

CHAPTER-I

INTRODUCTION

1.1 General Background

Tourism refers to the activities of people visiting to and staying in places outside their usual environment for not more than one consecutive year and that can be for pleasure, business, pilgrimage, and other purposes. (Shrestha, H. P.)

To define tourism is a difficult job. There is no unanimous definition of tourism. Different experts defined in their own way. Hungier and Krapf defines as “Tourism is a sum of relations and phenomena resulting from travel and stay of non residents in so far as it does not lead to permanent residence and is not connected with any permanent or temporary earning activities”. ‘This definition was adopted by the association international depress scientific do tourism (AIEST) and gained a wide acceptance (Batta 2000:27)

Nepal Tourism Board, as an autonomous body of the government established by a separate act, is mainly responsible for tourism product development, promotion, and marketing in the country and abroad. Similarly, Civil Aviation Authority of Nepal is entrusted the responsibility of ensuring smooth, safe, reliable, and effective air services in the country. Nepal Academy of Tourism and Hotel Management is dedicated to produce skilled human resources required by the tourism and hospitality industry. (Upadhyay and Ghimire)

Tourism may be domestic or international, depending on whether the place visited is within or outside the country. As this study considers only international tourism, here we will take up the definition of an international tourism organization (WTO), the lead agency responsible for the development of standardized tourism definitions, describes an international tourism as a visitor who travels to a country other than that in which he has his usual residence for at least one night but not more than one year , and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited . A ‘Tourist’, thus defined, is distinct from a ‘same day visitor’ or excursionist who travels for less than 24 hours and does not spend the night in the country visited. Same day trips are part of tourism, although same day travelers are not tourists, per se, because, tourists, by definition are overnight visitors (Smith, 1995).

Hanuman-dhoka Durbar Square is well known for worldwide tourism destination of Nepal. Hanuman-dhoka durbar square represents various tourism sector of Nepal. Activities of international tourism helped Hanuman-dhoka durbar square to develop as international level tourism destination of Nepal. Hanuman-dhoka durbar square is a popular and significant place of Kathmandu since ancient time until now.

Most of the cultural centers of Nepal are concentrated around the Kathmandu valley; among those cultural sites, the important one is the Human-dhoka Durbar Square. Located at the heart of ancient city Kathmandu, it is a complex of beautiful temples and shrines, both Hindu and Buddhist. Most of them are built in the pagoda style embellished with intricately carved exteriors, built between 12th and 18th centuries. The Durbar Square, with its old temples, palaces, epitomizes the religious and cultural life of the people. It is here that kings of Nepal are crowned and their coronations solemnized. Until the early 20th century the Durbar Square was the King's residence. It is a living open museum of Nepal.

The name Hanuman-dhoka Durbar Square came from the statue of Hanuman established by King Pratap Malla at the entrance of the royal palace in 1672 A.D. The nine-storied residence built by King Prithvi Narayan Shah in 1770(A.D) is called Basantapur Durbar. The whole complex is also known as Kathmandu Durbar Square. The palace complex was originally founded during the Lichchhavi period, but as it stands today most of it was constructed by King Pratap Malla in 17th century. The palace was renovated many times in later years. The architectural remains and art objects within the palace complex now existing are from Malla, Shah and Rana periods of Nepal.

The Durbar area is actually made up of two sub-areas. The outer complex is renowned for numerous interesting temples as Kumari Ghar, Kasthmandap, Shiv-Parbati Temple, Jagannath Temple, Big Bell etc, while the inner complex comprises the old palace area, Hanuman-dhoka and its courtyard as Nasal Chowk, Mul Chowk, Sundari Chowk, Lohan chowk, Mohan Chowk, Basantapur Durbar and others. There are many temples in the inner complex also, most notable being the Taleju Temple dedicated to female royal deity. The area includes ten courtyards these days, but prior the great earthquake of 1934, the area was expanded upto New Road Gate including thirty five courtyards.

The Hanuman-dhoka Royal Palace is included in the Protected Monument Zone along with other private buildings. The site is enlisted in the World Heritage Site of UNESCO along with other six monument zones of the Kathmandu Valley in October 1979.

Besides the magnification temples and shrines, other interesting aspects are various festivals, cultural activities and traditional people are following from centuries, which are presented in the Durbar Square. The major festivals include Indraajatra, Dashain, Gaaijatra, Machchhindra-nath jatra etc. These are the occasion when the people from all over the city gather here to mark their centuries old tradition. All the carvings and architecture in this area are exceptionally fine which make the architecture in the Hanuman-dhoka Durbar Square among the most important sights for travelers to see.

Hanuman-dhoka Durbar Square is located centrally in Kathmandu the capital city of Nepal East to Chokhachhen Galli, West to Basantapur Dabali, North to District Police Office and South to Sukra Path.

1.2 Statement of the Problem

Tourism sector is considered an important sector for the economic development of Nepal. It is one of the major sources of foreign exchange earnings. It gives direct and indirect employment opportunities to Nepalese people but the tourism sector in Nepal couldn't developed as expected. Despite greater potential and prospects, there are number of problems to enhance the growth of tourism in Nepal.

Many studies have been done at Nepal in macro level. However, it is equally important to do research at micro level at a particular place, It is quite helpful to promote tourism, its further planning and development by doing research from the grass root level. Therefore, this study is an attempt on this regards.

This study is concerned with the following questions:

- 1) What are the major problems faced by the people to develop the tourism destination in Hauman Dhoka Durbar Square? And what are the prospects of tourism in this Area?
- 2) What kinds of impacts of the tourism have seen observing?
- 3) How the tourism industry is contributed to economic development?
- 4) Is there any role of the tourism for the reduction of poverty?

- 5) What are the tourism trend, policies, program, and activities for the development of tourism in Nepal?
- 6) What kind of opportunities has been created for the income and employment generation in the study area?
- 7) What are the recommendation and suggestion on policies and plans for the development of tourism in Kathmandu district?

Since any research work has not been carried out on “Problems and prospects of tourism in Hanuman-dhoka Durbar Square,” It is necessary to research in this regards.

1.3 Objectives of the Study

The general objectives of the research are to analyze the problems and prospects of tourism in Nepal. Especially Hanuman-dhoka Durbar Square in Kathmandu. The specific objectives of the study as follows.

-) To examine the pattern, composition of tourist arrival in study area.
-) To analyze the income generation and employment opportunity in the study area.

1.4 Significance of the Study

The main purpose of the study is to promote tourism in Hanuman-dhoka Durbar Square. The tourism industry is a backbone of economic growth in Nepal, but the proper resources allocation and its management is very important. Tourism is one of the important sources of government revenue and creation of employment. Tourism is known as the smokeless industry. Tourism could play a significant role in the economic development of Hanuman-dhoka durbar square. Tourism is helpful to promote various way such as creating employment opportunities either directly related to tourism or industry related to tourism such as transportation, small and cottage in industries, handicrafts, hotels, travel agencies, restaurant and so on. In the context, the inflow at tourist and their activities play great significance to earn foreign currency, importance, improvement of qualities of living standard at locals and contribution to GDP are the matter for enhancing tourism.

1.5 Limitations of the Study

The present research is subjected to the following limitations.

-) This study has been limited in Hanuman-dhoka Durbar Square areas of Kathmandu Metropolitan city.
-) This study may not be applicable at macro level because it does not cover the situation of whole nation.

-) The study is mainly based on primary data as well secondary data are also taken from different sources as per the requirement.
-) Simple statistical tools have been used avoiding rigorous mathematical tools and the techniques.
-) It is assumed that the time limitation and financial constraint confine the researcher to be very specific in order to carry above mentioned research.

CHAPTER-II

LITERATURE REVIEW

2. INTRODUCTION

Review of literature is very important aspect of academic research as an essential element of research design. Sometimes, research questions might emerge from the researcher's own intuition and personal experience but most often, the study of existing literature becomes the main source of research questions which ultimately leads to the statement of the problems. Review of literature is the entry point for most scholarly of academic professionals.

Tourism is such a subject area of academic consideration that lacks conceptual and theoretical base. It is still not considered as a separate discipline despite of its popularity. The recognition of its importance by governments of many countries has accelerated the study of tourism. Tourism as a subject showing signs of early maturity with a growing academic community (Cooper et al. 1996, 3).

The travel and tourism industry is the world's largest and most diverse industry. Many nations rely on this dynamic industry as a primary source for generating revenues, employment, private sector growth, and infrastructure development. Tourism development is encouraged, particularly among the developing countries around the world, when other forms of economic development, such as manufacturing or the exploration of natural resources, are not commercially viable.

The definition of tourism can be concluded as "a movement or journey of the people for entertainment within short period of time and such movement or journey influence the national and international economy through the various tourism based activities like trekking, travel and employment". Beside the economic transformation, tourism brings change in human behavior in human behavior, attitude and beliefs, which have been prevailing since the generation.

2.1. Defining Tourism

Hermon Von Schuilard (1910) mentioned that tourism is the sum total of economic operations which is directly related to entry, stay and movement of foreigners inside and outside a certain country. This definition has focused on economic aspect of tourism and different between domestic and international tourism (cited by Upadhyay, 2003)

According to Macintosh and Goeldner (1986) tourism is “the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors.”

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The word tourist is comparatively a recent phenomenon. Prior to the word “tourist”, they were known as travelers or explores. In the first half of the 17th century the term was first used for traveling from one place to another place, or to a journey or excursion or a circuitous journey touching the principle parts of country or region.

In the early 19th century the terms “Tourist” assumed a meaning of “one who makes a tour, especially one that does this for reaction or who travels for pleasure or whose object of interest is scenery or the like” (Upadhyay, 2006). The league of nation did a pioneering work in defining the tourist for the purpose of statistical measurement. Realizing the importance of collection statistics, the committee of the statistical exports of the League of Nations, in 1937, defined “foreign tourist” as: any person visiting the country, other than that in which he usually resides, for the period of at least 24 hours.

Tourism if perceived from the classical economist’s view, it could not be regarded as an industry because it does not produce any tangible goods as such as. But according to the modern economists’ view, tourism is considered as an industry which produce service’ to fulfill tourists’ demand such as service of transport, accommodation, tour operators, travel agents, entertainers and others. Thus tourism has appeared as a new economic sector for rapid economic growth and increase in income level of the country. Hence, tourism plays a prominent role in economy and society of a country creation employment and providing means of livelihood to large number of people of the country (Shrestha, 1999)

2.2 Theoretical Framework

The Word “tour” is derived from Latin Word “Tornate” and Greek “ Tornos” which means A Lathe or circle; the movement around a central point or axis. The meaning changed in Modern English and represents one’s turn. The suffix “ism” is defined as an action or process; typical behavior or quality When the suffix “ism” is combined, they suggest the action of movement around a circle. One can argue that circle represents a starting point, which ultimately returns to its beginning.

The Word “Tour” is also derived from Hebrew term “Torah” Which means Learning, Studying or search. A tour represents an attempt by the travelers to discover something about a place that he visits. A tourist may want to learn about business opportunities, job opportunities, health advantages and educational field, environmental or recreational properties.

Tourism has passed different phases since ancient to modern time. During the time traveling was associated with finding solutions to man’s daily needs like food and shelter. Prior to advent of the industrial revolution, travel was primarily related with trade, with desire for military conquest or with the performance of group rites. It was principally the traders who in the early historical period blazed the trail by establishing national trade routes and communication which later extended throughout other regions and finally to other continent. Thus it was trade in the first place that motivated travel in the real sense. Later with the advent of modern means of transportations and communications, tourism was uplifted.

After the unification of Nepal in addition to the neighboring countries, visitors from Britain came in to Nepal for political objective. Among them Knox Hamilton and Kirk Patrick were notable. During the 104years period of the Rana regime (1846-1950 A.D) tourism was paralyzed because they were very much conscious about politics. That is why only the selected persons from Britain were invited.

After Junga Bahadur Rana the first Rana ruler of Nepal went to England in 1850(A.D), The Rana Prime Minister allowed the Britishers occasionally. From time to time several distinguished botanists and naturalists were permitted to visit the country.

In one occasion, King George came to hunt in Nepal in 1911(A.D.). Gradually, the government of Nepal felt that the dependable source of foreign exchange earnings would be from tourism Industry.

Keeping in this mind tourism development board was established in 1957(A.D). Nepal further succeeded to get the membership of different international tourism development institutions such as International Union of Official Travel Organization (IUOTO) South Asian Travel Commission (SATC) the Pacific Area Travel Association (PATA) and the American society of Travel Agents (ASTA) Research scholars trained in various disciplines have conducted their work on various topics of tourism, submitted in the universities of Nepal and other countries. Some of the relevant dissertations have been reviewed to make the present study more scientific and practical.

2.3 Empirical Framework

Burger Viet (1987), in a thesis entitled “Economic Impact of Tourism in Nepal: An Input Output Analysis” is regarded as the first research of this level on economic issues’. This study focused to analyze the impact of tourism on the Nepalese economy and present information to Nepal’s development planners. In this study, he stated that tourism in Nepal is of the rather recent origin. Before 1950(A.D), no foreigners allowed to visit Nepal without the permission of Rana rulers. After the introduction of democracy in Nepal in 1951(A.D), the tourist inflow in Nepal rapidly increased. He indicated that more than 10,000 tourist arrived Nepal in 1976(A.D). The number of tourist arrivals has grown at an average rate of 20 percent per annum and more than 80 percent of the total tourist arrived in the country by air and 20 percent arrived by land. He pointed out that the majority of tourist come for pleasure and sight-seeing.

He concluded two major groups were identified, pleasure tourist and trekking tourist. Trekking tourism offers for more scope for regional development than pleasure tourism, because these people’s intent is to visit regions outside of Kathmandu and the standard required to meet their demand are lower and area easier to provide with local resources. Trekking tourism offers more scope especially for a few selected regions, and policies designed to better integrate it into local economic will widen trekking tourism’s economic impact. Burger suggests that we would give emphasize on those tourist who stay for short time in general longer staying tourists spends less per day than tourists staying only a short time. Perhaps the most widely used argument favoring expansion of tourism is that it earns foreign exchange and thus supports balance of payments.

Shrestha(1999) in a dissertation entitled “Tourism in Nepal: Problem and Prospects” has analyzed the trend of tourism development, the role of tourism in the economy and highlight the current problems and the prospects of tourism in Nepal. She used methodology of both primary and secondary data. Primary data were collected through a sample of 170 tourists visiting Nepal and 34 experts connected directly or indirectly with tourism sector. Similarly, secondary data were collected from various publications of government, non-government organizations, reports, travel trade journals, relevant magazines, and newspapers. Analysis was made using descriptive, analytical, and statistical approaches. Statistical tools like percentage, growth rate, chi-square tests, and correlation and regression analysis were used to test the hypothesis and for making projects. She has concluded that tourism has emerged as a major segment of Nepalese economy contributing substantially to the foreign exchange earnings, employment generation, and overall economic development of the country. Natural wealth and rich cultural heritage are the main tourism attributes of Nepal. It possesses tremendous potentialities for tourism development.

The problems, thus, observed from the different perspective showed that tourists perceived the problem as consumers whereas the experts had visualized the problem as the producers of tourism products. The problems identified based on the study of the tourism sector had been analyzed from the macro angles, from the profile of tourists to the planning of tourism. Thus, in order to have knowledge of the actual problems prevailing in the tourism sector, it is indispensable to perceive them from different angles. Despite the various problems, the prospects of tourism are bright in Nepalese economy in generating employment, contributing to the national exchequer and for overall development of economy.

She prescribed some recommendations which are thought to be useful for the development of tourism in Nepal.

1. Tourism Product

It is highly recommended to introduce both urban and rural based tourism products for example amusement parks, activities of professional interests, sports such as tennis, golf, water sports, summer recreational camps, winter recreational camps etc. for holding and pleasure tourists.

2. Tourism Infrastructure

It is obvious that the access of roads to potential tourist spots is extremely limited. Therefore, the road network should be well developed to diversify the tourism industry. Moreover, existing road conditions should be properly imposed. Moreover, it is necessary to develop roads connecting and interconnecting attractive tourist spots.

3. Promotion and Marketing

Due to budget constraints, the government alone is not in a position to allocate sufficient budget for tourism promotion and marketing. Thus, the private units should come forward to join hand with the government for promoting and marketing tourism.

4. Pollution and Environment

Tourism is such an industry, which is highly dependent upon the environment of the destination. On the other hand, the development of tourism industry itself has varying undesirable effects on the environment depending upon the nature of activities of the tourists. In this context, maintenance and preservation of natural environment of the country should be given top priority as most of tourists' activities are based on nature in Nepal.

5. Other Aspects

It is regrettable that despite the enormous tourism potential, Nepal is not able to utilize it properly for the development of tourism industry. Therefore, efforts should be made to utilize these resources optimally because over-exploitation and over-commercialization would not be beneficial for sustainable tourism development of the country.

Upadhyay, (2003), in his PhD dissertation entitled "Tourism as a leading sector in Economic Development of Nepal" has focused the importance of tourism in economic development for the promotion and development of tourism sector in Nepal. Upadhyay has suggested the following.

1. Nepal needs a consistent and coherent tourism policy in conformity with the overall national policy because tourism sector plays a vital role in overall economic development.
2. For rapid and sustainable expansion of tourism sector quantity and quality of tourism infrastructure needs to be constantly monitored.

3. Nepal should be able to attract tourists from diverse income groups by catering to their respective needs and presenting Nepal as the destinations for all types of tourist.
4. Nepal could be converted into a year round tourism destination along with adventure destination if we focus on health and leisure tourism along with adventure tourism for which Nepal is already so popular.
5. Film shooting must be encouraged as it is in practice in Switzerland, Thailand and Maldives, that helpful in promoting Nepal's tourism globally.
6. Government must define; develop strategy to promote village tourism to enhance employment and to reduce widespread poverty and regional inequality.
7. Trekking is an important segment of tourism industry in Nepal and is one of the major foreign exchange owner, so that we have to open and develop new trekking routes.
8. Tourism can play a vital role for the upliftment of the historical and cultural heritage as well as religious and pilgrimage sites of Nepal.
9. Nepal needs to come up with newer and more innovative package and products with reasonable price due to competition caused by globalization.

This study concluded that if tourism sector properly promoted it has the potentials to induce the other sector of the economic develop must of Nepal. This sector plays the vital role for goods producing like agriculture, purify of the Ayurvedic Medicine.

Dhital, (2009), has studied the impact of tourism in female employment generation from different perspective to assess the contribution of tourism in Nepalese economy and female employment generation to recommend measures and strategies to development tourism industry as an important sector for employment generation. He adopted field survey and simple random sampling methodology selected 35 employers from various sector of tourism field where 276 employers were working. Among them 14.1percent were working in basic level.38 percent in middle level and 132.8percent in high level. Out of the total 110 sample were in between 20-30 years old and rest were above 30 years.

He opined that male domination, sex harassment and abuse insecurity, social and family non co-operation traditional level of thinking etc. are the major problems faced by woman employers. Lack of quality education, Job oriented training low salary and facilities, traditional social values, caste/religious system, lack of knowledge of foreign language are the problems to generate job opportunities for the women in tourism sector. findings and recommendations are: proper training, job security, high scale salary, social freedom, gender equality better education, family support are the basic requirements to generate more female employment opportunities in tourism. He also suggested that some of the legal provision should be changed in favor of female employment generation. Similarly, cottage and small scale industries related to tourism should also be increased and promoted to generate additional job opportunities for female. Most of the tourists prefer female services than male in shopping sector by 74.0 percent followed travel and tours by 71.8 percent and more than 60 percent in hotel and lodges. Hence, female employment in this sector is inevitable. Out of total, 10.8 percent female visitors and 9.0 percent male visitors especially like the female services in every sector of tourism. Education and training are the major factors to generate female employment in various sectors of tourism.

Pradhananga (1993) has analyzed tourist consumption pattern and its economic impact in Nepal. His study showed that the tourism sector 37.99 percent of the direct expenditure. The study has also found that the direct import content was 33.49 percent, in tourist sector, 17.34 percent in tourism related sector and non-tourism sector the increase in tourist expenditure leads to increase in import and this was found to reduce the negative effects on the national economy. In this study the finding is that higher the propensity to import higher is the leakage of money. Tourist expenditure was used for the propensity to import and thus the ultimate result would be unfavorable to balance of payment. This study revealed that the major source of government income is usually from direct taxes and custom duties. It is indicated that the direct taxes generated from tourism sector was 4.72 percent, tourism related sector was 0.074 percent and from non-tourism sector. It was 2.27 percent. Beside this he also found that the direct employment opportunities in tourism sector was 12.41 percent, in tourism related sector it was 54.71 percent in 1993.

Bhattarai (1994), in his master's level thesis, assessed Nepali tourism and trends in general while focusing on the development of tourism marketing plan in particular. He states that seasonality is the number one problem of Nepali tourism. He points out that thought tourist from India "fill up" during the lean months (monsoon months), helping to reduce the impact of seasonality there has been excessive focus on non Indian tourist. He suggests using religion as a marketing card for India and East Asia to address seasonality. He contends that Nepal should go far selective de-marketing through "creative destruction", that is de-market in the international market while stepping up marketing in India and East Asia, which will help to create a dependable tourist market closer to home, while sustaining the number of tourist visiting the country. He points out the need to consider the possible impact on Nepali tourism should the Kashmir issue be resolved, Bhutan complete in adventure tourism, or China promote tourism in Tibet aggressively. He finds Nepal lacks product focused marketing information.

He suggests that promotion strategy be aimed at building up the image of mountain destinations and making trekking's image one of the unique product. Which is available only in Nepal, at premium prices? The Himalayan and the Kathmandu Valley are Nepal's unique products. Promotional literature theme, he argues, should be "uniqueness" or "difference" or be along a "what is available in Nepal is available only in Nepal" line. He sees as threats to tourism pollution and overcrowding of trekking routes and the rapid pace at which Kathmandu valley losing its medieval character. On the front of tourism statistics, he points out that the Nepal Tourism Statistics does not attempt to define tourist accounting for income brackets, while it lumps mountaineering and trekking into one category.

Sherstha, H (1998), in a doctoral study enquiring into and assessing tourism marketing efforts initiated by Nepal, says that in the 1960's the average length of stay was only three days with the gradual popularity of trekking and expedition to tourist destinations, the length of stay of tourists has also increased notably. His survey showed tourists to be highly satisfied with their visit and have realized expected goals, indicating the potential for future tourism development in Nepal. But he also said that Nepal's marketing efforts may not have been adequate and significant improvements are necessary, as 67.8 percent of tourists surveyed said friends and relatives were their main source of information on Nepal. He asserts that Nepal's tourism marketing is unorganized, unprofessional and poor. He found promotional expenses, as of 1997/98, inadequate to create a "favorable niche" for Nepal in the world tourism market. Moreover, much of the spending was made in Nepal, indicating that Nepali promotional efforts may not really have reached the targeted markets adequately citing his finding that tourists, generally, plan their visit six months or more in advance, he suggests that promotional plans and programs should be generating markets 6-12 months in advance to ensure that they select Nepal as a destination.

Pushpa Shrestha (1999) in her doctoral thesis entitled, "Tourism in Nepal: problems and prospects" is mainly concerned with the problems and prospects of tourism in Nepal. Besides this it is also analyzed the trend of foreign exchange earnings and share of tourism receipts to gross domestic products. Her study identifies the basic problems of tourism in the basis of the contribution to national economy, status of tourism infrastructure, review of the planning and policies of the government and as visualized by both tourists and the experts in the field. She pointed out Nepal has not been able to introduce and diversify new tourism products. Her study found that between the age of 16 to 45 establishing Nepal as a destination for the young and adults and mainly dominated by male visitors. Shrestha put forward that the role of tourism in economic development is significant. The net earnings from tourism is greater than some sectors.

Upadhyay (2008) in his article “Rural Tourism to Create Equitable and Growing Economy in Nepal” defines, “Rural tourism is a complex multifaceted activity. It is not just farm-based tourism. It concludes farm based holidays, eco-tourism, walking, climbing, adventure, sports, health tourism, hunting, fishing, educational art and heritage tourism and ethnic tourism.” In this article, he states the main objectives of the rural tourism like, to achieve maximum human welfare and happiness, through sustainable socio-economic development of rural area, to reduce regional inequality and economic disparities and to contribute in poverty alleviation and attainment millennium development goals. He concludes that rural tourism is Nepal’s oil and key for poverty alleviation. Likewise, he has recommended to government, Tara Gaon Development Board, Public, Private and Cooperative sector to pay their attention in time to develop rural tourism in Nepal.

The official records do not indicate any planned approach regarding tourism till 1950. The first study regarding tourism potential of the country was carried out in 1959 with a the technical assistance from the French government along the publication of “General plan for the organization of tourism in Nepal” (Ghimire, 2008)

CHAPTER-III

RESEARCH METHODOLOGY

A systematic research needs to follow a proper methodology to achieve the predetermined objectives. Research methodology is a sequential procedure and methods to adopt in a systematic study.

3.1 Research design

This research work is designed to analyze the problems and prospects of tourism in Nepal by taking the case study of Hanuman-Dhoka Durbar Square. The study is based on to endorse the significance of the study different statistical tools and tests are used. This study will combine both explorative and descriptive research. For the instance, structured and unstructured questionnaire and interview will be performed in order to explore the 'field information' on tourism. In addition, It will use both the qualitative and quantitative statistical techniques depending on the nature and source of data and information.

3.2 Selection of the Study Area

Generally in this research the brief overview of tourism in Nepal and it's problems and prospects are taken into consideration. For the specification of study, Hanumandhoka Durbar Square is taken, which is the one of the 'world heritage site' enlisted by UNEESCO.

3.3 Nature and Sources of Data

The study uses both primary and secondary data and information. Primary data were collected through questionnaire, interviews, key information, and observation. Responses to tourist, local people and local government bodies are regarded as main sources of field information. Similarly, secondary data were collected from various published and unpublished materials by related organizations; publication of Central Bureaus of Statistics (CBS), Ministry of Tourism, and Civil Aviation (MoTCA) Ministry of Finance (MoF) and Nepal Tourism Board (NTB) will be the major sources of secondary data.

3.4 Tools and Technique of data Collection

The following techniques and tools were used to collect data and relevant information during the course of study.

3.5 Questionnaires

Questionnaires have directly asked to employees by using the interview method. Various kinds of data relating to the problem and prospects of tourism of Hanuman dhoka durbar square. Researchers also organized focus group discussion with potential key informants and others local people including women were invited to participate in the discussion. They all are participated actively in the discussion and provided valuable information regarding the problem and prospect of tourism in the hanuman dhoka durbar square. To collect further data and information than covered by questionnaire.

3.6 Interview

Formal, informal and structured. Observation includes the followings:

3.7 Universe and Sample

Total number of the hotel and restaurant of Hanuman Dhoka Durbar Square are near about 173. It is not possible to interview all of the employees in these restaurants due to the lack of time, money and costs. So out of them only 50 hotels and restaurants are selected for the study. Random sampling method is followed in order to select the samples. i.e. Out of 173 of total population, 50 samples are drawn randomly.

3.8 Data Analysis and Interpretation

Data will be represented in various units and forms depending on its nature to conduct thorough analysis on it to fulfill the set objectives. A number of statistical tools such as tabulation, percentage, mean, and other graphical presentation will be employed as analytical tools. The data and information will also be presented in table, pie-chart, bar diagram etc. For the analysis of data the computer software MS-Excel and SPSS will be used.

CHAPTER-IV

HISTORICAL PERSPECTIVE OF TOURISM DEVELOPMENT

4.1 The Global Trend of Tourism

Nepal is well known as the main tourist destination in the international arena due to its natural beauty, unique culture, incomparable heritage and innumerable special tourist destinations. Known for the coexistence of different castes and races, religions, language, literature and culture, Nepal is an example of art, culture and religious harmony.

International tourism arrivals reached 924 million in 2008, responding a growth of 2 percent in the previous year's figures. However tourism demand slowed significantly through 2008. The last six months of 2008, in particular showed an abrupt shift in trends, with international tourist arrivals showing negative growth. The 5 percent growth between January and June was followed by 1 percent decline in the second half of the year.

International tourist arrivals declined at a rate of 8 percent between January and February in 2008, leaving the overall volume at the same level as recorded in 2007. For the year as a whole arrivals numbers are forecasted to be flat at best and a few percent down at worst. (*Data source, NTB-2009*)

4.2 Development of Tourism in Nepal

Nepal is one of the richest countries in the world in terms of bio-diversity due to its unique geographical position and altitude variation. The elevation of the country ranges from 60 meters, all within a distance of 150 kilometers resulting in climatic conditions from sub-tropical to arctic. This wild variation fosters an incredible variety of ecosystems, the greatest mountain range on earth, thick tropical jungles teeming with a wealth of wildlife, thundering rivers, forested hills and frozen valleys. Within this spectacular geography is also one of the richest cultural landscapes anywhere.

The country is a potpourri of ethnic groups and sub-groups who speak over 93 languages and dialects. Nepal offers an astonishing diversity of sightseeing attractions and adventure opportunities found nowhere else on earth.

On one hand, by preserving the country's tangible and intangible archeological heritage; dances, music and festive processions; and costumes, language and cultures and civilization in the world, there is an immense opportunity of developing tourism sites, and preserving and conserving cultural sites. On the other hand, growth of tourism industry contributes to the earning to the foreign currency, increase in employment, and overall economic prosperity. Moreover, through the promotion of tourism industry, global friendship can also be enhanced. By developing and expanding the tourism industry to the rural level with intensive and coordinated community tourism balanced and inclusive development can be achieved and it is probable that this can contribute immensely in poverty alleviation.

The ancient history of Nepal is the history of Kathmandu valley and the ancient history of tourism is also related to the Kathmandu valley. It is believed that Kathmandu Valley was full of water; a monk traveler named Manjushree came over Kathmandu from China and emptied the water of the lake by cutting the edge of the hill at Chovar with a sword. As a result, this empty place became Kathmandu Valley. After this 249 BC, ruler Ashok of India visited Nepal as a pilgrim and creates a Monastery entitled 'Charumati Bihar, and also four Buddhist stupas in the four corners of Patan. During the Lichhavi period, most of the foreigners visited Nepal as pilgrims. At this period, the great emperor of Tibet named Shrangchong Gampo visited Nepal and married the daughter of King Anshuvarma, princess Bhrikuti. The Chinese visitor Huan Tsang described in his travel accounts the Kailash Bhawan and Mangriha of Lichhavi dynasty. Similarly, around 6th century, in the Kirati Regime, some Foreigners visited Nepal as pilgrims.

Modern History of Nepal begins with the annexation of Nepal by His Majesty Prithivi Narayan Shah, the great, in 1768(A.D). Kathmandu Valley reaped an advantage for being positioned in between two great neighbors in the South and in the North. The geopolitical situation enabled the valley to maintain a complete monopoly of trade between the Indo-Tibet trade and Sino-Indo trade in general.

The farsightedness of Prithivi Narayan Shah and his strong aspiration to fortify Nepal, both from internal and external threats circumstantially compelled him to adhere to a conservative foreign policy which was economically sound and at the same time politically pragmatic. His realization is that, it is like a truffle between two stones therefore great friendship should be maintained with the Chinese Emperor and with the Emperor of the Southern Seas (the British).

He clearly perceived that the survival of Nepal is largely dependent upon the nature of relations that he managed to maintain with these neighbors. This led to the development of 'Dibya Upadesh'(Divine Council) which determined the direction and pattern of Nepal's foreign policy at that time. The basic tenet of 'Dibya Upadesh' was to keep the country economically and politically independent.

Prithivi Narayan Shah was highly protective and even seemed to be rather very cautious of the people entering Nepal from the south. To protect the country from any forms of intervention he resisted allowing not only the foreign traders but he even seemed to have discouraged the traders of Indian origin to enter in to the country.

King Prithivi Narayan Shah was a visionary king who conceived of developing an integrated Nepal not only through physical and territorial consolidation but by building strong solidarity between different casts and creeds. The farsighted king assumed that the foreigners may invade the country in different guises, on such disguise of which we need to take much caution is through cultural programmes and songs and music. He therefore strongly protested against 'foreign songs, dances and cultural programs. He has also led to the development of the "Gurkha culture", which today has become exemplary throughout the world for their devout military acumen and undaunted bravery.

A great political change took place in Nepal in 1951. The Rana government was overthrown from power and democracy was brought into the country. Thereafter a rage of development in the country, internal as well as external communication and transportation tasks began to start. After that only Nepal opened its access for foreigners. Swiss geologist Tony Hagen and Edmuynd Hillary from New Zealand who was also one of the first to climb the peak of Mt. Everest, were among the most significant tourism promoters of Nepal. Edmund Hillary also introduced and promoted mountaineering in Nepal. After the initial years of tourism, the country was rich in culture and blessed with nature's bounty emerged as one of the most popular adventure destinations in the world with its

offer of mountaineering and trekking. During the same period Nepal got the membership of UNO in 1950, Nepal gradually, began to be known to the outside world. Due to these reasons tourist from the different countries began to enter Nepal. Some organizations related to the tourism were set up in Nepal for the well management of tourists. In actual sense the promotion of tourism started more or less only in the beginning of 1960s. The then government made attempt for the development of tourism with relatively more liberal tourism policy than there before. A new era of Nepalese tourism started in November 1957 when a 'Nepal Tourism Development Board' was established under the chairmanship of the minister of trade and industry. Department of Tourism was established in 1962, and has been helping in obtaining membership of various international tourism development institutions such as International Union of Official Travel Organization (IUOTO), South Asian Travel Commission (SATC), the Pacific Area Travel Association (PATA), and American Society of Travel Agent (ASTA).

The lust of expansionism of British East India Company (BEIC) did not spare even Nepal which was not only completely isolated but it was also very difficult for any trespassers to reach this beautiful country. The British conquest of India in the 19th century posed a serious threat to Nepal- which expected to be another victim-and left Kathmandu with no alternative other than to seek an accommodation with the British to preserve Nepal's independence. This was accomplished by the Rana family's regime after 1860 on terms that were mutually acceptable if occasionally irritating to both. Nepal, after the 1816 Sugauli Treaty with British India lost nearly 40 percent of its territory and its sovereignty in foreign policy. British India therefore becomes the key determinant in its foreign affairs.

Around the last quarter of the 19th century, a whole network of railways began to be built in India along the southern border of Nepal. This changed the economy of Nepal making possible the commercial exploitation of the forest and agricultural resources of the Nepalese Terai on a hitherto unheralded scale.

Terai which was dreaded by the Nepalese especially of the hill origin because of the fear of being infected by Malaria to a large extent was being exploited by a mass exodus of immigrants from across the border. The fertile lands were being cultivated the fields but took with them a large volume of forest based resources. Most of the railways that were being built at the time were furnished with timber sleepers of Indian visitors to Nepal who seemed to have resided in Kathmandu and carried on their business.

It was crystal clear that Nepal during this period did not prefer having foreigners come o the country. This not only stunted the growth of appropriate infrastructure for tourism for but it also kept the country isolated from the rest of the world as well. The Rana were very conscious about their status and they made it very clear that they were made up of a different breed.

The rich culture, interesting traditions and mystical values of the Nepalese if properly marketed would have definitely lured tourists into the country even in those days. But the over protective temperament of the then rana rulers restricted any movement of foreigners in to Nepal unless they were officially invited in to the country. The closed- door policy of the Rana's stunted the development of tourism at that time.

Terai in spite of low human habitation (because of malarial infection) did provide potentiality in one form or the other. The Terai being the 'gate way' to Nepal did occupy an integral role in the history of the development of communication and Transport networks did tend to have a direct impact up on the adjoining border reigns of Nepal, which witnessed large clearing forests and gradual increase in settlement in and around these areas which later developed in to full-fledged townships. The ranas being influenced by the big game hunting, which at that time was the only form of outdoor sport at event which prompted them to visit the Terai region very often with foreign dignitaries necessitated them to undertake punitive development activities especially the construction of roads e.g. roads from Hanumannagar from to Rajbiraj, from Nepalgunj to Rupedhia from Bagmati to Thori, from Taulihawa to Khutwa and the 29 miles stretch of railway linking Raxual India with Amlekhgunj etc..

4.3 Evolution of Modern Tourism in Nepal

Literature shows that until the 1950s Nepal a forbidden kingdom, remote and virtually unexplored. However, few foreigners had entered the country as an invite to hunting expedition. In a way "Nepal followed a policy of splendid isolation in the pr-1950 period. The overall result brings that only 153 Europeans visits Nepal on the 45 years between1881-1925 which means a trickle of four per year. The foreign population in Nepal in the first quarter of the 20th century was limited to seven persons. They were the British envoys, his niece, an English electrical engineer employed in the Nepal Government state service, his wife and two children and a Swiss nurse Leuectagh, Erica in the Royal palace "And by 1950 those who visited Kathmandu valley was only 100 but those who permitted to visit outside Kathmandu valley could be counted on finger tips".

Today tourism has become a major enterprise in Nepal. Nepal, when opened to the outside world, began to draw the attention of the visitors and tourism flourished so unseeingly. And tourism has become the important economic activity of the people in this agrarian country. It is an economic backbone of the country and has become priority wise placed at the fourth position in the 9th Plan (1997-2002). Thus, the promotion of tourism in true sense started more or less only after 1950(A.D). Prior to 1950, no plan, policy regarding tourism in Nepal is found. Till, 1959 there was no Department of Tourism so he suggested establishing a separate Nepal Tourism Office. Realizing the importance, the department of tourism was established in 1961. George Lebree revisited Nepal twice in 1964 and 1966 respectively and prepared two reports namely “report on Development of Tourism” and “report on Tourism in Nepal”. But unfortunately, these two reports are not available with the Nepalese Government; or with anyone in the private sector. The concrete steps to promote and develop Nepalese tourism were made when a high level Nepal Tourism Development Committee was formed and Nepal Tourism Master Plan prepared in 1972 (Bhandari, 2008).

4.4 Development of Tourism in Hanuman Durbar Square in Kathmandu District

Hanuman Dhoka is a complex of structures with the Royal Palace of the Malla kings and also of the Shah dynasty in the Durbar Square of central Kathmandu, Nepal. It is spread over five acres. The eastern wing with ten courtyards is the oldest part dated to the mid 16th century. It was expanded by King Pratap Malla in the 17th century with many temples. Sundari Chowk and Mohan Chowk in the north part of the palace are both closed. In 1768, in the southeast part of the palace, four lookout towers were added by Prithvi Narayan Shah. The royal family lived in this palace till 1886, where after they shifted to Narayanhiti Palace. The stone inscription outside is in fifteen languages and legend states that if all the 15 are read milk would spring from the middle of stone tablet.

The Hanuman Dhoka is the Hanuman Gate on east side of Durbar Square. It is the entry gate to the palace where a standing statue of Hanuman (monkey god), dated to 1672, guards the palace. Hanuman is decked with a red cloth and an umbrella. The face is smeared with a red paste. On the left is an interesting stone sculpture dated to 1673 of Lord Narasimha (the half-man, half-lion incarnation of Lord Vishnu), devouring the demon Hiranyakashipu, which is credited to Pratap Malla period according to an inscription on the pedestal of the image. Ahead of the main entrance, adjoining the

Hanuman Temple is the Nasal Chowk courtyard ('Nasal' means: "dancing one") named after the image of dancing Shiva located on the east side of the square. This is the square where Birendra was crowned as king in 1975, on the platform in the middle of the courtyard. At the south side of the courtyard, stand the nine storey's Basantapur Tower. While the courtyard was built during Malla Period, the buildings around it, which depict intricately carved doorways, windows, and struts, were creations of the Rana rulers. Nasal Chowk is a rectangular in a north-south direction with entrance from the northwest corner. Near the entrance is an intricately carved doorway with carvings of four gods that leads to the private apartments of Malla king. A golden image of Maha Vishnu is seen now in an open veranda on the eastern wall, as the original Maha Vishnu Temple in the square, which housed this image, was destroyed in the 1934(A.D.) earthquake. Other structures in the courtyard are: the Audience Chamber of the Malla kings in the northeast corner, the throne of the Malla kings in an open verandah and portraits of the Shah Kings. The Panch Mukhi Hanuman Temple (five faced Hanuman) dedicated to Hanuman is in the northeast corner of the Nasal Chowk. It has a unique design of five circular roofs. The temple priest is the only person who can enter the sanctum of the temple.

The Basantapur Tower ('Basantpur' means : "place of Spring,") is located on the south of Nasal Chowk. It is a nine-storey tower from the top of which a panoramic view of the palace and city could be seen. Erotic images are carved on the struts of this tower. This tower is one of the four red towers that King Prithvi Narayan Shah built delimiting the four old cities of the Kathmandu Valley namely, the Kathmandu or the Basantapur Tower, the Kirtipur Tower, the Bhaktapur Tower or Lakshmi Bilas, and the Patan or Lalitpur Tower.

Mul Chowk, dedicated to Taleju Bhawani, is a courtyard with two storey buildings all round that are exclusive places for religious rites. Taleju Bhawani is the tutelary goddess of the Malla family. Talegu Temple with a golden torana (door garland) is located to the south side of the courtyard. During the Dasain festival, deity of Talegu is shifted to this temple. The entrance to the temple is flanked with images of the river goddesses Ganges and Yamuna. Degu Taleju Temple is another triple roofed temple built by Shiva Singh Malla that is also dedicated to Taleju.

Mohan Chowk, built in 1649(A.D) to the north of Nasal Chowk, was the residential courtyard of the Malla kings. It was mandatory for a Malla king to be born here to

become heir to the throne; an example cited to this belief is that of Jaya Prakash Malla who faced difficulties. At the center of the courtyard, there is a golden waterspout, known as Sun Dhara, said to be spring sourced from Budhanilkantha, in the north part of valley. It is an ornately carved spout sunk several metres below the courtyard level and the Malla kings used it for their daily ablutions. The four corners have towers. To the north of this chowk is the Sundari Chowk.

On the west side of Nassal Chowk, the Tribhuvan Museum has exhibits of items of the grandfather of King Birendra. Exquisite stone carvings, several impressive thrones, jewel-studded ornaments used for coronations, weapons, furniture, wooden temple carvings and a coin collection are on display at the museum. King Tribhuvan's bedroom, study and personal effects have been recreated and preserved here. This part of the palace, next to Durbar Square, was built by the Ranas in the mid to late 19th century. The southeast corner of the courtyard has the King Mahendra Memorial Museum where two thrones are also on display.

4.5 Trend of Tourist Arrivals in Nepal

Despite the global economic slowdown Nepal has enjoyed a sustained positive growth in the international tourist arrivals, since June 2009. Nepal's major source markets, neighboring markets in particular, India and China have registered double digit growth which is quite encouraging for the tourism entrepreneurs as well. Time and again this underscores the importance of neighboring and regional markets in terms of increasing the number of visitor arrivals.

The second month of Nepal Tourism Year 2011 also saw a strong growth in arrivals by air. According to the immigration Office, Tribhuvan International Airport (TIA), Nepal welcomed 37,584 international visitors in February, up 12 percent against the same period last year. Between January to February 2011, international tourist arrivals to Nepal rose 18.4 percent to 70,498, plus 19,935 against the same two-month period in 2010.

After bumper start of 2011 for Nepal Tourism, Tourist arrivals in March slowed down. In March Nepal tourism only managed to increase the tourist arrivals by 4.6 percent. Despite the slowed down the upward trend of tourist arrivals in Nepal continued in the third month of the year 2011. According to the figures derived from Immigration Office, Tribhuvan international Airport (TIA), Visitors arrivals in the month of March 2011 was increased by 4.6 percent compared to the same month last year. Most of the regions have shown positive growth in the month. India, which constitutes the major sector for tourist

inflow to Nepal, showed positive growth of 28 percent along with Sri-lanka and Pakistan with 38.3 percent and 6.8 percent respectively.

Between January to March 2011, international tourist arrivals to Nepal rose by 12.5 percent over the same three months period in 2010. (Sources Immigration Office, Tribhuvan International Airport)

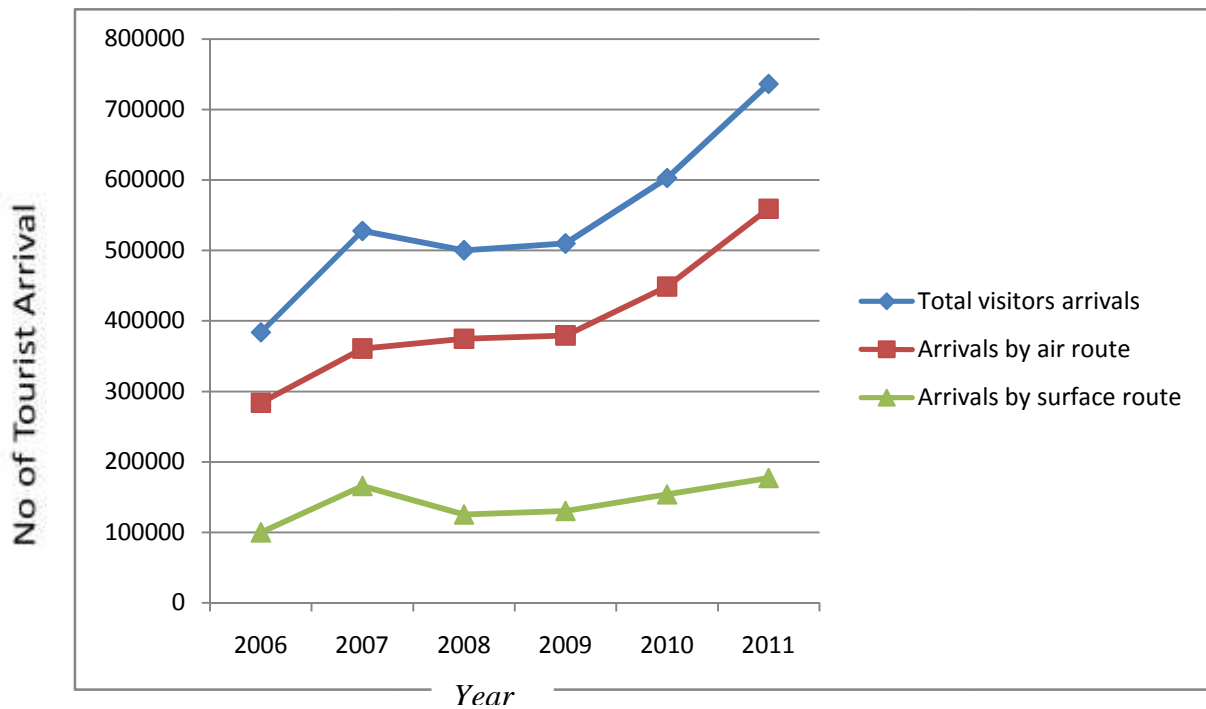
Analyzing the number of tourists visited Nepal, their growth rates and the length of stay, the number of tourists visiting Nepal during the period (January 2011 to January 2012) has increased by 22.1 percent. The number of tourists increased from 602,867 to 736,215 tourists as compared to its figure during the period between January 2010 and January 2011. The average length of stay per tourist during the review period (2011/12) has been 13.12 days against the figure of 12.67 days during the succeeding review period (2010/11).

Table 1
Number of tourists arrivals in Nepal

Year	Total visitors arrivals	Arrivals by air route	Arrivals by surface route	Annual growth rate	Average stay (in days)
2006	383926	283819	100107	2.30	10.20
2007	527705	360713	165992	37.20	11.96
2008	500277	374661	125616	-5.00	11.98
2009	509956	379322	130634	1.89	11.60
2010	602855	448769	154086	18.2	12.67
2011	736215	558969	177246	22.1	13.12

Source: MOTCA, 2012

Figure 1



While analyzing the number of tourists visiting Nepal, their growth trend and length of stay, the number of tourist had decreased by 5 percent to 500,277 during the calendar year 2008 from 527,705. The number of tourists in the calendar year 2009 totaled 509,956 making a growth of 1.89 percent. Similarly the total number of visitor arrivals in 2010 compared to same period in 2009, have increased by 18.2 percent to all time high figure of 602855. The average length of tourist stay, which was 11.98 days in calendar year 2008, has come down to 11.6 days in the calendar year 2009.

Table 2
Number of tourist by purpose of visit

Year	Recreation (%)	Trekking and Mountaineering (%)	Pilgrimage (%)	Trade (%)	Formal visit (%)	Meeting/Seminar (%)	Others purposes (%)
2006	38.00	17.40	15.40	5.50	4.70	-	19.00
2007	41.40	19.20	10.00	4.60	4.10	1.50	19.20
2008	29.60	21.00	9.00	4.60	8.60	1.40	25.80
2009	8.00	26.10	10.10	4.50	4.80	2.00	44.60
2010	4.10	11.70	8.70	2.40	3.30	1.50	4.10
2011	4.50	12.00	9.00	3.00	4.50	3.00	4.80

Source: MOCTA, 2012

While analyzing the purpose of tourist arrivals, most of the tourists arriving to Nepal are found to be pursuing recreation, trekking and mountaineering. Of the tourists visiting Nepal in calendar year 2009, 8.0 percent visited for recreation, 26.1 percent for trekking / mountaineering, 10.1 percent pilgrimage, 4.5 percent for trade, 4.8 percent for formal visit, 2.0 percent for meeting/seminar and 44.6 percent for other purposes. Review of the data for the same period of last fiscal year (2008) shows that the 29.60 percent visited for the purpose of recreation, 21.00 percent for trekking/mountaineering, 4.60 percent for trade, 9.00 percent for pilgrimage, 8.60 percent for format visit, 1.40 percent for meeting/seminar, and 25.80 percent visited for others purposes. Review of objective of tourist, shows their number increased marginally for trade, normally for pilgrimage and notably for entertainment where as their number has slightly decreased for the purpose of trekking and others.

The total number of tourists visiting Nepal between the periods of January 2010 and January 2011, 53.7 percent came for tours and travels, 11.7 percent for trekking and mountaineering, 8.7 percent on pilgrimages, 4.1 percent for recreation 2.4 percent for trade and business, 3.3 percent on formal visit, 1.5 percent for meetings/seminars, 0.3 percent for rafting, 4.1 percent with other purposes

The 54.5 percent of total number tourists visiting Nepal between the period of January 2011 to Janaury 2012 for tours and travels, 12 percent for trekking and mountaineering, 9

percent for pilgrimages, 3 percent for trade and business, 4.5 percent for formal visit, 3 percent for meetings/seminars, 4.8 percent for other purposes

Table 3
Tourists' arrivals by major regions

Year(December)	India	Asia	Europe	Ocenia	North America	Others	Total
2006	24.40	36.00	28.10	2.50	6.40	2.60	100.00
2007	18.30	36.50	29.90	3.10	7.10	5.30	100.00
2008	18.20	37.60	30.10	3.20	7.60	3.30	100.00
2009	18.40	11.50	23.90	3.00	8.10	35.10	100.00
2010	19.20	33.83	26.63	3.27	7.86	9.10	100.00
2011	20.00	34.10	24.00	3.90	8.00	10.00	100.00
2012	20.00	32.10	26.00	4.00	7.00	10.90	100.00

Source: MOCTA: 2012

Table 4
Foreign exchange earnings from Tourism

Fiscal Year	Earning from tourism sector (Rs. in 10 millions)	Income from per visitors (in Rs.)	Tourist spending per day (USD)	Foreign exchange earning millions(in USD)	Percent of total value of merchandise exports	Contribution to GDP (percent)	Percent of total value of exports of goods and non factors services
2006/07	1012.50	-	56.00	181.342	16.1	1.2	10.7
2007/08	1865.30	37285.34	48.68	286.88	30.1	2.0	17.9
2008/09	2796.00	54850.2	36.88	215.29	40.0	2.1	22.8
2009/10	1676.70	-	-	-	40.0	-	23.1

Source: MOCTA: 2012

Earning from tourism sector in fiscal year 2008/09 has increased by 49.0 percent totaling Rs. 2796.00 million as compared to previous year. However, the earning from tourism sector has decreased by 0.34 percent of Rs. 1676.70 million during the first eight month of fiscal year 2009/10.

Tourism Vision 2020

Government of Nepal has rolled out new Tourist Policy 2065 which intends to reinforce Nepal as an attractive, beautiful and safe destination in the international tourism map. The policy aims at increasing employment opportunity for livelihood; increasing productivity and living standard of general public, and increasing economic growth along with contribution to tourism activities and enterprises of tourism sector such as airlines, hotels, travels and tours. The policy emphasizes on domestic village, sports, education, and agro and health tourism.

In order to expand and extend the tourism activities across the nation, the government of Nepal has declared year 2011 as “Nepal Tourism year-2011”. The main goal of the campaigns to achieve one million tourists annually. Since the campaign focuses on overall tourism development, it aims to see at least 40 percent of the arrivals beyond the present tourism sites. The other objectives of the campaign are to improve and extend tourism related infrastructure in existing and new tourism sites; enhance the capacity of service providers; build community capacity in the new areas to cater to the need of the tourism for sustainability of tourism industry, coordination for infrastructure enhancement and development, product improvement and expansion, national and international publicity, enhancement of community capability, up-gradation of service quality etc.

CHAPTER-V

EMPLOYMENT PATTERN IN RESTAURANTS

After the completion of data collection analysis was proceeding according to the objectives of the study. Then a master copy was formulated and serialized and the obtained data were analyzed and interpreted.

5.1 Employment Structure of the Managerial Staffs

There are two types of questionnaire under study. At first the data collected from the managers were analyzed and has been interpreted as follows.

5.1.1 Employment Pattern of the Restaurants of Hanuman Dhoka Darbar Square

There is great different in male and female working in tourism sector in Nepal. Female seems to work very low in restaurants.

To find out the actual number of female workers in restaurants of Hanuman Dokha Darbar Square was the objectives of the study. Thus, as per the objective of the study the managers of 40 restaurants were enquired it. The result of the survey appears in the following table.

Table 5
Employment Pattern of the Restaurants of Hanuman Dokha Darbar Square
Kathmandu [N=50]

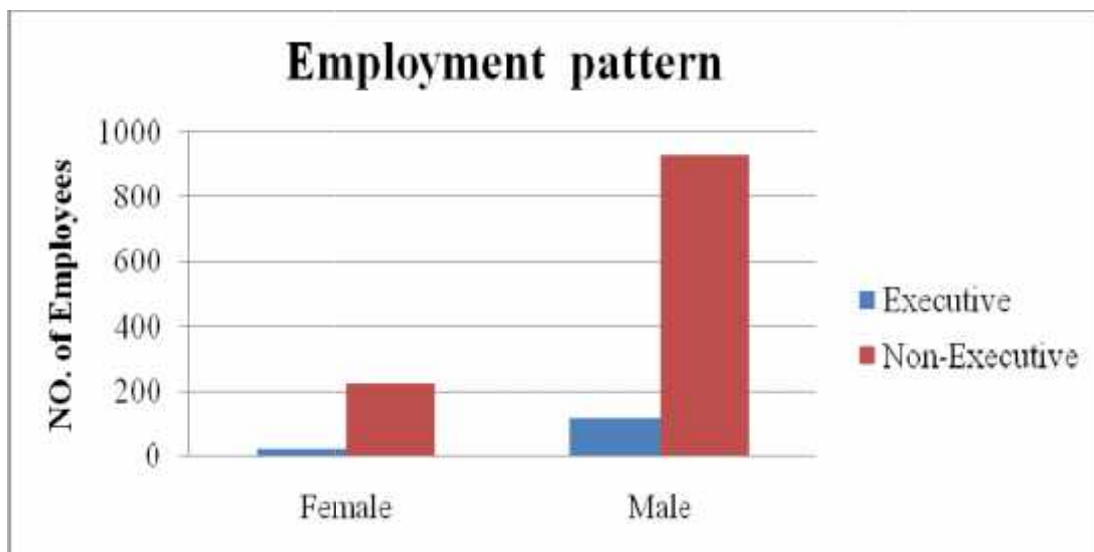
Respondents(N)	Female		Male		Total	
	Nos	%	Nos	%	Nos	%
Executive	7	14	14	28	21	42
Non-Executive	13	26	16	32	29	58
Total	20	30	30	70	50	100

Source: - Field Survey, 2012

The table 5 indicates that there are altogether 50 employees working in the 173 restaurants. One of them 20 or 30 percent are female and or 70 percent are male workers. The available data reveals that male workers outnumbered female workers both in executive and non-executive level as there were only 14 percent of female executives while comparing to 42 percent of male executives, which was 30 percent and 70 percent respectively in non-executive level.

It is obvious from the above figure that the opportunity of employment in the restaurant is limited for women. There are very few chances for women to get higher position as elsewhere despite the constitution of Nepal guarantees of equal opportunity for women and men laws and exercise of political and civil rights. The government sector is not made good policy for women employment aspect. Likewise, the private sector is not different about female employment. Both public and private sectors mostly they are assigned lower paid unskilled job.

**Figure 2:
Executive and Non-executives employees in the restaurants of Hanuman Dokha Darbar Square by Gender.**



5.1.2 Restaurant Owner of Hanuman Dokha Darbar Square by Caste and Sex

The ownership of the restaurants of Hanuman Dhoka Darbar Square has been represented by the different castes. One of them Newar and Brahmin are the higher percentage the ownership of restaurant of Hanuman Dokha Darbar Square than other castes. The following table gives this.

Table 6
Restaurant Owner Classified by the Caste (N=50)

Castes	Female		Male		Total
	Nos	%	Nos	%	
Newar	6	12	8	16	14
Brahmin	3	6	5	10	8
Chettri	3	6	3	6	6
Gurung	2	4	4	8	6
Thakali	2	4	2	4	4
Sherpa	2	4	3	6	5
Lama	3	6	2	4	5
Others	-	-	2	4	2
Total	21	42	29	48	50

Source: field Survey, 2012

Note: *Others: Tamang, Rai, Limbu, Dalit, Foreigners etc.*

The table 6 shows that among the female owner 12 percent are Newar, Bramhin, Chhetri and Lama are 6 percent, Gurung, Thakali and Sherpa are 4 percent. Among these castes the percentage of male restaurant owners are as follows: Newar are 16 percent, Bramhin 10 percent, Chettri and Sherpa are 6 percent, Gurung are 8 percent, Thakali, Lama and others are 4 percent. From the available data, it is shown that caste plays an important role to take up a profession of the person and it is true from gender perspective as there is 12 percent of female owner from the Newar community but male owner from Newar is 16 percent. It proves that for the female members they seems to have tight from their family members but for the male members they seems to have liberal and forward looking approach. It is found that the female ownership is very low than male ownership in restaurants business.

Among the entire restaurant owner, 65 percent are from Kathmandu Valley and rest 35 percent are from out of Kathmandu Valley. 80 percent of the owner answered that the business is in normal condition 15 percent said that the business is in profit and rest 5 percent said that the business is in loss. (Source: Hanuman Dokha Darbar Square Tourism Development Council Report; 2012)

5.1.3 Nature of Job of Restaurants Employees

Generally, cooking, laundry and housekeeping etc sectors require a large number of basic level manpower. They are uneducated, semi-educated and poor social family background employees on the managerial level needs trained and well educated manpower. Employees on accounts, reception, waiter and store are some graduates, but overall under graduates partially trained and self-experienced. This is presented in following table.

Table 7
Nature of Job of Restaurants Employees (N=50)

Nature of job	Female		Male		Total	
	No	%	No	%	No	%
Management	22	8.62	123	11.62	148	11.27
Housekeeping	49	19.21	30	2.83	79	6
Cooking/Catering	26	10.19	323	31.62	347	26.42
Food/Beverages	42	16.47	341	32.23	386	29.39
Reception/Cashier	35	13.72	46	4.44	80	6
Accounts/Store	26	10.19	48	4.53	74	5.63
Security	7	2.74	61	5.86	67	5.10
Laundry/Cleaner	19	7.45	30	2.83	49	3.73
Others	29	11.37	52	4.91	83	6.32
Total	255	100	1050	100	1313	100

Source: Field Survey, 2012

The table 7 shows that female employees generally worked in housekeeping department 19.21 percent whereas male were food/beverage 32.23 percent. Among the female employees food/beverages 16.47 percent followed by reception 13.72 percent, others 11.37 percent, cooking/catering and accounts/store 10.19 percent in each, management 8.62 percent, laundry/cleaners 7.45 percent and security 2.74 percent respectively. Among the male employees food/beverages 32.23 percent followed by cooking/catering 31.62 percent management 11.27 percent, security 5.10 percent, accounts/store and others 5.63 percent in each, reception 6 percent, housekeeping and laundry/cleaners 3.73 percent in each respectively.

The available data maximum women are worked in housekeeping department even in restaurants. The available data also gives result women can be a good manager if provided opportunities. Nepalese traditional culture still cannot give to work the security jobs for women in restaurants our society does not prefer for female of that security jobs in restaurants. So that there is only 2.74percent of female involved in security jobs of the restaurants.

5.1.4 Nature of Employment of the Employees by Gender

The nature of employment in restaurants is mainly permanent, temporary, contract and seasonal. Most of the large and medium restaurants have majority of the permanent employees but they are very experienced and old employees. Most of the employees in small-scale restaurants are temporary. Restaurant owners responded that they need more manpower to provide better services by which the flow of tourists increases. Because of seasonality nature of tourism, it is impossible to provide permanent job to all the employees. These temporary employees do not get any facilities like leave, bonus, pension, holiday etc. as the permanent and government employees. They only get monthly salary and they can get only food, tea, and snacks etc. in a day of working. Some of temporary employees stay 2 or 3 years in the restaurants, if they get good salary or jobs, they would not go to an another abroad for employment. Some employees are worked in the restaurant by contract and daily basis employees also can get in the restaurant.

Table 8
Nature of Employment in Restaurants by Gender (N=1313)

Nature of Employment	Female		Male		Total	
	Nos	%	Nos	%	Nos	%
Permanent	157	61.56	554	52.36	711	54.15
Temporary	65	25.49	444	41.96	509	38.76
Contract	30	12.09	54	5.10	84	6.39
Seasonal	3	1.21	6	0.56	9	0.68
Total	255	100	1058	100	1313	100

Source: Field Survey, 2012

The table 8 shows that among the female employees 61.56 percent are permanent, 25.49 percent are temporary, 12.09 percent are contract, and 1.21 percent are seasonal. Similarly, male employees 52.36 percent are permanent, 41.96 percent are temporary, 5.10 percent are contract, and 0.56 percent are seasonal.

From given the table, it is finalized that most of the male employees are temporary. They work in a restaurant for short period either to learn work, to get means of sustaining the life during the student life or as a waiting job. When they complete their college, either they go to abroad study or they join better jobs than restaurant jobs. Likewise, female employees are mostly permanent than male employees, because female employees are not left their job for minor reason. Female are more honest, reliable than male employees.

5.1.5 Employees by Level of Education and Sex

It was the objective of the study to examine the employment pattern especially of female employees. Since there is a direct link between the level of education and employment so the manager were asked about it.

Table 9
Level of Education of the Employees (N=50)

Qualification	Female		Male		Total	
	Nos	%	Nos	%	Nos	%
Under SLC	2	4	3	6	7	10
SLC	8	16	9	18	17	34
I.A.	6	12	5	10	11	22
B.A.	3	6	5	10	7	14
M.A.	2	4	4	8	7	14
Ph.D			3	6	3	6
Total	21	32	29	68	50	100

Source: Field Survey, 2012

The table 9 shows that the total employees working in restaurant are under SLC (10 percent), SLC (34 percent), Intermediate or + 2 (22 percent), Bachelor (14 percent), Master (14 percent) and PhD only (6 percent) or only two person PhD.

By the table shows that 4 percent women employees are under SLC, 16 percent are SLC, 12 percent are Intermediate or +2, 6 percent are Bachelor, 4 percent is Master level and no one has done PhD. So far as the male employees are concerned 6 percent are under SLC, 18 percent are SLC, 10 percent are Intermediate or +2, 10 percent are Bachelor, 8 are Master level and only 6 percent are PhD or only a two employees had done PhD. A large number of people from out of Hanuman Dhoka Darbar Square and reading in campus level are working in the restaurants as the waiting job. Maximum people who have finished their study, they don't like the restaurant job. Some locals' people are interested to work in restaurants especially for self-employment people. Educated women are not interested to work in the restaurants because our societies are traditional mind. They look negative thinking towards women. If government and concerned organization create awareness to develop positive attitude towards the women who works in restaurants, more and more women will be attracted towards this sector. This is because to be connect more foreigner people, they get also tips from the guest, restaurant job is very easy than other job, better salary and more facilities. Therefore, restaurants job are more suitable for working women employees.

5.1.6 Managers Perception on Employees and the Guests.

The managers were asked about the fulfillment of vacant post 60 percent of them replied that they fulfill the vacant post through personal contact and recommendation of owner, 25 percent through advertisement and 15 percent through political recommendation. It has been found that both male and female employees are given equal opportunity and appointed through the same process. There is no quota system in restaurants. However in the case of two equally capable candidates in most of the restaurants females are given priority for the appointment.

Most of the managers replied that female employees are talkative, and few are sincere at their duty. However female are found to be more punctual than male employees. Though the analysis of available data it has been found that tourists do not show any specific demand of male and female employees and they like the service of male and female equally. Rather than gender, they like sincerity, honesty and polite behavior. However generally tourists prefer service of female.

According to the information provided by the managers it has been found that most of the tourists complain about noise, hawker, beggar, traffic jam, wastage, violence, power cut, lack of law and order, unstable political situation which are generally related to the state and not to the particular complains about the management of restaurant. Very few percentage complain about the quality food, behavior of employees and hygienic food, on the other hand, most of the tourists are highly pleased by the friendly and hospitable behavior of the employees. They do evaluate the environment of restaurant.

5.1.7 Employment Structure of Non-Managerial Staffs

Data collected through managers gives general information about the employees. The personal detail of an employee has been studied through the response made by the employees themselves. The data collected from the employees were analyzed and has been interpreted as follows.

5.1.8 Employees and Their Native Places

In order to have information on the percentage of working employees from Thamel, within Kathmandu district, and other districts of Nepal, the respondents were requested to give their permanent addresses.

Table 10
Native Places of the employees (N=100)

Address of the respondents	Female		Male	
	Nos	%	Nos	%
Hanuman Dhoka Darbar Square	2	4	7	14
Out of Hanuman Dhoka Darbar Square (Kathmandu Metropolitan)	9	18	10	20
Within Kathmandu District	14	28	9	18
Other District of Nepal	25	50	24	48
Total	50	100	50	100

Source: Field Survey, 2012

The table 10 shows that 4 percent of female respondents and 14 percent of female respondents belong to the Hanuman Dhoka Darbar Square. 18 percent female and 20 percent male are from Kathmandu Metropolitan. 28 percent female and 18 percent male are from within Kathmandu district. Other district of Nepal comprises 50 percent female and 48 percent male respondents.

It shows that the people from Kathmandu district are not attracted at restaurant job where as the higher people from in restaurants.

5.1.9 Employees by Caste

In a heterogeneous society like ours ethnicity and castes play a vital role to decide the occupation. To know whether there is a direct relationship between these two factors the respondents were requested to give the castes in which they belong to.

Table 11
Castes of the Respondents (N=100)

Castes	Female		Male	
	Nos	%	Nos	%
Newar	7	14	13	26
Brahmin	6	12	6	12
Chettri	6	12	5	10
Lama	5	10	4	8
Gurung	6	12	5	10
Thakali	3	6	3	6
Dalit	3	6	3	6
Tamang	3	6	2	4
Sherpa	4	8	2	4
Magar	2	4	3	6
Other	5	10	4	8
Total	50	100	50	100

Source: Field Survey, 2012

Note: *Others: Limbu, Rai, Tamang, Sunuwar etc.*

The table 11 shows that among the female respondents only 14 percent are from the Newar community where as male are 26 percent. The female respondent from Brahmin, Chettri and Gurug are 12 percent in each and every, Lama and others are 10 percent in each and every, Sherpa are 8 percent, Thakali, Dalit and Tamang are 6 percent and Magar are 4 percent. Similarly, for male Brahmin is 12 percent, Chettri and Gurung are 10 percent in each and every Lama and other are 8 percent in each and every, Thakali, Dalit and Magar are 6 percent in each and every, Tamang and Sherpa are 4 percent.

From available data, it is apparent that caste plays an important role to take up a profession of the person and it is more true from gender perspective as there is only 14 percent of the female respondents from Newar community where are 26 percent, female from Brahmin, Chhetri, Gurung are same percentage whereas at Kathmandu there are more Newar than other community and Lama and others are same percentage.

5.1.10 Employees by Marital Status

Marriage is compulsory for all men and women in Nepal that is the rule of nature. For women besides the social need to provide progeny, marriage is also seen as a primary means of livelihood for women in all most all communities from ancient times. Marriage is considered as a ritual and sacramental union. To know the diversity of the employees according to the marital status, the respondents were asked whether they were married or unmarried or other (widow).

Table 12
Marital Status of the Respondents (N=100)

Marital Status	Female		Male	
	Nos	%	Nos	%
Married	25	50	30	60
Unmarried	23	46	20	40
Other	2	4	0	0
Total	50	100	50	100

Source: Field survey, 2012

Note: *Others: Widow*

The table 12 shows that 50 percent female and 60 percent male are married, 46 percent female are unmarried and 40 percent male are married and 4 percent female and 0 percent male are others. There is majority married person in restaurants of Hanuman Dhoka Durbar Square.

5.2 Employees by Family Structure

The structure of family is joint and single family in Nepalese context. Family structure is also play a vital role to decide the occupation. The respondents were also asked about the structure of the family.

Table 13
Family Structure of the Respondents (N=100)

Family	Female		Male	
	Nos	%	Nos	%
Joint Family	30	60	32	64
Nuclear Family	20	40	16	32
Total	50	100	50	100

Source Field Survey, 2012

The table 13 shows that there are 60 percent female and 64 percent male have joint family and 40 percent and 32 percent have single family.

The available data shows that, maximum Nepalese people live in joint family because that is our traditional society. That is going in three or four generation. However, single family system is increasing day by day in our society.

5.2.1 Employees and the Earning

Since it was one of the objectives of the research work to explore the facilities provided by the restaurant management to their employees especially to the female workers, the respondents were requested to give information about their pay scale. However, sometimes it was more embarrassing for both the researcher and the respondents. The answer gives by the respondents is stated on the following table.

Table 14
Respondents and Their Monthly Income (N=100)

Salary Level	Female		Male	
	Nos	%	Nos	%
Below 4000	7	15	4	8
4000 – 6000	29	58	18	36
6000 – 8000	5	10	15	30
8000 – 10000	4	8	6	12
10000 - 120000	3	6	4	8
Above 12000	2	4	3	6
Total	50	100	50	100

Source: field Survey, 2012

After the agreement made between labor union and the government on most of the restaurants are providing the minimum scale salary (Above 4000). But 14 percent female and 4 percent male are still getting salary below the minimum scale. Large percentages of female 58 percent are getting minimum salary (4000 to 6000) while only 36 percent male are getting this scale salary. There are 10 percent female and 30 percent male are getting 6000 to 8000 scale, 8 percent female and 12 percent male are getting 8000 to 10000 scale, 6 percent female and 8 percent male are getting 10000 to 12000 scale and 4 percent female and 6 percent male are getting above 12000 scale.

From the available data most of the female employees are not getting better salary than male employees. But 4 percent female employees are getting the highest salary scale above 12000 where as 6 percent male are getting this scale. Hence it can be concluded that female employees are not getting satisfied salary. But tourist flow is high they can get more salary.

Table 15
Average Earning of the Employees

Salary	Mid Value (x)	Female		Male	
		Frequency of Female (f ₁)	f ₁ .x	Frequency of Male (f ₂)	f ₂ .x
Below 4000	3000	7	21000	4	12000
4000 - 6000	5000	29	145000	18	90000
6000 -8000	7000	5	35000	15	105000
8000 - 10000	9000	4	36000	6	54000
10000 -12000	11000	3	33000	4	44000
Above 12000	13000	2	26000	3	39000
Total		f ₁ = 50	f ₁ = 296000	f ₂ = 50	f ₁ x= 344000

Source: Field Survey, 2012

Average salary of the female $f_1.x/ f_1= 296000/50=5,920$

Average salary of male $f_2.x/ f_2=344000/50=6,880$

From the available data there is great different between the average income of female and male. The average salary of female is low than that of male.

Despite of all efforts by the law, gender discrimination in restaurants still exists. This is a big impediment for the professional growth of women.

The respondents were also asked to express their salary. 25 percent of the female and 20 percent of male showed their satisfaction and are waiting to continue their running service in the same field but 55 percent of the female and 50 percent male employees are replied that they are exploited by the service providers. Rest 10 percent female and 25 percent male showed their partial satisfaction and 10 percent female and 5 percent male replied that they are partially exploited by the service providers.

From this data, it can be concluded that female are exploited in comparison to the male employees. Women are found less satisfied than the male because women are sincere and dedicated towards the work and duty than male so they expect more salary. Expect their salary; employers get some cash bonus from the 10 percent service charge which is imposed to each customer daily. Out of total service charge, the owner gets 33 percent and rest 67 percent is equally distributed to all the employees.

The respondents are getting some extra facilities also. All of them who are working in restaurants have got food, Tiffin facility on a day of working. Some large and medium scale restaurants provide Dashain buns, Tiffin allowances etc. for their permanent employees.

5.2.2 Employees and the Training

Training is most for all industry but in Nepal. It is not compulsory for getting job. Without a training background, it is almost impossible to work perfectly and it is too different to get job in restaurants. Training background employees are fitted and employment in restaurant.

Technical jobs and position require high level of expertise and are filled by Indian citizens who have the required training and experience. With no employment agency in the country, manpower for such positions is mainly sourced from India. But now some academies and training centre are opened in Nepal- some name of its Nepal Academy of Tourism and Hotel Management (NATHAM Appendix-D), in Kathmandu, Nepal Tourism and Hotel Management College (NTHMG) in Pokhara and Silver Mountain School of Hotel Management (SMSH) in Kathmandu etc. It assigns to improve the management of restaurants, hospitality, discipline etc.

Table 16
Training Background of the Respondents (N=100)

Types of Training	Female		Male	
	Nos	%	Nos	%
Housekeeping	11	22	00	0
Service	9	18	14	28
Kitchen	5	10	10	20
Front Office	3	6	5	10
Accounting	4	8	10	20
Security	2	4	6	12
No Formal Training	16	32	5	10
Total	50	100	50	100

Source: Field Survey, 2012

The figure on the table reveals that 22 percent of female respondents are trained in housekeeping sectors, followed by 18 percent are service, 10 percent are kitchen, 8 percent are accounting, 6 percent are front office and 4 percent are security. 32 percent female respondents are entered into the service as employees without any formal training. Similarly regarding the male respondents, 28 percent of male employees are trained in service, 20 percent are kitchen and accounting in each, 12 percent are security 10 percent are from office but no one is housekeeping. 10 percent male are interred into the service without any formal training. From the available data it can be seemed that no easy access to education and training for female.

5.2.3 Reason of Choosing the Current Professions

Since it was one of the objectives of the study to find out the reasons that make women/ men choose the restaurants industry as the suitable place for their career, the respondents' opinions were taken to explore the causes behind this. Their opinion is found as below.

Table 17
Reason of Choosing the Current Professions by the Respondents (N=100)

Reason	Female		Male	
	Nos	%	Nos	%
Economic Condition	11	22	13	26
As a highly interested field	9	18	7	14
As a last option	7	14	6	12
As a waiting job	23	46	24	48
Total	50	100	50	100

Source: Field Survey, 2012

The available data shows that 22 percent of female respondents choose the economic option, but 26 percent of male respondents the economic option. 18 percent female choose the as a highly interested field, 14 percent of female select the as a last option and 46 percent of female choose the as a waiting job. 14 percent of male are selected the as a highly interested field, 12 percent of male are selected as a last option and 48 percent of male are chosen as a waiting job.

From the available data female and male are selected as a waiting job because more female and male don't like restaurant job. If they get good opportunity than restaurant job, they will leave this running job.

5.2.4 Perception of Employment on Different Departments

There are different departments in the restaurants. The main departments of the restaurants are Management, Financial and Account Department Sales and Marketing Department, Housekeeping, Front Office, Food and Beverage Service or kitchen Department etc. the employees may have different views regarding this from gender perspective. Nonetheless, except the reproductive role, there is not any, which either sex cannot do. But from the time immemorial there are some concepts that lead us to think that even the productive works have been synonyms of reproductive role consequently, most of us usually set an opinion about different types of job from gender perspective. To have the information from the respondents in their respect, they were asked about it. The opinions are found as below.

Table 18
Perception of the Employees on Different Department in Restaurants (N=100)

Department	Female		Male	
	Nos	%	Nos	%
Housekeeping	13	26	3	6
Management	11	22	10	20
Kitchen	9	18	15	30
Front Office	7	14	7	14
Service	6	12	11	22
Others	4	8	4	8
Total	50	100	50	100

Source: Field Survey, 2012

According to the available data, it is cleared that 26 percent of the female respondents though that housekeeping is the most suitable department for workers in a restaurant where as only 6 percent of the male respondents voted for it. According to the male respondents the most suitable department for them is kitchen expressed their views like this, which happened to be less suitable department for female respondents with 18 percent. For female management is the second suitable department with 22 percent, similarly for male service is the second suitable department with 22 percent. Kitchen is the third position from the female respondents with 18 percent where as for the male respondents management is the third position with 20 percent. Front office is the forth position for the female with 14 percent and for the female service and others are fifth position and sixth position with 12 percent and 8 percent respectively. Likewise, for the male front office is the forth position with 14 percent, others and housekeeping are fifth and sixth position with 8 percent and 6 percent respectively.

5.2.5 Nature of Discrimination Experienced by Employees

Discrimination is a sociological term referring to the treatment taken toward off against a person of a certain group in consideration based solely on class or category. Discrimination is the actual behavior towards another group. It involves excluding or restricting members of one group from opportunities that are available to other groups. Discrimination is one of the major factors that cause failure of a company or society. It is one of the dominating problems in every field of the society. Among th\|e various types of discrimination, gender, caste, facial and nearness discrimination were the parameters

studied during the research work. Different types of discriminations faced by both male and female employees have been presented in the below.

Table 19
Nature of Discrimination Experienced by the Respondents (N=100)

Types of Discrimination	Female		Male	
	Nos	%	Nos	%
Gender Discrimination	6	12	0	0
Caste Discrimination	5	10	2	4
Facial Discrimination	4	8	3	6
Nearness Discrimination	9	18	10	20
Other Discrimination	3	6	0	0
No Discrimination	23	46	35	70
Total	50	100	50	100

Source: Field Survey, 2012

The table 19 shows that there are only 46 percent female and 70 percent male are no discrimination 18 percent female and 20 percent male are nearness discrimination by the provider and manager. 10 percent female and 4 percent male are facing caste discrimination, 8 percent female and 6 percent male are facing facial discrimination, 12 percent female is gender discrimination and 6 percent female is other discrimination. But there is no gender discrimination and other discrimination for male.

It is obvious from the available data there is gender discrimination for only female. In our society, there is still caste system and caste discrimination is found for both male and female.

5.2.6 Types of problem Experienced by Employees after Married

The respondents were asked about the problem to continue job after getting marriage. The following tables of the data received in this respect.

Table 20
Problem Experienced by the Respondents (N=50)

Types of Problem	Female		Male	
	Nos	%	Nos	%
Time Management	26	52	30	60
Health	10	20	0	0
Economic	6	12	9	18
No problem	4	8	11	22
Total	50	100	50	100

Source: Field Survey, 2012

The table 20 shows that 52 percent female and 60 percent male respondents are time management problem. 20 percent female respondents are health problem, 0 percent male respondents' health problem (no problem), 12 percent of female respondents are economic problem and 22 percent male respondents are no problem, 8 percent female respondents are no problem and 18 percent of male respondents are economic problem.

It obvious from the above marriage means mostly an increased double burden especially for the women.

5.2.7 Response of Employees about Their Job

The respondents were asked about the need of extra facility for female employees. Most of them replied that extra facilities like maternity leave, child care centre and more sick leaves are to be provided to the female employees. But this type of facility has been provided by very few high classes' restaurants. It has been found that such facility has not been provided by middle and lower class restaurants.

Most of the employees comment the behavior of manager as encouraging at restaurants. Very few managers are showing negligence behavior to the employees.

Most of the respondents said that the future of restaurant job is better and few respondents said that normal future of restaurant job but not hopeless person. By the respondents, maximum problems have faced from the management, after kitchen, front desk, and service.

The available data shows that very few female owners in tourist restaurant business of Nepal. I had taken 50 restaurants for sample out of 173 restaurants, one of them just 10 to

20 restaurants handle by female; it gives the result very few female owners than male owner in tourist restaurant business. That is shown because Nepalese women will be involved as a long time in tourist restaurant business of Nepal.

5.3 Expert's Views on Employment Pattern of Tourism of Thamel

A large of academicians, professionals, planners and others were approached personally to know about their views on the role to tourism in globalization of Nepalese economy for its overall benefit. Generally, experts were forthcoming and excited in this new dimension to explore the economic development of Nepal. We are presenting here meaningful observations to highlight this area of economic significance.

According to **Kishore Thapa, (2012)** , tourism sector is growing in Nepal. Currently, we are celebrating Nepal Tourism Year (NTY) 2011. To make Nepal Tourism Year 2011 a success we have made lots of preparation; we have launched massive promotional campaigns in Europe and Asian Pacific Region. However, in the form like physical infrastructure, we are lagging behind. The ten years long insurgency lead to the destination of almost all the physical infrastructure and no development projects could be completed. Even then, we are currently doing our best to manage the available resources. Still, this is not adequate for the growth of tourism in future. For the growth of tourism industry, attention should be given to different aspects or components of tourism industry. Restaurant is one of the major components of tourism industry of Nepal. The changing life style of the Nepalese household in the last 10 years has resulted the growth of restaurant in major urban centers of Nepal including Kathmandu. The prime objective of the restaurant business is to cater service to both domestic and international tourists. Those involved in restaurant business should always aim to provide qualitative, hygienic, and cost effective foods to tourists in order to attract them. To achieve this aim, there lies the need to increase the inflow of women employees in restaurant business. Safe working environment and no existence of violence against women should be guaranteed to create gender friendly environment in restaurant business. Moreover, provisions like equal pay as that of their male counterparts, children day-care centers at their workplace, facilities of changing room, washroom etc. can be some other measures to attract more women in restaurant business.

Dr. Puspa Malla said that the tourism condition of Nepal is slowly growing rate and there are lacunas in different sectors of tourism like skill labor, infrastructure, and conceptual thinking about tourism sectors. To make the tourism year a success,

government should focus on the development of infrastructure. There should be easy access of air service to come to Nepal and visit different parts of the country.

At present, mainly Kathmandu, Pokhara, and Chitwan are the triangle. Only the tourism entrepreneurs focus these places. For the successful of Tourism year 2011, the government should concentrate on different places of the country. Government should declare different places as the tourist centre and promote them.

Regarding women employment and restaurants, she focused on the expertise of women rather than the growing participation of physical labor in restaurants for the contribution of tourism development. In spite of focusing for foreign tourist only, Nepalese restaurants have to serve for domestic as well to make the tourism business sustainable and result oriented.

At present, women employees in tourists' restaurants have been exploited both economically and physically by the owner. Therefore, there is low participation of women in restaurants. For the development of women participation, facilities like security, uniform, food, equal distribution of tips, maternity leave, health insurance etc. should be given. Besides, Nepalese government should make the policies to give priorities to the women employment by giving protection and monitoring in tourist areas.

Sunil Sharma, opined recent years' developed context of tourism related stakeholders including the community have become more awarded in grass root level too. He argues that government now had perceived the point that the infrastructure leads development. Government has realized the importance of North-South road development, besides the east-west development of the Nepalese geographical psychology and to build up the different infrastructures.

To a question, he argued that Nepalese beaurocracy can not held any program as successful one. He pointed to the slow decision-making process, incompetent officials, and methodology in the beaurocracy. However, he accept to the regulatory role of the government .He believes the future condition to be good as its growing in present. He suggests building up capacities in stakeholders for the development in each sector of tourism. Women development in tourism sector also has certain technical problems like children care centre for employees, medical facilities centers, child education centre, trainings centre etc. These all have to be provided for the growth, existence, and sustainability of the employment generation in tourism. Political willingness is the next

essential for the more progress in it. He suggests aptitude and thinking of the employees, job placement in favorable shift basis, security, trained human resources etc. are to be ensured for the upliftment of women employment in tourism.

Jyoti Adhikari (TAAN), analyzes the Nepalese tourism sector as lagging behind in present context. He argues that the present achievements is not solely caused by the efforts that we made in past but caused by the demand forces of the diffusion process. He suggests for focusing on the supply side management of the sector. He comments to the tourism year 2011 as an insufficiently prepared programme as we had several programme held in past. He suggests building up a common consensus and special planning to make such a plan as successful one.

He viewed Hanuman Dhoka Durbar Square as a complete destination point of international tourism recognition. He evaluates women entrepreneurship and employment in this area is comparatively satisfactory to the span of this short period. The trends show a growing through in the years in this area. He believes that private sectors have made its identity on this sector. However, he suggests for building up the infrastructure recognizing the women sensitivity such as lighting system, roads transportation, internal working management, and security for the women. He is hopeful on the corrective measures such that adverse aspects of this sector slow gradually down along with the development of society. Moreover, the tourism friendly environment has to be created for the boosting up in the private sector too.

CHAPTER-VI

SUMMARY, CONCLUSION AND RECOMMENDATION

6.1 Summary

Tourism industry is going to be most important in the world today. The large number of the countries of the world has given some priority to the development of tourism in their own country by allocating and investing more money in this sector. As the countries of the world has been accepted tourism industry as a main sector of earning foreign currency along with a generator of new employment opportunity. It explores the problems and prospect of tourism development in hanuman dhoka Durbar Square. It is analyzed The present situation and condition of tourism development in Hanuman Dhoka Durbar Square.

Tourism is the one of important sectors of Nepal. This is around 20 percent contribution in our annual budget. It has contributed more employment creation in our Nepalese economy. It is a significance source of employment, foreign and domestic income. It is the great value for employment opportunity; it is less capital intensive but high yielding economic sector. It is the respectable jobs for women, but current study shows that most of the restaurants are concentrated at the main city of the country. The participation of women in this restaurant sector of employment is very low, both numbers and levels in comparison to that of men counterparts. There is a very low opportunity for women in restaurants sector. Not only that but also there are very lower chances for women to get higher position as elsewhere despite the constitution of Nepal guarantees of equal opportunity for women and men regarding the applicable of general laws and exercise of political and civil rights. Male employees have dominated to the female employees in the restaurant sectors; female employees have got limiting employment opportunities into the restaurants. Female employers have got lower post in the restaurant sectors, very few employees; very few employees have got higher post. Not more female investors in the restaurant sector and little female ownership in the restaurant sectors. Majority of women are uneducated, semi-educated and poor social family background. Educated and high caste women are not interested to work in restaurants because of social constraints and negative thinking. Most of the female employees take restaurant job as a temporary job. If they get permanent job or better job than running job, they will leave the restaurant job but not simple reason. Most of the female are not getting better salary they are exploited in comparison to the male employees. Female employees are more sincere and punctual

than male employees, so female employees expect more salary. Female worker should have extra facilities like maternity leave, child care centre and more sick leaves are to be provided to the female employees but this type of facility has been provided by very few high class restaurants and has not been provided by lower class restaurants. Very few female employees are worked as duty at night time in the restaurants very few female employees are having caste, facial and gender discrimination. Most of married female respondents were suffering from their own health problem due to overload of the work at home and in the office. Some female had problem to continue their job due to the pressure of the spouse or from in laws because some so called higher castes family member does not like to work at restaurants field. Few female experienced economic problem due to marriage. All the female respondents after being mother experienced some sort of problems, e.g. time management, economic and health problems because after marriage there was a double responsibility of household work and office and after becoming mother it was a threefold duty for office women. There is hard to excess education and training opportunities for women so there are fewer women are in tourism sector in Nepal.

6.2 Conclusion

Nepalese society is traditional and male dominated it takes more to build positive attitude towards the female employment in tourism. If the women were educated, trained and efficient, they would be capable as men. Regarding the encouragement of female employment in tourism sector, tourists viewed that social freedom, security; family support, economic independency, gender equity and attractive wages and better education and training are the basic requirements to encourage women in tourism. Female should be well trained, well educated and empowered to make them more capable. UNWTO developed popularized the slogan “Tourism Opens Door for Women” since 2007.

Women are important role in our society like men. I think, fifty percent is role of women in our society or in the world. If we use the potential power of Nepalese women in tourism field obviously we could get huge contribution of women in Nepalese economic growth like men. Therefore, positive family support, strong government policy for the Nepalese women creating more female employment opportunity in tourist restaurants.

There are some successful women in tourism but only a token representation of handful of women is not enough. The issue of women representation can broadly be understood at two levels both implementing and affecting each other: participation of women with

sufficient expression and representation of women in proportion to population with inclusiveness.

Now days there has been come different concept of tourism like domestic tourism, rural of village tourism, cultural tourism, eco tourism, sustainable tourism, health tourism, sport tourism, home stay and geo- tourism should be encouraged to help to increase female employment.

6.3 Recommendations

6.3.1 Measures to Promote Tourism in Hanuman Dhoka Durbar Square

Nepal is small but it is beautiful country in the world, here is a lot of natural heritage not only we can get three types of climate in Nepal, like very cold (Himalaya range), not more cold not more hot (hill side range) and very hot (Terai range).

Hanuman Dhoka Durbar Square is a popular tourist destination in the Kathmandu valley. This place is full of tourist restaurants, hotels, travel and trekking agencies. This is the one of the major tourist crowded area of Nepal. Hence, the Hanuman Dhoka Durbar Square is directly related with the employment opportunity for the large number of people.

Following recommendation are forwarded for the sustainable development of tourism in Hanuman Dhoka Durbar Square.

1. The institution related to restaurant industry should conduct training programme to their employees, seminar and interaction programme with the experts of tourism at local level is necessary in Hanuman Dhoka Durbar Square.
2. There should be preservation of the social cultural, religious, and historical sites in Hanuman Dhoka Durbar Square that is the important for tourist resources.
3. The link road from Kathmandu and other border cities should be in good condition for comfortable journey to the tourists.
4. There should be standard policy and proper implementation regarding the criteria to establish new restaurants.
5. The standard menu with quick, clean and timely service is needed from restaurant industry for quality tourism in Hanuman Dhoka Durbar Square.
6. The restaurant employees should be properly trained, so that they will know how to behave with guests.

7. The wide publicity and information is needed about the tourist resources of Nepal as well as Hanuman Dhoka Durbar Square in international market of tourism by radio, television, and standard magazines.
8. The accommodation capacities of restaurant should be increased in terms of quality rather than quantity.
9. The provisions of rules and regulations for employees about reasonable salary, condition of job, working hour and other facilities is necessary in the restaurant industries of Hanuman Dhoka Durbar Square.
10. There must be strong decision with commitment from the government as well as local level to preserve the peace and natural environment of Hanuman Dhoka Durbar Square for the sustainable development of tourism.
11. The employees should especially for basic level manpower be taught simple communicative English language and respectful behavior.
12. To solve the problem seen in road transportation, 'Transportation Act 2049' should be amended and the government policy of 'Third Party Insurance' should be strictly followed. There should be managed separate shuttle system for tourist during Nepal Bandha or Chakkajam. The Government of Nepal should be kept Bandha free sector for tourism. So the 'Bandha Free Zone' by requesting to different political leaders.
13. There should be highlighting different cultural and religious activities and festivals to attract the internal and international tourist. There should be organizing different events like live Jazz and class music during festival and weekends. Various types of trade fairs, seminars, meeting, workshops, cultural programmes, musical and folk show, exhibitions, road and television program featuring the destination or tourist product, film shooting and other public relation techniques should be managed well providing information to promote tourism market.
14. Environment is one of the crucial factors in tourism field. So government should make good environment policy how to keep clean environment and peace tourism sector of Nepal that is why tourists feel getting entertainment.
15. The employees should be honest on the part of their job and responsibilities employer and employee should respectably behave to earn other in order to develop to and promote the business of restaurant fields.

6.3.2 Measures to Encourage Nepalese Women in Tourism Business

Lack of access to, and control over, productive resources is one of the major factors that hamper women's equal participation in economic activities and the decision-making process. While Nepal's 1990 Constitution provides equal rights for women to property inheritance, there have been no specific laws in Nepal to enforce this. On the contrary, family laws in Nepal that govern marriage, divorce, property rights, and inheritance reinforce the patriarchy and put severe limits on women's command over economic resources. As discussed in an extensive literature, women's access to credit is limited because both formal and informal credit institutions cater to property owners who can provide collateral. All formal credit institutions seek tangible collateral for loans. So the women cannot establish separate business without male. Nepalese economy is dominated by agriculture. Agriculture has come to be primarily dependent on women due to male migration to abroad or to the city area, leaving women to operate most of the farms. In light of this, women generally face much greater economic insecurity than men since their access to what has traditionally been the primary means of production has always been indirect or dependent on their relation as daughter, wife, or mother to a land owning male. Nepal's patriarchal society often serves to limit income generating opportunities for women.

In Nepal, educated women are not interested to work in tourism sectors like restaurants, hotels trekking etc because of the social constraints and negative thinking. If government and concerned organization create awareness to develop positive attitude towards the women who works in tourism, more and more women will be attracted towards this sector. This is because as compared to other job sector, working in tourism is easy, safe and high profitable. We can say that tourism can play vital role for women. Followings are the important evaluates to encourage women in Nepalese tourism.

I. Low entry barriers for female

By providing low entry barriers fixed quota system at government and private sector for female to the job than the male, woman can be encouraged in tourism. This attempt provides many jobs to low and medium skilled women. In Nepal there are poor working environment for female e.g. concentration at lower level jobs, poor working conditions, lack of child care facilities at workplaces, and trade union's lack of awareness of women's problems and the gaps between law and practice. There is difficult environment for women entrepreneurs so the status of female couldn't rise from the bottom level.

There is concentration of women in low-wage, low-skill, menial jobs in the tourism sector as agriculture and nonagricultural sector, due to lack of education, training, information and bargaining power.

II. Fair treatment and better salary

Tourism is a people-centered service industry, and tourists are often looking for friendly people and enjoyable social interactions when booking their holidays. If a company's employees are treated fairly without discrimination between male and female and have good working conditions, they are more likely to be satisfied and committed to doing a good job and providing efficient, high-quality service to clients.

II. Skill building

Nepalese women often do not have the same education and employment opportunities as men and there is a great need to develop skill among Nepalese women to increase their qualifications, and overall job eligibility. Furthermore, there is a need to promote gender diversity in Nepal's workplace to increase employment opportunities for women. Women should be taught and trained about the general subjects of English communication, Nepal geography and history, map reading, first aid, tourism hospitality, trekking and mountaineering, rock climbing etc. As women continue to refine their skills through different training, they will become more confident and eligible to compete for other paid guide positions within Nepal's trekking industry.

On the basis of above analysis the following points are recommended as suggestion for the promotion of women in tourism in Nepal.

- A. National policy should be formulated in favor of female employment in tourism. Existing rules and regulations should be amended targeting to increase female employment opportunities in this sector.
- B. Access to education and training is important for good employment opportunities. Therefore these opportunities should be made easily available to the women as much as possible through training program etc.
- C. Training institutions should be established and they should pay more attention to make the female skilled and efficient in tourism sector by providing various types of training related to tourism.
- D. Social security, job security, family support, social awareness, and fixed quota system in job can make them more encouraged women in tourism.

- E. There should be male dominance, discriminating culture, customs and traditions against female and should be changed in favor of female employment in tourism
- F. National policy should be encouraged in female proprietorship and promotion of small scale industries essential to increase female engagement in tourism related sectors.

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APPENDICES

Appendix-A

Questionnaire for the Managers of restaurant

An appeal: You are kindly requested to fill of this questionnaire and help me from the work. Information collected will be kept secret and use for the research purpose only.

1. **Name of Restaurant owner:.....**

2. **Birth Place of Restaurant owner:**

(a) Hanuman Dhoka Durbar Square []

(b) Out of Hanuman Dhoka Durbar Square []

3. **To give your permanent address.**

(a) District..... (b) V.D.C.....

4. **When was established your restaurant?**

(a) 19.....A.D.

5. **Which category is your restaurant?**

(a) Star level [] (b) Non-Star level []

6. **Name of Manager:.....**

7. **To give your permanent address.**

(a) District..... (b) V.D.C.....

Education qualification:.....

8. **Land occupied by your restaurant.**

(a) Ropani/Anna.....

9. **How many capital investments in your restaurant?**

(a) Rs.....

10. **In what various forms you provide revenue to the government?**

Ans.....

11. **How is your business at present?**

(a) Profitable [] (b) Normal [] (c) Loss []

12. How many visitors to come your restaurant daily/annually?

(a) Indian..... (b) Non Indian..... (c) Nepali.....

13. How is your business at present?

(a) Profitable [] (b) Normal [] (c) loss []

14. How many employees are involved in your Restaurant?

(a) Total []

(b) No. of Male [] (1) Trained..... (2) Untrained.....

(c) No. of Female [] (1) Trained..... (2) Untrained.....

15. How many staffs are local and how many are non-local?

(a) No. of local staff [] (b) No. of non local staff []

16. Why not other staffs are getting training?

Ans.....

17. Please stated the no. of employees by the nature of the job as indicated below?

(a) Management (1) Male (2) Female.... (3) Trained.... (4) Untrained....

(b) Housing keeping (1) Male..... (2)Female..... (3) Trained.... (4) Untrained....

(c) Cooking/Catering (1) Male..... (2)Female..... (3) Trained.... (4) Untrained....

(d) Food/beverages (1) Male..... (2) Female..... (3) Trained.... (4) Untrained....

(e) Reception (1) Male..... (2) Female..... (3) Trained.... (4) Untrained....

(f) Account/Store (1) Male..... (2)Female..... (3) Trained.... (4) Untrained....

(g) Security (1) Male..... (2) Female..... (3) Trained.... (4) Untrained....

(h) Laundry/Cleanness (1) Male..... (2) Female..... (3) Trained.... (4) Untrained....

(I) Others (1) Male..... (2) Female..... (3) Trained.... (4) Untrained....

18. Please, state the no. of staffs involved in your restaurant with the following educational qualification.

- (a) Under SLC (1) Male..... (2) Female.....
(b) SLC (1) Male..... (2) Female.....
(c) Intermediate (1) Male..... (2) Female.....
(d) Bachelor (1) Male..... (2) Female.....
(e) Master degree (1) Male..... (2) Female.....
(f) PhD (1) Male..... (2) Female.....

19. Please, state the no. of employees with the following nature of the job.

- (a) Permanent (i) Male..... (ii) Female.....
(b) Temporary (i) Male..... (ii) Female.....
(c) Contract (i) Male..... (ii) Female.....
(d) Seasonal (i) Male..... (ii) Female.....
(e) Daily basis (i) Male..... (ii) Female.....

20. How do you fulfill the vacant post?

- (a) Advertisement []
(b) Personal contact []
(c) Recommendation [] (d) Political Recommendation []

21. How do you appoint male and female employees?

- (a) Through the same process
(b) Through the different process

If different, please specify

22. How do you evaluate the performance of female employees over male employees?

- (a) Punctual [] (b) Sincere []
(c) Talkative [] (d) Malingerer []

23. Whose service do the tourists prefer?

(a) Male [1

(b) Female [1

24. Where do you buy your daily necessities?

Ans.....

25. What is the reason tourists like the service of male/female?

Ans.....

26. How many tourists come in your restaurant in season time on an average?

(a) 30000 [1

(b) 35000 [1

27. What are your general opinions regarding the tourism promotion in Hanuman Dhoka Durbar Square?

Please explain in brief?

Ans.....
.....

28. What measures do you suggest to encourage women in Nepalese Tourism?

Ans.....
.....

29. What major problems you facing to run your restaurant?

Ans.....
.....

30. Do you see any major problems of tourism in Hanuman Dhoka Durbar Square? If yes, please state and explain.

Ans.....
.....

31. What suggestions, if any, do you have to improve tourism in Hanuman Dhoka Durbar Square?

Ans.....
.....

32. What is your opinion on the local situation mentioned below?

(a) Road condition (i) very good [1 (ii) good [1 (iii) poor [1

(b) Meatness (i) very good [1 (ii) good [1 (iii) poor [1

(c) Health and Hygiene (i) very good [1 (ii) good [1 (iii) poor [1

(d) Communication (i) very good [1 (ii) good [1 (iii) poor [1

(e) Personal Security (i) very good [1 (ii) good [1 (iii) poor [1

(f) Recreation (i) very good [1 (ii) good [1 (iii) poor [1

(g) Personal and community Interaction (i) very good [1 (ii) good [1 (iii) poor [1

(h) Environmental Impact (i) very good [1 (ii) good [1 (iii) poor [1

(I) Resource s Needs Availability (i) very good [1 (ii) good [1 (iii) poor [1

14. Are you trained staff?

(a) Yes []

(b) No []

If yes mention the type of training and its period.

15. Are you getting any extra facilities as indicated?

(a) Dashain bonus and other allowances []

(b) Health insurance allowances []

(c) Tiffin allowances []

(d) Any other. (Please Specify)

16. Why did you choose this occupation?

(a) Economic []

(b) As a highly internal field []

(c) As a last option []

(d) as a waiting job []

(e) If others (please specify).....

17. Which department in the restaurant you are working?

(a) Management []

(b) Kitchen []

(c) Front desk []

(d) Service []

(e) Waiter []

(f) Others []

Please Specify:.....

18. Which department is most suitable as being men/women?

(a) Management []

(b) Kitchen []

(c) Front desk []

(d) Service []

(e) Waiter []

(f) Others []

Please Specify:.....

19. Are all the employees treated equally in your restaurant?

(a) Yes []

(b) No []

20. If no, what types of discrimination do you find?

(a) Gender discrimination []

(b) Cast discrimination []

(c) Facial appearance discrimination []

(d) Nearness discrimination [] (e) No discrimination []

(f) Any other, Please specify

21. How do you comment the behavior of your manager?

(a) Encouraging []

(b) Imposing [] (c) Negligence []

22. What future do you expect in this job?

(a) Better [] (b) Normal [] (c) Hopeless []

23. Did you marry before joining the service?

(a) Yes []

(b) No []

24. Did you experience any problem to continue your job after getting married?

(a) Yes []

(b) No []

If yes, specify the problem

25. After becoming Mother / Father what type of problem you faced in your career?

(a) Time management []

(b) Health []

(c) Economic []

(d) No problem []

(e) Any other, please specify

26. Are there any special facilities particularly provided to the female staff?

(a) Yes []

(b) No []

27. If yes, what extra facilities do the female staffs get?

(a) More holidays []

(b) Maternity leave []

(c) Child care centre []

(d) more sick leave []

(e) Feeding time []

(f) Pension []

(g) Any others, please specify

28. Do you think that the extra facilities are necessary for female?

(a) Yes []

(b) No []

29. What is your feeling upon the service providers?

(a) Exploited []

(b) Better paid []

(c) Partially paid []

(d) partially exploited []

30. What types of problems you have faced so far?

(a) Management []

(b) Kitchen []

(c) Front desk []

(d) Service []

(e) Others, Please specify

31. Are you willing to continue your service?

(a) Yes []

(b) No []

If no, please specify the reason

32. What measures do you suggest our government to encourage women in tourism?

Ans.....

.....

33. Do you have any suggestion for the improvement of your restaurant?

(Please write few words).

Ans.....

.....

.....