

Trekking Guide Contribution in Promotion of Sustainable Tourism Practices in Everest Base Camp Trek

Thesis

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Hospitality Studies

(MTHS)



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Letter of Recommendation

We certify that this thesis entitled “*Trekking Guide Contribution in Promotion of Sustainable Tourism Practices in EBC Trek*” was prepared by Jeevan Chhantyal under our guidance. We hereby recommend this report for final examination by the Research Committee of the Faculty of Humanities and social sciences, Tribhuvan University, in fulfillment of the requirement for the Degree of MTHS.

Date: 2021/10/01



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Letter of Approval

We certify that we have read this dissertation entitled “**Trekking Guide Contribution in Promotion of Sustainable Tourism Practices in EBC Trek**” submitted by Mr. Jeevan Chhantyal and in our opinion, it is good in the scope and quality as dissertation in partial fulfillment for the requirement of Masters in Tourism and Hospitality Studies.

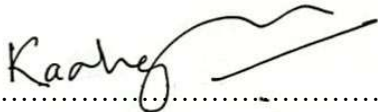
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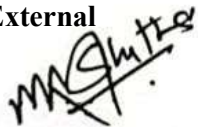
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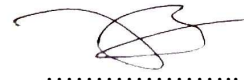
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Declaration

I hereby declare that this Thesis work is my own work and it does not contain the previously published materials. I have not used its materials for the award of any kind and any other degree. Where other sources of information have been used, they have been acknowledged.

Date: 2021/10/01



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Sincerely,

Jeevan Chhantyal

Executive Summary

Everest Base Camp (EBC) trekking is one of the well known famous and adventure activity which can be done in Himalayan county Nepal where tourists can get chance to view the stunning mountains, flora, fauna and typical culture so its sustainable preservation is important. The main objective of this research is to analyze the trekking guide contribution for promoting sustainable tourism practices in EBC where guide can work as a non-paid ambassador. The impact of eco trek, safety trek, guest host relation, teacher role and motivator role of guide has studied. The quantitative research method and purposive research design has used for this study. Trekking guide who have been working in EBC route for more than 5years has been selected as the sample. The data was collected through the online distribution of questionnaires to 300 guides where only 215 valid responses were collected regarding the concept of sustainable tourism practices in EBC. Descriptive analysis, correlation and regression analysis has done for the research.

This research has found that eco-trek, safety trek, guest host relation has not significant impact on sustainable tourism while teacher role and motivator role has impact on it. Similarly, it is noticed that eco-trek, safety trek, guest host relation and motivator role has low correlated and teacher role has highly correlated. This study detected that most of the guides working in this route are male who are educated, young and married. Mostly, the extra language spoken by guides is French after English and their income earning shows their living life style is good. It is also argued that it may not be same in all destinations and differ from place to place. It is recommended to provide accommodation for porters at hotels in EBC route rather than sending them to porter house and trekking without guide should be controlled for safety purpose. Approaches should be taken regarding sustainable tourism of this route. This research can assist stakeholders and can be implemented for making tourism policy in EBC and can be helpful for new researchers who are interested for sustainable tourism study in EBC.

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Abbreviation

AD	Anno Domini
EBC	Everest Base Camp
GHT	Great Himalaya Trail
H	Hypothesis
KG	Kilogram
KM	Kilometer
KTM	Kathmandu
M	Meter
MA	Masters of Arts
MSL	Mean Sea Level
MTHS	Masters in Tourism and Hospitality Studies
NTB	Nepal Tourism Board
SNP	Sagarmatha National Park
SPSS	Statistical Package for Social Science
ST	Sustainable Tourism
TSG	Trail Standard Goal
TU	Tribhuvan University
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
VTO	Valley Tourism Office
YR	Year

Chapter 1

Introduction

Background of the Study

The word trek had come from the word trekken. This word came from Boer language which was spoken by Dutch people (farmers) living in Africa which means to pull or travel by ox-wagon in 18th century. But in 19th century again trekken was changed into trek by English language (Oxford English dictionary, 1989) which now said as trekking. In this way this trekking word had come in existence and famous all over the world.

Trekking is defined as the long journey on foot especially in the mountains in the form of walking, undertaken with the specific purpose of exploring and enjoying the scenery in the countryside for pleasure. It is an interesting walking holiday, adventurous journey to discover the diversity of nature and culture by foot on hills or high mountain areas where modern transportation is not accessible. It can be more safe and enjoyable if they travel with experienced trekking guides. According to Poudel & Nyaupane (2016) trekking refers to a multiday trip on the trails of relatively unspoiled natural areas with the purpose of exploring and enjoying natural scenery. Trekking guides can help tourists to make their journey unforgettable. Trekking guides are those persons who lead the group or individual clients for multi-days in hills or Himalayas for the purpose of helping tourists to explore and enjoy beautiful natural scenery. They are also said as non paid Ambassador of country since they are directly in touch with tourists and relay all information about country to clients. There are total 18,797 licensed trekking guides in Nepal (VTO, 2021).

The research is about the trekking guide contribution for promoting sustainable tourism practices in EBC which is focused on impact of eco-trek, safety trek, guest host relation, teacher role and motivator role which can be played by guide for promoting sustainable tourism in EBC and it has not yet been done in Nepal before. Nepal is a nature based diversified beautiful country having different cultures, flora, fauna, glaciers, lakes and Himalayas including Everest which is located at an altitude of 8848.86m in Khumbu region of Solukhumbu district. It is called as Sagarmatha

(goddess of sky) in Nepali, Chomolungma (goddess of snow) by local inhabitants (Crepeau, 2003) whereas foreigners call it as Mt. Everest. Many tourists who love trekking visit in this route every year dreaming to see the world highest mountain Everest including beautiful landscape in front of them. Everest base camp trek (also called EBC trek) is famous trek among the tourist all over the world where tourists make their way through Sagarmatha National Park area which is listed in UNESCO in 1979. This trek can be started either from Jiri or Lukla depending upon the time and itinerary of tourists. But mostly tourists start from Lukla which is located at altitude of 2840m from msl. Its time duration is about 12 days in average if they start from Lukla and back to ktm where they travel about 130 km distance in average up and back to Lukla.

There are three seasons namely peak, shoulder and low season in tourism (Goran et al., 2016). So, during peak season various issues like environmental pollution, deterioration of trekking trail, trekking without guide, not aware about carrying capacity of route, lack of accommodation and safety facility for porters, time consuming during rescue, inconvenient during having hot shower in hotels and charging electric devices etc can be seen. So, having long work experience of guiding in EBC and heritage sites of Nepal and habituated with these problems, motivated for doing this research. The number of tourists is increasing year by year in EBC route which have both positive and negative impacts so approaches should be taken for sustainable tourism. According to the year 2018/2019, total number of tourists who visited Everest route was 26,919 (Sagarmatha National Park entry point office). After that the number of tourists decreased due to covid-19 where the data taken from NTB shows 297 tourists taking permit for going to EBC trek in 2020/2021 A.D. It is important to focus for the sustainable tourism practices in EBC where trekking guide working in this route can play a crucial role that can help for promoting sustainable tourism. They can help for eco-friendly trek, safety trek, help for maintaining guest host relation, work as a teacher for guests and motivate tourists and local people for sustainable tourism in that area.

The role of guide has seen very significant for sustainable tourism in EBC. It is believed they travel with tourist for many days where they can motivate tourists regarding sustainable tourism. Sustainable tourism helps to increase the positive

impacts and declines the negative impacts which help for future upcoming generation. According to UNWTO, “Sustainable tourism is a tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”. Sustainable tourism approach is the way to ensure a destination development and protection (Guzel et al., 2020). Guide always make aware about observable distance during visiting park (Francis, 2019). It can help for controlling the disturbance to wild life habitat which helps for sustainable management of that area. It is also noted that guides can play a mediator role between tourist and local people (Tatar, C., F. et al., 2018). It can help to encourage local people towards tourism and encourage them to understand the importance of local products that helps indirectly for sustainable tourism. Sandaruwani, J.A.R.C & Gnanapala, A. (2016) has talked that guide can help for directing tourism to sustainable direction. Similarly, Guzel (2020) shows that guide role attributed to tourists help for promoting sustainable tourism. Thus, these studies show guides can assist a lot for sustainable tourism of any destination.

Statement of Problem

The main goal of this research is to find the contribution of trekking guide for promoting sustainable tourism practices in Everest base camp route. Since, I have been working as a trekking and tour guide for long time it became essay to take concepts of trekking guides working in this route due to the familiar and habituated with them. In the absence of sustainable tourism, it adversely affects the future generation and inhabitants of this region including the people involved in tourism sector.

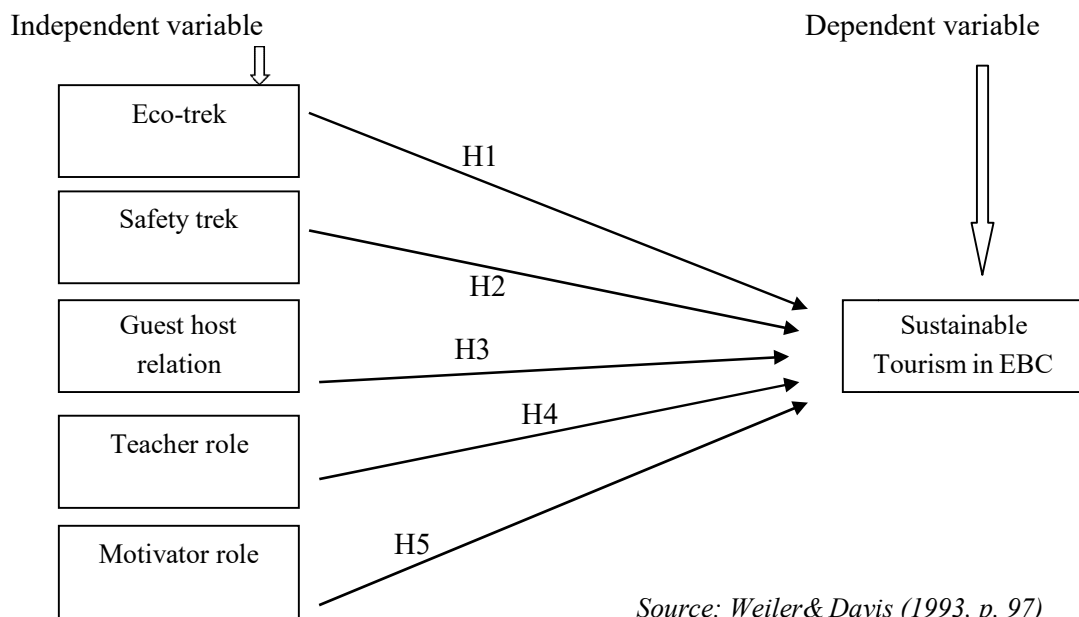
There are many issues seen in this route so far. There is lack of eco-friendly trek where Carrying capacity has neglected and observable practice is not in common use. Alternative tourism concept is lacking there. It is found that few tourists are going without guide and Trekking without guide has not controlled. There is gap between guest and host people. None are concern about the accommodation facility, luggage weight that they carry and insurance of porters who are the backbone of tourism in mountain which is shameful.

The study on contribution of trekking guide for promoting sustainable tourism in EBC route has not done yet in Nepalese context. This research discuss these present gaps which can help the tourism planners and policy makers to understand and frame out appropriate policies and program to improve Everest Base Camp route further and contribute to the society so that it can help for the sustainable tourism. This study can motivate people for green tourism, alternative tourism, increasing guest host relation, safety first during trip, maintenance of trekking trail, awareness about the carrying capacity of destination and contribution of guides. Hotel owners, trekking company are compelled to concern about porter accommodation, insurances and their luggage weight and well respect to them. Trekking guides are contributing for sustainable tourism in Everest Base Camp route addressing following questions:

- 1) What is the impact of eco-friendly trek for promoting sustainable tourism at EBC?
- 1) What is the impact of safety trek during trek helping for promoting sustainable tourism at EBC?
- 2) What is the impact of guest-host relation for promoting sustainable tourism at EBC?
- 3) What is the impact of teacher role played by guide during trek for promoting sustainable tourism at EBC?
- 4) What is the impact of motivator role played by guide for promoting sustainable tourism at EBC?

Conceptual Framework

This framework illustrates the relationship between independent and dependent variable where it is assumed that independent variables play a role for making change in dependent variable. In the fig shown below independent variable like eco-trek, safety trek, guest host relation, teacher role and motivator role bring changes in the dependent variable that is sustainable tourism in Everest Base Camp (EBC).



Objective of the Study

The general objective of the study is to find the contribution of trekking guide for promoting sustainable tourism in Everest Base camp. The specific objectives are mentioned as below:

- 1) To study the impact of eco- trek for promoting sustainable tourism in EBC route.
- 2) To study the impact of safety trek for promoting sustainable tourism in EBC route.
- 3) To study the impact of guest host relation for promoting sustainable tourism in EBC route.

- 4) To study the teacher role played by guide during trek for promoting sustainable tourism in EBC route.
- 5) To study out the impact of motivator role played by guide for promoting sustainable tourism in EBC route.

Hypothesis formation of Research

A research hypothesis is the statement created by researcher when they speculate upon the outcome of a researcher or experiment (exporable.com, 2012). Five hypothesis of this research are mentioned as below:

H₁: There is significant impact of eco-trek for promoting sustainable tourism in EBC route.

H₂: There is significant impact of safety trek for promoting sustainable tourism in EBC route.

H₃: There is significant impact of guest host relation for promoting sustainable tourism in EBC route.

H₄: There is significant impact of teacher role of guide for promoting sustainable tourism in EBC route.

H₅: There is significant impact of motivator role of guide for promoting sustainable tourism in EBC route.

Significance of Study

Everest Base camp trek is a famous widely known trip among the tourists from all over the world. Tourist can see highest mountain Everest in front of them and other beautiful Himalayas, glaciers, flora, fauna and landscape. They also get chance fly to thrilling and dangerous airport of world which has just 600m long run way and tourist also get chance to visit Everest view hotel which is located at highest altitude of 3880m of the world. This is the good source of revenue collection for the government and local bodies. People living in that route, hotel owners, expedition team, trekking guide, porter and other people are also benefited from this route. So, it has great significance and it should be preserved for future generation since it has multiplier effect.

This study acknowledge that trekking guides frequently visit this region and direct keep in touch with guests who travel for many days. They have enough time to change guest psychology and they also come to know the obstacles faced by guests in tea houses and can suggest and motivate them to improve amenities facilities.

This study can contribute for sustainable tourism with the help of roles played by guide by the following ways:

- Eco-friendly trek
- Suggest for safety trek
- Increase guest host relation
- Work as a teacher
- Work as a motivator

Therefore, guides play a hidden but assist a crucial contribution for encouraging the tourists and local people for promoting sustainable tourism in EBC.

Moreover, this research can support the new researcher, explorers, scholars and others who are concerned about detail information of sustainable tourism of this route. This can be good reference for the Government, local body and other development organization while making tourism policy that can help for the sustainable tourism of EBC.

Limitation of the Study

This is for academic degree purposes of MTHS (TU). This study was conducted within limited time and geography focusing trekking guides working in Everest base camp trek route.

The study was focused on the contribution of trekking guide for the promotion of sustainable tourism practices in Everest Base camp Trek. The information was gathered from limited number of trekking guides due to pandemic situation.

Some of the main limitations are mentioned below:

- Covid-19 Pandemic
- Time duration and budget constraints

- It has used the information and opinions obtained from the respondents and biased opinion can affect in the results.
- Lack of baseline information

Organization of Study

The thesis has divided into five chapters excluding preliminary sections and appendix. The preliminary section will include title page, recommendation page, approval sheet, declaration, Acknowledgement, table of contents, lists of tables, figures and list of abbreviation.

Chapter 1- It includes Background of Study, Statement of the Problem, Objectives of the study, Significance of the Study, Limitation of the Study and Organization of Study.

Chapter 2- This chapter is about Review of related Literature of scholars, different books, reports, dissertation, journals and articles related to the topic of research. It includes Theoretical and Empirical review including Research Gap.

Chapter 3- This chapter is about Research methodology. It includes Introduction, Research design, Population and Sample, Source of data, Data Collecting Procedure, Data Processing process and data analyzing Tools and Techniques.

Chapter 4- This chapter includes Data Presentation and Analysis

Chapter 5-This is the final and last chapter which includes Summary of Findings, Conclusion, Recommendation and Scope for future Study.

CHAPTER 2

LITERATURE REVIEW

Literature review is the process of locating, obtaining, reading and evaluating the research literature of the interest. It refers to the study of theories from the previously carried out research which can help to bridge the gap between the existing problem and past research work in subject matter. In other words, it is the process of studying the topics related to research that is going to be done by researcher. This portion includes researcher report, objective, method and findings previously done which can help the present researcher to develop new ideas and identify the new aspects of the research problems.

Theoretical Literature

The definition of trekking differs from people to people. Trekking is defined as the long journey on foot especially in the mountains in the form of walking, undertaken with the specific purpose of exploring and enjoying the scenery in the countryside for pleasure. Trekking is an interesting walking holidays, adventurous journey to discover the diversity of nature and culture by foot on hills or High Mountain areas where modern transportation is not accessible. Gyimothy & Mykletun (2004) has said that remotest Himalayan and Polar regions has attracted growing numbers of tourists performing various forms of trekking.

Trekking refers to a multi-day trip on the trails of relatively unspoiled natural areas with the purpose of exploring and enjoying natural scenery (Poudel, S. & Nyaupane, G.P., 2016). It has been discussed in tourism literature under the framework of adventure tourism (Bhattra, Conway & Shrestha, 2005). Trekking is practiced in difficult terrain and climate, requiring specialized equipment, clothing and food, implying connotations of risk, jeopardy, and wilderness (Weaver, D., 2001).

Trekking is also said as a travel by foot through remote destinations that are, in most cases, inaccessible and unknown to the visitor. It is often associated only with mountains, but it must be emphasized that one may distinguish eight types of

trekking, these are: mountain, desert, tropical, glacial, polar, river, swamps and volcanic trekking (Rozycki & Dryglas, 2014).

While talking about Trekking in Nepal, it was started after the expedition activities begin in Nepal. First time adventure lover Bil Tilman had asked permission to Nepali king Tribhuvan Birbikram Shah for trekking permission to Kali Gandaki, Helambu and Everest region in 1949. First trekking was started when the first expedition for Everest base camp was marching towards it in 1950 and believed it is first trek in Nepal followed by 1951 British man Jimmy who was former Gorkha officer and military Attache worked at British embassy in Kathmandu. Later on, he thought trekking can be promoted in Nepal and started walking on mountains of Nepal dreaming to develop trekking activities. In 1955 Nepal government started giving visa for foreigners and started becoming easy for trekking and expedition. In 1964 mountain travel company was started by Jimmy for trekking activities. His first guest was from America who came in 1965 for Everest trek. Jimmy is known by the “Father of Trekking” in Nepal due to his contribution for the upliftment of trekking activities in Nepal.

The most common form is mountain trekking. Nepal is famous for trekking throughout the world and many tourists visit every year. We have beautiful Himalayas which are above 8000m from MSL. World highest mountain Everest(8848.86m) is also located in Nepal and Everest base camp trek is famous trek route where tourists come dreaming to see the world highest Alps in front of them. Tourists can take lifelong unforgettable memories from this trip. Tourists have to travel about 130km total distance. For this trek, we have to start from Lukla airport which has just 600m long run way and considered as the dangerous airport of the world locating at altitude of 2845m from MSL. The duration for this trek is about 12 days in average and can be made itinerary according to the time and need of tourists.

Trekking guides are those people who walk with the clients during their trip and help trekkers whatever they need. They are well informed about the culture and tradition, Himalays of that area where they visit. They are habituated with environment of destination. They travel with their clients for many days and keep in touch directly with them so that they can play a crucial role for promoting sustainable tourism practices in destination. Trekking guide walks with the trekking members explaining

what they see and perhaps eats with them, or at minimum gives a briefing over meals. In Nepal, trekking guide training duration is one month. They are taught about different skills and techniques needed for their profession.

According to Buckley, R. (2012), the specific term „Sustainable Tourism“ was first used almost two decades ago. The two greatest founders of these concepts in the tourism industry, sustainable tourism emerged in part as a negative and a reactive concept in response to the many tourism issues, such as environmental damage and serious impacts on society and traditional cultures (Bramwell & Lane, 1993). According to UNWTO(2019), “sustainable tourism is a tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry the environment and host communities”. While sustainable tourism development for a large part has paid attention to products and businesses, this definition reflects an ongoing shift towards working with needs and values of tourists (Bueno & Rameckers, 2003). Sustainable tourism is important for future generation so trekking guide working in Everest route can contribute for this. Some of the contribution of tourist guide for promoting sustainable tourism practices in Everest route can be as bellow:

Eco-friendly Trek

Trekking guide should be well informed about eco-friendly trek during their trip with their clients. It is also said as green tourism and totally environment friendly. We should have knowledge about environment conservation during trekking time. If we save the environment, we can pass it to future generation for the use. For this, trekking guide can play a role for its conservation. Guide can make aware about nature conservation to their clients so that they will not do mistake during visit to the destination.

Rabotic (2010) has talked about the need for environmentally sustainable tourism which is new form of tourism. It is nature based tourism where we should be aware about the negative impacts of tourism activities on environment. Some researchers assume that guides are the heart and soul of ecotourism since they contribute to visitors positive stances towards environmental protection. It has talked about the behavior of guide towards environment so that they can encourage tourists for

conservation which can help for the sustainable tourism of the destination. This concept relates to current research where it can contribute by providing the concept of trekking guide towards the environment for sustainable tourism and behavior changes seen on tourist due to the influence of trekking guide.

Rabotic(2010) talks about the big and small players where big players includes tour operators, airlines companies and hotel industry while small players includes tourist guide neither prominent nor interesting enough for the scientific analysis. Even though tourist guide seems small player it has great impact on sustainable tourism practices at destination. Tourists can be influenced by seeing their behavior. It says tourists always follow the guide behavior so guide should be aware about that. When guide start throwing plastic bottles in dustbin then tourist also follow the same behavior. This concept is related to current research for eco-friendly behavior. It can help to know about trekking guide role for influencing on tourist behavior for eco-friendly trek which is important for the sustainable tourism practices in Everest base camp route.

Tourist guides are the strong pillars which have influence on experience management, resources management and local economy promotion so as to facilitate tourism development along a sustainable direction (Hu, W., 2007). It notify that tourist guide are the backbone of sustainable tourism who is capable to manage experience, resources of destination and also helps for economy development of area for sustainable tourism. They help to control or check the flow of tourists in destination which helps for less degradation of natural resources that can be passed to the future generation for the uses which can help for maintaining the sustainable tourism in a correct direction which is needed. They also help to manage experience which they have learn during trekking for many years that can also help for the sustainable tourism. This type of concept is necessary for my research for making the guide more alert about importance of role regarding natural resources management which can help for sustainable tourism during their trip. This concept is contributing research by making aware about guide role for resources preservation which belongs to eco-friendly behavior and help for sustainable tourism.

The host of tourist destination world-wide has gradually become aware of the importance to protect environmental quality both for their own health and to maintain

destination competitiveness to attract more tourists (Wang et al., 2018). Protecting the environment can make the area more greenery and can assist for overall development. If we make the destination attractive, number of tourists can increase year by year so that living standard of local people can be also changed. Local people have also understood the competition about the destination choices by the tourists so they have become aware and working together for this. It is related to present research where guide can help to raise awareness about the environment and attractiveness of the destination that can help for sustainable tourism. From this theory, we can know the importance of host people for nature preservation. So, trekking guide working in such route can raise awareness among locals for making them more active that leads for sustainable tourism of the area and guide role is helping more for this. Guide attitude towards the conservation, protection and capitalization of tourist resources has been observed. Guide can help tourists to choose to spend their holidays sustainably by recycling reducing waste and undertaking environmentally friendly activities while holidays such as walking on pre-designated trail, avoid using off road vehicle to reduce green house gas emission and spend vacation closer to their home.

The over grazing and deforestation has also become a serious problem in the mountain (Gurung, 1990). It has negative impacts on environment which speed up the flow of running water during rain or snowing which can erode the land and possibilities of landslide may occur. From this, it becomes easier to know the behavior of people in the mountains. Considering this, guide can encourage local people for using solar energy, wind or electric energy instead of firewood and gas which can help for maintaining sustainable environment so that later on it can help for sustainable tourism. This study is contributing a lot for current research so we can encourage local people and hotel owners to change the fuel in the kitchen according to the sustainable needs. Tourist guide can work as a motivator where encouraging the visitors to behave in environmentally responsible manners. It can also help to check the deforestation and controlling the beauty of forest and sustainable tourism. Guide can also work as a interpreter by helping visitors to understand and appreciating their environment. Trekking guide suggest guests to carry reusable bottles instead of plastic non-recyclable bottles which help to control pollution in the route. Similarly, unwanted rubbish should be thrown in dust bin in the way that can help for making

the environment more neat, clean and hygienic which later on help for sustainable tourism.

Safety Trek

Safety is important during trekking on mountains where guide can play a crucial role for this. Guzel et al. (2020) talked about physical control, direct control and non direct control approaches where in physical control guide manage the mobility and behavior of the visitors in restriction area. As for indirect control, guides make decisive direction on the number of visitors and rules for controlling the actions and behaviors of visitors. In non direct control the guides educate and inform the tourists by practicing interpretative techniques during interaction with tourist.

The climatic condition of mountains is always uncertain and change frequently time to time. Guide always becomes aware about the weather forecast. If the weather is not good, they always suggest their clients to stay over there rather moving to other destination. Trekking guide always suggest their guests to carry appropriate trekking stuffs during travel for their safety according to their travel period. In the absence of important stuffs there might be great risk in mountains. So, it is very important to be considered which is possible only due to the help of guide who have well experienced about the mountains for long time. From such activities, tourists can be happy and they can re-visit to the area because of trust and loyalty of guide. Guide has positive personal, ethical and moral characteristics including honesty, modesty, dignity and trustworthiness. It can help for increasing the tourist ratio in the country that leads for the sustainable tourism.

Trekking guide always carry first aid box and well trained for first aid treatment in the mountain. They can make aware about food eating style in mountains. Most of the tourists are new to the destination so they are not habituated with the environment. If guides become aware about that tourists may not face problem in health. This is also possible only with the help of guide. Usually, during the time of High passes and glacier visit, it is considered as a risky adventurous work. While going to Kalapatthar and walking through khumbu glacier on the way to EBC is also a challenging work. So, guide always lead tourists in a safety way in accurate time and clients should follow the guide. One happy tourist can relay message to 25 people in his circle which

can also help to increase tourists in upcoming days so it has multiplier effect in the route.

If the tourist get high altitude sickness at mountain, guide always aware about that and do not go ahead and descend down as fast as possible to reduce the risk. If the condition is severe, they may try to rescue or return back from there. It can also help for the safety of tourists. Guide always suggest their clients to wear appropriate boot and sun glasses in snowing area to protect from snow bite. While taking pictures near glacier they are warned about the danger and precaution should be applied for safety.

Trekking guide always check insurance of tourists and porters for their safety. Trekking without guide should be controlled and guide always encourages tourists to hire professional experience guide. Guide carry important equipment like navigation map, whistles, rope, knife, crampon, torch light etc which are needed at any time in mountain areas .Similarly, they are aware about the luggage of porters and help to make weight between 20-25kg in tea house trek and upto30 kg in campaign trek according to the rule of Nepal for their safety in high mountains.

This type of study is useful for current research because this study is trying to find the safety works done by the guide and impacts on sustainable tourism and it helps to come to know how guide can contribute for promoting sustainable tourism in Everest base camp route by using safety precautions and what should be focused for this current research.

Guest Host Relation

Tourist guide can help to maintain the guest host relation which can help for the sustainable tourism development in that area. They can motivate the tourists to buy local products so that local people can be benefitted which can help to rise the living standard of local people. It can help to become aware about the importance of tourism in the society. Tourist guides are considered as stakeholders who have the most impact and effect on tourist behavior during their trip in a destination.

Tatar et.al (2018) found tourist guide promote host guest interaction, encourage tourists to buy products from locals and care about vulnerable destination. It means guests do interact with local people of the destination and they share their experiences

with each other. Tourists can become happy which makes them easier to close. Similarly, guides give information about the local products and their importance and uniqueness so that tourists get attracted to buy such products. Tourist guide has an important role to foster good relations among tourist and locals meant to enhance tourist experience satisfaction but to also educate tourists into consuming local products and buying locally-produced handicrafts and souvenirs (Tatar, 2013). Guide can take clients to the home-stay area instead of hotels and lodges so that tourists can get new experience of homely environment of locality. It can help local people to be encouraged for home-stay tourism activities. Tourist guides are the mediator between local communities and tourist. The consumed tourist products are unaltered and passed to next generation by their conservation, protecting and sustainable valorization during the guided tour process. This study relates and can contribute present research which help to know what the guide should do during trip in Everest route and what should be studied about guide to know about their contribution for promoting sustainable tourism practices in Everest base camp route.

Tourist guide can help to reduce conflicts between locals and visitors contributing to the local economy and protecting the values of the region (Grabowski, C.P. & Geng, W., 2000). It has talked about the guide contribution to decrease the misunderstanding between host and guest during travelling to new destination. During visit to new area, Guide always make aware about the rule, regulation and behavior of people of destination so that guests become aware before they visit which can help to reduce the conflicts between guest and host people. This study helps to know the contribution of guide for maintaining good relation between guest and host people. It is contributing the present research since it has talked about the guide role how they can help for increasing guest host relation so that it makes easier to check whether guide has done same activities on Everest route or not.

Gnanapala et al. (2015) found inappropriate behavior of guides and helpers at cultural sites including demands of unreasonable fees, misrepresentation of services offered, deceptive and false information disseminated to tourists, physical and emotional harassment and other unethical practices. It talks about the negative behavior shown by guide and lack of knowledge about the destination. It can hamper the psychology of tourists and does negative publicity which may decrease the no of tourists in upcoming days. This concept helps to fulfill the gap by helping to know the gap that

could be seen in Everest trek and can be controlled with the help of Trekking guide that can help for sustainable tourism.

Guides are aware about the policy, rules, laws and practices that are followed by a certain country, state or region to enlighten tourists and enrich their overall travel experience (Ganapala et al., 2015). It is very important to know the rule of destination by the guide. They have to go with tourists so they should inform about the rule before they visit there. This study is related to the present study of contribution of guide for sustainable tourism. From this study, we can get what guide should know while going to the destination. This concept can contribute to know the guide understanding about rule, regulation and policy of place before they visit and how they have contributed for promoting sustainable tourism in Everest region.

Teacher Role

The job of tourist guide is described as leading, interpretative, inspiring and entertaining in a specific geographical or environmental setting in which their specialized knowledge of various languages is applied (Sandaruwani & Gnanapala, 2016). This theory talks how the teacher role is played and behavior of trekking guide. Guides are the real teacher who teaches the new guest at destination. They always lead the group and interpret about the route. They also inspire the clients for showing positive behavior and make aware about the importance of observable practice in some specific destination. If we focus for the observable practice, it can help to preserve places for the future generation. Tourists are requested to become calm and cool in the wildlife area so that disturbance of wild animals can be controlled. During visit to national park and museum, tourists are made aware about not touching the monuments and other things. These all activities can help for the sustainable tourism in destination which is possible only due to the guide. This study can help to find the guide role during travel and come to know how guide can help for sustainable tourism and what behavior they show there. Similarly, it also makes us clear about the positive behavior of guide that can help to change the client concept that leads for sustainable tourism.

Guide who gives explanation on the destination is key aspect of tourist experience (Swarbrooke, J., 1999). Tourist guide can work as a teacher since they are well known

and habituated with the destination where they visit. Tourist are new comer and they want to know more about the place and want to explore as much as they can in certain period of time. So, guide should understand it and should be more informative and try to relay the positive messages to guests. Tourist guide are also said as the non-paid ambassador of the country since they represent the country and are direct contact with tourists. From the clear explanation of guide, tourist can feel new experience and satisfaction. It can contribute present research by helping to check whether guides are explaining the context clear or not to their clients during their trip in Everest base camp route which can help for sustainable tourism.

Tourist guide must possess the knowledge content for effective delivery of core services. Guide should give priorities to tourist needs and interest first in providing superior value of services and enhancement of the overall tourist experience (Heung 2008). Tourist guide should be knowledgeable about the destination so that they can fluently describe to their guest (Sandaruwani,2016). It clearly says that guide need to be informative and compromising should not be there. This concept is useful for current research which can help to know importance of effective delivery of guide. This theory is contributing so that it helps to notice whether guides are informative and delivering 100% to the guests in Everest trek route or not which can help for the sustainable tourism. It is said that tourist always rate about quality of service on the basis of information and knowledge provided by guide.

Coagan (1953) defines profession as a vocation whose practice is founded upon an understanding of the theoretical structure of some department of learning or science and up on the abilities accompanying such understanding. Guide should have good leadership and management skill which helps for organizing and handling tourist groups, coordination of affiliated vendors and suppliers of goods and services, time management, scheduling and logistics, and day to day problem solving. This concept can help what type of professionalism is needed in guide. This study can help for doing research so that it suggests how to check the professionalism of guide working in Everest base camp route which is needed for sustainable tourism.

Motivator Role

For the sustainable tourism, motivator role played by guide has a great importance. If the number of tourists increases in one destination it might have negative impact so the number of tourists should be checked. Tourists can get disturbed in such area and they can be taken to the other destination where environment is peaceful and less number of people visit. Tourists can be taken to agriculture farm visit and educational institution where they get chance to feel difference experience. They can be also taken for doing different volunteering works. It is possible only with the help of the trekking guide motivation.

O'Reilly, A.M. (1986) found that tourism activities use resources and that overuse in the long term will damage tourism products, decision-makers and academics realized that the tourism product had a carrying capacity and that it had to be managed. This study tells us that over use of natural resources for long duration can have negative impacts on the place. It may get damaged also. So, nowadays people working in the decision making and scholars realized that it has certain capacity for a certain period of time and it should be checked. In such condition trekking guide can change the destination by motivating the tourist which helps for sustainable tourism. This concept is important for the current research because it helps to check the carrying capacity of the Everest base camp route. Similarly, this study helps to know how guide can work as a motivator.

Tatar et al. (2018) found that Guide also help for promoting the sustainable development at tourist destination preserving and protecting vulnerable resources by choosing alternative attraction where necessary. It means guide change the destination according to the needs of time. If there is high number of visitors in one destination they might have chance of doing negative impacts so guide can change the destination where the flow of tourists is low. During trekking in Everest route in peak season, most of the hotels get already packed and it becomes difficult to get accommodation so guide working in that area are well known about that and try to book the home-stay areas so tourists can feel different experience. If the number of tourists going to Sherpa museum is maximum then tourists can be taken to see the Everest view hotel (3880m) located at highest altitude in the world which can be another attraction for

the tourist. These type of concept has contributed a lot to know how guide can work for motivating the tourists.

Cohen, Erick (1985) found that Tourist guide were the pathfinder and mentor role in the past time. Path finder means to lead the group and mentor means to teach or monitor the group. Tourist guide also contribute for destination image, marketing and branding. Guide can take guests as a path finder to alternative destination for side hiking instead of taking them to view point for sunrise and sunset for controlling the number of tourists at view point which can help for promoting sustainable tourism so that it is less disturbed and can be used for future generation. Tourist can be monitored by explaining the importance of alternative destination which is possible only due to the guide.

Guide can also motivate to increase amenities in hotels according to the season. The demands of amenities of tourists go up and down according to the season and hotels owner has to be aware about this. Trekking guide can recommend about the amenities that should be kept in hotel according to the tourist demand. The demand of hot shower may be high in cold season while cold shower might be demanded more in summer season. The capacity of Electric charging facility should be increased in peak season due to high flow of tourists. There should be also enough warm blankets and other stuffs needed for tourist. If all facility is available, tourists become happy and wish to visit again. This study can contribute current research so that it helps to study the motivator role of guide in EBC that can help for sustainable tourism practices in the Everest base camp route.

Empirical Literature Review

Sandhu (1998) has conducted research on tourism and sustainability in Himalchal Pradesh in India. The objective of the research was to investigate the sustainability of mountain environments and local socio-cultural system in a time of rapid economic change in response to commercialization and regional/global economic integration. It was conducted from September to December in 1996 AD. The study was conducted using qualitative research techniques including semi-structured interviews and observation of tours.

This study found leadership, mediatory and resource management role of guide. Similarly, the indigenous guide is more informative than normal guide about specific culture of that society since they belong to that community and tourist can feel the real experience. It can help for the re-visit of the tourists to the destination. This research also found that the conservation of this area is made by using many techniques like limiting the number of tourists to the destination, giving only limited information about the culture. Though, tour organized by local aboriginal community is good, tourism agencies and conservation agencies ignore it. So, we have to think about this for sustainable tourism.

Rabotic (2010) conducted research on tourist guiding from the perspective of sustainable tourism. The objective of research was to justify guides are also the protector and destination stakeholders due to the direct contact with the tourists and actively involved in the implementation of sustainable tourism. This research was conducted in Greece. It is based on review of the existing academic literature in this field and on a personal experience of 30 years as a professional tourist guide.

The research found that tourist guides can work as important tool for the implementation of sustainable tourism in the destination. So, it is important to give them good education and training. The supervision of work and their motivation is important and considered as one of the stakeholders in tourism development. It also found that government and non-government tourism organizations should give interest about the role and importance of tour guide so that it becomes easier during decision making process.

Sandaruwani, J. R. C., & Gnanapala, W.A.C. (2016) conducted research on the role of tourist guides and their impacts on sustainable tourism development in Sri Lanka. The main objective of the research was to recognize the impact of tourist guides in moving tourism development in a sustainable direction. It has also investigated the problems and difficulties faced by tourist guides while serving in the industry and its effect on tourist satisfaction. This research was conducted in Srilanka in 2016 AD. The study was conducted using the mixed methodology and collected data from different sources such as questionnaire survey with tourists, semi-structured interviews and discussion with tourist guides and different stakeholders.

The study found both the negative and positive impacts of tourist guide in moving Srilanka tourism development in a sustainable direction. It also found some guides have lack of intellectual skills, professional skills and lack of good faith. Similarly, it has talked about the changing tips at guide own will. It has found the problems and difficulties faced by tourist guide and effect on tourist satisfaction. It is also noticed that tourist guide have low remuneration, lack of security in job, unfair competition, less respect, hawkers and restrictive for female guide. These all should be taken in consideration for sustainable tourism.

Tatar et al. (2018) conducted research on tourist guides contribution to sustainability in Romania. The objective of the study was to identify the role and importance of tourist guide who work as a mediator between tourists and local people. The survey was held during National tourist guide conference of Oradea (2017) among the guides having tourist guide license. This research is based on the sociological survey method based on a questionnaire, a quantitative method of data collection and analysis. Questionnaire was asked by face to face meetings which helped for the higher response rate.

This research found that the role of tourist guide has supported the economy of the local people. Tourist guide has worked as the mediator between the guest and local people. They have explained about the local products importance and has encourage tourists to buy the local products. They have also explained importance of souvenir. Tourist guide also have played role for promoting sustainable development of tourist destination. They have thought about the sustainable tourism development. This research has found that some respondents are wishing for choosing alternative destination for the conserving and preserving the attraction of the place. This can help for the sustainable tourism of that destination.

Francis et al. (2019) conducted research on the role of tourist guide for sustainable tourism practices in Kenya. The objective was to study the influence of tour guides work experience and level of education on the way they have implemented for the sustainable tourism practices. It also examine the whatever tour guides adhere to their rules and code of ethics. This research has done among the tourist guide working in Kenya who has at least 2 years work experience. It has adopted a descriptive approach and has used both qualitative and quantitative methods. The author was self present

on field. Quantitative data was collected using questionnaires while qualitative data was collected by interviewing some key information.

This study has found that tourist guide has played a role in protecting the environment. It also talks that most of the guides were male and mostly they were high school graduates rather than University. It is also noticed that it has not attracted university student due to low income generation and few involved were the owner of the company. It found that most of the respondents had less than 10 years of experience. The result shows that tourist guide has helped for the implementation of sustainable tourism practices. It has noted that guides always advise their visitors about the activities and practices in destination. They have made aware about water, land and noise pollution. It also found that guide has educated their clients during visit about the observable practice in wild life areas and park. They have made aware about the security. These all understanding can help for the sustainable tourism.

Guzel et al. (2020) conducted research on sustainable tourism and roles of tour guides in destination. The objective of the study was to identify the dimension of the roles attributed by tourist guides in the promotion of sustainable tourism and to determine the content of these roles within an exploratory perspective. This research was conducted in Turkey. In this research, exploratory perspective has been adopted and phenomenological research design is preferred among qualitative research approaches which aim is to discover the meaning of the experience of the guides.

From this study, the multidimensional data of the guides regarding the theoretical framework of sustainable tourism were obtained. Most of the guides were undergraduated. Mostly the experienced guides were guiding since 30 years. It has said that the balanced, planned and effective use of resources will support the social, economic and cultural development/well-being of the destination by protecting cultural/natural values and increasing the satisfaction of tourists. It also found that the role of guide have become multi-dimensional, namely as adopting a consulting role ,taking over inspection, sustainability training, raising the tourists awareness, promotion local economy and sustainable tour management.

Cajiao et al. (2021) has done study about the adaptive management of sustainable tourism in Antarctica: A Rhetoric or working Progress. The main objective of study was to examine at what extent this approaches has been incorporated into the

Antarctic tourism research and management, and what constraints exist for its implementation.

It found that the approaches applied in Antarctica region was not so fruitful as they desired due to the uniqueness of area and they have argued this approach can work in other areas.

Poudel, S. & Nyaupane, G. P. (2016) conducted research on exploring the roles of tourist guide in trekking tourism. The main objective was to know the role of tour guide in trekking tourism to develop the role structure model. It was studied in Annapurna conservation Area of Nepal for one month from Mid December 2009 to mid Jan 2010 AD. They used survey method for this study. The survey was administered by using a self-administered questionnaire to the randomly selected participants in different four locations of Ghandruk, Tadapani, Ghorepani and Pokhara. The data was analyzed by using descriptive statistics and exploratory factor analysis.

The study found that tourist guides has different roles like group leader, tour leader, teacher, organizer, interpreter and motivator. This all can help for sustainable tourism at destination.

Upadhyaya, P.K. (2018) conducted research about the sustainable management of trekking trails for the adventure tourism in mountains. The objective was to study Great Himalaya Trail (GHT) as an emerging brand for adventure tourism identity of Nepal. GHT strives for sustained and beneficial tourism management system through effective implementation of the Trail Standard Guidelines (TSG). It is based on both interdisciplinary and trans-disciplinary approach. The author has applied electric technique for accumulating information from the GHT certified trail auditor as he is experienced and Nepal government has approved trek guide. The methodology included the collection of the qualitative information through primary source of information from the research based GHT trails auditing in the years 2016 and 2017. The secondary source of information included a comprehensive review of relevant published and unpublished literature, reports and data through desk studies.

It found that GHT is authentic appeal of Nepal tourism attraction. Tourist can feel experience of natural and cultural diversification, religiously and spiritually

uniqueness. For keeping the brand name of trail we should also focus for Trail standard goal (TSG) which is the first step. Similarly, GHT adopts that better standards in trail and enterprise which will lead to products more marketable and more sustainable from a business perspective. It is also noted that if we have clear guidelines about the trail we can monitor it in time and work done can be more effective and help to make trail unique. For this, there should be good collaboration and partnership from all stakeholders including public, private, trail communities and development partners.

Research Gaps

The research on trekking guide contribution for promoting sustainable tourism practices in EBC is lacking in Nepalese context. Particularly, the relation and impacts of eco-trek, safety trek, guest host relation, teacher role and motivator role of guide with sustainable tourism has not been discussed yet in Nepal. Similarly, no research has done regarding contribution of trekking guide working in high altitude and Himalayas.

- Rabotics (2010) said about the education, skills and stakeholders role of guide but it is based on the secondary source of data from the literatures which result may not be authentic though writer has long guiding experience.
- Sandaruwani & Gnanapala (2016) has talked about the development of tourism to the sustainable direction and problems faced by guides during trip. This research has focused only the tourist guide working in heritage sites and failed to talk about trekking guide working in mountains.
- Corina et al. (2018) said about the mediator role of guide that can play between tourist and local people. It has not talked about carrying capacity of destination which is important for sustainable tourism.
- Francis (2019) has talked about the practices that should be followed during visiting wildlife. Guide having minimum of 2year of experience has taken as the respondents from which the desired information may not be collected. This research has not talked about mountain guide and trekking.

- Guzel (2020) has failed to talk about motivation to make tourists re-visit. It has not clearly mentioned about the guide perception towards sustainable tourism. This research has taken the guides belonging to one single area only so that output of research cannot be more generalized.

This current research has explained about the eco-trek, safety trek, guest host relation in mountains, teacher role and motivator roles of guide. This research has also used primary data which may be more authentic. Similarly, it is clearly discussing about carrying capacity concept which is not explained in other research. Guide working for more than 5 year has taken belonging to different area so that outcome result can be generalized.

Chapter 3

Research Methodology

Research methodology is a managed, proper and systematic process used by researcher to solve a research problem. It is a way or science of studying how research work can be carried out. It is also a plan that provides a basic framework on which the study is based specifying the methods and procedures for collecting and analyzing the required data. A research design is basically the choice of the researcher how they want to research, what they want to achieve from the research depending on the research design.

For preparing this, data was collected from both the primary as well as the secondary sources which include text books, research articles, dissertation, journals and related website links.

Research Design

Research design is a plan or blueprint of how a researcher intends to conduct a study. Research design is the logical and systematic planning and directing a piece of research (R.K Young, 1968). “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure” (Selltiz & Others, 1962:50)

A casual comparative research design has used for the purpose of carrying out this research. It is the attempt to identify a causative relationship between independent variables (eco-trek, safety trek, guest host relation, teacher role and motivator role) and a dependent variable (Sustainable Tourism in EBC).

The data was collected by formulating a set of questionnaire and questionnaire was distributed to trekking guide working in the Everest base camp route for more than 5 years and their views towards sustainable tourism practice was studied.

Population and Sample

Population refers to entire whole group from which sample is taken. Sample is specific group that is collected according to needs while sampling is a process of selecting the sample from population

Since, the population is infinite: it is difficult to take whole population for the study. The questionnaire was distributed to 300 trekking guide and collected only 215 valid responses after removing the error fill up forms. So, 215 trekking guide having government license has been studied to understand their concept for promoting sustainable tourism practices in EBC route. Trekking guide who have more than 5 years experiences in Everest route has been selected. Questionnaire related to sustainable tourism was distributed to guides to know their concepts for promoting sustainable tourism practices in this route.

Purposive sampling technique has used for this research. It is also called as judgment or selective or subjective sampling. Researcher can relay their own judgment while selecting members of population to participate in the study.

Sources of Data

Data are the tools to reach suitable conclusion on any problem.

There are different sources of data which are used in research work. The sources of data are:

I) Primary Data

These are the sources of data which are collected directly from source of origin. It is also said as firsthand information collected from respondents. It provides the original data. Primary data are more time consuming, effective and accuracy. It is reliable and suitable data.

For this research, the primary data was collected through the questionnaires which were directly send to the trekking guide working in Everest region for more than 5 years. It is the first hand data which is used in research.

II) Secondary Data

It is also said as second hand data collected from primary sources of data. It can be collected from government publication, unpublished thesis etc.

In this research, secondary data was collected through previous studies and various sources which are mentioned below:

- Library
- Articles
- Journals and books
- Government publications
- Dissertation
- Unpublished thesis
- National Planning Commission
- Nepal Tourism Board
- Ministry of Culture, Tourism and Civil Aviation

Data Collecting Procedure

It is the process of collecting data which are needed for the research work. Data can be collected through both primary and secondary sources; in case of this research, the primary data has been collected through structured questionnaires which were distributed to the trekking guides working in EBC route for more than 5 years and well experienced. The research was conducted by using quantitative method. The main tool for the data collection in this study was questionnaire. The questionnaires were designed to assess the contribution of trekking guide for sustainable tourism in EBC route. The secondary data has taken as references while the primary data is used to make the decision of this thesis work. Questionnaires were designed on Google form and were forwarded to the trekking guides who work in Everest Region.

Similarly, the consideration of ethics has been taken regarding the respondents who are supposed to fill up the questionnaires. None of the responses were influenced by the thought processes of the researchers or any other third parties. The respondents were assured that they have right to quit the process anytime even before completion of the form if they are not interested.

Data analysis Tools and Techniques

It is the step where the data is analyzed using various tools and techniques to bring meaningful output of the research. The data has been analyze and presented on the basis of primary data collected through questionnaire which were distributed to the guides working in EBC route. It is necessary to follow certain steps and procedures in

analyzing data in order to understand the results and generalize the findings. First, collected data is edited before doing coding to meaningful numeric value. Then we classify, tabulate and summarize the data according to our need. The collected data has been analyzed by SPSS software and excel. SPSS is the software that helps in the statistical analysis, data management and data documentation. In SPSS, following analysis has been done:

- Frequency Analysis.
- Analysis to find mean, median and standard deviation
- Descriptive analysis to find the percentage using Likert scales (strongly disagree, disagree, neutral, agree and strongly agree)
- Inferential statistics that is correlation and Regression

After this, the data has copied to Excel Worksheet where the tables obtained from SPSS has refined, analyzed and interpreted from the responses. Then finally, the results has presented.

Chapter 4

Trekking Guides Contribution Analysis for ST

Data Analysis

Data Analysis very important step where researcher analyzes the data obtained from the research questionnaires to bring the output of the research. It has discusses about the contribution of trekking guide for promoting sustainable tourism in EBC route. Impact of independent variables like eco-trek, safety trek, guest host relation, teacher role of guide, motivator role of guide on sustainable tourism of EBC has been analyzed. The result of various frequency analysis, descriptive analysis, mean, median, standard deviation, correlation and regression are presented and Hypothesis has been tested. The data was analyzed using SPSS and MS Excel. The data and information collected from the respondents are presented and analyzed according to responses of respondents for this research work.

The primary purpose of collecting the data is to find the actual fact regarding the contribution of trekking guide for promoting sustainable tourism in EBC route. Five factors eco-trek, safety trek, guest host relation, teacher role and motivator role of guide were taken into consideration. The finding and recommendations reported in the study would provide a more reliable measure and proven perspective for contribution of trekking guide for sustainable tourism in EBC route. Also, this research is being conducted because perception of people toward guide is different which should be analyzed and their contribution towards the country should be taken in consideration. Descriptive statistics and inferential statistics methods have been used in this research.

Demographic Profiles

This section represents the table representation of different demographic components eg: gender, age, education, marital status, types of profession, work experience, languages known, average income per trip and average income per year.

Gender composition

Table 1: Demographic profile of Gender

Gender	Frequency	Percent
Male	208	96.7
Female	7	3.3
Total	215	100

Table 1 shows about the numbers of composition of respondents who were actively involved in research during answering questionnaires. Among them, mostly they were male compared to female where 96.7 percent were male and 3.3 percent were female. Thus, it concluded that most of the guides were male compared to female.

Age Groups

Table 2: Demographic profile of Age

Age (year)	Frequency	Percent
20-29	58	27
30-39	106	49.3
40-49	48	22.3
50 above	3	1.4
Total	215	100

Table 2 shows about the different age group people who filed up questionnaire during research. Respondents between 30-39 yr were 49 percent while percentage of age group above 50 yr was least of 1.4 percent. The percentage of people between 20-29 yr was 27 percent and 40-49 yr was 22.3 percent. It concluded that highest age percentage of guide was 49 percent and least was 1.4 percent.

Education level

Table 3: Demographic profile of Education

Level	Frequency	Percent
Primary School	34	15.8
High school	110	51.2
Bachelor	59	27.4
Masters	12	5.6
Total	215	100

Table 3 shows about the education level of guide working in EBC route. This research found that most of respondents were educated. About 15.8 percent respondents have completed school education, 51.2 percent have done high school. Similarly, 27.4 percent have done bachelor degree and 5.6 percent have done masters. The highest percentage of guide has done high school education which is 51.2 percent.

Marital Status

Table 4: Demographic profile of Marital status

M. Status	Frequency	Percent
Married	168	78.1
Unmarried	47	21.9
Total	215	100

Table 4 shows about the marital status of guide working in EBC route. It shows that most of them are married. The married percentage was 78.1 percent while unmarried percentage was 21.9 percent. It concluded that most of the guides working in Everest Base Camp trek are married.

Type of profession

Table 5: Demographic profile of profession

Profession	Frequency	Percent
Employed	144	67
Freelancer	71	33
Total	215	100

Table 5 shows about the type of profession of the trekking guide respondents. It shows that most of them are employed compared to freelancer. About 67 percent are employed and 33 percent are freelancer guide who love freedom. It concluded most of them are employed to company and are close keep in touch with company.

Work experience

Table 6: Demographic profile of work experience

work experience(year)	Frequency	Percent
1-5	28	13
5-10	92	42.8
10-15	56	26
15 and above	39	18.1
Total	215	100

Table 6 shows about the respondent year of work experiences. It shows that 13 percent have 1-5 year experience, 42.8 percent have 5-10 years of experience, 26 percent have 10-15 years of experience and 18.1 percent have 15 years and above experiences. It concluded most of the guides have 5-10 year work experience.

Languages known

Table 7: Demographic profile of Languages known

Languages Known	Frequency	Percent
English	78	36.3
Chinese	24	11.2
French	42	19.5
Hindi	5	2.3
Germany	1	.5
Japanese	26	12.1
More than one language	39	18.1
Total	215	100.0

Table 7 shows about the languages known by guide working in Everest base camp trek route. It shows the percentage of people speaking English were 36.3 percent, Chinese were 11.2 percent, French were 19.5 percent, Hindi were 2.3 percent, Germany were .5 percent and Japanese were about 12.1 percent. Guides speaking more than one language were 18.1 percent. It concluded most of the guides are just English speaking while German speaking guides have the least percentage of 0.5.

Average Income per trip in EBC

Table 8: Demographic profile of Average income per trip in EBC

Income	Frequency	Percent
Upto Rs. 50000	71	33
Rs. 50,000-Rs. 1,00,000	129	60
Rs. 1,00,000-Rs. 2,00,000	14	6.5
Above Rs. 2,00,000	1	0.5
Total	215	100

Table 8 shows about the average income earned by guide during their single trip in EBC route. It shows that 33 percent earns upto Rs.50,000 in one trip, 60 percent earn Rs 50,000-1,00,000 per trip, 6.5 percent earn about Rs 100000-200000 per trip and 5 percent earn more than Rs. 200000 per trip in EBC trek.

Annual Income

Table 9: Demographic profile of Annual income

Income	Frequency	Percent
Upto Rs. 5,00,000	45	20.9
Rs. 5,00,000-10,00,000	130	60.5
Rs. 10,00,000-Rs. 15,00,000	40	18.6
Total	215	100

Table 9 shows about the annual income of trekking guide working in EBC route. From table, it is clear that 20.9 percent are earning upto Rs. 5,00,000 per annum, 60.5 percent are earning between Rs. 5,00,000-10,00,000, 18.6 percent are earning between Rs. 1,00,0000-Rs. 15,00,000 per annum in EBC route.

Descriptive Analysis

It is the analysis process which describes, show or help to summarize data in a meaningful way. In this section, descriptive analysis of data is done which was collected during survey. It includes calculation of statistical measure such as mean, median, standard deviation. This value obtained from this can help researcher to analyze the data.

Table 10: Descriptive Statistics of Eco-trek in EBC

Statement	Minimum	Maximum	Mean	Std. Deviation
Observable practice during visit	1.00	5.00	4.02	0.38
Aware of Carrying capacity	1.00	5.00	4.01	0.47
Selection of Alternative destination	1.00	5.00	4.02	0.42
Take the picture leave the footprint concept help for S.T.	1.00	5.00	4.58	0.60

n=215

Table 10 show the response of respondents regarding impact of eco-trek for promoting sustainable tourism in EBC trek. Statements were rated from 1-5 (Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4 and Strongly Agree=5).

This table shows that observable practice during visit to EBC has mean value(4.02) and standard deviation(0.38), aware of carrying capacity has mean value 4.01 and standard deviation 0.47. Similarly, selecting alternative destination has mean value 4.02 and standard deviation 0.42. Take the picture leave the footprint has mean value 4.58 and standard deviation is 0.60. Since, the value of standard deviations is less than 1 it is consistent.

Table 11: Descriptive Statistics of safety trek in EBC

Statement	Minimum	Maximum	Mean	Std. Deviation
Trekking without guide should be controlled	1.00	5.00	3.77	1.04
Importance of insurance for guide and porter	1.00	5.00	3.94	0.32
Control of conflict between guide and porter	1.00	5.00	4.72	0.78
Management of Appropriate luggage weight for porter	1.00	5.00	3.92	0.36

n=215

The above Table 11 shows the response of respondents regarding the impact of safety trek for promoting sustainable tourism in EBC trek. Statements were rated from 1-5 (Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4 and Strongly Agree=5).

This table shows about the descriptive statistics of safety trek for sustainable tourism in EBC route. It is found that trekking without guide has mean value of 3.77 while standard deviation is 1.04. Importance of insurance for guide and porter helps for sustainable tourism in EBC which has mean value of 3.94 and standard deviation is 0.32. Controlling conflict between guide and porter has mean value 4.72 and standard deviation 0.78. Similarly, management of appropriate luggage weight for porter has mean value of 3.92 and standard deviation of 0.36.

Table 12: Descriptive Statistics of guest host relation in EBC

Statement	Minimum	Maximum	Mean	Std. Deviation
Frequent visit to EBC	1.00	5.00	4.13	0.55
Friendly and helpful behavior	1.00	5.00	4.77	0.52
Encourage tourists to buy local products	0.00	5.00	3.92	0.39
Promotion of local culture and tradition	1.00	4.00	3.95	0.29

n=215

Table 12 shows the response of respondents regarding impact of guest host relation for promoting sustainable tourism in EBC trek. Statements were rated from 1-5 (Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4 and Strongly Agree=5).

This table shows about the descriptive statistics of guest host role for promoting sustainable tourism in EBC route. It is found that frequent visit of guide has contributed a lot for sustainable tourism in EBC route. The mean value was found to be 4.13 and standard deviation was found 0.55. Friendly and helpful behavior of guide has mean value of 4.77 and standard deviation is 0.52. The mean value of encouraging tourists to buy local product was 3.92 and standard deviation was 0.39. Similarly, promotion of local culture and tradition has mean value 3.95 and standard deviation 0.29. The value of standard deviation is less than 1 so it is more consistent.

Table 13: Descriptive Statistics of teacher role

Statement	Minimum	Maximum	Mean	Std. Deviation
Trekking guides are non-paid ambassador	1.00	5.00	4.20	0.60
Make aware about rule and regulations of EBC route before visit	1.00	5.00	3.94	0.33
Help to make awareness about importance of tourism among local people	1.00	5.00	3.92	0.35
Teaches about hygienic environment to local people	1.00	5.00	4.02	0.39

n=215

Table 13 shows the response of respondents regarding impact of teacher role for promoting sustainable tourism in EBC trek. Statements were rated from 1-5 (Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4 and Strongly Agree=5).

This table shows about the descriptive statistics of teacher role played by guide which can help for sustainable tourism in EBC route. The trekking guide are non-paid ambassador has mean value of 4.20 and standard deviation is 0.60. Making aware about rule and regulation of EBC route before visit has mean value 3.94 and standard deviation 0.33. The mean value of help to make awareness about importance of tourism among local people is found to be 3.92 and standard deviation was 0.33. Teaching hygienic about environment to local people was found to be 4.02 and standard deviation was 0.39.

Table 14: Descriptive Statistics of motivator role of guide in EBC

Statement	Minimum	Maximum	Mean	Std. Deviation
Work as a motivator to increase amenities in hotels	1.00	5.00	4.13	0.53
Taking guest to home-stay in peak season rather than congested hotel	1.00	5.00	4.07	0.55
Help to update condition of trekking trail and board signs	1.00	5.00	4.06	0.44
Promotion of volunteering tourism	1.00	5.00	4.13	0.55

n=215

Table 14 shows the response of respondents regarding impact of motivator role of guide for promoting sustainable tourism in EBC trek. Statements were rated from 1-5 (Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4 and Strongly Agree=5).

This table reflects the descriptive statistics of motivator role of guide in EBC route which can also help for sustainable tourism. It is found that guide work as a motivator to increase amenities in hotel which has mean value 4.13 and standard deviation 0.53. Guide takes guests to home-stay in peak season rather than congested hotel which has mean value of 4.07 and standard deviation of 0.55. Helping to update condition of trekking trail and board signs has mean value of 4.06 and standard deviation of 0.44. Similarly, promotion of volunteering tourism has mean value of 4.13 and standard deviation of 0.55.

Table 15: Descriptive Statistics of sustainable tourism

	Minimum	Maximum	Mean	Std. Deviation
importance of sustainable tourism	1.00	5.00	4.20	0.60
guide contribute for sustainable tourism	1.00	5.00	3.94	0.33
sustainable tourism help for future generation	1.00	5.00	3.91	0.36
Sustainable tourism is important in EBC	1.00	5.00	4.00	0.41

n=215

Table 15 shows the response of respondents regarding contribution of trekking guide for promoting sustainable tourism in EBC trek. Statements were rated from 1-5 (Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4 and Strongly Agree=5).

This table shows about the descriptive statistics of sustainable tourism. It is found that there is great importance of sustainable tourism in EBC route where mean value was found as 4.20 and standard deviation 0.60. Guide contribution for sustainable tourism was found to be 3.94 and standard deviation was 0.33. Sustainable tourism help for future generation which has mean value of 4 and standard deviation of 0.41. The value of standard deviation was found to be less than 1 which consistent.

Table 16: Descriptive statistics of eco-trek in EBC (Percentage)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Guide help for observable practice during visit which leads for ST in EBC	1	1	2	91	7
Awareness of carrying capacity helps for ST in EBC	1	1	3	86	9
Selection of Alternative destination helps for ST in EBC	1	1	2	89	7
Take the picture leave the footprint concept helps for ST in EBC	1	1	1	36	62

Table 16 shows the percentage of respondents who gave different rating on the questionnaires of this research. It is found that 1 percentage respondent strongly disagreed while 1 percent disagreed only , 2 percent respondent were neutral, 91 percent were agreed and 7 percent were strongly agreed regarding the guide help for observable practice during visit which leads for sustainable tourism in EBC. Similarly, 1 percent respondent strongly disagreed 1 percent disagreed, 3 percent were neutral , 86 percent were agreed and 9 percent were strongly agreed regarding awareness of carrying capacity which helps for sustainable tourism. While rating selecting alternative destination 1 percent strongly disagreed, 1 percent disagreed, 2 percent were neutral, 89 percent were agreed and 7 percent were strongly agree. Similarly, take picture leave the footprint concept has 1 percent strongly disagreed, one disagreed, 1 percent neutral, 36 percent agreed and 62 percent were strongly agreed ratings.

Table 17: Descriptive statistics of safety trek in EBC (Percentage)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Trekking without guide should be controlled	5	7	20	45	24
Insurance of guide and porter help for the ST in EBC	1	1	4	94	1
Controlling conflict between guide and porter help for ST in EBC	1	2	9	1	87
Management of appropriate luggage weight for porters help for their safety	1	1	6	93	1

Table 17 shows about descriptive statistics of safety trek percentage. Rating of respondents was collected. It is found that 5 percent respondents strongly agreed that trekking without guide should be controlled. 7 percent disagreed and 20 percent became neutral. Similarly 45 percent agreed with the concept and 24 percent were strongly agreed. Insurance of guide and porter concept was strongly disagreed by 1 percent respondent, disagree by 1 percent respondent, 4 percent people were neutral, 94 percent were agree and 1 percent were strongly agree. While asking for the control of conflict between guide and porter, 1 percent strongly disagreed, 2 percent disagreed, 9 percent were neutral, 1 percent respondent was agree and 87 percent were strongly agreed. 1 percent people strongly disagreed that management of appropriate weight for porter do not help in sustainable tourism., 1 percent respondents disagree, 6 percent were neutral, 93 percent were agree and one was strongly agree.

Table 18: Descriptive statistics of guest host relation in EBC (Percentage)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Frequent visit of guide help for guest host relation that can help for ST in EBC	1	1	4	74	20
Guide encourage tourists to buy local products	1	1	1	19	80
Guides are friendly and helpful which can help for ST in EBC	1	1	6	93	1
Guide help to promote local culture and tradition	1	1	2	96	1

Table 18 shows about the descriptive statistics of guest host relation showing the percentage on the basis of rating given by respondents. It is found 1% respondent was strongly disagree and 1% was disagree with frequent visit of guide which help for guest host relation, 4 percent respondents were neutral, 74 percent were agree and 20 percent were strongly agree. Similarly, 1 percent respondent strongly disagreed, one disagreed, one was neutral, 19 percent were agree and 80 percent were strongly agree regarding guide encourage tourists to buy local products. 1 percent person was strongly disagree, one was disagree, 6 percent were neutral, 93 percent were agree and 1 percent was strongly agree with the concept guides are friendly and helpful. Lastly, 1 percent was strongly disagree, 1 percent was disagree, 2 percent were neutral, 96 percent were agree and 1 percent was strongly agree with the concept guide help to promote local culture and tradition.

Table 19: Descriptive statistics of teacher role of guide in EBC (Percentage)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Trekking guide are non-paid ambassador who help for ST in EBC	1	1	3	68	27
Guide make aware about rule and regulation before they visit to EBC which help for ST	1	1	3	95	1
Guide make aware about the importance of tourism	1	1	6	93	1
Guide teaches about importance of hygienic environment to local people	1	1	2	90	7

Table 19 shows about the descriptive statistics of teacher role percentage played by guide on the basis of number of rating of respondents. It is found that 1% respondent is strongly disagree, 1 percent is disagree, 3 percent were neutral, 68 percent were agree and 27 percent are strongly agree regarding guides are the non-paid ambassador of the country. Similarly 1 percent is strongly disagree, 1 percent is disagree, 3 percent are neutral, 95 percent are agree and 1 percent is strongly agree with the concept guide make tourists aware about the rule and regulation before they visit to the destination that can help for sustainable tourism in the EBC route. 1 percent respondent is strongly disagree, another 1 percent is disagree, 2 percent are neutral, 90 percent are agree and 7 percent are strongly agree with the concept that guide make aware about the importance of tourism among local people which can help for sustainable tourism in EBC route. Similarly, 1 percent is strongly disagree, 1 percent is disagree, 2 percent are neutral, 90 percent are agree and 7 percent people are strongly agree with the concept that guide teaches about the importance of hygienic environment to the local people in the route that can also help for the sustainable tourism in EBC route.

Table 20: Descriptive statistics of motivator role of guide in EBC (Percentage)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Guide motivate to increase amenities in hotel	1	1	1	79	18
Guide take guests to home-stay instead of congested hotels in peak season	1	2	1	83	14
Guide help to update condition of trekking trails and board signals	1	1	1	87	11
Guide help for promoting volunteering tourism	1	1	4	74	21

Table 20 shows the descriptive statistics of percentage of motivator role played by guide on the basis of rating given by respondents. It is found that 1 percent respondent is strongly disagree, 1% is disagree, another 1 percent is neutral ,79 percent respondents are agree and 18 percent are strongly agree with the concept that guide motivate to increase amenities in hotel. 1 percent is strongly disagree, 2 percent are disagree, 1 percent respondent is neutral, 83 percent agree and 14 percent are strongly agree with the concept guide take guests to home-stay instead of congested hotel in peak season. Similarly, 1 percent respondent is strongly disagree , another 1 percentis disagree, next 1 percent is neutral, 87 percent are agree and 11 percent are strongly agree with concept that guide help to update condition of trekking trails and board signals which is good for promoting sustainable tourism in EBC route. Similarly, 1 percent respondent is strongly disagree, 1 percent is just disagree, 4 percent are neutral, 74 percent are agree and 21 percent respondents are strongly agree with the concept that guide help to promote volunteering tourism in the EBC route which can help for promoting sustainable tourism.

Table 21: Descriptive statistics of sustainable tourism (Percentage)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
There is importance of sustainable tourism concept	1	1	3	68	27
Guide contribution for sustainable tourism in EBC	1	1	3	95	1
Sustainable tourism help for future generation	1	1	7	92	1
Sustainable tourism is important in EBC	1	1	4	88	7

Table 21 shows the composite descriptive statistics of percentage of sustainable tourism on the basis of rating given by respondents. It is found that 1 percent respondent is strongly disagree, 1 percent is disagree, 3 percent are neutral, 68 percent are agree and 27 percent are strongly agree with the concept that there is importance of sustainable tourism concept . Similarly, 1 percent is strongly disagree, another 1 percent is disagree, 3 percent is neutral, 95 percent are agree and 1 percent is strongly agree with the concept that guide can contribute for sustainable tourism in EBC route. 1 percent respondent is strongly disagree, another 1 percent is disagree, 7 percent are neutral, 92 percent are agree and 1 percent is strongly agree with the concept sustainable tourism help for the future generation in upcoming days. Similarly, 1 percent respondent is strongly disagree, another 1 percent is disagree, 4 percent are neutral, 88 percent are agree and 7 percent are strongly agree with the concept sustainable tourism is important in EBC route.

Correlation Analysis

A correlation is a statistical measure that shows the relationship or closeness between two variables. It shows the degree to which two variables are correlated. The variable are said to be correlated when the movement of one variable is accompanied by the movement of another variable. So, in this research we have followed correlation analysis to find the relation between the dependent and independent variables. This

correlation analysis helps to test and find out if any change in the independent variable results in the change in the dependent variable(ST) or not.

Table 22: Mean , SD and Correlations coefficient

Variables		Mean	SD	Eco friendly	Safety role	Guest host relation role	Teacher role	Motivator role	Sustainable Tourism
Eco friendly	Pearson Correlation Sig. (2-tailed)	16.637	1.118	1					
Safety role	Pearson Correlation Sig. (2-tailed)	16.344	1.517	-.014	1				
Guest host relation role	Pearson Correlation Sig. (2-tailed)	16.763	0.883	.177**	.016	1			
Teacher role	Pearson Correlation Sig. (2-tailed)	16.084	0.822	.338**	.104	.188**	1		
Motivator role	Pearson Correlation Sig. (2-tailed)	16.391	1.292	.199**	.107	.315**	.136*	1	
Sustainable Tourism	Pearson Correlation Sig. (2-tailed)	16.056	0.830	.334**	.107	.203**	.980**	.167*	1
			0.830	.000	.117	.003	.000	.014	

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

The Pearson correlation coefficient between eco-friendly trek and sustainable tourism in EBC was found to be 0.334 which is low positively correlated. The p-value was recorded to be 0.000 which is less than 0.01. Therefore it can be concluded that there is a significant relationship between eco-friendly trek and sustainable tourism in EBC route. ($r=0.334$, $p=0.000<0.01$).

The Pearson correlation coefficient between safety trek and sustainable tourism in EBC was found to be 0.107 which is low positively correlated. The p-value was recorded to be 0.117 which is more than 0.01. Therefore, it can be concluded that there is not a significant relationship between safety trek and sustainable tourism in EBC route. ($r=0.107$, $p=0.117>0.01$).

The Pearson correlation coefficient between guest host relation and sustainable tourism in EBC route was found to be 0.203 which is low positively correlated. The p-value was recorded to be 0.003 which is less than 0.01. Therefore, it can be concluded that there is a significant relationship between guest host relation and sustainable tourism in EBC route. ($r=0.203$, $p=0.003<0.01$).

The Pearson correlation coefficient between teacher role played by guide and sustainable tourism in EBC route was found to be 0.980 which is highly correlated. The p-value was recorded to be 0.000 which is less than 0.01. Therefore, it can be concluded that there is significant relationship between teacher role and sustainable tourism in EBC route. ($r=0.980$, $p=0.000<0.01$).

The Pearson correlation coefficient between motivator role played by guide and sustainable tourism in EBC route was found to be 0.167 which is low correlated. The p-value was recorded to be 0.014 which is more than 0.05. Therefore, it can be concluded that there is significant relationship between motivator role and sustainable tourism in EBC route. ($r=0.167$, $p=0.014>0.05$).

Regression

Regression is the measure of average relationship between two or more variables (M.M Blair). Regression analysis is a statistical research method, which is used when the study involves modeling and analyzing several variables, where the relationship includes a dependent variable and one or more independent variables.

Table 23: Regression analysis between independent variables

	B	t	Sig	Vip
(Constant)	-.239	-.766	.445	
Eco friendly	-.003	-.252	.801	1.173
Safety role	.001	.143	.886	1.026
Guest host relation role	.009	.694	.489	1.145
Teacher role	.984	66.704	.000	1.167
Motivator role	.020	2.168	.031	1.152
R-square-.962				
f-value-1051.110				
p-value-.000				

The regression coefficient of eco-friendly trek in the regression coefficient analysis is -0.239 which indicates that if we increase eco-friendly by one unit then the average sustainable tourism will decrease by -0.239 units. The eco-friendly trek conducted by trekking guide has not significantly influenced sustainable tourism in EBC route

The regression coefficient of safety trek in the regression coefficient analysis is -0.003 which indicates that if we increase safety trek by one unit then the average sustainable tourism in ebc will decrease by -0.003 units. The safety trek has not significantly influenced sustainable tourism in EBC route.

The regression coefficient of guest host relation in the regression coefficient analysis is 0.009 which indicates that if we increase guest host relation by one unit then the average sustainable tourism in EBC will increase by 0.009 units. The guest host relation has not significantly influenced sustainable tourism in EBC route.

The regression coefficient of teacher role played by guide in the regression coefficient analysis is 0.984 which indicates that if we increase teacher role played by one unit then the average sustainable tourism in EBC will increase by 0.984 units. The guest host relation has not significantly influenced sustainable tourism in EBC route.

The regression coefficient of motivator role played by guide in the regression coefficient analysis is 0.02 which indicates that if we increase motivator role played by guide by one unit then the average sustainable tourism in EBC will increase by 0.02 units. The motivator role played by guide has significantly influence sustainable tourism in EBC route.

Moreover, R-square value is 96 percent which states that the independent variables explain dependent variables by 96 percent. It consist other factors as well that influence the dependent variables. The regression coefficient explains 96 percent of the dependent variables. Also f-value and significance level are 1051.110 and 0.000 which states that regression equation is accepted. Likewise, VIP of each independent variable is below 5, which shows that there is less correlation between the independent variables.

Summary of Hypothesis

Once data and the impact of independent variables and dependent variable have been analyzed, the final results of hypothesis testing are determined. They are summarized below.

Table 24: Summary of Hypothesis

Hypothesis	P-value	Remarks
H1: There is impact of eco-trek on sustainable tourism in EBC	0.801	rejected
H2: There is impact of safety trek on sustainable tourism in EBC	0.886	rejected
H3: There is impact of guest host relation for sustainable tourism in EBC	0.489	rejected
H4: There is impact of teacher role for sustainable tourism in EBC	0	accepted
H5: There is impact of motivator role for sustainable tourism in EBC	0.031	accepted

H1: There is impact of eco-trek on sustainable tourism in EBC route

The eco-friendly trek conducted by trekking guide has not significantly influenced sustainable tourism in EBC route. Thus, the result revealed that there is not a significant impact of eco-trek on sustainable tourism in EBC. ($b = -0.03$, $t = -0.252$, $p = 0.801 > 0.05$). Thus, H1 is not accepted

H2: There is impact of safety trek for sustainable tourism in EBC route

The safety trek has not significantly influenced sustainable tourism in EBC route. Thus, the result revealed that there is not a significant impact of safety trek on sustainable tourism in EBC. ($b = 0.001$, $t = 0.143$, $p = 0.886 > 0.05$). Thus, H2 is not accepted.

H3: There is impact of guest host relation for sustainable tourism in EBC route

The guest host relation has not significantly influenced sustainable tourism in EBC route. Thus, the result revealed that there is not significantly impact of guest host relation in EBC route. ($b = 0.009$, $t = 0.694$, $p = 0.489 > 0.05$). Thus, H3 is not accepted.

H4: There is impact of teacher role for sustainable tourism in EBC route

The teacher role played by guide during trek significantly influenced sustainable tourism in EBC route. Thus, the result revealed that there is significant impact of teacher role on sustainable tourism in EBC route. ($b=0.984$, $t=66.704$, $p=0.000 < 0.05$) Thus, H4 is accepted.

H5: There is impact of motivator role for sustainable tourism in EBC route

The motivator role played by guide has significantly influence sustainable tourism in EBC route. Thus the result revealed that there is significant impact of motivator role of guide on sustainable tourism in EBC route. ($b=0.020$, $t=2.168$, $p=0.031 < 0.05$) Thus, H5 is accepted

Chapter 5

Summary, Conclusion and Recommendation

This chapter provides the summary, conclusion and recommendation from the previous chapter of this research work. Summary of statistical analysis, discussion of major finding, implications of the study, conclusion as well as recommendations are discussed accordingly.

Summary of Findings

Nepal is a diversified adorable country having stunning snowcapped mountains, flora and fauna. We have beautiful glacier, trekking routes, rivers, lakes, national parks, heritage sites and so on. Many tourists make calendar routine regarding the visit to Nepal once in a life according to their interest. Nepal is mostly famous for doing adventure activities like expedition, trekking, rafting, Cannoning, bungee jumping etc. Every year many tourists come for trekking activities in famous route like Everest Base Camp Trek which is usually made itinerary of 12-15 days according to the time and duration of tourists where tourists can get life time unforgettable experiences. Trekking is the long journey on foot especially in the mountains in the form of walking, undertaken with the specific purpose of exploring and enjoying the scenery in the countryside for pleasure. Tourists can see world highest Mount Everest (8848.86m) in front of them and Everest view hotel (3880m) located in highest altitude in the world. Similarly, there are many other attractive spots in this region. So, it has its own importance and focus should be given for sustainable management of Trekking route. Frequent visiting trekking guide to EBC can give significant contribution for this.

This research was conducted to find the contribution of trekking guide for promoting sustainable tourism in EBC using Casual Comparative research design. This study was done among the guide working in Everest region for more than five years who are more experienced. Questionnaires were distributed to more than 300 guides but only 215 valid respondents were collected for the data analysis. The collected responses were analyzed using SPSS and Microsoft Excel.

- It was found that most of the respondents were male compared to female during the study where the percentage of male guides working in Everest region was 96.7 percent and female was only 3.3 percent.
- It shows that most of the guides working in this route are young. The highest percentage of guide was between 30-39 years where percentage was 49.3 and above 50 year was least percentage of 1.4 percent.
- While talking about education status of guide, most of them are educated. The highest number of guides have completed bachelor level education of 27.4 percent and 5.6 percent has done masters too.
- It was noted that most of guides are married. 78.1 percent were married and 21.9 percent were unmarried. While talking about the type of profession, most of them are employed and few were freelancer. The percentage of employed were 67 percent and freelancer were 33 percent.
- It found that most of guides have good experience of trekking in Everest region. 13 percent have 5year experience, 42.8 percent has 5-10 year experience. Similarly, 26 percent have 10-15year of experience and 18.1 percent have more than 15 years of experience in trekking.
- It shows that guides have extra languages too. Though most of guides are English speaking but they have extra languages like Chinese, French, Hindi, Germany and Japanese which can also play positive role towards sustainable tourism in EBC. 36.3 percent speak English, 11.2 percent speak Chinese, 19.5 percent speak French, 2.3 percent speaks Hindi. Similarly, 0.5 percent speaks Germany while 12.1 percent speak Japanese languages. Lastly, the percentage of guide speaking more than one languages is 18.1%.
- While talking about income earned by guides, it found that it differs from guide to guides. Some have very good earning while some have mild earning. It shows that 33 percent earn about Rs. 50,000 per one trip, 60 percent earn about Rs. 50,000-Rs. 100000 per one trip, similarly, 6.5 percent earn more than that and it ranges between Rs. 100000-Rs. 200000. Some guides earn more than this also. 0.5 percent guide earn above 2lakhs per one trip in EBC.

In case of annual income, 20.9 percent earn upto 5 lakhs per year, 60.5 percent earn between Rs. 5,00,000-Rs. 10,00,000, 18.6 percent earn between Rs. 10,00,000-Rs. 15,00,000 per year.

- The weighted average mean of eco-trek, safety trek, guest host relation, teacher role and motivator role of guide for sustainable tourism in EBC are 4.157, 4.087, 4.192, 4.02 and 4.097 while the average mean of sustainable tourism was found to be 4.0125 which is also more than 3 which shows they have impact on sustainable tourism in EBC and is consistent.
- It was noticed that the average agree percentage rate of responses were maximum compared to other ratings regarding the sustainable tourism. The average ratings of eco trek, safety trek, guest host relation, teacher role and motivator role played by guides was 75.5, 58.25, 70.5, 86.5 and 80 percent respectively. Likewise, the average agree percentage of sustainable tourism was found to be 85.75 percent.
- While analyzing the correlation matrix, it shows that independent variables eco-trek, safety trek, guest-host relation and motivator role are positively low correlated while teacher role is highly correlated with the dependent variable sustainable tourism in EBC. Eco-trek, guest host relation, teacher role and motivator role has significant relation while safety trek and has not significant relation with independent variable.
- The regression analysis shows that the independent variables eco-trek, safety trek and guest host relation has no significance value as 0.801, 0.886, 0.486 respectively and has no significantly impact on sustainable tourism. While the independent variables teacher role and motivator role played by guide has significance value of 0.000 and 0.031. It has significant impact on sustainable tourism in EBC.

Conclusion

The main aim of this research was to find the contribution of trekking guide for promoting sustainable tourism in EBC route. The independent variables like eco-trek,

safety-first, guest-host relation, teacher role and motivator role of guide has studied for this research to see the impact on sustainable tourism in EBC trek.

Conclusions of the research are mentioned below:

- It has found that safety trek, guest host relation role, teacher role and motivator role played by guide during trek has significant relation with sustainable tourism while the safety role played by guide has not significant relationship with sustainable tourism in EBC route.
- It also concluded that the eco-friendly trek, safety trek, guest host relation conducted by trekking guide has not significantly impact on sustainable tourism in EBC route and assumption was rejected. But the teacher role and motivator role of guide has significant impact on sustainable tourism in EBC route and assumption has been accepted

The assumption and result outcome has not totally matched.

Recommendations

- It is recommended that trekking without guide should be controlled making strict rule by government for safety purposes in this route.
- It is suggested to encourage tourists with the slogan take the picture leave the footprint for eco- friendly trek in EBC route.
- There should be appropriate luggage weight, insurance and accommodation facility for porters.
- Trekking trails and board signals should be updated and renovated by local and government bodies.
- It is suggested everyone to appreciate and realize about the contribution of trekking guide and porter in EBC and do well respect because they are the non-paid ambassador of the nation.

Scope for Future Study/Importance

- This research has used only the primary data mostly and few secondary data has taken. Other researcher can use more data sources for research in upcoming days.
- Due to covid-19 only few responses have been collected and other researcher can take response from more respondents which can bring more accuracy output of research.
- Guide working only 5 year in Everest region has taken as sample but it can be changed according to need.
- Only five independent variables has taken for this research but it can be increased more to get more authentic results in upcoming days.
- This research was less time consuming and more time can be given to get more relevant results in upcoming days by other researchers.
- This research output can be useful for stakeholders for making policy making in upcoming days.
- This research can help to know all general people and government bodies about the importance and contribution of trekking guide in tourism sector.
- This research was less time consuming and more time can be given to get more relevant results in upcoming days by other researchers.

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Questionnaires

- 1) Name

- 2) Gender
 - i) Male
 - ii) Female
- 3) Age
 - i) 20-29
 - ii) 30-39
 - iii) 40-49
 - iv) 50 years and above
- 4) Education
 - i) Primary school
 - ii) High school
 - iii) Bachelor
 - iv) Masters
- 5) Marital Status
 - i) Married
 - ii) Unmarried
- 6) Trekking guide Profession
 - i) Employed
 - ii) Free-lancer
- 7) Year of Experience
 - i) 1-5yr
 - ii) 5-10yr
 - iii) 10-15yr
 - iv) 15 years and above
- 8) Languages known
 - i) English

- ii) Chinese
- iii) French
- iii) Hindi
- iv) Germany
- v) Japanese
- vii) More than one language

9) What is your average income per trip during EBC trek?

- i) UptoRs50,000
- ii) Rs50,000-RS1,00,000
- iii) Rs1,00,000-Rs2,00,000
- iv) Above Rs2,00,000

10) Annual Income

- i) Below 5lakhs
- ii) 5-10lakhs
- iii) 10-15lakhs
- iv) Above 15lakhs

11) Rate the following showing your agreement and disagreement (Impact of eco-friendly trek on ST in EBC trek)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Guide help for observable practice during visit which leads for ST in EBC					
Awareness of carrying capacity helps for ST in EBC					
Selection of Alternative destination helps for ST in EBC					
Take the picture leave the footprint concept helps for ST in EBC					

12) Rate the following showing your agreement and disagreement (Impact of safety first during trek on ST in EBC trek)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Trekking without guide should be controlled					
Insurance of guide and porter help for the ST in EBC					
Controlling conflict between guide and porter help for ST in EBC					
Management of appropriate luggage weight for porters help for their safety					

13) Rate the following showing your agreement and disagreement (Impact of Guest host relation on ST in EBC trek)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Frequent visit of guide help for guest host relation that can help for ST in EBC					
Guide encourage tourists to buy local products					
Guides are friendly and helpful which can help for ST in EBC					
Guide help to promote local culture and tradition					

14) Rate the following showing your agreement and disagreement (Impact of teacher role of guide on ST in EBC trek)

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Trekking guide are non-paid ambassador who help for ST in EBC					
Guide make aware about rule and regulation before they visit to EBC which help for ST					
Guide make aware about the importance of tourism					
Guide teaches about importance of hygienic environment to local people					

15) Rate the following showing your agreement and disagreement (Impact of motivator role of guide on ST in EBC trek)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Guide motivate to increase amenities in hotel					
Guide take guests to home-stay instead of conjusted hotel in peak season					
Guide help to update condition of trekking trails and board signals					
Guide help for promoting volunteering tourism					

16) Rate the following your agreement and disagreement (Sustainable Tourism in EBC)

Statement	Strongly disagree	disagree	neutral	Agree	Strongly agree
There is importance of sustainable tourism concept					
Guide contribution for sustainable tourism in EBC					
Sustainable tourism help for future generation					
Sustainable tourism is important in EBC					

Figures



Fig 1: Lukla Airport, 2076



Fig 2: Phakding, 2076



Fig 3: Monjo, 2076



Fig 4: Namche Bazar, 2076



Fig 5: Tengboche, 2076



Fig 6: Dingboche, 2076



Fig 7: Pheriche, 2076



Fig 8: Pumari Himal, 2076



Fig 9: Lobuche, 2076



Fig 10: Gorakshep, 2076



Fig 11: Mountain porter, 2076



Fig 12: Trekking and Tour Guide, 2076



Fig 13: Everest Base Camp, 2076



Fig 14: Mount Everest (Sagarmatha), 2076