recommendations of the study are categorized in five different entitled sections such as tourism product, tourism infrastructure, promotion and marketing, pollution and environment and others. The main recommendations are given as follows in the study.

The researcher mainly suggests to introduce new products for all types of tourists and recommends to introduce both urban and rural based tourism products such as amusement parks, activities of professional interests, sports such as tennis, golf, water sports, summer and winter recreational camps etc. for holidaying and pleasure tourists and to develop tourism infrastructure in the destinations. In this context, she further suggests allocating more budgets by the government and the private sectors must also allocate certain percentage of their funds for promotion and marketing. According to the study, it would not be out of place to mention here that too much politicization of RNAC and corruption in it should be halted immediately and let RNAC operate as a commercial airline rather than a social organization. In this sense, the study suggests to preserve and maintain the socio-cultural environment regarding to promote tourist.

Arya, (1999) has done another important study in 'Planning Models for Tourism Development' with reference to Nepal. According to his study, existing tourism development plans have focused on increasing the number of tourists and results in increasing earnings. He tries to suggest that it is not necessary that development of tourism in all areas are equally rewarding and regional development in a balanced form has not been possible through tourism promotion in the country.

Upadhaya, Rudhra Prasad (2003), is also an important study titled 'A Study of Tourism as a Leading Sector in Economic Development in Nepal'. The major objectives of the study is to explore the potentialities of tourism inducing overall economic development analyzing the role and impacts of tourism and to study scope for global linkages of the Nepalese economy with special reference to tourism. Mainly he concluded that tourism has been found to be an important determinant of government's developmental expenditure and regular expenditure. It has also been found that through the promotion of tourism sector the Nepalese economy can be

moved faster on the path of globalization. He argues that tourism sector has the potentiality to induce the other sectors of the economy.

## **2.8 Conclusion**

Baskota and Sharma (1993) had studied on mountain tourism and on its environmental impacts; 'Mountain Tourism in Nepal' (1995) highlighted the importance of mountain tourism. Shrestha (1995), focused on mountain tourism for local development, Sharma (1995) analyzed the cultural impact of tourism, and Gurung (1995) examined the consequences of tourism on women and enquired upon the pressure of mass tourism in trekking routes in Nepal. In this context Khadka (1993) analyzed the performance and efficiency of hotel investment in generating foreign exchange and the economic impact of tourism under limited supplying capacity, Tuladhar (1993) has studied focusing the development of international tourism from the view point of resources, Pradhananga (1993) highlighted the changing pattern of tourist's consumption and its impact on employment, exports and national revenue, Shrestha (1998) focused to enquire and assess the tourism marketing efforts initiated by Nepal, Poudyal (1999) analyzed the share of various market in SAARC region, Shrestha (1999) focused own study on the problems and prospects of tourism in Nepal. But, all of the above stated studies did not cover the problems and prospects of female employment generation aspects at all.

Nepal Rastra Bank (1989) carried out an econometric study namely "Income and Employment Generation from Tourism in Nepal" and observed the employment status in tourism. According to the findings 11176 persons were found directly employed in tourism sector where 61.7 percent were basic level manpower, 29.2 percent middle level and the rest 9.1 percent were top level manpower and 10.8 percent of them were females.

Women play major role in the economic activities. Generally, the domestic chores as well as agriculture work done by women is not considered in the national income estimation. The difference between average income ratio between male and female is 1:0.39. Despite the fact that women work as high as 11 hours a day on an average, their income is very low. It is because majority of them work in the rural area and that also in the informal sector. Another reason is that women do substantial amount of work without remuneration. Because of the maternity role to be played by women,

they have dual work load and it has affected their employment outside domestic affairs. Out of the total labour force employed in foreign jobs, the share of female is not more than 10.85 percent. In addition, women are victimized of wage discrimination as well. There is lack of policy and acts of controlling the ill-sex behavior to them in the work places. However, some policy measures for women participation and their protection at the working places have been taken to improve their participation in the employment. The policy and programs need to be implemented include development of policy and acts for promoting women participation in the employment, provide training related to modern business and occupation for increase in women employment, enforcement of laws and policy against ill- treatment of sex at he work places, establishment of baby case centers, increase skills and capability of women for employment (Tenth Plan, P.520)

As stated above report, female employment in tourism seems very low, although 50.05 percentage of population covered by female in Nepal, according to the recent census. Thus, there is a need to raise the number of employment for women in various sectors of the economy. Tourism sector is one of the potential sectors. It can provide more employment to women in hotels, airlines, trekking and other tourism related sector, which, helps to earn more foreign exchange earnings, also, in the country.

However, the review of earlier reports and studies, as stated above, carried by various scholars and institutions on different aspects of tourism has revealed that a comprehensive and in-depth analysis of problems and prospects of female employment in tourism has not been studied. Most of the studies have mainly concentrated on some particular problems and policy related issues only. So, need is felt to examine and analyze the impact of tourism in female employment generation from different perspective.

## **CHAPTER – THREE**

### **RESEARCH METHODOLOGY**

To accomplish the stated objectives of the study, the following methodology has been used.

#### **3.1 Study Area**

This study deals with various elements of tourism, which are directly concerned with employment generation as like Hotels and Lodges (star rated and general hotel), Travel and Tours agencies, Rafting agencies, Trekking and Mountaineering agencies, Garment/ Carpet/ Pashmina industries and Airlines of Nepal. They were the major respondents of the study. Besides, shop keeper, cargo offices and other employers of tourism were also questioned to find out the problems and prospects of female employment in tourism. Female employees, who were engaged in various tourism-concerned agencies, were also questioned regarding their problems and prospects.

#### **3.2 Nature and Sources of Data**

This study is based on both primary and secondary data. Secondary data are collected from various related sources of tourism.

##### **3.2.1 Sources of Primary Data**

Primary data are collected using structured questionnaire. Three sets of questionnaires are developed one each for the three sets of population tourists, tourism organizations and female employees. The researcher has collected primary data conducting field survey. Especially, purposive or judgmental sample method has been conducted to select tourists, private and public organizations and female employees of tourism sector as the respondents. So, the respondents are defined as under,

- (a) Tourists- tourists, who visited Nepal in 2005, were the first type of respondents for the study.
- (b) Employers – The personnel who are directly concerned with tourism sectors, such as star rated and non star hotels restaurants, travel and trade, trekking,

rafting, mountaineering, shopping, massage centers, garment/carpet/pashmina industries etc, are also second types of respondents.

- (c) Female employees- female, who are engaged or working in various type of public and private organizations or agencies related to tourism sector are the third type of the major respondents for the study.

Both closed and open-ended questions were prepared for all types of respondents but open-ended questions were more emphasized to find out the real facts and disposition could be judged from their answers. Focusing to know the perception of tourists regarding to visit Nepal, the questionnaire for tourists were designed accordingly. The questionnaire for employers was designed to know their views regarding the problems and prospects of female employment. Female employees profile such as religion, caste, age designation, service year, marital status, nationality, family background on the job training back ground, status, job satisfaction etc were asked for closed study and discussion questionnaire with regard to duration of duty time, facing problems before joining the job and solution of the problems were also included as queries. Suggestions to increase the female employment in tourism services were also expected from the female employees. The information regarding to preferable area or sector in tourism for female employees and the causes of low number of employment in this sector were also some of the queries in the questionnaire. Most of the questions for all respondents (tourists, employers and female employees) were closed and some of them were open ended in order to assess the problems and prospects of female employment in tourism sector.

### **3.2.2 Sources of Secondary Data**

Secondary data and information were collected from the various sources as mentioned below.

- (i) Annual statistical Reports, Development of Tourism.
- (ii) Quarterly Economic Bulletin, Nepal Rastra Bank.
- (iii) Population census,2001, (National Report) CBS
- (iv) Various issues of Statistical Year Book of Nepal, CBS.
- (v) Various issues of Economic Survey, Ministry of Finance.



- (vi) Various Plans, Nepal Planning commission.
- (vii) The Year Book of Tourism Statistics 2005/06, WTO
- (viii) Tourism Market Trends South Asia, 2005/06, WTO
- (ix) Tourism Market East Asia and the Pacific 2005/06 WTO
- (x) Various issued Reports from WTO
- (xi) Various Tourism Journals of NTB
- (xii) Various Seminar Reports, Research Studies and official Records about tourism.
- (xiii) Published/Unpublished different articles and literature on tourism.

### **3.3 Sample Size and Sampling Procedure.**

- Both primary as well as secondary data have been collected for the study. The sources of secondary data are various types of publications of various organizations.
- The researcher has collected primary data using three sets of questionnaires, one was for tourists, the second and the third were for employers and female employees respectively.
- Especially, purposive or judgmental sample method has been conducted to select the respondents given as below:
  - (i) Out of the total (3, 75,398), average numbers of tourists per day were 1,028 in 2005. Out of 1028 tourists, 122 (11.8 percent of one day visitors) have been selected as the first type of respondents to collect the information about their perceptions with regard to female employment in tourism sector.
  - (ii) According to the nature of job, tourism sector has been divided into 11 sub sectors (organizations or agencies) such as hotels (star and non-star), travel agencies, trekking/expedition agencies, rafting agencies, shopping centers, massage centers, night/dancing clubs, cargo/export/import agencies, carpet/garment/pashmina industries and airlines.
- a) All together in total, 145 different organizations or agencies were selected for different respondents. Among them, 35 employers were selected from different 35 organizations and other 110 organizations or agencies selected for 110 female employees as the respondents.

- b) Regarding to the employers, out of the selected numbers 11.4 percent represented tourism associations which are followed by hotels (star 8.6% and non-star (8.6 percent), travels (17.1 percent), trekking/expedition agencies (14.3 percent), cargo/export/import (11.4percent), rafting agencies (8.6 percent), shopping centers (2.9 percent), airlines (8.6 percent), massage centers (2.9 percent), night club (2.9 percent) and carpet/garment/pashmina (2.9 percent).
- c) Out of 110, 10 female employees were selected from each sub sector. They are star hotels, non-star hotels, travel agencies, cargo/export/import agencies, shopping centers, airlines, massage centers, night/dancing clubs, carpet/garment/pashmina industries etc that the number represents 9.1 percent in those agencies or organizations. While 15 (13.7 percent) female employees in trekking/ expedition and 5 (4.5 percent) in rafting agencies were selected as the respondents respectively.

### Sample Size Selection of female employees and Employers

**Table No. 3.1**

S. N	Sub-Tourism Sectors	Total Number in 2005	Size of female Employees (percent)	Size of the Employers (percent)
	Tourism Associations			4(11.4)
1	Star hotels	110	10(9.1)	3(8.6)
2	Non star hotels	579	10(9.1)	3(8.6)
3	Travel agencies	948	10(9.1)	6(17.1)
4	Trekking agencies	740	15(13.7)	5(14.3)
5	Cargo/export/import	110	10(9.1)	4(11.4)
6	Rafting agencies	92	5(4.5)	3(8.6)
7	Shopping centers	-	10(9.1)	1(2.9)
8	Airlines in operation	17	10(9.1)	3(8.6)
9	Massage centers	-	10(9.1)	1(2.9)
10	Night clubs	-	10(9.1)	1(2.9)
11	Carpet/garment/pashmina	683+526+388	10(9.1)	1(2.9)
	<b>Total</b>		<b>110(100)</b>	

Source: - Nepal Tourism Statistics 2005, Introductory Book 2062/MoCTCA and Dept. of Cottage and Small Industries, Katmandu.

- The questionnaires are either closed or open ended or scaled. All the questions are pre- tested and revised before collecting data. Questioning, Observations and secondary data have been used for the study.
- All types of respondents were asked focusing on the problems and prospects of female employment generation in tourism.
- Statistical tools such as percentage, growth rate, index and its share and “t” test were used for the analysis.
- Existing rules, regulations, policies and achievement were checked and evaluated on the basis of tourist arrivals, foreign exchange earnings and the responses of employers, female employees and tourists.
- Frequency distributions, percentage analysis, descriptive statistics, cross tabulation and qualitative analysis has been done to attain the objectives through the statistical software SPSS version 10 for window.

### **3.4 Research Tools and Data Collection Procedure.**

Three types of questionnaire were constructed to fill up by the tourists, officials of private and public tourism organizations and female employees. All the questions were pre-tested in the field and revised before collecting data. Questioning, observations and Secondary data were used for the study.

The questionnaires for tourists were either closed or open ended or scaled. Information about the perceptions of tourists was also collected in respect to visitors profile; favorable aspects of tourism market service extended and satisfaction with the various factors and overall visit of Nepal. Questions were included to identify problems, prospects and suggestions to promote female employment in tourism industry in Nepal. The information regarding visitors’ expectations, length of stay, the amount of expenditure, perception regarding last population and revisit intention were the queries in the questionnaire.

By this way, questionnaire for the tourism organization were mainly based on close and open-ended pattern. Major queries in the questionnaire were theirs existing tourism development and promotional approaches, efforts launched by them, reaction and perception to female employment in tourism sector, tourism policies, development efforts and the persisting problems in the industry. Queries were included regarding their income, expenditure and promotional expenses also. In this

context, structured questionnaire were closed and open-ended pattern framed to interview with the female employees. The open- ended patterned questionnaire included queries regarding the existing tourism development, female employment situation, and perception towards policies, development and marketing efforts, problems and probable suggestions to overcome them. In this sense, all types of respondents were asked focusing the problems and prospects of female employment generation in tourism industry.

### 3.5 Method of Data Processing and Analysis

#### 3.5.1 Statistical Tools Used

Following procedures were adopted to analyze the collected and available data/information in the study to attain the specified objectives:

- The demand for tourism in Nepal was assessed on the basis of past trends, number of tourist arrivals, their length of stay and total earning generated by tourism made by them. For this simple statistical indicator as percentage analysis, growth rate, index and its share were being used for the analysis as under:

Statistical tool as percentage growth given by;

$$\frac{(X-Y) \times 100}{Y}$$

Where, X stands for the variable at the end of period

Y stands for the variable at the beginning of period

(X- Y) stands the growth during the period

Similarly, to indicate the revenue generation from different sources such as hotel tax, flight tax and revenue from national parks are shown through indexing the variables, as:

$$\frac{X \times Z}{Y}$$

Where, X stands for the revenue of current year

Y stands for the revenue of previous year

Z stands for the index of pervious year

Here, for the very first year the 'base value' of 'base year' as index is taken as 100.

Importance of tourism in Nepalese economy was being assessed on the basis of contribution to Gross Domestic Product total foreign exchange earning generation from tourism, revenue generated by government and trade deficit.

- Existing rules, regulations, policies and achievement were checked and evaluated on the basis of tourist arrivals, foreign exchange earnings and the responses of employer's female employees and the tourists.

### **3.5.2 Use of SPSS Statistical Software**

The magnitude of the problems and prospects has been analyzed on the basis of tourist's, employer's and female employee's responses with references to female employment in tourism. Frequency distribution, percentage analysis, descriptive statistics, cross-tabulation and qualitative analysis have been done to attain the objectives through the statistical software SPSS version 10 for window.

### **3.5.3 Use of 't' Test**

't' test is used to find out the magnitude of expected and received salary of female employees. General formula for 't' test used is;

$$\frac{\bar{x} - \mu}{\sigma / n}$$

Where,  $\mu$  = Lower most value supposed to be zero

$\sigma$  = Variance

n = No of the sample taken

$\bar{x}$  = Mean of the sample taken

Here, for the simplicity those tests are done and values are obtained through SPSS Software.

At last, suitable recommendations have been made in order to provide solution to the various problems of female employment in tourism

### **3.6 Variables of the Study**

- Number of tourist arrivals and their length of stay.
- Composition of tourists according to sex, ages, nationalities, regions and purposes.
- Contribution to economy as foreign exchange earnings, gross domestic product, revenue from tourism to government, employment generation.
- Infrastructures as travel, trekking, rafting, hotel accommodation, roads, aviations and communication facilities and other tourism related agencies, institutions or organizations etc.
- Existing and past plans and policies for the development of tourism and tourism resource potentials.

## **CHAPTER –FOUR**

### **TOURISM DEVELOPMENT SCENARIO IN NEPAL**

Nepal is one of the most fascinating and beautiful countries in the world where various natural and man-made attractions of tourism products are located. The mountains of Nepal are the main natural resources of attraction for many tourists, trekkers and mountaineers. The world's highest peak Mt.Everest (Sagarmatha) 8848 meter high is situated in this mountain region in Nepal. Out of thirty one mountains, twenty two peaks over 7600 meters in the world lie in Nepal. Furthermore, among the fourteen snows topped mountains over 8000 meters in height in the world eight are located in Nepal (DOT, 1991; 5). Apart from the height of mountains, Nepal possesses various natural resources as like rivers, lakes, ponds, glaciers and falls which make the potentialities of tourism scenario exotic, gorgeous and enchanting.

Flora and fauna both are rich and varied in Nepalese forests due to altitudinal and climatic variance. Nepal has 170 species of mammals; among them thirty species are large mammals, 859 species birds, 180 species of fishes, 56 species of reptiles (40 snakes and 16 lizards) and 34 species of amphibians. There are 600 species of butterflies available in Nepal. The Danphey bird (*inpeyanus lopophorous*) regarded as the country's national bird and the cow is scared as famous as a paradise of naturalists. HMG of Nepal had launched different conservation programs to preserve the wildlife and forests. There are 8 national parks, 4 wildlife reserves, 1 hunting reserve, 2 conservation sanctuaries were already established in the kingdom (DOT, 1996).

Nepal is known as the land of temples in which we can see gallery of ancient sculptures, paintings and architecture in large number. Kathmandu valley namely Kathmandu itself, Bhaktapur and Lalitpur are regarded as a "long cultural museum" of Nepal. In the context of Nepalese art and architecture, out of ten world heritage sites of Nepal, declared by UNESCO, seven are located in those three cities and rest of them are located outside the valley. Man made art and architects of any country are valuable assets to the development of tourism in the country. Sculptures, drawings, paintings, architectures, arts, heritages etc, always attracts many tourists. So,

Kathmandu valley and many other parts of the country are endowed with such arts and sculpture, which if properly developed and promoted, could be a major source of attracting visitors for a long time. So, Nepal is considered as a tourist's paradise with infinite varieties of interesting and attractive destination. Prior to know the scenario of tourism development in Nepal, it is inevitable to know a brief account of country's socio-cultural heritages and ecological divisions.

#### **4.1 Ecological Divisions**

Nepal is a land-locked as well as mountainous country which lies between 80°4' and 88°12' east longitude and 26°22' and 30°27' north latitude. Its shape seems like a brick or roughly rectangular with the length of 885 km east to west and its breadth varies from 145 to 243 km north to south, the mean width of which is approximately 193 km. The total area of the country is 147181 sq. km (CBS, 2002; 1). Nepal is situated in between two big Asian countries whereas china lies in the north and India lies in the south, east and west. Ecologically, Nepal is divided into three regions like Mountainous, Hilly and Terai on the basis of altitudinal differences.

##### **4.1.1 The Mountain Region**

The mountain region lies in the north of the country, which comprises about one third (35 Percent) of the total land area. The altitude of this region ranges from 4877 meters to 8848 meters from the sea level. The world's highest peak Mt. Everest (Sagarmatha) 8848 meter high is situated in this mountain region of the country. Out of thirty-one mountain peaks over 7600 meters; twenty-two lie in Nepal. Further more, among the fourteen snow-topped mountains over 8000 meters in height in the world, eight are located in Nepal (DOT, 1991; 5). It is the most sparsely populated region in comparison to others, because of its hostile geographic and climatic condition. According to the 2001 census, this region incorporated 7.3 percent of the total population. Along with the high mountains, the glaciers, falls, lakes and topography make the nature scenario of this area exotic, gorgeous and enchanting. Almost all big rivers running through the country originate in this region.



### **4.1.2 The Hilly Region**

This region is located between the mountain and Terai regions. The altitude of this region ranges from 610 meters to 4877 meters, from the sea level. There are several attractive hills, fertile valleys and basins in this region. Mahabharat and Churia ranges are also belong to this location. Densely populated valley, such as Kathmandu, Pokhara and numerous river valleys are also comprised by the region. The region accounts the largest share (42percent) of the land area of the country and accommodates 44.3 percent of the total population. This region is supposed to be favorable for human settlement, which consist the main attraction for foreigners who are keen interested to visit Nepal especially, for the historical and cultural destination. So, the hilly region presents unique topography; enchanting views with their landscape, gorges, natural vegetations and valleys which provide opportunities for sight seeing, trekking and the like.

### **4.1.3 The Terai Region**

The southern lowland belt along with the Indian boarder from east to west of the country is known as the Terai Region. This region includes most of the fertile land and dense forest. Terai covers 23 percent of the total land of the country. It has had 48.4 percent of population in 2001. The width of this fertile and flat region is 26 to 32 km where the people's settlement is densely populated than other regions. The population of this region is increasing rapidly compared to others. One of the reasons of faster growth is due to internal migration. This reason is known as the 'food store' of the country being more fertile than other two regions.

“Due to adverse topographical structure, Nepal experiences marked variation in climate and rainfall. Within close proximity, the country displays tropical, temperate, alpine and arctic climates that are indeed so unusual that one may experience a hot summer in Terai, while it is spring in the hills and winter in the mountains. Usually the Terai region has a hot and humid climate while hilly region is pleasant all year a round. The northern mountain region has an alpine climate with extremely low temperature during winter. The summer temperature ranges from more than 40°C in the southern Terai plain to 28°C in the central valleys (Shrestha, 1999; 51). Basically, rainfall depends upon the monsoon, which is concentrated from June to September experiencing 60 to 80 percent of the total rainfall. Thus, rainy season is not favorable

for the visitors. Due to the variation in altitude and climate, there is no seasonal constraint for traveling. Even in the rainy season, the rain shadowed areas may be appropriate destinations for the tourists. In winter or cold season, lower hill areas and Terai regions may be good for traveling. Therefore, there is ample scope to welcome visitors throughout the year in Nepal.

#### **4.2 Socio- cultural Heritages.**

Apart from the ecological divisions, Nepal experiences marked variation in socio-cultural heritage, which depends upon diverse ethnic population of the country. Most of the western tourists seem to be more attracted, especially, to ethnic diversity of Nepal. “There are 40 ethnic groups with about 70 different languages spoken in the country” (Image Nepal, 1998,P. 9). “The culture, festivals, food habits, clothing and languages of Nepalese people differ from place to place, population census 2001 shows that population speaking Nepali, as mother tongue is 48.98percent of the total. By this way, Maithili, Bhojpuri, Tharu, Tamang and Newar as mother tongue are about 12.4, 7.6, 5.9, 5.2 and 3.7 percent respectively” (CBS, 2002,P. 6). In terms of religion, Hinduism is predominant followed by Buddhism and Islam respectively. Especially, Nepalese people are mixed of the Indo- Aryan and Tibeto-Mongoloid origin. Nepal is a country composed of different ethnic groups having different faith of their own and speaks varied languages and dialects spreading out in different parts of the country which are really the keen interesting factors in observing the ethnic and cultural diversity for tourists.

Socio- cultural wealth of the country is an important and attracting factor for the tourists because of its remarkably rich and fascinating culture. Religious harmony among religious the Hinduism, Buddhism Islam, Christianity etc. is one of the specific features of the country. Although, there is diversity in religion, ethnic languages, customs, life styles and traditions, there is always unity in cultural fairs and festivals which is really the prominent aspect of Nepalese lifestyle. Most of the festivals are of religious and social values. Some of the major festivals are celebrated all over the country and proper ethnic groups according to their religion and socio-cultural values celebrate some of them. “Co- religionists are bound together by a sense of fellow feeling and bonhomie particularly displayed in their worship of common deities and joint celebration goddess, for instance, is selected from a

Buddhist clan” (DOT, 1993,P. 3). There are many of Hindu temples of Shikhara and Pagoda styles and Buddhist Shrines of unique Stupa styles are scattered all over the country. Not only temples and shrines but also the ancient royal palaces and Nepalese craftsmanship of stone, metal and wood carvings which are known as world renowned monuments lure the tourists in Nepal.

### **4.3 Scenario of Tourism in Nepal**

Conceptually, “tourism is temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and facilities created to cater their needs”(Mathieson and Wall, 1982,P.1). “The evolution of tourism industry dates back to ancient times. Traveling in the remote past was man depended upon it. But the advent of civilization brought about a change of human perception and the focus of traveling shifted from one of necessity to a desire for adventure” (Ranjit, 1996,P.17). Basically, the rapid growth of tourism in the world started only after the Second World War but tourism is a recent phenomenon in Nepal

#### **4.3.1 Evolution of Tourism before Unification of Nepal.**

Tourists may be found to have arrived in some form or the other from time immemorial. “In fact, authentic records of the ancient history of Nepal are not readily available. Most of it is surrounded in mystery with only the legends giving some flickering light. One such legend tells the story of a Manjurshree Bodhisatwo who cut an opening at the rock hill at Chovar by a stroke of his scimitar and drained the lake water to make the Kathmandu fit for human habitation”(Satyal, 1999,P. 25). Although he is said to have come either from India or China, yet he is regarded as the first tourist ever visiting Nepal (Shrestha, 1998, P.116).

“During the early historical era too, famous visitors are recorded to have visited Nepal. It has been illustrated in the chronicle that Gautam Buddha visited Nepal during the reign of Jitedasti, the seventh Kirat King, who stayed at the western part near Swayambhu” (Satyal, 1988, P.28 and K.C, 1984, P.18). The great king of ancient India, Ashok, too has visited Nepal. He visited Lumbini, the birthplace of Lord Buddha, and built the Ashok pillars there. He then came to Kathmandu valley and built similar pillars in different places (Satyal, 1988.P.28).

Several ruling dynasties are believed to have followed one another for different time period in Nepal such as Gopals, Mahispals, Kirats, Lichhavis, Mallas and Shahs respectively. According to the Nepalese genealogy, Lichhavis period is known as the golden age for the development of art, architecture and culture. When they came into power in 400 AD., the nation entered a new phase of prosperity in art and culture. Especially, architecture, painting and sculpture were tremendously developed during their period. For example, Kailash Kut Bhawan, Managriha and Bhadra Dhiwas Bhawan were the famous and historical palaces during that period which inspired the Chinese travelers to come to Nepal.

“The marriage relations between princess Bhrikuti, the daughter of King Amshuverma and Srong Sten Gampo, the king of the northern state Lhasa (present Tibetan Autonomous Region of China) in 592 AD gave rise to the establishment of special relations between the two countries” (Sharma, 2033, PP. 95-96). “As a result, it was natural for the people of these countries to travel from one country to another. Therefore, Nepal was developed as the only route for a long period to visit China via Lhasa and travel from China to India via Lhasa. This led to the increase in arrivals of foreigners in Nepal”(Sharma, 2033, P. 96 and Shakya 2051, P.11). By this way, “Chinese visitor Huen- Tsang in 637 AD and later many imperial envoys from China like Li- Y – Piao in 643 AD visited Nepal and wrote historical accounts of Nepal. During 643-657AD., another Chinese envoy, Wang Hiuentse visited Nepal with his companions, when he was envoy to India” (Shakya, 2051, P. 11). Mandev, Amsuverma and Narendradev were the famous kings at that period. Lichhavi kings also extended the frontier of Nepal to form a vast empire.

The Mallas succeeded the Lichhavis who ruled from 750 to 1480 A.D, and made the country renowned. The Malla kingdoms of Kathmandu, Patan and Bhadgaon were transformed into the open museums of art and architecture. “The graceful pagodas in the shape of temple, palaces and ordinary houses, the prevailing customs of the various castes and the many festivals cycling round the year are the products of the Lichhavis and Malla period” (Satyal, 1999, P. 26). These unique arts and architectures attracted a large number of tourists to the country. During those days, especially, Chinese, Tibetan and Indian visitors visited Nepal with religious and commercial motives. Indian people visited Pashupati Nath, Baraha Kshetra, Muktinath and Gosain Kunda as the holy religious places, while the Chinese and Tibetan religious groups

came for Lumbini, the birthplace of Gautam Buddha. After the decline of Malla dynasty, Shah Dynasty came into power. King Prithivi Narayan Shah of this dynasty was the first king who unified the small-scattered states into one powerful country in 1767 AD. However, religious and commercial sectors are found to have contributed significantly to the development of tourism in Nepal before its unification.

#### **4.3.2 Tourism Development after Unification up to 1950 AD**

After Prithivi Narayan Shah, Pratap Shing Shah, Rana Bahadur and Girbanyuddha Bikram Shah ruled Nepal respectively. They were also engaged on the process of territorial expansion like East India Company. In this context, the war broke out between Nepal and East India Company in 1814 AD and it was ended with the treaty of Sugauli in 1816 AD. After the treaty, territorial boarder of the country is fixed and a British resident, Dr. Wallich, was appointed in Kathmandu for opening the movement and relationship with East Indian Company. When Dr. Wallich came to Nepal in 1817 AD for his botanical research for a year, other British residents and his officials were also allowed to visit Nepal during that period. Rana Prime Minister Jung Bahadur, himself visited Britain on January 15, 1850. The visit brought the mystry of Nepal into the limelight in Europe. During the Rana regime, British residents came to Nepal after being granted permission from the Prime Minister himself. "During that time severed distinguished botanists and naturalists including Sir Brian Hodgson FRS, and Sir Josheph Hooker FRS, visited Nepal. Similarly, King George V and the Prince of Wales came to Nepal for hunting tigers in the Terai forests in 1911 and 1921 respectively "(Satyal, 1958, P. 32) In the history of tourism development of Nepal, the visit of Captain Kirkpatrick Mission in Nepal holds more importance to introduce Nepal in the world. He came as a military official to collect facts about Nepal and wrote a book "An account of the kingdom of Nepal" which plays vital role to know the historical facts of the country. During the Rana autocracy period, Nepal was isolated from the outsiders. According to historical events, Nepal was forbidden land for foreigners except for some kind of research, diplomatists, small traders and pilgrims.

"The earliest published record on foreign visitors to Nepal is to be found in percival London's book Nepal, Volume II, page 299-305 where 153 Europeans mostly British are listed to have visited Kathmandu in a period of 44 years from 1881

to 1925”(Gurung, 1978,P.1). During the Rana regime, the government was very much aware of the entry of Europeans due to colonizing characteristics of western countries or their policy to isolate the Nepalese people from the world so as to keep isolate from the outsiders about one hundred and four years till the revolution of 1950 AD. After the advent of democracy, Nepal opened its door and welcomed the visitors from all over the world.

#### **4.3.3 Tourism Development after 1950 AD**

From the point of view of tourism, the emergence of democracy due to the cause of revolution of 1950-51 was a boon for Nepal. After the decline of Rana regime, Nepal started to develop different aspects of social, economic and political condition. In this context, Nepal got membership of United Nations Organization (UNO) in 1955 and the membership of different international agencies which helped Nepal to introduce in the world. From the beginning, the democratic government of Nepal stated to make concrete efforts to create necessary institutional infrastructure needed to promote tourism. Nepal extended its diplomatic relation with several (up to now 142 countries) countries of the world. Nepal Government formed a Tourism Board and constituted Tourism Development Committee in 1957 as the institutional infrastructure of tourism. Later, in 1962 the board was converted into full- fledged department under the Ministry of Public Works, Transport and Communication to facilitate the increased number of tourists. With this regard, the department opened Tourist Information Center at different entry points and different tourist places as like Kakani, Nagarkot etc. After establishing Nepal Tourism Development Committee, a development plan was prepared and Tourism Training Center was established. Since 1977 the tourism industry of Nepal has been managed and controlled under the supervision of a full ministry. Now it is known as Ministry of Culture, Tourism and Civil Aviation (MoCTCA). In this respect, the notable effort was the Tourism Master plan of 1972. Today, tourism industry has become an important sector in Nepalese eco

#### **4.4 Tourism Movement Profile in Nepal**

The development of tourism has started in Nepal since the beginning of 1960's as there is no authentic statistical data of tourism before 1961. Since 1962, HMG

/Department of Tourism have started to keep the exact statistical data of tourism in its record. In this regard, Table No. 4.4.1 reveals the trends of tourists' arrival in Nepal from 1962 to 2005 AD, given as below.

#### 4.4.1 Tourists' Arrivals

The Table No. 4.4.1 reveals that number of tourists has been increasing every year since the beginning except in the years 1965, 1981, 1984, 1989, 1993, 2000, 2001, 2002 and 2005. Nepal received 6,179 tourists in 1962 and after a decade it reached 52,930 in 1972 and 175,448 in 1982

**Table 4.4.1**  
**Tourist Arrivals (1962-2006)**

Year	Total Growth			By Air		By Land		Average length of stay
	Number	%	Index	Number	%	Number	%	
1962	6179	--	100	--	--	--	--	--
1970	45970	--	744	36508	79	9462	21	--
1974	89838	---	1454	74170	83	15668	17	13.20
1990	254885	--	4125	226421	89	28464	11	12.00
1991	292995	15.0	4742	267932	91	25063	9	9.25
1992	334353	14.1	5411	300496	90	33857	10	10.14
1993	293567	-12.2	4751	254140	87	39427	13	11.94
1995	363395	11.3	5881	325035	89	38360	11	11.27
1998	463684	9.9	7504	398008	86	65676	14	10.76
1999	491504	6.0	7954	421243	86	70261	14	12.28
2000	463646	-5.7	7504	376914	81	86732	19	11.88
2001	361237	-22.1	5846	299514	83	61723	17	11.93
2002	275468	-23.7	4458	218660	79	56808	21	7.92
2003	338132	22.7	5472	275438	81	62694	19	9.60
2004	385297	13.9	6236	297335	77	87962	23	13.51
2005	375398	-2.6	6075	277346	74	98052	26	9.09
2006	383926	2.3	6213	283819	74	100107	26	10.2

Source – Department of Tourism, HMG/N Nepal Tourism Statistics, Various Issues.

. Similarly, the number increased from 334353 in 1992 to 463,646 in 2000AD (Appendix A). The number of tourist's flow decreased in 2000, 2001 and 2002 still in 2005 also; there was no satisfactory recorded data. The above Table shows that the growth rate of tourists has not been equal from 1962 to 2006 too. Tourist arrivals in 1981 and 1984 were also recorded as negative. There may be so many reasons in declining but one of the reasons may be the assassination of Indian Prime Minister Indira Gandhi in 1984 which might lead to the cancellation of tourists coming to India and Nepal. "The publicity in international media about the environmental pollution of Nepal and economic recession in tourist generating market in 1992 affected the arrival of tourists in Nepal in 1993, recording a decline of arrivals by 12.2 percent which was the highest decline during two decades. The devastating flood of 1993 in Nepal led to a high loss of life and properly also adversely affected tourists arrival in that year. Similarly, decline in tourist arrivals in 1989 was noticed due to political unrest for the restoration of democracy in the country and transit dispute with India" (Shrestha, 1999; 57). From 1962 to 2006, the statistical data shows that the highest decline of tourist arrivals is in 2001 and 2002, the declined percentage were 22.1 and 23.7 percent respectively. About this, one of the reasons might be CPN Maoist insurgency against the government of Nepal at that time. Tourist arrivals in 2005 were also declined due to the cause of flexibility of political situation and might be the lack of proper security in the country. The highest growth rates during four decades were recorded in 1977, 1986 and 2003, representing 23, 23.4 and 22.7 percent respectively. The average annual growth rate of tourist arrivals from 1962 to 2005 was approximately 11 percent.

Length of stay of tourists play vital role in tourism industry. The lowest length of stay is 7.92 days in 2002 and the highest is 13.51 days in 2004 according to the record from 1962 to 2005. The average length of stay from 1974 to 2005 was approximately 11.46 days. Inability to lengthen the average stay of tourists is considered to be one of the problems of tourism in Nepal. To lengthen the average stay of tourists, physical infrastructures facilitated prime tourist destinations and many more tourism areas should be promoted as per the requirement of visitors.

Generally, 84.3 percent tourists' come to Nepal by air and the remainder by land. So, air transport plays a vital role in Nepalese tourism industry because of the landlocked nature of the country with lack of adequate road facilities. The table shows



that the highest percentage of tourist arrivals by air was 91 in 1991 and the lowest was 74 in 2005 and 2006. The recorded data shows the high dependency on air transportation for arrival of visitors in the country. It is perhaps the reason that the Indian tourists coming by road may go unnoticed and are not enumerated. Therefore, the dependency ratio on air transportation seems too much high than the roads.

#### 4.4.2 Tourists' Arrivals by Sex

Table No.4.4.2 shows that male visitors are more than female visitors since the beginning till now

**Table No.4.4.2**  
**Tourist Arrivals by Sex (1962-2006)**

<b>Year</b>	<b>Male (percent)</b>	<b>Female (percent)</b>	<b>Total (percent)</b>
1962	52.3	47.7	100
1970	56.9	43.1	100
1978	59.3	40.7	100
1984	65.5	34.5	100
1985	62.8	37.2	100
1990	60.9	39.1	100
1995	61.9	38.1	100
2000	57.6	42.4	100
2001	59.1	40.9	100
2002	63.4	36.6	100
2003	60.5	39.5	100
2004	66.3	33.7	100
2005	68.7	31.3	100
2006	57.0	43.0	100

*Source- DOT/HMG/N, Nepal Tourism Statistics, Various Issues.*

The highest share of female visitor was 47.7percent in 1962 and the lowest seemed 31.3 percent only in 2005. Female visitors during the earlier years were relatively more. It is noted that the ratio of female visitors seems decreasing from 1962 to 1984 respectively (Appendix-A). From 1985, the ratio of female visitors

began to rise and fall gradually for some years till 2000. Again, the ratio seems to be decreased until 2005 but increased in 2006.

#### 4.4.3 Tourists Arrivals by Age- Group

Tourist arrivals by Age Group from year 1962 to 2006 have been given below.

**Table 4.4.3**  
**Tourist Arrivals by Age Group (1962-2006)**

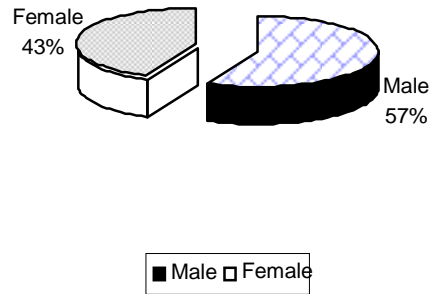
Year	0-15	16-30	31-45	46-60	61& over	Total No.
1970	3.5	35.5	24.5	20.8	15.8	45970
1974	2.9	40.1	27.7	18.7	10.6	89838
1978	3.8	36.5	28.7	19.7	11.3	156123
1982	4.9	35.0	31.7	19.4	9.0	175448
1986	5.5	33.0	32.1	19.1	10.3	223331
1990	4.2	33.7	32.3	19.4	10.5	254885
1994	6.2	29.4	32.5	20.3	11.6	326531
1995	6.3	29.3	33.1	21.1	10.2	363395
1996	5.6	24.1	29.5	22.8	17.9	393613
1997	5.5	28.2	29.9	29.6	10.8	421857
1998	5.8	26.3	32.7	26.1	9.0	463684
1999	6.3	30.6	31.7	23.1	8.3	491504
2000	4.1	25.8	31.9	27.0	11.1	463646
2001	4.0	26.5	32.0	25.9	11.5	361273
2002	4.5	24.6	36.2	24.3	10.4	275468
2003	4.7	23.2	29.5	25.4	17.2	338132
2004	10.1	21.8	33.3	25.2	9.7	385297
2005	8.1	15.2	30.4	28.3	18.0	375398
2006	9.8	19.7	32.2	24.8	13.6	383926

*Source: DOT/HMG/N Nepal, Tourism Statistics, Various Issues.*

According to the Table No. 4.4.3, out of the total number, the highest share of tourists arrival in Nepal was occupied by the younger age groups; 16-30 followed by the age group of 31-45, 46-60, 60 and over and 0-15, since 1965 to 1991 except in the year 1985 (Appendix-B).

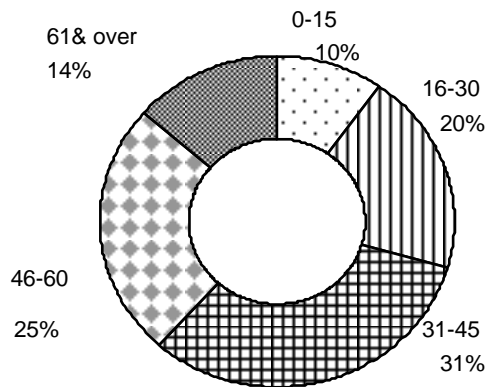
**Chart No 4.1**

**Tourists Arrivals by Gender 2006**



**Chart No 4.2**

**Tourists Arrivals by Age Group 2006**



But since 1992 to 2005 adult age groups 31-45 occupied the highest share and the age groups of 16-30, 46-60, 61 & over and 0-15 secured second, third, fourth and fifth position respectively till 1999 (Appendix-B). However, among the total number of tourists visiting Nepal in 2006, 61.7 percent were under the age of 45 and 38.3 were over 45 years. Above recorded data shows that domination of visitors between the ages of 16-60 comprises 80.3, 73.9 and 76.7 percent of the total arrivals in 2004, 2005 and 2006 respectively. It reveals that Nepal has not yet been able to attract elderly visitors having with high spending capacity. So, the demands for tourist's products have come from young and middle aged groups.

#### 4.4.4 Purpose of Visitors

In 1970, tourists arriving in Nepal, with holiday and pleasure purpose, are 91.1 percent but this percentage seems to be gradually declining later years.

**Table 4.4.4**  
**Tourist Arrivals by Purpose of Visit (1962-2006)**

Year	Holiday Pleasure	Trekking/ Mountaineering	Busin ess	Pilgri mage	Official	Conv. Conf.	Others	Total No.
1962	--	--	--	--	--	--	--	6179
1970	91.1	1.2	2.0	--	3.3	--	2.4	45970
1974	75.4	13.0	4.3	--	4.1	--	3.1	89838
1978	79.7	11.1	4.3	--	3.6	--	1.3	156123
1982	77.9	13.4	4.2	--	4.1	--	0.4	175448
1986	73.4	15.0	4.9	--	4.0	--	2.7	223331
1990	63.5	15.7	4.6	2.6	10.4	1.1	2.0	254885
1991	60.5	14.4	5.0	3.1	12.7	1.9	2.4	292995
1992	71.1	10.5	9.5	2.2	6.3	0.2	0.2	334353
1993	58.0	23.7	6.6	3.6	5.4	1.8	0.9	293567
1994	51.5	23.5	7.2	1.7	6.3	1.6	8.2	326531
1995	50.4	23.3	6.0	1.4	5.5	1.5	11.8	363395
1996	53.2	22.6	6.4	1.2	5.1	1.5	10.0	393613
1997	59.1	21.7	6.5	1.0	5.7	1.4	4.6	421857
1998	56.4	24.3	5.4	3.5	4.8	1.1	4.6	463684
1999	59.2	22.0	4.8	3.9	4.9	1.2	4.0	491504
2000	55.2	25.6	6.4	3.4	4.5	1.2	3.7	463646
2001	51.8	27.9	5.1	3.8	5.2	0.0	6.2	361237
2002	40.0	21.5	6.2	4.5	6.5	0.0	21.4	275468
2003	29.0	19.4	5.7	6.3	6.5	0.0	33.1	338132
2004	43.4	18.0	3.6	11.9	4.4	0.0	18.7	385297
2005	42.7	16.4	5.9	12.7	4.5	0.0	17.9	375398
2006	38.0	17.4	5.5	15.4	4.7	0.0	19.0	383926

Source- DOT/HMG/N Nepal Tourism Statistics, Various Issues.

However, approximately more than of tourists 50 percent visiting Nepal with the purpose of holiday and pleasure shows the record since the beginning till 2001. In recent years, these types of tourists have been decreasing and the tourists visiting for trekking/mountaineering have been increasing with the share growing from 1.2 percent in 1970 to 27.9percent in 2001 and decreased with share of 16.4 percent in 2005. In recent years, numbers of pilgrimage tourists are also increasing by 15.4 percent in 2006 from 2.6 percent in 1990.

#### 4.4.5 Purpose of Visit and Months

**Table 4.4.5**

**Tourist Arrivals by Purpose of Visit and Months 2006**

<b>Purpose Of visit</b>	<b>Jan.</b>	<b>Feb.</b>	<b>Mar</b>	<b>Apr</b>	<b>Ma y</b>	<b>Jun.</b>	<b>Jul.</b>	<b>Aug</b>	<b>Sep.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Total</b>
Holiday Or pleasure	48.3	31.6	32.6	40.7	40.6	47	41.8	39.4	33.8	30.9	36.1	52.5	145802 (38.0)
Trekking & mount Aineering	9.6	11.6	23.4	27.3	12.1	5.6	6.4	7.4	27.0	32.8	16.5	8.6	66931 (17.4)
Business	6.2	5.4	4.7	4.7	7.9	7.0	8.2	6.0	5.4	3.1	5.5	1.9	21066 (5.5)
Pilgrimage	4.3	31.2	22.6	3.8	7.7	9.8	10.0	22.2	9.8	16.8	19.8	16.7	59298 (25.4)
Official	6.4	4.4	4.1	4.6	6.5	5.7	6.4	5.0	4.6	2.8	4.3	3.1	18063 (4.7)
Others	25.1	15.7	12.7	18.9	25.2	24.9	27.1	19.9	19.4	13.6	17.9	17.2	72766 (19.0)
<b>Total</b>	<b>100</b> 27131	<b>100</b> 26140	<b>100</b> 39159	<b>100</b> 21178	<b>100</b> 22278	<b>100</b> 24930	<b>100</b> 23991	<b>100</b> 32047	<b>100</b> 36392	<b>100</b> 52367	<b>100</b> 43026	<b>100</b> 35287	<b>383926</b> (100)

Source:-, Nepal Tourism Statistics, 2006, DOT/HMG/N

The above table shows the arrivals of tourists is high, especially on October with the number of 52367 and low in April with 21178. It reflects the effects of seasons in tourism industry. Among total tourists, 38.0 percent is for pleasure and holiday. In this context, for mountaineering and pilgrimage, the tourist arrival is 17.4 and 15.4 percent respectively. The highest number of tourist (above 50percent) used to come in Nepal for holiday/pleasure, especially, in December according to (Table No.4.4.5). In Nepal, tourist arrivals seem to be gradually concentrated over the months of October, November, March and September. Tourist arrivals for mountaineering/trekking are high in October and April than other months by the cause of seasonal effect. Most of the tourists used to come for pilgrimage in February (31.2percent), March (22.6percent), August (22.2percent) and November (16.7percent) respectively whereas they were 3.8percent in April. It reveals that seasonal problem has dominated from the very beginning of the Nepalese tourism business and still remains unresolved (NRB, 1989.P.57). So, Nepal should try to attract visitors by introducing various types of package programs for different seasons to different regions of Nepal to avoid seasonal constraints.

#### **4.4.6 Tourist Arrivals by Purpose of Visit and Major Nationalities 2006**

The Table 4.4.6 presents the tourist arrival from Japan Spain Italy and Netherlands for Holiday/Pleasure seems high that is 61.4, 56.2, 54.9 and 50.5 percent respectively whereas very low; 1.1 percent from Srilanka. For pilgrimage 94.4 percent of the total visitors from Sri-Lanka visited Nepal whereas 0.7 percent from Spain (Table 4.4.6). Visitors (94.4 percent) from Sri-Lanka visited Lumbini, the birthplace of Gautam Buddha, of Nepal in 2006. After Srilanka, Indian visitors occupied 8.5 percent and 5.9 percent by USA for the purpose of pilgrimage. However, except Sri-Lanka more than 30 percent visitors from other countries visit Nepal for pleasure/holiday. Germany, France, Austria, and Australia occupied 43.1, 42.3, 39.5 and 37.4 percent of their total visitors especially for trekking/ mountaineering, which were highest figures. From Srilanka and India, tourists occupied only 0.2 and 11.3 percent respectively of their total visitors for trekking/ mountaineering, which is very low than other countries. The Table 4.4.6 presents, Indian visitors of their total for official & business purpose visited Nepal were 8.4 and 11.2 percent respectively, which is higher than other countries.

**Table 4.4.6****Tourist Arrivals by Purpose of Visit and Major Nationalities 2006 (In percent)**

Nationalities	Holiday/ Pleasure	Trekking/ Mountaineering	Official	Business	Pilgrim age	Others	Total
Australia	38.8	37.4	2.4	2.8	2.8	15.7	8231
Austria	40.9	39.5	2.4	2.8	2.5	11.8	3474
Canada	44.9	24.6	4.9	4.6	3.3	17.5	4733
Denmark	38.9	26.5	7.7	7.9	1.0	19.5	1956
France	37.7	42.3	1.8	2.0	1.6	14.9	14835
Germany	34.6	43.1	2.6	4.4	2.3	13.0	14361
India	33.9	11.3	8.4	11.2	8.5	32.7	93722
Italy	54.9	23.4	1.4	2.4	0.8	17.1	7736
Japan	61.4	17.6	2.5	2.9	5.5	10.1	22242
Netherlands	50.5	30.2	2.5	2.2	2.7	11.9	7207
Spain	56.2	20.5	0.9	1.0	0.7	20.7	10377
Switzerland	36.8	35.0	5.1	3.2	4.4	15.4	3559
Sri-lanka	1.1	0.2	0.7	0.2	94.4	3.3	27413
USA	44.5	17.9	5.6	6.3	5.9	19.6	19833
UK	44.4	32.3	5.2	4.2	1.9	11.9	22708
Other	39.5	17.4	4.3	4.5	17.3	16.9	121539
Total (No.)	145802	66931	18063	21066	59298	72766	383926

Source- computed from Nepal Tourism Statistics, 2006

**4.4.7 Nationalities of Visitors**

The Table 4.4.7 presents the highest percentage of tourist arrival to Nepal was from India. In terms of tourist arrivals in 2006, approximately one-fourth visitors were Indians. India occupied 19.3 percent in 1975 but major tourist market for Nepal are UK (5.9), Srilanka (7.1), USA (5.2), Japan (5.0), France (3.9) and Germany (3.7) respectively according to the data of 2006. The data shows that the top five countries India, UK, Srilanka, USA and Japan occupied a share of 47.6 percent visitors of the total arrivals in 2006. Tourists from Japan were increasing from 2.4 percent in 1962 to 8.4 percent of the total visitors in 2002. Most of the visitors from Japan seem to be attracted to visit Lumbini the birthplace of Lord Buddha. Similarly, number of tourist from Srilanka seems to be increased from zero percent in 1962 to 7.1 percent of the total visitors in 2006. The data indicates that 58 percent share of the total visitors was



occupied by USA excepting Indian visitors in 1962 but visitors from USA occupied only 5.2 percent of the total arrivals in 2006. It is noticed as the remarkable change in arrivals from USA. Its share of percentage of total visitors is declining from 1962 to 2005. Counting of Indian tourists in total arrivals may be one of the causes for drastic fall in the share of USA in Nepal. Because, the phase of total visitors from USA was 58 percent in 1962 but it seemed to be 14.7 percent in 1975.

**Table 4.4.7**  
**Tourist Arrivals by Major Nationalities (1962-2006)**

Nationality	1962	1975	1980	1990	2000	2001	2002	2003	2004	2005	2006
Australia	1.6	5.7	1.8	4.0	2.6	2.5	2.6	2.3	2.5	1.9	2.1
Austria	0.6	1.7	1.2	1.0	1.1	1.2	1.1	0.9	1.1	0.7	0.9
Canada	1.8	2.2	1.7	1.9	1.9	2.0	1.4	1.2	1.3	1.1	1.2
Denmark	0.6	1.2	1.0	1.1	1.0	1.1	0.7	0.6	0.7	0.5	0.5
France	8.5	9.4	11.1	7.8	5.3	5.9	4.9	4.7	4.9	3.8	3.9
Germany	6.1	10.1	8.4	7.3	5.7	6.0	5.7	4.4	4.2	3.8	3.7
India	-	19.3	24.9	23.4	20.7	17.8	24.2	25.5	23.4	25.7	24.4
Italy	1.1	3.9	4.7	4.7	2.5	2.4	2.9	2.4	3.2	2.4	2.0
Japan	2.4	6.4	7.2	5.9	8.9	8.0	8.4	8.1	6.3	4.9	5.0
Netherlands	1.0	1.9	2.0	2.3	3.5	3.8	3.0	2.5	2.9	2.4	1.9
Spain	0.2	1.1	3.4	3.3	1.9	1.6	1.9	2.4	3.1	2.4	2.7
Switzerland	2.9	3.0	2.0	2.1	1.3	1.6	1.2	1.0	1.0	0.8	0.9
Srilanka	0.0	0.1	0.1	0.6	3.6	2.7	3.6	4.1	4.2	5.0	7.1
USA	58.0	14.7	9.3	8.4	8.7	8.9	6.4	5.6	5.4	4.9	5.2
UK	8.9	9.0	6.4	9.4	8.1	9.3	7.6	6.5	6.4	6.7	5.9
Others	6.3	10.3	12.9	16.7	23.2	25.0	24.3	27.6	29.5	33.2	31.7
Total	100	100	100	100	100	100	100	100	100	100	100

*Source; Tourism Statistics, Various Issues, MoCTCA.*

Western Europe, specially, UK, France and Germany are the major tourist generating market for Nepal But the concentration in a few countries points to the need for diversifying the base for tourist organization in order to make the tourism industry sustainable in future.

#### 4.4.8 Length of Stay by Nationalities

Table 4.4.8 presents that the average length of stay that is the largest period is of French tourists (11.9 days) and the lowest (6.8 days) of Indian tourists. Due to the cause of open boarder, cultural similarities, daily business activities, family relations and so many other such factors made India the main tourist market for Nepal. Being a neighbor country, most of the Indian tourist go back fast from Nepal. So, their length of stay seems very short. Most of the tourists from Srilanka come to visit Lumbini, the birthplace of Gautam Buddha, and other religious places with curiosity. So, that may be one of the causes to spend more days in Nepal. When duration of stay is long the country may receive more foreign currency from the visitors

**Table 4.4.8**  
**Actual Length of Stay by Major Nationalities, 2006**

<b>Nationality</b>	<b>No. of days</b>	<b>Number of departure with specified length of stay</b>	<b>Same day visitors</b>	<b>Average length of stay</b>
Australia	81319	7974	121	10.2
Austria	35381	3602	0	9.8
Canada	57518	4903	24	11.7
Denmark	20477	1735	0	11.8
France	178397	14975	126	11.9
Germany	173575	14795	182	11.7
India	641348	94191	0	6.8
Italy	71684	8299	0	8.6
Japan	183071	21180	1049	8.6
Netherlands	92239	8428	144	10.9
Switzerland	39716	3378	93	11.8
Spain	93993	10762	12	8.7
Sri Lanka	26576	3052	24828	8.7
U.S.A	214671	19658	386	10.9
U.K.	244768	22921	87	11.1
Others	1529390	122618	17782	12.5
<b>Total</b>	<b>3694123</b>	<b>362471</b>	<b>44825</b>	<b>10.2</b>

*Source:- Nepal Tourism Statistics, 2006, MoCTCA, HMG/N,*

According to the data, average length of stay of tourists was only 10.2 days in 2006, which was very short. Average length of stay depends upon so many factors like attractive tourist destinations, availability of more tourism products, national policy and many other activities of the host country. Length of stay was high of the tourists from France, Denmark, Switzerland, Germany, and Canada respectively than others according to the table 4.4.8. Short haul visitors were mainly from India, Spain, Japan, and Italy and so on. The same day visitors were high from Srilanka (24,828), Japan (1049), USA (386), Germany (182) respectively in 2006. To lengthen the visitors' stay, the host country should promote more tourism products and attractive destinations having with suitable national policies

#### 4.4.9 Tourists Arrivals and Length of Stay

The above Table 4.4.9 presents that the annual growth rate has not been equally developed from 1990 to 2005.

**Table 4.4.9**  
**Number of Tourist Arrival and Length of Stay (1990-2005)**

<b>Year</b>	<b>Total Number +</b>	<b>Tourist arrival by air</b>	<b>Land route</b>	<b>Avg. stay (in days)</b>	<b>AnnualGrowth rate(Percent)</b>
1990 Dec.	254885	88.8	11.2	12.00	6.20
1991 Dec	292995	91.4	8.6	9.25	15.00
1992 Dec.	334353	89.8	10.2	10.14	14.10
1993 Dec.	293567	86.5	13.5	11.94	-12.20
1996 Dec.	393613	87.2	12.8	13.50	8.30
1998 Dec.	463684	85.8	14.2	10.80	9.90
2000 Dec.	463646	81.3	18.7	11.88	-5.70
2001 Dec.	361237	82.9	17.1	11.93	-22.10
2002 Dec.	275466	79.4	20.6	7.92	-23.70
2003 Dec.	338132	81.5	18.5	9.60	22.70
2004 Dec.	385297	77.2	22.8	13.51	13.90
2005 Dec.*	375398	73.9	26.1	9.10	-2.60

+ Including Indian Tourists, Figures inside parenthesis indicates percentages of the total number.

\* Estimated

Source: Nepal Tourism Statistics Various Issues (MoCTCA).

Negative annual growth was recorded in 1993, 2000, 2001, 2002 and 2005. The publicity in international media about the environmental pollution of Nepal and economic recession in tourist generating market in 1992 and devastating flood of 1993, which led to high loss of life & property, also affected the arrivals of visitors in 1993. The negative annual growth rate was 12.2 percent in this year. Similarly, the highest negative growth rate was recorded in 2002 (23.7percent) followed by 22.1 percent, 5.7 percent and 2.6 percent in 2001, 2000 and 2005 respectively, due to the cause of instability of government and the conflict of CPN ( Maoist) against the monarchism demanding overall structural changes in economical, social and political condition of Nepal

The average length of stay was 13.5 days in 2004 which was the highest length of stay registered since 1990 up to 2005. Average stay of tourists ranged from 7.92 days in 2002 to 13.51 days in 2004. Length of stay from 1992 to 2001 seems more or less constant but the stay of tourists declined in 2002 unexpectedly. Again, average stay started to increase in 2003 and declined in 2005. It is needed to increase the flow of tourist and to lengthen their average stay in the host country to earn money from tourism industry. Most of the tourists come to visit Nepal by air and the rest by land. Due to the land-locked nature of the country, air transport plays vital role in tourism industry of Nepal. More or less tourist arrivals by air are decreasing. The table 4.4.9 shows that 91.4 percent tourist come to Nepal by air in 1991 and followed by 81.3 percent & 73.9percent in 2000 and 2005 respectively. So, the tourist arrivals by land are increasing in recent years than the past. Indian tourists, having open borders in east, west & south of the country, visited Nepal by road may go unnoticed and are not enumerated. Hence, the dependency on air transport recorded more in percentage of total tourist arrivals in Nepal. In according to this Ananda Aditya (1998) “the tourist traffic statistics in Nepal is heavily influenced by air arrival figures. This is so because a regulation and monitoring or recording mechanism for the tourist traveling by land either does not exist or if it does, is not effective”. The major entry points to Nepal from India are Birgunj, Bhairahawa, Nepalgunj, Kakarbhitta, Jogbani, Dhangadhi and Mahendra Nagar in Nepal-Indo borders but here are so many hidden entry points to visit Nepal from India having open boarder.

#### 4.4.10 Region Wise Tourists Arrivals

The Table 4.4.10 presents the largest numbers of visitors come from North America (60.3percent) and west Europe (32percent) in the few early years of 1960's holding the first and second position.

**Table 4.4.10**  
**Tourist Arrivals by Major Regions (1962-2006) in percent**

Year	North America	Cent. & South America	West. Europe	East. Europe	Africa	Asia	Australia & Pacific	Others	Not Specified	Total Number
1962	60.3	0.9	32.0	0.4	0.1	4.0	1.9	0.4		6179
1970	34.8	1.3	48.6	1.0	0.2	8.4	5.8	0.0		45970
1974	19.1	0.9	45.0	1.1	0.2	27.6	6.0	0.1		89838
1978	15.1	1.2	42.8	1.0	0.3	33.6	5.9	0.1		156123
1982	11.4	1.0	39.2	0.8	0.4	42.1	4.8	0.3		175448
1986	12.5	0.8	38.3	1.2	0.2	38.0	6.0	3.0		223331
1990	10.3	0.7	43.5	1.3	0.2	38.6	5.1	0.2		254885
1992	8.2	0.8	39.6	0.8	0.4	46.8	3.3	0.2		334353
1993	8.6	0.9	41.6	1.0	0.3	43.9	3.3	0.3		293567
1994	8.0	0.9	40.6	0.8	0.3	46.2	3.0	0.1		326531
1995	8.2	0.8	36.8	1.1	0.3	49.6	3.2	0.0		363395
1996	7.8	1.1	33.7	1.6	0.5	52.3	3.1	0.0		393613
1997	8.6	1.1	32.5	1.5	0.4	52.8	3.1	0.0		421857
1998	9.3	1.3	32.6	1.5	0.4	51.9	3.2	0.0		463684
1999	9.5	1.2	33.6	1.4	0.4	50.8	3.1	0.0		491504
2000	10.6	1.3	34.4	1.5	0.4	48.4	3.4	0.0		463646
2001	10.8	1.3	36.4	1.7	0.4	45.7	3.6	0.0		361237
2002	7.7	1.0	31.9	1.9	0.4	54.0	3.1	0.0		275468
2003	6.8	0.7	28.1	1.9	0.5	59.2	2.8	0.0		338132
2004	6.6	1.1	30.2	2.0	0.3	56.7	2.8	0.0	0.2	385297
2005	6.1	0.9	26.1	2.2	0.3	61.3	2.2	0.0	0.7	375398
2006	6.4	1.2	25.3	2.8	0.3	60.4	2.5	0.0	1.0	383926

Source: Nepal Tourism Statistics, 2006, Ministry of Culture, Tourism & Civil Aviation.

These two continents comprise about 92.3 percent of the total visitors for Nepal. The visitors from North America drastically declined in 1970 and the later years. Gradually, it comprised only 6.1 percent of the total in 2005. In this context, the visitors from Asia started to increase from 4 percent in 1962 to 61.3 percent in 2005. Hence, tourists from Asia, including Indian tourists, took highest percentage seems stable since the beginning of 1962 up to 2006. Therefore, Nepal should pay more attention to increase more visitors from Central and South America, Eastern Europe, Africa, Australia and Pacific regions.

#### 4.4.11 Region Wise Growth Rate of Tourists Arrivals

The table 4.4.11 presents the average annual growth rate of tourist arrivals in the major regions, which are known as the prime tourism market for Nepal than others.

**Table 4.4.11**  
**Average Annual Growth rate of Tourists Arrivals by Major Regions**  
**(In percentage)**

Region	1980	1985	1990	1995	2000	2001	2002	2003	2004	2005
North America	2.8	5.1	2.9	2.4	4.5	-20.2	-45.6	8.1	10.3	-10.4
Western Europe	11.0	-2.2	12.0	3.9	-3.4	-17.4	-33.2	8.2	22.4	-15.8
Asia	18.4	4.9	4.6	13.0	-10.3	-26.5	-9.9	34.6	9.2	5.4
Australia & Pacific	4.2	5.7	4.3	-2.6	2.9	-16.6	-35.4	14.1	13.9	-24.0

*Source: Computed from Nepal Tourism Statistics, Various Issues*

The growth rates were 2.8 and 5.1 percent from North America in 1980 and 1985 respectively. Gradually its growth rate seemed to be declined in 1990 and 1995 by 2.9 and 2.4 percent respectively. But its growth rate was highly negative in 2001 and 2002 by -20.2 and -45.6 percent respectively. The growth rate was increased in 2003 by 8.1 to 10.9 in 2004 but there was negative growth by -10.4 in 2005. The highest growth rate was from Asia by 18.4 in 1980 but it was from Australia and Pacific by 5.7 in 1985 than other regions. As so far as the growth rate of Western Europe,

growth rate was negative in 1985, 2000, 2001, 2002 and 2005 with -2.2, -3.4, 17.4, -33.2 and -15.8 percent respectively but the annual growth rate was high in 2004 by 22.4 percent. In comparison other regions, the growth rate of tourists seems high from Asian countries for Nepal but the growth rate was negative in 2000, 2001, 2002 and 2005 with high percentage. Similarly, the growth rate of Australia & Pacific also seems negative in 1995, 2001, 2002 and 2005. All of those records present that in 2001 and 2002, all of those major regions have negative annual growth rate of tourist arrivals for Nepal due to the ongoing conflict between CPN (Maoist) and the Government of Nepal.

## **CHAPTER-FIVE**

### **CONTRIBUTION OF TOURISM**

#### **Introduction**

According to Wharton Econometric Forecasting Association (WEFA), “Travel and tourism is the largest industry in the world in terms of employment”. The study further says that one out of every 16 workers is employed in tourism field. The importance of tourism, which was designated in 1967 as the International Tourism Year by the United Nations General Assembly, was formally acknowledged. During 1960’s heavy emphasis was placed on tourism as the major source of foreign exchange. It has great significance not only in economic, social and cultural field but also overall development of the nation. It is one of the fastest growing industries in the world. “Proper cultivation of tourism is expected to contribute in forging links of mutual understanding and appreciation for a better world of tomorrow” (Ananda and Bajracharya, 1985, P. 1). According to the study conducted by WEFA on behalf of the American Express Travel Related Service Company of USA “Travel and tourism accounted for nearly two trillion dollars in sales in the year 1987 representing 5 percent of global sales of all goods and services and 15 percent of the global service sector. In addition, the travel and tourism industry purchases goods and services from other industries amounting to another one trillion dollars annually. (Bhatia, 1994, P. 417)

Tourism is labor intensive and service oriented industry, which is a valuable source of employment. “According to one of the estimations done by WTO, tourism industry has the highest ratio of investment to employment. The investment of one million rupees tourism creates 89 jobs, as against 44.7 jobs in agriculture and only 12.6 in manufacturing industries” (Ghimire, 2004, P. 108). Most of the developing countries are characterized with agricultural dominancy where farmers have a lot of job in the farm in only 3-4 months of rainy season and the rest of days of the year, they do not have any kind of job as their employment. Therefore, in agriculture sector, there are much seasonal and disguised unemployment. Most of the tourists also used to visit



Nepal before or after the rainy season. So, after finishing the job of agriculture sector, most of the labor of agriculture can easily shift to tourism sector. Hence, the tourism industry easily generates employment opportunities for all of such job seekers. In this regard, contribution of tourism in economic, socio- cultural, environmental and other related sectors has been dealt in the following.

## **5.1 Economic Contribution**

Every citizen of the country is a partner or shareholder of tourism industry because of the direct beneficiary of the industry. Therefore, every person can play vital role to promote tourism. The number of international tourist arrivals in Nepal was only 6179 in 1962 but it has gone up to approximately 5 lakhs in 1998. Thereafter, the number of tourist arrivals and the income is also decreasing in tourism. Similarly, the foreign exchange receipt in 1961-62 was only 7800 US\$ but it had gone up to approximately 150 million in the year 2000 whereas it was about 143 million only in 2004/05 which was seen as decreasing income. “Foreign exchange earning from tourism sector represents 34 percent of the total foreign exchange and about 4 percent of Gross Domestic Products. Similarly, tourism sector has created more than 1, 22,745 jobs that it has engaged approximately one percent of the total potential labor force of the country.”(Ghimire, 2004, P. 105). All of these facts and figures show the exact importance of tourism in the field of economic sector which is known as a leading source of foreign exchange earning in the country. In this regard, gross foreign exchange earnings in convertible currencies by FY 1982/83-2005/06 are presented below in table No.5.1.

### **5.1.1 Income from Tourism**

The gross foreign exchange earnings was registered US\$ 78000 in 1961/62 from tourism in Nepal which increased to US\$ 11.5 million in 1974/75. However, the rising trend of foreign exchange continued up to 1980/81 and began to decrease from 1981/82 to 1983/84 and again in 1989/90 to 1990/91. Similarly, the table shows that in the years of 1992/93, 1996/97, 1999/00, 2001/02, 2004/05 and 2005/06 foreign exchange was decreased, in terms of US\$. The exchange earnings in terms of Nepalese currency have increased more than US dollar because of the declining value of Nepalese currency in terms of US dollar. It is noticeable that there is positive close

relationship between international arrivals and gross foreign exchange earnings both in terms of Nepalese currency and US Dollar.

**Table No. 5.1**  
**Gross Foreign Exchange Earning in Convertible Currencies**  
**FY (1982/83-2005/06)**

Fiscal Year	Total Earnings		percent Change in US\$
	Rs (000)	US\$ (000)	
1982/83	491077	35071	-8.1
1983/84	585807	32544	-7.1
1984/85	724800	40463	24.3
1985/86	863830	42923	6.1
1986/87	1208104	55956	30.4
1987/88	1415093	64079	14.5
1988/89	1856469	72483	13.1
1989/90	1648590	57587	-20.6
1990/91	1843800	56734	-1.5
1991/92	3090700	72467	27.7
1992/93	3082000	67721	-6.5
1993/94	3397600	69309	2.3
1994/95	5896200	118563	71.1
1995/96	6605800	119060	0.4
1996/97	6158800	108527	-8.8
1997/98	8084930	131042	20.7
1998/99	11584912	171403	30.8
1999/00	11709098	169848	-0.9
2000/01	11969174	162513	-4.3
2001/02	7798535	101628	-37.5
2002/03	10369409	134245	32.1
2003/04	12337977	168163	25.3
2004/05	11814853	164408	-2.2
2005/06	11710893	162086	-1.4

*Source: Nepal Rastra Bank and Nepal Tourism Statistics 2006.*

**Table 5.2**  
**Gross Foreign Exchange Earnings in Convertible Currencies**  
**(1980-2006)**

Year	Total Earnings		percent Change in US\$	Avg. income per capital in US\$	Avg. income per visitor per day in US\$
	US\$ (000)	Rs. (000)			
1980	51632	614480	46.6	422.5	38.0
1981	44935	550496	-13.0	398.7	38.0
1982	33441	439647	-25.6	275.8	21.0
1985	39185	719365	-5.1	308.3	27.0
1986	50841	1077802	29.7	302.4	27.0
1987	60229	1304656	18.5	318.5	27.0
1988	63502	1486837	5.4	327.5	27.0
1989	68343	1838520	7.6	347.6	29.0
1990	63701	1868873	-6.8	326.5	27.2
1991	58589	2260808	-8.0	292.2	31.0
1992	61090	2838100	4.3	268.2	26.4
1993	66337	3225464	8.6	315.6	26.4
1994	88195	4341700	32.9	393.7	39.4
1995	116784	6059000	32.4	474.5	42.1
1996	116644	6599700	-0.1	430.3	31.9
1997	115904	6698700	-0.6	401.9	38.3
1998	152500	10024482	31.6	475.8	44.2
1999	168100	11421084	10.2	479.1	39.0
2000	166847	11827403	-0.7	453.7	38.2
2001	140276	10468205	-15.9	472.4	39.6
2002	106822	8300553	-23.8	512.0	64.8
2003	192832	14508396	80.5	765.9	79.1
2004	179941	13146534	-6.7	609.8	45.1
2005	148441	10600345	-17.5	532.0	58.5
2006	162790	11784644	9.7	561.0	55.0

*Source- Nepal Rastra Bank, Nepal Tourism Statistics 2006.*

The Table 5.2 shows that the total foreign exchange earnings seem to be increased in terms of NRS in comparison to previous years as like 1985, 1990, 1991, 1996, 1997 and 2000 but the percentage change in terms of US\$ is to be decreased in the same years because of the fluctuation of the foreign exchange rate. In this regard, the total foreign exchange earnings seems to be decreased in terms of NRS in the years 1981, 1982, 2001, 2002 and 2005 by the cause of decreased number of tourists in the country. Besides these years, the number of tourists and the total foreign exchange earnings also is increasing to some extent but it is not satisfactory. Therefore, it is necessary to pay more attention by the country to increase the number of tourists and to earn more foreign exchange currencies as the desired level.

Similarly, the average income per visitor per day in terms of US\$ seems to be fluctuated every year. The highest figure, in this context, seems in 2003 by 79.1 US\$ but it was dramatically declined in 2004 and 2005. Regarding to average per capita income in terms of US\$ seems to be highly increased in 2003 by 765.9 but it is also declining in the years to come up to 2005. However, tourism is one of the prominent sectors for foreign exchange earning and employment generation in the country. As we have already observed that gross foreign exchange earning trend is closely associated with international tourist arrivals because the decline in tourist arrivals in 1981, 2000, 2001 and 2002 has been shown in the fall in total foreign exchange earnings by -13.0, -0.7, -15.9 and -23.8 percent in terms of US\$ respectively. On the contrary, the growth of tourist arrivals witnessed in the years 1982, 1985, 1990, 1991, 1996 and 1997 by 8.5, 2.5, 6.2, 15.0, 8.3 and 7.2 percent whereas the total foreign exchange earnings of the country was declined by 25.6, 5.1, 6.8, 8.0, 0.1 and 0.6 percent in terms of US\$ respectively. It shows that the share of tourism in total foreign exchange earnings is not satisfactory.

### **5.1.2 Foreign Exchange Earnings from Tourism**

The total foreign exchange earning from tourism including Indian currency has increased during the period 1980/81 to 1988/89, except in the years 1983/84 and 1987/88. The growth rate was started to be declined sharply since 1989/90. The lowest figure by 6.1 as the percentage of total foreign exchange earnings from tourism was in 2001/02 and 2004/05.

**Table 5.3**  
**Foreign Exchange Earnings from Tourism**  
**(1980/81 to 2006/07)**

<b>Year</b>	<b>Total foreign exchange earnings from tourism (Rs.in million)</b>	<b>As percentage of total foreign exchange earnings</b>
1980/81	773.4	29.2
1981/82	841.5	36.8
1983/84	561.0	19.7
1984/85	735.4	19.8
1985/86	1071.0	18.5
1987/88	1675.7	18.2
1988/89	2735.3	24.5
1989/90	3121.2	23.3
1990/91	3587.6	21.8
1991/92	5016.9	20.0
1993/94	8251.7	18.9
1994/95	8973.2	17.3
1995/96	9521.2	21.4
1997/98	9881.6	15.2
1998/99	12167.8	15.9
1999/00	12073.9	8.8
2000/01+	11717.0	2.9
2001/02	8654.3	6.1
2002/03	11747.7	8.2
2003/04	18147.4	11.4
2004/05	10464.0	6.1
2005/06	9556.0	4.6
2006/07*	6176	4.4

\* First seven months, + Data based on new format since FY 2000/01

Source- Nepal Rastra Bank/Nepal Tourism Statistics 2006 P, 67/Ministry of Finance, Economic Survey 2006/07:69

Table 5.3 presents the role of tourism earnings as the percentage of total foreign exchange earnings as given above.

The amount of foreign exchange earnings from tourism sector is found to have declined by 42.34 percent in fiscal year 2004/05 as compared to preceding F/Y of 2003/04 and remained at 10,464 million rupees. During the first 7 months period of F/Y 2006/07 about Rs 6176 million worth of foreign exchange earning is believed to have been earned which is lesser than the foreign exchange earned during the same period of last year. “The ratio of foreign exchange earning of the first 7 months period of F/Y 2005/06 to the foreign exchange earning received from the total commodity exports is 14.9 percent. Likewise, its ratio to the foreign exchange earned from the total commodity exports and services is 10.4 percent and the ratio to the total foreign exchange earnings is found to be 8 percent. As compared to the same period of F/Y 2004/05, some decline is found to have come in first two ratios whereas the last ratio is found to have been increased” (Economic Survey, 2005/06; 136). However, the growth of foreign exchange earnings from tourism was noted to have more or less continuously declined since 1989/90 to 2005/06.

### **5.1.3 Tourism Receipt to GDP**

The Table 5.4 presents the share of tourism foreign exchange with Gross Domestic Product of the country. The tourism receipts in 1980/81 is registered as Rs 773.4 million whereas it was increased up to 10464 million (as the revised estimates) indicating a rise of more than 13.5 times in 2004/05, which was, more than 23 times in 2003/04. The GDP in 1980/81 was Rs 27307 million, which has increased to Rs 474919 million in 2003/04 representing an increase of more than 17 times. Therefore, it is observed that the rise in tourism earning is much faster than GDP according to the comparative data of 2003/04. The decline in tourism receipt is noticed during 1983/84, 1987/88, 1996/97, 1999/00 2001/01, 2001/02 and 2004/05 was by 33.5, 3.7, 10.5, 0.8, 2.9. 26.1 And 42.3 respectively. It is observed that the contribution of tourism to GDP has declined continuously from 1980/81 to 1983/84 and after this, it was started to increase up to 1986/87. Again it has remained more or less constant in 1987/88 at around 3 percent in up to 1992/93. The highest contribution of tourism in GDP was in 1993/94 and 1995/96 by 4.2 percent but it has started to decline since 1995/96 and reached only 2 percent in 2004/05.

**Table 5.4**  
**Share of Tourism Receipt to GDP (1980/81-2005/06)**

<b>Year</b>	<b>Tourism receipts (Rs in million)</b>	<b>% Change in Tourism receipts</b>	<b># GDP (at current price)</b>	<b>%Change in GDP</b>	<b>As % of GDP</b>
1980/81	773.4	---	27307	16.9	29.2
1982/83	844.2	8.8	33761	9	37.3
1983/84	561.0	0.3	39390	16.7	19.7
1984/85	735.4	-33.5	44441	12.8	19.8
1985/86	1071.0	31.1	53215	19.7	18.5
1986/87	1740.5	45.6	61140	14.9	26.6
1987/88	1675.7	62.5	73170	19.7	18.2
1989/90	3121.2	63.2	99702	16.2	23.3
1991/92	5016.9	14.9	144933	24.8	20.0
1992/93	5966.0	39.8	165350	14.0	17.6
1993/94	8251.7	19.9	191596	15.9	18.9
1994/95	8973.2	38.3	209976	9.7	17.3
1995/96	9521.2	8.7	239388	14.0	21.4
1996/97	8523.0	6.1	269570	12.6	17.6
1997/98	9881.6	-10.5	289798	7.5	15.2
1998/99	12167.8	15.9	330018	13.9	15.9
1999/00	12073.9	23.1	366251	11.0	8.8
2000/01	11717.0	-0.8	394052	7.6	2.9
2001/02	8654.3	-2.9	406138	3.1	6.1
2002/03	11747.7	-26.1	437546	7.7	8.2
2003/04	18147.4	35.7	474919	8.5	11.4
2004/05	10464.0	54.5	508651**	7.1	6.1
2005/06*	5641.0	-42.3	557869***	9.7	8.0

*\*First Seven months only, \*\* Revised Estimates, \*\*\* Preliminary Estimates*

*# GDP at Factor Cost before deducting bank service charges.*

*Source: Ministry of Finance, Economic Survey, 2005/06 & Various Issues and Nepal Tourism Statistics 2005.*

Although, it is encouraging to note that the average annual growth rate of tourism receipts is more than GDP from 1980/81 to 2004/05 that is 15.5 percent and 13.2 percent respectively. The following calculated table presents the average annual growth rate of tourism earnings and Gross Domestic Product in comparative term.

**Table 5.5**

**Average Annual Growth Rate of GDP and Tourism Earnings (in percentage)**

<b>Year</b>	<b>GDP</b>	<b>Tourism Earnings</b>
1980/81-1984/85	13.8	6.4
1985/86-1989/90	17.6	36.3
1990/91-1994/95	16.2	24.3
1995/96-1999/00	11.8	6.8
2000/01- 2004/05	6.8	3.8
1980/81- 2004/05	13.2	15.5

*Source- Computed data from Table 5.4*

**5.1.4 Tourism Earnings and Merchandise Export**

To observe the significance of tourism in Nepalese Economy it is needed to study in comparative basis about tourism earnings and merchandise export of the country. In this context, the Table 5.5 presents tourism earnings and merchandise export situation as given above. Similarly, the table 5.6 presents that tourism earnings was 47.9 percent of the total exports in 1980/81, which was increased satisfactorily in 1982/83. Its share to total export is recorded highest in this year recording 74.3 percent but a drastic fall is noticed in two subsequent years to 32.8 and 34.7 percent respectively. Since then it has started to increase in two subsequent years up to 1986/87 and reached as the second highest figure by 65 percent in 1988/89. After 1989/90 it started to be declined up to 1992/93 and its share to total export is recorded 50 percent in 1994/95. More or less it was declined since 1995/96 and reached 17.5 percent only in 2004/05. The share of tourism earnings to total merchandise export seems to be up and down every year. The main cause of this trend depends upon the demand of Nepalese goods in foreign market and the policies adopted by the importing countries as well.



**Table 5.6**  
**Tourism Earnings and Merchandise Export**

<b>Year</b>	<b>Total Foreign Earnings from Tourism (Rs in million)</b>	<b>As percent of total value of Merchandise Exports</b>
1980/81	773.4	47.9
1982/83	844.2	74.3
1983/84	561.0	32.8
1985/86	1071.0	34.7
1986/87	1740.5	58.0
1987/88	1675.7	40.6
1988/89	2735.3	65.0
1989/90	3121.2	59.5
1990/91	3587.6	47.1
1991/92	5016.9	35.9
1992/93	5966.0	34.5
1993/94	8251.7	42.7
1994/95	8973.2	50.0
1995/96	9521.2	47.9
1996/97	8523.0	37.6
1997/98	9881.6	35.9
1998/99	12167.8	34.1
1999/00	12073.9	24.2
2001/02	8654.3	14.1
2002/03	11747.7	23.1
2003/04	18147.4	32.9
2004/05	10464.0	17.5
2005/06	9556	15.5
2006/07*	6176	14.9

*\*First Seven Months only*

*Source: Ministry of Finance, Economic Survey, 2005/06 & Various Issues and Nepal Tourism Statistics 2006.*

### 5.1.5 Contribution of Tourism Earnings in Trade Balance

Tourism plays vital role to cover up trade deficit as an invisible hand. It would be a reliable source of convertible currency earning which is needed to import petroleum products, fertilizers, automobiles, daily uses goods and other many essentials as well as to compensate trade deficit. In this regard, Table 5.7 presents the role of tourism in trade balance as given below. The trade deficit was only 32277.4 million in 1993/94 which was reached at 70916.9 million in 1996/97. It was started to be declined in two subsequent years and again started to rise continuously and reached at 90767.9 million in 2004/05. It is noted that the share of tourism earnings to compensate trade deficit is recorded highest in 1991/92 by 27.5 percent and lowest in 2004/05 by 11.5 percent only. However, it is observed that tourism earnings have helped to compensate trade deficit in Nepal. Therefore, it is said that it has vital role to cover up the trade deficit in the country.

**Table 5.7**

**Tourism Earnings and Trade Deficit (Rs in million)**

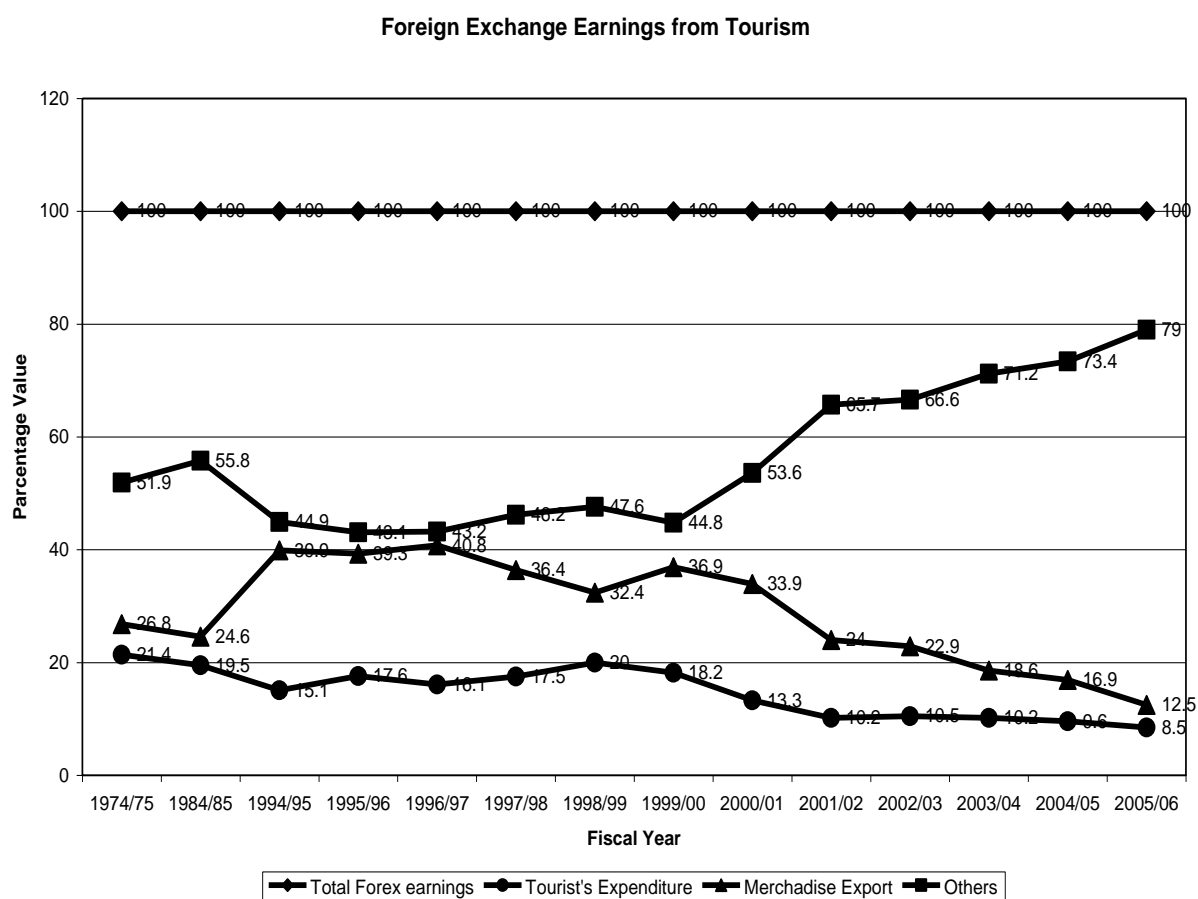
<b>Year</b>	<b>Trade deficit</b>	<b>Tourism earnings</b>	<b>Tourism earnings as percentage of trade deficit</b>
1990/91	-15839.0	3587.6	22.6
1991/92	-18233.5	5016.9	27.5
1993/94	-32277.4	8251.7	25.6
1995/96	-54573.4	9521.2	17.4
1996/97	-70916.9	8523.0	12.0
1998/99	-51849.0	12167.0	23.5
2000/01	-60033.1	11717.0	19.5
2001/02	-60444.2	8654.3	14.3
2002/03	-74421.5	11747.7	15.8
2003/04	-82366.4	18147.4	22.0
2004/05	-90767.9	10,464.0	11.5
2005/06**	-74167.7	5641*	-

*\*First Seven Months only, \*\* Provisional, Source- Nepal Rasta Bank/Economic Survey 2006/07.*

### 5.1.6 Contribution of Tourism Earnings in the Total Foreign Exchange Earnings of Nepal.

There are various sources to contribute foreign exchange earnings for the nation. Among them, merchandise export, foreign aid, diplomatic mission, remittances and tourism earnings. Their entire share displays fluctuating tendencies every year but dependency on foreign aid may be harmful. So, the reliance on foreign aid should be cut down and should be promoted tourism as one of the major sources of convertible currency of the nation. In this regard, the composition of foreign exchange is presented in Table 5.8 and Chart no. 5.1 as follows which shows the contribution of various sources.

Chart No: 5.1



The contribution of tourism to total convertible foreign currency was high in 1974/75 whereas, more or less it has been started to be declined and reached 9.6 percent only in 2004/05, which is the least supported by tourism. Nepal has relied on foreign aid to fulfill the need of convertible currency whose share was 37.7 percent in 1984/85 but it

was constant more or less with around 20 percent in the succeeding years to come and reach at 16.5 percent in 2004/05. However, dependency on foreign aid to earn foreign currency may be additional more harmful for the nation. Therefore, the government of Nepal should pay more attention to promote tourism industry as the main contributor of foreign currency and employment generation.

**Table 5.8**  
**Tourism Earnings and Total Foreign Exchange**

<b>Year</b>	<b>Total Forex Earnings</b>	<b>Tourist's Expendit ure</b>	<b>Merchan dise export</b>	<b>Foreign aid</b>	<b>Diplom atic mission</b>	<b>Remitt ances</b>	<b>Others</b>
1974/75	564.7 (100)	120.7 (21.4)	151.4 (26.8)	26.5 (4.7)	22.4 (4.0)	90.7 (16.1)	153.0 (27.1)
1984/85	3720.6 (100)	724.9 (19.5)	916.7 (24.6)	1402.4 (37.7)	157.4 (4.2)	275.4 (7.4)	243.8 (6.5)
1994/95	39103.4 (100)	5896.2 (15.1)	15624.5 (39.9)	4419.3 (11.3)	4689.7 (11.9)	1842.9 (4.7)	6630.8 (17.0)
1995/96	37459.8 (100)	6605.9 (17.6)	14719.4 (39.3)	7943.4 (21.2)	2989.0 (8.0)	716.0 (1.9)	4486.1 (12.0)
1996/97	38280.4 (100)	6158.8 (16.1)	15603.9 (40.8)	8921.5 (23.3)	2362.9 (6.2)	979.9 (2.6)	4253.4 (11.1)
1997/98	44983.9 (100)	7850.9 (17.5)	16355.3 (36.4)	9868.4 (21.9)	4374.4 (9.7)	1285.9 (2.9)	5249.0 (11.7)
1998/99	57939.8 (100)	11584.2 (20.0)	18766.6 (32.4)	8518.4 (14.7)	8327.3 (14.4)	1627.0 (2.8)	9116.3 (15.7)
1999/00	64250.0 (100)	11691.0 (18.2)	23724.4 (36.9)	11072.4 (17.2)	6247.7 (9.7)	1288.2 (2.0)	10226.3 (15.9)
2000/01	89823.2 (100)	11969.2 (13.3)	29789.7 (33.9)	23459.0 (26.1)	7254.4 (8.1)	3557.5 (4.0)	13793.4 (15.4)
2001/02	76153.4 (100)	7798.0 (10.2)	18311.0 (24.0)	18968.3 (24.9)	9663.9 (12.7)	4334.2 (5.7)	17077.6 (22.4)
2002/03	98682.5 (100)	10369.4 (10.5)	22578.9 (22.9)	12988.2 (13.2)	4661.9 (4.7)	4221.4 (4.3)	43862.7 (44.4)
2003/04	120643.0 (100)	12337.4 (10.2)	22489.6 (18.6)	19823.0 (16.4)	4241.8 (3.5)	4464.7 (3.8)	57286.5 (47.5)
2004/05	123268.4 (100)	11814.8 (9.6)	20851.9 (16.9)	20397.5 (16.5)	3505.2 (2.8)	5012.8 (4.1)	61686.2 (50)
2005/06	*74317.2 (100)	6343.2 (8.5)	9275.7 (12.5)	8601.5 (11.6)	2592.0 (3.5)	2437.5 (3.3)	45067.3 (60.6)

\* First six months, provisional/Figures and parenthesis represent the percentage of the total.

Source- Economic Survey, 2005/06; 46

### 5.1.7 Tourism and Trade

Development of tourism creates demand for different goods and services which will help to promote domestic as well as international trade in the country. Tourism is expected to promote sales of handicrafts, curies, souvenir and other products. Tourists are found to spend considerably in such items. According to a study made in Europe, it is estimated that tourists reserve about 33 percent of their money on the spot purchases of national products. On the other hand, the goods sold to the tourists is also a part of export trade and the seller does not have to pay for transportation and insurance. There are certain products which are internally famous and are bought by tourists, like wine of France, Woolen goods of Scotland, silks of Italy and Thailand, watches of Switzerland, carpet and woolen goods of Asia etc; (Negi, 1999, P.86). So, development of tourism induced entrepreneurs to produce more goods and services as the demand of tourists.

**Table 5.9**

**Share of Carpet, Garment, Pasma and Handicrafts Export in other Countries than India in Total Major Export**

(Value in million)

Year	Total export	Export of garment	Export of carpet	Export of pasmina	Export of handicraft	Total of carpet, garment, pasmina, handicraft	percent share in total export
2000/01	29623.9	13124.7	8592.3	---	233.9	21950.9	71.1
01/02	18988.6	7833.0	6212.5	----	233.8	14279.3	75.2
02/03	23500.6	11890.1	5320.0	---	352.1	17562.2	74.7
03/04	23133.6	9550.0	5677.5	1064.2	626.4	16918.1	73.1
04/05	19788.8	6124.6	5868.7	1049.8	644.2	13687.3	69.2
05/06	20154.5	6170.0	5824.9	1576.1	332.7	13903.7	69.0

Source: computed from FNCCI, Nepal and the World Statistical Profile 2006, P:60

Nepalese handicraft items including woolen carpet are more popular in foreign market, as a result there has been gradual increase in the demand for these products in the international market and it may therefore be deduced that promotion of exports of these products may attribute the tourism industry. The tourist spends US\$ 173 on

shopping on an average (MARG, 1997, xviii). In this context, share of carpet, pasmina, garment and handicrafts export in other countries than India in total exports are presented as below:

Table 5.9 presents the share of garment, carpet, pasmina and handicrafts. Export is high in 2001/02 by 75.2 percent whereas it is followed by 74.7 and 73.1 percent in 2002/03 and 2003/04 respectively. The share of those products has been decreasing since 2001/02 up to 2005/06 continuously. It is notable that figures of handicrafts are presented as the combined data of wooden and metal handicraft goods. In tourism industry, Nepalese production of garment, carpet, pasmina and handicrafts play vital role because more or less 70 percent export comprises by them in other countries than India in total major exports. All of these products are more popular in international market. If the production is produced in level of international standard, total export of these goods may be increased more as desired level of the nation.

#### **5.1.8 Government Revenue from Tourism**

The government collects various types of taxes from tourism in the form of airport tax, visa fee, customs, excise duty, trekking fee, mountaineering fee, national park entry fee, hotel tax, entertainment tax and so on. Therefore, tourism is not only a source of foreign exchange earnings but also a major source of government revenue in Nepal. Every tourist used to pay various types of taxes on goods and services while they consume visiting the country. So, all of them are the paying guests who support to increase foreign exchange earnings and government revenue and help to minimize poverty, generating employment opportunities in the country. Hence, major sources of government revenue from tourism sector have been discussed briefly below.

##### **5.1.8.1 Government Revenue from Mountaineering Expedition**

Mountaineering expedition is known as an attraction adventurous entertainment in snowy peaks of Nepal. In fact, mountaineering expedition was started in Nepal after the successful scaling of Mt. Everest by Tenzing Norgay and Sir Edmund Hillary in 1953 as the first step. Since then, many mountaineers are attracted to Nepal to summit the snowy peaks and to keep a separate adventurous record in the world. Nepal government opened 326 snowy peaks to climb the mountains. Among them 121 peaks are even listed an unclimbed peaks although they are opened. Among the total 326

opened peaks, Nepal Mountaineering Association (NMA) managed 33 peaks and receives royalty also from the tourists. The major snowy peaks of Nepal like Mt. Everest, Kanchanjanga, Lhotse, Yalungkang, Makalu, Cho-oyu, Dhaulagiri, Manaslu and Annapurna -I were summited by 1487, 196, 53, 223, 11, 338, 243 and 150 mountaineers till 2005. There were 61 woman summiteers of Mt. Everest only; among them 4 woman summiteers were Nepali citizen till 2005.

The royalty for mountaineering is collected through the Ministry of Culture Tourism and Civil Aviation (MoCTCA) and Nepal Mountaineering Association (NMA). NMA collects royalty from 33 peaks and MoCTCA collects from the rest of the peaks of Nepal. Government revenue from mountaineering royalty depends upon the rate of royalty, number of opened peaks and the policy adopted by the government. As far as royalty from mountaineering is concerned, Nepal has to complete with neighboring countries China and India. Monitoring their mountaineering policies, rate of royalty and number of opened peaks, Nepal should go ahead, unless it may difficult to achieve more revenue as in desired level. Royalty collected from mountaineering expedition is presented in the Table 5.10 below,

**Table 5.10**  
**Royalty from Mountaineering Expedition**

(Rs in million)

Year	Royalty	Index	percent change
1994	44.5	100	---
1995	37.3	83.8	-16.2
1996	101.9	28.9	173.2
1997	108.2	243.1	6.2
1998	95.5	214.6	-11.7
1999	85.0	191.0	-11.0
2000	119.9	269.4	41.0
2001	127.4	286.3	6.2
2002	128	287.6	0.5
2003	181.3	407.4	41.6
2004	127.0	285.4	-29.9
2005	156.2	351.0	23.0

Source: FNCCI, Nepal and the World, Statistical Profile, 2006 P: 211

Table 5.10 presents the revenue as royalty from mountaineering expedition. The highest amount of royalty was 181.3 million in 2003 whereas the lowest was 37.3 million in 1995. Similarly, the highest percentage change was 173.2 in 1996 and the lowest was in 2004 by -29.9 as negative. However, royalty from mountaineering expedition may be the major source of revenue in tourism.

#### **5.1.8.2 Government Revenue from Hotel Tax**

Since 1997/98 the headings of revenue was re-classified under different headings. So, amount of revenue from hotel tax since 1997/98 was difficult to get exact data to match each other. In this context, we should analyze the data of before 1996/97 only. The table 5.11 presents that hotel tax was increased from 2.9 million in 1974/75 to 301.1 million in 1996/97 which is about 103.8 times more than the base year 1974/75. The trend of growth was negative in 1979/80 and 1993/94 only. Besides these years, the growth seems admirable. The highest growth was observed in 1991/92 by 65.5 percent. Due to reclassification of revenue headings, we can't get exact data of revenue from hotel tax. So, it is the major and attractive source of earnings for the government in tourism sector.



**Table 5.11**  
**Government Revenue from Hotel Tax**

(Rs in Million)

<b>Year</b>	<b>Hotel Tax</b>	<b>Index</b>	<b>percent change</b>
1974/75	2.9	100	0.0
1978/79	14.0	483	35.9
1979/80	14.0	483	0.0
1980/81	17.4	600	24.3
1981/82	23.1	797	32.8
1982/83	29.0	1000	25.5
1983/84	34.5	1190	19.0
1984/85	38.8	1338	12.5
1985/86	47.8	1648	23.2
1986/87	66.0	2279	38.1
1987/88	80.6	2779	21.2
1988/89	93.2	2314	15.6
1989/90	99.7	3438	7.0
1990/91	115.6	3986	16.0
1991/92	191.3	6597	65.5
1992/93	223.4	7703	16.8
1993/94	219.1	7555	-1.9
1994/95	229.1	7900	4.6
1995/96	284.2	9800	24.1
93.11996/97	301.1	10382	5.9
1997/98	45.9	1582.7	-84.7
1998/99	1.5	51.7	-96.7
1999/00	1.8	62.1	20.0
2000/01	0.1	3.4	-94.4
*2000/02	0.1	3.4	---
* 2000/02	2.7	93.1	---

\* Provisional: Due to the Reclassification of the headings of revenue, amount of revenue of some tax headings don't match with the previous data Source: Economic Survey, 1997/98, 2001/02

### 5.1.8.3 Government Revenue from Air Flight Tax

Table 5.12 presents the revenue from air flight tax since 1974/75 to 2001/02 but due to the reclassification of the headings of revenue in 1999/2000, amount of revenue of some tax headings don't match with previous data.

**Table 5.12**  
**Revenue from Air Flight Tax**

Year	Air Flight Tax	Index	(Rs in Million)
			percent change
1974/75	2.3	100	0.0
1975/76	2.7	117.4	17.4
1976/77	4.8	208.7	77.8
1977/78	8.3	360.9	72.9
1978/79	7.1	308.7	-14.5
1980/81	20.6	895.7	139.5
1981/82	21.9	952.2	6.3
1984/85	26.9	1169.6	5.9
1985/86	24.9	1089.6	-7.4
1986/87	44.8	1947	79.9
1989/90	87.7	3813.0	30.9
1990/91	173.4	7539.1	97.7
1991/92	177.9	7734.8	2.6
1994/95	278.2	12095.7	2.8
1995/96	311.1	13526.1	11.8
1996/97	314.2	13660.9	10.0
1997/98	343.3	14926.1	9.3
1998/99	240.7	10465.2	-29.8
1999/00	0.0	0.0	0.0
2000/01	0.1	4.3	--
* 2000/01	3.4	147.8	33.0
*2001/02	0.0	0.0	0.0

\*First Eight Months

*\* Provisional: Due to the reclassification of the revenue, amount of revenue of some tax headings don't match with previous data.*

*Source: Economic Survey 1997/98, 2001/02:6*

In this context, we can't get separate data of air flight tax since 1999/2000 because of the change and reclassification of revenue headings. The amount of air flight tax depends upon the number of tourist and air flight. It is an essential and important means of transport for international tourists because most of the international tourists use air transport. The air flight tax is increased from 2.3 million in 1974/75 to 343.3 million in 1997/98 which is 149 times more. It is observed that average annual growth of air flight tax was negative in 1978/79 and 1985/86 by 14.5 percent and 7.4 percent respectively. In this regard, the highest average annual growth was witnessed in 1980/81 with 139.5 percent. Nepal is a mountainous developing country where about 83 percent land is covered by high Himalayan and mountain. Only about 17 percent land is comprises by Terai, Plains land. On the other hand, surface transportation is very limited and poor to reach the touristy destination. In this regard, air transportation plays vital role in tourism. Accessibility of air transportation assists to increase the number of international tourist and revenue from air flight tax.

#### **5.1.8.4 Government Revenue from National Parks**

Government receives certain amount of royalty from tourists as the entry fee in visiting National parks and reserves of the country. There are 8 National Parks, 4 Wildlife Reserves, one Hunting Reserve and two conservation area in Nepal. Revenue generated from entrance fee of National Parks and Conservation Areas constitutes one of the major sources of revenue for the government. Besides the entrance fee of National parks and conservation, camping fee, elephant ride, hotel royalty, right of way, vehicle fee, penalties, illegal grazing, ferry contract, thatch grass cutting, tender form, forest product, helicopter, VAT, filming, fishing, boating/rafting, sand/boulders, stone quarry etc. are other sources of revenue. All of these revenues are related with National Parks and Wildlife Conservation (NPWC). Table 5.13 presents the all total revenue from NPWC. More or less, revenue trend of NPWC since 1988/89 up to 2000/01 was increasing and started to decrease since 2000/01. The highest average annual growth of revenue was witnessed in 1989/90 by 333.3 percent whereas the growth rate was negative in 1996/97, 2001/02, 2002/03, 2004/05 by -12.4, -46.6, -14.7 and -29 percent respectively. However, revenue from NPWC depends upon the

flow of tourists and their purpose of visit. In this regard, good information about NPWC and accessibility of road and facilities in the destination should be provided to the visitors to earn more from this source. If the government provides more attention to its management, it will be the major source of revenue from tourism.

**Table 5.13**  
**Revenue from National Parks**

(Rs in million)

<b>Year</b>	<b>Revenue</b>	<b>Index</b>	<b>Growth Rate</b>
1988/89	3.0	100	0.0
1989/90	13.0	433.3	333.3
1990/91	16.0	533.3	23.1
1991/92	49.3	1643.3	208.1
1992/93	52.4	1746.6	6.3
1993/94	53.6	1786.6	2.3
1994/95	58.6	1953.3	9.3
1995/96	72.3	2410.0	23.4
1996/97	63.3	2110.0	-12.4
1997/98	79.2	2640.0	25.1
1998/99	89.6	2986.7	13.1
1999/00	93.5	3116.7	4.3
2000/01	134.0	4466.7	43.3
2001/02	71.2	2373.3	-46.6
2002/03	60.8	2026.7	-14.7
2003/04	78.5	2616.7	29.1
2004/05	55.7	1856.7	-29.0
2005/06	64.5	2150.0	15.8

*Source: Annual Report, 2002/063, MoFSC, Department of National Park and Wildlife Conservation.*

#### **5.1.8.5 Revenue per Tourist from Protected Area**

Table 5.14 presents per tourist revenue was from the NPWC since 1997/98 to 2005/06. The highest amount of revenue per tourist was in 2000/01 by Rs 832.8 and the lowest was in 2004/05 by Rs 360.4 only. Amount of revenue per tourist is not the

same because revenue does not depend upon royalty only and the entry fee of NPWC is also changed time to time.

**Table 5.14**  
**Status of Tourists Visiting in Protected Area (NPWC)**

<b>Fiscal Year</b>	<b>No. of Tourists</b>	<b>Revenue Generated (in Rs)</b>	<b>Revenue per tourists (in Rs)</b>
1997/98	139286	79247547.63	568.9
1998/99	148728	89599892.95	602.4
1999/00	163574	93502138.30	571.6
2001/02	124108	71183709.09	573.6
2002/03	110340	60813795.85	551.1
2003/04	172290	78470670.95	455.5
2004/05	154716	55753094.90	360.4
2005/06	165304	64581876.0	390.7

*Source: Computed from DNPWC/MoFSC, Annual Report 2062/63, P: 41 Nepal Tourism Statistics 2005, P:19*

#### **5.1.8.6 Revenue from Trekking and Visa Fees**

Table 5.15 presents the revenue from trekking and visa fees since 1988/89 to 1996/97. It is a prominent source of revenue of the government. In comparison with the previous years, total revenue was decreased by 15.4 percent and 29.7 percent in the years 1990/91 and 1994/95 respectively that was due to revision of visa fee rates. Similarly, the revenue was highly increased in 1991/92 and 1993/94 by 88.5 percent in comparison with previous years. This type of revenue depends upon the total number of tourists and the rate of visa and trekking fees. However, it plays vital role in government revenue and shows the significance of tourism in national economy.

**Table 5.15**  
**Revenue from Trekking and Visa Fees (1988/89-1996/97)**

(In Rs million)

Year	DOI	MOFA	Total	Index	percent change
1988/89	77.8	20.9	98.7	100	--
1989/90	84.4	33.7	118.1	119.7	19.7
1990/91	50.0	49.9	99.9	101.2	-15.4
1991/92	123.7	64.6	188.3	190.8	88.5
1992/93	178.0	68.5	246.5	249.7	30.9
1993/94	356.5	108.1	464.6	470.7	88.5
1994/95	240.8	86.0	326.8	331.1	-29.7
1995/96	310.1	114.9	425.0	430.6	30.0
1996/97	342.1	121.9	464.1	470.2	9.2

*Source: Department of Information (DOI) and Ministry of Foreign Affairs (MOFA), HMG/N and Shrestha, Hari Pd. Unpublished Doctoral Thesis 'Tourism Marketing in Nepal 1998, P 100, T.U, Katmandu*

#### **5.1.8.7 Integrated Revenue from Immigration**

Table 5.16 presents that there were nine immigration offices under the Department of Immigration in all over the country. Revenue from immigration offices is the prominent source of government. It depends on the total number of tourists and the rate of visa fees, administrative fees etc. Amount of revenue was highest from Tribhuvan International Airport (TIA) which comprises more or less, 50 percent of the total as shown above and followed by Department of Immigration by 39.1 percent. It shows that 88.3 percent amount of revenue has been occupied by TIA and DOI only of the total. Rest of other eight immigration offices of the country has been occupied only 11.7 amount of the total revenue. It has been observed that most of the tourists visited Nepal through TIA as the entry point. Bhairahawa and Kodari is the main gate for Indian and Chinese tourists respectively. So, immigration of Bhairahawa office comprises 6.5 per of the total revenue whereas Kodari by 2.8 percent. However, visa and trekking fees are the main source of revenue in immigration offices which play vital role in economic sector.

**Table 5.16**  
**Integrated Revenue of Various Immigration Offices (2004)**

(NRs'000)

<b>Immigration Offices</b>	<b>Amount of revenue</b>	<b>Percent</b>	<b>Cumulative percent</b>
Immigration office (TIA)	166171.2	49.2	49.2
Immigration office (Kodari)	9389.9	2.8	52.0
Immigration office (Pokhara)	2545.8	0.8	52.8
Immigration office (Birganj)	1379.6	0.4	53.2
Immigration office (Kakadbitta)	3347.4	1.0	54.2
Immigration office (Kanchanpur)	775.4	0.2	54.4
Immigration office (Bhairahwa)	21812.6	6.5	60.5
Immigration office (Nepalganj)	132.6	0.04	60.54
Immigration office (Bhangadhi)	4.2	0.001	60.541
Department of Immigration	132070.7	39.1	100
Total	337629.4	100	--

*Source: Department of Immigration(2004)*

#### **5.1.8.8 Current Royalty from Trekking and Visa Fees**

Table 5.17 presents the amount of royalty from trekking and visa fees received by Department of Immigration as the revenue of government.

**Table 5.17**  
**Royalty from Trekking and Visa Fees (2004-2006)**

(NRs'000)

<b>Source of Revenue</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
Tourist visa fee	83719.9	104496.1	101455.1
Trekking fee	45939.8	19354.5	22649.9
Administrative fee	2352.6	2766.3	6940.2
Miscellaneous	58.4	9.0	0.0
Total	132070.7	126625.9	131045.1

*Source: Department of Immigration(2004)*

Sources of revenue are classified into four groups as tourist visa fees, trekking fees, and administrative fees and miscellaneous. The highest amount of revenue has been received from tourist visa fee. It is followed by trekking fee, administrative fee and miscellaneous respectively. The total amount of revenue was decreased in 2005 and increased in 2006 than the previous years as shown above Table. However, it shows that royalty from tourism is the prominent source of government revenue.

#### 5.1.8.9 Earnings from Tourism and Related Sectors

Table 5.18 presents that average earnings from tourism and related industries varied significantly from one type to other.

**Table 5.18**  
**Earning from Tourism and Related Sectors in Nepal (FY 1986/87)**

(Rs in million)

Sectors	Average earnings	Local currency percent	Foreign currency percent	Total amount
Hotel/Lodge	2.7	(16.2)	(38.8)	635.9
Travel agency	8.7	(31.6)	(68.4)	445.9
Trekking agency	1.8	(16.7)	(55.0)	71.7
Airlines	57.3	(28.7)	(71.3)	1431.9
Cargo agency	0.6	(21.5)	(78.5)	6.8
Handicrafts	0.3	NA	NA	22.8
Restaurants	0.7	NA	NA	39.0
Carpet	4.8	NA	NA	130.5
Garment	0.2	NA	NA	4.8
Total	---	---	---	2789.3

NA- Not Available

Source: NRB (1989), *Income and Employment Generation from Tourism in Nepal*.

Among the tourism industry hotel and lodges of all categories, on average, were found earnings Rs 2.71 million per hotel in 1986/87. Similarly, each travel agency on an average, Rs 8.74 million, while trekking agencies and airlines earned Rs 1.84 million and Rs 57.29 million per agency respectively (NRB, 1989, P. 290). In this



regard, cargo agency earned on an average Rs 0.6 million, while handicrafts, restaurants, carpet and garment industries earned Rs 0.3, 0.7, 4.8 and 0.2 million respectively. It is observed that average earnings by 57.3 and the total amount by 143.9 also seemed highest figure of airlines than other agencies of tourism. Among the tourism related industries, carpet industries earned a relatively high average income totally Rs 4.8 million per industry followed by restaurants Rs 0.72 million, cargo agencies Rs 0.62 million and handicrafts as well as garment industries earning as low as Rs 0.29 and 0.16 million per industry respectively. Out of their total earnings, the highest amount of foreign currency (78.5percent) earned by cargo agencies followed by airlines, travel, trekking and hotel/lodges earnings were 71.3 percent, 68.4 percent, 55 percent and 38.8 percent respectively.

#### 5.1.8.10 Gross Earnings from Tourism Industry

Table 5.19 presents the gross earnings of tourism industry comprising four sectors as hotels, travels, trekking agencies and airlines. The highest earning sectors were airlines where earnings seemed to be more than 50 percent of the total earnings.

**Table 5.19**  
**Gross Earnings of Tourism Industry in Nepal**

(Rs in thousands)

Earnings Sectors	Fiscal year		
	1984/85	1985/86	1986/87
Hotel	296088 (18.1)	439589 (21.7)	635872 (24.6)
Travel Agency	268173 (16.4)	341307 (16.9)	445859 (17.2)
Trekking Agency	46625 (2.9)	63024 (3.1)	71664 (2.8)
Airlines	1021454 (62.6)	1177303 (58.2)	1431939 (55.4)
Total	1632340	2021223	2585334

Source: Computed from NRB (1989, P.292), *Income and Employment Generation from Tourism in Nepal*.

Similarly, second highest earning sector was hotel followed by travel and trekking sector as the third and fourth respectively. The earning trend of airlines seemed to be decreasing by 62.6 percent, 58.2 percent and 55.4 percent in FY 1984/85, 1985/86 and 1986/87 respectively. But the earning of hotel and travel agencies seemed to be in increasing trend. It is noticed that earning of hotel was 18.1 percent, 21.7 percent and

24.6 percent of total in 1984/85, 1985/86, and 1986/87 respectively. Similarly, earning of travel agencies was 16.4 percent, 16.9 percent and 17.2 percent of total earning in the FY 1984/85, 1985/86 and 1986/87 respectively. However, the lowest earning sector was known as trekking agencies among them.

## **5.2 Environmental Impact of Tourism**

Tourism committee of the Organization of Economic Cooperation and Development (OECD) has tried to define the environment as the combination of natural, built (man made) and culture. The natural environment includes the natural elements such as air, land, water, climate, flora and fauna. The built (man made) environment encompasses the architectures, monuments, historic sites, buildings and other urban fabrics. Similarly, cultural environment is the combination of social values, beliefs, behavior, morals and customs. Since, some years ago, a lot of arguments have been put against tourism for environmental and cultural degradation. Such type of adverse impact of tourism environment is high, mostly in developing country mainly due to existing cycle of poverty and high unemployment situation in the country. It has been observed that there has been a close relationship between tourism and environment. High quality of environment is essential for tourism. On the other hand, the quality of environment is always threatened by the tourism. Natural beauty is the magnet for tourist but every tourist leaves some impact in the environment. Especially, mass tourism of the 70's witnessed the negative impacts of tourism on natural environment. Waste materials as beer bottles, thin tissue papers, cans and so many wastages degrade the environment. Everest Base Camp is believed to be highest dumping ground of this world. Operating tourism by protecting the environment is known as eco- tourism. To consider, evaluate protect and leave minimum negative impact of tourism on different aspect is known as eco-tourism. It has a major role to play in conserving the nature, culture, tradition and heritage. It takes into consideration the natural and cultural environment. If eco- tourism is implemented properly, every body wins: the environment, local communities, tourists and national economy, (Ghimire, A Travel and Tourism, 2004, P.122).

Environmental degrading such as deforestation, soil erosion, and landslides has attributed, to mass tourism, especially in trekking route and wildlife visits. Such type of environmental degradation due to trekking is observed mostly in Annapurna

region, Sagarmatha Base camp and Langtang regions. Tourism has been blamed for forest depletion on trekking trails and jungles. Environment Resource Limited (ERL) showed average fuel wood consumption per tourist trip is 138 Kg, which varies considerably from 9 kg in rafting, 55 kg in individual trekking and 186 kg, in agency handled trekking and 1116 kg in mountaineering. Thus, excessive dependence on local energy source i.e., forest is creating unfavorable effects on ecology of fragile mountains region as a result of tourist activities. This has enhanced soil erosion, watershed degradation and diminution of ground water level, negative impact of wildlife habitat and unfavorable impact on the overall ecological balance thereby threatening the attraction of the area. Absence of alternative energy sources is the fundamental reason behind the excessive dependence on firewood in trekking trails and wildlife visits. It is estimated only 452 kilowatt of hydro- power was generated in the total trekking areas” (Shrestha, 1999, p, P. 118-19).

Similarly, man-made environment is also influenced by the tourism. During the first phase of tourism, traditional type of settlement of the people structure of the city, model of houses quality & size of roads, parks etc may be changed to facilitate and attract the tourists more. Many of the old and traditional beautiful houses were destroyed and replaced by new buildings to provide more facilities for the tourists. The old palaces and buildings have turned into museum or as a sight seeing spot for the promotion of tourism. But now days, most of the people and the government in all over the world realized the importance of preserving and protecting the old man made environment. Now, even, in the western world nature is treated as the final product of tourism. According to them, natural product should be sold as it is which should not be touched, destroyed, modified changed and tamed at all because it should be protected to ensure the continuity of the tourism.

As the natural, man made environment, and cultural environment may be also influenced by tourism. Tourists not only bring money in the country, they carry along with them the impact of social behavior, religious feeling, life style and the culture of the people. When two different types of cultures come in contact, host culture will be influenced by the guest culture which ultimately affects the traditional culture of the former. It usually happens in developing country due to the demonstration effect of tourist’s high living standard, food habits, merry making, and manners and so on.” There is a positive correlation between tourism and prostitution. Three S’s has always

been utilized in selling the holiday products – sun, sea and sex. Among the attractions of European cities, Hamburg and Amsterdam are brothels. Sex tourism has developed in some areas such as Philippines and Thailand” (Ghimire, A. 2004, P.119).

Hence, congestion and pollution in urban areas, deforestation in mountains and hilly region and degradation of flora and fauna in the forest of Terai are the most sensitive issues in Nepal. It should not be considered that trekking should not be solely blamed for deforestation of the mountain and hilly region as demand for fuel of local people also have to be fulfilled by the forest resources due to non availability of alternative energy sources in those areas. Infact, every government and many environmentalists realized that uncontrolled and unplanned tourism will lead to environmental and social decay. In this context, tourism industry should be conducted consciously, systematic and well planned way which may attract more tourists and money along with preserving the ecological environment of the country.

### **5.3 Impact of Tourism in the Society**

Tourism has its impact on different areas as like economy, environment and society. Some impacts or effects of tourism are direct which are clear and every one can feel and visualize. Similarly, some impacts are indirect which takes time to be felt by the people in the society. It is very difficult to evaluate the impact of tourism in real value. Economic impact of tourism used to be evaluated by the multiplier effect system but it is not absolutely satisfactory because social, cultural and environmental impact of tourism is very difficult to evaluate in real value.

Tourism has not of only economic value but its effects have spread out all over the nation. “The movement of domestic and foreign tourists directly or indirectly influences the society and culture. Tourists are people from different region culture and they are always curious about the place they visit. Preservation of culture and development of tourism are sharply contrasting elements. Tourism is social invasion. Any sudden movement of tourists from one region to another influences the host society by encroaching the original life style and social behavior. When the tourist comes in contact with the place he visits and its population, a social exchange takes places. His social back ground affects the social structure and mode of life of his destinations. He in turn, is sometimes affected by these and carries back home with him new habits and ways of life. One of the main motivating factors of travel is to get

knowledge and to familiarize oneself with new people, their culture and customs. The social exchange develops the understanding and friendship. This will lead to international understanding. When a tourist visits the local community and appreciates their customs, festivals, the local community will realize its importance. When two cultures come in contact, each becomes more like to the other”(Ghimire, A. 2004, PP. 118-19).

A tourist or visitor enjoys and learns so many things about the languages, tradition, culture customs and life styles etc. by seeing observing, visiting, talking with the new people of different countries or region “cultural factors attract tourists to various destinations, architecture, and historical moments. Festivals and exhibitions rely heavily on visitor’s traffic for their audience and attendance. In the activities in which tourists engage, there is also of educational and cultural significance”(Negi, 1990, P. 102). In this regard, we can observe the changes in the attitude, behavior, lifestyle, customs and traditions of the society in various places of Nepal. Sharma Prayag Raj (cited in Shrestha, Pushpa, 1999, PP.124- 25) observed that mountaineering and trekking tourism has brought about remarkable changes in the institution of marriages in Sherpa society in Nepal. The practice of fraternal polygamy, the unique traditional culture of Sherpa that had helped to keep the population in check and prevents the practice of family property to be fragmented have changed since the tourist started descending upon the area. Sherpas have renounced the practice of fraternal polygamy and taken up monogamy, which changed the old tradition and socio-cultural values and transformed themselves into modern looking, western dressed, English speaking, widely traveled, intelligent and highly endowed in the skill not only in art of mountain climbing but also in running tourism and trekking business in a matter of just three decade” Sharma, 1955, P.20). Similarly, the socio-cultural impact of tourism in Kathmandu valley can be also observed from the changes in ethnic population, cultural values and life style. Kathmandu valley which used to be a predominantly Newar area earlier is now composed of heterogeneous, migrant population coming into settle all over Nepal as well as from Tibet and India and the Newars outnumbered” (Sharma, 1995, P. 13). In this way, so many cultural values and lifestyles of Newar community have been also changed due to the contact of different cultures of different community. Hence, tourism influences not only in national economy and environment but also in socio-cultural sector as well.

## **5.4 Impact of Tourism on Regional Development**

Tourism plays vital role to develop the remote and backward regions also. There might be different types of attractions as the potentialities of tourism as natural beauty and socio-cultural attractions and so on. There are numerous remote and backward places in Nepal with tourism potentialities as like Solukhumbu, Lukla, Upper Gorkha, Kanchanjunga, Dolpa, Namche Bazar, Rasuwa Ghadi, and Jumla and so on. Provision of tourism infrastructures like the supply of electricity, water supply, airports, roads, health facilities, school, postal services, communication services, shopping centers and other so many public utilities are needed for the development of tourism as well needed for the over all development of the nation.

The limited nations conference on International Travel and Tourism held in Rome in 1963 noted that tourism was important not as a source of foreign exchange, but also as a factor in the location of the industry and in the development of less developed regions. It further stated in some cases the development of tourism may be the only means of promoting the economic advancement of less developed areas lacking in other resources” (Bhatia, 1994, P. 459). Some of the regions or areas are not of the nation feasible for the development of industry, agriculture, trade and other commercial activities but these places may have more potentialities for tourism having their scenic beauty or socio-cultural aspects. If such regions are developed as tourist centers, it can bring out a lot of employment opportunities thereby generating income to the local people. If the physical infrastructures as supply of electricity, roads, airports, communication facilities etc, are developed in these areas or region, all of the local people may be benefited to uplift their living standard. Nepal is known as mountainous country where remote areas and backward regions are scattered all over the country. By the cause of these enormous areas and regions economic imbalances are high. In this regard, Nepal should also pay more attention to the balanced development by reducing regional imbalances through development of tourism.

## **5.5 Tourism and International Understandings**

Tourism widens the knowledge of people promoting friendship and goodwill among the people of different regions or countries. It helps to improve international

understanding by the face to face meeting to the people of different races and culture from all over the world. “The development in tourism in many countries has been a major factor in building international understanding. Tourist co-operation between nations to nations should encourage the free interchange of tourist across their frontier. Tourism draws people and nations close together, helps to dissipate prejudice and corrects misunderstanding thereby makes a substantial contribution to the world peace” (Negi, 1990, P. 99). In this respect, Bhatia has rightly said “Tourism, thus, is not only on economic activity of importance in as much as it earns the foreign exchange. It is an important medium of social and cultural development and also of promoting lasting goodwill and friendship among nations of the world”(Bhatia, 1993, P.199). In the modern day, world characterized by strikes, problems and misunderstanding despite termination of cold war, tourism can definitely bring together people and promote harmony and understanding” (Bhatia, 1994, P. 463). It shows that tourism has multidimensional support to economic and social changes as well as international understanding too.

## CHAPTER – SIX

### POTENTIALITIES OF TOURISM IN NEPAL

It is accepted that availability of abundant resources helps to promote tourism. Without desired tourism products and availability of required infrastructure, tourism industry can't go ahead. As the tourists come from different backgrounds with different interests to the destination, they perceive the tourists resources differently. Some of the tourists may be attracted with natural beauties, fauna and flora and landscapes whereas others may be interested to know the culture, lifestyle of ethnic groups, social diversity etc. of the destinations. Hence, “the more unique and varied the resources better the prospects of tourism development” (Punia, 1994, P. 3). “For the successful development of tourism properly in the country, it is necessary to give adequate attention towards tourist's products and infrastructures. The major tourism infrastructures are supply of water, power, communication, sanitation facilities and drainage roads, parks, recreation, health care facilities and other public utilities. Facilities provided in this sector may be widely shared by others sectors of the economy also. Inadequacies in the basic infrastructure are, in facts, important traits of an underdeveloped state of affairs” (Bhatia, 1994, P. 457)

In general, infrastructure means all those built in services which are essential for modern social life and economic development which includes transport facilities i.e. Roads, railways, aviation and marine, water supplies and sewerage systems supply of energy and communication facilities, generally these services are provided by public authorities in most of the countries. But the term tourism infrastructure further denotes the accommodation sector, transportation system, tourist's sports, travel agencies, tour operators, the entertainment industry, arts and crafts, the souvenir industry and so on ( Negi, 1990;110). The infrastructure for tourism is known as the basic foundation to promote tourism but these types of infrastructures may be different than other industrial infrastructures to some extent. In this context, all types of infrastructures should be co coordinated properly to promote tourism in a desired level.

“Many facilities like hotels, restaurants, museums, zoos, various types of clubs, sports outlets, wildlife resorts and national parks, means of public transportation and



so on which are considered as facilities for tourists but the services of which are availed by domestic tourists, businessman and others, yet the costs of such to a great extent could be met through the contribution of the foreign visitors to the country. Tourist's activity thus may prove to be the stimulus for various types of economically viable activities. It becomes evident that sectors like agriculture and industry can also benefit from the basic infrastructure development" (Shrestha, 1998, P. 49)

The tourism resources may be natural or built in any form by man. "Even the snow capped mountains Rocky Mountains the deserts have become the high tourist resource potential. The attractiveness of natural and cultural feature depends not only on its own quality but is determined by a host of factors such as accessibility, accommodation, quality of services, recreational attractions and other supporting services. All these factors should be considered while identifying and accessing the tourism resource potential of any country. There are many types of attractions like site attractions, built attractions, event attractions etc. The natural site attractions are those where most of the tourists desire to visit such as the great National Parks of United States, Africa and other countries, Niagara Falls the Swiss Alps, the Himalayas, the Caribbean Islands etc. The human built attractions are those made by human efforts such as historical and archeological sites e.g. Pyramids of Egypt, Taj Mahal of India, The Great Wall of China and Disney Land of USA" (Shrestha, 1999, P. 129-30)

Components of tourism may be grouped into four sectors they are attraction, accessibility, accommodation and amenities. Attractions may be either man-made or natural as mentioned above. Every journey is related to transportation and accommodation. Without transport and accommodation facilities, every journey will be difficult and may be impossible also. All of the amenities are the facilities added to the attractions accommodation and transportation. Hence, host country should pay more attention to these components of tourism with regard to make proper infrastructures for tourism industry. Every tourist wants to secure maximum enjoyment of their visit with minimum obstacles. So, either government or private sector should pay their more attention to tourist's desired products and proper infrastructures to promote tourism. Being a service oriented industry; government should pay their attention in passport system, custom formalities, foreign exchange, immigration and visa. Similarly, development of tourist places, recreational centers, parks, roads, airlines and other transportation systems, opening tourism training

institutions to provide quality services may be other facilities should be provided by the government. In this context, service agencies of private sectors as like travel agencies, trekking and cargo agencies , casinos, bar clubs, nightclubs and health clubs, hotels and restaurants, resorts, safaris, sport centers, shopping centers and so many such service provider agencies should pay more their attention to facilitate the tourist as their need. The attractions are those elements in the tourist products which may be the determining factor of tourist to visit one destination rather than another. There may be different types of products as the different types of tests, interests and habits as per different tourists. “Since interest and tastes of tourists vary, they might choose from a wide range of attractions available at various destinations all over the world (Bhatia, 1994, P.39). In this regard, Peter (1996) has classified the tourism products or attractions in five categories as given below.

### 6.1 Classification of Tourism Products

Tourism Products are classified as the purpose of the tourists. There are so many tourist products or attractions in Nepal either man made or natural. Some of them are briefly analyzed below;

**Table 6.1**  
**Peter’s Inventory of Tourist Products**

1	Cultural	Sites and areas of archaeological interest, historical buildings and monuments, places of historical significance, museums modern culture, political and educational institutions religious institutions.
2	Traditions	National festivals; Arts and handicrafts, music Folk lore; Native life and customs
3	Service	National Parks; Wild life, Flora and Fauna, Beach resorts, mountains resorts.
4	Entertainment	Participation and viewing sports, Amusement and recreational parks, zoos, and Ocean Arians, cinemas and theatres Nightlife, cuisine.
5	Other attractions	Climate; Health resorts or spas; unique attractions not available elsewhere.

## 6.2 Natural Products or Attractions:

### 6.2.1 Ecological Resources:

Nepal is a land locked country with an area of 147,181 sq. km. which is double the size of Sri Lanka, 3.5 times greater than Switzerland, 6.7 times bigger than Israel, 23 times smaller than India and 68 times less than the size of China. In spite of being a small country it contains the greatest variation on the earth. From the lowland of Terai by 65m above the sea level to the highest peak of Mt. Everest by 8848 m. within 150 km aerial distance.

**Table 6.2**  
**Fourteen Highest Peaks in the World**

S. No.	Name of Mountains	Height (meters.)	Range	Area	Country
1	Everest	8848	Mahalangur	Sagarmatha Zone	Nepal
2	Karakoram (k2)	8760	Karakoram	Baltoro Mustagha	Pakistan
3	Kanchanjanga	8568	Kumbhakarna	Mechi Zone	Nepal
4	Lhotse	8516	Mahalangur	Sagarmatha Zone	Nepal
5	Makalu	8463	Mahalangur	Koshi Zone	Nepal
6	Cho-Oyu	8201	Mahalangur	Sagarmatha Zone	Nepal
7	Dhaulagiri	8167	Annapurna	Dhaulagiri zone	Nepal
8	Manaslu	8163	Annapurna	Gandaki Zone	Nepal
9	Nanga Parbat	8125	Punjab Himalaya	Himanchal Kashmir	India
10	Annapurna	8091	Annapurna	Gandaki Zone	Nepal
11	Gasher Rum I	8068	Kara koram	Baltora Mustagha	Pakistan
12	Broad peak	8047	Kara koram	Baltora Mustagha	Pakistan
13	Gasher Rum II	8035	Kara koram	Baltora Mustagha	Pakistan
14	Shisha Pangma	8013			China

*Source: The World Almanac, 1998 and Department of Tourism.*

Here are the eight mountains among the 10 peaks, 1300 peaks above 6000m in the world. Out of 31 Himalayan peaks over 7600m, 22 lie in Nepal and among the fourteen snow capped mountains over 8000m in height, 8 are located in Nepal. So,

Nepal is known as the country of Mt. Everest, Machhapuchere, Ama Dablam, Langtang, Lhotse and many more other mountains of Nepal are popular in the world. All of these peaks offer ample opportunities for the trekkers and mountaineers to scale the Himalayas from all over the world. These snow capped high Himalayas are the natural tourist resources which are generally preferred by high spending visitors and nature lover tourists. Along with high Himalayas, the mountains, hills and plains, Terai which run from east to west also, present unique topography and enchanting views that lure tourists to Nepal.

The people, their life style, customs and language are also diverse from place to place in Nepal. Some of the indigenous people like Rai, Limbu, and Tharus etc have been in Nepal living for ages whereas the Aryans migrated from south and Mongols from the north and came to Nepal for their settlement. The migration and settlement of different groups always remained peaceful in this country. The peaceful migration and co-existence among different ethnic groups developed most superficial and rich cultural diversity which may be the attraction for tourists to observe. So, Nepal is known as the 'melting pot of Asia'. As far as, the tourist destination is concerned, Nepal has been rated as the second ultimate destination, first being the New Zealand. All of these facts proved that Nepal has adequate potentialities of tourism.

#### **6.2.1.1 Water Resources:**

Nepal has major three river systems, viz. the Sapta Koshi river in the east, Sapta Gandaki River in the central and the Karnali River in the west part of the country. Besides river, there are so many lakes, ponds, snows and glaciers are scattered in all over the country. Tourists are always attracted towards water sports as like boating, river rafting kayaking surfing, swimming, fishing and skiing, canyoning and so on. Most of the rivers arise either from Himalayas, the Mahabharat or Churia hills, Sapta Koshi, Sapta Gandaki and Karnali rivers are big in their volume, arise from snow capped high mountains. Similarly, Bagmati, Kamala, Rapti, Babai, Mechi and Mahakali rivers arise, especially from Mahabharat or Churia hills, Sapta Koshi is the great and Karnali is the longest river in Nepal. Being a land locked country there is no any tourist's facilities related to oceans and seas in Nepal. Most of the rivers and their tributaries are running fast from the high northern mountains to the southern part of the country. Most of the rivers of the country are useful for rafting kayaking and

canyoning opportunities for all of the interested tourists. “A series of the world’s most outstanding river journey is found here ranging from steep, adrenaline- charged mountains streams to classic big volume wilderness expeditions. The combination of spectacular rivers, mountain scenery and rich cultural heritage makes Nepal an obvious river runner’s destination. No country has such a choice of trips on wild rivers with warm water, a sub tropical climate ( with no bugs) and huge white sand beaches that are ideal for camping” (Nepal. Lonely planet, 1996, P. 389). “Rafting in Nepal has an image of extremely difficult but there are many easier rivers also where one can float along admiring the scenery and running a few small rapids. For the purpose of commercial use the Karnali Sunkoshi, Trisuli, Kaligadaki, Seti, Bhote Koshi, Marsyangdi, Bheri, Arun, Tamor rivers are open for rafting and kayaking for tourists” ( Shrestha, 1999, P.134). Hence, river rafting and journey on water resources with different tourist activities as like rubber boating, fishing; skiing is more popular in Nepal.

There are so many glaciers in Himalayan region of Nepal. They may be used for skiing and site seeing as the recreational activities for the tourists. Khumbu is known as the biggest and Langtang is the longest glaciers in Nepal along with numerous other glaciers as like Kanchanjanga, Ya lung, Nupchu and Dhaulagiri etc scattered in northern part of the country.

Nepal is known as the mountainous country where terraced land, plains land and valleys are also located. Although there are numerous lakes and ponds scattered in all over the country. Rara Tal in Mugu, Se-phoksundo Tal in Dolpa, Tilicho Tal in Manag and Gosain Kunda in Rasuwa are the famous lakes located in high Himalayan region of the country. Similarly, Phewa Tal, Rupa Tal and Begnas Tal in Pokhara, Khaptad Tal in Bajhang are also famous lakes located in mid hilly region. By this way, Gaduwa Tal and Bishajari Tal in Chitwan and Barakune Tal in Dang are also equally well known lakes in Terai region. Rani Pokhari, Kamal Pokhari, Naga Pokhari and various such small man made ponds are also located in Kathmandu valley, which were made by previous rulers of the nation. All of such man- made small ponds are not preserved and secured properly for recreation purpose from the tourist point of view. There is numerous man made unmanaged and unsecured ponds scattered, especially in Janakpur and in all over the country. All of these resources are

unused or misused but Nepal has immense of water resources potential for the promotion of tourism industry if they are used properly.

### **6.2.1.2 Flora and Fauna**

Due to the altitudinal and climate variance, extreme bio- diversity is noticed in Nepal. Forest is not only important economically but it has great significance to conserve valuable flora and fauna preserving environment and more useful for tourism industry providing opportunities for sightseeing, hunting, jungle safari, bird watching and other several natural pleasure and entertainment. Having geographic, climatic and vegetation diversity, Nepal has made the forest area as the home of many species of birds and mammals. Tigers, leopards, bears, deer one-horned rhinoceros, elephants, buffaloes can be found in the forest area of Terai area whereas snow leopards, musk-deer, wild yak, blue sheep, red pandas, Himalayan black bears, jackals, mouse bear, Langurs and other many notable mammals are in high land of Nepal. It is also considered as the sanctuary to numerous species of birds, insects, fish, reptiles and amphibians. Nepal has 170 species of mammals among them, 30 species are large mammals 859 species of birds, 180 species of fishes, 56 species of reptiles (40 snakes and 16 lizards) and 34 species of amphibians. Similarly, 600 species of butterflies are available in Nepal. The Danphey bird (*Inpeyanus Lopophorous*) is regarded as the national bird, Laliguras (*rhododendron*) is the national flower and the cow is the scared national animal of the country. In real sense, it has been considered as a country of paradise for naturalists, zoologists, botanists, environmentalists and conversationalists of the world. In this regard, Government of Nepal has launched different conservation programs to preserve the wildlife and forests. There are 8 national parks, 4 wildlife reserves, 2 conservation sanctuaries and 1 hunting reserve are established as mentioned below;

**Table 6.3****National Parks, Wildlife Reserves and Conservation Areas of Nepal**

<b>S. N</b>	<b>Name</b>	<b>Area sq. km.</b>	<b>Established</b>	<b>Location</b>
1	Royal Chitawan National Park	932	1973	Inner Terai
2	Royal Bardia National Park	968	1988	Eastern Terai
3	Sagarmatha National Park	1148	1976	Eastern Himalayas
4	Langtang National Park	1710	1976	Central Himalayas
5	Rara National Park	106	1976	Western Himalayas
6	Shey- Phoksundo National Park	3555	1984	Western Himalayas
7	Khaptad National Park	225	1984	Far western Hill
8	Makalu-Barun National Park	1500	1991	Eastern Himalayas
9	Royal Shukla Phanta Wildlife reserve	305	1976	Far western Terai
10	Koshi Tappu wildlife reserve	175	1976	Eastern Terai
11	Parsa wildlife Reserve	499	1984	Central Hill
12	Shiva Puri Watershed Wildlife Reserve	145	1984	Central Hill
13	Dhor Patan Hunting Reserve	1325	1987	Western Himalayas
14	Annapurna Conservation Area	7629	1992	Eastern Himalayas
15	Makalu Barun Conservation Area	830	1991	Eastern Himalayas

*Source: Department of National Parks and Wildlife Conservation 1996 HMG/N.*

Most of the visitors come to Nepal with the purpose of visiting any of these areas. Annapurna conservation area, Langtang National Park, Sagarmatha National Park, Royal Chitwan National Park and Shey Phoksundo National park are more popular for the visitors. “In 1984, UNESCO designated Royal Chitwan National Park as a Natural World Heritage Site. This park offers protection to 56 species of mammals including the one-horned rhinoceros, Bengal tigers, leopards, sloth bears, wild elephants, striped hyena, Gangetic dolphin and wild bison. There is an estimation of 470 species of mammals, over 500 species of birds, 126 species of fish, 150 species of butterflies and 47 species of reptiles in the park. A recent study also points out that over one third of Nepal’s tigers are in Chitwan” (The Ultimate Adventure Destination, NTB, 2001, PP.27-38). Similarly, Royal Bardia National Park, Royal Sukla Phanta Wildlife

Reserve and Parsa Wildlife Reserve are also considered as the famous sanctuaries of the country. All of these facilitate tourism promotion as their potentialities.

### **6.2.1.3 Some of the Interesting Natural Facts about Nepal**

- “One third of the total of Himalaya is in Nepal- 800 km. This is the most concentrated region of the tallest mountains- eight among the top ten mountains, more than 1300 Peak higher than 6000m. About 200 peaks of over 6000 meter are in Everest Region only.
- Between Dhaulagiri and Annapurna lies the world’s deepest gorge- Kali Gandaki.
- Tilicho Lake situated at 5099 m. north of the Annapurna Himal is the Lake at the highest elevation in this world.
- Altitudes range from 65 m to 8848 m with 150 km of a horizontal distance, the greatest altitudinal variation on this planet- steepest country.
- If all the surface areas of Nepal were made flat and filled in an open space, the total area would be equal to the US.
- We have the highest number of birds in the world, which is equal to the whole continent of N. America or USA and Canada together; that is more than 848 species; that is 8percent of the world’s bird’s population.
  - Sarus crane, the biggest flying bird in the world is available in Lumbini Garden
  - Rufous Piculet Woodpecker, the smallest bird found in Makalu Barun is only 10 cm from pick to tail
- Eleven of the 14 families of butterflies are found in Nepal. We have some butterflies with their length from wing to wing about 1 ft. (30 cm) probably the biggest butterflies of this world.
- Nepal’s wild bees are the biggest of this world.
- Nepal holds less than 0.1percent but has 10percent flora and fauna of this world.



Nepal has more than 6000 native flowering plants, that is 2 percent of all the flowering plants in the world, 1666 types of fungi, 687 algae, 740 mosses and 450 ferns, 5052 species of insects, 185 species of fishes, 43 species of amphibians, 100 types of reptiles, 32 species of rhododendrons out of 35 species of the world, 4 percent of mammals on earth and 319 species of exotic orchids” (Ghimire, 2004: 134). Above mentioned interesting natural facts may attract numerous tourists facilitating the promotion of tourism potentialities in the country. Exploration, study and research activities are opened for all of the interested visitors in this unique, interesting and enchanting destination as like Nepal. Besides these facts, there is so many other hidden unique and interesting facts lie in Nepal which may provide more potentialities for tourism industry in the country.

### **6.3 Unnatural Products or Attractions:**

Unnatural or artificial tourist’s products means the historical monuments, art and architecture, religious shrines and social cultural products of the country which comprises all of the man made attractions some of the man made or unnatural attractions are briefly discussed as given as under;

### **6.3 Historical Monuments:**

#### **6.3.1.1 Art and Cultures**

World Heritage sites of Nepal declared by UNESCO are listed as given below. UNESCO has declared ten world heritage sites in Nepal. Eight of them are concerned with historical and religious monuments whereas rest of other is related to national parks. Not only by natural beauties but also by man made products attract tourists and promote potentialities of tourism in the nation. Kathmandu Durbar Square, Patan Durbar Square and Bhaktapur Darbar Square are concerned with historical monuments whereas Swayambhu Nath Stupa, Boudha Nath, Pasupati Nath, Chagu Narayan and Lumbini are known as the religious monuments. Except Lumbini, all of the seven historical and religious monuments are located in Kathmandu valley. So, the whole Kathmandu valley is known as popular “Living Cultural Museum” with enormous arts, architectures and sculptures. According to the famous historian Kirkpatrick, there are as many temples as there are houses and as many idols as there

are men in Kathmandu. Hence, Kathmandu is popularly known as the “City of Temples” in the world. World Heritage sites of Nepal declared by UNESCO are listed as given below.

**Table 6.4**  
**World Heritage Sites Declared by UNESCO**

S. No.	Name of the Sites	Location	Year of Declaration
1	Kathmandu Darbar Square	Kathmandu	1979
2	Patan Darbar Square	Lalitpur	1979
3	Bhaktapur Darbar Square	Bhaktapur	1979
4	Swayambhu Nath Stupa	Kathmandu	1979
5	Baudha Nath Stupa	Kathmandu	1979
6	Pasupati Nath Temple	Kathmandu	1979
7	Changu Narayan Temple	Bhaktapur	1979
8	Royal Chitwan National Park	Chitwan	1984
9	Sagarmatha National Park	Sagarmatha	1979
10	Lumbini	Lumbini	1997

*Source: Department of Tourism, HMG/N.*

Above mentioned historical heritage sites represents the Nepalese arts, architectures, sculptures of ancient and mediaeval era of the Mallas. All of them present the civilization level, traditions, customs, lifestyles and culture of that period. Nepalese arts and architectures, sculptures are more prominent with regard to historical monuments of the country. From Kirat period wooden bronze and stone sculptures had been started to be developed but it was flourished during the Malla period. The famous stone sculptures of Birupakchya was of Kirat period, whereas Vishnu Vikranta of Lazimpat, Barah Narayan of Chandol, Budhanilkantha, Naxal Bhagbati, Palanchok Bhagbati, Shova Bhagbati etc, of Lichchhavi period. Similarly, “the stone sculptures made during Malla period are found in the temples and palaces of Malla kings and are of immense attractions to the foreign visitors, wood carvings are other attractions of Nepal. Fifty Five Windowed Palace of Bhaktapur is an excellent example of wood carvings of Nepal. The wood carvings found in the ancient palaces are still one of the major attractions for tourists. The idols of bronze are unique art of Nepal especially the bronze idols of Buddha, Tara and other deities are so beautiful and symmetrical that they can be found no where else. Nepal has a long

history of painting. Religious paintings worshipped as icons, known as Paubha in Newari and 'Thangka' in Tibetan, have attracted most of the tourists. Similarly the 'Mithila Art' decorated by the woman of Terai in their houses is also becoming popular paintings of Nepal and is adored for its originality by most of the foreign visitors" (Shrestha, 1999, P.141).

In this context, the sculpture of Narasingha of Hanuman Dhoka and Garuda of Marutole, idols of god and goddess inside the Patan Durbar Square, Sculpture of Nrisimha of Bhaktapur etc. are more prominent stone sculptures of Malla period. Stone, bronze and wood carving and works of Terracotta were also found popular in Kathmandu valley and other various places of the country at that time. All of these arts, sculptures and architectures are more valuable wealth of the nation because most of the tourists visiting Nepal is to see such historical and religious monuments which is one of the major factors to promote tourism potentialities in the country.

#### **6.3.1.2 Art and Architecture:**

Three cities of Kathmandu valley named Kathmandu Patan and Bhaktapur are enriched with its arts and architectures. These cities are considered as an open-air museum of arts and architectures not only in Kathmandu valley of temples sprinkled all over the country. The Malla period in Nepal is considered as the golden era with regard to arts and architectures. Multi – roofed traditional Pagoda style is seem most popular in Nepalese temple making. The pagoda style is a multi-roofed structure with wide caves supported by carved wooden struts as like the Changu Narayan, the Pasupati Nath, the Taleju, the Nyatapola etc. (Shrestha, 1998, P.62). Most of the temples with two or three roofs are more popular temple of Baghbhairava in Kirtipur is only one with four roofs and five roofed temples are Nyatapola in Bhaktapur and Kumbheswor in Lalitpur. Kasthamandap and nine storeyed Basantapur Palace are also the examples of pagoda style. These pagodas are liberally sprinkled all over the Kathmandu valley, not only in the form of the temples but as seats of Royal-Hanuman Dhoka and Basantapur in Kathmandu, 55 window palace in Bhadgaon and Choukot palace in Patan, monastic establishments like Kwabahal in Patan, Math Chhen in Bhadgaon and Bhagwan Bahal in Kathmandu and lay residential buildings amidst the busy whirl of the market place or in the whispering calm of the paddy fields (DOT, 1974, P. 5). Temples of pagoda styles are scattered all over the country such as,

Tripura Sundari Temple Baitadi, Chandannath Temple Jumla, Varahi Temple Pokhara, Manakamana Temple, Gorkha; Swargadwari Temple, Pyuthan; Barahachhetra Temple, Sunsari; Simrangadh Temple, Bara; Muktinath Temple, Mustang; etc. Pagoda style was the wonderful architecture of Nepal, which was spread out later to other Asian countries as like China, Japan etc.

Shikhara Style is also another architecture adapted in Nepal from Malla period. A lot of Indian influence could be observed in some of the temples such as Krishna Mandir and Mahaboudha temple in Patan which were first introduced as Shikhara style by Siddhi Narasingh Malla. Gorakhanath Mandir in Pasupatinath in Kathmandu, Vatsala Mandir of Bhaktapur, and Narayan Mandir of Patan were also the examples of this style. The Stupa style of architectural design is also popular in Nepal which is known as Chaitya also. This style of temples emanated from Buddhist religion concept such as the Swayambhu Nath, the Baudhanath and the Namobaudha are the living examples of this style. It is said that Stupa had been first introduced as early as in the third century B.C, in Nepal by Indian Emperor Ashok, who has constructed four Stupas in four corners of Patan which is considered to be the most ancient Stupas of Nepal. All of these arts and architectures attract tourist and play vital role to promote tourism potentialities in Nepal.

#### **6.4 Socio- cultural Potentialities:**

Economically, Nepal is poor but it is rich and fascinating in the sense of cultural heritages such as religion, customs, festivals, languages, lifestyles of the people and cultural values. Most of the tourist attracted to Nepal with its socio-cultural aspects and simple livelihood of the people with their heartily respecting manner to the guests. So, some of the major socio-cultural values are observed in the following.

##### **6.4.1. Festivals:**

Nepal is known for its continuous festivals which are observed through out the year. Nepalese are said to observe more festivals than there are days in a year. “Most of the Nepalese festivals are of religious as well as social values and either of the Hindu and the Buddhist origin are celebrated in common by the people with enthusiasm (Choegyal, 1994, P. 111). The Nepalese New year’s Day usually falls in the second week of April, which is celebrate with a great pomp and show. On this

occasion, Bisket Jatra is also in Bhaktapur, Baisakha Poornima (held in May-April) celebrates with great veneration paying homage to lord Buddha at places like Swayambhu and Lumbini. Rato Machhendranath Jatra (held in May- April) is the biggest socio-cultural festival of Patan. The grand final of the festival is called the 'Bhoto Dekhaune'. Similarly, Seto Machhendranath Jatra is also held in Kathmandu city in the month of March- April. Gai Jatra (held in July- august) is a carnival type of festival lasting for eight days which is celebrated in the memory of deed family members during the years.

Dashain or Durga Puja (held in September – October) is the most important festival of the entire Nepalese people which is celebrated as the religious thought. Similarly, Tihar or Deepawali (held in October – November), is the festival of lights is celebrated for five days preparing special sweet dishes. Similarly, Krisna Astami (the birth anniversary of Lord Krishna in July-August), Teej (in august- September), Maghe Sakranti (mid January), Shree Panchami (in February), Shiva Ratri (in February), Ghode Jatra (in March- April), Lhosar (in February- March) and Vivaha Panchami are the major festivals celebrated in Nepal. On local basis also different festival and fairs are observed in different parts by different ethnic groups of Nepal. Different ethnic groups celebrate different types of festivals as their religion and their socio- cultural values. "In Nepal, it is difficult to know which religion on festival belongs to, since Hinduism, Buddhism and other animistic beliefs blend harmoniously. The festivals are rooted in history, mythology and religion. Some festivals are to honor gods and goddesses, control evil spirits and some others are to mark seasonal change (Ghimire, 2004, P. 148). Christians and Muslims of the country also celebrate Christmas and Ramjan respectively. Most of the Nepalese festivals are related with religions beliefs as well as socio-cultural values. People are free to observe the festivals according to their respective faith but most of the festivals are equally participated in by Hindus and Buddhists. It is mentioned that Nepal is known as the land of non-stop festivals which attract the visitors from all over the world.

#### **6.4.2 Religion**

By religion, the majorities of the people are Hindu and followed by Buddhism in Nepal covering 80.6 percent and 10.7 percent of the total population respectively.

Other religious followers include Muslim 4.2 percent, Kirat 3.6 percent, Christians 0.4 percent, Sikh 0.03 percent, Jain 0.02 percent and others 0.3 percent.

**Table No 6.5**  
**Distribution of Population by Religion**

S No.	Religion	Number	Percentage
1	Hindu	18330121	80.6
2	Buddha	2442520	10.7
3	Islam	954023	4.2
4	Kirat	818106	3.6
5	Christian	101976	0.4
6	Sikh	5890	0.03
7	Jain	4108	0.02
8	Bahai	1211	0.005
9	Others	78979	0.3
	Total	22736934	100

*Source: Statistical Year Book of Nepal.CBS, 2005; 20*

The people of anyone religions faiths are living together in tolerance and great harmony in Nepal. The unique religious keen harmony is observed between Hinduism and Buddhism because both of them used to go either Stupas or temples. “Co religionists are bound together by a sense of fellow feeling and bonhomie particularly displayed in their worship of common deities and joint celebration of many festivals belonging to either religion cult. Kumari, the virgin Hindu Goddess for instance is selected from a Buddhist clan (DOT, 1993, P. 3). As the tourists are attracted by geographical diversity of Nepal, similarly, they are attracted by religious diversity also. Some of them, especially, western visitors are more eager to know about tourism and Tibetan Buddhism in Nepal. Therefore, religious diversity also may be one of the major factors to promote tourism.

#### **6.4.3 People and Language**

Most of the tourists are interested to know unique & different things to feel new environment, to behave with different people, to see different sites or in one word, they like diversity in the destination. Nepal is a small country but there are one hundred over ethnic groups and 90 over spoken languages and dialects in the country.

**Table 6.6**  
**Population Distribution by Caste/Ethnic Groups**

(in percentage)

S. No.	Caste/Ethnic Group	Total Number	Percentage
1.	Chhetri	3593496	15.80
2.	Bramin-Hill	2896477	12.74
3.	Magar	1622421	7.14
4.	Tharu	1533879	6.75
5.	Tamang	1282304	5.64
6.	Newar	1245232	5.48
7.	Muslim	971056	4.27
8.	Kami	895954	3.94
9.	Yadav	895423	3.94
10.	Rai	635151	2.79
11.	Gurung	543571	2.39
12.	Damai/Dholi	390305	1.72
13.	Limbu	359379	1.58
14.	Thakuri	334120	1.47
15.	Sarki	318989	1.40
16.	Teli	304536	1.34
17.	Chamar,Harijan,Ram	269661	1.19
18.	Koiri	251274	1.11
19.	Kurmi	212842	0.94
20.	Sanyasi	199127	0.88
21.	Others	3981737	17.5

*Source: Statistical Year Book of Nepal, 2005; 30*

As Nepal is a country of geographical diversity, similarly, the people are also extremely diverse by variety of ethnic groups and their culture, customs, spoken languages, dress, manners and life styles etc. they live in different regions, wear different dresses and ornaments and follow their own customs cultures food, shelter and lifestyle in different way from the other. Especially, Nepalese people are mixed of indo Aryan from India and Tibeto- Burman Mongoloids. Generally the people of Indo-Aryan such as Bramins, Chhetris, Thakuris, are scattered all over the country

whereas Newar community centralized in Kathmandu valley. Similarly, Rai, Limbu and Sunuwars are concentrated in eastern hill and Gurungs, Magars and Thakalis are concentrated in western hilly region. The ethnic people such as Tharus, Dhimals, Majhis, Rajbansis, Satars, Danuwars, Rajputs and Darais live in Terai region. Similarly, Sherpas live in the temperate high lands or Himalayan region whereas Tamangs are mostly concentrated around the Kathmandu valley. In Nepal “all the people whatever their race or tribal stocks peacefully co exist and this character of the Nepali people has related a unique Nepali culture (Satyal, 2032, P.20). So, it is really very surprising to see such a large numbers of ethnic groups in the small country like Nepal.

According to the census, 2001, total population of Nepal was 22736934. Among them, chhetris are 15.8 percent and followed by Brahman, Magar, Tharu, Tamang, Newar, Muslim, Kami, Yadav, Rai and Gurungs are 12.7, 7.1, 6.7, 5.6, 5.4, 4.3, 3.9, 3.9, 2.8 and 2.4 percent respectively. Population distribution by caste/ethnic groups in Nepal is presented as the above.

Nepali is the linking language which is understood and spoken through out the country. It is written in Devanagari script. Most of the ethnic groups have their own separate languages and dialects. Approximately 50 percent of Nepalese people have Nepali language as their mother tongue which is national and official language also in practice. There are over 90 languages are spoken in practice as their own languages and dialects. Besides Nepali language, there are other major languages spoken in Nepal, such as Maithili, Bhojpuri, Tharu, Tamang, Newar, Magar, Awadhi, Bantawa, Gurung etc. It is surprisingly notable that there are so many languages in a small country like Nepal.

Table 6.7 presents that the majority of people speak Nepali language by 58.6 percent and Maithili, Bhojpuri, Tharu, Tamang, Newar, Magar, Awadhi, Bantawa and Gurung by 12.3percent,7.5,5.9,5.2,3.6,3.4,2.8,1.6 and 1.5 percent respectively. Such diversity of languages promotes tourism potentialities and attracts more tourists, especially, linguists from all over the world.



**Table 6.7**  
**People of Nepal by Their Mother Tongue**

S. No	Mother Tongue	Number	Percentage
1.	Nepali	11053255	48.61
2.	Maithili	2797582	12.30
3.	Bhojpuri	1712536	7.53
4.	Tharu(Dagauda/Rana)	1331546	5.86
5.	Tamang	1179145	5.19
6.	Newar	825458	3.63
7.	Magar	770116	3.39
8.	Awadhi	560744	2.47
9.	Bantawa	371056	1.63
10.	Gurung	338925	1.49
11.	Limbu	333633	1.47
12.	Bajjika	237947	1.05
13.	Urdu	174840	0.77
14.	Rabansi	129829	0.57
15.	Sherpa	129771	0.57
16.	Hindi	105765	0.47
17.	Chamling	44093	0.19
18.	Santhali	40260	0.18
19.	Chepang	36807	0.16
20.	Others	563676	2.6

*Source: CBS Pocket Book 2002, P. 23*

### **6.5 Other Tourism Potentialities**

Nepal is poor economically but it is rich in tourism potentialities. There are enormous beautiful destinations by nature in Nepal. Some of the popular tourist places frequently visited by tourists are mentioned as Tansen city of Palpa which is situated on the slope of Shreenagar Danda at an altitude of 1343 m with the attractions of Amar Narayan temple, Bagwati temple, Baggi Dhoka, sunrise view from Shreenagar, a sweeping view of Tinau river valley and ancient culture. Similarly, Pokhara, a natural gifted city, situated some 200 km west of Kathmandu at an elevation of 3000ft. with the attractions of Phewa Tal, Rupa Tal, Begnas Tal, Seti river, Devis fall, Mahendra Guffa, K.I. Singh bridge, Bindya Basini Temple, Buddhist

Temple, Sarangkot as former fort of Kaski kings, Gupteswor Guffa (cave) and Tibetan Villages. Kathmandu valley within 650 sq. km comprising of three main cities of great historical and cultural interest Kathmandu, Patan and Bhaktapur, has seven UNESCO world heritage sites as, Kathmandu Darbar Square, Patan Darbar Square, Bhaktapur Darbar Square, Pasupatinath Temple, Changu Narayan Temple, Buddha Nath and Swayambhu Nath. Other tourist's destinations are Bungamati, Panauti, Godavari, Sankhu and Bajrayogini, Budhanilkantha, Dakshinkali, Kirtipur, Khokana, Nagarkot, Dhulikhel, Kakani, Phulchoki, Namoboudha etc. within and around Kathmandu valley. Similarly, Daman, Palanchok, Bhagawati, Gorkha city, Manakamana Temple, Bandipur Bazaar, Nuwakot, Charikot and Dolakha, Dhankuta And Hile, Illam and Antu Danda and other so many enchanting destinations situated in different parts of hill areas of Nepal. In Terai region also, there are various tourist's destinations as like Janakpur Dham, Lumbini, the birth place of Lord Buddha, Barahachhetra, Devi Ghat, Tribeni, Tilaurakot etc. Besides these various national parks, wildlife reserves, conservations areas and hunting reserves are also scattered all over the country as tourism destination.

In this regard, folk culture also attracts the tourists which comprise the socio-cultural practices, folk music, dances, songs and musical instruments. Every folk songs and dances are the natural expression of local people which attracts the visitors for their originality. Different ethnic groups have different folk cultures as their own. Jhyaure, Lok- Dohori, Rateuli, Ghantu, Kauda, Sorathi, Sakhila, Paiya, Jhumar, Santhal, Jhajar, Dhan-Nach ,Tappa, Tamangselo ,Charia are the popular folk songs and dances of different ethnic groups of Nepal which can be seen different places of the country. Therefore, Nepal is rich in terms of folk culture which assists to promote tourism potentialities in the country. Nepal has adequate tourism resources and potentialities as like its geographical diversity and peculiarities, cultural heritages, historical monuments, arts and architectures diversity of ethnic groups and languages, customs, traditions, religions, festivals etc. Having huge resource potential for tourism Nepal has great prospect for tourism development but the country is not able to utilize those resources properly for the development of tourism. It has been realized that availability of tourism resources is not sufficient, unless and until these resources are made available to the visitors for the development of tourism. For its development infrastructures should be made properly focusing tourism promotion.

## **6.6 Tourism Supporting Infrastructures**

Supporting infrastructures are the basic essential components for the development of tourism. Among them, transport and communication facilities, water supply, sewerage system, supply of electricity and gas, banking facilities, health facilities, provision of security accommodation system, availability of service provider private agencies as like travel and trekking, rafting and public institutions and their legal arrangements are the infrastructural components for the development of tourism industry. “Tourism infrastructure comprises the system of services and activities which are necessary to the operation of a tourist destination”(Bhatia, 1993, P. 120). Goods and services consumed by the tourists which are known as the products of tourism infrastructures. Therefore, tourism infrastructure is known as the combination of four major components like the attractions, accessibility, accommodation and amenities. It is observed that most of the developing countries are unable to invest in developing infrastructures as their need as compared with developed countries. No country can promote tourism industry as their desired level without their proper infrastructure arrangements. So, developing countries should pay their attention to invest more in developing necessary infrastructure for the tourism promotion. These basic infrastructures are not required for visitors only but all of the residential people will also be benefited and will be the foundation for whole economic development of the country. Tourism infrastructures may be categorized in three sectors as physical, servicial and institutional basis.

## **6.7 Physical Infrastructures:**

Physical infrastructure comprises the provision of transportation and communication facilities, accommodation facilities, supplies of water, electricity and gas, waste disposals, health and safety facilities etc. All of these infrastructures are indispensable for tourism development. “It is true that Nepal possesses enormous tourism resources but unless and until installation of physical infrastructure and their services are made available, the natural and cultural resources would be worthless from the tourism point of view”. (Shrestha, 1999, P. 150). Among the various physical infrastructures, transportation and communication is one which plays vital role to support tourism promotion. Tourist’s products or potentialities would be useless if the destinations are inaccessible. Therefore proper means of transportation

accessibility is primarily needed for the tourists in order to reach their destinations and to provide utility of the destinations. In this, regard, modern means of transport should be managed to make fast and comfortable to satisfy the visitors. “Various have shown that tourists spend a significant proportion of their travel budget on transport costs. It has been estimated that about 30-40 percent of the holiday expenditure is on transport, either it by air or surface.”(Bhatia, 1994, P. 324). It is realized that proper and systematic transportation for the tourists and able to promote tourism in their desired level than the developing countries. “It included lots of services such as hire car, buses, sight seeing vehicles, special tourist trains, ropeways, ferries, cruise boats, air services, and chartered aircraft for tourist etc. The growth of international tourism to a large extent is the result of the efficient means of global transport system”. (Shrestha, 1999, P.151). The mode of transport can be categorized as below;

- (a) Road Transport
- (b) Air Transport
- (c) Water Transport

### **6.7.1 Transportation System**

#### **6.7.1.1 Road Transport**

Nepal is landlocked mountainous country where the topographical complexity is high. So, the importance of road transport is high for short and long distance travel. “Improvements of road transport facilities stimulated tourism in many European countries such as France, Spain and Germany. Mention may be made of the great progress made in USA in building highways, expressway and superhighways. In many other countries of the world newer and faster roads were built which made movement of traffic by road faster and comfortable” (Bhatia, 1994, P. 326). Due to the inaccessibility, tourists give up their visit to innumerable beautiful destinations scattered all over the country. Realizing the importance of road transport in the country, various efforts were made to construct roads since 1951. Prior to 1956, the country had only a total of 624 Km. of roads.

**Table 6.8**  
**Extension of Road Facilities in Nepal (1990/91 to 2005/06)**

(In Km.)

<b>Fiscal Year</b>	<b>Black Topped</b>	<b>Graveled</b>	<b>Fair Weathered</b>	<b>Total</b>
1990/91	3083	2181	3064	8328
1991/92	3164	2243	3444	8851
1992/93	3227	2333	3733	9293
1993/94	3398	2356	3910	9664
1994/95	3533	2662	4529	10724
1995/96	3609	2867	4761	11237
1996/97	3655	3011	5048	11714
1997/98	4080	3489	5654	13223
1998/99	4148	3710	5851	13709
1999/00**	4522	3646	7140	15308
2000/01+	4566	3786	7350	15702
2001/02**	4781	4520	7533	16834
2002/03	4811	4595	7541	16947
2003/04	4871	4697	7614	17182
2005/05	4911	4707	7661	17279
2005/06*	4918	4712	7667	17297

+ Data of Department of Road Only, \* First Eight Months, \*\* Nepal Road Statistics, 2000

Source: Economic Survey, 2005/06, P.78 and Department of Road

From the beginning of first five year plan, high priority was given to the development of roads in every plan periods. Total road length at the end of FY2004/05 stood at 17279 km, of which back topped was 4911 Km, groveled 4707 km. and fair weather road was 7661 km. During the first eight months of FY2005/06, 7 km, road upgraded to black topped and 5 km, upgraded to gravel and altogether 18 km, new road could be added to the total. With this addition, the total length of road reached 17297 km. The total road facilities are presented in the above table.

The breakdown of the total length of road is given as below;

**Table 6.9**  
**Road Facilities of Nepal (in Km.)**

S.No	Types	Fiscal Year		Total by Mid March 2006**	
		2004/05	2005/06*	Total	Share/percent
1	Black topped	4911	7	4918	28.4
2	Graveled	4707	5	4712	27.2
3	Fair Weathered	7661	18	7667+	44.4
	Total	17279	30	17297	100

*\*First eight months,\*\* Total of Mid-March 2006*

*Note: Roads constructed by Dept. of Roads is only included*

*Source- Nepal Road Statistics, 2000, Dept. of Roads, Kathmandu.*

### 6.7.1.2 Transport Vehicles:

Transport Vehicles registered in the country since FY1990/91. The total numbers of vehicles were 472, 795 at the end of FY 2004/05.

**Table 6.10**  
**Number of Vehicles in Nepal**

Types	Fiscal Year		Total**	Total Increase Percent(first eight months)
	1990/091- 2004/05	2005/06*		
Bus	13331	693	14024	5.19
Minibus	4256	261	4517	6.13
Car/jeep/van	78255	4854	83109	6.20
Tractor	33230	1106	34336	3.33
Motorcycle	302042	20125	322167	6.66
Tempo	7263	35	7298	0.48
Micro	1700	493	2193	29.0
Truck/Tanker/Dozer Crain/Tripper/Dumper	27659	1498	29157	5.42
Pick up	1059	352	1411	33.24
Others	4000	13	4013	0.33
Total	4,72,795	29,430	5,02,225	100.0
Density Per km.	27	--	29	--

*\*Addition by the mid-March2006, \*\*Total since 1990/91- mid-march2006*

*Source: Department of Transport Management, Lazimpat, Kathmandu.*

During the first eight months of FY2005/06, additional 29,430 (6.2percent) vehicles were registered and the grand total number of vehicles has been reached at 502, 225. So, the vehicle density has reached 29 per Km. in Mid-March, 2006 in the country.

### **6.7.1.3 Major Highways**

The highways have been constructed in Nepal with assistance of various countries for all round development of the country. Linking different destinations, it provides more comfort ability and accessibility not only to visitors but also assists to develop whole economy of the country. “Out of the tenth plan target to connect 70 districts with the road network by the end of the plan period, up to now 61 district head quarters have access to road facility.

Only one district head quarter (Darchula) was linked by road transport during the review period of FY2005/06 against the target of linking 6 district head quarters” (Economic Survey, 2005/06; 159). Most of the highways are connected with the few major tourist’s sites and destination of mid-hill and Terai region as like Kathmandu, Pokhara, Gorkha, Daman, Chitwan, Dhankuta, Lumbini, Tansen etc. Similarly some of other major tourist’s sites like Muktinath, Helambu, Namche Bazar, Shukla Phanta, Koshi Tappu, Rara Tal, Khaptad etc are deprived of road transport. So, the country should pay more attention to invest more in this sector as far as possible to promote tourism industry and to access whole economy of the country. Length of major highways and their district coverage is presented in the table below.

**Table 6.11**  
**Major High Ways of Nepal**

S.N.	High Ways	Length (km.)	District Covered Area
1	Mahendra High Way (East-West Highway)	1024	Jhapa, Morang, Sunsari, Saptari, Siraha, Dhanusa, Mahottari, Sarlahi, Rautahat, Bara, Parsa, Makawanpur, Chitawan, Nawalparasi, Rupandehi, Kapilvastu, Dang, Banke, Bardiya, Kailali, Kanchanpur
2	Prithivi Highway (Kathmandu-Pokhara)	200	Kathmandu, Dhading, Chitawan, Gorkha, Tanaun, Kaski
3	Araniko Highway (Kathmandu-Kodari)	113	Kathmandu, Bhaktapur, Kavrepalanchok, Sindhupalchok
4	Tribhuvan Highway (Kathmandu-Birgang)	197	Kathmandu, Dhading, Makawanpur
5	Sidhartha Highway (Pokhara-Sunauli)	183	Kaski, Syanja, Palpa, Rupandehi
6	Dhangadi-Dadeldhura Highway	135	Kailali, Doti, Dadeldhura
7	Ratna Highway	115	Banke, Surkhet
8	Jogbani-Dharan-Dhankuta Highway	100	Morang, Sunsari, Dhankuta
9	Gorkha-Narayangadh Highway	61	Gorkha, Chitawan
10	Pokhara-Baglung Highway	67	Kaski, Parbat, Baglung
11	Dhankuta-Hile-Basantapur Highway	35	Dhankuta, Tehrathum
12	Dadeldhura-Darchula Highway	99	Dadeldhura, Baitadi, Darchula
13	Kathmandu-Trisuli Highway	70	Kathmandu, Nuwakot

*Source: Department of Roads, HMG/N, Nepal Road Statistics, 1995*

Some of the districts and their headquarters are not connected with roads in Nepal up to June, 2005. Out of the total 75 districts, 15 district headquarters not linked with road facilities, which are given below.



**Table 6.12****Road Disconnected District Head Quarters**

S.N.	District(HQ)	District	S.N.	District(HQ)	District
1	Bhojpur	Bhojpur	9	Jumla	Jumla
2	Khandbari	Sankhuwasabha	10	Manma	Kalikot
3	Diktel	Khotang	11	Gamgadhi	Mugu
4	Solusalleri	Solukhumbhu	12	Simikot	Humla
5	Chame	Manang	13	Martadi	Bajura
6	Jomsom	Mustang	14	Chainpur	Bajhang
7	Jajarkot	Jajarkot	15	Darchula	Darchula
8	Dunai	Dolpa			

Source: Department of Roads, HMG/N, Nepal Road Statistics, 2000

**6.7.2 Air Transport:**

Nepal is a land-locked and mountainous country where air transport is inevitable to link remote areas with no other forms of transportation system. Difficult terrain makes the construction of roads very difficult and expensive as well as in Nepal. In this context, air transport is only one means of transportation to link various tourist destinations and to assist in the promotion of tourism industry. The rapid growth of international tourism is also possible by air transportation. The history of air transport can be traced back to the early 1950s. A single engine aircraft had already landed on trial basis in 1949. Later in 1951, India National Airways (INA) started its service from Patna to Kathmandu, “Again in 1951, India company started domestic flight service to connect Kathmandu with Biratnagar, Simara, Pokhara and Bhairahawa” (DOCA, 1994, P. 15). In this regard, Nepal Airlines Corporation (RNAC) was established on 1 July, 1958 as a joint venture of the government with the India Company. Later HMG/Nepal took full ownership of RNAC on 12 October, 1959. It started its international service with routes to Patna, Delhi and Calcutta since 16<sup>th</sup> January 1960 and Nepal attained International Civil Aviation Organization (ICAO) membership. From the establishment, RNAC extended its domestic and international services by increasing its aircrafts as the national flag carrier in the country.

Along with RNAC, 14 other airlines are operating international flights to Kathmandu. They are Air Sahara, Austrian Air, Biman Bangladesh, Cosmic Air, Gulf

Air, Indian Airlines, Jet Airways, Matin Air, Pakistan International Airlines, Qatar Airways, Duke Airlines, Thai Airways, Air Nepal International and Air China. As far as domestic Air service is concerned domestic private airlines companies along with RNAC are providing regular flights and chartered services to transferring passengers and necessary supplies to various tourist destinations and other different places of the country. Other private airlines operating domestic services are yeti Airlines, Buddha Air, Cosmic Air, Shangri-la Air, Gorkha Airlines, Sita Air, Skyline Airlines, Flying Dragon Airlines, Karnali Air, Manang Air, Simrik Air, Fistel Air, Asian Airlines, Shree Airlines, Helihansa P. Ltd. Similarly, Tribhuvan International Airport (TIA) is known as international airport situated in Kathmandu and other 50 airfields are located in different parts of the country (Appendix G).

### **6.7.3 Railway Transport**

Railways service has played a significant role with concern to travel and tourism in the world. It can link various tourist destinations within the country. In Nepal, it has limited servicial part in the development of travel and tourism up to now. Nepal Janakpur-Jaynagar Railways (NJJR) is known as the only one railway service in eastern Terai region. This train operates only 30 km. which has very limited touristy value. Due to the topographical condition of the country, railway service could not be developed in desired level especially in mountainous region but it seems more feasible in Terai area.

### **6.7.4 Water Transport**

Most of the rivers of Nepal have swift flow from high Himalayas to southern plains of Terai. So, water transport systems in Nepalese rivers have not been developed as tourist point of view. They may be used by the visitors as adventure for rafting and canoeing purpose only. The water transport potentiality has not been developed in Nepal as tourist point of view by their nature.

## **6.8 Communication System**

Nepal is a mountainous country with difficult terrain and limited facilities of transport service especially in remote and rural areas, communication is inevitable factor to communicate each other. It has very importance in rescue, security, business,

marketing, and other type of governmental notices, letter corresponding etc .In Nepal, postal services, telephone services, wireless and satellite media are the major communication system available. Postal services were introduced in 1878 to the public which is known as the oldest communication media in Nepal. “Postal service has reached all the villages as a means of information and communication. Currently, the postal service network includes general post office, regional post directorates, district post offices, Illaka post offices and additional post offices and their total number is 3992. In addition to delivering letters, parcels, it has continued its traditional jobs like: the publication of postal tickets, postal saving Banks and it has moved towards the maximum utilization of modern information technology introducing e-post service. Money order revolving fund has increased to Rs. 28.775 million. This service has been extended to India, Jordan, Qatar, Thailand, Honkong and United Arab Emirates. The service is provided by 521 post offices within Nepal. There is also Postal Saving Bank services available now in 117 post offices. Express Foreign Mail Delivery Service is operating in 35 foreign countries and Domestic Express Mail Delivery Service in municipalities and would be municipalities of Nepal, making 60 locations in total for fast and effective postal services and to simplify the working procedure Counter Automation has been put in different 7 places”(Economic Survey, 2005/06, P.166).

For the first time, telecommunication was introduced in 1913 as a telegraphic link of Kathmandu with Raxaul in India. This service was limited only to certain area of the country. This service was expanded after 1951 to the public. Until 1956, there were altogether telephone 335 lines including 25 automatic lines distributed only for the public in Kathmandu valley.Nepal Telecom Ltd. has provided telephone service throughout the country with 218 telephone exchanges. From the exchanges 5, 88061 lines have been distributed and are in use. The exchange equipment with the capacity of 2,50000 lines of CDMA technology based have been established and out of which 4560 CDMA phones have been distributed. Post paid and prepaid mobile services customers totaled 1, 02219 and 2, 46,400 respectively. Like wise, Email customer totaled to 7,796 international circuit capacities, which enables worldwide telephone likes, has reached 2990. United Telecom Ltd, a single private sector service provider, is providing telephone services based on WLL technology since mid-March 2006. And the Spice Nepal, in collaboration with United Telecom Ltd. has distributed

1,02,111 lines mobile phone service. STM Telecom Sanchar Pvt Ltd. was selected to provide telephone services in 534 VDCS in the Eastern Development Region under the assistance of the World Bank. This company has set-up 1200 PCOs in the region according to the plan. With the assistance of the Government of India, the connection of 891 km Optical Fiber from Bhadrapur to Lamahi has been completed”(Economic survey,2005/06, P.147).

**Table 6.13**  
**Extension of Telephone Service**

Item	Fiscal Year		
	2003/04	2004/05	2005/06*
<u>Grand Total</u>			
Number of Urban Areas covered	2003/04	2004/05	2005/06*
Telephone lines distributed	408,417	433,631	588,061
population 1000 telephone lines**	18	19	25

*\*First eight month, \*\* Based on National Population Census Report, 2058*

*Note: All exchanges digital and automatic.*

*Source: Nepal Telecommunication Corporation, Katmandu*

At present local telephone, Trunk, Telex, Telegram, leased circuit, Buro-Fax, wireless; internet services are the main facilities available in Nepal. Especially, tourists visiting Nepal are using all of these communication facilities in urban area and most of the rural and remote area is deprived of communication system as desired level. Therefore, to promote tourism potentialities, the planners of Nepal should pay their more attention to supply more communication facilities in tourism destinations. In this regard it is inevitable to develop and extend communication system in touristy areas of the country.

### **6.9 Supply of Electricity:**

A total of 556,800MW hydropower was generated at the end of FY 2004/05. It was only 0.67 percent compared to total capacity. The production of thermal power and solar power has been 56.756 MW and 100 KW respectively. Including all of these powers, the production of Electricity reached 613.557 MW is the country. At present, more or less the supply of electricity has been extended to all 75 districts of the country. “The total supply of electricity in FY 2004/05 was 2642.75 Gega Watt Hours (GEH) including production of hydropower 2387.7 GWH, thermal power 13.67 GWH

and 241.39 GWH imported from India. Out of which 1853.7 GWH was consumed internally and 110.7 GWH was exported to India. Whereas in FY 2005/06, total supply of electricity is expected to reach 2784.8 GWH including production of hydropower 2464.8 GWH, thermal power 20.0 GWH and 300.0 GWH imported from India. Out of total available power supply in the current FY, internal consumption is estimated to be 2005.48 GWH and export to India to be 140.0 GWH respectively” (Economic survey, 2005/06, P.153).

In FY 2004/05, sector wise consumption pattern of electricity was 38.89 percent in industrial sector, 38.6percent in household sector, 5.56 percent in commercial sector, 5.64percent exported and miscellaneous 11.31 percent. Whereas in FY 2005/06, it is estimated that industrial sector 37.2 percent, household sectors 38.5 percent, commercial sector 5.49 percent, export 6.34 percent and miscellaneous 12.44 percent will be sector wise consumption. At the end of FY 2004/05, total numbers of electricity consumers were 1016 million whereas in F/Y2005/06 as estimation total consumers will be 1.280 million with an increment of 10.4 percent. However, the production of electricity (0.67percent) is negligible as compared to total production capacity.

Electricity production plays vital role not only in tourism but also in whole economic development. It is inevitable factor with concern to basic infrastructure to promote tourism potentialities in the country. To reduce the dependency on forest and imported petroleum products, the government should pay their more attention to produce more electricity as the renewable energy which support not only to tourism sector but whole economic development of the country altogether.

#### **6.10 Drinking Water Sanitation and Sewerage**

Safe and adequate water supply is precondition and inevitable to promote tourism potentialities in the country. It is needed not only foreign visitors but also the public health of the host country as well. Pipeline water supply system was started from

**Table 6.14**  
**Drinking Water Available Per Day by Development Region /Zone,**  
**1994/95to2003/04**

(in 000 Liters)

<b>Development Region/Zone</b>	<b>1994/95</b>	<b>1996/97</b>	<b>1997/98</b>	<b>1999/00</b>	<b>2000/01</b>	<b>2001/02</b>	<b>2002/03</b>	<b>2003/04</b>
Eastern.Dev Region	14198.5	12341.6	7954.0	9575.0	10628.0	15879.0	24381.0	27370.0
Mechi	5138.1	3136.3	2696.0	1798.0	2913.0	4946.0	7190.0	8061.0
Koshi	4500.0	5220.1	2289.0	4029.0	4950.0	5794.0	8525.0	10438.0
Sagarmatha	4560.4	3985.2	2969.0	3748.0	2765.0	5139.0	8666.0	8871.0
Central Dev. Reg.	11075.3	7268.1	9018.0	5502.0	2924.0	7333.0	56508.0	59714.0
Janakpur	5903.7	2882.3	3666.0	1409.0	757.0	--	18678.0	20092.0
Narayani	1766.4	2478.8	2446.0	2057.0	1732.0	7333.0	18918.0	18031.0
Bagmati	3405.2	1907.1	2906.0	2036.0	435.0	--	18912.0	21591.0
Western Dev. Reg.	10652.3	7259.4	5616.0	5636.0	3528.0	10949.0	36822.0	35047.0
Gandaki	3143.3	1017.3	1577.0	1516.0	2270.0	8806.0	12702.0	10919.0
Lumbini	6790.3	379.0	3023.0	3488.0	151.0	452.0	17589.0	17771.0
Dhawalagiri	718.7	5863.1	1016.0	632.0	1107.0	1691.0	6531.0	6357.0
Mid-Western Dev. Reg.	10941.0	14543.5	5340.0	4926.0	5047.0	1167.0	19394.0	19567.0
Karnali	987.3	4840.2	302.0	762.0	2529.0	381.0	02609.0	1767.0
Rapti	4291.8	8464.8	2732.0	1312.0	1196.0	465.0	10104.0	9617.0
Bheri	5661.9	1238.5	2306.0	2852.0	1322.0	321.0	6681.0	8183.0
Far-Western Dev.Reg.	11008.2	10364.5	4174.0	2768.0	2778.0	4702.0	16738.0	17844.0
Seti	6723.1	6586.8	2743.0	1651.0	1078.0	2441.0	12393.0	11965.0
Mahakali	4285.1	3777.8	1431.0	1117.0	1700.0	2261.0	6144.0	5879.0
<b>Total</b>	<b>57875.3</b>	<b>51777.2</b>	<b>32102.0</b>	<b>28407.0</b>	<b>24905.0</b>	<b>40030.0</b>	<b>153843.0</b>	<b>159542.0</b>

*Note: Data represent facilities provided byDWSS only*

*Source: Statistical Year Book 2005 P, P. 359-60.*

Rana Regime in Nepal which was Limited only in Urban areas of Kathmandu valley only. Most of the Nepalese people depend on natural resource of water, Dhunge

Dhara, ponds, well, waterfalls etc. the pipeline water supply system, especially in Kathmandu valley is also inadequate even for the residents but most of the people of rural and remote area are deprived of it completely. Concerning the foreign visitors especially from developed countries are reluctant to drink pipeline safe water and prefer more mineral water. They demanded much more water than the local residents for other purposes also.

Drinking water sanitation and sewerage are the prominent factors as the infrastructural precondition to develop tourism and to facilitate the people's health of the host country also. In this regard, 'Rural Drinking Water and Sanitation Project implemented in 75 districts with the sole investment of government of Nepal aims at ensuring the availability of sustainable, reliable and sufficient fresh drinking water facility to entire population and sanitation facility to 40 percent population of the country. Other drinking water programs to be handed over by Ministry of Physical Planning and Works are also included in this program. Several goals such as construction of 152 dip/shallow tube well and artisan well in 16 districts under Rural Drinking Water Program(new and old) construction of vessel/ pond in 18 districts for the collection of rainwater, repair and maintenance of completed projects in 69 districts, conduction of joint support program in 75districts,survey program in 53districts, sanitation and training program in 72districts, arsenic reduction program in 21 districts and preparing and keeping the drinking water profile intact in 29 districts are set for FY2005/06 '(Economic survey,2005/06, P.186). On the one hand the target of the Ninth Plan was to provide basic drinking water to all by the end of the plan period, on the other the sanitation programs related to health, education and public awareness were also launched. The status of drinking water facility in the urban and rural areas of the country by the end of the Ninth Plan is given below.

**Table 6.15**  
**Status of Drinking Water Facility in Ninth Plan**  
**(Population in thousand)**

S. N	Dev.Region	Rural population		Urban population		Total population	
		Benefited	Percent	Benefited	percent	Benefited	Percent
1.	Eastern	2917	61	471	70	3388	62
2.	Central	4251	65	1465	85	5716	69
3.	Western	3216	79	412	72	3628	78

4.	Mid-western	2284	80	168	70	2452	79
5.	Far-western	1719	85	114	46	1833	81
	Total	14387	71	2630	76	17017	71.6

Source: Tenth Plan, P: 498.

Similarly, as the projection of tenth plan, 85 percent population will be benefited by drinking water and 50 percent by sanitation in 2063/64 B.S.

### 6.11 Health Services

Health services and security are also important supporting infrastructure not only to develop tourism but also avail services to people. In this regard, “Nepal Medical Council has provided Licensing Examination Certificate for pursuing one year Internship Course in last FY 2004/05 and current FY 2005/06 to 600 and 782 Medical Doctors respectively completing their Medical Degree from affiliated universities. Likewise, it has declared 719 persons to have passed the Licensing Examination in current FY2005/06. Nepal Medical council has registered 5824 persons in the category of Temporary and Permanent Doctors and 753 in Employer Doctor up till now. Among them male doctors are 583 and female doctors are 170 in the country of the medical colleges being operated throughout the country, the council has given its approval to only 13 Medical Colleges till now”(Economic Survey, 2005/06, P.179). In this regard, extension health services, number of hospital beds and skilled manpower in various categorized form is presented as in the following table 6.16.

**Table 6.16**  
**Status of Health Services in Nepal 1994/95 to 2003/04**

Description	1994/95	1999/00	2000/01	2001/02	2002/03	2003/04
1. Extension of Services	3097	4421	4418	4429	4408	4401
a. Hospitals	82	83	83	83	83	83
b. Health Centers	17	13	10	10	10	10
c. Health Posts	775	711	700	700	700	700
d. Ayurvedic Services Centers**	167	275	275	286	287	287
e. Sub-Health Posts	1997	3179	3170	3170	3148	3141
f. Primary Health Centers	59	160	180	180	180	180



2. Hospital Beds	3604	5190	5250	5250	5250	5250
3. Skilled Manpower	27008	81381	81351	84087	86162	89311
a. Doctors+	952	1259	1259	1259	1259	1259
b. Nurse & ANM++	4606	4655	4655	7315	9146	10099
c. Kaviraj+++	249	211	211	203	387	387
d. Vaidya	197	210	210	294	354	354
e. Health Assistants (H.A& A. H. W.)	4492	5295	5295	5295	5295	7491
F. Health Workers (M. C. H. W.)	2400	3190	3190	3190	3190	3190
g. Village Level Health Workers	4015	4015	3985	3985	3985	3985
h. Other Health Workers	11049	62546	62546	62546	62546	62546

• Only Government Sector, \*\*Zonal Ayurvedic Service Center & District Ayurvedic health center.

+HMG Employed only. ++Registered in Nepal Nursing Council. +++Including officer Kaviraj  
(Permanent Kaviraj and Vaidhyas are included only after 1998/99)

Source: Ministry of Health/Nepal, Statistical Year Book, 2005.

## 6.12 Service Infrastructure

Service infrastructure is also an important product in tourism field which promotes tourism potentialities by fulfilling and satisfying the demand and wants of the tourists in particular destinations. Hotel Accommodation, Travel Agencies, Trekking Agencies, Rafting Agencies and other entertainment activities are the major service infrastructures available in Nepal. An entire range of other possibilities have been explored in the recent years as entertainment and adventure tourism in the country such as, fishing, rock climbing, paragliding, ultra-light aircraft, hot air ballooning, mountain flights, boating, pony treks, jet scooter, bungee jumping, cable car, kayaking, jungle safari, hunting, mountain biking etc.

### 6.12.1 Hotel Accommodation:

Accommodation is one of the most essential prerequisites for the development of tourism industry. The hotels are the main accommodation establishment used by the visitors. According to the history, there were so many inns established at different

places for the benefit of travelers in Nepal. But nowadays, modern types of hotels, motels, lodges, youth hostels, holiday camps, guest houses etc, are established in different places of the country. “The hotel must provide the various types of physical facilities, price- ranges, locations and services offered which meet the expectations, wants and needs of the travelers. The demand of accommodations varies according to the social class, price that the guests are willing to pay, level of prices and similar other consideration. Suitable accommodation should be available for all segments of the market”(Negi, 1990, P.120).

In Nepalese context, hotel industry is of belated origin. Mr. Boris Lissanevitch, a Russian citizen started modern type of hotel establishing Royal Hotel in Kathmandu, in 1955 for the first time. After this until 1964, there were only 9 modern types of hotels with 177 hotel beds in Kathmandu. Hotel Soaltee and Hotel Annapurna as the modern hotels were established in 1965 and 1966 respectively providing a total of 290 rooms as well as initiating high standard facilities to the visitors. The number of approved hotels continued to grow in Nepal since 1970. The number of hotels (star rated and non-star) increased from 20 in 1970 to 1006 in 2005 which was about 50 times more. Similarly, the number of beds increased 26 times during that period. The following Table presents the number of hotels and total hotel beds from 1970 to 2005.

**Table 6.17**  
**Number of Hotels and Hotel Beds**

Year	Star Hotels		Non-Star Hotels		Total	
	Number	Beds	Number	Beds	Number	Beds
1970	-----	-----	-----	-----	20#	1500##
1990	57	5502	111	4742	168	10244
1991	61	5809	131	5398	192	11207
1992	64	5969	139	5803	203	11772
1993	64	5969	150	6578	214	12547
1994	72	6502	322	11228	394	17730
1995	72	6502	448	15305	520	21807
1996	79	7050	553	18588	632	25638
1997	86	7779	620	19833	706	27612
1998	89	7842	650	21036	739	28878

1999	87	8656	698	23558	785	32214
2000	94	9320	754	25638	848	34958
2001	97	9430	791	26733	888	36163
2002	104	10289	839	27327	943	37616
2003	108	10535	858	27735	966	38270
2004	110	10715	886	28392	996	39107
2005*	110	10715	896	28669	1006	39384

*\*Estimated, Nepal Tourism Master Plan Review, ## Yajna Raj Satyal 'Tourism in Nepal –A Profile*

*Source: Ministry of culture Tourism and Civil Aviation, Economic Survey, 2005/06, P.70*

The Table 6.17 presents that number of star rated hotels and non-star hotels were 57 and 111 whereas the beds of star rated hotels and non-star hotels were 5502 and 4742 in 1990. Similarly, the increased number of star and non-star hotels reached at 110 and 896 where as the beds increased by 10715 and 28669 in 2005. Therefore, the number of hotels and beds seems to be increased in desired level during one and half decade.

Besides these hotels other types of accommodations are also available in Nepal but it is observed that there is a scarcity of hotel beds during peak seasons for the high class tourists in standard star hotels. The Table 6.18 presents the classification of

**Table 6.18**  
**Classification of Hotels by their Accommodation System**

Description	1995			2000			2004			2005		
	Hotel	Room	Bed	Hotel	Room	Bed	Hotel	Room	Bed	Hotel	Room	Bed
Kathman du Valley	254	6943	13424	399	11347	21297	491	12983	23915	499	13136	24144
Five Star	4	722	1414	5	1051	2076	6	1341	2501	7	1441	2701
Four Star	8	755	1501	8	755	1501	8	755	1501	7	655	1301
Three Star	1	51	102	11	482	969	13	572	1149	13	572	1149
Two Star	22	811	1595	26	1085	2105	30	1223	2391	30	1223	2391
One Star	23	604	1184	25	653	1361	29	725	1495	29	725	1495
Others	196	4000	7628	324	7321	13285	405	8367	14878	413	8520	15107
(b)Out - Station	266	4181	8383	449	6856	13661	505	7641	15192	507	7665	15240
Five Star	-	-	-	1	200	400	1	200	400	1	200	400
Four Star	-	-	-	-	-	-	-	-	-	-	-	-
Three Star	1	69	136	1	69	136	5	231	460	5	231	460
Two Star	2	80	164	5	182	346	6	205	392	6	205	392
One Star	11	195	406	12	194	426	12	194	426	12	194	426
Others	252	3837	7677	430	6211	12353	481	6811	13514	483	6835	20397
<b>Grand Total</b>	<b>520</b>	<b>11124</b>	<b>21807</b>	<b>848</b>	<b>18203</b>	<b>34958</b>	<b>996</b>	<b>20624</b>	<b>39107</b>	<b>1006</b>	<b>20801</b>	<b>39384</b>

*Source: Nepal Tourism Statistics, 2005, P.78, Ministry of culture, Tourism and Civil Aviation*

hotels and their accommodation capacity in and outside Kathmandu from 1995 to 2004 as the above Table. The Table 6.18 reveals that most of the five star and four star hotels are centralized in Kathmandu valley only. There is only one five star hotel in out station. In this context, most of the high spending tourists, outside Kathmandu valley, are deprived of quality accommodation services in the country. So, the government should pay more attention to establish additional more other high-class hotels by encouraging private sector to invest more in this field and to give more accommodation facilities for high spending tourists as their need.

### **6.12.2 Travel Agencies**

Travel agencies are also the most important part of tourism area. Travel Agencies act as intermediary agents between their customers and tourist service provider firms such as hotels, transport, excursions, entertainment etc. To facilitate the tour of a traveler is the main objective of a travel agency. They play vital role as a bridge and fill the gap between the customer and service agencies or facilities they provide and they collect commission or service charge for the coordinating work. International Hotel Organization and universal Federation of Travel Agents Association made an agreement to operate the travel agencies as a separate business. The oldest and the first travel agency of Nepal was Shah and Rai which was established in 1959 at Hotel Coronation. It was registered under the Company Act of Nepal. It was functioning as the branch of Shah and Rai Co. of India which was fully controlled by Nepalese management and renamed as Third Eye Tours in 1968. After this, two other travel agencies namely Nepal Travel Agency and Everest Travel Service were established in 1965. Similarly, Yeti Travels (P). Ltd. was established in 1966. During the time of the preparation of Nepal Tourism Master Plan of 1972, there were only ten travel and trekking agencies (Nepal Tourism Master Plan, 1972). With the increasing number of tourists it is naturally increased the number of Travel Agencies also in the years to come. Most of the travel agencies are concentrated in Kathmandu valley.

“Travel agents create trust, security, confidence in the mind of tourist then only tourist travel for pleasure or they are able to enjoy during the travel which is the basic principle of tourism. They stimulate and motivate the people to travel ‘push’ from the market and ‘pull’ at the destination”(Ghimire,2004, P.153). The table 6.19 presents number of travel agencies as the following,

**Table 6.19**  
**Number of Travel Agencies in Nepal**

<b>Year</b>	<b>No. of Travel Agencies</b>	<b>Annual growth Rate (in percent)</b>
1999	563	13.1
2000	637	8.5
2001	691	6.8
2002	738	7.8
2003	788	11.3
2004	877	8.1
2005	948	8.1
2006	1026	8.2

*Source: Nepal Tourism Statistics, 2006, P.70*

### **6.12.3 Trekking Agencies:**

Trekking agencies have also a great significance in promotion of mountain tourism of Nepal. Trekking agencies manage cooks and assistant cooks to serve hot meals, porters to carry all kinds of food, fuel, camping equipment, personal belongings and other so many necessary goods for the visitors in their foot travel on trails, especially, in the camping trek. Visitors have to carry only what they might need during the day. In this regard, the agencies manage various type of employees such as Shardash, Sherpas, guides, interpreters, camp staff, cooks, porters and government permit and other formalities or procedures. They provide dinning tent, sleeping tents, toilet tents, mattress, sleeping bags and even light table and chairs in the camp. The well- trained and experienced cook and his team prepare varieties of healthy and tasty food as the need of visitors. The tea house or lodge trek, back packing trek and hiking are also the popular other type of trekking in operation as the need of tourists. If the trekking agencies organized the tea house or lodge trekking, they provide guides and porters

for the visitors. In back packing trek, the back packers carry all their gear and equipment by themselves on their back individually. Hiking is a short trekking for a day on which the visitors return to the same campsite, hotel or lodge for their overnight stay.

“Nepal is blessed with all the components to be called the most marvelous and impressive country for the trekkers. No other countries in this world can compete with trekking in Nepal.”(Ghimere, 2004, P.157). In regard to the history of trekking in Nepal, Lt.Col Jimmy Roberts, a British officer, organized the first trekking expedition to the Everest Base Camp for eight people in around 1956 and registered Mountain Travel in 1964 as a commercial agency. Mr. Robert is known as the Father of Trekking in Nepal, who trained Sherpa cooks, developed cooking system, camping system, service, health and hygiene. He found out the campsites and determined the trekking days, traveling most of the destinations of hilly regions himself and made a style of trekking in Nepal. It was followed by Annapurna Mountaineering and Trekking (P.) Ltd in 1970 and Sherpa Trekking Service in 1972 respectively. With an increasing number of trekkers it is naturally increased the number of trekking agencies as the commercial basis to provide services to the visitors as their need. In this context, Table 6.20 presents the number of trekking agencies as given as under in annual basis.

**Table 6.20**  
**Number of Trekking Agencies in Nepal**

<b>Year</b>	<b>No. of Trekking Agencies</b>	<b>Annual Growth Rate (In percent)</b>
(2056/057) 1999	475	----
(2057/058) 2000	537	13.1
(2058/059) 2001	580	8.0
(2059/060) 2002	611	5.3
(2060/061) 2003	645	5.6
(2061/062) 2004	705	9.3
(2062/063) 2005	740	5.0
(2063/064) 2006	793*	7.2

\* The data presented upto April 2006

Source: Nepal Tourism Statistics; 2006, P.70

It shows that growth rate of mountaineering agencies seem positive in every year since 1999 up to now. The growth rate was high in 2000 and followed by 2006 by 10.3 and 2004 by 9.3.

#### **6.12.4 Expedition and Mountaineering;**

Nepal is a mountainous country with a galore of the highest peaks in the world including Mt. Everest (Sagarmatha). Mt. Everest is the world's highest mountain which rises to 8848 meters (29028 feet) above the sea level. Since the late 19<sup>th</sup> century, adventures spirits have been fascinated with the ascent of the highest mountain in the world. In this regard, seven Sherpa climbers died in an avalanche becoming the first reported deaths on Mt. Everest. As the second attempt, on May 29, 1953, first summit was made by Mr. Tenzing Norgay of Nepal and Sir Edmund Percival Hillary of New Zealand via the south-East Ridge Route. After this event, total number of summiteers of Mt. Everest was 1487 till 2005. Among them total number of successful woman summiteers of Mt. Everest were 61 including four Nepalese women till 2005. Similarly, Mt. Kanchanjunga (8586m), Mt. Lhotse (8516m), Mt. Yalung Kang (8505m), Mt. Makalu (98463m), Mt. Cho-Oyu (98201m), Mt. Dhaulagiri (8091m), Mt. Manaslu (8163m), Mt. Annapurna (I) (8091m) has been also summited by 196, 283, 53, 223, 11, 338, 243 and 150 climbers till 2005 (MoCTCA, 2006).

All of the registered trekking agencies don't provide expedition services for the adventure mountaineer. Among them, the arrangement for expeditions can only be done by the registered agencies having license and permission by the Nepal Government. Government of Nepal has opened 326 peaks for mountaineering. Among them, 121 mountains are virgin or unclimbed peaks up to now in Nepal.

#### **6.12.5 Rafting Agencies**

White water rafting is one of the prominent areas of adventure tourism in Nepal. It is an adventurous sport journey on the torrential rivers on inflatable rubber boats. There are so many wonderful and existing rivers following down from glaciers of high Himalayas to the southern plain Terai. The potentialities of white water rafting are high in various rivers. Many adventure loving tourists are attracted to enjoy with rafting. Therefore, the flow of adventure tourists is increasing every year to enjoy



more in Nepal. Although, there seems more potentialities of river rafting in the country, but it was started rather late as a business. Initially, rafting business was conducted by travel and trekking agencies but nowadays, only rafting agencies provide services for interested tourists as their sole business.

“The first rafting agency operated in Nepal was Himalayan River Exploration under Mountain Travel in 1978. Rafting agencies provide all equipments, food, transportation, experienced river guides, trained medical staff and camping that on the river bank and all arrangements needed for rafting” (MoTCA, 1997, P.84). “The first ‘crazy’ river runners arrived in Nepal in the late 1960’s. Two French men are said to have descended parts of the Sunkoshi in 1968. The river Sunkoshi is categorized as one of the top ten classic rivers of the world. The history of rafting and kayaking in Nepal starts from 1970. The first commercial trip was organized in 1974 for 15 foreigners in different rivers of Nepal. The trip was so successful that Mr. All Rid, an American national associated with Tiger Tops, started regular raft trips in Trisuli and Sunkoshi under the leadership of Mike Yager. Mr. Yager infused the sprit of newly trained Nepali rafting guides and explored the rivers of Nepal for commercial purpose. The organized training programs including a tour to the USA. In their final exam they scored higher marks than any other groups in the whole of the United States. By the early 1980’s Nepali rafters were recognized as world class professionals and were invited to lead and support expeditions in other countries” (Ghimire, 2004, PP.165-66).

Infact, Nepal is considered as the river runner’s paradise. Magnificent mountain surroundings, warm rivers, semi-topical climate, impressive geography, exotic cultures, wildlife, numerous natural beauties with flora and fauna and unique geographical structure of Nepal has created the most exciting rafting rivers in the country. In this regard, rafting business has been also increasing every year in Nepal providing appropriate services to the rafting lover tourists. There were 90 licensed rafting agencies in Nepal till 2004. The annual numbers of rafting agencies are presented in Table No. 6.21 as the following.

**Table 6.21**  
**Number of Rafting Agencies in Nepal**

<b>Year</b>	<b>Number</b>	<b>Annual Growth Rate (In percent)</b>
1999	87	-----
2000	87	-----
2001	87	-----
2002	87	-----
2003	90	3.4
3004	91	1.1
2005	92	1.1
2006	92	-----

*Source: Nepal Tourism Statistics, 2006, P. 70*

Mr. Ananda Ghimire analyzed about rafting attractions and best rivers for specific purposes in Nepal in his book ‘Travel and Tourism, An Introduction which is presented here as the following,

#### **6.12.5.1 The Major Attractions of Rafting in Nepal.**

- The rivers of Nepal take any one away from the busy trekking routes and penetrate the heart of rural, road less, unspoiled natural heritage of Nepal.
- Rafting offers an attractive alternative to trekking, if one does not enjoy walking. It offers a glance of the country from different view points.
- Rafting leaves no footprints, has minimal ecological effects and causes little disruption to the social patterns of local life.
- It is one of the best ways to view wild life.
- Nepali rivers are warm in mild hot weather.
- One can get the experience of impressive geography of mountains.

- Rafting includes not only water; it also includes temples, peoples, culture, festivals, and medieval villages. It involves so many activities and so many varieties.
- Anybody can join the trips; they do not need previous experience, training etc.
- Nepal is believed to be the paradise for the rafters. Unique geographical setting has made it possible because of the highest snow mountains and deepest gorge.
- No other country has such choice of multi-day trips like in Nepal.
- Nothing bites in Nepali river rafting.

#### **6.12.5.2 The Best among the Best Rivers of Nepal.**

- Best long, white water trips-“world classic”-Karnali, Tamur, Sunkosi.
- Best rivers for wildlife and fishing- Baabai, Bheri, Karnali, Mahakali.
- Best 3-6 day white water trips- Marsyandi, Kali, Tamur.
- Best 1-3 day white water trips- Trisuli, Bhote Kosi.
- Best 4-5 days easy water trips- Bheri.
- Best 1-3 day easy water trips- Upper Sunkosi, Seti, Baabai, Trisuli.
- Best combined trekking and rafting trips- Tamur, Marsyandi,.
- Best budget trips- Trisuli, Kali, Sunkosi.
- Best family trips- Upper Sunkosi, Seti, Trisuli.
- Best short white water- Bhote Kosi. “(Ananda, Ghimire 2004, 165-66).

#### **6.13 Other Service Oriented Infrastructure.**

Besides the above mentioned service oriented infrastructures, Hot Air Ballooning, Bungee Jumping, Para Gliding, Ultra Light Aircraft, Canyoning, Fishing, Mountain Flight, Cable Car, Wave Running, Jungle Safari, Hunting, Mountain Biking, Rock Climbing etc, are the attracting services for the visitors.

##### **6.13.1 Hot Air Ballooning.**

At first Chris Dewhirst and his friend did an expedition to fly over the forest in 1991, then by impressing with hot air ballooning, he opened an institution with Nepalese partner named balloon sunrise Nepal in 1995. Its flight time and route has to be approved by civil aviation and every flight should maintain close communication. Rainy season, foggy and cloudy days are not possible for the flight. So, its pilot has to know and follow the movement as of other aircrafts. Without proper skill, it is difficult to conduct.

### **6.13.2 Para Gliding**

Para gliding is a weather based sport. November and December are the best months as the flying season in Nepal. Para gliding is the simple engine free aircraft which fits easily into a rucksack with weights around 12 kg. Sunrise Paragliding office is located in Pokhara which offers an introductory course for 3 days for the beginners before to go Paragliding journey. It is a simple method to fly in the sky from most of the mountains of the country. It can be extended in other destinations also studying their feasibility as far as possible. Due to the portable nature and easy launch characteristics of a paraglide, it can be taken anywhere of the country.

### **6.13.3 Bungee Jumping**

Bungee jumping are adventure activities which are conducted by rubber rope which is more popular in western countries especially, in Switzerland. In the context of Nepal, only one organization named 'The Last Resort' is offering services for the adventure lover tourists. This resort is located around 10 km inside the Nepal- Tibet boarder on the Arniko highway. Bhote Kosi River, a suspension bridge is built above 160m above the river basis. Without any training and experience every jumpers can enjoy by bungee jumping adventure. The whole operation of jumping, bouncing and pulling up takes only five minutes in the supervision of experienced Bungee Master. Adventure lover tourists enjoy from this adventurous sport which may support to promote tourism potentialities if it is to be extended in other destinations also, as far as the proper feasibility study of the bungee jumping sport.

### **6.13.4 Ultra- Light Aircraft**

Ultra light aircraft service is centralized and conducted in Pokhara only because of its proximity of beautiful mountains, landscape and scenic lakes which attracts the visitors. The service provider operates the flight from Pokhara airport. The season for this adventure is recommended from September through June. Only two ultra-light aircrafts has providing services which were designed and manufactured in Russia the aircraft is light an small with the capacity of two passengers and a pilot only. The aircrafts can take off and land in a field or therefore, it is very comfortable and safe journey of scenic view for the tourists on a dirt road easily. Using these aircrafts, visitors enjoy with scenic view of valley, mountainous landscapes and lakes. The government should pay more attention to extend such services in other destinations also to attract additional more tourists in the country having its steepy mountains and the complex landscape.

#### **6.13.5 Cable Car**

A cable car service is operated from Kurintar of Chitawan to popular temple of Manakamana located in Gorkha. The temple is located at the hilltop with 1302 m in height. It offers the breath taking view of various peaks of mountains as like, Annapurna, Himalchuli and Manaslu, and other scenic beauties of Trisuli and Marsyandi River.

#### **6.13.6 Jungle Safari and Hunting.**

Jungle safari is an important attracting sector in tourism. There are 16 national parks including wildlife reserves, hunting reserves and conservational areas in Nepal especially, located in Terai region are more feasible for the trip of safari. Royal Chitawan national park is one of the world heritages also. Similarly, Parsa Wildlife Reserve, Royal Bardiya National park, Royal Suklaphanta Wildlife Reserve and Koshi Tappu Wildlife Reserves are the most popular for the purpose of safari activities in Nepal. Jungle safaris on elephant back or jeep rides are offered by service provides to the visitors. Various types of hotels, resorts and lodges are located in safari areas to facilitate and to provide accommodation services for the visitors. Most of tourists enjoy with the diversity of flora and fauna wildlife, scenic natural beauty and the land scape by the journey of jungle safaris. It plays vital role to promote

tourism potentialities in the country. More services should be provided to the visitors for their satisfaction as far as possible and practicable.

There is only one of the hunting reserves in Nepal named Dhorpatan Hunting Reserve with 1325 sq. km. covered area where Himalayan Thar and blue sheep are mostly allowed for hunting game. Hunting is allowed in certain time of the year and controlled providing license to the service providers. There are only few license holding agencies to conduct hunting activities in the country. Similarly, mountain flight, wave running, mountain biking, rock climbing and village tourism and so many other tourism related activities can be also conducted to attract tourists in all over the country.

#### **6.14 Institutional Infrastructure**

Institutional infrastructure is inevitable to promote the tourism industry. Without institutional support, no body thinks about the development of tourism in the country. Both types of institutions either governmental or framed in private basis, equally may involve supporting directly or indirectly, tourism promotion. Tourism being service-oriented industry, adequate institutional support with their appropriate mechanism and services are essential to design and formulate the policies, rules and regulation to control and regulate in practice. In this regard, all of the institutions concerned to tourism may be classified under two categories as International and national institutions.

##### **6.14.1 International Institutions**

In modern age extension and promotion of tourism industry depend upon mostly on civil aviation. Concerned Governments of the individual countries manage and regulate their airport their private airlines, operational permit, security, landing and take off permits and so many other formalities also required for international and national flights. Realizing the need of co-operation, the International Civil Aviation Organization (ICAO) was formally established in 1947 as a specialized agency of the United Nations. The Headquarter of the organization is located at Montreal of Canada. Around 162 member countries of the world are enjoying the benefit of its cooperation direct and indirect basis. ICAO develops the principles and techniques for the smooth operation of international air transport.

Similarly, World Tourism Organization (WTO) was established in January 2, 1975 at governmental level. Its Headquarter is located at Madrid of Spain. This organization is the transformation of International Union of Official Travel Organization (IUOTO) which was already established in 1947. After its second General Assembly of 1977, WTO becomes an executing agency of UNDP. In this regard, the main objectives of the organization are to assist the members for promotion and development of tourism. WTO has six region commissions such as Africa, the Americas, East Asia and the Pacific, Europe, the Middle East and South Asia.

In this context, Universal Federation of Travel Association (UFTAA) is an international organization of travel agents which was established in 1966 to improve the professional and business status and business standing of travel agents. More than 1800 travel agents as the member by National Travel Agents Association from the respective countries represent in the general assembly of UFTAA. The Federation focuses to maintain close relation with other international agencies such as International Air Transport Association (IATA), International Hoteliers Associations (IHA), road carriers association IRU etc, for the benefit of its members. To develop mutual cooperation among the travel agents is the main objective of the Federation. Its Headquarter is located in Brussels of Belgium.

Pacific Asia Travel Association(PATA) is a non- profit organization with the objectives of developing, promoting and facilitating travel and travel business in the Pacific area and in South East Asia region. At first, its Headquarter was established at San Francisco of USA in 1953, later it was shifted to Bangkok since 2001. Its Europe office is located in London and Asia office was established in Manila of Philippines in 1976 whereas the regional offices are opened at Singapore, Sydney and Frankfurt. The Association is represented by more than 2193 member including different types of representatives from various governments, airlines, rail and ship industries. PATA publicizes “Pacific Asia Destination Hand-Book”, Hotel Directory, Travel guide, Pacific Travel News etc as the authoritative materials to promote tourism and to aware the member.

Similarly, International Air Transport Association (IATA) is also an international non-profitable association which was founded in 1945. Prior this, International Air Traffic Association was established in Holland in 1919. Later the previous institution

was transformed as the new named as International Air Transport Association (IATA). The IATA has been registered under special Act of Canada Government. The association is generally, related with scheduled airlines. So, membership is also open to all of the operation airlines company which has been licensed to provide scheduled air service by their government. In the association, airlines operating scheduled international flights are active members whereas the domestic airlines are associate member. “The main objective of the association is to coordinate the effort of the member airlines to serve their passengers, share their experiences and analyze their problems. After the Second World War the private and government air transport started to play a vital role in the growth of international tourism. Over a hundred companies from 85 nations are joined together to provide scheduled air services” (Ghimire, 2004; 183).

#### **6.14.2 National Institutions**

Institutions, either government or non-government, plays vital role in development of tourism. Without the proper support of institutions, development of tourism is unthinkable especially, governmental institutions play vital role to formulate policies, rules and regulations to make practicable mechanism in tourism industry. Various type of institutions with concern to tourism, are in operations either government or private. Among them, some of major supporting institutions are examined as below.

##### **6.14.2.1 Nepal Tourism Council (NTC)**

The council is the apex body concerned mainly with policy making relating to culture tourism and civil aviation. It is formed under the chairmanship of the Prime Minister and the members of the council are the minister of Culture, Tourism and Civil Aviation, Minister of Home, Minister of Finance, Minister of Industry and commerce, Minister of Local Development, Minister of Forest and Soil Conservation, Minister of Transport and Construction, and Vice Chairman of National Planning Commission. The member secretary of the council is the secretary of culture, Tourism and Civil Aviation Ministry. The council includes secretaries from other ministries and representatives from other tourism concerned associations as like NATA, TAAN, NARA, HAN, NMA, PATA, TURGAN, Nepal Chapter, BARN, AONA, NATO, and two renowned tourism specialists and with all together 30 members.



The council is constituted in high level to formulate tourism policy, to implement and to evaluate the performances of ministries, agencies and associations and other concerned sectors of tourism in 1992. Similarly, it co-ordinates all of them also. The council had been already prepared 'Tourism Policy of 1995' as the integrated tourism policy at the first time. The main function of the council is to maintain coordination and harmony among various tourism related agencies and to issue policy guidelines to the executing agencies and solve the various problems faced by tourism sector as a whole in the country.

#### **6.14.2.2 Ministry of Culture, Tourism and Civil Aviation (MoCTCA);**

HMG/N has established separate Ministry of Tourism in 1977. Before this, the functions of this ministry was carried out by the Ministry of Industry and Commerce since 1967(Shrestha, 1978, PP.25-28) according the recommendation of Tourism Master Plan of 1972. Now, Ministry of Tourism has been renamed as Ministry of Culture, Tourism and Civil Aviation since 2001. The major function of this ministry is to formulate policy and planning of tourism and co-ordinate with different ministries for the development of tourism industry. The ministry has combined responsibilities of major three sectors as culture, tourism and civil aviation. The functions of MOCTCA are as follows.

1. To coordinate with embassies, consulates and diplomats for the promotion and development of tourism. It tries to organize promotional campaign with international associations and agencies. It maintains public relation with those agencies.
2. To publish and provide promotional materials such as guide books, booklets, poster, batches, sticker, film, etc.
3. To promote tourism industry in Nepal. It gives directions, guidelines and policy of tourism development.
4. To play a central role among different ministries for the tourism development.
5. To do research, collect data, statistics of different region of Nepal for tourism development of the region.
6. To improve the infrastructure for the tourism development. It makes coordinated effort with government, ministers, departments and agencies.

7. To develop new tourist destination.
8. To regulate rules and regulation for the smooth operation of travel related jobs.
9. To formulate laws, acts and rules and adjust with current situation.
10. To control & monitor, RNAC, Tourism Training Centre (NATHAM), Civil Aviation, as they come under the MoCTCA.
11. To liaison with national and international government, such as World Tourism Organization, PATA, National agencies like HAN, TAAN, NARA and NTB.
12. To develop policy and program for tourism training centers for the human resource development.
13. To provide liaison officers for mountaineering, in restricted areas and for filming purpose.

#### **6.14.2.3 Nepal Tourism Board (NTB);**

Nepal Tourism Board (NTB) was established in 1996 as an autonomous body according to the 'Nepal Tourism Board Act-2053' comprising 11 member for Board of Directors, 5 from HMG and 6 from private sector representatives including Chief Executing Officer (CEO) of the board will be appointed through an open selection process. The CEO will be the member secretary of the board. Secretary of the Ministry of Culture, Tourism and Civil Aviation is the chairman of the executive committee and vice chairperson is a representative from selected among the members representing the private sector. The Board has been instituted for the development, expansion and promotion of tourism by establishing Nepal in the international world as a fascinating tourist destination. The central office of the Board is located in Brikutimandap of Kathmandu. The Board may open its branches in any place within or outside the country if it is needed. The objectives of the Board is "to develop, expand and promote tourism enterprise, whilst promoting the natural, cultural and human environment of the country and to increase national products and income, foreign currency earnings and to create maximum opportunities for employment by developing, expanding and promoting tourism enterprises. Similarly, the Board focuses to establish the image of Nepal in the international tourism community in good and dignified way by developing Nepal as a secure, reliable and attractive

destination and to assist to establish and develop institutions necessary for the development of tourism enterprise as its major objectives”(Ghimire, 2004,P.189).

#### **6.14.2.4 Hotel Management and Tourism Training Centre (HMTTC);**

Hotel Management and Tourism Training Centre was established in 1972 in order to fulfill the requirement of trained and qualified manpower in various sector of tourism especially in hotels with assistance of United Nation Development Program (UNDP) and International Labor Organization (ILO). The main objective of the Centre is to provide appropriate training in various sector of tourism to fulfill he requirements of trained manpower in tourism and to generate more employment opportunities in this field. Nowadays, there are so many training institutions have been established in private sector to produce trained and qualified requirements of manpower in different fields of tourism industry. The number of licensed manpower guides since 1999 up to 2005 are presented in the following table.

**Table 6.22**  
**Number of Licensed Manpower Guides (1999-2006)**

<b>S. N</b>	<b>Licensed manpower guide</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>
1.	Tour guide	1691	1855	1900	2001	2071	2149	2202	2271
2.	Trekking guide	1967	2155	2745	3094	3457	3930	4395	4663
3.	River guide	174	174	174	174	180	182	182	182
-	Total	3832	4184	4819	5269	5708	6261	6779	7116

*Source: Nepal Tourism Statistics 2006, P.70*

Various types of trainings with concerned to different sectors of tourism fields are provided since 1972/73 till now by Nepal Academy of Tourism and Hotel Management (NATHM) to generate employment opportunities.

NATHM has been operating Bachelor in Hotel Management (BHM) since 2001 as three years formal course high level of manpower production till 2004 by NATHM in this disciplinary is 65 numbers in total. At the end of 2006, the total number reached

374. Similarly, the high level of manpower in Bachelor in Travel and Tourism Management (BTM) up to 2006 produced 123 in total. According to the nature the course is classified as 6 types of courses as Academic course, Hotel sector, Travel and Tour sector, Trekking sector, other course/workshops and mobile out reach training where the production of female in percentage by classified courses is 35.4, 18.0, 16.1, 1.0 and 10.2 percent respectively since 1972/73 to December 2006. During that period, high level of manpower production is 22302 in total, among them 3220(14.44percent) are female as their participation.

In this context, manpower production in gender basis by NATHM is presented as below.

**Table 6.23**

**MAN POWER PRODUCTION BY NATHM 1972-73 TO DECEMBER 2006**

SN	Types of Courses	Female	Male	Total	percent
<b>1.</b>	Academic Courses in affiliation with TU				<b>2.23</b>
	Three Years Bachelor in Hotel Management(BHM)	150	224	374	
	Three Years Bachelor in Travel & Tourism Management(BTTM)	26	97	123	
	<b>Sub Total</b>	<b>176</b>	<b>321</b>	<b>497</b>	
<b>2.</b>	<b>Hotel Sector</b>				<b>24.59</b>
	a) Food Preparation & Control	42	1158	1200	
	b) Food & Beverage Service Basic	47	1406	1453	
	c) Housekeeping	729	466	1195	
	d) Front Office	168	1069	1237	
	e) Pastry, Bakery, Sweets	--	82	82	
	f) One year diploma in accommodation operation & maintenance management training	3	30	33	
	g) Hotel Maintenance Training	1	242	243	
	h) Seminar on Hotel Accounts	--	42	42	
	<b>Sub total</b>	<b>990</b>	<b>4495</b>	<b>5485</b>	
<b>3.</b>	<b>Travel &amp; Tour Sector</b>				
	a) Tourist Guide	187	1940	2127	<b>14.94</b>
	b) Local Area Guide (Pashupati, Lumbini, Pokhara, Changu Narayan Kirtipur, Lekhnath Nagarpalika, Bhaktapur, Janakpur, Khokana and Bungamati)	82	251	333	

	c) Travel Agency & Ticketing	257	446	703	
	d) Tourist Guide Refresher Course	5	71	76	
	e) International Freight Forwarding(Cargo)	5	88	93	
	<b>Sub Total</b>	<b>536</b>	<b>2796</b>	<b>3332</b>	
<b>4.</b>	<b>Trekking Sector</b>				<b>24.89</b>
	a) Trekking Guide	48	4697	4745	
	b) Trekking Cook & Waiter	3	459	462	
	c) Trek Tour Leader	--	30	30	
	d) River Guide (Rafting)	3	312	315	
	<b>Sub Total</b>	<b>54</b>	<b>5498</b>	<b>5552</b>	
<b>5.</b>	<b>Other Courses/Workshops etc.</b>				<b>9.35</b>
	a) Train the Trainer/ Higher level/ HRD Training	28	144	172	
	b) Public Relation/Tourism Hospitality	82	118	200	
	c) Tourism In-service Training	51	1303	1354	
	d) Skill Test Program	52	306	358	
	<b>Sub Total</b>	<b>213</b>	<b>1871</b>	<b>2084</b>	
<b>6.</b>	<b>Mobile Out Reach Training</b>				<b>24.0</b>
	a) On the Spot Training in different Touristy	1251	4101	5352	
	<b>Sub Total</b>	<b>1251</b>	<b>4101</b>	<b>5352</b>	
	<b>Grand Total</b>	<b>3220</b>	<b>19082</b>	<b>22302</b>	<b>100%</b>
	<b>Percentage</b>	<b>14.44</b>	<b>85.56</b>	<b>100</b>	

*Source: Nepal Tourism Statistics, 2006, MoCTCA, HMG/N*

#### **6.14.2.5 Nepal Association of Travel Agents (NATA)**

Nepal Association of Travel Agents (NATA) was established in 1966 by a group of leading travel agents in private sector. It is well known oldest organization in private sector among the travel related an association which has been playing a vital role in tourism sector. The major objectives of NATA is to create unity among the national travel agents, to maintain close cooperation and coordination with the travel trade and assist the Nepal Government in the field of tourism development. The main activities of NATA including participating in international travel, trade, fairs, exhibitions, seminars and meetings to publicize Nepal, carrying out research and publicity work and presenting recommendations to the government for publicity and promotional programs tourism policies.

It is non-political, non-profit making, non-governmental and pioneer national association of travel industry in Nepal. It has three types of members as like Active

Members, Provisional Members and Allied Members in the association. Being an autonomous body, it exercises the rights provided under the Nepalese constitution and prevailing laws for the fulfillment of all tasks necessary for safeguarding its interest. Therefore, NATA plays an important role to promote tourism potentialities further more in Nepal.

#### **6.14.2.6 Trekking Agents Association of Nepal (TAAN);**

Trekking Agents Association of Nepal (TAAN) was established in 1978. The membership of TAAN is limited to Nepalese trekking agents but the foreign trekking agencies may join as the associated members. The executive body is made by elected members for every two years which has 6 office bearers, 8 executive members, 1 president, 1 charter representative and 1 to 3 executive members may be nominated. The president headed the executive body. The president of the association represents at the board of Nepal Mountaineering Associations (NMA), Himalayan Rescue Association (HRA), Nepal Tourism and Hotel Management Academy (NATHAM) and National Tourism Council (NTC). TAAN is a single organization which has responsibilities to develop and promote the adventure tourism in the country.

The main objective of the association is to develop and promote trekking tourism preserving the mountain environment and to contribute for the increase of mountains economy of the country. Similarly, it makes a wide search of the new trails and region feasible for trekking and assists to the government in formulation of rules and regulations with regard to mountain tourism. To coordinate with different international agencies for the betterment of trekking business of Nepal is also the main objective of TAAN.

#### **6.14.2.7 Nepal Association of Rafting Agents (NARA);**

Nepal Association of Rafting Agents (NARA) was founded in 1988. It is the association of rafting operations or the rafting service providers. The main objectives of this association are to protect, develop and promote rafting in the country. "NARA is also involved in river guide training, river safety, rescue, emergency preventive and curative treatment, safety, food preparation and other related services in operation with HMTTC. Recently, NARA has taken step to issue river guide license in order to discourage unauthorized trip by those guides who are not qualified for the highly

risky job” (Shrestha, 1999; 172). Since 1991, It has managed annual six week training course for its member agencies in joint cooperation with HMTTC. Rafting is known as adventurous game and may be more risky. Before to go in rafting, there should take care more about safety. In this regard, “The paddle is the most important equipment for rafting. The best paddles are plastic and alloy; light, strong and comfortable to use. All trips should carry comprehensive first aid and repairs kits. They must carry spare oars and paddles. Waterproof containers or barrels are provided to carry camera and valuables. Waterproof bag is provided to keep cloths and sleeping bags. Harnesses are the belts used to tie different objects and metallic carabineers with locks are used to join the rope and harness” (Ghimire, 2004; 167). Therefore, to provide security, safety and to develop rafting business, NARA plays vital role and it is inevitable to promote and develop tourism as desired level of the country. It supports to extend market of tourism in its associated from as other tourism related associations of the country.

#### 6.14.2.8 Nepal Mountaineering Association (NMA);

**Table 6.24**  
**Scenario of Mountaineers**

<b>2006</b>	<b>January-June</b>	<b>July-December</b>	<b>Total</b>
No. of Teams	53	80	133
No. of Mountaineers	415	574	989
Successful Teams	36	42	78
High Altitude Workers	264	410	674
Casualty	7	11	18
Royalty to Government US\$	1496200	409500	1905700

*Source: Nepal Tourism Statistics, 2006, P.48*

Nepal Mountaineering Association (NMA) was established in 1973 which provides its membership to the trekking agencies, mountaineers and to those who are interested in contributing to the activities of the Association. It is related especially with mountaineers and high altitude expeditions. It organizes basis and advanced courses at its Manang based Mountaineering school. Nepal Government has given full authority to provide climbing permits for 18 Mountain Peaks and to collect climbing fees since 1978 to NMA. The main objectives of NMA is to develop climbing skills,

establishing mountaineering training school to conduct climbing trainings and to organize mountaineering expedition and assist concerned agencies for preservation and development of mountaineering. The aim of NMA is to establish international mountaineering museum and data centre and to develop cooperation and friendship with international related organizations etc. In this context, a short data based scenario about mountaineering in 2006 is presented above.

Besides these, there are various other private and public institutions, agencies and associations representing different sectors of tourism are also established to promote and develop tourism like, Pacific Travel Association(PATA), Restaurant and Bar Association of Nepal(REBAN),Tourist Guide Association of Nepal (TURGAN), Board of Airlines Representative in Nepal (BARN), Nepal Non-Star Hotel Association (NSHAN), Himalayan Rescue Association (HRA), Nepal Association of Tour Operators (NATO), Association of Helicopter Operators Nepal (AHON), Handicraft Association of Nepal (HAN), Hotel Association Nepal (HAN), Cargo Agents Association Nepal (CAAN), Central Carpet Industries Association of Nepal (CCIAN) etc. Similarly, Nepal Rastra Bank (NRB), Federation of Nepalese Chamber of Commerce and Industry (FNCCI), Department of National Parks and Wildlife Conservation (DNPWC), King Mahendra Trust for Nature and Conservation (KMTNC) and Nepal Planning Commission (NPC) etc. has the vital role to promote and develop tourism industry as their respective levels.

In this regard, Pacific Travel Association (PATA) as an international organization was established in 1951. Its' headquarter is situated at Hawaii. It was founded with the objectives of to provide professional service and opportunities for the promotion and development of tourism, especially, Pacific and Asia region. PATA Nepal Chapter was established in 1975. Similarly, Restaurant and Bar Association of Nepal (REBAN) was established 1991. Its main objective was to upgrade the restaurant and bar business up to the international standard. To develop and improve air transport, the Board of Airlines Representative in Nepal (BARN) was established in 1998 and the Tourist Guide Association of Nepal (TURGAN) was founded in 1989 in order to promote the welfare of tourist guides and to develop professionalism among them. Similarly, Nepal Non-Star Hotel Association was formed in 1989 with the objective to identify existing problems and difficulties of its members and try to solve as far as



possible. All of these institutional establishments are to support tourism industry at any cost.

## **CHAPTER-SEVEN**

### **AN OUTLINE OF TOURISM PLANNING AND POLICIES OF NEPAL**

#### **Introduction**

After the decline of Rana regime in 1950, a number of steps were undertaken for economic development in Nepal. Efforts were needed to accelerate the growth of tourism industry. The Royal proclamation regarding the necessity of planning led to deliver the First Five year plan (1956-61) and the efforts were started to promote tourism in planning basis. The growing importance of tourism as the major source of revenue to the government, employment generation, foreign exchange earnings, regional development of the country and as the major component in balance of payment and other direct and indirect benefits have attracted the attention of economists and the planners. Tourism development also depends upon the sound and systematic tourism planning and policy.

“The main objectives of tourism planning should be to maximize the overall economic, social and cultural advantages. In the present global context, international understanding is also desired through planned tourism development. The need of planned development of tourism whether it is for a developed or a developing country is of paramount importance. Most of the developing countries have lately realized the importance of planned tourism development. Most of the countries have not been able to reap the expected benefits to the country as they expected from tourism”(Shrestha, 1999, P. 176). “The absence of tourism planning in a destination area can eventually lead to irreversible economic, social, cultural and environmental damage”(Tiwari, 1994, P. 181). In this regard, a careful planned policy is necessary for a desirable tourism development either in developing or developed economy. So, this chapter aims to highlight a brief outline of tourism planning and policies to promote tourism industry in Nepal.

## **7.1 Policies Undertaken in Different Periodic Plans (1956-2007)**

Prior to decline of Rana regime, Nepal was isolated from outside world. After the advent of democracy in 1951, realizing the importance of tourism, tourism planning has received attention of planners from very beginning of economic planning in Nepal. The First Five year plan was started from 1956. Tourism policies undertaken in different plans are given below.

### **7.1.1 The First Plan (1956-61)**

There was no specific provision for tourism development during the first plan (1956-61). In this plan, adequate emphasis was given to build requisite infrastructure for tourism development. In this regard, out coming of the Nepal Rastra Bank in 1956 and establishment of Nepal Industrial Development Corporation (NIDC) in 1959, were essential institutions which helped various tourism activities. These financial institutions were established to provide both technical and financial assistance for the establishment, expansion and modernization of various industries. Realizing the importance of tourism development for the country, during this plan period, the government established tourism development board in 1957 under the department of industry, which was upgraded to department level in 1959. The government had invited two advisors related to tourism from France and Switzerland during this plan period to develop tourism industry in planned manner. The government has attempted to establish tourist information centers, categorization of hotels in various standards, establishments of travel agencies, development of Tribhuvan International Airport, organization of training to tourist guides and conduction of hotel survey. During the plan period, Royal Nepal Airlines Corporation, as the national flag carrier was established in 1958 which was the major achievement to promote tourism. Especially, more emphasis was given to build infrastructure as like road, drinking water, electricity, post offices, and tourist information centers, airports, travel agencies and other supporting financial institutions in this plan period. Even though, no satisfactory results were obtained in tourism as well as other sector also. However it was the first attempt to develop tourism industry in planned manner giving more attentions to build essential infrastructure in the country, approximately one million or 0.3 percent share of tourism in total outlay was allocated in this plan period.

### **7.1.2 The Second Plan (1962-65)**

During the plan period, emphasis was given to set up more hotels of international standard, especially, in private sector and travel agencies. Priority was given to develop tourist interested destinations as like Kathmandu, Pokhara and Lumbini. Similarly, this plan focused to sightseeing services, guide training and publicity of Nepal to extend international market. Emphasis was also given to improve Tribhuvan International Airport and the plan contemplated priority to the operation of air service by foreign airlines to promote tourism more. The enactment of the Tourism Act 1964 was a notable achievement of this plan period, which provided rules and regulation for tourism industry. “The plan targeted to increase the number of hotel beds by 110 for accommodation. In the process of diversification of tourism, the plan anticipated increasing the number of airports to 15 and making a provision for 20 Short Take Off and Landing (STOL) air trips and 11 air fields were to be repaired. All these investments and efforts did pay even in the short run to the government. The earnings from tourism in the F/Y, 1964/65 reached \$ 214000 which exceeded the total amount which was allocated for tourism and commerce combined together in the First Development Plan” (Chanda, Dewakar, 2000, P. 71). Tourist arrivals data also started to keep in record systematically since 1962 in the country. The formation of National Travel Agency (NTA) for the convenience of visitors was an achievement of this plan. Due to the consequences of a prohibition put to the multi party government of Nepal, the projected benefits were not acquired. However, in fact, promotion and planning of tourism was started from the beginning of the 1960s, in Nepal. In this plan period, approximately, the government allocated two million or 0.33 percent share of tourism in total outlay.

### **7.1.3 The Third Plan (1965-70)**

During this period, “The plan incorporated a highly ambitious objective which was formulated within the framework of a fifteen year perspective approach. It was only in the third plan period that an objective to increase the number of incoming tourists and foreign exchange earning was stated” (Baskota and Sharma, 1995, P. 88)“ To meet these objectives, various programs such as completion of the Katmandu Airport runway, establishment of hotel outside Katmandu, production of short films, repair, maintenance and reconstruction of temples in Katmandu valley, facilitate

administrative efficiency and coordination among government and non governmental organizations, formulation of Master Plan for conserving Lumbini and a systematic display of Nepalese culture, were reckoned to increase tourist inflow to 20,000 persons per annum” ( NPC, 1965, PP.68-75). This plan emphasized to develop tourism infrastructure by establishing hotels of international standard focusing to Kathmandu, Pokhara and Biratnagar. “An advisory committee for tourism was set up in 1968. Only a few years later, Nepal Tourism Development Committee replaced the advisory committee. The execution of plans and projects in tourism involve almost all levels of government and is the joint task of the administration and private sector. The later is organized in the Nepal Hotel Association representing the hotel industry and the Nepal Association of Travel Agents representing the travel agents” ( Pradhan,1997, P.41)”. The various programs to preserve and display Nepalese culture and objects of artistic value were also initiated during the plan period. In short, the third plan had accorded high priority to conserve and maintain the historical places and the systematic display of artistic objects, which had been kept in a disorganized manner, through Mahendra Museum and National Archives. The plan has realized the importance of international publicity and conservation of art and architecture as essential for tourism development”(Shrestha,1999, P.179). During the plan period, approximately, 5 million rupees or 0.29 percent share of tourism in total outlay was allocated for the development of tourism.

#### **7.1.4 The Fourth Plan (1970-75)**

During this plan period, Nepal Tourism Master Plan 1972 was drafted. The plan had assumed tourism as the main source of foreign exchange earnings. Hence, it was different from the earlier three plans which are considered to be a turning point in the history of tourism development in Nepal by formulation Tourism Master Plan in perspective approach. Nepal Tourism Master Plan was formulated with the joint co-operation of the Government of Federal Republic of Germany. The main objectives of Nepal Tourism Master Plan are:

- To develop international tourism which will provide sustained economic benefit to Nepal
- To provide a planned development of tourism sector which best utilizes the resources and possibilities of Nepal.

- To induce economic activities through tourism that would assist in the development of agriculture, industry, infrastructure, foreign exchange earnings and employment opportunities and
- To develop tourism in a manner that would preserve and exchange the social, cultural and historical values of Nepal.

According to the Master Plan Review (1984), the government at large failed to share its responsibilities in directing and promoting tourism in a planned manner. However, during this plan period, some of the selected programs were also completed as proposed by the plan. Among them, hotels of different standards were established in Kathmandu valley and some improved sites were also managed with facilities of transportation, publicity and construction of 19 different projects for the development of civil aviation. In this sequence, the Master Plan encouraged private sector to develop parks, accommodations and travel facilities outside Kathmandu to extend tourism market all over the country. In real sense, the Master Plan had contributed a set of comprehensive plan, policies and programs. Approximately, Rs five million or 0.19 percent budget of the total outlay of the plan period was allocated for the development of tourism in Fourth Plan. However, having certain constraints, Fourth Plan could not attain desired achievement as its proposed objectives.

#### **7.1.5 The Fifth Plan (1975-80)**

During this plan period, the Ministry of Tourism was established in 1977. The major objectives incorporated by the Fifth Five Year Plan were;

- a) Increasing the foreign exchange earnings and thereby improving balance of payment
- b) Increasing employment opportunities through the development of local skills and technology;
- c) Balancing zonal and regional development by establishing tourist centers.

To attain the desired objectives, the plan had followed some policies as under;

- The promotion of 'Nepalese Style' tourism;
- Increase the length of stay of tourists;

- The diversion of tourists outside Katmandu, developing tourism facilities in Pokhara, Chitwan, Lumbini and Khumbu sector;
- Development of potential remote areas for trekking and mountains flight tourism;
- Management of committee to co-ordinate tourism with other related sectors as like, agriculture, industry and transportation;
- Publicize Nepal in the main tourist generating countries;
- Promotion on training of tourism information centers;
- Continuation of the under construction projects, proper management of completed projects, categorization of airports and launching of new projects, for regional development concerning to the air transport development.

The fifth plan had followed the plans and programs as suggested by the Master Plan (1972). This plan emphasized to complete the second phase (1976-80) of the Master Plan. Approximately, 20 million or 0.32 percent of total outlay of the plan was allocated for the development of tourism. The Fifth Plan noted that “To maintain close co-ordination among the various economic and social sectors of the economy with a view to preserving the natural, cultural and historical heritage of the country and to create basic infrastructure needed for the development of tourism, efforts will be made to increase the foreign exchange earning by promoting industries and employment related to tourism in which due attention will be paid for maintaining regional balance” (NPC, 1975). It was notable that Nepal received the membership of the International Union of Official Travel Organization (IUOTO) during the plan period.

#### **7.1.6 The Sixth Plan (1980-85)**

The sixth plan was also an extension of the Fifth Plan which followed the recommendation of the Master Plan (1972). The major objective of this plan was to increase net foreign exchange earning by increasing the number of tourist arrivals, lengthening the stay of foreign tourists and substituting foreign goods and services consumed by tourists. Similarly, the plan also aimed to increase employment opportunities by developing tourism related industries and professional skills. The main policies adopted in this plan were extension of tourism centers in different parts of the country, preserving and protecting the natural, cultural and historical amenities

of the country, discouraging foreign products and encouraging domestic products in the tourist industry, providing employment opportunities to the maximum number of people and making necessary publicity and promotional measures (NPC, 1980). The major programs were the development of resort area in Illam, Dhankuta, Rupa Tal, Bengal Tal, Complex, Rara Tal and Sri-nagar. Similarly, physical development of Shivapuri cable car project, remote area tourism development, opening up 10 tourist trails with camping sites and improvement of trekking routes were also incorporated by the plan. The sixth plan had included the preparation of a “Tourism Master Plan” (Second-Phase). During this plan period, a team of experts under the assistance of European Economic Community visited Nepal, holding extensive discussion with concerned Nepalese authorities and a detailed review of the Tourism Master Plan (First-phase).

The foreign exchange earnings from tourism was Rs 120.7 million in 1974/75 which increased up to Rs 518.7 million in 1979/80 (NPC,1981, PP.89-90). In addition to 40 percent annual increase in the bed number, production of 1095 trained persons and investment of 115.4 million rupees in tourism industries were some evidence on tourism promotion (7<sup>th</sup> plan, 1985-90). In this context, the plan focused on the development of mountain tourism, extension of tourism in remote areas and the development of hotels and resorts in different parts of the country. The aim of the plan was to develop tourism in an integrated manner decentralizing tourism activities all over the country. During the plan period, the government had allocated, approximately, Rs 60 million or 0.28 percent of the total outlay for the development of tourism.

#### **7.1.7 The Seventh Plan (1985-90)**

The seventh plan of the country aimed to improve balance of payment situation through increased foreign exchange earnings by attracting the upper class tourists and to generate new opportunities of employment by enhancing tourist related business to the fullest capacity. It also aimed to increase the length of stay of tourists by extending tourism related activities and business where tourism infrastructure is available and continuation in the promotion of import substitution industries to encourage the use of local goods required for the tourists.

The main policies of the plan is to increase tourists from the aboard by simplifying the various rules and regulations presently in practice and related to tourism and also to review taxes, fees and levies which diversely affects the tourism development. Apart from Europe and western countries, the plan focused to attract more tourists from Asian countries. The plan had paid more attention to increase physical infrastructure strengthening of airport and hotel services conservation of religious, cultural and historical places and encouragement of tourism related industries. In this context, Nepal Tourism Development Program (NTDP) was also prepared with the help of Asian Development Bank during the plan period. Some other policies had also been undertaken to encourage the investment of both the public and private sector. To increase upper class tourists, the plan had the policy to extend tourist spots on major highways. Similarly, expansion of tourist areas, development of tourist infrastructure in trekking areas and remote pilgrimage centers were also other programs of the plan for the development of tourism. The government had allocated Rs. 74.4 million or 0.26 percent of total outlay of the plan, for its development. According to its objectives, it was also given through Hotel Management and Tourism Training Centre (HMTTC) to create employment opportunities in this sector during the plan period. However, the plan could not bring its policies into action to the extent, what it has claimed in the beginning. In this regard, the Eighth Plan observed that “In totality, there exists a problem of the supply of necessary materials for the promotion of tourism also; there is a lack of appropriate policy, incentives, appropriate rules and regulations and their effective use” (Eighth plan, NPC 1992, P. 441).

#### **7.1.8 The Eighth Plan (1992-97)**

This plan was started after a gap of two years. Realizing the growing importance of tourism, the plan also gave more emphasis to promote tourism. According to the observation of Eighth Plan, “the development of tourism sector is of great significance in consolidating the national economy of the country. In a country like ours which is considerably rich in tourist’s endowments and heritage, where especially cultural traditions are still prevailing. The country abounds in beautiful natural scenes, challenging snow peaks for the courageous and the adventurous and the rare, exquisite natural visas for the explorers and the researchers. Tourism industry can be developed in a way to contribute substantially to the national economic



development by affectively using these heritages without causing any adverse impact on them. For economic development and increased foreign currency earnings, apart from the promotion of industry and trade in Nepal, the development of tourism sector as a service industry indispensable.

This industry appears to possess higher comparative advantages in view of its being one of the important industries to earn foreign currency without causing any adverse effect on environment and also being endowed with the opportunity of using the existing geographical and cultural heritage. Therefore, tourism industry should be promoted with higher priority. This industry can also play a significant role in the development of rural and mountainous areas of Nepal. This being an employment oriented industry can also be used to solve unemployment problems, if it is expanded to different additional areas of the country” (Eighth Plan, NPC 1992, PP.441-42). So, the plan gave more emphasis to promote tourism with regard to overall development of the economy focusing to poverty alleviation, employment generation, industrial expansion and regional equality.

In this context, the plan acknowledged the objectives of earning foreign currencies by expanding the tourism activities in different places of the country in order to minimize pressure in a few limited areas, improvement of living standard by increasing the employment opportunities and improvement in the quality of services and facilities to promote and preserve environmental, historical and cultural heritage. Similarly, to develop necessary infrastructure for well-facilitated air services and close coordinating link between tourism and other sectors of the economy encouraging the use of local materials and services in tourism were also the notable objectives of the plan.

The policy-wise activities, which were to be implemented to attain the aforementioned objectives, were as follows;

- Tourism promotion and publicity to increase tourist,
- Adventure tourism development,
- New infrastructure development,
- Private sector mobilization and facilities,
- Standard domestic and international air services,

- Administrative reforms,
- Developing international airport as a focal point,
- Private sector encouragement in domestic air services,
- Adoption of a liberal sky policy,
- New infrastructure development,
- The use of Nepal's sky for international air services,
- Safe flight arrangement for the control of environment pollution,
- Construction of second international airport,
- Special priority to prepare basic and middle level manpower for standard civil aviation services,
- Timely mobilization of air services during natural calamity and emergency.
- Expanding the capacity of Royal Nepal Airlines Corporation (RNAC).
- Development of additional tourism activities.

Realizing the importance of the development of good air transport system, improvement of airports, civil aviation services, and training to technicians in civil aviation was given priority during the plan period. Under the joint collaboration of the government and the private sector, publication of materials for tourism promotion had been conducted. Similarly, feasibility studies were conducted and statistical pocket booklets were also published in this period. Various type of training was also provided to create trained manpower by HMTTC. The plan emphasized to improve existing infrastructure, development of appropriate mountains and trekking tourism. There were some programs to develop new types of tourism products as like SPAS, Hot Air Ballooning, Para Gliding, Wind surfing and Golf course in the plan. Similarly, many other programs were also carried out for the promotion of tourism for international contact, market management, production and distribution of publicity materials, publicity through satellite media, taking part in fairs, seminars and conferences. Out of the total outlay, the government had allocated Rs 1088 million (0.96 percent) for tourism promotion projects and Rs 2,361 million for the air transport projects in the plan period. Despite the un-expectable policies, targets and programs formulation, a little achievement was attained having crucial problems as

like limited international seats, inadequate provision of physical facilities, persistence of seasonality, lack of proper institutional mechanism in the plan period.

### **7.1.9 The Ninth Plan (1998-2002)**

Instead of controlled economic policies as by previous plans, a liberal and market oriented economic policies have been adopted in Ninth Plan. The plan has proposed to develop tourism in accordance with the natural, socio-cultural and religious environment of the country. According to the Ninth Plan, “The tourism industry can be developed as an important sector of the national economy on account of its comparative advantage engendered by existing attractive features and special geographical location of the nation” (Eighth plan, NPC, 1992,P.467). The long term objectives of the plan were as follows;

- a. To establish backward and forward linkages of the tourism sector with the national economy so as to develop it as an important sector for the overall economic development.
- b. To establish Nepal as premium destination in the world tourism market through effective publicity and promotion.
- c. To enhance employment opportunities, income generation and foreign currency earning from the tourism sector and external these benefits down to the village level. (Ibid, p.468).

The plan has set the target to increase tourist arrivals by an average annual increment of 10 percent and the foreign exchange earnings by 20 percent. Similarly, an estimation of tourist arrivals was expected to reach 6, 76,414 and foreign exchange earnings by 527.6 million at the end of the plan period. To achieve these targets, and fulfill the proposed objectives the plan has chalked out various policies. Some of important policies were as follows;

- a. Development and extension of tourist destinations,
- b. Registration of historical, religious and cultural sites, temples and monasteries in the form of national heritage sites,
- c. Encouragement to develop a model tourist village in each development region,
- d. Opening of new trekking routes and climbing peaks in a methodical manner,

- e. Preservation and promotion of indigenous culture, traditional hospitality and tribal traditions to enhance tourist attractions,
- f. Preparation of an inventory of lakes, caves, waterfalls and historical facts to develop them into tourist spots,
- g. Operation of rafting on the major feasible river systems,
- h. Upgrading the quality of tourism products and services in central region and expansion of tourist spots in eastern, mid and far western region.

In addition, promotion and extension of tourism markets, conservation and preservation of environment coordinating public and private sector, development of tourism infrastructure and diversification of tourist attraction like hot air ballooning, hot spring, honey hunting, butterfly and bird watching, handicrafts, rhododendron tours, duty free shopping, casino, anthropological tours and watching Lalgigas etc would be introduced. Similarly, encouragements to private sector to maintain and conserve the camping sites and trekking trails, encouragement to invest in tourism sector and extension of loan facilities to new areas etc have also been proposed during the plan period. Efforts would be made to promote festival tourism, ethnic tourism, scientific tourism, cultural tourism, holiday tourism, eco-tourism, and adventure tourism, conference and convention tourism during this plan period.

The plan has emphasized on making distinction among various types of tourists as like Domestic tourists, International tourists and SAARC tourists. For the first time, such categorization of the tourists has been made keeping in mind need for different policy structure for different tourists in the country.

Pushpa Shrestha analyzed the Ninth Plan critically and observed that “---tourism planning in the Ninth Plan has incorporated almost all aspects of tourism in Nepal. But the plan has not spelt out about some of the crucial issues such as process to reduce leakage of foreign exchange earnings, development of tourism as an academic career, establishment of import substitution industries, security and follow up and monitoring all tourism activities as a continuous process. The main drawback of tourism planning is inefficiency in implementation”(Shrestha, 1999, P. 189).

### **7.1.9.1 Review of the Ninth Plan**

The Ninth Plan had targeted the development of forward and backward linkages, and conservation of existing and proposed World Heritage Sites and their promotion as tourist destinations to establish tourism and culture sector as one of the important sectors of the economy. Similarly, it had targeted to tie up conservation of the national heritages to income earning opportunities and their institutionalization through community management. Effective marketing of Nepal in the international arena to establish it into a major tourist destination, development of traditional arts into an industry to create new employment opportunities, increase in income and foreign currency earning and to channel the benefits acquired from the tourism sector to the rural areas were the major targets of the Ninth Plan. The programs implemented during the Ninth Plan period had mix results.

“Visit Nepal Year 1998” was launched as a national campaign for the first time for the development of the tourism sector. It played a crucial role in generating awareness on tourism, drawing attention and local investment on tourism related areas, bringing new tourism destinations to the forefront, promoting tourism contacts worldwide and re-establishing Nepal’s tourism image in the world. New aviation agreements were reached the friendly countries and existing ones were renewed adding a number of air seats and air routes.

During the plan period, with the help of international donor agencies, various infrastructures were added in the hilly and the busiest local airports. Similarly, improvement in runways, addition of more equipments, improvement of the standard of Tribhuvan International Airport, expansion of parking area and terminal building, strengthening of the fire extinguishing services among others were achieved during the plan period.

Despite a sharp decline in the arrivals of the South Asian tourists towards the middle of the Ninth Plan period, overall number of the tourists visiting Nepal grew due to the addition of four international airlines’ services in Nepal. The domestic airlines were given permission to start their services abroad. In the area of institutional development, Nepal Civil Aviation Authority was set up and Tourism Department was dissolved to establish Nepal Tourism Board with the participation of the private

sector. Cultural issue was brought under the tourism sector and the Ministry was renamed as the Ministry of Culture, Civil Aviation and Tourism.

The World Buddhist Conference was convened in Lumbini. Significant construction works and reconstruction of Mayadevi temple started in the area. Lumbini area has also been enlisted in the new World Heritage list. Similarly, the improvement of the physical infrastructures and renovation works of other areas enlisted in the World heritage list such as Swoyambhu and Changuaryan and purification of water of the Bagmati River in Pashupati area has also been completed. The maintenance works of Gorkha Palace and three other historical palaces of the Valley have been completed as targeted. In order to conserve the cultural heritage, user's groups have been formed in some districts in coordination with the local bodies. Against the target of 10 percent growth in tourist arrivals and 20 percent growth in foreign currency earning during the plan period, the achievement has been as follows:

**Table 7.1**  
**Achievements of Ninth Plan**

Year	Tourist Arrival (In numbers)				Foreign Currency Generation (US \$ in million)			
	Achievement in percent				Achievement in percent			
	Target	Achievement	Compared to target	Compared to previous	Target	Achievement	Compared to target	Compared to previous
1997	420,000	421,857	101.4	7.2	213	115.9	54.4	-0.6
1998	462,000	463,684	101.4	9.9	255.6	152.5	59.7	31.6
1999	508,200	491,504	96.7	6.0	306.7	168.1	54.8	10.2
2000	559,020	463,646	82.9	-5.7	368.1	166.8	45.3	-0.7
2001	614,922	361,237	58.74	-22.1	441.6	140.2	31.74	-15.9
Total	2,564,142	2,201,928	85.9	--	1585	745.3	47.0	--

Source: Tenth Plan, P. 226

The average day of tourist stay in Nepal, during the Ninth Plan period, was targeted at 13 days, however, in the first three years of the plan period the figure was 10.49, 10.76 and 12.28 days respectively. The average stay-day declined to 11.88 and

11.93 respectively. During the last 2 years of the plan period. Likewise, per day income from a tourist was expected to be US\$ 60; however, in 2001 the figure was only US\$ 39.6. Similarly, in 2002/03, the Ninth Plan targeted to provide direct employment to 111,329. The achievement, at the end of 2001, however, is only 80,000 employments. Contribution of this sector in the total foreign currency earning and Gross Domestic Product has been 12 percent and 3.1 percent respectively.

#### 7.1.10 The Tenth Plan (2002-07).

According to the Tenth Plan, ‘the effective and prioritized implementation of the programs in the tourism sector that has already emerged as an important organ of the national economy, will not only contribute to national economy but will also provide benefits to foreign tourists as well as increase the income generating the employment opportunities. In this respect, following objectives have been set forth in the Tenth Plan.

- a. Sustainable development and qualitative promotion of the tourism sector.
- b. Conservation and preservation of historical, cultural, religious and archaeological heritages and enhancing their practical utilization.
- c. To render air transportation services easily accessible, secure, standard and reliable. (Tenth Plan, NPC, P.228).

**Table 7.2**  
**Quantitative Target of Tenth Plan (2002-2007)**

S.N.	Particulars	2058/59 situation (2001)	F.Y. 2063/064 (2006)
1	Tourist Arrival (in thousands)	365	516
2	Tourist Stay Period (Days)	11,93	13
3	Foreign currency earning (in million us \$)	140	205
4	Earning per tourists per day (US \$)	39.6	60
5	Contribution to GDP (percent)	3	3
6	Employment:	Direct (thousands)	80
		indirect(thousands)	not available
7	Regular International flights (numbers)	13	17
8	Availability of one way air seat in international sector (thousand)	1000	1200

Source:-Tenth Plan

Along with fixing the objectives, Tenth Plan has been fixed some annual quantitative targets as given above.

## **7.2 Strategies of Tenth Plan with Regard to Tourism.**

### **7.2.1 Provision of Rules and Regulations for Tourism**

In real sense, without supportive and legal environment no industry can furnish in a sustainable way. Tourism as being a multi-disciplinary sector, various types of legal provisions are needed to regulate it in proper way. Having complexity in nature, without various types of strong legal mechanism, any government cannot determine the scope and limit of the tourism industry. “Tourism related legislation and regulations all need to be investigated and evaluated for successful implementation of the tourism plan including any necessary modifications if needed to present legislation and regulations (Inskeep, 1991, P. 64). To promote tourism, various legal arrangements as like different Acts, Laws, Regulations and Directives have been made, reviewed and modified in time series to make sustainable tourism development in Nepal.

Updhyaya opines “Tourism is a multidisciplinary sector, which raises complexity in addressing issues through legislation as a policy instruments. Its co-relation with legislation, therefore, is to be clearly identified in the following grouping make simple to the possible extent;

- a. Legislation relating to entry and exit of tourists.
- b. Legislation relating to movements and activities where tourists are involved.
- c. Legislation relating to promotion and regulation of tourism industry.

First group of legislations are more based on the international relation of the country, while second category may be concerned with environment and economic distribution and third category is related to development of business transaction contributing economic growth of the country (Upadhya, 2003, PP.220-21).

In this context, tourism industry is not independent, therefore, governed and influenced by various industrial policies, company Acts and other financial rules, regulations and directives. In the first step, Industrial policy of 1958 which was formulated to regulate industrial sector was revised in 1961 to provide more facilities



to private sector. During the first five year plan, the industrial policy of 1958 had governed the tourism industry especially, hotel sector. There was no any specific regulation and policy regarding the promotion of tourism before 1964. So, Tourist Industry Act 1964 was formulated during the second Three Year Plan focusing especially, tourism. Similarly, Company Act 1964 was also announced to support tourism industry. When the Company Act came into existence, most of the tourism related industries like hotels, restaurants, lodges, airlines, trekking agencies travels and cargos should have to register and follow the rules of the Company Act. As far as mountaineering sector is concerned, Tourism Act 1978 came into existence to regulate properly under which, a specified royalty is to be paid by the mountaineers and expedition teams to Department of Tourism after approval for mountaineering. Similarly, there were provisions for reporting the progress of expedition, for hiring mountaineering support-staff, for emergency rescues arrangements, for keeping the environment clean along with specified duties and responsibilities of the team leader, liaison officer and supervisor. In this context, three major regulations related to tourism activities as like;

- a. Travel and Trekking Agents Regulation,1980
- b. Regulation concerns to hotels, lodges, restaurants, bars, and tourist guides,1981 and
- c. Regulation pertaining to Mountaineering Expedition with certain amendments, 1979
- d. Trekking and River Rafting Regulation, 1984 were also formulated to support Tourism Act of 1978.

So far as the policy of immigration to the foreigners is concerned, most of the developed countries are applying rigid policies than underdeveloped countries as like Nepal regarding foreigners in terms of financial position. It is because the Nepalese have to fulfill various requirements to visit advanced countries whereas, there are nominal requirements are arranged for the foreigners to visit Nepal. Upadhyaya listed some major legal provisions in his study to regulate tourism properly. According to Upadhyaya “various legal arrangements have been made for the development of the tourism in Nepal. These consist of the promulgation of different Acts. The major Acts related to tourism are the following;

1. The Private Firm Registration Act, 1956
2. The Ancient Monuments Protection Act, 1956 (enacted to protect and publicize Nepalese Art, culture and literature).
3. The Foreigners Act, 1958.
4. The Royal Nepal Airlines Act, 1958
5. The Hotel Tax Act, 1961
6. The Civil Aviation Tax Act, 1961
7. The Company Registration Act
8. The Aquatic Animals Act, 1961 (enacted to safeguarding fishery resources)
9. The Foreign Exchange Regulation Act, 1962
10. The Partnership Act, 1963
11. The National News Agency Act, 1963
12. The Hotel Management, Sales and Distribution (Restriction) of Beverages Act, 1966
13. The Passport Act, 1967
14. The Plant Protection Act, 1972 (enacted to restrict through quarantine stations exports and imports)
15. The National Park and Wildlife Preservation Act, 1972
16. The Tourism Act, 1978
17. The Foreign Investment and Technology Act, 1981
18. The King Mahendra Trust for National Conservation (KMTNC) Fund Act, 1982
19. The Solid Waste Center Act, 1987 (enacted for collection, transport and disposal of solid waste materials in the urban area)
20. The Labor Act, 1991
21. The Trade Union Act, 1992
22. The Industrial Enterprises Act, 1992
23. The Immigration Act, 1992

24. The Water Resource Act, 1992
25. Tourism Policy, 1995
26. The Civil Aviation Authority Act, 1996
27. The Nepal Tourism Board Act, 1996
28. The Company Act, 1998
29. The Local Self-Governance Act, 1998
30. The Local Self-Governance Rules, 2000
31. Tenth Plan Approach Paper” Upadhyaya, (2003, PP.222-23)

All of the above mentioned Act, Rules and Regulations and policies are concerned with tourism directly or indirectly but some of them play vital role to regulate and promote tourism in systematic manner. In this context, the government had declared a new Industrial Policy in 1974 including the provisions of tax, holidays and other essential facilities relating to tourism. During the Sixth Plan period, the Industrial policy of 1974 was revised and a new Industrial Policy of 1981 came into existence. This policy had attempted to attract foreign investment and private sectors were also openly welcomed to invest in all industries except defense sector. Hence, the new Industrial Policy of 1981 opened the door to foreign investors to invest in tourism industry developing suitable technology.

In this regard, the Foreign Investment and Technology Act, 1981 has paved the way for regular inflow of foreign investment and technology transfer in the country. By this Act, foreign investment is allowed in all areas of tourism except travel agency, trekking agency, water rafting, pony trekking, horse riding and tourist lodging. Similarly, foreign investors are allowed to repatriate profits, dividend, technical and management fees and portion of salaries of foreign employers has been guaranteed by the law. “Although, the Act has been successful in attraction foreign investment in various categories of industries, tourism sector could attract only 17.6 percent of total foreign investment. Foreign investment could generate only 15.0 percent employment during the period 1990 to 1997” (DOI, 1997).

“Since tourism is widely accepted as a means for economic and social changes, some sorts of facilities are to be provided to the tourism enterprises. According, the industrial Enterprise Act of 1981 stipulates the concessions, facilities and protection

to various industries as has been spelt out in the Article 15 of the amended Industrial Enterprises Act, 1992” (DOIs, 1997-32). Sharma critically analyzed the Act in his doctoral thesis and listed the major facilities provided to the tourism industry as given below.

- a. Full exemption from income tax for seven years for those industries established in the tourism sector;
- b. One percent customs duty shall be levied on the import of machinery equipment or raw materials;
- c. No sales tax and excise duty shall be levied on the import of machinery and equipment;
- d. Foreign investor, making a lump-sum investment equivalent to more than US \$ one hundred thousand in convertible foreign currency, happens to be a company. Only one shareholder authorized by that company and his dependents are granted a resident visa US\$ 100 per year for the first time and US \$ 50 per year for each renewal (DOI,1997;21);and
- e. Facility as to convertible foreign currency shall be provided to the extent that may be required for importing necessary machinery, equipment and tools, spare parts and raw materials” ( Sharma, 2001, P.156)

The Act has arranged a lot of legal provisions to provide more facilities but most of the provisions are unrelated to tourism industry. In this context, the major Acts and policies which are directly concerned with tourism industry are briefly discussed as under;

#### **7.2.1.1 Tourism Master Plan 1972**

“Its emphasis was on developing qualitative tourism and projecting Nepal as a destination on its own merits called for a sustained and concerted effort on the of the Government and the private sectors.”(Baskota and Sharma, 1995, P.21). The Master Plan segregated tourism into five components like (a) sight seeing tourism (b) trekking tourism (c) recreational tourism (d) international pilgrimage and (e) Nepal brand of tourism.

“Master Plan (1972) can be considered as the first policy guidelines for tourism. The perspective plan is found to have adopted the concept of decentralized pattern of tourism development which address to the local community perspectives. Similarly it has strongly advocated having Nepal type of tourism packages which naturally forces to look from tourist perspectives” (Kuwar, R.R. 1997-210).

Though there are many more favorable features of Tourism Master Plan, there were many more shortcomings in its implementation stage. In the context of shortcoming, “the Ministry of Tourism, established in 1977 according to the recommendation of the Master Plan, has not become an effective central government body to look after the vital issues and challenges in the field of tourism. Rather than focusing on policy, planning and co-ordination, it has implemented simple plans and programs that fit under the jurisdiction of the Department of Tourism. It has only added to the bureaucracy but not provided the effectiveness and efficiency envisaged in the plan. In the view of this, the 1984 review recommended two other institutions to address the highest policy-level need for coordination as well as for autonomy and flexibility at the implementation level. However, such institutions were set up only in 1992 in the form of tourism council and a Tourism Development Board and they are yet to function effectively. Most of the recommendations contained in the Master Plan (1972) have yet to materialize conceptually and functionally. The government has to play a pivotal role in the decentralization of tourism, regulation and monitoring the qualities of products and marketing the destinations internationally, where as the private sector has to create a mix of products unique to Nepal more imaginatively”(Baskota and Sharma, (1995;92).

#### **7.2.1.2 Tourism Act, 1978.**

The new Tourism Act, 1978 announced as improved structure of the Tourist Industry Act of 1964 to regulate tourism industry in proper way. The Act has clearly described the basic terminology, used in tourism and explained various rules and regulations to register the travel and trekking agencies, hotels, lodges, restaurants and bars, and conduction their business in convertible foreign currency through Nepal Rastra Bank. Rules and regulations about mountaineering is also explained in detail. The Department of Tourism was given more power to inspect, direct and maintains the prescribed standard in connection with providing services to the tourists and to

suspend or punish agencies failing to abide by the provision of the Act and those who fail to follow the rules and regulations are subject to warning, suspension of registration, fine and closure. The Act explained the procedural of insurance, rescue operation and keeping the environment clean during expedition etc. The consolidated text of the Act was “it is expedient to make necessary arrangements for the development of tourism for the economic welfare of the general public and for the health, convenience and interest of tourists visiting Nepal” (Directory of Tourism, 1996, P. 31).

### **7.2.1.3 Tourism Policy, 1995**

Tourism Policy was declared in 1995 with the mains objectives as given below;

- a. To develop tourism as an important sector of the national economy by developing linkage between tourism and other sectors;
- b. To diversify tourism down to rural areas so as to improve employment opportunities, foreign currency earnings, growth of national income and remove regional imbalances;
- c. To improve natural, cultural and human environments of the nation in order to develop and expand the tourism industry;
- d. To maintains a good image of the nation in the international community by providing quality service and a sense of security; and
- e. To develop and promote Nepal as an attractive tourist destination (Shrestha, 1999, P. 207).

Tourism industry is not self independent but inter-related with other various industries. Being a multi-disciplinary area it is concerned with the whole national economy. Hence, the Tourism Policy, 1995 tried to integrate tourism with other sector of the economy. The policy has encouraged the participation of private sector in tourism narrowing the government the involvement. The policy concentrates the government only in developing tourism infrastructure and act as coordinator and motivator for the growth of travel and tourism. The policy has given more emphasis to establish linkage between tourism and agro-based and cottage industries. Moreover, it is emphasized and tried to encourage the wildlife tourism, cultural tourism, rural

tourism, conventional tourism, youth tourism and international sports competition etc, by the policy.

#### **7.2.1.4 National Civil Aviation Policy 1993**

National Civil Aviation Policy, 1993 was announced during the Eighth Five year plan. “This Civil Aviation Policy has been prepared after reviewing prevailing domestic and international service and duly considering privatizing policy persuaded by HMG/N as well as resource constraints of the government” (Directory of Tourism, 1996, P.42). The main objective of Civil Aviation under long term perspective is “to facilitate movement for the development of tourism industry supportive to national economy. To contribute to poverty alleviation by increasing income generations and employment opportunities for the nationals” (Civil Aviation Report, 2005, P. 16). The main objectives of the policy is

- (a) To develop international air transport services,
- (b) To encourage private sector in airlines service
- (c) To develop and expand air transport and airports in the remote areas of the country
- (d) To make air transport reliable and safe through installation of modern equipment at airports and
- (e) To encourage recreational, adventure and research oriented air facilities.

A Civil Aviation Authority of Nepal (CAAN) is established with a view to make it self reliant which is known as the sole aeronautical authority of Nepal. It has some rules, regulations and policies to regulate air transport and civil aviation activities. In this respect, some of the major legal documents of CAAN in the form of Rules, Regulations, Policies, Manuals, Directives, Requirements and Publications are listed below,

- Civil Aviation Act, 1958 (Amendment, 1996)
- Civil Aviation Authority of Nepal Act, 1996
- Civil Aviation Rules, 1962 (Amendment, 2001)
- CAAN Civil Aviation Regulations, 2001

- Civil Aviation (Investigation of Accident ) Rules, 1967
- Airport Charges Rules, 1981 ( 4<sup>th</sup> Amendment, 2004)
- CAAN Financial Administration Regulations, 2000
- CAAN Employees Facility, Service and Condition Regulations, 1999
- Aviation Security (Management) Rules, 1989
- National Civil Aviation Policy, 1993 (Amendment, 1996)
- Aeronautical Information Publication
- Air Operator Certificate Requirements (AOCR)
- Nepal Civil Airworthiness Requirements (NCAR)
- Flight Operations Requirements (FOR)
- National Aviation Security Program
- Air Traffic Control Manual
- Search and Rescue Manual
- Airport Emergency Plan(AEP)
- Flight Operation Inspector Manual (FOI)
- Airworthiness Inspector Manual (AIM)
- Civil Aviation Medical Manual (CAMM)
- Ground Handling Directives

A draft for the revision of National Civil Aviation Policy 1993 has been submitted to HMG/N for approval.

- CAAN Employee's Daily and Travel Allowances Regulations is in process of approval by HMG
- CAAN's Financial Administration Regulations, 2001 is under way for first amendment.
- A New Airport Traffic Regulation under CAAN Act, 1996 is on its first phase of submission to CAAN Board. The regulation will come into effect after the approval by HMG.



- Civil Aviation Regulation, 2002 is also in the final stage of second amendment

Policy or working policy of Civil Aviation under long term perspective is declared as follows;

1. To develop and expand essential infrastructure at international and domestic airports.
2. To construct hangers
3. To install necessary technical equipment
4. To develop capable technical manpower for safe flight movements
5. To make air service regular and reliable through development and standardization of airports in remote areas
6. To develop infrastructure and put in place all necessary facilities and services for operating flights to neighboring countries from the domestic airports as may be relevant.
7. To encourage international charter or schedule flights.
8. To make optimum utilization of air routes in the Nepali sky.
9. To commence construction of a full- fledged international airport in the Terai Region”(CAAN, Report,2005, P.16)

In this context, Civil Aviation has some major future programs under long term perspective. Safe and reliable air operations, commencement of international flights from increased number of domestic hub airports, construction of a second international airport and availing around 1.2 million air seats on international flights are the major future programs of CAAN. The budget of CAAN is NRs 319.46 corer has been approved for fiscal year beginning med July 2005 (FY 2062/63). In this regard, a high level performance Evaluation and Monitoring Committee has been also formed at CAAN Head office for the overall functioning of CAAN.

Civil Aviation Authority of Nepal (CAAN) was constituted by the government under the Nepal Aviation Authority Act, 1996 with a view to make it self reliant. “The mandate of CAAN was to monitor the activities, quality control and secure the operation of domestic and international air service, air communication, air

transportation and air navigation. It was the concerned authority to issue flying certificates for those who have received letters of incorporations as per the law of the land from the concerned authorities and even to revoke such licenses as well” (Chanda, 2000, P.109). National Civil Aviation Policy 1993 was amended in 1996 for the first time seemed to have made a provision encourage the private sectors. The government had made a bold attempt to endorse an “open sky” policy and “charter policy” in aviation sector which if properly mobilized could be a boon to the tourism sector (Ibid, 107)

### 7.3 Expenditure on Tourism in Various Plans

**Table 7.3**  
**Expenditure on Tourism in Various Plan Periods**

Plan Period	Total Plan Outlay	Tourism Outlay	Percentage Share of Tourism in Total Plan outlay	Plan wise growth rate of tourism outlay during plan period
First plan(1956-61)	330	1.0	0.30	-
Second plan (1962-65)	600	2.0	0.33	100percent
Third plan (1965-70)	1740	5.0	0.29	150percent
Forth plan ( 1970-75)	2570	5.0	0.19	-
Fifth plan (1975-80)	11404	20.0	0.32	300percent
Sixth plan (1980-85)	21750	60.0	0.28	200percent
Seventh plan (1985-90)	29000	74.0	0.26	24percent
Eighth plan (1992-97)	113479	1088.0	0.96	1362percent
Ninth plan (1997-2002)	189580	1707.0	0.90	57percent
Tenth plan (2002-2007)	234029	2600.0	1.1	-

*Source- Various Development Plans, NPC, HMG/N.*

Table 7.3 presents the allocation of resources in tourism sector is very low despite recording continuous growth. The allocation of resources or expenditure on various economic activities presents the relative importance or priorities in the plans. Since the Fifth Plan the allocation of resources for tourism was increased significantly. Allocated resources have been increased from 1 million in the first plan, the amount reached Rs 2600 million in the tenth plan. In this sense, the share percentage of

tourism in the total outlay in each plan seems very low but it was increased unexpectedly since eighth five year plan, the share percentage of tourism in total outlay was very low in the third plan by 0.15 and the highest was in the tenth plan by 1.1 percent. Tourism policy (1995) was also announced during the eighth plan period and the share percentage of tourism in total outlay was also increased by 0.96 percent whereas it was only 0.26 percent in seventh plan. Hence, this period seems to be as the turning point with regard to tourism. The share percentage was 0.90 percent which was marginally lower than Eighth Plan but it is raised up to 1.1 percent in the tenth plan. Tourism may be the backbone to develop the economy if the government pays more attention to allocate additional more resources in the field of tourism giving more priority in this sector.

# **CHAPTER-EIGHT**

## **AN ACCOUNT OF FEMALE EMPLOYMENT IN TOURISM AT NATIONAL LEVEL**

### **Introduction**

Tourism is known as service oriented and labor intensive industry which provides direct, indirect and induced employment opportunities and plays vital role in the overall development of the country's economy. Direct employment opportunities are generated in travel, trekking, cargo, rafting, mountaineering expedition, hotels resorts, lodges, gift shop, airlines, transport, communication services and so on. Similarly, it creates so many indirect employments such as the suppliers of food and beverages, shop-keeper, hair-dressers, photographers, lawyers, doctors, consultants and so on. Furnishing and equipment industries, farming, food supply, and souvenir industries are also the examples of an indirect employment.

The problems of unemployment, under employment, semi-employment, seasonal employment are more acute in many of the developing countries like Nepal. As already mentioned, tourism is highly labor intensive service industry which is known as the appropriate valuable avenues for employment opportunities. It employs a large segment of population and provides a wide range of jobs which extend from the unskilled to highly specialized. Nearly, 80 percent population of Nepal depend upon agriculture but they are engaged in agriculture  $\frac{3}{4}$  months of a year especially in rainy season. Hence, they have no work for the rest of the year. After the rainy season, tourist season starts and the tourism provides employment opportunities for the seasonal unemployed, peasants too.

Similarly, infrastructures such as construction of roads, building of hotels and lodges, supply of drinking water and electricity requires more skilled and unskilled labor too with a wide range of jobs. In this regard, the promotion of tourism has become a great encouragement to economic development in developing countries by creating employment opportunity which increases the income and living standard of the people. According to WTO, tourism has the highest ratio of investment to employment. With the investment of one million rupees tourism creates 89 jobs, against 44.7 jobs in agriculture and only 12.6 jobs in manufacturing industries. Thus,

tourism could be a major source of employment generation in Nepal. Tourism provides not only direct jobs but it creates indirect and induced jobs. Hence, it is very difficult to figure out the actual number of employed persons in tourism. Similarly, the seasonal nature of jobs makes it hard to figure out the total number of employed people in this industry. However, it is not false to say that tourist influx gives a boost to the economic activities of the country thereby opening new avenues for employment.

### 8.1 Employment Generation from Tourism

Nepal Rastra Bank had conducted a survey on employment generation from tourism in the country in 1989. Table 8.1 presents the direct employment generation from tourism sector as below.

**Table 8.1**  
**Direct Employment Generation from Tourism**

Tourism Sector	Nationality		Male	Female	Total
	Nepali	Others			
Hotel	5815(98.3)	101(1.7)	5102(86.2)	814(13.8)	5916(52.9)
Percentage	52.9	63.1	51.2	67.6	
Travel Agency	1520(94.8)	24(1.6)	1413(91.5)	131(8.5)	1544(13.8)
Percentage	13.8	15	14.1	10.9	
Trekking Agency	974(99.6)	4(0.4)	947(96.8)	31(3.2)	978(8.8)
Percentage	8.8	2.5	9.5	2.6	
Airlines	2707(98.9)	31(1.1)	2510(91.7)	228(8.3)	2738(24.5)
Percentage	24.5	19.4	25.2	18.9	
Total	11016(98.6)	160(1.4)	9972(89.2)	1204(10.8)	11176

*Source: Nepal Rastra Bank, 1989P.295 figures in parenthesis represent the percentage of total.*

According to the study, 11176 people were directly employed in tourism sector in hotels, travel agencies, trekking agencies and airlines. Among the total employed person, 98.6 percent were Nepalese whereas 1.4 percent were foreigners but most of them were employed in high level in tourism sector. Among the total employed, 89.2 percent were males whereas 10.8 percent were females. It presents that male

dominancy is high in tourism. The study observed only four sectors of tourism which did not cover all sectors which could provide more direct and indirect employment opportunities. The study reveals that hotels are the major employment generator in tourism which comprises 52.9 percent followed by airlines by 24.5 percent and travel agencies by 13.8 percent. Among the 4 sectors of tourism trekking agencies seemed to be the least employment generator in this field.

It is observed that male dominancy is high in every sectors of tourism. High percentage of females were engaged in hotels and lodges that is 13.8 percent followed by 8.5 percent in travel agencies, 8.3 percent in airlines and very negligible portion of females are engaged in trekking that is 3.2 percent. Hence, it is witnessed that the status of female employment in tourism sector is very poor in comparison to male. Among the total female employed in tourism sector, 67.6 percent were in hotel and lodges followed by 18.9 percent in airlines, 10.9 percent in travel agencies and only 2.6 percent in trekking area. Job in hotels and lodges, travel and airlines seemed to be easy for females because they did not need to go far away from their family. That did not need any physical effort as being porter or guide in trekking sector. Hence, female fascination may be in those areas of tourism.

## **8.2 Employment Structure by Gender**

Table 8.2 presents the employment structure by level of management and sex in tourism sector. Out of the total employed, 89.2 percent were males and 10.8 percent were females whereas among the total 61.7 percent were engaged in basic level followed by 29.2 percent in middle level and 9.1 percent in decision level ( top level). Out of the total top level, only 10.5 percent were females and representation of female in middle level is 11.2 percent and 10.6 percent in basic level whereas rest percentage is covered by males in all levels of management.

**Table 8.2****Employment Structure of Tourism Sector by Level of Management and Gender**

<b>Level &amp; Sex/Tourism Sector</b>	<b>Hotel</b>	<b>Travel agencies</b>	<b>Trekking</b>	<b>Airlines</b>	<b>Total</b>
Top Level	504(8.5)	272(17.6)	122(12.5)	121(12.5)	1019(9.1)
Male	443(87.9)	239(87.8)	112(91.8)	118(97.5)	912(89.5)
Female	61(12.1)	33(12.1)	10(8.2)	3(2.5)	107(10.5)
Middle Level	1751(29.6)	664(43.0)	254(25.9)	593(21.6)	3262(29.2)
Male	1526(87.2)	589(88.7)	244(96.1)	538(90.7)	2897(88.8)
Female	225(12.8)	75(11.3)	10(3.9)	55(9.3)	365(11.2)
Basic Level	3661(61.9)	608(39.4)	602(61.6)	2024(73.9)	6895(61.71)
Male	3133(85.6)	585(96.2)	591(98.2)	1854(91.6)	6163(89.4)
Female	528(14.4)	23(3.8)	11(1.8)	170(8.4)	732(10.6)
Total	5916(52.9)	1544(13.8)	978(8.7)	2738(24.5)	11176(100)
Male	5102(86.2)	1413(91.5)	947(96.8)	2510(91.7)	9972(89.2)
Female	814(13.8)	131(8.5)	31(3.2)	228(8.3)	1204(10.8)

*Note: Figures in Parenthesis represent the percentage of total.*

*Source: NRB (1989, P. 296) Income and Employment Generation from Tourism in Nepal.*

Out of the total top level, female comprises 12.1 percent in hotels and lodges sector, 12.1 percent in travel agencies, 8.2 percent in trekking and 2.5 percent in airlines. It shows that the job status of female in top level of management is seemed very poor whereas male dominancy is very high. Similarly, in middle level, female representation as employees in hotel and lodges area was 12.8 percent followed by 11.3 percent in travel agencies, 9.3 percent in airlines and 3.9 percent in trekking. In this regard, out of the total employment in respective areas of tourism, female were employed in hotel and lodges by 14.4 percent whereas 8.4 percent in airlines, 3.8 percent in travel and 1.8 percent in trekking sector. It presents that the level of job status and number of employment in gender basis, female's representation seems very poor in comparison to males. The basic level of job in trekking area is known as the porter or loader which mostly depends on physical work and is out door job or field oriented job. In this area, female representation is very low that is 1.8 percent only. It shows that females hesitate to go in trekking (outside from their home) due to social

barriers or physical weakness or because of family as well as household responsibilities and so on. By the gender based analysis, it is seen that hotels and lodges were found employing a relatively larger proportion of female employees, that is 13.8 percent of the total employed in this sector while trekking, travel agencies and airlines were found employing 3.2 percent, 8.5 percent and 8.4 percent respectively. According to the report of NRB (1989), out of the total number of females employed in tourism sector, 60.8 percent were found working as low level manpower, 30.3 percent as the middle level and only 8.9 percent as the top level manpower. In this regard, a specific research in terms of female employment in tourism sector is needed to highlight the basic factual problems of female employees and to solve the problem of them.

### 8.3 Employment in Hotel by Gender

**Table 8.3**  
**Employment Structure of Hotel by Star Category and Sex**

Level of Management in Gender basis	One Star	Two Star	Three Star	Four Star	Five Star	Non Star	Total
Top Level	35	51	35	57	75	251	504
Male	33	44	27	52	64	223	443
Female	2(5.3)	7(10)	8(11.1)	5(3.8)	11(5.2)	28(9.6)	61(7.5)
Middle Level	109	193	172	266	405	606	1771
Male	98	164	157	240	369	498	1526
Female	11(28.9)	29(41.4)	15(20.8)	26(20)	36(17.1)	108(36.9)	225(27.6)
Basic Level	186	279	266	687	1408	835	3661
Male	161	245	217	588	1244	678	3133
Female	25(65.8)	34(48.6)	49(68.1)	99(76.2)	164(77.7)	157(53.6)	528(64.9)
Total Level	330	523	473	1010	1888	1692	5916
Male	292	453	401	401	1677	1399	5102
Female	38(11.5)	70(13.4)	72(15.2)	130(12.9)	211(11.2)	293(17.3)	814(13.8)
Av. No. of Female Employed in hotel	2	6	18	26	53	2	--

*Note: Figures in Parenthesis represent the percentage of total.*

*Source: NRB 1989, P. 297 Income and Employment Generation from Tourism in Nepal*

Hotels are categorized in five groups or levels from one star to five stars and non stars rated. Female employment in hotels shared a larger number of females, working



in the non star hotels and lodges compared in any other category of hotel. The average number of females employed 53 in number in five star categories of hotels. Similarly, it is 26 in four stars, 18 in three stars, 2 in one star and 2 in non-star hotels and lodges. Out of the total working female employees, in one star hotels, only 5.3 percent were in the top level of the management whereas 10 percent in two stars, 11.1 percent in three stars, 3.8 percent in four stars, 5.2 percent in five stars and 9.6 percent in non star hotels of the total in respective hotels. Similarly, out of the total working female manpower from one star to five star and also non star hotels in low level were 65.8 percent, 48.6 percent, 68.1 percent, 76.2 percent, 77.7 percent and 53.6 percent respectively. It is observed that out of the total, working female employees from one star to five stars and non star hotels were 11.5 percent, 13.4 percent, 15.2 percent, 12.9 percent, 11.2 percent and 17.3 percent respectively. It shows that large portion of females were found working at the top level job only in three star hotels in comparison to any other category of hotels. Hence, it is proved that male employment is higher than females in hotel sector of tourism. To increase the number of female workers in this sector, a specific research should be needed to find out the guideline.

#### **8.4 Employment in Tourism Related Sector**

Table 8.4 presents that female employment in top level of carpet garment and handicraft industries was zero whereas only 3.7 percent and 8.3 percent females were employed in cargo agencies and restaurants respectively. Out of the total employed, only 2.6 percent females were in top level of management in tourism related sectors. In this regard, 70.5 percent females were in low level of carpet industries whereas female employees comprised 2.3 percent in cargo agencies, 6.4 percent in restaurants. Similarly, out of the total working people in tourism related sectors, 48.6 percent were females and rest of them were males. However, carpet industry seems as the major employment generator sector for the females which comprise 66.4 percent of the total. Except carpet industry, very low percentage of female representation is in other sectors of tourism.

**Table 8.4**  
**Employment Structure of Tourism Related Sector by Gender**

<b>Employment Level and Sex</b>	<b>Carpet</b>	<b>Cargo agency</b>	<b>Garment</b>	<b>Handicrafts</b>	<b>Restaurants</b>	<b>Total</b>
Top Level	39	27	27	134	82	309
Male	39	26	27	--	75	167
Female	--	1(3.7)	--	--	7(8.3)	8(2.6)
Middle Level	128	44	30	149	265	616
Male	116	40	25	--	247	428
Female	12(9.4)	4(9.1)	5(16.7)	--	18(6.8)	39(6.3)
Basic Level	2384	43	11	192	342	2972
Male	702	42	11	--	320	1075
Female	1682(70.5)	1(2.3)	--	--	22(6.4)	1075(36.2)
Total Level	2551	114	68	475	689	3897
Male	857	108	63	332	642	2002
Female	1694(66.4)	6(5.2)	5(7.4)	143(30.1)	47(6.8)	1895(48.6)

*Note: Figures in Parenthesis represent the percentage of the total.*

*Source: NRB (1989; 298) Income and Employment Generation from Tourism in Nepal.*

### **8.5 Employment Generation in Tourism Related Sector**

Table 8.5 percents that out of the total working females, 0.3 percent were engaged in cargo agencies, 7.5 percent in handicrafts, and 89.4 percent in carpet industries 0.3 percent in garment and 2.5 percent in restaurant sector of tourism. In this context, highest percentages of female employees were engaged in carpet industries by 89.4 percent. Hence, carpet industries seem as the main employment generating sector of tourism for the females. Similarly, cargo and garment sector of tourism seems unable to attract female for the employment. It means high skilled manpower may be needed in garment and cargo sector on the other hand, unskilled female also can get opportunity of job in carpet industry.

**Table 8.5****Share of Employment Generation in Tourism Related Sector**

<b>Sector</b>	<b>Total employed Number</b>	<b>Percent of the Total</b>	<b>No of females</b>	<b>Percent of Total employees</b>	<b>Percent of Female employees</b>
Cargo Agency	114	2.9	6	5.2	0.3
Handicraft	475	12.2	143	30.1	7.5
Carpet	2551	65.5	1694	66.4	89.4
Garment	68	1.7	5	7.4	0.3
Restaurant	689	17.7	47	6.8	2.5
Grand Total	3897	100	1895	--	100

*Source: Computed from Table 8.06 Nepal Rastra Bank (1989)*

According to above shown tables of data, NRB (1989) carried out an econometric study on 'Income and Employment Generation' aspects from tourism sector but found negligible proportion of female employees in tourism. The levels of job for female employees were confined within low level. But the report of NRB (1989) tried to show the exact situation of female employees in various sectors of tourism but did not attempt to find out the causes of low female employment them.

According to recent population census, women population in Nepal is 50.05 percent, but their share in employment is very low. Tourism is one of the potential sectors where women involvement can be increased. So many questions may rise such as, why is female employment negligible in tourism? What are their problems to get job in this sector? And how can we measure them? All of these questions will be solved by the specific research related with it. Thus, a specific research about the problems and the prospects of female employment in tourism sector is needed to extend more employment opportunities for the female and to earn more foreign exchange.

### **8.6 Employment Generation and Input- Output Analysis in Tourism**

Table 8.6 presents that investment/ employment ratio in hotel/lodges and airlines are high which comprise of Rs.112.4 thousand and Rs.213.5 thousand respectively. But gross output per Rs. investment is low in this sector by 0.96 and 1.79 only. Similarly, investment/ employment ratio is low in Travel and Trekking sector whereas

gross output per Rs investment is high in these sectors by 5.63 and 2.60 respectively. Gross output/ employment ratio is low in hotel and lodge sector but it is high in travel sector by 288.8 Rupee and followed 382.9 thousand Rupees by airlines and 73.3 thousand Rupees by trekking agencies.

**Table 8.6**  
**Input/Output Analysis in Employment Generation in Tourism**

Description	Hotel/Lodges	Travel Agency	Trekking Agency	Airlines	Total
Grass output/Employment(Rs in thousand)	107.5	288.8	73.3	382.9	
Investment/Employment(Rs in thousand)	112.4	51.3	28.2	213.5	
Grass output per Rs Investment	0.96	5.63	2.60	1.79	

*Source: Computed from Table 8.03 NRB (1989) Income and Employment Generation from Tourism in Nepal.*

It shows that we invest more in hotel/lodges area but it generates low employment opportunities but if we increase investment a little in travel sector, it is enable to generate high employment opportunities. This input/output analysis table may be more useful to choose themost appropriate sector of tourism of investment.

### **8.7 Input-Output Analysis in Employment Generation in Tourism Related Sectors**

The below Table 8.7 presents the investment/ employment ratio was high in garment industries and restaurant sectors by 34.2 thousands and 26.0 thousands respectively. But gross output per Rupee investment was low in both these sectors by 2.08 in garment and 2.15 in restaurants. In this regard, the highest figure of gross output per Rupee investment was in carpet industries by 3.87 followed by 3.47 cargos and 3.40 handicrafts sector. Similarly, the highest gross output/employment ratio was 71.3 in garment sector whereas 59.6, 56.0, 51.1 and 48.0 are comprised by cargos, restaurants, carpet and handicrafts respectively.

**Table 8.7****Input/Output Analysis in Employment Generation in Tourism Related Sector**

<b>Description</b>	<b>Cargo Agency</b>	<b>Handicrafts</b>	<b>Carpet</b>	<b>Garment</b>	<b>Restaurants</b>
Gross output/Employment (Rs in thousand)	59.6	48.0	51.1	71.3	56.0
Investment/Employment (Rs in thousand)	17.2	14.1	13.2	34.2	26.0
Gross output per Rupee investment	3.47	3.40	3.87	2.08	2.15

*Source: Computed from Table 8.07 NRB (1989) Income and Employment Generation from Tourism in Nepal.*

**8.8 Employment Generation by Nationality**

Table 8.8 presents the nationality of the employed in various tourism industries in the country.

**Table 8.8****Direct Employment Generation by Nationality**

<b>Tourism Sector</b>	<b>Nepali</b>	<b>Indian</b>	<b>Others</b>	<b>Total</b>
Hotel/Lodges	5815(98.3)	85	16	5916
Travel/Agency	1520(98.4)	21	3	1544
Trekking Agency	974(99.4)	2	2	978
Airlines	2707(98.9)	18	13	2738
Cargo Agency	114(100)	--	--	114
Handicrafts	475(100)	--	--	475
Carpet	2551(100)	--	--	2551
Garment	68(100)	--	--	68
Restaurants	683(98.8)	3	5	691
<b>Total</b>	<b>14907(98.9)</b>	<b>129(0.86)</b>	<b>39(0.3)</b>	<b>15075</b>

*Figures in parenthesis denote the percentage of total.*

*Source: Computed from NRB (1989) Income and Employment Generation from Tourism in Nepal*

According to the Report of NRB, 98.9 percent were Nepali nationals whereas Indians were 0.86 percent and 0.3 percent were others. There were 100 Nepalese employed in cargo, carpet, garment and handicrafts. Large numbers of foreigners were employed in hotels/lodges. 1.7 percent followed by 1.6 and 1.2 percent in travels and restaurants respectively but most of the foreigners were in top level of management. If the Nepalese Nationals were skilled and efficient foreigners might be replaced.

### 8.9 Employment in Mountaineering Expedition

Table 8.9 presents that number of employees in mountaineering is high in 2000; by 14.9 that was followed by 13.7, 11.6 and 11.3 in 2003, 2002 and 1999 respectively.

**Table 8.9**  
**Employment Status in Mountaineering Expedition**

<b>Year</b>	<b>No of Teams</b>	<b>No of Mountaineers</b>	<b>No of Employees per one mountaineer</b>	<b>No of Employment</b>	<b>Index</b>	<b>percent change of employment</b>
1994	105	696	7.5	5239	--	--
1995	91	624	8.3	5195	99.2	0.83
1996	129	851	5.8	4925	94.0	5.2
1997	120	861	8.1	7003	133.7	42.2
1998	141	974	7.1	6942	132.5	0.87
1999	115	857	11.3	9690	184.9	39.6
2000	132	773	14.9	11587	221.2	19.6
2001	112	836	7.4	6203	118.4	46.5
2002	134	913	11.6	10599	202.3	70.9
2003	152	1080	13.7	14838	283.2	40.0
2004	140	1042	8.9	9362	178.7	36.9
2005*	128	940	--	NA	--	--

Note: \*Estimated, NA denotes Not Available.

Source: FNCCI (2006), Nepal and the World Statistical Profile

The change of percentage was negative in 1995, 1996, 1998 and 2004 whereas the highest growth was observed in 2002 by 70.9 percent and followed by 42.2, 40.0 and 39.6 percent in 1997, 2003 and 1999 respectively. In this regard, number of mountaineers was high in 2003 that is 1080 and low in 1995 that is 624. Similarly, the numbers of mountaineer teams were high in 2003; 152 and low in 1995 by 91 only. However, mountaineering expedition is also a good employment generator in tourism sector.

Employment is a good way of transforming economic development into an opportunity to alleviate poverty. According to the census of 1998, the population of the country was 23,151,000. Out of this, the economically active population involved in labor market had been 10,482,000. By the end of the Ninth Plan the total figure of employed manpower reached 9,959,000 whereas the employed were estimated to be 5 percent. However, the percent of under employed remained at 32.2 percent. This proportion to total unemployed labor will be 12.4 percent. Including the 5 percent of fully unemployed the total unemployment figure is estimated to remain 17.4 percent.

Poverty is rampant in rural and backward region of the country. Employment is the outcome of investment and development efforts. Although, investment and level of economic transaction influence economic activities in subsistence level, they influence the opportunities for employment at a later stage. Without economic growth efforts of mere employment oriented programs cannot provide employment opportunities to the whole labor force. Therefore, employment should be conceived as an important link in the process of economic development thereby considering that how more employment opportunities can be generated in the development process. With a view to extend the access of the poor community to the employment opportunities created by a broad and sustainable economic growth meant for poverty alleviation, it is essential to increase their competitive capacity through the development and empowerment( Tenth Plan, P. 116). In this context, Nepal Government has projected of national employment, unemployment and under employment figures as below.

### **8.10 Projection of Employment, Unemployment and Underemployment**

Table 8.10 presents the target of Tenth Plan “Due to increased production and the contribution to employment from different sectors, additional 1.053 million jobs are

expected to be created during the Tenth Plan while the total employment is expected to reach 11.02 million till the end of the plan. At the end of the plan, the economically active population is expected to reach 11.58 while 4.1 percent of this figure will be fully unemployed. Whereas the underemployed will be 22.3 percent and this as a portion of unemployed labor will be 8.6 percent. Thus, at the end of the plan the total unemployed including the fully unemployed is expected to decrease to 13.5 percent (Tenth Plan, P.120).

**Table 8.10**  
**Projection of Employment, Unemployment and Underemployment**

(In'000)

Particulars	FY 2059/60	End of the Tenth Plan
i) Population	23151	25905
ii) Population of age group 15 and above	13878	15867
iii) Total labor force available in labor market	10483	11582
iv) Total Employed labor	9959	11012
a) Agriculture (Percent)	78.1	70.6
b) Non agriculture sector (Percent)	21.9	29.4
v) Total unemployed labor (percent)	524(5)	570(4.1)
vi) Total underemployed labor in percent	3215(32.3)	2456(22.3)
vii) Underemployed in proportion to fully unemployed labor in percent	12.4	8.6
Total unemployed labor(including fully unemployed) percent	17.4	13.5

*Source: Tenth Plan, P. 120*

According to the recent population census, nearly above 50 percent population of Nepal comprises women. To reduce unemployment and poverty, improvement and empowerment of the women is inevitable. As far as the empowerment of the women is concerned, education, health, social security, social awareness, gender equality and employment opportunity for the women should be considered positively. Legal rights of the women should be executed in to practice or behavior.

Education and trainings are the major components for skill and efficiency. It is difficult to produce skilled and efficient people without education and trainings. Job



opportunity generally depends upon the skill and efficiency of the people. In this regard, government should pay more attention to professional education and job oriented trainings focusing on women. Although tourism is an unique type of industry where unskilled, semi-skilled and high skilled manpower also get employment opportunity as their performances. Thus, to promote employment and self employment, different kinds of trainings should be conducted in all over the country. In this regard, “Nepal Tourism and Hotel Management Academy” has been conducting trainings for tourism promotion and manpower production. It has not only been organizing necessary training activities for the operation of tourism business to promote tourism in rural sector, but also has been conducting three years bachelor in Travel and Tourism Management Course since fiscal year 2003/04 with a view to producing skilled and technical manpower required for urban-based tourism industry. The academy has also been providing different types of mobile trainings to various tourist spots relating to guide, tour and travel agency, ticketing, cookery, leader, water journey, hospitality course. The academy provided trainings in different subjects to 1386 persons in fiscal year 2004/05 against providing such trainings to 620 persons during the first eight months period of succeeding fiscal year 2005/06. The manpower produced by the academy up till now has exceeded 21 thousands mark” ( Economic Survey, 2005/06, P.133).

In fact, the improvement in the status of women couldn't be achieved as per expectation due to various reasons. It is because the traditional outlook of the society towards women hasn't been changed nor any expected improvement in legal framework has been introduced about the gender discrimination. Majority of women are forced to work at low wage in unsafe working conditions. As a matter of fact, no improvement has occurred in their domestic as well as social conditions. Their access to economic resources and opportunities are also limited. Therefore, it is necessary to initiate various programs directed towards women poverty illiteracy, unemployment and social backwardness. In this regard, tourism being a labor intensive and service oriented industry plays vital role in overall development of the economy generating employment opportunities.

## **CHAPTER-NINE**

### **RESPONSE OF FEMALE EMPLOYEES, EMPLOYERS AND TOURISTS ON PROBLEMS AND PROSPECTS OF FEMALE EMPLOYMENT IN NEPAL**

In this chapter, discussion is made focusing on the responses of female employees who are concerned directly or indirectly with tourism industry in Nepal. They have been selected as the respondents; either they are Nepalese nationals or foreigners. Employed female personnel are given first priority as the respondents to find out the present status and recent problems which they are facing and their perception about tourism field, of the country. There are 110 female employees selected within Kathmandu valley only as the respondents for the study. Similarly, 122 tourists visiting Nepal from abroad and 35 employers from various sectors of tourism have been selected as the respondents using judgemental sampling method. All of them were asked using the questionnaire focused on the problems and prospects of female employment in Nepal. Most of the questionnaires were administered to the tourists in hotels of Kathmandu and some of them were interviewed at departure lounge of Tribhuvan International Airport whereas employers and female employees were questioned where they were availed.

#### **9.1 Response of Tourists**

Questionnaires for tourists were developed categorizing three sectors related with visitor's profile, motivative information and female oriented employment. 122 Tourists from 13 countries were participated to fulfill the questionnaires. Out of them, 26 visitors (12.3 percent) were from Britain which was the highest figure for the study. Similarly visitors from Israel, France, United Status of America, Australia and Japan occupied 13.9, 12.3, 10.6, 7.4 and 7.4 percent respectively. The number of respondents from India, Nether land, Belgium and German were 7.0, 7.0, 5.0 and 5.0 which comprised 5.7, 5.7, 4.1 and 4.1 percent respectively. The lowest number of respondents registering from Airland, Denmark and Newslan were 3 (2.5percent) from each countries. Therefore, Tourists from major tourist generating countries were included as the respondents in the study. The following Table 9.1.1 presents that most of the tourists from developed countries come to Nepal every year. Table 9.1.1

presents the number of tourists selected as respondents by their nationality as given below.

**Table 9.1.1**  
**Respondents by their Nationality**

<b>S. No.</b>	<b>Country</b>	<b>Number</b>	<b>Percentage</b>
1.	Airland	3	2.5
2.	Australia	9	7.4
3.	Belgium	5	4.1
4.	British	26	21.3
5.	Denmark	3	2.5
6.	Dutch(Netherland)	7	5.7
7.	France	15	12.3
8.	Germany	5	4.1
9.	India	7	5.7
10.	Israel	17	13.9
11.	Japan	9	7.4
12.	Newsland	3	2.5
13.	United States of America	13	10.6
	Total	122	100

*Source: Field Survey, 2005*

**Table 9.1.2**  
**Respondents by Their Age Group**

<b>S. No.</b>	<b>Age group</b>	<b>Number</b>	<b>Percent</b>
1.	15-20 years	10	8.2
2.	20-30 years	59	48.4
3.	30-40 years	33	27.0
4.	40-50 yrs	8	6.5
5.	50-60 yrs	8	6.5
6.	60-70 yrs	4	3.3
	Total	122	100

*Source: Field Survey, 2005.*

Majority of respondents (48.4 percent) belong to 20-30 years age group followed by 30-40 years age groups (27.0 percent). The third position belongs to 15-20 age

groups which comprises 8.2 percent whereas over 40 years' age group respondents are approximately 16 percent only. It is already observed that 20-40 years' age group tourists occupied about 75 percent of the total. It reveals that most of the tourists are young and energetic who prefer more to visit Nepal. Therefore, Nepal seems as a destination for young and energetic tourists. The table shows that most of the elder populations of the world hesitate to visit Nepal because of the inadequacy of physical facilities, medical facilities, and quality service and so on. Complexity of topographical feature also may be one of the causes for elder tourists not to visit Nepal. Below 15 years age group tourists were not questioned in this study. However, middle aged tourists (40-60 yrs) comprise 13.0 percent of the total occupying second position after young grouped (20-40 yrs). In this context, Nepal should pay more attention to attract tourists of all aged group from all over the world.

**Table 9.1.3**  
**Respondents by Gender Basis**

<b>S. No.</b>	<b>Gender</b>	<b>Number</b>	<b>percentage</b>
1.	Male	59	48.4
2.	Female	63	51.6
	Total	122	100

*Source: Field Survey, 2005.*

Table 9.1.3 presents the number of tourist's participation in this study on gender basis. The majority of tourists (51.6 percent) are female in the sample. However, approximately 50 percent female and 50 percent male tourists were selected as purposive/judgemental basis for the study to collect their perception about the problems and prospects of female employment in Nepal.

Table 9.1.4 presents the distribution of tourists by their occupation. Among them, percentage of service holders is high by 45.1 percent. Engineers, Managers, Teachers, Health workers, official geographer, psychologist and geologist have been included as 'service holders' and house wives, consultants, retired and religious persons have been categorized as 'others'. Similarly, salesman, construction contractor and agents have been included in 'business' and students; unemployed and social workers are separately categorized in the Table. It reveals that various types of professionals come for official work, pleasure or entertainment and so on. Various types of professionals have different types of needs to fulfill by the host country. Therefore, it may be useful

to diversify the products and tourism related activities in the country from this analysis,

**Table 9.1.4**  
**Respondents by their Occupation Wise Distribution**

<b>S. No.</b>	<b>Occupation</b>	<b>Number</b>	<b>Percentage</b>
1.	Service holders	55	45.1
2.	Business	12	9.8
3.	Social worker	4	3.3
4.	Student	29	23.8
5.	Unemployed	3	2.5
6.	Others	19	15.8
	Total	122	100

*Source: Field Survey, 2005*

**Table 9.1.5**  
**Distribution of Respondents by Their Academic Qualification**

<b>S. No.</b>	<b>Academic Qualification</b>	<b>Number</b>	<b>Percentage</b>
1.	Illiterate	-	-
2.	Below Higher Secondary level	3	2.5
3.	10+2 or Certificate level	19	15.6
4.	Diploma level	39	32.0
5.	Degree level	29	23.8
6.	Doctorate level	4	3.3
7.	N/A	28	22.9
	Total	122	100

*Source: Field Survey, 2005*

Table 9.1.5 presents that most of the tourists visiting Nepal are of graduate level which comprises 32.0 percent followed by degree level; 23.8 percent. Approximately, 60 percent tourists are qualified with over graduate level whereas illiteracy percentage is zero. Therefore, Table 7.2 and 7.5 present that highly educated young tourists are more interested to visit Nepal with their different curiosity.

**Table 9.1.6**  
**Marital Status of Respondents**

S. No.	Marital Status	Number	Percentage
1.	Married	26	21.3
2.	Unmarried	93	76.2
3.	Divorced	3	2.5
4.	Widow	-	-
	Total	122	100

*Source: Field Survey, 2005*

Most of the visitors were registered as unmarried that was 76.2 percent whereas married were only 21.3 percent. Only 2.5 percent were divorced but widow case seemed zero. It reveals that most of the young tourists under 40 years age group were unmarried. It helps to analyze the social attitude about marriage of foreigners. Their needs also were different whether they were married or unmarried.

**Table 9.1.7**  
**Perception of Respondents Regarding Travel Companion**

(n=122)

S. No.	Companion	Number	Percent
1.	Single	51	38.1
2.	Party or Friends	49	36.6
3.	Colleagues	5	3.7
4.	Family	13	9.7
5.	Other	16	11.9
	Total	134	100

*Note: The percentage are calculated on the basis of the total number of response rather than the total sample due to multiple response*

*Source: Field Survey, 2005.*

Tourists have different demands according to their perception and needs. In this context, the Table 9.1.7 presents the companions accompanied by the visitors who reveal that most of the tourists prefer to visit Nepal individually. Such single visitors are 51 which comprise 38.1 percent out of the total and followed by tourists in group or friends; 36.6 percent. Similarly, tourists accompanied by family seem 9.7 percent whereas traveling with colleagues seem to be quite low only by 3.7 percent. It reveals

that most of the young tourists like traveling alone with their different curiosity and their different needs.

**Table 9.1.8**  
**Decision Making of Respondents to Visit Nepal**

(n=122)

S. No.	Advisement to Decision	Sample Number	Percentage
1.	Own judgment/ Experiences	77	60.2
2.	Friends/Relatives	45	35.2
3.	Tourist office/ Travel Agents	2	1.6
4.	Advertisements	4	3.1
5.	Other	-	-
	Total	128	100

*Note: The percentages are calculated on the basis of the total number of response rather than the total samples due to multiple responses.*

*Source: Field Survey, 2005*

Table 9.1.8 presents the decision making process of the visitors to visit Nepal. According to the table, most of the respondents; 77 (60.2 percent) out of the total, made decision to visit this country by their personal judgment and experience. It reveals that Nepal is not an unknown destination for the visitors from the different parts of the world. Most of them have known about Nepal and have made self decision to visit. Similarly, 35.2 percent visitors are influenced by their friends/Relatives to visit this country. Most of their friends and relative may have advised them to visit this country according to their visit experiences. Therefore, it reveals that visitors don't satisfy with their one first short visit, it wants to revisit Nepal again and again. Tourist offices; travel agents and the advertisements have the power to influence decision-making process of visitors while choosing the destination. They have influenced only 4.7 percent of the total visitors to visit Nepal. In this context, trekking/travel agencies of countries should be mobilized by the host countries to attract more visitors in desired level. The Table presents that there was poor advertisement and publicity of tourism in aboard which influenced the tourists only 6 (4.7 percent) out of the total sample tourists. In this regard, more marketing efforts should be done by Nepalese tour operators in tourist generating countries to increase tourist arrivals in the country. Similarly, Government of Nepal should pay

more attention in sound publicity and advertisements especially, in tourist generating countries in the world.

**Table 9.1.9**  
**Trip Arrangements for Tourists**

<b>S. No.</b>	<b>Trip Arrangements by</b>	<b>Number</b>	<b>Percentage</b>
1.	Self (Individual)	85	69.7
2.	Friends	9	7.4
3.	Tour operators/ travel agents	21	17.2
4.	Others	7	5.7
	Total	122	100

*Source: Field Survey, 2005.*

Table 9.1.9 shows the arrangements process for tourists in their present travelling. Arrangements for traveling are one of the crucial jobs for the travelers. They bear various types of curiosities about new destination where they are interested to visit. In this regard, so many types of arrangements should be needed to their pleasure traveling viz, transportation, and communication, accommodation, health care, entertainment, time and money savings etc. Most of the tourists themselves arrange their all the arrangement which they feel needed. Self or individually arranger tourists are highest in number by 85 out of the sample which comprises 69.7 percent of the total. Similarly, tour operators and travel agents assist in arrangements for 17.2 tourists whereas 7.4 percent tourists make arrangement with their friends. It reveals that most of the tourists are seemed more conscious about their arrangements for their tour. They are unable to get factful information and assistance from tour operators and travel agents of their respective countries. In this regard, the table shows that tour operators and travel agents of Nepal may have less effective influence to the potential visitors of tourist generating countries. It is notable here that influence of friends/relatives is high in decision-making process (Table 9.1.8) but they seem to be less active in order to make arrangements for the trip (Table 9.1.9). As far as concerned with the arrangements of visitor's trip, local tour operators and travel agents of host countries should be more active to assist the visitors for their trip arrangements.



**Table 9.1.10**  
**Preferences of Tourists while Traveling to Nepal**

S. No.	Preferences	Number	Percentage
1.	Museums/Architecture/Monuments	49	19.9
2.	Customs/Festivals/folk fore	51	20.7
3.	Seeing and meeting people	89	36.2
4.	Night life/Dancing club and casinos	9	3.7
5.	Shopping	14	5.7
6.	Sports	18	7.3
7.	Other	16	6.5
	Total	246	100

*Note: The percentages are calculated on the basis of the total number of response rather than the sample visitors due to their multiple responses.*

*Source: Field Survey, 2005*

The Table 9.1.10 presents the preferences of the visitors while they are traveling in this country. Different tourists have different types of preferences and interests to visit Nepal. So many questions may arise, why do they choose this country as their visiting destination? And what types of tourist products are required to meet their satisfaction? And which type of infrastructure should be made? Tourism is known as the demand-oriented service industry where quality service should be provided as per their demand. For this, the analysis in this table may be fruitful to all of the concerned people, agencies and the nation, to promote tourism to their desired level.

Nepal is an attractive destination for its natural beauty; snowy peaks /mountains, scenic beauty, landscape and natural environment along with its friendly and hospitable people. Therefore, most of the visitors coming to Nepal having preferences of seeing scenic beauty and meeting people have been recorded as 89 of the total sample which comprises 36.2 percent which is followed by the visitors being attracted to the customs/festivals/folkfore are registered as 51(20.7 percent). Tourists with the preferences of Museums/Architect/Monuments are tabulated as 49 (19.9 percent) whereas visitors for sports occupied 7.3 percent that takes place the fourth position of their preferences or the priority basis of preferences, visitors for shopping occupied 5.7 percent whereas visitors interested in night life/ dancing club and casino are only 3.7 percent of the total sample. It reveals that Nepal is attractive destination for sight

seeing, for friendly and hospitable people with their peculiar culture and architecture. Therefore, existing Nepalese customs, festivals folkfore, museum, architecture and monuments should be preserved and improved for the promotion of tourism.

**Table 9.1.11**  
**Classification of Tourists with their Purposes to Visit Nepal**

S. No.	Purposes	Number	Percentage
1.	Mountaineering	9	3.7
2.	Trekking	81	33.5
3.	Pleasure/Sight Seeing	75	31.0
4.	Visiting friend/Relatives	18	7.4
5.	Business/Officials	5	2.1
6.	Academic	5	2.1
7.	Pilgrimages	3	1.2
8.	Diplomatic Assignments	4	1.6
9.	Rafting	16	6.6
10.	Others	26	10.7
	Total	242	100

*Note: The percentages are calculated on the basis of the total number of response rather than the total sample due to the multiple responses.*

*Source: Field Survey, 2005*

Most of the tourists come to Nepal for trekking purpose which comprises 33.5 percent and followed by 31.0 percent for pleasure/sight seeing. Tourists for visiting/friends/relatives are of 7.4 percent whereas the tourists for rafting are 6.6 percent and for mountaineering and expedition are 3.7 percent of the total. Nepal as a destination for adventure travel, Trekking, Rafting and mountaineering are the activities that the tourists prefer to participate in Nepal which comprises altogether 43.8 percent of the total sample. Snowy peaks, mountains, flora and fauna, unforgettable historical and cultural heritage of the country, attract the tourists for pleasure and sight seeing which hold second position in percentage of sample visitors. In this context, existing flora and fauna; historical and cultural heritage; customs, festivals, and folkfore etc should be preserved and developed to attract tourist and it also should give more attention to protect the environment of snowy peaks and the mountains to increase potential tourists from aboard.

**Table 9.1.12**  
**Types of Accommodation Selected by the Visitors**

(n=122)

S. No.	Types of Accommodation	Number	Percentage
1.	Star Hotels	17	12.0
2.	Non-Star Hotels	37	26.1
3.	Lodges	48	33.8
4.	With friends/Relatives	5	3.5
5.	Tourist Bungalows	7	4.9
6.	Other	28	19.7
	Total	142	100

*Note: The percentages are calculated on the basis of the total number of response rather than the total sample due to multiple responses.*

*Source: Field Survey, 2005.*

Table 9.1.12 presents the types of accommodation selected by the visitors while they visit Nepal. Most of the tourists prefer lodges; (33.8 percent), non-star hotels by 26.1 percent and star rated hotels by 12 percent respectively. It reveals that majority of tourists in sample have been found to prefer lodges to stay in Nepal whereas only 4.9 percent prefer tourist bungalows and 3.5 percent prefer to live with their friends and relatives. In this regard, it is also notable that the entire tourists always don't live in only one accommodation; they may seem to be shifting according to their requirements and needs. In this context, various types of accommodation facilities with quality service should be improved in the country to give more choosing opportunities for the tourists as their demand. Accommodation facilities are one of the tourism infrastructures which are essential with quality service for the attraction of the tourists. Hence, the government should pay more attention to improve accommodation facilities inside and outside of Kathmandu valley for their better satisfaction.

**Table 9.1.13**  
**Perception of Tourists Regarding Aailed Facilities and Services**

S. No.	Perception	Number	Percentage
1.	Satisfied	81	66.4
2.	Unsatisfied	9	7.4
3.	Neither satisfied nor unsatisfied	25	20.5
4.	N/A	7	5.7
	Total	122	100

*Source: Field Survey, 2005.*

Table 9.1.13 presents the perception of visitors regarding availed facilities and services in Nepal. It includes all the facilities and services such as transportation, communication, health care centers, drinking water, electricity facilities, shopping centers, night life, quality service, accommodation, food and beverages, sports, trekking, rafting, mountaineering etc. Among the total sample, 81 tourists (66.4 percent) were satisfied with the neither existing facilities and services whereas 7.4 percent were dissatisfied and 20.5 percent were neither satisfied nor didsatisfied. It reveals that around 65percent tourists are fully satisfied with the facilities and services available in Nepal whereas rest 35 percent are not fully satisfied in anyway. Similarly, of 5.7 percent tourists have no any response about it. It means there is no adequate facility and services in Nepal as the tourists expect. Therefore, it is inevitable to improve existing facilities and services in every field of tourism to provide them more satisfaction. Most of the tourist destinations should be facilitated with quality service according to international standard to increase tourism potentialities in all over the country.

Table 9.1.14 presents the duration of tourists' stay in Nepal. The duration of tourists' stay plays vital role in foreign exchange earning and employment generation in the nation. It expresses the demand for tourism in host country. If their duration of stay is lengthened, more foreign currency may be earned and employment opportunities can also be extended, although the tourist flow is constant. Majority of the tourists spend 7 to 9 days in Nepal that is 39.2 percent but 29.5 percent of tourists spend 10-15 days.

**Table 9.1.14**  
**Length of Stay of Tourists**

<b>S. No.</b>	<b>Duration of day</b>	<b>Number</b>	<b>Percentage</b>
1.	1-3 days	3	2.5
2.	4-6 days	10	8.2
3.	7-9 days	48	39.2
4.	10-15 days	36	29.2
5.	15 days over	25	20.5
	Total	122	100

*Source: Field Survey, 2005.*

Similarly, the Table presents 2.5 percent of tourists spend 1 to 3 days and 8.2 percent tourists spend 4 to 6 days whereas 20.5 percent spend 15 days over in various destinations of Nepal. Therefore, more efforts should be made to lengthen visitors' duration of stay in various interested areas of tourists and should be extended more new tourist spots to visit and revisit. More facilities and quality services should be provided for tourists to lengthen their duration of stay, especially in tourist destination area all over the country. Publicity and advertisements assist to increase potential tourists from all over the world but to lengthen the duration of stay, there should be more facilities and quality services in tourist areas which are inevitable to promote tourism in the country. Most of tourists are still concentrated in Kathmandu, Pokhara, Chitawan, Lumbini and in a few trekking routes simply because of inadequacy of other tourist destination. In this regard, many more new tourist destinations should be established in all over the country with modern facilities and quality services to lengthen their duration of stay.

As far as the causes of low female employment in tourism sector is concerned, Majority of tourists (21.1 percent) viewed to male dominance as the main cause of low female employment in tourism and followed by 19.4 percent viewed the cause, lack of education. Similarly, existing custom, religion, caste system, lack of training and working time factors are viewed by 17.9, 16.2, 8.5, 5.4 and 4.3 percent of visitors respectively of the total number of responses. Similarly, 2.6 percent tourists opined the prostitution whereas 1.4 percent viewed low salary as the main factor of low female employment in tourism. However, majority of the tourists are convinced with four major factors as male dominance, lack of education, custom and religion as the

main causes of low female employment in tourism which comprises altogether 74.6 percent of the total number of responses. According to them, male dominance is high because of the low female literacy rate existing in Nepal. Therefore males as well as females should be equally behaved in practice in every sector of the country. To strengthen them economically, they should be educated and trained at first and should be given more emphasis on job opportunity. Quality education and training may minimize or avoid the obstacles/superstitions of custom, religion and caste factor and facilitate more job opportunity for the females. Hence, avoiding male dominance, quality education and job-oriented trainings should be provided to female to increase female employment in tourism field.

**Table 9.1.15**  
**Perception of Tourists Regarding Low Female Employment**  
**(n=122)**

S. No.	Causes of Low Female Employment	Number	Percentage
1.	Religion	57	16.2
2.	Custom	63	17.9
3.	Caste	30	8.5
4.	Education	68	19.4
5.	Training	19	5.4
6.	Low salary	5	1.4
7.	Time factor	15	4.3
8.	Prostitution	9	2.6
9.	Male dominance	74	21.1
10	Others	11	3.1
	Total	351	100

*Note: The percentages are calculated on the basis of the total number of tourist's responses rather than the total sample due to the multiple responses.*

*Source: Field Survey, 2005.*

Quality education and job-oriented trainings are the major keys to generate more job opportunities. In this respect, Majority of tourists (20.0 percent) suggest to provide hotel management training to the females to generate female employment opportunities in tourism. Similarly, trainings of Transportation/Airlines/Ticketing, Computer education, Travel/Trekking/Rafting, Garment/Carpet/Pashmina and kitchen

work are also recommended by 17.3, 15.7, 15.2, 8.9 and 8.4 percent respectively of the total number in survey. In this regard, laundry and cleanliness and Cargo/Export/Import trainings were also recommended by 7.5 and 6.7 percent visitors respectively. All of the trainings have equal value but the visitors recommended as their perception and personal thinking. However, all of them are convinced to provide appropriate trainings for the female before they join the specific job in tourism field. Without specialized training, productive skill cannot be developed. So, it is inevitable to provide any types of training for the female to generate employment opportunities in tourism.

**Table 9.1.16**  
**Tourist's Perception Regarding the Types of Training for Female**

(n=122)

S. No.	Types of Trainings	Number	Percentage
1.	Kitchen Work	35	8.4
2.	Laundry and Cleanliness	31	7.5
3.	Computer Education	65	15.7
4.	Travel/Trekking/Rafting	63	15.2
5.	Transport/Airlines/Ticketing	72	17.3
6.	Hotel Management	83	20.0
7.	Garment/Carpet/Pashmina	37	8.9
8.	Cargo/Export/Import	28	6.7
9.	Language & other	1	0.2
	Total	415	100

*Note: The percentages are calculated on the basis of the total number of the responses rather than the total number due to multiple responses.*

*Source: Field Survey, 2005.*

**Table 9.1.17**  
**Perception of Tourists Regarding Choice of Services in Gender Basis**

(n=122)

S. No.	Tourism Sector	No. of Response			Percentage of Response		
		Male	Female	Total	Male	Female	Total
1.	Trekking	57	45	102	55.9	44.1	100
2.	Travel	29	74	103	28.2	71.8	100
3.	Rafting	58	18	76	76.3	23.7	100
4.	Mountaineering	43	21	64	67.2	32.8	100
5.	Shopping	26	74	100	26.0	74.0	100
6.	Hotel	38	60	98	38.8	61.2	100
7.	Lodges	31	61	92	33.7	66.3	100
8.	Casinos	32	40	72	44.4	55.6	100
9.	Sight seeing	41	53	94	43.6	56.4	100
10.	Wild life visit	50	32	82	61.0	39.0	100
11.	Others	37	47	84	44.0	56.0	100
12.	N/A	--	--	28	--	--	100

*Note-* The percentages are calculated on the basis of the total number of response rather than the total sample of multiple response.

*Source:-* Field Survey 2005.

Table 9.1.17 presents the perception of tourists regarding choice of services on gender basis. In this regard, 74 percent tourists liked female services in shopping centers whereas 71.8 percent prefer female services in travel sector. Besides adventure tourism such as trekking, rafting, mountaineering and wildlife visits, more than 50 percent tourists demanded female services in rest of other sectors of tourism than males. Female services in lodges, hotels, sightseeing and casinos are preferred by 66.3, 61.2, 56.4 and 55.6 percent tourists respectively than the male services in those sectors of tourism. It reveals that they are more attracted with Nepalese female services than the males. It was the response of tourists asked, whose (male or female) services they like most, was the quarry. Most of them like female services in various field of tourism besides adventure. It was noted that 51.6 percent respondents were female tourists that might be one of the causes of liking for female service. However, it reveals that most of the sample tourists prefer female services in most of the areas



of tourism industry. It may also help to generate female employment opportunity in tourism and to provide satisfactory services to the visitors as their wish.

**Table 9.1.18**  
**Tourist's Opinion with Regard to Female Employment**

(n=122)

S. No.	Tourism Sector	Number				Percentages			
		S	B1	B2	Total	S	B1	B2	Total
1.	Trekking	42	17	12	71	59.2	23.9	16.9	100
2.	Travel	29	31	29	89	32.6	34.8	32.6	100
3.	Rafting	40	4	--	44	90.9	9.1	--	100
4.	Mountaineering	39	7	--	46	84.8	15.2	--	100
5.	Shopping	29	29	28	86	33.7	33.7	32.6	100
6.	Hotel/Lodges	28	26	29	83	33.7	31.3	34.9	100
7.	Casino	16	23	12	51	31.4	45.1	23.5	100
8.	Sight seeing	23	25	6	54	42.6	46.2	11.1	100
9.	Wild life visit	28	24	8	60	46.7	40.0	13.3	100
10	Night life	21	21	12	54	38.9	38.9	22.2	100
11.	Camping	29	17	8	54	53.5	31.5	14.8	100

*Note: The percentages are calculated on the basis of the total number of response rather than the total sample due to multiple responses. 'S' stands for satisfactory, 'B1' stands for better and 'B2' for best.*

*Source: Field Survey, 2005.*

Table 9.1.18 presents the tourists opinion with regard to female employment in various sectors of tourism. Which sector of tourism is appropriate for the female? Was the main quarry to the respondents? Out of 71 tourists, 59.2, 23.9 and 16.9 percent ranked female employment in trekking area of tourism as satisfactory, better and best respectively. Similarly, out of 89 respondents, 32.6, 34.8 and 32.6 percent recommended female involvement in travel sector, satisfactory, better and best respectively. None of the respondents ranked as best in adventurous tourism such as rafting and mountaineering etc. Most of the respondents ranked female employment as the best in shopping, hotel/lodges and casinos; they were 32.6, 34.9 and 23.5 percent of the 86, 83 and 51 respondents respectively. As a whole most of the opinion of tourists seems positive with regard to female employment in tourism sector besides

the adventurous tourism. According to them shopping, travel, hotel and lodges are more favorable sector for the females.

**Table 9.1.19**  
**Response Regarding to Re-visit Nepal**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	109	89.3
No	9	7.4
N/A	4	3.3
<b>Total</b>	<b>122</b>	<b>100</b>

*Source: Field Survey, 2005.*

Out of total sample, 89.3 percent responded expressed their liking re-visit Nepal. It shows that they are attracted to this country because of its natural beauty with hospitable people and quality service. It means after going backing from Nepal they have keen interest to revisit this country also they prefer to may refer their friends or relatives to visit Nepal. It shows the more potentialities of tourism in Nepal. On the country, 7.4 percent of the totals don't like to re-visit Nepal and 3.3 percent don't have any response. However, most of the tourists are satisfied while they are visiting this country. So, it is essential to be some done additional forts by the country to attract more tourists.

**Table 9.1.20**  
**Response Regarding the Feelings on Short Duration of Visit**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	43	35.2
No	65	53.3
N/A	14	11.5
<b>Total</b>	<b>122</b>	<b>100</b>

*Source: Field Survey, 2005.*

Table 9.1.20 presents that the feelings of sample tourists about their duration of visit in Nepal. Of the total sample 35.2 percent expressed that their visit was short because of various factors. They could not visit all of the interested destinations of the country whereas 53.3 percent expressed the duration of visit was sufficient. Similarly, 11.4 percent had no response to the questionnaire. However, more than 40 percent

tourists feel their duration of visit was short. They who felt short period of time of visit of various destinations of Nepal, might have been either interested to revisit the country as far as possible or they could not pass their days of visit as per their interest.

**Table 9.1.21**  
**Responses Regarding the Reasons for Making Short Visit in Nepal**

(n=43)

<b>Response / Reasons</b>	<b>Number</b>	<b>Percentages</b>
Lack of recreational facilities	9	20.9
Difficult to reach the spot	3	7.0
Lack of night life	2	4.6
Only few tourists spot to visit	11	25.6
Lack of good shopping centre	4	9.3
Lack of good Services	2	4.6
Others	10	23.3
N/A	2	4.6
<b>Total</b>	<b>43</b>	<b>100</b>

*Source: Field Survey, 2005.*

Out of total sample, 43 (35.2 percent) respondents felt short visit to Nepal. Among them, 25.6 percent showed the reason that there were ‘only few tourist spots to visit’ whereas 20.9 percent expressed the cause of ‘lack of recreational facilities’. Similarly, 9.3 percent expressed ‘Lack of good shopping centre’ and 7.0 percent has shown the reason of ‘difficult to reach the spot’. ‘Lack of high life’ and ‘Lack of good services’ were also expressed as reasons by 4.6 percent of tourists. It shows that out of 122 tourists, 43(35.2 percent) had short visit because of the various deficiency in tourism sector. As far as short visit is concerned, lacks of various things in tourism are the main reasons which play vital role to create hindrance of tourism potentialities in the country. It reveals that additional efforts and attention should be provided in this sector.

**Table 9.1.22**  
**Response Regarding Fulfillment of Tourists Expectation**

<b>Expectation</b>	<b>Number</b>	<b>Percentages</b>
Totally Fulfilled	83	68.0
Totally Unfulfilled	13	10.7
Partial	2	1.6
N/A	24	19.7
Total	122	100

*Source: Field Survey, 2005.*

Fulfillment of tourist's expectation is the symbol of the development of tourism in country. Table 8.1.22 presents the response regarding fulfillment of tourist's expectation visiting Nepal. Of the total sample, 83(68.0 percent) tourists expressed their positive view as they had expected fulfillment whereas 13 (10.7 percent) expressed as negative view to it. Similarly, 1.6 percent had partial fulfillment of their expectation whereas 24 (19.7 percent) had not any response about it. It seems that most of the tourists are satisfied with visiting Nepal. However there is not hundred percent of satisfaction at all. It reveals that more efforts should be done to satisfy the tourists in country.

### **9.1.1 Tourist's Suggestions Regarding Improvement of Facilities and Services Available in Nepal.**

Regarding the improvement of existing facilities and services available in Nepal, tourists have provided some suggestions which may be more useful to make policy in regard to promotion of tourism. Some of the major suggestions are given as below.

- It would undoubtedly be better if the overall construction of concentrate buildings was stopped and started using more traditional timber and stone buildings.
- The rivers are to be cleaned also the streets around and poor areas are not to be neglected.
- Medium styles of guest houses are required.

- Modern toilets, bathrooms with 24 hour hot shower system, pavements, or foot path selling goods with prices, pollution controlled vehicle and the facilities of post offices are required.
- Traffic problems and pollution in Kathmandu valley are to be well managed.
- Good hospitals having 24 hours services with reasonable prices, guarantee for quality of food, better hygienic restaurants, availability of pure drinking water should be managed.
- Wide and smooth roads having regular bus service from airport to central Katmandu, less noisy traffic and Thamel; a car Free area should be should be declared.
- Western films and exhibitions for foreigners, cultural centers and theatres and more should be managed.
- Better immigration service, easy long-term visa, and facilities of ATM and visa card are required.
- While trekking, pure drinking water stations more standard shopping centers and more variety of stores should be managed.
- Female as well as male employments in various sectors of tourism are required.
- To manage dumping side to lessen of environmental problems in cities and country side.
- Use of solar in mountainous area is needed in order to protect forests.
- More reliable information centers in local area for travelers, respectable behavior with travelers, more co-operations and friendliness are needed for the betterment of tourism.

The Table 9.1.23 presents that 14.8 percent tourists expressed their views as no difference between male and female services in tourism whereas 10.7 percent prioritized to female on the basis of their sweet voice and more gentleness than males. Similarly, 9.9 percent had chosen female services because of their kind and polite nature than males. In this regard, 11.2 percent viewed that female service is more selective than males because female visitors like female services. According to them,

female are more preventive, safer, and more pleasant and likeable than male especially for the female visitors. Similarly, 8.8 percent expressed that female were friendlier/sociable they were less aggressive that was expressed by 8.1 percent, 7.3 percent found female. Similarly, 6.5 percent thought them more disciplined, 5.7 percent of them express the liking of female employees by the male visitors. 4.7 percent visitors found them more sincere/responsible in job.

**Table 9.1.23**  
**Tourists Perception Regarding Female Services in Tourism**

(n=122)

<b>Response to Female</b>	<b>Number</b>	<b>Percentage</b>
More Kind & Polite	38	9.9
Sweet Voice/More Gentle	41	10.7
More Talkative	5	1.3
More Disciplined	25	6.5
Less Aggressive	31	8.1
More Attractive	28	7.3
More Laborious	17	4.4
More Friendlier/Social	34	8.8
More Sincere/Responsible in Job	18	4.7
Female Visitors Like Them	43	11.2
Male Visitors Like Them	22	5.7
Don't Like Female Services	4	1.0
No Difference between Male & Female	57	14.8
Don't Know/Can't Say	9	2.3
Others	12	3.1
<b>Total</b>	<b>384</b>	<b>100</b>

*Note: The percentages are calculated on the basis of total response of tourists rather than total sample due to the multiple responses.*

*Source: Field Survey, 2005*

However, most of the visitors viewed that female were more preferable than male by their special nature and characteristics. Some of them viewed that female were gentle, polite, honest, disciplined, sincere and responsible than males. Most of the female visitors opined that it would be easier to talk and behave with females in trekking, mountaineering, camping, and sight seeing, guiding, and shopping and in doing other so many activities. According to western female visitors, male and female service was of the same value. So, it would be nice to have more female services around here. However, most of the visitors, either male or female, liked female services. So, it is inevitable to increase more female employees in tourism sector.

**Table 9.1.24**  
**Tourists' Suggestions to Increase Female Employment**

(n=122)

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Provide Quality Education	63	16.2
Provide Job Oriented Trainings	72	18.5
By Awareness Program	46	11.8
Avoid Male Domination	31	8.0
Provide Social Freedom	28	7.2
Change Culture/ Custom/ Tradition	22	5.7
Change Legal and Economic Status	36	9.2
Attractive Income and Encouragement	31	8.0
Minimum Quota Should be Provided in Job	7	1.8
Family Support	29	7.5
Don't Say/ Can't Say	11	2.8
Others	13	3.3
<b>Total</b>	<b>389</b>	<b>100</b>

*Note: The percentages are calculated on the basis of tourists' response rather than total sample of tourists due to multiple responses.*

*Source: Field Survey, 2005*

Table 9.1.24 presents that out of the total, 18.5 percent suggested providing job-oriented trainings whereas 16.2 percent referred to provide quality education to the female. Similarly, 11.8 percent tourists opined that by awareness program would

increase female employment in tourism whereas 9.2 percent argued the need of changing legal and economic status. In this regard, many suggestions were given by the tourists. 8.0 percent of them advised to avoid male dominancy. 8.0 percent of them talked about the need of attractive income and encouragement, 7.5 percent emphasized on family support. Similarly, 7.2 and 5.7 percent of them focused on social freedom and the change of culture, custom and traditions respectively.

Some of them suggested providing minimum quota in job for the females. However, all of the suggestions of respondents seem to be the basic foundations to increase the female employment in the country. Tourism business depends upon the increment of the number of tourists. Since, tourists' have attitude to increase the number of female employment in tourism it is to be carefully thought.

**Table 9.1.25**

**Tourists' Opinion to Measure the Problems of Low Female Employment**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Through Workshop/ Research	52	13.6
Quality Education	62	16.2
Trainings	64	16.7
Cultural Programs	21	5.5
Awareness Programs	39	10.2
Extending Cottage and Small Industries	42	11.0
Attractive Salary and Facilities	26	6.8
Family Support	27	7.0
Social Attitude Toward Female	17	4.4
Don't Know/ Can't Say	11	2.9
Others	22	5.7
<b>Total</b>	<b>383</b>	<b>100</b>

*Note: The percentages are calculated on the basis of total responses of tourists rather than the total number of sample due to the multiple responses.*

*Source: Field Survey, 2005*

Table 9.1.25 presents that 16.7 percent tourists have the opinion of the requirement trainings and quality education and 16.2 percent are to measure the problems of low female employment. Similarly, 13.6 percent suggested to make workshops/research programs whereas 11.0 percent focused on the extension of extend cottage and small



scale industries, 10.2 percent had the opinion of the need of awareness programs as the tool for measuring the problems. In this regard some of them felt the need of family support, attractive salary and facilities, cultural programs and dynamic social attitudes toward the females to generate more employment opportunities in this sector. However, most of the respondents focused on quality education, trainings, workshop and research.

**Table 9.1.26**  
**Satisfaction of Tourists While Staying in Nepal**

(n=110)

<b>Types of accommodation</b>	<b>Satisfied</b>	<b>Unsatisfied</b>	<b>Neither Satisfied nor Unsatisfied</b>	<b>Total</b>
Star hotels	12 (75.0)	1 (6.3)	3 (18.7)	16 (14.5)
Non star hotels	23 (63.9)	4 (11.1)	9 (25.0)	36 (32.7)
Lodges	34 (72.3)	5 (10.6)	8 (17.0)	47 (42.7)
Friends/Relatives	3 (75.0)	--	1 (25.0)	4 (3.6)
Tourist bungalow	2 (28.6)	2 (28.6)	3 (42.9)	7 (6.4)
<b>Total</b>	<b>74 (67.3)</b>	<b>12 (10.9)</b>	<b>24 (21.8)</b>	<b>110 (100)</b>

*Note: Figures in parenthesis represent the percentages of the total.*

*Source: Field Survey, 2005*

Table 9.1.26 presents the satisfactory level of tourists while they were staying in Nepal. Out of the total 122 tourists, only 110 were the respondents whereas rest of them remained out of contact. Among 110 tourists, 14.5 percent expressed their views of satisfaction while they spent their time in star hotels. Out of total, 67.3 percent were fully satisfied, 10.9 percent were fully unsatisfied and 21.8 percent were neither satisfied nor unsatisfied. The whole percentages of the table have been computed on the basis of total. Among them, most of tourist used lodges that is, 42.7 percent and 32.7 percent used non-star hotels, 14.5 percent used star hotels 6.4 percent used tourist bungalow and 3.6 percent were with their friends/relatives. According to the table, most of the tourists were satisfied with the service of star hotels and 75 percent were content living with friends/relatives and 73.3 and 63.9 percent were satisfied with service of lodges and non-star hotels respectively. In this respect, very low

percentages of tourists were satisfied in tourist bungalow that is 28.6 percent only. Similarly, maximum dissatisfied percentage of tourist in tourist bungalow was 28.6 percent. 11.1 percent had dissatisfaction with non-star hotels. 10.6 And 6.3 percent of tourists were not satisfied with the service of lodges and star hotels respectively. It shows that quality services should be provided to satisfy them. Hence, many more efforts should be done to provide good services to tourists.

**Table 9.1.27**  
**Purpose of Visit and Fulfillment of Expectation of Tourist**

(n=122)

Purpose of Visit	Fulfillment of Expectation		
	No	Yes	Total
Mountaineering	1 (12.5)	7 (87.5)	8 (4.2)
Trekking	9 (13.4)	58 (86.6)	67 (35.3)
Business/Officials	1 (50.0)	1 (50)	2 (1.1)
Pilgrimages	--	2 (100)	2 (1.1)
Academic	1 (20.0)	4 (80)	5 (2.6)
Diplomatic and assignments	--	4 (100)	4 (2.1)
Pleasure and Sight-Seeing	5 (8.6)	53 (91.4)	58 (30.5)
Visiting relatives/ friends	2 (18.2)	9 (81.8)	11 (5.8)
Rafting	2 (18.2)	9 (81.8)	11 (5.8)
Others	4 (18.2)	18 (18.8)	22 (11.6)
Total	25 (13.2)	165 (86.8)	190 (100)

*Note: Figures in parenthesis represent the percentages of total. The percentages are calculated on the basis of total number of responses rather than total sample due to the multiple responses.*

*Source: Field Survey, 2005*

Table 9.1.27 presents the relationship between the purposes to visit Nepal and their expectation fulfillment of the tourists. Maximum tourists have trekking purpose by 35.3 percent and followed pleasure/sight seeing by 30.5 percent, visiting relatives/friends and rafting by 5.8 percent. Similarly, tourists with purposes of mountaineering were 4.2 percent, academic and diplomatic/assignments were 2.6 percent and 2.1 percent respectively. Tourists who have visited Nepal with the purpose of pilgrimages and diplomatic/assignments fulfilled their 100 percent expectations which was the highest percentage of the total. Similarly, except the

tourist with purpose of business/ officials, rest of all the tourists with various purposes fulfilled more than 80 percent their expectations while visiting Nepal. It shows that more than 80 percent tourists were satisfied when they returned from Nepal.

**Table 9.1.28**  
**Preferences and Satisfaction of Tourists**

<b>Preferences</b>	<b>Satisfied</b>	<b>Unsatisfied</b>	<b>Neither Satisfied nor Unsatisfied</b>	<b>Total</b>
Museums, architecture and monuments	36 (80)	2 (4.4)	7 (15.6)	45 (19.4)
Customs, festivals and folk fore	39 (76.5)	3 (5.9)	9 (17.6)	51 (22.0)
Seeing and meeting people	59 (71.1)	5 (6.0)	19 (22.9)	83 (35.8)
Night life, dancing club and casinos	5 (62.5)	--	3 (37.5)	8 (3.4)
Shopping	11 (78.6)	2 (14.3)	1 (7.1)	14 (6.0)
Sports	14 (77.8)	4 (22.2)	--	18 (7.7)
Others	8 (61.5)	2 (15.4)	3 (23.1)	13 (5.6)
<b>Total</b>	<b>172 (74.1)</b>	<b>18 (7.8)</b>	<b>42 (18.1)</b>	<b>232 (100)</b>

*Note: Figures in parenthesis represent the percentages of total. The percentages are calculated on the basis of total number of responses rather than the total samples due to the multiple responses.*

*Source: Field Survey, 2005*

Table 9.1.28 presents the relationship between the preferences of the visitors and their satisfactory level while visiting in Nepal. Tourists with preferences for museums/architecture/monuments were maximum satisfied by 80 percent, 78.6 percent of tourists were with their preferences for shopping. Similarly, 77.8 percent for and 76.5 and 71.1 percent of visitors were with the preferences for sports customs/festivals/folk fore, seeing/meeting respectively. Out of the total, 74.1 percent were fully satisfied whereas 7.8 percent were fully unsatisfied and 18.1 percent were neither satisfied nor unsatisfied. Out of the total, 35.8 percent had the preferences for seeing and meeting people, 22.0 percent had the preferences for custom/festivals/folkfore and 19.4 percent had for the museums/architecture/monuments as the first, second and third priority. Similarly,

preferences on night life/dancing club/casinos were very low by 3.4 percent only. It is notable that 60-80 tourists were satisfied with their preferences. It shows that additional efforts should be done to satisfy the visitors more.

**Table 9.1.29**  
**Purpose to Visit and Tenure of Stay of Tourists**

Purpose to Visit	Tenure of Stay					
	1-3 day	4-6 day	7-9 day	10-15 day	15 day above	Total
Mountaineering	--	--	4(44.4)	3(33.3)	2(22.2)	9(3.7)
Trekking	--	7 (8.30)	33(39.3)	24(28.6)	20(23.8)	84(34.3)
Business/Officials	--	--	1(20.0)	3(60.0)	1(20.0)	5(2.0)
Pilgrimages	1 (33.3)	--	1(33.3)	--	1(33.3)	3(1.2)
Academic	--	1 (20.0)	3(60.0)	1(20.0)	--	5(2.0)
Diplomatic and assignments	--	--	3(50.0)	3(50.0)	--	6(2.4)
Pleasure and Sight-Seeing	1 (1.3)	9 (11.8)	33(43.4)	21(27.6)	12(15.8)	76(31.0)
Visiting relatives/friends	1 (5.5)	2 (11.1)	9(50.0)	4(22.2)	2(11.1)	18(7.3)
Rafting	--	--	4(33.3)	6(50.0)	2(16.6)	12(4.9)
Others	--	2 (7.4)	9(33.3)	10(37.0)	6(22.2)	27(11.0)
Total	3 (1.2)	21 (8.6)	100(40.8)	75(30.6)	46(18.8)	245(100)

*Note: Figures parenthesis represents the percentages of total. The percentage is calculated on the basis of total number of responses rather than the total samples due to the multiple responses.*

*Source: Field Survey, 2005*

Table 9.1.29 presents the relationship between purpose of the tourist to visit and the tenure of stay. Out of the total, maximum tourists spent from 7 to 9 days by 40.8 percent. 30.6 percent spent 10 to 15 days 18.8 percent spent more than 15 days, 4 to 6 days were spent by 8.6 percent and a few tourists; 1.2 percent only spent 1-3days in Nepal. Out of the total, 33.3 percent tourists with the purpose of pilgrimages spent more than 15 days in Nepal and 23.8 percent for trekking, 22.2 for mountaineering and 20 percent of tourists for business/officials respectively. According to the table, tourists with the purpose of mountaineering, business/officials,

diplomatic/assignments and rafting spend more than 7 days in Nepal whereas tourists come to visit Nepal with the purpose of academic and diplomatic/assignments don't not spend more than 15 days in Nepal. It shows that there is a keen relationship between the purpose of visit and the tenure of stay of the tourists. Tourists, who spend more time visiting Nepal, play vital role in tourism.

### **9.1.2 Tourists' View Regarding the Prospects of Female Employment in Tourism**

Out of the sample, 60 (49.2percent) tourists did not response about the prospects of female employment in tourism of Nepal whereas 62 (50.8percent) viewed regarding it. In this context, most of their opinions regarding the prospects of female employment in tourism are given exactly as below.

- It will be better for female employees to deal with the tourists as they are more understanding, intelligent and co-operative.
- With education, training and with the changing of attitudes towards the female employment in the tourism sector, there will be more females employed in the future. Society is accepting that education for females will bring equal opportunities for them in tourism.
- Hopefully within the next five years, it would be good to see more women employed in tourism sector in Nepal as this would make more equal and therefore more productive balance.
- Women can do any types of job as men as they are more honest and trustworthy. So, there should be no barriers for women in this sector.
- Females are good in direct dealings with tourists as they are straight forward, honest and creative in office, ticketing, hotel management and other guest relation offices.
- Equality is created through education and advertisement. Nepal as being a democratic country should create equal opportunity for women even in tourism by encouraging them to be employed with the emphasis on the required training for the job. Equal wages to both males and females are also needed to provide for the same kind of job.

- If more women are trained and given better wages they will work in the tourism sector.
- More female service in tourism will increase female independency. Female can also enlarge their skills and do responsible jobs. They will become less fragile and more valuable.
- There are some good opportunities for women in trekking and guiding, as a lot of people like a female guide to visit tourist places as well as a trekking guide.
- Female employment is being increased and that the Nepalese economy learns to value the work of woman and hence increase/stimulate the womans' work.
- Nepalese society is traditional and male dominated which take more time to change positive attitude towards the female employment in tourism.
- Women are as capable as men. However, traditional society, customs and other factors need to be overcome.
- First, young women who have strong desire to learn and get job should go abroad. The government or association must be a financial sponsor for them. They can learn not only language but also how to manage the business and how to treat the guests; with hospitality and sincerity etc.
- Whenever a business is belonged to a family, the woman is one who does everything, giving service, being the best cook but on the trek, as we see many women that serve us at a town, not even one.
- Like every country should so society in Nepal has to admit that women can do quite every kind of job and women have to be aware of it and try to do their best to change mentalities.
- The female services are very important because there are people who prefer doing business with women.
- It is nicer to be welcomed by a woman, when a woman is making food it is mostly different from a man, woman should be trained to assist in this sector.

## 9.2 Employers' Response

### 9.2.1 Selected Employers as the Respondents

In regard to the study of the problems and prospects of female employment in tourism industry, certain employers were selected using judgemental sampling as the respondents. Among them, most of the employers were engaged in any one of the agencies or institutions related with tourism industry. The Table 9.2.1 presents the selected number of employers as the respondents.

**Table 9.2.1**  
**Selected Number of Employers as the Respondents**

S. No.	Area of Selection	Number	Percentage
1.	Tourism Associations	4	11.4
2.	Trekking/Expeditions	5	14.3
3.	Rafting Agencies	3	8.6
4.	Travel/Tour Agencies	6	17.1
5.	Cargo/Export/Import	4	11.4
6.	Hotels	6	17.1
7.	Shopping centers	1	2.9
8.	Garment/Cargo/Pasmina	1	2.9
9.	Massage centers	1	2.9
10.	Airlines	3	8.6
11.	Night clubs	1	2.9
	Total	35	100

*Source: Field survey 2005*

In this context, 35 employers were selected from various sector of tourism field. Out of the total, 4 (11.4 percent) head of different types of tourism related associations or agencies such as NATA, TAAN, HAN and Tourism Development Board, Thamel were selected as the employers. Similarly, 5 (14.3 percent) from trekking/expedition, 3 (8.6 percent) from rafting agencies, 6 (17.1 percent) from travel, 4 (11.4 percent) from cargo/export/import, 6 (17.1 percent) from hotels and 3 (8.6 percent) from different airlines and rest 4 (11.4 percent) from other sectors (such as shopping centers, Massage centers, Garment/Carpet/Pasmina and Night clubs) were selected as the respondents for the study.

**Table 9.2.2**  
**Number of Staffs in Selected Organizations**

(n=35)

S.No.	Description	Number	Percentage
1.	Trained Employees (Male/ Female)	131	47.5
2.	Untrained Employees (Male /Female)	145	52.5
	Total	276	100
1.	Male Employees	237	85.9
2.	Female Employees	39	14.1
	Total	276	100
1.	Basic Level (Male/Female)	79	28.6
2.	Middle Level (Male /Female)	130	47.1
3.	High Level (Male/ Female)	67	24.3
	Total	276	100
1.	Female Basic Level	19	48.7
2.	Female Middle Level	15	38.5
3.	Female High Level	5	12.8
	Total	39	100

*Source: Field Survey, 2005*

The Table 9.2.2 presents the status of employees in selected 35 organizations of the interviewed employers. Among 276 employees, 47.5 percent were trained and 52.5 percent were untrained whereas 85.9 percent were males and 14.1 percent were females in those 35 selected organizations. Similarly, among total 276 employees, 28.6 percent were working in low level whereas as 47.1 percent in middle level and 24.3 percent were in high level. By this way, out of total 39 female employees, 48.7 percent were working in low level whereas 38.5 percent in middle level and 12.8 percent in high level. The Table 8.2.2 presents that out of total (276) employees; only 5(1.8percent) employees were working in high level or in decision making level only.



**Table 9.2.3****Age of Selected Female Employees in Sample Organizations**

<b>Age of Employees</b>	<b>Number</b>	<b>Percentage</b>
Below 20 Years	3	7.7
20yrs-25yrs	12	30.8
25yrs-30yrs	13	33.3
30yrs-40yrs	5	13.3
40 over	3	7.7
N/A	3	7.7
<b>Total</b>	<b>39</b>	<b>100</b>

*Source: Field Survey, 2005*

In the 35 organizations, only 39 female employees were selected as sample to know their personal profile for the study. Table 7.3.2 presents those 7.7 percent female employees were of below 20 years in the organization whereas between 20-25 years age grouped employees were 30.8 percent and 25-30 years age grouped were 33.3 percent. Similarly, 30-40 years aged grouped were 13.3 percent and 7.7 percent employees were above 40 years old in the sample organizations. In this regard, 7.7 percent denied disclosing their age. However, most of the employees were of 20-30 years aged group that is 64.1 percent whereas below 20 years and above 40 years aged group were very low by 7.7 percent in the tourism related organizations.

**Table 9.2.4****Marital Status of Selected Female Employees**

<b>Marital Status</b>	<b>Number</b>	<b>Percentage</b>
Married	23	59.0
Single	13	33.3
Divorced	2	5.1
N/A	1	2.5
<b>Total</b>	<b>39</b>	<b>100</b>

*Source: Field Survey, 2005*

The above table presents the marital status of female employees working in those organizations. Among the 39 respondents, 59 percent were married and 33.3 percent were single, whereas 5.1 percent were divorced. Similarly, 2.5 percent had not any response. In Nepalese culture, marriage more or less has been a compulsion to male or

female. Male dominancy is high in Nepalese society. So, after marriage, most of the female employees change their occupation according to the attitudes and needs of the family.

**Table 9.2.5**  
**Service Year of Female Selected Employees in the Organizations**

<b>Service year</b>	<b>Number</b>	<b>Percentage</b>
Below one year	13	33.3
1yrs-2yrs	12	30.8
2yrs-3yrs	3	7.7
3yrs-above	9	23.1
N/A	2	5.1
<b>Total</b>	<b>39</b>	<b>100</b>

*Source: Field Survey, 2005*

The above table presents very low job experiences of female employees. According to the table 9.2.5, 33.3 percent employees have less than one year experiences whereas 30.8 have 1-2 years experiences in the organizations. 7.7 percent of females have 2-3 years experiences, whereas 23.1 percent have more than 3 yrs experiences in the organization. Around 70 percent female employees had less than 3 years experiences in tourism field. It shows that most of the female employees seem to change their occupation from this field to other if they got new opportunity. Hence, attraction of salary and facilities in this field should be increased to make them to continue to their job.

**Table 9.2.6**  
**Training Status of Female Employees in the Organization**

<b>Training Status</b>	<b>Number</b>	<b>Percentage</b>
Trained	3	7.7
Untrained	13	33.3
N/A	23	59.0
<b>Total</b>	<b>39</b>	<b>100</b>

*Source: Field Survey, 2005*

The Table 9.2.6 presents that only 7.7 percents female employees were trained in the organizations whereas 33.3 percent were untrained and 59 percent had not any

response. It shows that a trained female employee seems very low. Maximization of untrained employees provides low quality of service in this field. Tourism business depends on quality service by the organization. Only quality services can satisfy them. So, all of the employers should pay their attention to this sector to providing high quality of services in this sector.

**Table 9.2.7**  
**Educational Status of Female Employees**

<b>Education Level</b>	<b>Number</b>	<b>Percentage</b>
Illiterate	--	--
Simple Literate	7	17.9
SLC	4	10.3
Intermediate	11	28.2
Diploma	8	20.5
Degree & Over	3	7.7
N/A	6	15.4
Total	39	100

*Source: Field Survey, 2005*

Education is inevitable in every aspects of employment. The Table presents that 17.9 percent of female employees were simple literate or under SLC and 10.3 percent were SLC passed. Similarly, 28.2 percent were of Intermediate level, 20.5 percent of Diploma level and 7.7 percent of Degree level or more were working in the organization. Not only formal education but also trainings on specific job would be required to provide quality service. Education research and trainings are compulsory for a person to be qualified. Hence, most of the educated employees should be trained as the basic requirement. In this regard, about 50 percent employees were of Intermediate and Diploma level which is praiseworthy but the employees of degree level were very low that was only 7.7 and 15.4 percent of females had no response in regard to their study.

Table 9.2.8 presents about the basic salary of female employees working in the organization as below; 35.9 percent of female employees get NRs 2000 salary, whereas 30.8 percent are working in NRs 2000 to 3000. Similarly, NRs 3000 to 4000 has been received by 5.1 percent and NRs 4000 to 5000 by 5.1 percent. Similarly, 7.7 percent employees receive NRs 5000 to 10,000 and 15.4 respondents had not any

response about their salary. It shows that salary level seems very poor to the employees who is unable to satisfy and attract them. Hence, most of the employers should give more attention to the survivable salary for the female.

**Table 9.2.8**  
**Basic Salary of Female Employees in the Organizations**  
(Salary in NRs)

<b>Basic Salary</b>	<b>Number</b>	<b>Percentage</b>
Below 2000	14	35.9
2000-3000	12	30.8
3000-4000	2	5.1
4000-5000	2	5.1
5000-10,000	3	7.7
10,000-Over	--	--
N/A	6	15.4
<b>Total</b>	<b>39</b>	<b>100</b>

*Source: Field Survey, 2005*

Table 9.2.9 presents that 23.1 percent of female employees are getting facilities of meal/breakfast/lunch from the working organizations and 15.4 percent can get extra cash as the facilities and 15.4 percent can get sick leave.

**Table 9.2.9**  
**Allowances and other Facilities of Female Employees**

<b>Allowances/Facilities</b>	<b>Number</b>	<b>Percentage</b>
Tiffin	1	2.6
Meal/Breakfast/Lunch	9	23.1
Cash	6	15.4
Sick Leave	6	15.4
Medical Facilities	3	7.7
Insurance	2	5.1
Others	2	5.1
N/A	10	25.6
	39	100

*Source: Field Survey, 2005*

Similarly, Medical facilities had been provided to 7.7 percent of female employees, whereas insurance provision was for 5.1 percent. Similarly, 5.1 percent of female employees could get other facilities more than mentioned above and 25.6 percent were response less. Some of them were getting tiffin facilities also. Salary and extra facilities provided more attraction to the employees but the types of allowances and facilities were different in different organizations as per their rules and systems. Hence, every employer should pay their more attention to provide extra facilities to the female employees to attract them more as much as possible.

**Table 9.2.10**

**Duty Time of Female Employees in the Organization**

<b>Duty Time</b>	<b>Total Days Per Week</b>	<b>Total Hours</b>	<b>Number</b>	<b>Total Working hrs/week</b>	<b>Percentage</b>
5Am-10Am	4	5	1	20	2.6
9Am- 5Pm	6	8	2	48	5.1
9Am- 6Pm	6	9	10	54	25.6
10Am- 2Pm	4	4	1	16	2.6
10Am- 4Pm	6	6	1	36	2.6
10Am- 5Pm	6	7	13	42	33.3
2hrs/day (No Fixed Time)	3	2	2	6	5.1
4hrs/day (No Fixed Time)	4	4	2	16	5.1
8hrs/day (No Fixed Time)	6	8	3	48	7.7
N/A	--	--	4	--	10.3
<b>Total</b>		<b>53</b>	<b>39</b>		<b>100</b>

*Source: Field Survey, 2005*

Table 9.2.10 presents that 25.6 percent of employees are working 9 hours per day, 8 hours by 12.8 percent, 7 hours by 33.3 percent, 6hrs by 2.6 percent, 5 hrs by 2.6 percent, 4 hrs and 2 hrs by 5.1 and 5.1 percent respectively. In this regard, 10.3 percent did not provide any response. Among the total respondents, 25.6 percent have worked 54 hrs/a week which seems high working hours whereas 46.1 percent have

worked from 40 to 48 hours/a week and 18 percent employees work on part time from 6-36 hrs/a week. In this regard, 10.3 percent had not any response. Out of the total employees, 28.2 percent were worked on hour basis.

**Table 9.2.11**  
**Response of Employers to Rules and Regulations Related to Tourism**

(n=35)

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Satisfied	4	11.4
Unsatisfied	14	40.0
Neither Satisfied nor Unsatisfied	17	48.6
Total	35	100

*Source: Field Survey, 2005*

Table 9.2.11 presents that only 11.4 percent employers are satisfied with the present rules and regulation regarding to tourism whereas 40.0 percent seems fully unsatisfied. Similarly, 48.6 percent have the opinion of neither satisfaction nor dissatisfaction. In this regard, most of the parts, sections and code should be changed to regulate it in order to promote tourism. In fact, the success of tourism depends upon the fruitful and reasonable rules and regulations as desire for the respective professionals.

**Table 9.2.12**  
**Response on Expectations Fulfillment of Respondents**

(n=35)

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	9	25.7
No	15	42.9
Partial	10	28.6
N/A	1	2.9
Total	35	100

*Source: Field Survey, 2005*

Most of the selected employers were engaged in any of the business with specific knowledge and experiences. The respondents as the employers were selected from various sectors of tourism such as trekking, expedition, travel, cargo, hotel, café,

restaurant, cyber, airlines, guesthouse etc. In this context, a varied opinion from various types of professional employers has been collected for the study. The Table 9.2.12 present that only 25.7 percent felt the fulfillment of their expectation whereas 42.9 percent had the negative feelings towards their profession. Similarly, 28.6 percent had shown partial fulfillment of their expectations whereas 2.9 percent had not any response about that. It shows approximately, 71.5 percent are not satisfied with their tourism related business.

**Table 9.2.13**

**Employer's View on Requirement of Female Services in Tourism**

(n=35)

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	32	91.4
No	3	8.6
Total	35	100

*Source: Field Survey, 2005*

Table 9.2.13 presents that maximum number of respondents felt requirement of female services in tourism field. In this regard, 91.4 percent had shown the requirement of female services in tourism whereas 8.6 percent had negative attitude about it. However, male and female have different types of nature and behavior which plays different and specific type of role in any relevant area. Hence, male as well as female are equally required in tourism field to promote it smoothly and it is also required to uplift the situation of them socially and economically.

**Table 9.2.14**  
**Employers Opinion with Regards to Female Employment**

(n=35)

Area/Field of Tourism	Response				
	Satisfactory	Better	Best	N/A	Total
Trekking/Travel	21 (60.0)	4 (11.4)	8 (22.8)	2 (5.7)	35 (100)
Rafting	13 (37.1)	----	1 (2.8)	21 (60.0)	35 (100)
Mountaineering	14 (40.0)	2 (5.7)	3 (8.6)	16 (45.7)	35 (100)
Shopping	9 (25.7)	5 (14.3)	17 (48.6)	4 (11.4)	35 (100)
Hotel/Lodges	14 (40.0)	8 (22.9)	10 (28.6)	3 (8.6)	35 (100)
Casinos	15 (42.9)	4 (11.4)	8 (22.9)	8 (22.9)	35 (100)
Sight Seeing	13 (37.1)	8 (22.9)	10 (28.6)	4 (11.4)	35 (100)
Wildlife Visit	13 (37.1)	6 (17.1)	2 (5.7)	14 (40.0)	35 (100)
Night Club/Dancing Club	10 (28.6)	5 (14.3)	8 (22.9)	12 (34.3)	35 (100)
Country Side/ Relaxing	9 (25.7)	2 (5.7)	8 (22.9)	16 (45.7)	35 (100)
Camping	13 (37.1)	4 (11.4)	1 (2.9)	17 (48.6)	35 (100)

*Note: Figures in Parenthesis represent the percentages of total*

*Source: Field Survey, 2005*

Table 9.2.14 presents that maximum employers, (48.6percent) referred female employment to shopping area the best than that of all others. Similarly, 28.6 percent of them referred women to sight seeing and hotel/lodges were as 22.9 percent referred female employment to trekking/travels, casinos, night club/dancing club and the country side. Some of the respondents also prescribed females to rafting, camping, mountaineering and wild life visit also.



**Table 9.2.15****Response Regarding the Causes of Low Female Employment in Tourism****(n=35)**

<b>Causes</b>	<b>Number</b>	<b>Percentage</b>
Religion	8	6.8
Custom	15	12.7
Caste	3	2.5
Education	20	16.9
Training	19	16.1
Low Salary	4	3.4
Time Factor	18	15.3
Prostitution	6	5.1
Male Dominancy	20	16.9
Others	5	4.2
<b>Total</b>	<b>118</b>	<b>100</b>

*Note: The percentages are calculated on the basis of the total number of employers responses rather than the total sample due to the multiple responses.*

*Source: Field Survey, 2005*

Hence, quality education should be provided and male dominancy system of the society should be minimized to generate more female employment. Similarly, vocational training or job oriented training should be provided to the females as their requirement to generate female employment whereas existing social custom and time factors are also major constraints to increase their employment. In this regard, 6.8 percent thought religion the cause of it. In the same way, for 5.1 and 3.4 percent prostitution and low salary were the main causes of low female employment.

The table 9.2.15 presents the main causes of low female employment. Out of the total, 16.9 percent of employers pointed out the causes that were lack of education and high male dominancy. For 16.1 percent, the cause was the lack of training. Similarly, 15.3 and 12.7 percent saw time factor and custom respectively the causes of low female employment in tourism.

**Table 9.2.16****Employer's View on Focused Area to Train for Female****(n=35)**

<b>Area of Training</b>	<b>Number</b>	<b>Percentage</b>
Kitchen Work	5	3.7
Laundry and Cleanliness	11	8.2
Computer Education	28	20.9
Travel/Trekking/Rafting	13	9.9
Transportation/Airlines/Ticketing	28	20.9
Hotel Management	27	20.1
Cargo/Export/Import	6	4.5
Garment/Carpet/Pasmina Ind.	13	9.7
Others	3	2.2
<b>Total</b>	<b>134</b>	<b>100</b>

*Note: The percentages are calculated on the basis of the total number of employers response rather than the total sample due o the multiple response.*

*Source: Field Survey, 2005*

Table 9.2.16 presents the suggestion of maximum respondents for the need of female training. Out of total, 20.9 percent of employers focused on computer as well as Transportation, Airlines and ticketing education to generate more female employment. Suggested to train female in computer education and transportation airlines/ticketing to generate more female employment.

Table 9.2.17 shows that lack of freedom and lacks of trainings are the major drawbacks that were pointed by 21.6 percent employers to generate female employment in tourism. According to the respondent's factors like lack of education, male dominancy, religion and cultural obligation comprised 19.3, 18.2 and 15.9 percent respectively as the drawbacks of female employment. In this regard, most of the respondents suggested the quality education to be provided, male dominancy should be avoided, job-oriented training should be given, female freedom in business should be provided, and religious and cultural obligation should be avoided from the society to increase female employment in tourism.

**Table 9.2.17**  
**Employer's Opinion on Drawbacks of Female Employment**

(n=35)

<b>Drawbacks</b>	<b>Number</b>	<b>Percentage</b>
Lack of Education	17	19.3
Male Dominancy	16	18.2
Lack of Training	19	21.6
Lack of Freedom	19	21.6
Low Salary and Facilities	2	2.3
Religion and Cultural Obligations	14	15.9
Others	1	1.1
<b>Total</b>	<b>88</b>	<b>100</b>

*Note: The percentages are calculated on the basis of the total number of Employers response rather than the total sample due to the multiple responses.*

*Source: Field Survey, 2005*

**Table 9.2.18**  
**Response Regarding Indispensability of Female Employment**

(n=35)

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	27	77.1
No	8	22.9
<b>Total</b>	<b>35</b>	<b>100</b>

*Source: Field Survey, 2005*

The above Table shows the response of respondents whether the female employment in tourism is indispensable or not. The Table 9.2.18 presents that of 77.1 percent of respondents was positive to the indispensability of female employment in tourism whereas 22.9 percent were negative about that. Hence, most of the employers agreed with the indispensability of female employment in tourism. According to them, female service was inevitable in specific area of tourism because without female service, tourism business could not get balanced growth in practice.

**Table 9.2.19**  
**Employer's Perceive on the Present Growth of Female Employment**

(n=35)

<b>Level of Growth</b>	<b>Number</b>	<b>Percentage</b>
Rapid	6	17.1
Normal	22	62.9
Not Satisfactory	7	20.0
Total	35	100

*Source: Field Survey, 2005*

According to the respondents, the present growth of female employment in tourism is very slow. The Table 9.2.19 presents that only 17.1 percent viewed the present growth of female employment in tourism sector was rapid whereas 62.9 percent viewed as normal and 20 percent perceived as not satisfactory. However, the growth in the percentage of female employment is normal and not satisfactory because 82.9 percent respondents viewed so. It shows that new plans, programs, strategies and activities should be formulated to achieve rapid growth of female employment in tourism sector.

Table 9.2.20 presents that 18.6 percent and 17.8 percent of the employer's have viewed its importance to attract the visitors and empower females in tourism. Similarly, 12.7 percent of the employers provided equal value as it is important for reducing gender issues, participation in earnings and serving more visitors. Increments of foreign exchange earning and employment generation are also significant issues in the field of tourism. In this context, if the country generates more female employment opportunities, not only above mentioned importance but also so many others direct and indirect advantages can be achieved.

**Table 9.2.20**  
**Importance of Female Employment in Tourism**

(n=35)

<b>Importance</b>	<b>Number</b>	<b>Percentage</b>
To Increase Foreign Exchange Earnings	5	4.2
To Reduce Gender Issues	15	12.7
To Increase Employment Generation	13	11.0
To Empower Female in Tourism	21	17.8
To Increase Government Revenue	3	2.5
To Attract the Visitors	22	18.6
To Participate in Earnings	15	12.7
To Serve More for Visitors	15	12.7
To Entertain the Visitors	7	5.9
Others	2	1.7
<b>Total</b>	<b>118</b>	<b>100</b>

*Note: The percentages are calculated on the basis of the total number of Employer's response rather than the total sample due to the multiple responses.*

*Source: Field Survey, 2005*

The Table 9.2.21 shows that maximum employers (20.2 percent) suggested the importance of training to females according to the nature of their job whereas 18.4 percent viewed to formulate national policy as national requirement to promote tourism and generate female employment opportunities. Similarly, 16.7 percent and 14.9 percent suggested to promote quality of education and to empower female to the desired level respectively. The needs of social and cultural revolutions were also pointed by 12.3 and 11.4 percent of employers to increase female employment in the country. In this way, 4.4 percent employers focused on increasing salary and facilities to attract female employees in tourism sector. However, according to them various type of efforts should be taken to generate female employment opportunities in the nation.

**Table 9.2.21**  
**Employer's Suggestions to Increase Female Employment**

**(n=35)**

<b>Suggestions</b>	<b>Number</b>	<b>Percentage</b>
National Policy Should be Formulated	21	18.4
Level of Education Should be Promoted	19	16.7
Social Revolution Should be Made	14	12.3
Cultural Revolution is Needed	13	11.4
Female Should be Empowered	17	14.9
Salary and Facilities Should be Increased	5	4.4
Job Oriented Training is Needed	23	20.2
Others	2	1.7
<b>Total</b>	<b>114</b>	<b>100</b>

*Note: The percentages are calculated on the basis of the total number of Employer's response rather than the total sample due to the multiple samples.*

*Source: Field Survey, 2005*

**Table 9.2.22**  
**Appropriate Level of Job for Female Perceived by Employers**

**(n=35)**

<b>Level of Job</b>	<b>Number</b>	<b>Percentage</b>
Basic Level	18	23.4
Middle Level	23	29.9
High Level	21	27.3
As Their Skill	15	19.5
<b>Total</b>	<b>77</b>	<b>100</b>

*rather than Note: The percentages are calculated on the basis of the total number Employer's response the total sample due to the multiple samples.*

*Source: Field Survey, 2005*

Out of the total responses, maximum responses of the employers; 29.9 percent centralized on middle level of job for females whereas 27.3 percent perceived the high level job. Similarly, 23.4 percent and 19.5 percent perceived 'the low level' or 'as per their skill' respectively.

**Table 9.2.23****Employer's View on Female Prostitution Engagement in Tourism****(n=35)**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	8	22.9
No	5	14.3
May Be	16	45.7
Don't Know	5	14.3
N/A	1	2.9
<b>Total</b>	<b>35</b>	<b>100</b>

*Source: Field Survey, 2005*

Table 9.2.23 percent that, 22.9 percent of expressed employers positive view on female prostitution engagement in tourism whereas 14.3 percent viewed negative about it. Similarly, 45.7 percent responded the female prostitution might be in the field of tourism, whereas 14.3 percent did not know about that and 2.9 percent had not any response about that. If the female are forced for prostitution it will be difficult to increase female employment in this field as Nepalese culture, custom and social attitude is negative to prostitution. However, more or less, prostitution has been expanded all over the world. By the cause of regular contact of different type of tourists, tourism field has been more polluted from prostitution. Therefore, certain rules, regulations and policies should be formulated to prevent or regulate the prostitution in tourism.

**Table 9.2.24****Respondents Opinion about Female Exploitation in Tourism****(n=35)**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	10	28.6
No	9	25.7
May Be	10	28.6
Don't Know	5	14.3
N/A	1	2.9
<b>Total</b>	<b>35</b>	<b>100</b>

*Source: Field Survey, 2005*

To know the exact causes of low female employment in tourism, various types of exploitations upon women in this field should be studied. In this regard, 28.6 percent of employers had the positive opinion about female exploitation in tourism whereas 25.7 percent had negative version about it. Similarly, 28.6 percent expressed such exploitation might be in this field whereas 14.3 percent viewed that they didn't have any idea that. In this context, 2.9 percent denied to say anything about that. There may be various types of exploitations such as economic, social, physical and intellectual etc. upon the female employees. Whatever, the exploitation there are, should be avoided to increase female employment in tourism.

**Table 9.2.25**  
**Comparative Work Performance of Male and Female**

(n=35)

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
It Depends on Nature of Job	4	11.4
They Can do Work Equally as Male	15	42.9
They Can do Better than Male	9	25.7
It Depends on Persons Skill and Performance	2	5.7
Other	5	14.3
<b>Total</b>	<b>35</b>	<b>100</b>

*Source: Field Survey, 2005*

About the Comparative work performances between male and female in same type of job were questioned to the respondents. Among them 42.9 percent employers expressed equal work performances between male and female. According to them, the female could as do equally as male. Similarly, 25.7 percent expressed that female could do better than male whereas 11.4 percent viewed that work performance of male and female depended on the nature of job. Some of them (5.7 percent) responded that every type of people's work performances depended on their skill and efficiency. Men are physically and economically strong (especially in paternal society) than women. Most of the women are backward than men. They are illiterate, than men, especially, in underdeveloped countries, like Nepal. In this regard, most of the female can do better than male or they can do as equally as male, but they have not got sound environment to improve their work performances as male. Therefore, the planners should pay more attention about this as soon as possible.



**Table 9.2.26****Discrimination of Salary and Facilities between Male and Female****(n=35)**

<b>Responses</b>	<b>Number</b>	<b>Percentage</b>
Both Sex get Equal Salary and Facilities in same Nature of Job	26	74.3
Female can get more Salary and Facilities than Male in some context	4	11.4
Female can get low Salary and Facilities than Male having Low Physical Fitness	1	2.9
No Response	4	11.4
<b>Total</b>	<b>35</b>	<b>100</b>

*Source: Field Survey, 2005*

Table 9.2.26 present that 74.3 percent employers had the opinion of both sex to get equal salary and facilities in same nature of job whereas 11.4 percent expressed female to get more salary and facilities than male in some context. Similarly, 2.9 percent viewed female get low salary and facilities than male having their low physical strength in comparison to males. 11.4 percent of employers did not have any responses about it. Therefore, most of the respondents were in the favor of to equal salary and facilities for both men and women in same nature of job.

**Table 9.2.27****Employer's View on Efficiency and Skill of Female to Compete with Male****(n=35)**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Female can compete with male in every field of tourism	29	82.9
Except adventure tourism, female can compete with male easily	4	11.4
No Response	2	5.7
<b>Total</b>	<b>35</b>	<b>100</b>

*Source: Field Survey, 2005*

Most of the respondents (82.9 percent) viewed that female could compete with male in every field of tourism. Similarly, 11.4 percent expressed that leaving

adventure tourism, female could easily compete with male but 5.7 percent employers had not any response according to the Table 9.2.27.

**Table 9.2.28**  
**Employer's View on Different Types of Job Preferred by Female**

(n=35)

<b>Types of Job</b>	<b>Number</b>	<b>Percentage</b>
Hospitality/Receptionist/Public Relation	15	29.4
Computer based Job	3	5.9
Kitchen Work	2	3.9
Official/ Front Desk	5	9.8
House Keeping	5	9.8
Accountancy	4	7.8
Handicrafts	1	2.0
Ticketing	2	3.9
Guiding	1	2.0
Sight Seeing	1	2.0
Airport handling/ Reservation/ Marketing	1	2.0
Hotel Waiter/ Restaurant	1	2.0
High level of Job	1	2.0
Low level of Job	1	2.0
As their Qualification and Performances	8	15.7
<b>Total</b>	<b>51</b>	<b>100</b>

*Note: The percentages are calculated on the basis of total number of Employer's response rather than the total sample due to multiple samples.*

*Source: Field Survey, 2005*

According to the Employers (29.4 percent), most of the female preferred to do as a receptionist/ hospitality/ public relation in any organization of tourism. 9.8 percent of female preferred official work/ front desk, 7.8 percent loved accountancy house keeping by 9.8 percent, computer based job by 5.9 percent, kitchen work by 3.9 percent according to the respondents. Employer's who had special experiences in their respective tourism business viewed for the preferences of female employees to choose their favorite job in tourism field. According to the Table 9.2.28, around 50 percent of female employees prefer to work as the receptionist/ public relation/official

work/front desk/house keeping and computer based job in tourism business. It shows that most of the female prefer official work with public relation. Therefore, if the country wants to increase female employment in tourism, it should attempt to generate more employment opportunities for female as their preferences and needs.

According to the Table 9.2.29, most of the employer's (34.3 percent), viewed to provide job to female in any organization based on their performances and skill whereas 25.7 percent focused on to employ them in reception as a telephone operator. Similarly, 8.6 percent viewed to provide job to female in house keeping/ front desk, cooking/waiter, computer based job/ office work in any organization. 5.7 percent of respondents expressed that they should be employee in marketing area of tourism. It shows that maximum number of respondents prefers to provide job to female as per their skill and performances and rest of the respondents (65.7 percent) preferred to employ them in specific area only.

**Table 9.2.29**  
**Employer's View to Provide Job to Female in Organization**

(n=35)

<b>Types of job</b>	<b>Number</b>	<b>Percentage</b>
As their Performances and Skill	12	34.3
House Keeping/ Front Desk	3	8.6
Reception/ Telephone Operator	9	25.7
Cook/ Waiter	3	8.6
Computer based Job/ Office Work	3	8.6
Publication	1	2.9
Guide	1	2.9
Ticketing	1	2.9
Marketing	2	5.7
<b>Total</b>	<b>35</b>	<b>100</b>

*Source: Field Survey, 2005*

**Table 9.2.30**  
**Visit Nepal Year 1998 and Increase of Female Employment**

(n=35)

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Yes	7	20
Partial	8	22.9
No	20	57.1
Total	35	100

*Source: Field Survey, 2005*

Out of the total 35 employer's 20 percent expressed that 'Visit Nepal Year 1998' program helped to increase female employment in the country whereas 57.1 percent viewed negative version about it. Similarly, 22.9 percent employer's expressed their partial acceptance about that. However, maximum employers did not accept the increment of female employment by 'Visit Nepal Year 1998' program. Therefore, the program was failure to increase female employment to the desired level.

"What sort of policy should be adopted to mitigate the current problem regarding to the female employment in tourism" was questioned to the employers. Out of the total, 28.6 percent viewed that current problem regarding to female employment to be solved by educating and training the women. Whereas 14.3 percent opined that existing cultural and social attitude against the female should be changed by various types of public awareness programs. Similarly, 11.9 percent suggested encouraging them providing more job opportunities whereas 7.1 percent viewed that quota system in job should be provided to mitigate the current problem. In this regard, 4.8 percent responded that female employment depended on their confidence and willingness and 4.8 percent viewed freedom and security should be given and 4.8 percent opined the current national policy to be implemented. Some of them focused on empowering female and reducing gender inequality and some of others suggested promote cottage industries to make them engaged more. Similarly, other various types of opinion were raised that male dominancy should be avoided, misbehavior with female should be avoided, red-light area should be legalized and attractive salary and especial facilities should be given to mitigate the current problem regarding to the female employment. In this regard, 9.5 percent had not any response about the problem. However, most of the opinion was genuine which is really significant to mitigate the problem.

**Table 9.2.31**

**Employer's Opinion on Adopted Policy to Mitigate the Current Problems  
Regarding Female Employment in Nepal.**

<b>S. No.</b>	<b>Response</b>	<b>Number</b>	<b>Percentage</b>
1.	By educating women and trained	12	28.6
2.	It depends on their willingness and confidences	2	4.8
3.	Encouraging and giving more opportunities	5	11.9
4.	Public awareness to change cultural and social attitude	6	14.3
5.	Quota system in job should be provided	3	7.1
6.	Freedom and security should be given	2	4.8
7.	Current national policy should be implemented effectively	2	4.8
8.	Empower female and reduce gender inequality	1	2.4
9.	Cottage industries should be promoted	1	2.4
10.	Misbehave activities with female should be avoided	1	2.4
11.	Red light area should be legalized	1	2.4
12.	Attractive salary and facilities should be given them	1	2.4
13.	Male dominancy should be avoided	1	2.4
14.	No response	4	9.5
	<b>Total</b>	<b>42</b>	<b>100</b>

*Note: The percentages are calculated on the basis of the total number of Employer's response rather than the total sample due to the multiple responses.*

*Source: Field Survey, 2005*

### **9.2.2 Employer's Suggestions to Improve Rules and Regulations in Tourism**

Out of the total employer's, approximately 91 percent suggested to improve and amend the existing rules and regulations of Nepal regarding to the tourism promotion. Some of their major suggestions are presented exactly as below.

- There should be involvement of private sector in policy making and the program implementation

- Compulsion of liaison officer should be avoided in trekking and expedition field.
- Flight schedule should be increased.
- Every tourist should be gone through trekking agency in their visit.
- Commission game in airport should be avoided.
- Misbehavior with tourist in airport by police should be avoided.
- Lodges should be prohibited in National Park area.
- Appropriate training should be given to the proprietors and employees about tourism.
- Corruption in Govt. offices should be prohibited totally.
- Institution or organization registration system should be made easier or cheaper.
- International marketing promotion activities should be improved.
- Organizational or institutional job should be specified.
- Funding system for ticketing should be avoided.
- Profit margin has been decreased by the cause of NATA, which should be revised.
- Royalty amount for expedition is high in Nepal than Tibet. That should be reviewed.
- We must talk extra 6 persons from Tibet side for expedition programs.
- Visa fee is high for the tourist. It should be lowered.
- Airport guide should be avoided. Police activities are not satisfactory in airport. They should be amended.
- Govt. takes more deposit for quality control which should be changed.
- Taking bribe government officials give permission to export the curio goods of 100 years.
- Tax system should be favorable and suitable.

- Industrial raw materials are expensive to export and import. They also should be reviewed.
- Government should make favorable policies to attract more tourists.
- Existing rules and regulations regarding to the promotion of tourism should be changed as per the demand and necessity of the tourism professionals.

Most of the employees prefer female services in tourism. In this regard, they have pointed various types of reasons. Major reasons for need of female services in tourism are presented in following table.

**Table 9.2.32**  
**Employer's Opinion on Female Service in Tourism**

<b>Response about Female</b>	<b>Number</b>	<b>Percentage</b>
More kind and polite	19	11.4
Sweet voice/ more gentle	18	10.8
More talkative	2	1.2
More disciplined	14	8.4
Less aggressive	17	10.2
More attractive	6	3.6
More laborous	8	4.8
Friendlier/ social	12	7.2
More sincere/ Responsible in job	23	13.8
Female visitors like them	18	10.8
Male visitors like them	15	9.0
No difference between male and female	6	3.6
Don't like female service	2	1.2
Others	6	3.6
<b>Total</b>	<b>166</b>	<b>100</b>

*Note: The percentages are calculated on the basis of the total number of Employer's response rather than the total sample due to the multiple samples.*

*Source: Field Survey, 2005*

Table 9.2.32 presents that 13.8 percent employer viewed about female as more sincere/ responsible in job whereas 11.4 percent focused on them as more kind and polite. Some of the respondents; 10.8 percent opined that female were gentle with

sweet voice and other 10.8 percent viewed female visitors preferred females to males. Similarly, ‘Female as more disciplined’ were viewed by 8.4 percent, ‘friendlier/sociable’ by 7.2 percent, likeable to male visitors by 9 percent and ‘more laborious’ by 4.8 percent. However, only 1.2 percent opined that they did not like female service. Hence, most of the employers like female services in tourism sector due to various types of reasons. It seems that female have peculiar type of nature, quality and characteristics than male which is likeable to others in this field.

**Table 9.2.33**

**Employer’s Opinion on Different Impact of Female Presence in Business**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
It depends on nature of job	12	19.0
It depends on their skill and performances	15	23.8
Females should be employed in specific area only	9	14.3
Females are unfit in certain area of tourism	8	12.7
Females are inevitable in all area of tourism	1	1.6
Females are unfit in all area of tourism	--	--
No difference/No impact	11	17.5
Others	7	11.1
<b>Total</b>	<b>63</b>	<b>100</b>

*Note: the percentages are calculated on the basis of the total number of employer’s response rather than the total sample due to the multiple responses.*

*Source: Field Survey, 2005*

Table 9.2.33 present that approximately one-fourth employers had the opinion on the impact of female presence in business as natural. According to them, business depended on the employee’s skill and performances whether they were males or females whereas 19.0 percent opined that it depended on the nature of job. Similarly, 14.3 percent viewed that females should be employed in specific area of tourism like computer based job, receptionist, accountancy, house keeping, publication, public relation and other or official works 12.7 percent viewed they that were unfit in certain areas of tourism. According to them, females were unfit in trekking, expedition, rafting and other hard risk bearing activities because of their physical weakness by nature. In this context, 11.1 percent viewed that there was no any impact on business whether the employees were males or females. However, besides adventurous



tourism, females are preferable and favorable to employ in all rest area of tourism, if they have skill and efficiency.

**Table 9.2.34**

**Employer's View to Increase Female Employment in Tourism**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Provide quality education	14	20.6
Provide job oriented training	15	22.1
By awareness program	7	10.3
Avoid male dominancy	3	4.4
Provide social freedom and security	5	7.3
Change culture/customs/traditions	2	2.9
Change legal and economic status	2	2.9
Attractive income and encouragement	6	8.8
Minimum job quota should be provided	3	4.4
Family support	4	5.9
Others	7	10.3
<b>Total</b>	<b>68</b>	<b>100</b>

*Source: Field Survey, 2005*

As far as to increase female employees in tourism is concerned, 22.1 percent employers suggested to provide various types of job oriented trainings at the first phase whereas 20.6 percent expressed the view to provide quality education to the female to make them more capable. Similarly, 10.3 percent focused on conducting awareness programs and 7.3 percent suggested to provide social security and freedom for the females to empower than more. In this regard, 8.8 percent opined that attractive income and encouragement should be provided to the female whereas 5.9 percent felt the need of family support to increase their employment in this sector. In this way some of them (4.4 percent) suggested to avoid male dominancy and other 4.4 percent opined that minimum quota should be given to female in any type of job in tourism field which could support to complete them with male. Legal and economic status of female should be changed and existing culture, custom and traditions should also be changed in favor of female employment in tourism. In this regard, some of other genuine suggestions were also given by the employers. According to them, basic course of tourism should be developed and package program should be launched,

handicrafts based local cottage and small scale industries should be promoted to generate female employment, encouraging females come into the tourism industry as entrepreneurs. Similarly, local resources should be utilized employing females in local areas to promote village tourism even in the rural areas also etc. All of these views and suggestions by employers are significant to generate employment opportunities and infrastructures for the female.

Table 9.2.35 presents that out of the total responses, 22.1 percent of employers centralized on trainings and 20.8 percent on quality education and 11.7 percent focused on workshops or research programs to measure the problems. Similarly, 9.1 percent of employers had the opinion of attractive salary and facilities whereas 7.8 percent thought of awareness program as the crucial factor to measure the problem of low female employment in tourism. In this regard, 6.5 percent felt the need of family support and 5.2 percent advocated in favor of social attitude toward females for their employment generation. In this context, so many other views and opinions were given to measure the problems of low female employment. According to them, the extension of cottage and small industries and the cultural programs relating to tourism might be the crucial tools to measure the problems.

**Table 9.2.35**

**Employer's View on Measuring the Problems of Low Female Employment**

<b>Response</b>	<b>Number</b>	<b>Percentage</b>
Through workshop/Research	9	11.7
Quality education	16	20.8
Trainings	17	22.1
Cultural programs	2	2.6
Awareness programs	6	7.8
Extending cottage & small industries	3	3.
Attractive salary and facilities	7	9.1
Family support	5	6.5
Social attitude toward female	4	5.2
others	8	10.4
<b>Total</b>	<b>77</b>	<b>100</b>

*Note: The percentages are calculated on the basis of total number of employer's response rather than the total number of sample due to the multiple responses.*

*Source: Field Survey, 2005*

### **9.2.3 Employer's View on the Prospects of Female Employment in Tourism**

Here, employer's major views on the prospects of female employment in tourism are presented in genuine term in their own words as far as practicable as follows;

- Tourism business of Nepal is steadily growing. Many new tourist destinations have been declared by the government. So the prospects of female employees are high in this field.
- Nepal's economy depends on tourism more in future. So, prospects may be high.
- Prospects are conditional because it depends on opportunities, trainings, incentives, empowerments etc.
- If we keep peace and solve the existing problem, prospect may be high.
- Unique culture, multilingual people, Nepalese trend of respecting guest, western culture in Mongolian caste, Sagarmatha and mountain's beauty may support tourism.
- Since many males are going aboard for employment and female can get easy competition.
- Changing society, changing system in education, trainings and cultural situations it may help to succeed it in future.
- Women are gradually educated and trained but local resources should be utilized in cottage industries to give job to females.
- Most of the offices want ladies for special job, so their future is bright. Social attitude and family support is also positively changing. Female freedom, recruitment of female in tourism, amended legal and economic status of female may also assist to promote the prospect of female employment in tourism in future.

### **9.3 Response of Female Employees**

This study mainly focuses on the female employment in tourism. The main objective of this study is to analyze the status of female employees in tourism sector. To analyze the status of female employees in tourism field, 110 female employees

were also selected which are the respondents from various different sectors of tourism which are shown as below.

The Table 9.3.1 presents that except rafting and mountaineering area of tourism, 10 out of the total female employees were selected as sample from various types of above mentioned organizations of tourism and tourism related sectors. Among the whole women from trekking, travel, cargo, airlines, rafting, massage centers, night club/ dancing club, garment/carpet/Pasmina, shopping, mountaineering, star rated and non-star hotel area were selected in the study. Similarly, 5 to 10 female employees were selected as shown in the above table, in the study as the sample. Hence, out of the total female employees of the nation, only 110 female employees were selected as the sample. In this process, selective sample method was administered to select the respondents. Organization of cargo, export and import were included in one combination, night club and dancing club (Rodi Ghar, Dohori) were included in another one.

**Table 9.3.1**  
**Selected Number of Female Employees as the Respondents**

(n=110)

<b>Area of Tourism</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Trekking	10	9.1	9.1
Travel	10	9.1	18.2
Cargo	10	9.1	27.3
Airlines	10	9.1	36.4
Rafting	5	4.5	40.9
Massage Centers	10	9.1	50.0
Night Club/Dancing Club	10	9.1	59.1
Garment/Carpet/Pasmina	10	9.1	68.2
Shopping	10	9.1	77.3
Mountaineering	5	4.5	81.8
Non-Star hotel	10	9.1	90.9
Star rated hotels	10	9.1	100
Total	110	100	--

*Source: Field Survey, 2005*

Similarly, garment, carpet and pasmina industries were combined to make easy in selecting the female respondents for the study. On the other hand, hotels were divided into two groups such as non star hotels and star rated hotels. Having very low number of female employees in rafting and mountaineering area, only 5 females from each organization were selected as the respondents.

Table 9.3.2 presents that more than 55 percent female employees use public vehicles services to attend their office whereas more than 40 percent go on foot and nearly 4 percent use their own private means of transportation. According to them, it is very difficult to attend the office in fixed time from the far way of residence. Females who work in airlines and trekking use public vehicles etc. That is 70 percent..

**Table 9.3.2**  
**Transportation Used by Female Employees in Sector- wise Basis**

(n=110)

<b>Tourism Sector</b>	<b>Bus/Public/Te mpo/Taxi etc users</b>	<b>By foot</b>	<b>Private means of Transport</b>	<b>Total</b>
Trekking Agencies	7(70)	3(30)	--	10
Travel Agencies	5(50)	4(40)	1(10)	10
Cargo/Export/Impact	5(50)	5(50)	--	10
Airlines	7(70)	2(20)	1(10)	10
Rafting Agencies	2(20)	3(30)	--	5
Massage Centers	6(60)	4(40)	--	10
Night/Dancing Club	5(50)	5(50)	--	10
Garment/Carpet/Pasmina	5(50)	5(50)	--	10
Shopping	4(40)	5(50)	1(10)	10
Mountaineering	3(30)	2(20)	--	5
Non-Star hotels	6(60)	4(40)	--	10
Star rated hotels	6(60)	3(30)	1(10)	10
<b>Total</b>	<b>61(55.4)</b>	<b>45(40.9)</b>	<b>4(3.6)</b>	<b>110</b>

*Note: Figures in Parenthesis denotes the percentage of the total*

*Source: Field Survey, 2005*

Similarly, 10 percent of female employees of travels, airlines, shopping and star-rated hotels use their own private means of transportation. Nearly, 50 percent of female

employees have to attend their office on foot. Most of females have more responsibility and burden of their household and childcare. So, they need short time to reach their office. Hence, time factor also plays the vital role in the involvement of females in tourism

Table 9.3.3 presents the relation between time factor and the means of transportation. As above mentioned, maximum employees; 59.1 percent use means of transport and 40.9 percent walk to attend their offices. Around 62 percent of employees reach their office within 30 minutes whereas rest of others take time more than 30 minutes which has been presented clearly in the following table as below.

**Table 9.3.3**  
**Distance from Office to Residence by Means of Transport**

**(n=110)**

<b>Time required</b>	<b>Bus/Tempo/Taxi</b>	<b>By Foot</b>	<b>Total</b>
Below 15 minutes	3(2.7)	21(19.1)	24(21.8)
15-30 minutes	21(19.1)	24(21.8)	45(40.9)
30-1 hour	36(32.7)	0	36(32.7)
1 hour more	5(4.5)	0	5(4.5)
<b>Total</b>	<b>65(59.1)</b>	<b>45(40.9)</b>	<b>110(100)</b>

*Note: Figures in Parenthesis represents the percentage of total*

*Source: Field Survey, 2005*

**Table 9.3.4**  
**Distance from Office to Residence of Female Employees by Time**

**(n=110)**

<b>Time required</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Below 15 minutes	24	21.8	21.8
15-30 minutes	45	40.9	62.7
30-1 hour	36	32.7	95.5
1hour more	5	4.5	100
<b>Total</b>	<b>110</b>	<b>100</b>	<b>--</b>

*Source: Field Survey, 2005*

Table 9.3.4 presents the time required for the female employees to go their office from their residence. Out of the total, 21.8 percent got more facility to go office who

may easily attend office within 15 minutes whereas 40.9 percent required 15 to 30 minutes, 30 to 1 hour required for 32.7 percent and 1 hour or more for 4.5 percent. However, 95.5 percent female employees easily attend their office within one hour from their residence whereas only 4.5 percent were far from their offices who took more than one hour to reach offices from their residences. However, time is also one of the major factors for the increment of female employees in tourism.

**Table 9.3.5**  
**Academic Qualification of Total Female Employees**

(n=110)

Level of Education	Frequency	Percent	Cumulative Percent
Under S.L.C	21	19.1	19.1
S.L.C	11	10.0	29.1
Intermediate	38	34.5	63.6
Diploma	28	25.5	89.1
Degree and over	12	10.9	100
Total	110	100	--

*Source: Field Survey, 2005*

The above Table 9.3.5 presents that the highest number of females; of 34.5 percent intermediate level of education were involved in tourism. 25.5 percent were of diploma level, 19.1 percent were of under-SLC, and 10.9 percent of degree level and above 10 percent of S.L.C were passed. It shows that tourism is one of the industries where skilled or unskilled, educated or uneducated can get job opportunity as per their performances. It is notable that only literate females were employed in this sector.

The Table 9.3.6 presents that out of 110 female employees, 29 percent were of SLC level and under SLC, 34.5 percent of intermediate level, 25.5 percent was of Diploma level and 10.9 percent of Degree level and over. Education is one of the crucial factors to generate female employment in tourism. In this regard, academic qualifications determine the level of job opportunity and quality service in any organization. It is observed that 100 percent of manpower were working in garment/ carpet/ pasmina industries with the academic qualification of SLC and under SLC level whereas manpower of Degree level and over, were working in travel agencies and airlines that is 50 and 40 percent respectively. Female employees with the qualification of intermediate level were working in shopping and trekking agencies by

70 percent, massage centers by 50 percent, rafting by 100 percent, cargo/export/import by 40 percent and night club/dancing club by 30 percent. In this regard, 40 percent graduate females were working in airlines, cargo and star hotels whereas 80 percent in mountaineering and 50 percent in non-star hotels. It is observed that high percentage of female employees having low education, could get employment opportunity in Garment/Carpet/Pasmina, night club/dancing club and massage centers. It shows that level of academic qualification fixed the nature of job in various sectors of tourism.

**Table 9.3.6**  
**Sector- wise Literacy Status of Female Employees**

(n=110)

<b>Tourism Sector</b>	<b>Up to SLC</b>	<b>Intermediate</b>	<b>Diploma</b>	<b>Degree &amp; Over</b>	<b>Total</b>
Trekking Agencies	1(10)	7(70)	2(20)	--	10
Travel Agencies	1(10)	1(10)	3(30)	5(50)	10
Cargo/Export/Import	1(10)	4(40)	4(40)	1(10)	10
Airlines	1(10)	1(10)	4(40)	4(40)	10
Rafting Agencies	--	5(50)	--	--	10
Massage Centers	5(50)	5(50)	--	--	10
Night club/Dancing club	7(70)	3(30)	--	--	10
Garment/Carpet/Pasmina	10(100)	--	--	--	10
Shopping	1(10)	7(70)	2(20)	--	10
Mountaineering	--	1(10)	4(40)	--	10
Non-Star hotel	3(30)	2(20)	5(50)	--	10
Star hotels	2(20)	2(20)	4(40)	2(20)	10
<b>Total</b>	<b>32(29)</b>	<b>38(34.5)</b>	<b>28(25.5)</b>	<b>12(10.9)</b>	<b>100(100)</b>

*Figures in parenthesis represent the percentage of total*

*Source: Field Survey, 2005*



**Table 9.3.7**  
**Training Status of Female Employees**

<b>Trained/Untrained</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Trained	69	62.7	62.7
Untrained	41	37.3	100
Total	110	100	--

*Source: Field Survey, 2005*

Table 9.3.7 presents that 62.7 percent employees were trained and 37.3 percent were untrained. Training is the major factor for the employment generation. Most of the trained and skilled manpower can get more job opportunity in high level and untrained or unskilled manpower can also get job opportunity in tourism but only is the low level. Without education and training, nobody can get job in high level. Hence, it is more essential to provide quality to professional education and training for the female to generate more employment opportunities in this sector.

**Table 9.3.8**  
**Religion of Female Employees**

**(n=110)**

<b>Tourism Sector</b>	<b>Hinduism</b>	<b>Buddhism</b>
Trekking Agency	9(90)	1(10)
Travel Agency	10(100)	--
Cargo/Export/Import	10(100)	--
Airlines	10(100)	--
Rafting Agencies	4(80)	1(20)
Massage Centers	7(70)	3(30)
Night club/Dancing club	8(80)	2(20)
Garment/Carpet/Pasmina	10(100)	--
Shopping Centers	9(90)	1(10)
Mountaineering	5(100)	--
Non-Star hotel	8(80)	2(20)
Star hotel	9(90)	1(10)
Total	99(90)	11(10)

*Figures in parenthesis represent the percentage of total*

*Source: Field Survey, 2005*

There were 100 percent Hindu female employees in travel agencies, mountaineering, cargo/export/import and garment/carpet/pasmina industries whereas 90 percent in trekking, shopping and star-rated hotels. Similarly, the high percentage of Buddhism followers were in massage centers that is 30 percent, 20 percent in night club/dancing club rafting and non-star hotels. According to the Table 9.3.8 out of the total female employees following Hinduism were 90 percent and the followers of Buddhism were 10 percent only

**Table 9.3.9**  
**Classification of Female Employees by Caste**

(n=110)

<b>Caste</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Brahmin/Chhetri	39	35.5	35.5
Newar	36	32.7	68.2
Gurung/Thakali	9	8.2	76.4
Tamang	5	4.5	80.9
Sherpa	4	3.6	84.5
Rai/Limbu	5	4.5	89.1
Yogi/Sannysi	4	3.6	92.7
Tharu/Sunuwar	2	1.8	94.5
Others	6	5.5	100.00
Total	110	100	--

*Source: Field Survey, 2005*

Caste of the female employees has also been observed in the study. Out of the total sample, 15 different castes were found out. They have been classified as shown in the above Table 9.3.9 to make easy analysis. Some of the castes are grouped in one being similar type. The highest percentage occupied by Brahmin/Chhetri Community was 35.5 percent, Newar by 32.7, Gurung/Thakali by 8.2 percent Rai/Limbu and Tamang by 4.5, Sherpa and Yogi/Sannyasi by 3.6 percent in order. Different types of caste communities have different types of social values, ethics, customs, traditions and family structure as their own. Hence, it also plays vital role in employment in tourism.

**Table 9.3.10**  
**Age- wise Distribution of Female Employees**

**(n=110)**

<b>Age group</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Below 20 years	1	0.9	0.9
20-25 years	43	39.1	40
25-30 years	32	29.0	69
30 years above	34	30.9	100
<b>Total</b>	<b>110</b>	<b>100.00</b>	<b>--</b>

*Source: Field Survey, 2005*

**Table 9.3.11**  
**Sector -wise Age Distribution of Female Employees**

**(n=110)**

<b>Tourism Sectors</b>	<b>Age group</b>			
	<b>Below 20 yrs</b>	<b>20-25 yrs</b>	<b>25-30 yrs</b>	<b>30 yrs above</b>
Trekking Agencies	1(10)	2(20)	4(40)	3(30)
Travel Agencies	--	3(30)	3(30)	4(40)
Cargo/Export/Import	--	4(40)	6(60)	--
Airlines	--	1(10)	3(30)	6(60)
Rafting Agencies	--	--	5(100)	--
Massage Centers	--	9(90)	1(10)	--
Nightclub/Dancing club	--	9(90)	1(10)	--
Carpet/Garment/Pasmina	--	5(50)	1(10)	4(40)
Shopping Centers	--	3(30)	5(50)	2(20)
Mountaineering	--	1(10)	2(40)	2(40)
Non-star hotels	--	1(10)	2(20)	7(70)
Star hotels	--	--	4(40)	6(60)
<b>Total</b>	<b>1(0.9)</b>	<b>43(39.1)</b>	<b>32(29.0)</b>	<b>34(30.9)</b>

*Figures in parenthesis represent the percentage of the total*

*Source: Field Survey, 2005*

Table 9.3.10 presents most of the young employees were working in tourism sector. Out of the total, 69 percent were below 30 years whereas only 30.9 percent were 30 years above. Few females under 20 years working was 0.9 percent only. Maximum percentage comprises 20-25 years aged group that was 39.1 percent and 30 years above aged group was 30.9 percent and 25 to 30 years aged group was 29 percent. However, it seemed that most of the employees were young in this sector. Age of the employees is also an important factor which play vital role in employment generation.

Female employees of between 20 to 25 years were involved in massage centers and nightclub/ dancing club that was 90 percent, 50 percent in garment/carpet/pasmina industries, 40 percent in cargo/export/import and 30 percent in shopping centers. Similarly, the female above 30 years were involved in non-star hotels was 70 percent, 60 percent in star hotels and airlines 40 percent in travel agencies and garment/carpet/pasmina industries. It has been observed that most of the young females below 25 years old were involved in massage centers and night club/dancing club whereas (above 30 years age grouped) were involved in hotels, airlines, travel and trekking agencies.

**Table 9.3.12**  
**Marital Status of Female Employment**

(n=110)

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum Percent</b>
Unmarried	46	41.8	41.8
Married	56	50.9	92.7
Divorced/Widow	8	7.3	100
Total	110	100	

*Source: Field Survey, 2005*

Table 9.3.12 presents the marital status of the female employees in tourism. Out of the total, 41.8 percent were unmarried whereas 50.9 percent were married and 7.3 percent were divorced and widow. Including the divorced and widows, around 50 percent of employees were single and 50 percent were married. Sector wise marital status of the female employees is presented as below.

Table 9.3.13 presents the total percentage of single, married and divorced/widow female employees in various sectors of tourism. According to the table, maximum unmarried employees; 17.8 percent were in night club/dancing club and followed by 13.3 percent in massage centers, 11.1 percent in cargo/export/import and airlines and 8.9 in travel agencies. The lowest percentage of unmarried was in mountaineering that was 2.2 of the total. Similarly, the highest married percentage was in shopping that was 14.3 percent, followed by non-star hotels and trekking agencies that was 12.5 percent, star hotels and travel agencies by 10.7 percent. The lowest percentage of married in rafting, massage and night club/dancing club was 1.8 percent only. In this regard, maximum divorced/widow percentage in massage centers was 33.3 percent followed by star hotels that was 22.2, rafting agencies, massage centers, night club/dancing club and mountaineering that was 11.1 percent of the total. It is notable that high percentage of single female employees were involved in night club/dancing club and massage centers and no widow/divorced were in trekking, travel, cargo/export/import, shopping and non-star hotels.

**Table 9.3.13**  
**Sector- wise Marital Status of Female Employees**

**(n=110)**

<b>Tourism Sector</b>	<b>Unmarried</b>	<b>Married</b>	<b>Divorced/Widow</b>
Trekking Agencies	6.6	12.5	--
Travel Agencies	8.9	10.7	--
Cargo/Export/Import	11.1	8.9	--
Airlines	11.1	8.9	--
Rafting Agencies	6.6	1.8	11.1
Massage Centers	13.3	1.8	33.3
Night club/Dancing club	17.8	1.8	11.1
Garment/Carpet/Pasmina	6.6	10.7	11.1
Shopping	4.4	14.3	--
Mountaineering	2.2	5.4	11.1
Non-Star hotel	6.6	12.5	--
Star hotels	4.4	10.7	22.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

*Source: Field Survey, 2005*

Marital status also plays a vital role in selection of job in various sector of tourism because social and family supports are needed for the female employment in any sector.

Table 9.3.14 presents the monthly salary of female employees in tourism sector. According to the table, 2.7 percent of the total employees received less than NRs 2000 as monthly salary whereas NRs 2000 to 3000 received by 18.2 percent, NRs. 3000 to 4000 by 36.4 percent, NRs 4000 to 5000 by 15.4 percent, NRs 5000 to 10,000 by 24.5 percent and NRs 10,000 over by 2.7 percent only. It has been observed that all of the female employees in rafting, massage centers, night club/dancing club and garment/carpet/pasmina received less than NRs 4000 as their monthly salary. Only 27.2 percent of employees in tourism sector received more than NRs 5000 monthly salary from their offices. It shows that salary level is very low in tourism sector. It is one of the crucial factors to increase female employment in this area.

**Table 9.3.14**  
**Sector- wise Monthly Salary of Female Employees**

**(n=110)**

<b>Area of Tourism</b>	<b>Below 2000</b>	<b>2000- 3000</b>	<b>3000- 4000</b>	<b>4000- 5000</b>	<b>5000- 10,000</b>	<b>10,000 above</b>	<b>Total</b>
Trekking Agencies	1	--	3	3	3	--	10
Travel Agencies	--	1	2	2	5	--	10
Cargo/Export/Import	--	--	2	6	2	--	10
Airlines	--	--	--	--	9	1	10
Rafting Agencies	--	1	4	--	--	--	5
Massage Centers	1	3	6	--	--	--	10
Night club/Dancing club	--	6	4	--	--	--	10
Garment/Carpet/Pasmina	--	3	7	--	--	--	10
Shopping	--	2	5	3	--	--	10
Mountaineering	--	--	3	--	2	--	5
Non-Star hotel	1	3	2	1	3	--	10
Star hotels	--	1	2	2	3	2	10
<b>Total</b>	<b>3(2.7)</b>	<b>20(18.2)</b>	<b>40(36.4)</b>	<b>17(15.4)</b>	<b>27(24.5)</b>	<b>3(2.7)</b>	<b>110(100)</b>

*Figures in parenthesis represent the percentage of the total*

*Source: Field Survey, 2005*

**Table 9.3.15**  
**Other Facilities for the Employees except their Salary**

**(n=110)**

<b>Provision of other facilities</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative percent</b>
Received other facilities	27	24.5	24.5
No other facilities	83	75.5	100.0
<b>Total</b>	<b>110</b>	<b>100.0</b>	<b>--</b>

*Source: Field Survey, 2005*

Table 9.3.15 shows that 75.5 percent of the total employees didn't receive other facilities except their monthly pre-determined salary from their offices whereas 24.5 percent received other various types of facilities besides their monthly salary. It is observed that maximum percentage of female employees have not any provision of giving other facilities in tourism sector.

**Table 9.3.16**  
**Engagement in Other Profession of Female Employees**

**(n=110)**

<b>Description</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. percent</b>
No any other profession	104	94.5	94.5
Involving in other profession	6	5.5	100.0
<b>Total</b>	<b>110</b>	<b>100.0</b>	<b>--</b>

*Source: Field Survey, 2005*

Table 9.3.16 presents the engagement of female employees in tourism sector in other professions. According to the table, 94.5 percent of females did not have any job except the engagement in tourism sector whereas only 5.5 percent were involved in other professions also. It shows that maximum employees have no secondary job except the involvement in tourism. In this regard, household job such as baby caring, floor swiping, cloths washing, husbandry, agriculture etc were not numbered as the secondary job or as other professions. If they get salary from any job besides tourism sector was numbered and was included as the 'other profession'.

**Table 9.3.17****Designation of Female Employees in Tourism Sector****(n=110)**

<b>Designation</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative percent</b>
Basic Level	33	30.0	30.3	30.3
Middle Level	58	52.7	53.2	83.5
High Level	18	16.4	16.5	100.0
Total	109	99.1	100.0	--
Missing	1	0.9	--	--
Total	110	100.0	--	--

*Source: Field Survey, 2005*

The above Table 9.3.17 presents the level of job for female employees in various sectors of tourism. According to the Table, maximum number of employees has been engaged in middle level of job that is 53.2 valid percent. 30.3 percent were in low level whereas 16.5 percent in high level. It shows that maximum percentages of employees were involved in middle level and the low level of job by 83.5 percent of the total. There may be various factors to affect it such as education, training or skill and efficiency etc.

**Table 9.3.18****Monthly Salary and Designation of Female Employees****(n=109)**

<b>Designation</b>	<b>Mean(salary)</b>	<b>percent Change</b>	<b>Number</b>	<b>Std. deviation</b>
Basic Level	3274.24	--	33	1048.967
Middle Level	4215.52	28.7	58	1489.914
High Level	7472.22	77.2	18	2513.447
Total	4468.35	--	109	2113.270

*Source: Field Survey, 2005*

Table 9.3.18 presents the relation between monthly salary and designation of the female employees in various sectors of tourism. The overall salary of low level was NRs 3274, NRs 4215; middle level and NRs 7472; high level whereas NRs 4468 was an average salary of the total employees in tourism. It shows that the amount of salary



seemed very low in an average. The changed percentage from low level to middle level seemed 28.7 percent only; it was 77.2 percent that changed percent from middle level to high level. It shows that the salary differences between the range of middle level to high level is high than the range of basic or low level to middle level in comparison.

**Table 9.3.19**  
**Training and Monthly Salary of Female Employees**

(n=110)

<b>Status of Training</b>	<b>Mean (salary)</b>	<b>Number</b>	<b>Std. Deviation</b>
Trained	5200.00	69	2262.027
Untrained	3193.90	41	921.629
Total	4452.27	110	2110.300

*Source: Field Survey, 2005*

Table 9.3.19 presents the impact of training in salary received by the female employees. According to the table, trained employees (69) received NRs 5200 as an average salary whereas NRs 3193.90 was received by 41 untrained female employees. It shows that training is more essential factor to receive good salary from any organizations.

**Table 9.3.20**  
**Academic Qualification and Monthly Salary of Female Employees**

(n=110)

<b>Academic Qualification</b>	<b>Mean (salary)</b>	<b>Number</b>	<b>Std. Deviation</b>
Under SLC	3100.00	21	689.202
S.L.C.	2931.82	11	462.749
Intermediate	3721.05	38	1569.973
Diploma	5832.14	28	1745.057
Degree and Over	7308.33	12	2431.034
Total	4452.27	110	2110.300

*Source: Field Survey, 2005*

According to the above Table, average salary for under SLC level was NRs 3100 whereas the manpower of SLC level received average salary that was NRs 2931.82

only. It means, there may be more senior working manpower of under SLC than SLC level or may be other reasons also to have less salary for SLC level than under SLC. However, except SLC level of manpower, all of the high qualified employees received more salary than the manpower with low level of education. It was observed that the salary for intermediate level was NRs 3721.05 whereas for diploma NRs 5832.14 and for degree level NRs 7308.33. It shows that when the qualification level increased, the amount of received salary by the employees would also increase accordingly. There were high number of intermediate level manpower (38) engaged in tourism sector that was followed by diploma level (28), under SLC (21) and degree and SLC level (12) and (11) respectively. The above Table shows that there is a keen relationship between academic qualification and amount of salary provided by the institutions. Hence, academic qualification is more essential for the female employees to make them more capable and skilled.

**Table 9.3.21**

**Impact of Training and Academic Qualification on Salary of F Es**

**(n=110)**

<b>Training</b>	<b>Academic Qualification</b>	<b>Mean (salary)</b>	<b>Number of employees</b>	<b>Std. Deviation</b>
Trained	Under SLC	3500.00	6	424.264
	SLC	3050.00	4	732.575
	Intermediate	4100.00	25	1763.755
	Diploma	6154.55	22	1776.762
	Degree & Over	7308.33	12	2431.034
	Total	5200.00	69	2262.027
Untrained	Under SLC	2940.00	15	719.921
	SLC	2864.29	7	271.898
	Intermediate	2992.31	13	709.708
	Diploma	4650.00	6	1025.183
	Degree and Over	--	--	(All of them were trained)
	Total	3193.90	41	921.629

*Source: Field Survey, 2005*

The above Table 9.3.21 presents the relationship between training and academic qualification and salary of the female workers in tourism. According to the table, leaving the manpower of SLC level, all of the employed manpower received their salary in increasing trend according to their academic qualifications and trainings. High qualified manpower received good salary than low qualified. Similarly, trained manpower received large amount of salary than untrained did. It shows that academic qualification and training make people more capable and skilled. More qualified and trained employees provide quality service in comparison to disqualified and untrained. Hence, training and the education are the most essential things for female employees to make them ready for quality service providers in tourism sector.

**Table 9.3.22**  
**Differences between Received and Expected Salary of F. Es**  
(n=106)

<b>Salary</b>	<b>Mean (salary)</b>	<b>Number of Employees</b>	<b>Std. Deviation</b>	<b>Std. Error Mean</b>
Received Monthly Salary	4404.25	106	2087.578	202.763
Expected Monthly Salary	7693.3962	106	2996.483	291.044
Differences	3289.15(74.7)	106	--	--

*Figures in parenthesis represent the percentage of the total*

*Source: Field Survey, 2005*

Table 9.3.22 presents the differences between received monthly salary and expected monthly salary of the employees. Average monthly salary, the amount NRs 4404.25 had been received by employees in tourism sector but their expectation was NRs 7693.39 to fulfill their basic needs. It shows that the current amount of salary scale was very low in comparison to their expectation. According their demand, 74.7 percent amount of current salary scale should be increased. Hence, all of the employees, in general, were not satisfied with their remuneration. So, government should pay more attention to make fixed amount of salary and other facilities in tourism sector.

**Table 9.3.23**

**Salary Variances through ‘t’Test**

<b>Designation</b>	<b>Mean difference Between existing salary and expected salary</b>	<b>Std. Error Mean difference</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>
Basic level	-2680.30303	161.28537	- 16.618* *	32	.000
middle level	-3694.64286	248.00725	- 14.897* *	55	.000
high level	-3125.00000	468.19690	-6.675**	15	.000

<b>Training</b>	<b>Mean difference Between existing salary and expected salary</b>	<b>Std. Error of Mean difference</b>	<b>t</b>	<b>df</b>
trained	-3577.27273	222.92603	- 16.047**	65
untrained	-2813.75000	202.04077	- 13.927**	39

<b>Mean existing salary</b>	<b>Mean expected salary</b>	<b>Mean difference Between existing salary and expected salary</b>	<b>Std. Error of Mean difference</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>
4404.25	7693.3962	-3289.15094	161.80558	-20.328	105	.000

Table 9.3.24 presents that the discrimination of salary and facilities between male and female in the same nature of job. “Have you got the same salary and facilities in the same nature of job in comparison to male”? It was the question for the female employees. According to the responses, 77.3 percent of female employees received the same amount of salary in the same nature of job with comparison to males whereas 8.2 percent did not receive the same salary as males and 14.5 percent of female employees could not say any thing about it. There is national wise legal provision for equality to provide salaries and facilities for the same nature of job without any gender discrimination in the country but it did not come into practice. In

this regard, 8.2 percent employees clearly pointed out the discrimination in legal provision.

**Table 9.3.24**  
**Salary Discrimination between Male and Female Employees**

(n=110)

Responses	Frequency	Percent	Cumulative percent
Yes	85	77.3	77.3
No	9	8.2	85.5
Can't say	16	14.5	100.00
Total	110	100.00	--

Source: Field Survey, 2005

**Table 9.3.25**  
**Academic Qualification and Salary Discrimination between Male and Female**

(n=110)

Academic Qualification	Response on Discrimination			Total
	No	Yes	Can't say	
Under SLC	15(13.6)	2(1.8)	4(3.6)	21(19.1)
SLC	8(7.3)	--	3(2.7)	11(10.0)
Intermediate	29(26.4)	2(1.8)	7(6.4)	38(34.5)
Diploma	22(20.0)	4(3.6)	2(1.8)	28(25.4)
Degree and Over	11(10.0)	1(0.9)	--	12(10.9)
Total	85(77.3)	9(8.2)	16	110(100)

Source: Field Survey, 2005. Figures in parenthesis represent the percentage of the total

Table 9.3.25 presents that a large number of 3.6 percent of employees of diploma level expressed their views about discrimination along with female employees of intermediate (1.8 percent), under SLC level (1.8 percent) and degree and over (0.9 percent). It shows that maximum qualified employees felt discrimination on salary and facility distribution to males and females in the same nature of job. It is observed that legal provision of gender equality is not in practice which expressed the high exploitation of female in tourism sector. To increase and attract the females' employment in tourism, all of such gender discrimination should be avoided. Hence,

government and all of concerned authorities should pay more attention to make equal behavior to males and females.

**Table 9.3.26**  
**Satisfaction of Female Employees in Their Job**

(n=110)

<b>Responses</b>	<b>Frequency</b>	<b>Valid Percent</b>	<b>Cum. percent</b>
No	24	21.8	21.8
Yes	25	22.7	44.5
Partial	61	55.5	100.00
Total	110	100.00	--

*Source: Field Survey, 2005*

Table 9.3.26 presents the satisfaction of female employees with their present job in tourism and tourism related sectors. According to the table, 21.8 percent respondents were fully unsatisfied whereas only 22.7 percent were fully satisfied and 55.5 percent were partially satisfied with their present job. It is observed that 77.3 percent females were fully dissatisfied with their job including partial dissatisfied employees. It shows that tourism sectors do not succeed to attract female employees which results the low percentage of female involvement in comparison to males.

Table 9.3.27 presents the relationship between satisfaction and academic qualification of employed manpower in tourism. Maximum dissatisfaction expressed by the employees of intermediate and diploma level that was 8.2 percent and followed by SLC by 2.7 percent, degree and over by 1.8 percent and under SLC by 0.9 percent. Partial satisfaction expressed by the employees of intermediate level by 18.2 percent and SLC by 15.4 percent, diploma by 11.8 percent, degree and over by 6.5 percent. However, most of the highly educated employees were dissatisfied with their current job. It shows that an especial program should be launched to attract them in this sector.

**Table 9.3.27****Satisfaction of Female Employees as Their Academic Qualification****(n=110)**

Academic Qualification	Satisfaction			Total
	No	Yes	Partial	
Under SLC	1(0.9)	3(2.7)	17(15.4)	21(19.1)
SLC	3(2.7)	4(3.6)	4(3.6)	11(10.0)
Intermediate	9(8.2)	9(8.2)	20(18.2)	38(34.5)
Diploma	9(8.2)	6(5.4)	13(11.8)	28(25.4)
Degree and Over	2(1.8)	3(2.7)	7(6.5)	12(10.5)
Total	24(21.8)	25(22.7)	61(55.4)	110(100)

*Figures in parenthesis represent the percent of total.*

*Source: Field Survey, 2005*

Table 9.3.28 presents the satisfaction of female employees with the available facilities and services regarding to tourism. Out of total, only 7.3 percent employees were satisfied with the existing facilities and services whereas 34.5 percent were fully dissatisfied and 56.4 percent were partially dissatisfied. Out of the total, 92.7 percent were dissatisfied including partially dissatisfied employees of tourism sector. It shows that existing facilities and services regarding to tourism is inadequate.

**Table 9.3.28****Satisfaction Regarding to the Facilities and Services****(n=110)**

Satisfaction	Frequency	Percent	Valid Percent	Cum.Percent
Satisfied	8	7.3	7.4	7.4
Unsatisfied	38	34.5	35.2	42.6
Neither Satisfied nor Unsatisfied	62	56.4	57.4	100.0
Total	108	98.2	100.0	--
Missing	2	1.8	--	--
Total	110	100.0	--	--

*Source: Field Survey, 2005*

Table 9.3.29 presents the responses of female employees whether their expectation in their services met or not. In this regard, only 11.8 percent expressed positive view

and the rest employees expressed negative views regarding to their expectation including partial expressions. It is notable that more than 50 percent expressed their fully negative view. It shows that maximum numbers of female employees were not satisfied with their job which has created the situation of repulsion in this sector. Hence, certain strategies and programs are needed to attract the females which may generate employment opportunities to them.

**Table 9.3.29**  
**Responses of Female Employees Meeting Their Expectations**

**(n=110)**

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cum. Percent</b>
Yes	13	11.8	12.0	12.0
No	55	50.0	50.9	63.0
Partial	40	36.4	37.0	100.0
Total	108	98.2	100.0	--
Missing	2	1.8	--	--
Total	110	100.0	--	--

*Source: Field Survey, 2005*

**Table 9.3.30**  
**Service Year of Female Employees**

**(n=110)**

<b>Service Year</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Below 1 Yrs	9	8.2	8.2
1-3 years	52	47.3	55.5
3 Yrs Over	49	44.5	100.0
Total	110	100.0	--

*Source: Field Survey, 2005*

Table 9.3.30 presents the service year of the female employees. Out of the total, 47.3 percent comprised 1 to 3 years and 44.5 percent had 3 years experience and 8.2 percent had below one year. However, 55.5 percent female employees were working less than 3 years in this sector whereas 44.5 percent had the experiences of above 3 years which shows that maximum female employees have no long experiences in this sector.



Table 9.3.31 presents that maximum females; 44.1 percent were involved in tourism according to their own desire, 26.2 percent by the inspiration of family 22.1 percent were with the advice of friends/relatives. Similarly, 5.5 percent of the total, joined tourism having no any alternative job and 1.4 percent had the compulsion to join in tourism industry. Female employees, who didn't heartily, enter the job, couldn't show good performances as desired level, so, personal interest should be strong to do something before they join the job. Around 44 percent had selected the current job that they were doing. It means most of them were inspired by others and some of them had not any desire to work in tourism field. One who has a keen interest to devote in this field may provide quality service than the inspired by others. To motivate females, specific attractions should be provided by the concerned authorities to increase female employees in this sector.

**Table 9.3.31**  
**Causes of Involvement of Female Employees in Tourism**

(n=110)

<b>Description</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
According to own desire	64	44.1	44.1
It is my compulsion	2	1.4	45.5
Inspiration of family	38	26.2	71.7
Being no alternative job	8	5.5	77.2
On advice of friends and relatives	32	22.1	99.3
Others	1	0.7	100.0
Total	110	100.0	--

*Source: Field Survey, 2005*

**Table 9.3.32**  
**Desire to Job Continue in the Organization**

(n=110)

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Yes	31	28.2	28.2
No	7	6.4	34.6
Can't say	72	65.4	100.0
Total	110	100.0	--

*Source: Field Survey, 2005*

Table 9.3.32 presents the desire of female employees whether they are interested to continue their present job or not. Out of the total, only 28.2 percent had keen interest to continue their job but 6.4 percent were fully convinced to leave the present job whereas 65.4 percent had not any determination of it. However, 71.8 percent had uncertainty to do the present job in the future. It means, there is not any attraction to tourism of females. If they get other good job opportunity, they may easily escape from this field. It shows that most of the females are waiting as the passengers for train when the train comes they go away. In this regard, specific strategies and planning's are required to lengthen their duration of stay in tourism service. Government and concerned authorities should pay more attention regarding to it.

Table 9.3.33 presents 61.8 percent of the total employees were working 8 hours or less in their offices whereas 38.2 percent were working more than 8 hours per day. Around 40 percent worked hard without reasonable remuneration in the offices. Similarly, 70 percent females choose the working time from 10 Am to 5 Pm whereas rest the 30 percent were happy to choose other time period than 10 Am to 5Pm. Especially, females have more burden of household job, so they choose any time period to do in office as their desire. There may be very low chances to get job in tourism organizations as per the desire of employees. In this regard, there should be various types of job suitable for female to generate more employment opportunities in tourism.

**Table 9.3.33**  
**Response on Working Time Period of Female Employees**

(n=110)

Description		Frequency	Percent	Cumulative Percent
Working hours	Up to 8 hours	68	61.8	61.8
	More than 8 hours	42	38.2	100.0
	Total	110	100.0	--
Desired working Time period	10 Am-5Pm	77	70	70
	Other time Period	33	30	100.0
	Total	110	100.0	--

*Source: Field Survey, 2005*

**Table 9.3.34****F. Es Suggestions to Increase Female Employment in Tourism****(n=110)**

<b>Suggestions</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. percent</b>
National policy should be formulated	43	8.8	8.8
Quality of education should be made	91	18.6	27.4
Social revolution is needed	61	12.5	39.9
Cultural revolution should be needed	23	4.7	44.6
Female should be empowered	62	12.7	57.3
Salary and facilities should be increased	93	19.1	76.4
Job oriented training is needed	102	20.9	97.3
Others	13	2.6	100.0
Total	488	100.0	--

*The percentages are calculated on the basis of the total number of response rather than the total samples due to multiple responses.*

*Source: Field Survey, 2005*

Table 9.3.34 presents the different types of suggestions of female employees to increase female employment in tourism sector. Out of the total, 20.9 percent (as the highest percentage) suggested to provide job oriented training to the females and 19.1 percent suggested the increment of salary and facilities. 18.6 percent focused on quality education. 12.7 percent emphasized on female empowerment. 12.5 percent for social revolution and national policy should be formulated for 8.8 percent of total. Similarly, some of them; 4.7 percent suggested to make Cultural Revolution to increase female employment in tourism. However, most of the suggestions were more sensitive and important to generate more employment opportunities. Hence, government and other concerned authorities should pay more attention to the suggestions provided by working female employees.

Table 9.3.35 presents the views on the causes of low female employment in tourism. A large number of 19.8 percent females; suggested to provide training and 19.2 percent focused on education and 17.4 percent gave advice to increase salary. Similarly, some of them; 15 percent focused on time factor and 13.2 viewed the cause of male domination. According to them, custom, prostitution, religion and caste were other causes of low female employment in tourism. Above mentioned causes directly

affect the female employment. So correction should be made as far as possible to increase their engagement in this sector.

**Table 9.3.35**

**Views on Causes of Low Female Employment**

(n=110)

<b>Causes/Response</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Religion	13	2.6	2.6
Custom	30	6.0	8.6
Caste	8	1.6	10.2
Education	96	19.2	29.4
Training	99	19.8	49.2
Low salary	87	17.4	66.6
Time factor	75	15.0	81.6
Prostitution	20	4.0	85.6
Male dominancy	66	13.2	98.8
Others	5	1.0	100.0
Total	499	100.0	--

*Note: The percentages are calculated on the basis of the total number of response rather than the total samples due to multiple responses.*

*Source: Field Survey, 2005*

There are various sectors in tourism. Among them 11 sectors have been chosen which are mentioned above. Among the total respondents 1057 answered the questions whereas 153 did not. Among 1057 answers, 606 viewed satisfactory, 335 viewed better and 116 said best. The Best sector got 1<sup>st</sup> priority; better got the second and satisfactory got the 3<sup>rd</sup> priority, which is shown in Table 9.3.36. The most favorite sector even in the best was shopping which had been given the first priority, hotel/lodges and sightseeing had given the second priority. Similarly, trekking/travel, casinos, wild life visit, camping and night club/ dancing club were given the third, fourth, fifth, sixth and the seventh priority respectively. Rafting area was not prescribed by them as the best sector of tourism. According to them, rafting was not good place to work for the female because it was an adventurous job. The analysis of Table 9.3.34 may be one of the guide lines to generate female employment opportunities in this sector.

**Table 9.3.36****Selection of Tourism Sector for Female Employment****(n=110)**

<b>Tourism Sectors</b>	<b>Satisfactory</b>	<b>Better</b>	<b>Best</b>	<b>No Answer</b>	<b>Total</b>
Trekking/travel	56 (50.9)	35 (31.8)	13 (11.8)	6 (5.4)	110 (100)
Rafting	72 (65.5)	16 (14.5)	--	22 (20)	110 (100)
Mountaineering	72 (65.4)	14 (12.7)	3 (2.7)	21 (19.1)	110 (100)
Shopping	26 (23.6)	47 (42.7)	32 (29.1)	5 (4.5)	110 (100)
Hotel/lodges	41 (37.3)	47 (42.7)	18 (16.4)	4 (3.6)	110 (100)
Casinos	47 (42.7)	36 (32.7)	9 (8.2)	18 (16.4)	110 (100)
Sight seeing	31 (28.2)	55 (50)	18 (16.4)	6 (5.5)	110 (100)
Wild life visit	66 (60)	26 (23.6)	8 (7.3)	10 (9.1)	110 (100)
Night club/ Dancing club	65 (59.1)	22 (20)	5 (4.5)	18 (16.4)	110 (100)
Country side/ relaxing	64 (58.2)	22 (20)	4 (3.6)	20 (18.2)	110 (100)
Camping	66 (60)	15 (13.6)	6 (5.4)	23 (20.1)	110 (100)
<b>Total</b>	<b>606 (50.1)</b>	<b>335 (27.7)</b>	<b>116 (9.6)</b>	<b>153 (12.6)</b>	<b>1210 (100)</b>

*Source: Field Survey, 2005*

Table 9.3.37 presents that maximum suggestion was drawn on transportation/airlines/ticketing sector by 19.3 percent and followed computer education by 19.1 percent, travel/trekking/rafting by 16.7 percent and hotel Mgmt by 14.9 percent. Similarly, some suggestions were drawn on cargo/export/import by 8.6 percent, kitchen work by 8.4 percent and carpet/garment/pasmina by 8.2 percent to train female and to generate more employment opportunities in tourism. Training is the most essential factor to generate employment opportunity. In this regard, which area of tourism should be selected to train the female and to generate employment opportunity, may be the genuine question raised. For this, suggestions of working females will be the guideline for the concerned organization and authorities to make appropriate training program.

**Table 9.3.37****Suggestions for Sector- wise Selection of Tourism to Train the Females****(n=110)**

<b>Sectors of Tourism to Train</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Kitchen Work	43	8.4	8.4
Laundry and Cleanliness	22	4.4	12.8
Computer Education	96	19.1	31.9
Travel/Trekking/Rafting	84	16.7	48.6
Transportation/Airlines/Ticketing	97	19.3	67.9
Hotel Management	75	14.9	82.8
Cargo/Export/Import	43	8.6	91.4
Garment/Carpet/Pasmina Ind.	41	8.2	99.6
Others	2	0.4	100.0
<b>Total</b>	<b>502</b>	<b>100.0</b>	<b>--</b>

*Note: The percentages are calculated on the basis of the total number of response rather than the total samples due to the multiple responses.*

*Source: Field Survey, 2005*

Table 9.3.38 presents the facing problems of female employees in their present job. Large number of females shows the major problem in tourism that was lack of experiences. According to them, it was difficult to work without experiences in specific area of tourism. Out of the total, the problem of experiences was raised by 23.9 percent and salary/ facilities by 16.6 percent, education by 14.1 percent and family support by 9.8 percent. Similarly, behaviors of official staff, training, time factor, peace/security, social support transportation and so on were also shown as the facing problems in current job of the female workers. But 5.5 percent did not give any response about the problems. The account of facing problems of female employees may be the guide line for the concerned authorities on the process of their recruitment.

**Table 9.3.38**  
**Facing Problems by Females in Their Present Job**

(n=110)

<b>Facing problems of</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Education	23	14.1	14.1
Training	6	3.8	17.9
Experiences	39	23.9	41.8
Family support	16	9.8	51.6
Social support	5	3.1	54.7
Salary/facilities	27	16.6	71.3
Peace/security	5	3.1	74.4
Time factor	6	3.8	78.2
Transportation	4	2.5	80.7
Official staff	8	4.9	85.6
Don't know/can't say	9	5.5	91.1
Others	15	9.2	100.0
Total	163	100.0	--

*Note: The percentages are calculated on the basis of total number of response rather than the total samples due to multiple responses*

*Source: Field Survey, 2005*

Table 9.3.39 presents the suggestions of female employees to measure their current facing problems in present job. According to them, maximum respondents focused on training that was 26.8 percent and education by 13 percent, salary/facilities and social support by 8.7 percent, official management by 6.5 percent and peace/security by 5.1 percent. In this regard, 13.8 percent did not response at all. Besides above mentioned suggestions, time factor, experiences, family support, and rules/regulations were also focused on by the respondents. According to their suggestions, tourism related rules and regulations should be changed and formulated as the need of female employees in tourism which can generate more employment opportunities. Some of them suggested awareness program to be conducted which could create family support and social support as the encouraging factor. Similarly, some of them viewed to avoid male dominancy and focused on to provide quota system in every sector of tourism to encourage the females.

**Table 9.3.39****Female's Suggestions to Measure the Problems**

<b>Suggestions</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
By Training	37	26.8	26.8
By Education	18	13.0	39.8
By Peace/Security	7	5.1	44.9
By Social Support	12	8.7	53.6
By Official Mgmt	9	6.5	60.1
By Salary and facilities	12	8.7	68.8
By Time factor	1	0.7	69.5
By Experiences	2	1.4	70.9
By Family support	6	4.3	75.2
By Rules/ Regulations	6	4.3	79.5
By Don't know/ can't say	19	13.8	93.3
Others	9	6.5	100.0
Total	138	100.0	--

*Note: The percentages are calculated on the basis of the total number of response rather than the total samples due to the multiple responses.*

*Source: Field Survey, 2005*

**Table 9.3.40****F. Es. Response on Behavioral Discrimination against Female****(n=110)**

<b>Response</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
In Family Behavior	8	7.0	7.0
In Social Behavior	11	9.6	16.6
In Official Behavior	2	1.7	18.3
With Male Behavior	16	14.0	32.3
No Discrimination at all	56	49.1	81.4
Don't know/ can't say	17	14.9	96.3
Others	4	3.5	100.0
Total	114	100.0	--

*Note: The percentages are calculated on the basis of the total number of response rather than the total samples due to the multiple responses.*

*Source: Field Survey, 2005*



Table 9.3.40 presents the behavior with female by males, official staffs, society etc. It shows the behavioral discrimination between male and female. Females are backward and down trodden than males in the society. In most of the family, behavior with male and female seems different. Family still provides first priority to son than daughter with regard to education, training, health, food and shelter etc. Behavior in office, society and family is different between males and females because of custom, tradition, beliefs and social values and so on. Out of the total, around, 50 percent viewed that there was not any discriminatory behavior at all. In this regard, 14 percent expressed that male behavior was discriminatory against females whereas 9.6 percent felt social discriminatory behavior even in high society. Similarly, 7 percent expressed family behavior as discriminatory against female; daughter, daughter in law, wife even grandmother in comparison to males and 1.7 percent viewed that official discriminatory behavior against female was high in practice. According to them, salary and facilities were also discriminatory between males and females.

**Table 9.3.41**

**F. Es. Experiences on Problem Faced Before Joining Present Job**

**(n=110)**

<b>Response</b>	<b>Frequency</b>	<b>Percentages</b>	<b>Cum. Percent</b>
Low Academic qualification	7	6.1	6.1
Lack of job oriented training	17	14.8	20.9
Lack of experiences of job	45	39.1	60.0
Required skill/ efficiency	11	9.6	69.6
Lack of job opportunity	7	6.1	75.7
Lack of family support	3	2.6	78.3
Lack of social support	2	1.7	80.0
Problems of time factor	1	0.9	80.9
Don't know/ Can't say	17	14.8	95.7
Others	5	4.3	100.0
Total	115	100.0	--

*Note: The percentages are calculated on the basis of the total number of response rather than the total samples due to the multiple responses*

*Source: Field Survey, 2005*

Some of them viewed that people, usually hate female and respect male as being the society patriarchal. Out of the total, 14.9 percent did not respond at all. However, 35.8 percent talked about various types of discriminatory behavior against females in comparison to males. Hence, it should be corrected as soon as possible by concerned individuals, families, societies and the concerned authorities.

Table 9.3.41 presents the problems faced by female employees before they viewed the present job. According to them, most of the females; 39.1 percent felt the problem of lack of experiences of job, the lack of job oriented training by 14.8 percent, lack of required skill/ efficiency by 9.6 percent, low academic qualification and equally lack of job opportunity by 6.1 percent. Besides these problems, lack of family support, lack of social support, lack of time, male dominancy, peace and securities and so many other various types of problems were also faced by the female employees before joining the current job. To avoid such problems, required information about the office, trainings, official visits and various types of supports are needed for the females before joining the new job. For this solution, concerned individuals, family, society and authorities should be aware of it.

Table 9.3.42 presents the suggestions of female employees to increase the facilities and services in tourism sector. According to the table given below, many respondents; 31.7 percent expressed that salaries and allowances should be equal with Govt. offices. 15.1 percent were in the favour of bonus, bima, pension, and other facilities. Some of them; 12.7 percent focused on the dedicated and strong management. 8.7 percent expressed the need of peace and security. Similarly, quality education, training, promotion, prize and punishment system, minimum quota system should be provided for the female employment and females to be in high management level were also other suggestions focused on the employees regarding to increasing facilities and services in tourism sector with reference to female employment. According to them, if more facilities and services are provided, female employment may be increased easily in tourism sector. Hence, the concerned authorities should pay more attention to provide more facilities and services as suggested by the respondents.

**Table 9.3.42****F. Es. Suggestions to Increase Facilities and Services to Female****(n=110)**

<b>Suggestions</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Female should be posted in high management level	2	1.6	1.6
Salaries and allowances should be equal with Govt. offices	40	31.7	33.3
Bonus, Bima, pension and other facilities should provided	19	15.1	48.4
Management should be strong and dedicated	16	12.7	61.1
Promotion, prize and punishment system should be developed	2	1.6	62.7
Peace and security should be available	11	8.7	71.4
Quality education and training is essential	4	3.2	74.6
Minimum quota should be provided in female employment	3	2.4	77.0
Don't know/ Can't say	10	7.9	84.9
Others	19	15.1	100.0
Total	126	100.0	--

*Note: The percentages are calculated on the basis of the total number of frequencies rather than the total samples due to the multiple responses*

*Source: Field Survey, 2005*

Table 9.3.43 presents that many respondents realized female services in tourism the best that was 18.2 percent and 17.3 percent viewed better and 30.9 percent viewed satisfactory and 5.4 expressed bad to make them engaged in tourism sector. Out of the total, 28.2 percent did not respond about it. In this regard, only few percentages of respondents felt bad regarding to the female services in tourism but most of them referred to make them engaged in this sector.

**Table 9.3.43****F. Es. Feelings Regarding Female Services in Tourism****(n=110)**

<b>Feelings/Responses</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Bad	6	5.4	5.4
Satisfactory	34	30.9	36.3
Better	19	17.3	53.6
Best	20	18.2	71.8
Don't know/ Can't say	31	28.2	100.0
Total	110	100.0	--

*Source: Field Survey, 2005***Table 9.3.44****F. Es. View to Increase Female Employment in Tourism****(n=110)**

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Provide quality education	68	23.4	23.4
Provide job oriented training	88	30.3	53.7
By awareness program	6	2.1	55.8
Avoid male dominancy	3	1.0	56.8
Provide social freedom	16	5.5	62.3
Family support is needed	6	2.1	64.2
Provide peace and security	50	17.2	81.6
Change culture/ custom/tradition	3	1.0	82.6
Change economic and legal status	2	0.7	83.3
Minimum quota should be provided in employment	8	2.8	86.1
Attractive income and encouragement	38	13.1	99.2
Others	2	0.7	100.0
total	290	100.0	--

*Note: The percentages are calculated on the basis of the total number of responses rather than the total samples due to the multiple responses*

*Source: Field Survey, 2005*

Table 9.3.44 presents the suggestion given by female employees to increase female employment in tourism. To increase female services in tourism, many respondents; 30.3 percent suggested to provide job oriented training. 23.4 percent were for quality education and 17.2 percent viewed the need of peace and security. Quota system by 13.1 percent and 5.5 percent expressed to provide social freedom. Similarly, some of them suggested to conduct awareness program, avoidance of male dominancy, family support, the change of change culture/ custom/tradition and the change in economic and legal status of the females in the society. In this regard, attractive income and encouragement were also felt needed by some respondents. However, more than 50 percent respondents viewed and focused on quality education and job oriented trainings as the basic requirement to increase female employment in tourism. It shows that many more efforts should be done by the individuals, Govt. and concerned authorities to increase the involvement of female in this sector.

**Table 9.3.45**

**F. Es. Preferences on Different Types of Job in Tourism**

(n=110)

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cum. Percent</b>
Travel/Ticketing/Reservation	65	27.0	27.0
Trekking/Expedition	1	0.4	27.4
Camping/Country side	5	2.1	29.5
Hotel management	19	7.9	37.4
Receptionist/Official work	28	11.6	49.0
Shopping	18	7.5	56.5
House keeping	8	3.3	59.8
Airlines	37	15.3	75.1
Computer based job	24	10.0	85.1
Sight seeing	7	2.9	88.0
Don't know/ can't say	4	1.7	89.7
Others	25	10.4	100.0
Total	241	100.0	--

*Note: The percentages are calculated on the basis of the total number of responses rather than the total samples due to the multiple responses*

*Source: Field Survey, 2005*

Table 9.3.45 presents that a large number of female employees preferred the job to do in travel/ticketing/ reservation sector that was 27.0 percent. 15.3 percent loved airlines. 11.6 percent liked receptionist/ official work and computer based job by 10 percent. Similarly, hotel management was preferred by 7.9 percent, shopping by 7.5 percent, housekeeping by 3.3 percent and camping/country side by 2.1 percent. Some of them preferred to do job in sight seeing that was 2.9 percent and trekking/ expedition was by 0.4 percent. Besides these jobs, some of the respondents preferred to be guide for wildlife visit and some of them expressed to do the adventurous tourism, rural tourism, and eco-tourism and so on. Out of the total 1.7 percent did not have any response regarding to the job preferences.

### **9.3.1 Views of Female Employees on the Prospects of Female Employment in Tourism**

Through out the country, only 110 female employees were selected from different tourism related sectors as the respondents for this study. It was thought that fact information might be come out by the working female employees about their problems and their suggestions would be more applicable in tourism. Similarly, to generate more employment opportunities for female, working female employees may have the exact information which might play vital role in future. In this regard, some information was collected by the respondents about the prospects of female employment in tourism, which are presented as major points below.

- In our changing society, the prospect of female employment in tourism is high with the improvement of quality education, training and awareness of the society.
- Attractive salary and facilities and more opportunities may attract them which may assist to increase the prospects of female employment in tourism.
- Country's natural beauty, multilingualism, attractive culture and existing bio-diversity make sustainable development of tourism in Nepal which may assist the prospects to the desired level.
- Females are not the means of entertainment but they the supporting parts and basic foundation of the society. Awareness program may change the attitude

of family and society towards females which may assist the prospects of female employment in tourism.

- Besides New Zealand, Nepal is known as the second ultimate destination with ethnic and topographical diversities, rich flora and fauna, adorned with exceptional architecture which is unmatched with any country of the world. Hence, potentialities of sustainable tourism promote the prospects of female employment in coming days.
- If the government formulated and implemented appropriate policy in favor of females, the prospects undoubtedly would be high.
- Peace and security may encourage the females in outdoor activities which supports the prospects of female in tourism.
- Nepalese female should be empowered economically. Family support and social support can increase the prospects of females' employment in tourism.
- If the male dominancy and gender discrimination is avoided and existing custom, traditions, beliefs and social values to be in favor of female, the prospects would be high.
- Economic and political stability, transportation facility, accessibility, efficiency of tourism organizations, man-made environment, historical and religious places, hospitality, culture, friendship, government policy, international environment and other so many factors affect tourism. Hence, more attention should be paid in these factors to assist prospects.
- Village tourism, rural tourism, ethnic tourism, cultural tourism, eco-tourism, events and festival oriented tourism may support to the prospects of female employment in this sector.
- Nepal Government and concerned authorities should pay more attention to solve problem of women in relation to work and family.

### **9.3.2 Prospects of Female Employment in Tourism**

#### **(a) Prospects in Rural Tourism/Village Tourism**

All the activities of tourism concerned with villages or rural areas are known as rural or village tourism. Approximately, 85 percent Nepalese people live in rural area. In this regard, unless the development of rural tourism, the entire tourism can't be expanded to the desired level and it may be difficult to provide more employment opportunities in tourism for the rural people. In this context, "Tourism for Rural poverty Alleviation program" has been implemented since September 2001 in six districts of the country namely Taplejung, Solukhumbu, Rasuwa, Chitawan, Rupandehi and Dolpa in the 48 selected village Development Committees of them as the pilot project. Tourism for Rural Poverty Alleviation Program (TRPAP) was a joint programme of the Ministry of Culture, Tourism and Civil Aviation (MOCTCA) of Government of Nepal, United Nations Development Programme (UNDP), and Department for International Development (DFID), Nepal and the Netherlands Development Organization (SNV) Nepal, Nepal Tourism Board (NTB) and Department of National Parks and Wildlife Conservation (DNPWC) in the coordination with District Development Committees (DDCS) and Village Development Committees (VDCS) of respective six districts.

The program aimed to set an example of Nepal Government's thought to institutionalize the development process of pro-poor rural tourism. The project has laid emphasis on capacity development of social mobilizers with essential skills in sustainable tourism development entrepreneurship, facilitation, training and project implementation. The aim of the program was to make each social mobilizer a capable 'rural tourism facilitator' and make the whole program effective and sustainable. The program was conducted with a view of replicating its success to other tourist potential rural areas in the country. The program had a single goal of poverty alleviation through rural tourism. It emphasized to contribute the poverty alleviation supporting the objective of government through review and formulation of policy and strategic planning for sustainable tourism development, which were pro-rural communities. There were three specified objectives to support its goal of poverty alleviation. "They were to develop rural tourism models for policy feedback, to set-up institutions from grass root to central level to look after tourism activities and to establish backward



and forward linkages and review and formulate conservation friendly tourism development policies and strategies” (TRPAP, Research Highlights 2007:2)

That was the first program in the country to promote rural tourism, which might be extended from six districts to all over the country. Most of the rural people, especially rural female who had no skills, education and money for tourism business and deprived of employment in tourism sector, would be benefited directly or indirectly. This type of program may assist to generate more job opportunities in tourism field providing various types of trainings, education, skill and loan for the business as the initial capital. In this regard, if the rural tourism is enhanced all over the country as per expectation, most of the females of rural areas can get more job opportunities as according to their skill and capacity. Both educated and illiterate people can equally get job in tourism field in accordance with their skill and performances. Therefore, the prospects of female employment are too much bright in Nepal having highly coverage of rural area of the country.

#### **(b) Prospects in Hotels Casinos and Lodges:**

According to the survey, most of the tourists prefer female’s services to male’s in hotels, casinos and lodges by 61.2 percent, 55.6 percent and 66.3 percent respectively. Similarly, out of the total, 20 percent tourists have recommended to provide hotel management training to the female employees. The survey presents that out of the total, 61.7 percent of foreign visitors and 71.4 percent of employers like female services than male because they are more kind and polite; sweet voiced and more gentle; more talkative; more disciplined, laborious, friendlier, sincere and more responsible in their job. Tourism is known as hospitable business. In this regard, most of the tourists feel more hospitable by women behavior than male in tourism. Similarly, 27 percent of female employees prefer to do job in this sector. So, female employment in tourism seems inevitable to promote tourism trade. It shows the high prospects of the female employees in this sector.

#### **(c) Prospects in Shopping/ Travel/Ticketing/Sight seeing sector of tourism**

Out of the total, 74 percent tourists preferred females’ services in shopping to males’. Similarly, 56.4 percent referred them to sight seeing and shopping and sightseeing sectors were chosen by 48.6 percent and 28.6 percent of the employers for

the best sector for female employment. According to the female employee's preferences on different types of job in tourism, most of them (27 percent) have preferred travel and ticketing sector to others. It shows that most of the female employees enjoy table work than the field visit. Hence, it is concluded that there is bright prospects of female employment in different types of indoor jobs like computer-based job, receptionist, accounting, travel and ticketing, house keeping and other such official works that is highly prescribed that they generally enjoy than other field-visit works.

**(d) Prospects on Adventurous Tourism and Eco-tourism:**

Different types of activities that young energetic tourists participate such as trekking, rafting, mountain climbing, bungee jumping, paragliding, hot air ballooning, canyoning, wave running, hunting, rock climbing, jungle safari, mountain flight, mountain biking etc. are known as adventurous tourism. This type of tourism is in remote areas where the visitors take part in different activities. This type of tourism is more popular among the young tourists. Similarly, eco-tourism is modern concept in tourism, which is related to the conservation of environment and nature in tourist's destination area. Because of physical weakness, most of the female do not like to participate in adventurous tourism but out of the total tourists, 71.8 percent prescribed the female service in travel and tours whereas 44.1 percent like female services in trekking, 39 percent referred wildlife visit, 23.7 percent recommended rafting, 32.8 chose mountaineering, 56.0 liked their involvement in others. Similarly, 39.9 percent employers had the positive opinion with regard to female employment in adventurous tourism like mountaineering, rafting, wildlife visit and trekking and travel area. Out of the total female employees, 30.8 percent has preferred adventurous tourism like trekking, mountaineering, wildlife visit, country side/relaxing, camping etc. However, females also can participate in every type of adventurous tourism activities as males. In this regard, male dominancy should be avoided; family support, social support, appropriate training, education, and awareness programs should be conducted; salary and other facilities should be attractive; the peace and security is also inevitable to encourage female employees in adventurous tourism. Women of remote and rural areas should be organized into a group and also should be trained and mobilized them to protect and preserve the environment and nature, which generates more job

opportunities in tourism. Hence, the prospect of female employment seems very bright in adventurous and eco-tourism.

**(e) Prospects in Tourism related Industries:**

Tourism related industries are those areas of industries, which indirectly support tourism such as carpet, garment, pashmina and other handicraft industries. Cargo, money exchange centers, export and import activities, food processing and so many other supporting institutions and industries are known as tourism related industries. Approximately, 90 percent of females were working in carpet industries in 1989. Similarly, we may also generate more job opportunities and extend more female employees in other tourism related industries like in garment, pashmina, cargo, handicraft and other so many small and cottage industries. In this regard, there seems bright prospect of female employment in tourism related industries in the country.

**(f) Reasons of Bright Prospects of Female Employment in Tourism**

- Women by nature are more hospitable. They are more kind and polite with sweet voice and gentle behavior, more disciplined and laborious, friendlier, sincere and more responsible in their job.
- There are many different types of institutions opened in various sectors of tourism in the country to provide women more opportunities. Various institutions have provided different types of job-oriented trainings, awareness programs and quality education to them.
- Besides these facts, there are more institutional growth of tourism sector especially hotels, restaurants, resorts, casinos, travel and tours, trekking agencies, cargos, shopping centers and various tourism supporting cottage and small scale industries such as carpet, garment, pasmina, sculpture and so on, where prospects of female employment is bright.
- Nepal is rich in its natural beauty with various types of topography Physical infrastructure such as road, electricity, drinking water, health and sanitation, communication, airways etc. are growing and extending in rural and remote areas.

- By the cause of education and awareness programs, family and society in general, are supporting female to join this sector. Nepal Government should make appropriate policy and changing the traditional so that many legal provisions can support female to get more job opportunities. The number of female employment in tourism is low in comparison to male. If there are effective programs education, job oriented training, social awareness, family support avoidance of dominancy, gender discrimination and harassment, women empowerment with sound economic and financial strength; full security, safety and attractive salaries and facilities may assist to make bright prospects of female employment in tourism. In this background, it can be said that there seems high potentiality of female employment in tourism sector.
- If the Nepal Government and concerned authorities should pay more attention to solve the problem in relation to work and family, the prospect may be high.

At last, we can say that the prospects of female employment in every level and sector of tourism are inevitable to promote tourism business to the desired level of the nation.

# **CHAPTER- TEN**

## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **10.1 SUMMARY**

Nepal is one of the enchanting tourist destinations in the world with its natural beauty and cultural, religious and archeological heritages. The country is land-locked by china and India and has not been blessed with commercially viable mineral resources so far as, but comparative advantage seem to be in favor of tourism. Despite enormous potentialities for tourism, the country has however, not been able to reap adequate benefits from tourism sector because of limited air access, poor infrastructure and inadequate marketing strategy. Tourism is an activity generating a number of economic and social benefits, which not only augment foreign exchange opportunities but also direct, indirect and induced employment through backward and forward linkages with other sectors of economy. As far as the employment generation in tourism is concerned, Nepal Rastra Bank (1989) carried out an econometric study focusing income and employment generation from tourism in Nepal, and found that among the total number of employment only 10.8 percent female employees were engaged in this sector. Unless and until the basic problems with regard to female employment generation are identified and analyzed, the efforts to develop tourism industry would be ineffective. In this regard, a series of questions may be raised as like, what is the status of female employment and what are the major problems of tourism to generate female employment and how tourism could be developed and established as one of the prosperous industries in Nepal increasing number of female employment in this sector? Hence, this is the crucial issue that has been addressed in this study which may be one of the guidelines to make further plan and strategies to generate more female employment.

This study is based on both primary and secondary data. The primary data were collected through a sample of 122 tourists, 35 employers of various tourism sectors and 110 working female employees in tourism. Similarly, secondary data were collected from various publications of government and non-government organizations like travel, trekking and mountaineering agencies, rafting, shopping, hotels and other

tourism related sectors. Analysis has been made using descriptive, analytical and statistical approaches. Statistical tools like charts, graphs percentages, growth rates, index and its share were used for the analysis.

The objective of the study is to assess the contribution of tourism in Nepalese Economy and female employment generation to recommend measures and strategies to develop tourism industry as an important sector for employment generation with particular reference to female.

The theoretical foundation of tourism has been reviewed and the relevant Nepalese Literature has been also studied for the study. In this regard, theories on tourism mainly based on the Literature of Alister Matheson and Geoffrey (1982), Ananda (1976), Batra and Chawla (1995), Bhatia (1993), Bukrat and Medlik (1981), Collier (1989), Mc Intosh (1995), Negi (1990), Satyal (1988), Lundberg (1995), Tiwari (1994), Theobald (1994) etc.. Similarly, various studies with regard to tourism has been carried out as 'National Tourism Report (1981), 'Nepal Tourism Master Plan Review' (1984), Report on Nepal Departing Visitor's Survey (1997), Report on Income and Employment Generation from Tourism in Nepal (1989), 'Tourism Sector Development Draft Final Report' (1997), 'Second Tourism Infrastructure Development Project' (1995), 'Nepal Tourism Development Program Final Report' (1990), 'Nepal Tourism Master Plan Review' (1984) etc. Besides, Burger Veit (1978), Khadka (1993), Tuladhar 1993), Pradhananga (1993), Gurung (1995), Sharma (1995), Shrestha (1998), Shrestha (1999), Upadhyaya (2003) and so many other scholars have conducted doctoral research on Nepalese tourism. However, the review of earlier reports and studies, as stated above, carried by various scholars and institutions on different aspects of tourism has revealed that a comprehensive and in-depth analysis of problems and prospects of female employment in tourism has not been studied. Most of the reports and studies have mainly concentrated on some particular problems and policy related issues only. Hence, the present study is concentrated on the impact of tourism in female employment generation from different perspective.

In fact, natural beauty and rich cultural heritage are the main tourism attributes of the country. Poor infrastructure is one of the hindrances to develop tourism. Quality of physical and service infrastructure is needed to develop tourism. There are 1006 hotels with 20801 rooms and 39384 beds in all over the country in 2005. Similarly, 948 travel agencies, 740 trekking agencies 110 cargo, 92 rafting agencies and 17

airlines have providing services to tourists in 2005 but the high quality service is needed in all over the sector of tourism. More or less, 50 percent hotel accommodation facilities are concentrated in Kathmandu valley and class hotels are still limited outside the valley. Similarly, other service provider agencies also concentrated more than 50 percent in Kathmandu valley only. So, more attention should be paid to avail various service provider agencies in all over the country. Transportation (road, air and water) and communication, supply of electricity, drinking water, health services, shopping centers, sports and entertain sectors play vital role in tourism but inadequate physical infrastructure can't attract tourists in country.

Nepal Tourism Board (NTB), Hotel Management and Tourism Training Center (HMTTC), NATA, TAAN, NMA, NARA, PATA, REBAN, TURGAN, BARN, NSHAN, HRA, AHON, CAAN, CCIAN, RBAN, DNPWC etc. has the vital role to promote and develop tourism industry as their respective level.

After the Rana regime in 1950, a number of steps were undertaken to accelerate the growth of tourism industry. During 1<sup>st</sup> five year plan, the government had invited two advisors from the aboard to develop tourism and classified hotels in various standards. Similarly, development of Tribhuvan International Airport, Organization of training to tourist guides, conduction of hotel survey etc. were the major activities during the plan period. The enactment of the Tourism Act, 1964 was a notable achievement of the second plan period. During third five year plan, an advisory committee for tourism was set up in 1968. Similarly, production of short films, establishment of hotels with international standard in Kathmandu, Pokhara and Biratnagar, maintenance and reconstruction of temples in Kathmandu valley, organization of Nepal Hotels Association and Nepal Association of Travel Agents were also major activities in this plan period. Nepal Tourism Master Plan (1972) was drafted during the fourth five year plan which can be considered as the first policy guidelines for tourism. Similarly, Ministry of Tourism was established during the 5<sup>th</sup> five year plan period which was a notable achievement in this sector. During this plan period, Nepal received the membership of the International Union of Official Travel Organization (IUOTO) also. The sixth plan was also an extension of the fifth five year plan which followed the recommendation of the Master Plan (1972). The aim of the plan was to develop tourism in an integrated manner decentralizing tourism activities

all over the country. The seventh plan of the country aimed to improve balance of payment situation through increased foreign exchange earning by attracting the upper class tourist and to generate new opportunities of employment. The plan had paid more attention to increase physical infrastructure strengthening of airport and hotel services, conservation of religious, cultural and historical places and encouragement of tourism related industries. The notable objectives of eighth plan were to develop necessary infrastructure for well facilitated air services and class coordinating link between tourism and other sectors of the economy encouraging the use of local materials and services in tourism. There were some programs to develop new types of tourism products as like SPAS, Hot Air Ballooning, Para Gliding, Wind Surfing and Golf Course in the plan. The main objective of the Ninth Plan was to enhance employment opportunities, income generation and foreign currency earning from the tourism sector and external these benefits down to the village level. Similarly, 'Visit Nepal Year 1998' was launched as a national campaign for the first time for the development of tourism which played a crucial role in generating awareness on tourism. In the area of institutional development, Nepal Civil Aviation Authority was set up and Tourism Department was dissolved to establish Nepal Tourism Board with the participation of the private sector during the plan period. Tenth Plan paid more attention on conservation and preservation of historical, cultural, religious and archaeological heritages and enhancing their practical utilization and sustainable development and qualitative promotion of the tourism sector. However, tourism planning had received attention from the very beginning in the periodic plans in Nepal.

The majority of tourist were found to be between the age of 16 to 45 establishing Nepal as a destination for the young and adults and mainly dominated by male visitors. Nepal is known as the destination for nature, culture and adventure tourism. Holiday/Pleasure was the main purpose to visit Nepal followed by trekking/mountaineering. "The amount of foreign exchange earnings from tourism sector is found to have declined by 42.34 percent in F/Y 2004/05 as compared to preceding F/Y of 2003/04 and remained at 10,464 million rupees" (Economic Survey, 2005/06). The GDP in 1980/81 was Rs 27307 million, which has increased to Rs 474919 million in 2003/04 representing an increase of more than 17 times. The highest contribution of tourism in GDP was in 1993/94 and 1995/96 by 4.2 percent



whereas it comprises 32.5 percent of total value of merchandise exports and 10.2 percent of the total foreign exchange earning in 2003/04. However, it is the main source of revenue of government which plays vital role in balance of trade, foreign exchange earnings and GDP of the country.

According to the field survey of the study, 83.6 percent tourists were of 15 to 40 years age group whereas over 40 years' age group tourists are approximately 16 percent only. Out of the total 51.6 percent tourists were female and 45.1 percent were service holders by their occupation followed students by 23.8 percent of the total. Similarly, more or less 60 percent tourists were highly educated with graduation level and over. Most of the tourists were unmarried by 76.2 percent of the total and 38.1 percent visited single whereas 36.6 percent with their friends. More or less 60 percent tourist visited Nepal in their personal judgment and 35.2 percent were influenced by their friends/relatives to visit this county. Self or individually arranged tourists are highest by 69.7 percent of the total but tour operators and travel agents assist in arrangement for tourists by 17.2 percent only. It shows the inactiveness of travel/tour agencies to attract tourists in the country. Most of the tourists have the preferences in seeing and meeting people by 36.2 percent followed by customs/ festivals/folk fore by 20.7 percent and museums/architecture/monuments by 19.9 percent of the total whereas 64.5 percent visited Nepal with the purpose of trekking/pleasure/sightseeing. Most of the tourists used lodges by 33.8 percent followed by non-star hotels by 26.1 percent whereas only 12.0 percent used star hotel accommodation while their visit the country. It shows that the numbers of quality tourists were very low and cheap tourists were high, that directly affects the income generation from tourism. However, 66.4 percent tourists were fully satisfied with the availed facilities and services. Consequently, 49.7 percent tourists spent more than 10 days in Nepal. The time duration of the stay seems very short while visiting the country. 21.1 percent tourist viewed male dominancy as the causes of low female employment in tourism followed lack of education by 19.4 percent. Similarly, 20 percent has suggested providing hotel management training for the female to generate more employment opportunities whereas 17.3 percent focused to transport/airlines/ticketing area to train them. Most of the tourists prefer female services than male in shopping sector by 74.0 percent followed travel and tours by 71.8 percent and more than 60 percent prefer women service in hotel/lodges sector. Similarly, they dislike female services in rafting and

mountaineering sector of tourism by 23.7 and 32.8 percent respectively. Out of the total 89.3 percent expressed their view to revisit Nepal and 7.4 percent dislike to revisit. Of the total sample, 68.9 percent tourists expressed their view as positive in terms of expectation fulfillment visiting Nepal whereas 10.7 percent expressed as negative view. Out of the total 16.7 percent tourists suggested to provide various trainings and 16.2 percent viewed quality education to measure the problems of low female employment in tourism whereas 13.6 percent viewed through workshop/research the problem may be solved. Maximum tourists are satisfied in star hotels and friends/relatives by 75 percent followed lodges by 72.3 percent and 63.9 percent in non-star hotels.

Nepalese society is traditional and male dominated it takes more time to build positive attitude towards the female employment in tourism. If the women were educated, trained and efficient, they would be capable as men. Regarding the prospective of female employment, tourists viewed that social freedom, security, family support, economic independency, gender equality and attractive wages and better education are the basic requirements to generate more female employment opportunities in tourism.

Here, 35 employers were selected from various sector of tourism field for the study where the 276 employees (male/female) were working. Out of the total 14.1 percent were females. Among the total female employees, 48.7 percent were working in basic level followed middle level by 38.5 percent and high level by 12.8 percent. Out of the total 7.7 percent female were of below 20 years whereas 20-25 years age grouped employees were 30.8 percent and 25-30 years age grouped were 33.3 percent. Similarly, 30-40 years age grouped were 13.3 percent and 7.7 percent were above 40 years old in the sample organizations. Of the total, 59 percent were married and 33.3 percent were unmarried. It shows that marriage does not matter to get job opportunity for female. Levels of experiences of female employees were very low because 64.1 percent have below 2 years only. Among the total 33.3 percent were untrained and only 7.7 percent were trained, whereas 59 percent did not responded. Out of the total employers, 91.4 percent employers viewed the indispensability of female services in tourism and 16.9 percent expressed that lack of education, training and male dominance are the major causes of low female employment in tourism. Most of the employers suggested to train and educate female and to formulate national policy in

favor of female employment. 42.9 Percent employers were convinced that female can do work equally and better as male whereas 25.7 percent expressed that they can do better than male. Similarly, maximum employers were convinced that both sex get equal salary and facilities in same nature of job by 74.3 percent and 82.9 percent viewed female can compete with male in every field of tourism. Maximum employers accepted to provide job to female as their performances and skill and rest of them referred specific job in specific field. Only 1.2 percent employers disliked female services but rest of them expressed indispensability of female service in tourism. Most of the employers suggested providing quality education and training to measure the problems of low female employment in this field.

Out of the total (110) sample female employees, 20-30 years age grouped respondents were 68 percent and rest of the total 31 percent were above 30 years. It shows most of employees were young and adult in this sector. Salary and facilities seems very low in tourism because only 3 percent has received above Rs 10,000 as their salary and only 24.5 percent has received extra other facilities from their offices. Most of the females were working in middle level job by 53.2 percent and only 16.5 percent were working in high level job. The study observed that trained and educated female employees have received more salary and facilities than the uneducated and untrained. Minimum 74.7 percent of the current salary should be increased to meet their expected amount of salary which presents their high dissatisfaction on their remuneration. Salary and facilities seems to be provided equally without gender discrimination. Hence, only 25 percent female employees were satisfied in their job. In this context, only 7.3 percent employees were satisfied regarding their current facilities and services. Most of the female employees were new comer and hence experiences below 3 years by 63.7 percent. Only 28.2 percent were interested to continue their job whereas rest of others has no certainty to be continued. The study found that 38.2 percent employees were working more than 8 hours per day but they didn't get desired level of salary and facilities. Most of the respondents suggested that training is needed and salary and facilities should be increased and quality education should be provided to increase female employees in this sector. Most of the respondents viewed that employment in shopping, hotel/lodges and sight seeing sectors are more preferable area than other sectors of tourism. Most of them suggested providing special training in transportation/airlines/ticketing/ computer education,

travel and hotel management to generate more employment opportunities. Majority of employees had demanded equal salary and facilities as Bima, Pension, and Bonus as provision by government offices. According to the above discussion, it has been observed that most of the female employees were unsatisfied in their present job in tourism.

## **10.2 Findings**

Various scholars and institutions have studied on different aspects of tourism but comprehensive and in-depth analysis of problems and prospects of female employment in this sector has not been studied at all. Hence, the present study is concentrated on the impact of tourism in female employment generation from different perspective In this regard; the findings of this study are given as below.

- Most of the tourists prefer female services than male in shopping sector by 74.0 percent followed travel and tours by 71.8 percent and more than 60 percent in hotel and lodges. Hence, female employment in this sector is inevitable.
- Out of the total, 71.4 percent employers and 61.7 percent tourists viewed that female employees are more kind and polite; sweet voice and gentle; more talkative and disciplined; less aggressive and more attractive; more laborious friendlier, sincere and responsible in job. Similarly, out of the total, 10.8 percent female visitors and 9.0 percent male visitors especially like the female services in every sector of tourism.
- Out of the total, 29.1 percent female employees wanted to be employed in shopping and followed hotel/lodges, sight seeing, travel /trekking and casinos by 16.4, 16.4, 11.8 and 8.2 percent respectively. Similarly, out of the total employees, 34.3 percent has accepted to provide job as the female's performances and skill whereas 25.7 percent want to provide job in reception/telephone operator and computer based job/ office work by 8.6 percent. However, female should be employed in every sector of tourism, generating more job opportunities as their skill and performances.
- The survey of this study presents that only 7.3 percent female employees are satisfied with their salary and facilities but rest of the others seemed

unsatisfied. It means, most of the female employees in tourism seem unsatisfied with their existing salary, allowances and other facilities.

- In tourism sector, 61.8 percent female employees are working up to 8 hours/day and 38.2 percent are working more than 8 hours/day. So, working hours for them should be fixed as international standard.
- Most of the tourists visit Nepal with the purposes of trekking and pleasure/sightseeing by 64.5 percent. Most of them like to live in lodges by 33.8 percent and non-star hotels by 26.1 percent but star-hotels by 12 percent only. It means, lack of quality tourists seems the major problem in tourism.
- Perception of tourists regarding the causes of low female employment in tourism is male dominance by 21.1 percent followed lack of quality education, custom, religion and caste by 19.4, 17.9, 16.2 and 8.5 percent respectively. Hence, awareness program should be conducted to avoid the obstacles of male dominance, lack of quality education, custom, religion and caste system as the major causes of low female employment. In this regard, they have suggested providing job oriented trainings by 18.5 percent and followed quality education by 16.2 percent awareness program by 11.8 percent, change legal and economic status by 9.2 percent and so on for the incensement of female employment.
- Out of the total, 91.4 percent feel requirement of female services in various sectors of tourism. According to them, the main causes of low female employment in tourism are male dominance by 16.9 percent and followed education, training, time factor and custom by 16.9, 16.1, 15.3 and 12.7 percent respectively. Similarly, they focused mainly to train female in transportation/ airlines/ ticketing, computer education and hotel management sector. Most of the employers viewed that the main drawbacks of female employment are lack of training, lack of education and male dominance by 21.6, 21.6, 19.3 and 18.2 percent respectively.
- Out of the total, 42.9 percent employers viewed that quality education and training are the inevitable factors to measure the problems of low female employment in tourism. It shows that education and training are the major factors to generate female employment in various sectors of tourism.

- The study presents that only 22.7 percent female employees are satisfied in their job whereas approximately 78 percent seems totally unsatisfied and partially unsatisfied. So, more attractions should be provided to female employees in their present job. Out of the total respondents, 39 percent female employees viewed that lack of quality education and job oriented training are the major causes of low female employment. Most of the female wanted to be trained in Transportation/ Airlines/ Ticketing (19.3) percent, Computer education (19.1) percent, Travel/Trekking/Rafting (16.7) percent and Hotel Management (14.9) percent. It shows that they feel education and training are essential to get job opportunities in this field.

It seems that male domination, sexual harassment, sex discrimination, insecurity and unsafe, social and family helplessness are the major problems. In addition, there is lack of quality education and job oriented trainings for the female. Low salary and facilities, traditional social values, caste /religious system and lack of foreign language practices are also the problems to generate more job opportunities for them. Some of the legal provisions should be changed in favor of female employment generation. Similarly, cottage and small scale industries related to tourism should be also increased and promoted to generate additional job opportunities for them.

### **10.3 Recommendation**

This study is basically concentrated on female employment in tourism but relevant recommendations in related areas also made whose improvement is inevitable to generate more employment opportunities and to develop tourism in the country. In this regard, the recommendations are made in five categories as given as under.

#### **10.3.1 Tourism Products**

- Diversification of tourist spots at the potential places is essential for the regional development of the country. Most of the tourists have been concentrated in some particular areas like, Kathmandu valley, Pokhara, Lumbini, Chitawan, Khumbu and Annapurna area only. There are various potential areas like, Illam, Arun valley, Barun valley, Palpa, Dhorpatan, Jumla, Khaptad, Dolpa, Dharan etc. should be developed as tourist places

which might attract more tourists. It may be easy to manage the influx of international visitors in accordance with the receiving capacity of the area.

- Urban as well as rural based tourism products should be introduced equally as their potentiality. Amusement parks, various types of sports, recreational camps may attract easily for holidaying and pleasure tourists.
- Nepal is known as the destination of adventurous tourism. In this regard, trekking and expedition, rafting, hot air ballooning, bungee jumping, Para gliding, canyoning, fishing, ultra high aircraft, mountain flights, cable car, wave running, jungle safari, hunting, mountain biking, rock climbing and other such activities should be well managed which may create various type of job in tourism and makes it as more enchanting destination in the world.
- Besides old products, the nation should introduce new suitable products catering to the interests of all types of tourists by their age, and sex group of visitors. Similarly, multi-packaged programs should be conducted including different combination of purposes, interests, professionals and purchasing capacity of the visitors.
- Tourists usually visit Nepal with various different purposes like, holiday/pleasure, pilgrimage, official work, business, seminar, trekking, sight-seeing etc. but all of them have different interest and income level. Nepal should attract more tourists by catering their respective needs presenting the country as the common destination for all type of tourists.
- Old archaeological products like temples, idols, places and historical monuments, cultural and religious heritages sites are not properly conserved, preserved and maintained consequently, they are degrading. Hence, concerned authorities and people should pay more attention on the conservation, preservation and maintenance of those products properly. It is observed that man-made attractions draw the attention of a large number of tourists like, old capital, cities, historical monuments, art and craftsmanship etc. which should be preserved and maintained.

### **10.3.2 Tourism Infrastructure and Services**

- Tribhuvan International Airport (TIA) is the only one international airport of Nepal where big aircrafts can't be landed. Its feasibility of expansion is also limited. Hence, alternative international airports are also essential in the country, especially in Terai region which would be technically and economically viable. Similarly, facilities and services to visitors should be improved as their need.
- Tribhuvan International Airport is a entry point of Nepal for the visitors. When the visitors come from abroad in TIA, taxi drivers, porters and hotel representatives, travel agents were found to harass the tourist which shows the poor image of the country. Therefore, the government, concern authorities and people should pay more attention to keep sound image of the country.
- Lack of adequate air seat capacity, especially, of Nepal airlines is the major problem in tourism which directly affects the visitors. In this regard, total air seat capacity should be increased by Nepal airlines and the concerned authorities should provide more emphasis to approach more international airlines to come to Nepal or fly via Nepal. Hence, increasing more air seat capacity to ensure international flights, major tourist originating regions should be connected as for as possible.
- The number of flights and the destinations should be increased. Besides Nepal Airlines, other national or international, private or public operating airlines should be also encouraged and flights schedules should be regular and reliable to ensure the confidence of the visitors.
- Government and concerned authorities should pay more attention to the adoption of open sky policy to improve air accessibility in the country. Similarly, helicopter services are also very useful services to the foreign tourists where even STOL airfields are not available. According to the financial and operating capacity, permission also should be provided to private airlines to operate international flights for the convenience of the visitors. Besides the schedule flights, charter flights should be encouraged to increase the number of tourists in the country.



- STOL air services in tourism potential areas should be extended and more required facilities should be up graded at least in major tourist sites for the convenience of the visitors.
- The road accessibility to potential tourist spots is seems too much limited. In this regard, Nepal government should give due attention to the road network which should be well developed to diversify the tourism industry. New roads should be constructed in new areas and available roads also should be regularly maintained. Traffic system should be also well managed in city areas, especially in Kathmandu, Pokhara, Biratnagar and other densely populated area.
- Taxi doesn't provide fair services to the tourist. Generally they received high charge with them, which may create negative impression to tourists and destroy the image of the nation. Out dated means of transport as bus, taxi, tempo etc. should be removed, especially in the densely populated areas and especially in Thamel of Kathmandu which is known as popular tourist area. According to the tourist's view, Thamel area should be kept car free area and make shopping area and less noisy traffic.
- Nepal Airlines should be kept away from politicization and corruption should be halted as soon as possible from it and it should be conducted as commercial motive rather than social institution to make more sustainable.
- Encouragement is inevitable to establish small hydropower project in different potential parts of the country. Similarly, development of bio-gas and solar energy as also recommended especially, in hilly region and trekking routes of the country.

### **10.3.3 Promotion and Marketing**

- Nepal is land-locked by two big Asian countries with regard to their population as China and India. In this context, China as well as India may be the viable, potential and sustainable market for Nepal. Nepal should pay more attention to the Indian and Chinese market by introducing the tourism product according to demanded and need of the Chinese and Indian tourists. The

marketing strategy of the nation should pay more attention to existing market as well as to new markets according to their potentiality.

- Nepal government should mobilize the Nepalese embassies and consulate offices abroad to work for promotional purposes of tourism to attract visitors.
- Cultural center, theatre, cinema hall and exhibitions for the foreigners should be well managed. 24 hours good hospital with reasonable price should be managed. Postal services, communication system should be availed, especially in tourist sites. Clean drinking water, hot water, hot showers, flushing toilets, set advertised prices of goods and services, foot path system on the road, smooth and clean road, better hygienic in restaurant, less noisy traffic are major and essential factors to attract visitors from abroad and to lengthen their stay.
- Publicity is highly desirable to generate market and number of information centers should be extended all over the country with best service to the visitors.
- Nepal is member of SAARC countries. Especially, SAARC and ASEAN countries may be the tourist generating countries for Nepal. In this regard, Nepal should join hands with SAARC and ASEAN countries to increase number of visitors.
- Various type of trade fairs, seminars, meeting, workshops, cultural programs, musical and folk shows, exhibitions, radio and television program featuring the destination or tourist product, various type of contests and events, like game, talk program and other public relation techniques should be managed well providing information to promote tourism market.
- Producing various types of booklets, brochures, pamphlets, flyers and organizing press releases and arranging press conferences with key personnel connected with the tourism to provide information about the destination and photo sessions, fashion show organizations may assist to market promotion.

#### 10.3.4 Female Employment in Tourism

- National policy should be formulated in favor of female employment in tourism. Existing rules and regulations should be amended targeting to increase female employment opportunities in this sector.
- Female should be well trained, well educated and empowered to make them more capable. Similarly, security, family support, social awareness, and fixed quota system in job can make them more encouraged. Avoiding male dominance, discriminating culture, customs and traditions against female should be changed in favor of female employment in tourism.
- Promotion of small scale and cottage industries, especially in rural areas should be encouraged in female proprietorship. Salary and facilities should be attractive for the female adjusting their working or duty time as per their need. Gender equality is one of the major factors to increase female employment in this sector. Handicrafts, garment/carpet/pashmina industries are essential to increase female engagement in tourism related sectors. Tourism for Rural Poverty Alleviation Program (TRPAP) should be extended all over the country to assist for the female employment generation.
- Various types of training institutions should be established and they should pay more attention to make the female skilled and efficient in tourism sector by providing various types of trainings related to tourism. More emphasis should be given to empower them which can make them more competent.
- Domestic tourism, rural or village tourism, cultural tourism, eco-tourism and sustainable tourism should be encouraged which may help to increase female employment.
- It has been suggested that for women, Nepal Government and concerned authorities should (i) identify the career of women (ii) offer them the same kind of responsibilities as men (iii) accept them as full members of the team and listen to them (iv) acknowledge that they will necessarily undergo more stress than their male colleagues.

Women by nature are more hospitable, caring and supportive, that is perhaps why more institutions related to tourism all over the country are providing women more

opportunities, skill and efficiency in various sectors of tourism. There are many institutional growth of tourism sector as hotels, restaurants, lodges, travel and tours, trekking and mounting agencies, rafting and so many adventurous tourism sectors and so on to generate more job opportunities in all over the country. In this regard, social awareness, family support, gender equality, women empowerment, safety and security, quality education and job oriented trainings are inevitable to promote female employment in tourism. Similarly male domination, gender discrimination and sexual harassment should be avoided to create sound environment for this. Govt. of Nepal should frame favorable legal provision and appropriate policies to generate more job opportunities for the female in this sector.

### **10.3.5 Others**

- Environment is one of the crucial factors in tourism field. Hence, concerned authorities and local people should pay more attention to prevent deforestation, pollution, landslides, littering on trekking routes and tourist sites.
- Construction of modern concrete buildings around the historical monuments should be stopped as soon as possible. Preservation of cultural heritage sites is also equally important for sustainable tourism. Thus tourism sector should be developed in such a manner that it doesn't adversely affect the socio-cultural environment of the country.
- Behave of the host population with visitor plays vital role in tourism. "Tourists are the valuable guest for the nation" should be the motto of the host population. We should deal carefully with them. In this regard, immigration counters, taxi drivers, street hawkers, staff at airports, guides, porters, tourist agents and all of those people who directly come into contact with the visitors need take special cautions. All types of behaviors should be conducted in favor of tourists.
- Political stability, peace and security is more essential to promote tourism in desired standard. Hence, concerned authorities and people should pay more attention to it.

- At last, lack of well management is the major problem in tourism. Therefore, being a multi-dimensional industry, a comprehensive approach should be adopted and well management is needed for the development of tourism as our desired standard.

**ANNEXURE (A)**  
**Number of Tourism Arrival by Sex in Nepal**  
**(1962-2006)**

Year	Number of Tourist	Index	Growth Rate	Male	Female
1962	6,179	100	----	3,231	2,948
1963	7,275	118	17.7		
1964	9,526	154	30.9		
1965	9,388	152	-1.5		
1966	12,567	203	33.9	7,500	5,067
1967	18,093	293	44.0		
1968	24,209	392	33.8		
1969	34,901	565	44.2		
1970	45,970	744	31.7	26,157	19,813
1971	49,914	808	8.6		
1972	52,930	857	6.0		
1973	68,047	1,101	28.6		
1974	89,838	1,454	32.0	53,454	36,384
1975	92,440	1,496	2.9		
1976	1,05,108	1,701	13.7		
1977	1,29,329	2,093	23.0		
1978	1,56,123	2,527	20.7	92,581	63,542
1979	1,62,276	2,626	3.9		
1980	1,62,897	2,636	0.4		
1981	1,61,669	2,616	-0.8		
1982	1,75,448	2,839	8.5	108,504	66,944
1983	1,79,405	2,903	2.3	111,405	68,000
1984	1,76,634	2,859	-1.5	115,757	60,877
1985	1,80,989	2,929	2.5	113,563	67,426
1986	2,23,331	3,614	23.4	136,967	86,364
1987	2,48,080	4,015	11.1	152,493	95,587
1988	2,65,943	4,304	7.2	166,276	99,667
1989	2,39,945	3,883	-9.8	146,040	93,905
1990	2,54,885	4,125	6.2	155,311	99,574
1991	2,92,995	4,742	15.0	177,574	115,421
1992	3,34,353	5,411	14.1	197,051	137,302
1993	2,93,567	4,751	-12.2	179,178	114,389
1994	3,26,531	5,285	11.2	205,389	121,142
1995	3,63,395	5,881	11.3	224,769	138,626
1996	3,93,613	6,370	8.3	233,055	160,558
1997	4,21,857	6,827	7.2	251,358	170,499
1998	4,63,684	7,504	9.9	267,871	195,813
1999	4,91,504	7,954	6.0	286,161	205,343
2000	4,63,646	7,504	-5.7	266,937	196,709
2001	3,61,237	5,846	-22.1	213,465	147,772
2002	2,75,468	4,458	-23.7	174,710	100,758
2003	3,38,132	5,472	22.7	204,732	133,400
2004	3,85,297	6,236	13.9	255,303	129,994
2005	3,75,398	6,075	-2.6	257,972	117,426
2006	3,83,926	6213	2.3	218818	165108

Source: Department of Tourism, HMG/N. Nepal Tourism Statistics, Various Issues

Note: Since 1962-1973 excludes arrivals from India and since 1974 include arrivals from India

## ANNEXURE (B)

### Tourist Arrivals by Age Group (1962-2006)

year	Total	Age Groups				
		1-15	16-30	31-45	46-60	61 over
1962	6,179	--	--	--	--	--
1966	12,567	2,553	3,697	2,627	2,197	1,493
1970	45,970	1,613	16,302	11,240	9,559	7,256
1974	89,838	2,605	36,025	24,885	16,800	9,523
1978	156,123	5,933	56,985	44,807	30,756	17,642
1982	175,448	8,656	61,438	55,638	33,951	15,765
1983	179,405	10,018	60,638	56,498	35,140	17,111
1984	176,634	15,274	66,334	52,820	29,620	12,586
1985	180,989	9,497	58,861	61,528	33,520	17,583
1986	223,331	12,243	73,656	71,694	42,707	23,031
1987	248,080	13,289	83,321	78,969	46,648	25,853
1988	265,943	15,668	86,047	85,582	51,044	27,607
1989	239,945	10,332	78,099	77,975	47,052	26,487
1990	254,885	10,620	85,903	82,292	49,388	26,682
1991	292,995	17,174	96,634	94,539	54,320	30,328
1992	334,353	18,624	105,123	111,096	65,651	33,859
1993	293,567	15,289	91,947	96,665	59,768	29,898
1994	326,531	20,097	96,016	106,260	66,174	37,984
1995	363,395	22,878	106,603	120,212	76,647	37,055
1996	393,613	22,185	94,924	116,307	89,751	70,446
1997	421,857	23,840	121,286	126,828	107,111	42,792
1998	463,684	26,763	122,103	151,846	121,190	41,782
1999	491,504	30,967	150,307	155,985	113,314	40,913
2000	463,646	19,136	119,816	148,063	125,140	51,491
2001	361,237	14,608	95,801	115,678	93,621	41,529
2002	275,468	12,425	67,774	99,622	67,017	28,630
2003	338,132	16,056	78,357	99,740	85,753	58,226
2004	385,297	38,734	84,125	128,267	96,920	37,251
2005	375,398	30,429	57,115	114,103	106,077	67,674
2006	383,926	37,433	75,626	123,541	95,260	52,066

*Figures inside parenthesis represent percentage of the total  
Source: DOT/HMG/N Nepal Tourism Statistics, Various Issues.*

## ANNEXURE (C)

### Population Distribution by Caste/Ethnic Groups and Sex for Nepal 2001

S. N.	Caste/Ethnic Group	Total			Male	Female
		Number	percent	Cumulative percent		
1.	CHHETRI	3,593,496	15.80	15.80	1,774,709	1,818,787
2.	BRAHMAN-HILL	2,896,477	12.74	28.54	1,426,915	1,469,562
3.	MAGAR	1,622,421	7.14	35.68	784,828	837,593
4.	THARU	1,533,879	6.75	42.43	774,924	758,955
5.	TAMANG	1,282,304	5.64	48.07	641,361	640,943
6.	NEWAR	1,245,232	5.48	53.54	620,213	625,019
7.	MUSLIM	971,056	4.27	57.81	501,793	469,263
8.	KAMI	895,954	3.94	61.75	432,937	463,017
9.	YADAV	895,423	3.94	65.69	473,421	422,002
10.	RAI	635,151	2.79	68.49	312,363	322,788
11.	GURUNG	543,571	2.39	70.88	259,376	284,195
12.	DAMAI/DHOLI	390,305	1.72	72.59	188,329	201,976
13.	LIMBU	359,379	1.58	74.17	174,760	184,619
14.	THAKURI	334,120	1.47	75.64	164,643	169,477
15.	SARKI	318,989	1.40	77.05	153,681	165,308
16.	TELI	304,536	1.34	78.38	158,647	145,889
17.	CHAMAR/HARIJAN/RAM	269,661	1.19	79.57	138,878	130,783
18.	KOIRI	251,274	1.11	80.68	130,424	120,850
19.	KURMI	212,842	0.94	81.61	111,638	101,204
20.	SANYASI	199,127	0.88	82.49	98,006	101,121
21.	DHANUK	188,150	0.83	83.32	97,507	90,643
22.	MUSAHAR	172,434	0.76	84.07	88,041	84,393
23.	DUSADH/PASWAN/PURI	158,525	0.70	84.77	82,173	76,352
24.	SHERPA	154,622	0.68	85.45	77,511	77,111
25.	SONAR	145,088	0.64	86.09	72,331	72,757
26.	KEWAT	136,953	0.60	86.69	70,815	66,138
27.	BRAHMIN-TARAI	134,496	0.59	87.28	70,623	63,873
28.	BANIYA	126,971	0.56	87.84	67,308	59,663
29.	GHARTI/BHUJEL	117,568	0.52	88.36	58,023	59,545
30.	MALLAH	115,986	0.51	88.87	59,649	56,337
31.	KALWAR	115,606	0.51	89.38	61,221	54,385
32.	KUMAL	99,389	0.44	89.81	48,883	50,506
33.	HAJAM/THAKUR	98,169	0.43	90.25	51,617	46,552
34.	KANU	95,826	0.42	90.67	50,706	45,120
35.	RAJBANSI	95,812	0.42	91.09	48,234	47,578
36.	SUNUWAR	95,254	0.42	91.51	48,065	47,189
37.	SUDHI	89,846	0.40	91.90	47,198	42,648
38.	LOHAR	82,637	0.36	92.27	42,270	40,367
39.	TATMA	76,512	0.34	92.60	39,606	36,906
40.	KHATWE	74,972	0.33	92.93	38,643	36,329
41.	DHOBI	73,413	0.32	93.26	38,350	35,063
42.	MAJHI	72,614	0.32	93.57	36,367	36,247
43.	NUNIYA	66,873	0.29	93.87	35,224	31,649
44.	KUMHAR	54,413	0.24	94.11	28,289	26,124
45.	DANUWAR	53,229	0.23	94.34	26,192	27,037
46.	CHEPANG (PRAJA)	52,237	0.23	94.57	26,685	25,552
47.	HALUWAI	50,583	0.22	94.79	26,387	24,196
48.	RAJPUT	48,454	0.21	95.01	25,905	22,549
49.	KAYASTHA	46,071	0.20	95.21	23,343	22,728
50.	BADHAE	45,975	0.20	95.41	24,160	21,815
51.	MARWADI	43,971	0.19	95.61	23,205	20,766
52.	DANTHAL/SATAR	42,698	0.19	95.79	21,515	21,183
53.	DHAGAR/JHAGAR	41,764	0.18	95.98	20,892	20,872
54.	BANTAR	35,839	0.16	96.13	18,139	17,700
55.	BARAE	35,434	0.16	96.29	18,479	16,955
56.	KAHAR	34,531	0.15	96.44	18,109	16,422
57.	GANGAI	31,318	0.14	96.58	15,808	15,510



58.	LODHA	24,738	0.11	96.69	13,018	11,720
59.	RAJBHAR	24,263	0.11	96.80	12,755	11,508
60.	THAMI	22,999	0.10	96.90	11,392	11,607
61.	DHIMAL	19,537	0.09	96.98	9,646	9,891
62.	BHOTE	19,261	0.08	97.07	9,959	9,303
63.	BUNG/BINDA	18,720	0.08	97.15	9,641	9,079
64.	BHEDIYAR/GADERI	17,729	0.08	97.23	9,342	8,387
65.	NURANG	17,522	0.08	97.31	9,198	8,324
66.	YAKKHA	17,003	0.07	97.38	8,132	8,871
67.	DARAI	14,859	0.07	97.45	7,195	7,664
68.	TAJPURIYA	13,250	0.06	97.50	6,532	6,718
69.	THAKALI	12,973	0.06	97.56	6,216	6,757
70.	CHIDIMAR	12,296	0.05	97.61	6,516	5,780
71.	PAHARI	11,505	0.05	97.67	5,803	5,702
72.	MALI	11,390	0.05	97.72	5,884	5,506
73.	BANGALI	9,860	0.04	97.76	5,680	4,180
74.	CHHANTEI	9,814	0.04	97.80	4,545	5,269
75.	DOM	8,931	0.04	97.84	4,631	4,300
76.	KAMAR	8,761	0.04	97.88	4,516	4,245
77.	BOTE	7,969	0.04	97.91	3,881	4,088
78.	BRAHMU/BARAMU	7,383	0.03	97.95	3,441	3,942
79.	GAINE	5,887	0.03	97.97	2,857	3,030
80.	JIREL	5,316	0.02	98.00	2,582	2,734
81.	ADIBASI/JANAJATI	5,259	0.02	98.02	2,558	2,701
82.	DURA	5,169	0.02	98.04	2,377	2,792
83.	CHURAU	4,893	0.02	98.06	2,532	2,361
84.	BADI	4,442	0.02	98.08	2,152	2,290
85.	MECHE	3,763	0.02	98.10	1,830	1,933
86.	LEPCHA	3,660	0.02	98.12	1,935	1,725
87.	HALKHOR	3,621	0.02	98.13	1,848	1,773
88.	PUNJABI/SIKH	3,054	0.01	98.15	1,567	1,487
89.	KISAN	2,876	0.01	98.16	1,382	1,494
90.	RAJI	2,399	0.01	98.17	1,111	1,288
91.	BYANGSI	2,103	0.01	98.18	1,094	1,009
92.	HAYU	1,821	0.01	98.19	892	929
93.	KOCHE	1,429	0.01	98.19	693	736
94.	DHUNIA	1,231	0.01	98.20	614	617
95.	WALUNG	1,148	0.01	98.20	574	574
96.	JAINA	1,015	0.00	98.21	551	464
97.	MUNDA	660	0.00	98.21	357	303
98.	RAUTE	658	0.00	98.21	346	312
99.	YEHMO	579	0.00	98.22	281	298
100.	PATHARKATA/KUSWADIYA	552	0.00	98.22	286	266
101.	KUSUNDA	164	0.00	98.22	85	79
102.	DALIT/UNIDENTIFIED/DALIT	173,401	0.76	98.98	85,063	88,338
103.	UNIDENTIFIED CAST/ETHNIC GROUP	231,641	1.02	100.00	116,569	115,072
	TOTAL	22,736,934	100.00	100.00	11,359,378	11,377,556

Source: Population Census 2001, CBS.

**ANNEXURE (D)**  
**POPULATION BY MOTHER TONGUE FOR NEPAL 2001**

S. NO.	MOTHER TONGUE	TOTAL	
		NUMBER	percent
1.	NEPALI	11,053,255	48.61
2.	MAIHILI	2,797,582	12.30
3.	BHOJPURI	1,712,536	7.53
4.	THARU (DAGAURA/RANA)	1,331,546	5.86
5.	TAMANG	1,179,145	5.19
6.	NEWAR	825,458	3.63
7.	MAGAR	770,116	3.39
8.	AWADHI	560,744	2.47
9.	BANTAWA	371,056	1.63
10.	GURUNG	338,925	1.49
11.	LIMBU	333,633	1.47
12.	BAJJIKA	237,947	1.05
13.	URDU	174,840	0.77
14.	RAJBANSI	129,829	0.57
15.	SHERPA	129,771	0.57
16.	HINDI	105,765	0.47
17.	CHAMLING	44,093	0.19
18.	SANTHALI	40,260	0.18
19.	CHEPANG	36,807	0.16
20.	DANUWAR	31,849	0.14
21.	JHANGAR/DHANGAR	28,615	0.13
22.	SUNUWAR	26,611	0.12
23.	BANGLA	23,602	0.10
24.	MARWARI (RAJSTHANI)	22,637	0.10
25.	MANJHI	21,841	0.10
26.	THAMI	18,991	0.08
27.	KULUNG	18,686	0.08
28.	DHIMAL	17,308	0.08
29.	ANGIKA	15,892	0.07
30.	YAKKHA	14,648	0.06
31.	THULUNG	14,034	0.06
32.	SANGPANG	10,810	0.05
33.	BHUJEL/KHAWAS	10,733	0.05
34.	DARAI	10,210	0.04
35.	KHALING	9,288	0.04
36.	KUMAL	6,533	0.03
37.	THAKALI	6,441	0.03
38.	CHHANTYAL/CHHANTEL	5,912	0.03
39.	NEPAL SING LANGUAGE	5,743	0.03
40.	TIBBETAN	5,277	0.02
41.	DUMI	5,271	0.02
42.	JIREL	4,919	0.02
43.	WAMBULE/UMBULE	4,471	0.02
44.	PUMA	4,310	0.02
45.	YHOLMO	3,986	0.02
46.	NACHHIRING	3,553	0.02
47.	DURA	3,397	0.01
48.	MECHE	3,301	0.01

49.	PAHARI	2,995	0.01
50.	LEPCHA/LAPCHE	2,826	0.01
51.	BOTE	2,823	0.01
52.	BAHING	2,765	0.01
53.	KOI/KOYU	2,641	0.01
54.	RAJI	2,413	0.01
55.	HAYU	1,734	0.01
56.	BYANGSHI	1,734	0.01
57.	YAMPHU/YAMPHE	1,722	0.01
58.	CHALE	1,649	0.01
59.	KHARIYA	1,575	0.01
60.	CHHILING	1,314	0.01
61.	LOHORUNG	1,207	0.01
62.	PUNJABI	1,165	0.01
63.	CHINESE	1,101	0.00
64.	ENGLISH	1,037	0.00
65.	MEWAHANG	904	0.00
66.	SANSKRIT	823	0.00
67.	KAIKE	794	0.00
68.	RAUTE	518	0.00
69.	KISAN	489	0.00
70.	CHURAUTI	408	0.00
71.	BARAM/MARAMU	342	0.00
72.	TILUNG	310	0.00
73.	JERO/JERUNG	271	0.00
74.	DUNGMALI	221	0.00
75.	ORIYA	159	0.00
76.	LINGKHM	97	0.00
77.	KUSUNDA	87	0.00
78.	SINDHI	72	0.00
79.	KOCHE	54	0.00
80.	HARIYANWI	33	0.00
81.	MAGAH	30	0.00
82.	SAM	23	0.00
83.	KURMALI	13	0.00
84.	KAGATE	10	0.00
85.	DZONKHA	9	0.00
86.	KUKI	9	0.00
87.	CHHINTANG	8	0.00
88.	MIZO	8	0.00
89.	NAGAMESE	6	0.00
90.	LHOMI	4	0.00
91.	ASSAMISE	3	0.00
92.	SADHANI	2	0.00
93.	UNKNOWN LANGUAGE	168,340	0.74

Source: Population Census, 2001. CBS.

**ANNEXURE (E)**  
**FOREIGN EXCHANGE EARNING FROM TOURISM**  
**(1974/75-2006/07)**

(In million)

<b>Fiscal Year</b>	<b>Gross Foreign Exchange Earning in Rs.</b>	<b>Growth rate</b>
1974/75	170.6	--
1975/76	209.9	23.0
1976/77	288.0	37.2
1977/78	363.2	26.1
1978/79	497.1	36.9
1979/80	636.8	28.1
1980/81	773.4	21.45
1981/82	841.5	8.8
1982/83	844.2	0.32
1983/84	561.0	-33.5
1984/85	735.4	31.1
1985/86	1071.0	45.6
1986/87	1740.5	62.5
1987/88	1675.7	-3.7
1988/89	2735.3	63.2
1989/90	3121.2	14.1
1990/91	3587.6	14.9
1991/92	5016.9	39.8
1992/93	5966.0	19.9
1993/94	8251.7	38.3
1994/95	8973.2	8.7
1995/96	9521.2	6.1
1996/97	8523.0	-10.5
1997/98	9881.6	15.9
1998/99	12167.8	23.1
1999/00	12073.9	-0.8
2000/01	11717.0	-2.9
2001/02	8654.3	-26.1
2002/03	11747.7	35.7
2003/04	18147.4	54.5
2004/05	10464.0	-42.3
2005/06	9556.0	8.7
2006/07*	6176.0	---

\*First Seven Months Only.

Source: Ministry of Finance Economic Survey, 2005/06 and Various Issues and Nepal Tourism Statistics 2005.

**ANNEXURE- F**  
**GROSS FOREIGN EXCHANGE EARNING IN CONVIRTABLE**  
**CURRENCIESFY (1982/83-2005/06)**

Fiscal Year	Total Earnings		percent Change in US\$
	Rs (000)	US\$ (000)	
1982/83	491077	35071	-8.1
1983/84	585807	32544	-7.1
1984/85	724800	40463	24.3
1985/86	863830	42923	6.1
1986/87	1208104	55956	30.4
1987/88	1415093	64079	14.5
1988/89	1856469	72483	13.1
1989/90	1648590	57587	-20.6
1990/91	1843800	56734	-1.5
1991/92	3090700	72467	27.7
1992/93	3082000	67721	-6.5
1993/94	3397600	69309	2.3
1994/95	5896200	118563	71.1
1995/96	6605800	119060	0.4
1996/97	6158800	108527	-8.8
1997/98	8084930	131042	20.7
1998/99	11584912	171403	30.8
1999/00	11709098	169848	-0.9
2000/01	11969174	162513	-4.3
2001/02	7798535	101628	-37.5
2002/03	10369409	134245	32.1
2003/04	12337977	168163	25.3
2004/05	11814853	164408	-2.2
2005/06	11710893	162086	-1.4

Source: Nepal Rastra Bank

**ANNEXURE-G  
AIRFIELD OF NEPAL**

S. N	Airports	Surface	Development	Zone	District	Operation Status
1	Taplejung	Grass	Eastern	Mechi	Taplejung	In operation
2	Chandragarhi	Paved	Eastern	Mechi	Jhapa	In operation
3	Biratnagar	Paved	Eastern	Koshi	Morang	In operation
4	Tumlingtar	Grass	Eastern	Koshi	Sanhuhasawa	In operation
5	Bhojpur	Grass	Eastern	Koshi	Bhojpur	In operation
6	Rajbiraj	Grass	Eastern	Sagarmatha	Saptari	In operation
7	Khotang(Thamkhara	Grass	Eastern	Sagarmatha	Khotang	Not in operation
8	Syangboche	Grass	Eastern	Sagarmatha	Solukhumbu	Not in operation
9	Limidanda	Grass	Eastern	Sagarmatha	Khotang	In operation
10	Phaplu	Gravel	Eastern	Sagarmatha	Solukhumbu	In operation
11	Lukla	Paved	Eastern	Sagarmatha	Solukhumbu	In operation
12	Rumjatar	Grass	Eastern	Sagarmatha	Okhaldhunga	In operation
13	Kangeldanda	Grass	Eastern	Sagarmatha	Solukhumbu	Not in operation
14	Janakpur	Paved	Eastern	Janakpur	Dhanusa	In operation
15	Ramechhap	Grass	Eastern	Janakpur	Ramechhap	In operation
16	Jiri	Grass	Central	Bagmati	Sindhupalchowk	Not in operation
17	Bharatpur	Paved	Central	Narayani	Chitawon	In operation
18	Meghuli	Grass	Central	Narayani	Chitawon	In operation
19	Simara	Paved	Central	Narayani	Bara	In operation
20	TIA	Paved	Central	Bagmati	Kathmandu	International Airport
21	Langtang	Grass	Central	Bagmati	Rasuwa	Not in operation
22	Pokhara	Paved	Western	Gandaki	Kaski	In operation (Hub Airport)
23	Palungtar, Gorkha	Grass	Western	Gandaki	Gorkha	Not in operation
24	Manang	Grass	Western	Gandaki	Manang	In operation
25	Gautam	Paved	Western	Lumbini	Rupandehi	In operation
26	Jomsom	Paved	Western	Dhaulagiri	Mustang	In operation
27	Balewa, Baglung	Grass	Western	Dhaulagiri	Baglung	Not in operation
28	Dhorpatan,	Grass	Western	Dhaulagiri	Baglung	Not in operation

	Baglung					
29	Dang	Grass	Mid-Western	Rapti	Dang	In operation
30	Rukum,Salley	Grass	Mid-Western	Rapti	Rukum	In operation
31	Chaurjhari	Grass	Mid-Western	Rapti	Rukum	In operation
32	Rolpa	Grass	Mid-Western	Rapti	Rolpa	Not in operation
33	Nepalganj	Paved	Mid-Western	Bheri	Banke	In operation (Hub Airport)
34	Surkhet	Grass	Mid-Western	Bheri	Surkhet	In operation
35	Rara	Grass/ Gravel	Mid-Western	Karnali	Mugu	In operation
36	Kalikot	Gross	Mid-Western	Karnali	Kalikot	Under Constr.
37	Dolpa, Masinechaur	Grass	Mid-Western	Karnali	Dolpa	Under Construction
38	Dolpa,Juphal	Grass	Mid-Western	Karnali	Dolpa	In operation
39	Jumla	Paved	Mid-Western	Karnali	Jumla	In operation
40	Simikot	Grass	Mid-Western	Karnali	Humla	In operation
41	Sanfebagar	Grass	Far-Western	Seti	Achham	In operation
42	Doti	Grass	Far-Western	Seti	Doti	In operation
43	Bajura	Grass	Far-Western	Seti	Bajura	In operation
44	Bajhang	Grass	Far-Western	Seti	Bajhang	In operation
45	Tikapur	Grass	Far-Western	Mahakali	Kailali	Not in operation
46	Dhangarhi	Grass	Far-Western	Mahakali	Kailali	In operation
47	Kamalbazar	Grass	Far-Western	Seti	Achham	Under construction
48	Darchula	Grass	Far-Western	Mahakali	Darchula	Not in operation
49	Baitadi	Grass	Far-Western	Mahakali	Baitadi	Not in operation
50	Mahendranagar	Grass	Far-Western	Mahakali	Kanchanpur	In operation
51	Khanidanda	Grass	Eastern	Sagarmatha	Khotang	Under Constr.

Source: Civil Aviation Report, 2005; 82, 8

## **QUESTIONNAIRE FOR EMPLOYERS**

(Questionnaire for problems and prospects of female employment in tourism sector of Nepal)

Dear visitors/employers/employees.

I would like to request you to provide me your valuable time to fill up this prepared checklist to know your opinion on different aspects of problems and prospects of female employment in tourism sector of Nepal. The proposed survey is being conducted in my individual capacity for my doctoral research work. This program will succeed depending to a large extent on your kind cooperation and it is assured that the information supplied by you shall only be used purely for academic purpose and shall be kept confidential. I would therefore be grateful if you answer my queries as given under.

Thank you and Namaste.

### **Requested by**

Jiba Nath Dhital  
Lecturer of Economics  
Tribhuvan University  
Kathmandu Nepal.



## QUESTIONNAIRE FOR TOURISM ORGANIZATIONS/EMPLOYERS

(Questionnaire for problems and prospects of female employment in tourism sector of Nepal).

1. Name of the organization: -----
2. Year of establishment: -----
3. Address and location :( phone no.) -----
4. Types of Business: -----
5. Mention the number of staffs at present in your organization as under
 

(a)Trained	(b) Untrained	(c) Total
(d)Male	(e) Female	(f) Total
(g)Basic level	(h) Middle level	(i) High level
6. Mention the number of female staff in level wise basis as under
 

(a)Basic level	(b) Middle level	(c) High level
----------------	------------------	----------------
7. What is the status of female employees in this organization?

S.N.	Name of staff	Address	Age	Marital Status	Service year

Continue:-

Training	Inst.of Training	Education	Basic salary	Allowances	Other Facilities	Duty Time





- (a) It depends on nature of job (e) Females are unfit in tourism area  
 (b) Females are useful in specific area (f) It depends on their skill  
 (c) Females are unfit in certain area (g) No difference/No impact  
 (d) Females are inevitable in all area (h) others (specify): -----
22. In your opinion, can female do work as male as or better than male in this sector?
- (a) It depends on nature of job (d) it depends on skill & performances  
 (b) They can do as male (e) don't know/can't say  
 (c) They can do better than male (f) others (specify): -----
23. Female given same salary and facilities as male in the same nature of job in your organization?
- (a) Yes, they are given equally (b) They can get more than male  
 (c) They get low than male (d) don't know/can't say  
 (e) Others (specify): -----
24. in your opinion is the efficiency and skill of female can compete with the male?
- (a) They can compete with male (c) Don't know/can't say  
 (b) They can't compete with male (d) others (specify): -----
25. Which level of job will be appropriate for male in your organization?
- (a) Basic level (b) Middle level (c) High level
26. What type of job in your organization preferred by female?
- (a) Hospitality /Receptionist/Public Relation (b) Computer based job  
 (c) Kitchen work (d) Official/Front desk  
 (e) House keeping (f) Handicrafts  
 (g) As their qualification & preferences (h) Trekking  
 (i) Guiding (j) Sight seeing  
 (k) Airport handling/Reservation/Marketing (l)Hotel waiter/Restaurant  
 (m) High level of job (n) Low level of job
27. Which types of job do you prefer to give female in your organization?
- (a) As their performances and skill (b) House keeping/Front desk  
 (c) Reception/Telephone operator (d) Cook/Waiter  
 (e) Computer based/Office work (f) Publication  
 (g) Guide (h) Ticketing  
 (i) Marketing (j) others (specify): -----



(k) Don't know/ can't say                      (l) other (specify): -----

33. How can we measure the problems of low female employment in tourism sector? Please give your opinion.

- (a) Through workshop/Research                      (b) Through quality education
- (c) Through Training                                      (d) Attractive salary & facilities
- (e) Through cultural program                      (f) Social attitude toward female
- (g) Through awareness program                      (h) others (specify): -----

34. Please enlighten the prospects of female employment in tourism sector of Nepal?

-----  
-----  
-----  
-----  
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## **QUESTIONNAIRE FOR EMPLOYEES**

(Questionnaire for problems and prospects of female employment in tourism sector of Nepal)

Dear visitors/employers/employees.

I would like to request you to provide me your valuable time to fill up this prepared checklist to know your opinion on different aspects of problems and prospects of female employment in tourism sector of Nepal. The proposed survey is being conducted in my individual capacity for my doctoral research work. This program will succeed depending to a large extent on your kind cooperation and it is assured that the information supplied by you shall only be used purely for academic purpose and shall be kept confidential. I would therefore be grateful if you answer my queries as given under.

Thank you and Namaste.

### **Requested by**

Jiba Nath Dhital  
Lecturer of Economics  
Tribhuvan University  
Kathmandu Nepal.







31. What types of problems have you faced before joining this job?
- |                            |                             |
|----------------------------|-----------------------------|
| (a) Academic qualification | (b) Training                |
| (c) Experiences            | (d) Skill/Efficiency        |
| (e) Family support         | (f) Lack of job opportunity |
| (g) Social support         | (h) Problem of time factor  |
| (i) Don't know/can't say   | (j) others (specify): ----- |
32. What sort of efforts should be taken regarding growth of female employment in tourism sector?
- |   |                                     |
|---|-------------------------------------|
| (a) National policy should be formulated  | (e) Female should be empowered      |
| (b) Level of education should be promoted | (f) Salary should be increased      |
| (c) Social revolution should be made      | (g) Job oriented training is needed |
| (d) Cultural Revolution is needed         | (h) others (if any, specify): ----- |
33. Please mention view regarding the facilities and services available in Nepal
- |               |                 |                                       |
|---------------|-----------------|---------------------------------------|
| (a) Satisfied | (b) Unsatisfied | (c) Neither satisfied nor unsatisfied |
|---------------|-----------------|---------------------------------------|
34. What sort of improvement would you suggest regarding facilities and services available in Nepal?
- |   |
|---|
| (a) Female should empowered in high mgmt. level                         |
| (b) Salary and allowances should be equal with Govt. offices            |
| (c) Bonus, Bima, pension and other facilities should be provided        |
| (d) Management should be strong and dedicated                           |
| (e) Time bond promoting prize and punishment system should be developed |
| (f) Peace and security should be available                              |
| (g) Quality education and training is essential                         |
| (h) Minimum female quota should be provided in employment               |
| (i) Don't know/can't say  |
| (j) Others (specify): -----   |
35. How do you perceive whether your expectations are fully met?
- |         |        |             |
|---------|--------|-------------|
| (a) Yes | (b) No | (c) Partial |
|---------|--------|-------------|
36. In your opinion how do you feel female service in tourism sector?
- |                          |                             |            |
|--------------------------|-----------------------------|------------|
| (a) Bad                  | (b) satisfactory            | (c) Better |
| (d) Don't know/can't say | (e) others (specify): ----- |            |
37. What is your opinion with regards to female employment in?
- |                     |              |        |      |
|---------------------|--------------|--------|------|
| (a) Trekking/Travel | Satisfactory | Better | Best |
| (b) Rafting         | Satisfactory | Better | Best |

(c) Mountaineering	Satisfactory	Better	Best
(d) Shopping	Satisfactory	Better	Best
(e) Hotel/Lodges	Satisfactory	Better	Best
(f) Casinos	Satisfactory	Better	Best
(g) Sight seeing	Satisfactory	Better	Best
(h) Wild life visit	Satisfactory	Better	Best
(i) Night club/dancing club	Satisfactory	Better	Best
(j) Country side/Relaxing	Satisfactory	Better	Best
(k) Camping	Satisfactory	Better	Best

38. What may be the causes of low female employment in tourism sector?

- |                 |                  |                    |
|-----------------|------------------|--------------------|
| (a) Religion    | (b) Custom       | (c) Caste          |
| (d) Education   | (e) Training     | (f) Low salary     |
| (g) Time factor | (h) Prostitution | (i) Male dominancy |

39. In which area of tourism sector should be focused mostly to train female for?

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| (a) Kitchen work                      | (b) Laundry and cleanliness          |
| (c) Computer education.               | (d) Travel/Trekking/Rafting          |
| (e) Transportation/Airlines/Ticketing | (f) Hotel management                 |
| (g) Cargo/Export/Import               | (h) Garment/Carpet/Pashmina industry |

40. How can we increase the female employment in tourism sector?

- |                               |  |
|-------------------------------|--|
| (a) Provide quality education | (b) Provide job oriented training        |
| (c) By awareness program      | (d) Change legal & economic status       |
| (e) Avoid male dominancy      | (f) Attractive income & encouragement    |
| (g) Family support            | (h) Minimum job quota should be provided |
| (i) Social freedom/security   | (j) Change culture/custom/tradition      |
| (k) Don't know/ can't say     | (l) Avoid gender inequality              |
| (l) Other (specify): -----    |  |

41. Which area of Tourism sector would you prefer most as a female?

- |                                  |                          |
|----------------------------------|--------------------------|
| (a) Travel/Ticketing/Reservation | (b) Trekking/Expedition  |
| (c) Camping/Countryside          | (d) Hotel Management     |
| (e) Receptionist/official work   | (f) Shopping             |
| (g) House keeping                | (h) Airlines             |
| (i) Computer based job           | (j) Accountancy          |
| (k) Sight seeing                 | (l) don't know/can't say |
| (m) Others (specify): -----      |                          |

42. What is your opinion regarding low female employment in tourism sector?

- (a) Lack of quality education
- (b) Lack of training
- (c) Lack of security/peace
- (d) Lack of salary/facilities
- (e) Lack of family support
- (f) Lack of social awareness
- (g) Lack of job opportunity
- (h) Male dominancy
- (i) Lack of legal/economic status
- (j) Time factor
- (k) Don't know/can't say
- (l) others (specify): -----

43. Please enlighten the prospects of female employment in tourism sector?

-----  
-----  
-----  
-----

### **QUESTIONNAIRE FOR TOURISTS**

(Questionnaire for problems and prospects of female employment in tourism sector of Nepal)

Dear visitors/employers/employees.

I would like to request you to provide me your valuable time to fill up this prepared checklist to know your opinion on different aspects of problems and prospects of female employment in tourism sector of Nepal. The proposed survey is being conducted in my individual capacity for my doctoral research work. This program will succeed depending to a large extend on your kind cooperation and it is assured that the information supplied by you shall only be used purely for academic purpose and shall be kept confidential. I would therefore be grateful if you answer my queries as given under.

Thank you and Namaste.

**Requested by**

Jiba Nath Dhital  
Lecturer of Economics  
Tribhuvan University  
Kathmandu Nepal.

**QUESTIONNAIRE FOR TOURISTS**

(Questionnaire for problems and prospects of female employment in tourism sector of Nepal).

**Visitors Profile**

1. Name: (if you please)-----
2. Nationality: ----- 3. Age (in years): -----
4. Sex: (a) male (b) female 5. Profession: -----
6. Academic Qualification: -----
7. Marital status (a) Married (b)Unmarried
8. Country of Residence: ----- 9. Monthly income: -----  
(Approximately)

**Information for Motivation**

10. Whom do you like to travel with?
  - (a) Single (c) Colleagues
  - (b) Party of friends/Relatives (d) Family
  - (e) Other (if any, specify): -----
11. Who referred and advise you to visit Nepal?
  - (a) Friends/Relatives (b) Own judgment/experiences

- (c) Tourist offices/Travel agents (d) Advertisements  
 (e) Other (if any, specify): -----
12. Please mention the agency, which arranged your present trip?  
 (a) Self (b) Friends  
 (c) Tour operator (d) other (if any, specify): -----
13. What are your preferences while traveling to Nepal?  
 (a) Museums, Architecture and Monuments (e) Shopping  
 (b) Customs, Festivals and folk fore. (f)Sports  
 (c) Seeing and Meeting People.  
 (d) Nightlife, dancing club and casinos.
14. What is/are the purpose/purposes of your visit to Nepal?  
 (a) Mountaineering (b) Trekking  
 (c) Business/Officials (d) Pilgrimages  
 (e) Academic (f) Diplomatic assignments  
 (g) Pleasure/Sight seeing (h) Conference/seminar  
 (i) Visiting relatives/friends (j) Rafting  
 (k) Other (if any, specify): -----
15. Please mention the tenure of your stay in Nepal?  
 (a) 1-3days (b) 4-6days (c) 7-9days  
 (d) 10-15days (e) More than 15days
16. Do you expect to visit Nepal again?  
 (a) Yes (b) No
17. Did you feel that the period you spent was short?  
 (a) Yes (b) No
18. If No, please give reasons.  
 (a) Lack of recreational facilities (b) Difficult to reach the spot  
 (c) Lack of nightlife (d) only few tourist spots to visit  
 (e) Lack of good shopping center (f) Lack of good services.  
 (g) Others (if any, specify): -----
19. Where do you stay in Nepal during your present visit?  
 (a) Hotels (i) Star (ii) Non star (b) Lodges  
 (c) With friends/Relatives (d) Tourist bungalow  
 (e)Others (If any specify) -----
20. Please mention view regarding the facilities and services available in Nepal?

- (a) Satisfied    (b) Unsatisfied    (c) Neither satisfied nor unsatisfied

21. What sort of improvement would you suggest regarding facilities and services available in Nepal?

-----  
 -----

22. How do you perceive whether your expectations are fully met?

- (a) Yes    (b) No

**Female Employment Oriented Questionnaire**

23. Whose services do you like and enjoyed most in:

(a) Trekking	Male	Female
(b) Rafting	Male	Female
(c) Mountaineering	Male	Female
(d) Shopping	Male	Female
(e) Hotels	Male	Female
(f) Lodges	Male	Female
(g) Casinos	Male	Female
(h) Sight seeing	Male	Female
(i) Wild life visit	Male	Female
(j) Other sectors of tourism	Male	Female

24. In your opinion, why do you like female services in tourism sector?

- |   |                                     |
|---|-------------------------------------|
| (a) More kind & polite                  | (i) More sincere/responsible in job |
| (b) Sweet voice/more gentle             | (j) Female visitor like them        |
| (c) More talkative                      | (k) Male visitors like them         |
| (d) More disciplined                    | (l) don't like female service       |
| (e) Less aggressive                     | (m) more friendlier/social          |
| (f) More attractive                     | (n) don't know/can't say            |
| (g) More Laborious                      | (o) other (specify): -----          |
| (h) No difference between male & female |                                     |

25. What is your opinion with regards to female employment regarding following sector?

(a) Trekking/Travel	Satisfactory	Better	Best
(b) Rafting	Satisfactory	Better	Best
(c) Mountaineering	Satisfactory	Better	Best
(d) Shopping	Satisfactory	Better	Best

(e) Hotel/Lodges	Satisfactory	Better	Best
(f) Casinos	Satisfactory	Better	Best
(g) Sight seeing	Satisfactory	Better	Best
(h) Wild life visit	Satisfactory	Better	Best
(i) Night club/dancing club	Satisfactory	Better	Best
(j) Country side/Relaxing	Satisfactory	Better	Best
(k) Camping	Satisfactory	Better	Best

26. What may be the causes of low female employment in tourism sector?

- (a) Religion
- (b) Custom
- (c) Caste
- (d) Education
- (e) Training
- (f) Low salary
- (g) Time factor
- (h) Prostitution
- (i) Male dominancy
- (j) Other (if any, specify): -----

27. In which area of tourism sector should be focused mostly to train female for?

- (a) Kitchen work
- (b) Laundry and cleanliness
- (c) Computer education.
- (d) Travel/Trekking/Rafting
- (e) Transportation/Airlines/Ticketing
- (f) Hotel management
- (g) Cargo/Export/Import
- (h) Garment/Carpet/Pasmina industry

28. How can we increase female employment in tourism sector in your opinion?

- (a) Provide quality education
- (b) Provide job oriented training
- (c) By awareness program
- (d) Change legal & economic status
- (e) Avoid male dominancy
- (f) Attractive income & encouragement
- (g) Family support
- (h) Change culture/custom/tradition
- (i) Provide social freedom/security
- (j) don't know/can't say
- (k) Minimum quota provided in job
- (l) other (specify): -----

29. How can we measure the problems of low female employment in tourism sector? Please give your opinion.

- (a) Through workshop/Research
- (b) Through quality education
- (c) Through Training
- (d) Attractive salary & facilities
- (e) Through cultural program
- (f) Social attitude toward female
- (g) Through awareness program
- (h) Family support
- (i) Extending cottage & small industries
- (j) Don't know/can't say
- (k) Others (specify): -----



30. Please enlighten the prospects of female employment in tourism sector in Nepal.

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