

PERCEPTION AND MOTIVATION OF FEMALE TREKKING GUIDES ON TOURISM

A Thesis Submitted to the Department of Sociology/Anthropology
The Faculty of Humanities and Social Sciences Prithvi Narayan Campus
In Partial Fulfillment of the Requirement of the
Master's Degree in Sociology

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January, 2014

LETTER OF RECOMMENDATION

This is to certify that **Mr. Bharat Gurung** has completed this dissertation entitled **Perception and Motivation of Female Trekking Guides on Tourism** under my supervision and guidance. I therefore, recommend this dissertation for the final approval and acceptance to the dissertation committee.

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LETTER OF APPROVAL

This dissertation entitled **Perception and Motivation of Female Trekking Guides on Tourism** submitted by **Mr. Bharat Gurung** to the Department of Sociology/ Anthropology, Prithivi Narayan Campus, Pokhara, Faculty of Humanities and Social sciences, Tribhuvan University, in the partial fulfillment of the requirements for the Degree of Master of Arts in Anthropology has been found satisfactory in scope and quality. Therefore, we accept this dissertation as a part of the mentioned degree.

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ACKNOWLEDGEMENTS

Travel has become an exciting activity for mankind. Exploring new places transforms their consciousness. Humans tend to navigate uncharted territories. Tourism has become one of the most significant forces for change in the world today. Tourism is the world's largest and fastest growing industry. Many nations rely on tourism as a primary source for generating revenue, employment, investment and infrastructure of development. Besides, stimulating economic growth and job creation, tourism also provides incentive to protect environment and heritage of the destination. Besides, tourism not only stimulates, it plays a vital role in preserving and promoting environment, cultural heritages and indigenous traditions.

First and foremost, I would like to express my sincere gratitude to the Department of Sociology/Anthropology of P.N. Campus, Pokhara for imparting research skills. I am very much indebted to my thesis supervisor Prof. Dr. Bishwo Kallyan Parajuli, for providing intellectual guidance and encouragement in every stages of this research. Without him, it would have been impossible to undertake this project. I am greatly thankful to Dr. Dhurba Karki, the Principal of Cosmos College, Pokhara who supported and inspired me to move my pen in every stage of my work.

Similarly, I would like to extend thanks to the members of Three Sisters Adventure Trekking Company for their valuable time. Likewise, I consider myself very fortunate to have remarkable support and substantial information from Basu Dev Tripathi, Managing Director of Adam Tours and Travels Private limited, Dhan Chettri, Executive member of UNITRAP, and Usha Gurung, Proprietor of Revive Treks and Expedition. I would like to express my sincere gratitude to all of them.

Hereby, I am very much thankful to all the respondents of my research who stated their views, opinions and ideas despite their busy schedules during peak seasons in trekking and tourism. Finally, I would like to extend my special thanks to my family who have supported me not only my education but also in every step of my life.

Date:

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ABSTRACT

Tourism is alive with dynamic growth, new activities, new technology new markets and rapid changes records numbers of tourists are travelling the globe attracted by an increased variety of term package cruises, adventures and independent itineraries. Tourism has become prime industries in the world that employs in a large scale and generates income.

Nowadays, Nepalese women are involved in many sectors. And certainly, tourism is one of the key industries for developing countries like Nepal. Hereby, being a Female Trekking Guide, it is one of the challenging jobs for them. So, this research focuses on the perception of Female Trekking Guides towards this profession.

[Key Words: empowerment, sustainable tourism, women participation, motivation]

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ABBREVIATIONS

ACAP	:	Annapurna Conservation Area Project
CH	:	Commercial Hospitality
CHI	:	Commercial Hospitality Industry
CNP	:	Chitwan National Park
ENP	:	Everest National Park
FTG	:	Female Trekking Guide
GAD	:	Gender and development
GCET	:	Global Code of Ethics in Tourism
HAN	:	Hotel Association of Nepal
IUOTO	:	International Union of Official Travel Organization
NATA	:	Nepal Association of Travel Agent
NATHM	:	Nepal Academy of Tourism and Hotel Management
NRB	:	Nepal Rastra Bank
NTB	:	Nepal Tourism Board
NTHMC	:	Nepal Tourism Hotel Management College
NTS	:	Nepal Tourism Statistics
PS	:	Private Sector
PTTC	:	Pokhara Tourism Training Centre
REBAN	:	Restaurant and Bar Association of Nepal
SE	:	Service Encounter
TA	:	Trekking Agency
TAAN	:	Travel and Trekking Agency of Nepal
TG	:	Trekking Guide
TIMS	:	Trekking Information Management System
TIMS	:	Trekking Information Management System
TSTC	:	Three Sisters Training Center
TURGAN	:	Tourist Guides Association of Nepal
UNWTO	:	United Nation World Tourism Organization
Via	:	By way of; through
Viz	:	That is to say; in other words
WE	:	Women Empowerment
WID	:	Women in Development
WTO	:	World Tourism Organization