

# CHAPTER I: INTRODUCTION

## 1.1 Background

Tourism is one of the fastest growing industries in the world. The tourism and hospitality industry is an important contributor to the economy of both developed and developing countries. Tourism has played a significant role for the conservation of nature and preservation of cultures. Along with the population of 26.49 million (Central Bureau of Statistics, 2012: 1), Nepal has more than 125 ethnic groups and 123 spoken languages where one can find a rich variety of cultures, different lifestyles, values and traditions (Central Bureau of Statistics, 2012). Nepal is rich in natural and cultural diversity but it is an economically weak country in the world. Despite the weakness, thousands of international tourists come to visit it every year. The different Nepalese culture, rites and rituals in different parts of the country is the main attraction for international tourists.

### 1.1.1 Annapurna Region and Ghandruk

Annapurna Conservation Area covers an area of 7,629 square kilometers that surrounds the Annapurna Mountains. This area constitutes 34.5 percent of the total area of protected areas in Nepal (KMTNC, 1998). The Annapurna range includes the five peaks, Annapurna I (8,081m), Annapurna II (7,937m), Annapurna III (7,555m), Annapurna IV (7,525m) and Annapurna South (7,273m). The other famous peaks in the area are Machapuchhre (6,697m), Gangapurna (7,455m), Nilgiri (7,060m), Fang (7,647m), Tilicho (7,132m), Lamjung Himal (6,986m) and Hiunchuli (6,441m). This area is bordered in the east by the Marsyangdi River and the west by the Kali Gandaki River. There are numerous smaller river systems like the Modi Khola and Seti Khola that cut through the mountainous terrain. The Kali Gandaki River used to be one of the main trade routes between India and Tibet, and is also one of the deepest gorges in the world (Armington, 1997, Gurung, 2010). The Annapurna range lies east-west, creating a vast rain shadow area north of the mountain range. The northern part of the mountains borders the Tibetan plateau and has a very dry desert like climate. Low rainfall and cold harsh winters make agriculture very difficult in this area and as a result, this region is sparsely populated. On the other hand, the south side of the Annapurna is the wettest region in Nepal, receiving an average annual precipitation of

3500mm. Due to high rainfall; this area is lush with deciduous forests including rich rhododendron forests. The fertile river valleys provide good soil for farming and support large settlements. This north and south climatic variation, along with the high mountainous terrain has made this fairly small area both geographically and culturally diverse, and very popular with foreign tourists.

Ghandruk lies on the Annapurna trekking trail. According to a survey by Modern Maturity (USA), Annapurna is recognized as one of the world's tenth best trekking trail (Eco walk 2013). The Annapurna region has been a unique place in the world because of various characteristics. The region contains the world's deepest river gorge Kali Gandaki Gorge, the world's largest rhododendron forest in Ghorepani, and the fresh water lake Tilicho situated in the world's highest altitude. The area is rich in terms of cultural diversity, bio-diversity and a house for 1, 226 species of flowering plant, 102 mammals, 474 birds, 39 reptiles, and 22 amphibians (NTNC 2013.) A magnificent view of three peaks over 8,000 meters can be seen from this trail (Eco walk 2013). Thus, this has become one of the best trekking part and the pleasurable tourist destination. Moreover, this is the most important and popular route for all the Annapurna travelers, mountaineers who choose their destination through this exciting route. It is considered the way from Ghandruk is the easiest and fastest way to reach Annapurna and Machhapuchre base camp. The mountain views of Annapurna and Machhapuchre can be seen clearly from this village (Barakoti, 2013). The basic route ascends from the ModiKhola, a river crossing the suspension bridge at Birethanti. It lies on the eastern side of the village. It is then followed by beautiful trace to forest and hill village. It presents a unique opportunity of median beauty and natural significance. It is said that the visit to Nepal will be incomplete without the visit of Ghandruk (Barakoti, 2013). Ghandruk has attracted many national and international tourists. Among the tourists who visits Pokhara (the nearest city of Ghandruk), 60-70 percent go trekking to Annapurna area. The report says that 70,000 foreigners go trekking to Annapurna area every year but there is no data how many Nepalese go trekking in this area. Except the nature, people visit Ghandruk to see the art and culture.

### **1.1.2 Tourism and Gender**

Tourism has been defined in a number of ways by different people and organization from the beginning of the twentieth century. The Tourism Society of England (1976) defined tourism as a the temporary, short term movement of people to the destination outside the places where they usually live or work and their activities during the stay at each destination (cited in Wind Rose Network 2004–2014). Similarly, Norris& Wall (2006) defined tourism as the short term movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to care to their need. Likewise, World Tourism Organization (1991) defined that tourism includes the activities of person travelling to and staying in places outside their usual environment for less than one consecutive year for leisure, business and other purposes. The term usual environment means travelling to another place rather than the place of residence, common place of education or work and other local activities. As per the definition of WTO, tourism can be categorized in different forms like international tourism, internal tourism, domestic tourism and national tourism. International tourism comprises of inbound tourism and outbound tourism. A visit to a country by non-residents is called inbound tourism. A resident of a country visiting another country is called outbound tourism. For example, when a Finnish citizen goes to Nepal to visit Mt. Everest, he is an outbound tourist for Finland. Internal tourism means a resident of a country visiting his or her own country. For example, when a Finnish citizen visits Finland then it is called internal tourism. Domestic tourism comprises of internal tourism plus inbound tourism. National tourism comprises of internal tourism plus outbound tourism.

Gender is a part of our "core" identity. It starts early in our lives and persists throughout our lives. The term 'gender' refers to social, cultural and psychological aspects in the lives of men and women, while the term 'sex' refers to biological aspects of being male or female. The attributes of gender differ between cultures (depending on the values, beliefs, behavioral expectations, etc) and overtime. According to the United Nations International Research and Training Institute for the Advancement of Women (INSTRAW) gender refers" to the array of socially constructed roles and relationships, personality traits, attitudes, behaviors, values,

relative power and influence that society ascribes to the two sexes on a differential basis.

### **1.1.3 Tourism in Nepal**

The Himalayan country of Nepal is best known as a natural and cultural destination. The diversities of nature and culture attract visitors. For the development of tourism, Nepal tourism board (NTB), a national organization was established in 1998. NTB is a form of partnership between the Government of Nepal and private sector tourism industry to develop and market Nepal as an attractive tourism destination. "NATURALLY NEPAL Once is not enough" is the tourism brand of Nepal. (Nepal Tourism Board 201.) On 12 April 1996 the Government of Nepal declared the year 1998 as "Visit Nepal '98" in order to further enhance the image of Nepal as a special destination to the visitors. The theme for "Visit Nepal '98" was "A sustainable habitat through sustainable tourism" and the marketing slogan was "Visit Nepal '98 - A world of its own" (Upadhyay 2008,). Visit Nepal year 1998 was the major step by government and helped Nepal to rebuild its tourism image internationally. The campaign helped to bring awareness among the Nepalese people about the importance of tourism in the country. Similarly, after the declaration of Nepal as a federal democratic republic on 28 May 2008, the Government of Nepal in consultation with the Nepalese travel trade sector and concerned organizations/experts decided on 25 October 2008 to launch a national tourism campaign "Nepal Tourism Year 2011". The target of this campaign was to bring 1 million international visitors to the country. The main objective was to establish Nepal as a premier holiday destination for with a definite brand image, and to improve and extend tourism related infrastructures in existing and new tourism sites (Bhandari 2011,)

### **1.2 Statement of the Problem**

The tourism sector of Nepal is one of the biggest opportunity providers contributing about 4% to country's GDP through foreign exchange earnings and employment for women. This sector employs 200,000 people directly and 1.2 million people indirectly (HAN, 2007). In the past, women working in this sector were more inclined towards domestic chores. The trend has changed now. Many have evolved as entrepreneurs, hotel owners, guides and porters. The evidences for this, however, are limited to reports, newspaper articles and media sources, with very research available. The rise

in women's status through such jobs provides a blissful outlook for Nepal bringing gender equity in terms of employment. Whilst considering the gender stereotypes still prevalent in Nepal, how these women balance their familial responsibilities with their work remain unnoticed.

Reports and reviews reveal that women's status has been gradually upgraded by exposure to jobs, but they fail to address issues of dual roles and challenges. Theories of gender inequality reveal that women's stand in most of the conditions are different from men's owing to their treatment as unequal and underprivileged (Lengermann & Neibrugge-Brantley, 2000, p.462). This is also a reality very often seen and felt in Nepal. For example, Agrawal (1997) reveals that Nepali women hold less or no power relations in the sector such as community forestry while they are the ones who collect fodder and woods for living. Hence, their challenges remained unmentioned while men make decisions for them. Though women participate in the meetings conducted by the community forestry groups, they often do not speak out. Whether these factors exist for women in the tourism sector is a concern of this research. Likewise, the theories of gender oppression mostly examine the deep-rooted aspect of power relations in men and women in which men dominate, take control over and oppress women making them bearers of abuse and crime.

Also, women's need and expectations have remained out of the boundary of research and debates. The Nepal Tourism Board (NTB) plays a major role in handling the issues of tourism with responsibilities to form policies and to organize promotional programs. The importance of women in the tourism sector has been realized and many females are provided trainings to work as guides.

Believing that every individual's perception counts, this study analyzes the roles and challenges women face in comparison to men. The researcher attempts to listen to and bring out the voices of women involved in tourism sector. The main purpose here is to see whether there are challenges in working in the tourism sector or whether being a woman or a man matters in this field with reference to previous researches.

### **1.3 Objective of the Study**

The general objective of the study is to identify whether being involved in tourism is playing boon or bane factor to women for maintaining their everyday status and standard of living.

#### **Specific Objectives**

- To assess the roles of women working in the sector of tourism,
- To identify involvement and challenges of women involved in the field of tourism and benefit sharing for gender equality.

### **1.4 Significance of the Study**

The role of tourism in Nepalese economy have important role. It is the main source of earning foreign currency. Tourism is the second important sector in the development of economy after agriculture.

The main significance of this study is to study and examine the involvement of men and women in the field of tourism. They both are equally involved in this sector but women are under the shade in many aspects such as: in member of tourism committee, in decision making process, evaluation of their contribution and so on.

### **1.5 Limitation of the Study**

This study aims to reflect the voice of women and men working in the tourism sector, including their perceptions and expectations based on their experiences in tourism industry along with tourists and family members of those women (though limited in number as not every workers have their family members in the research sites) working in the tourism sector. An authentic and formal research on the gender-tourism aspects, especially in the case of Nepal, has not been carried out or is still in “an infant stage” (Upadhaya & Upreti, 2008). Hence, the researcher’s attempt is to take the infant stage to one step further.

## **CHAPTER II**

### **REVIEW OF LITERATURE**

The synthesis of findings is at the heart of any systematic review (Mays, Pope, & Popay, 2005; in *Current issues in tourism*, 2014). There are a number of ways to approach a systematic review - some quantitative and some qualitative. From the early 1990s, systematic reviews have been used in the field of medicine to examine the effectiveness of various medicines and treatments (Mays et. al., 2005; in *Current issues in tourism*, 2014). However, the use of the systematic review and the meta-analysis were initially limited to studies of quantitative research. There has in the interim been increasing interest in finding suitable ways to review diverse sources of evidence, and the range of different methods for synthesizing qualitative and quantitative research has grown over recent years (Barnett- Page & Thomas, 2009; in *Current issues in tourism*, 2014).

Since the data for this review (the papers collected) report on a combination of qualitative and quantitative research, pure quantitative analysis of the data is not appropriate. Further, this review does not set out to assess all literature written on tourism and gender, but rather to document the state of our knowledge in the specific field of tourist destinations along with roles and status of gender involvement. Therefore, a narrative approach was taken. According to Mays et al. (2005; in *Current issues in tourism*, 2014) narrative reviews may include thematic analysis. However, in order to move from a simple narrative approach to a more in-depth approach, a technique known as narrative synthesis is advised, Narrative synthesis allows for the synthesis of evidence drawn from the number of studies, both qualitative and quantitative. This method of analysis involves the systematic review and synthesis of findings from multiple studies that rely primarily on the use of words and text to summarize and explain the findings of the synthesis (Popay et al., 2006; in *Current issues in tourism*, 2014). It differs from the narrative review in the sense that it moves beyond a simple summary of findings of various studies in a bid to generate new insights or knowledge (Mays et al., 2005; in *Current issues in tourism*, 2014). A textual narrative approach typically groups studies into homogeneous groups. This technique has been particularly successful in synthesizing different types of research

evidence (e.g., qualitative and quantitative) (Lucas, Baird, Arai, Law, & Roberts, 2007; in *Current issues in tourism*, 2014). The strengths of the thematic synthesis lie in its potential to draw conclusions based on common elements across otherwise heterogeneous studies; however, caution must be taken to avoid the masking of shortcomings of the individual studies that make up the review (Lucas et al., 2007; in *Current issues in tourism*, 2014).

## **2.1 Women in Tourism and Hospitality**

According to the World Travel and Tourism Council (WTTC), global tourism will create 70 million new jobs in the next decade, and almost 70% of these will be in Asia. Over the same period, the WTTC predicts Asia's travel and tourism industry will grow by more than 6% each year—the fastest expansion rate of any region in the world. By 2020, Asian travelers will account for nearly one-half of all global tourism expenditures. Faced with such high growth predictions, especially in Asia, the hospitality industry must adopt a more proactive and strategic approach to talent management.

Taking a global perspective, women in hospitality:

- Make up close to 70% of the total workforce (Sinclair, 1997)
- Under take over 70% of all work in the informal hospitality sector (Sinclair, 1997)

Since women already make up a significant proportion of the hospitality industry's work force, any talent management strategy that does not incorporate a focus on female human capital would be illogical. On this basis also, ignoring the barriers to the inclusion of women in the potential supply of talent would be illogical. However, evidence shows that this is happening:

- Women hold less than 40% of all managerial and supervisory positions in the international hospitality industry (Baum, 2015)
- Women hold less than 20% of general management roles (Sinclair, 1997)
- Women are identified as owners of less than 20% of hospitality businesses and only around 10% of hotels worldwide (Sinclair, 1997)
- Women make up between 5% and 8% of corporate board members of publically-quoted hospitality businesses (Sinclair, 1997)



In 2015 report, the WTTC highlighted the consequences of talent imbalances and talent shortages in global tourism, focusing on serious business and profitability consequences of the talent challenges faced by hospitality, perhaps the major issue is that of a failure to utilize talented women to the best effect within the industry, particularly at senior levels. In 2010, the International Labor Organization (ILO) has highlighted the challenges faced by women in the hospitality workplace when it noted that “A divergence between qualification and workplace reality is observable for women, who make up between 60 and 70 per cent of the labor force. Unskilled or semi-skilled women tend to work in the most vulnerable jobs, where they are more likely to experience poor working conditions, inequality of opportunity and treatment, violence, exploitation, stress and sexual harassment” (Baum, 2015). This assessment is supported by a number of complementary sources, notably the UNWTO in a 2010 report that highlights both the opportunities and challenges that face women with respect to employment in tourism.

Despite dominating the hospitality industry by numbers, and the apparent “diversity advantage” this brings, women continue to be under-represented in senior positions and general management roles and when it comes to women in leadership roles the sector falls short other industries that don’t demonstrate the same advantage.

## **2.2 Challenges Faced by Women in Hospitality Industry**

The gender challenges in the global hospitality industry highlight a range of barriers that are predominantly socio-cultural but which also impinge on wider economic and political.

- Cultural traditions that are manifest in differing ways and to varied degrees across most countries and communities which prescribe traditional gender roles and responsibilities in the home and workplace , thus mitigating against opportunity for women to progress to the highest levels in organizations.
- Education systems in many countries that continue to typecast men and women into specific work and domestic roles.
- Role stereotyping that sees women typecast into roles in specific departments of hotels such as housekeeping, front office, human resource management and

marketing from which promotion to senior operational and leadership roles maybe difficult.

- Work place role models that reinforce these stereotypes.
- A combination of overt and implicit discrimination against women at all stages of the recruitment and promotion/ opportunity cycle, notwithstanding equal opportunities legislation in many countries.
- Workplace cultures and expectations in hospitality that disadvantage women who aspire to a reasonable balance between work and family (child and elder) career possibilities.
- Aspiration and laudable corporate policies in major hospitality companies that support opportunity for women on an equal footing to men and, in some cases, provide additional affirmative action to enable women to progress in organizations.
- However, such policies and programs rarely extend to include the increasingly diverse and extended supply chain that is in place in companies that outsource services across a range of front- and back-of-house functions.
- A major and relatively unarticulated barrier to gender progression and breaking the glass ceiling at senior levels in the hospitality industry could well be the attitude of owners who increasingly influence the employment practices of their management or franchise companies. Owners are not subject to the aspiration policies and strategies that major companies might put in place.

### **2.3 Women in Formal Tourism Industry**

Employment is arguably the single most important benefit which tourism offers women in developing countries. Employment provides income, economic and social empowerment, and health benefits for women and their families across the globe. However, not all formal employment is of equal value in the empowerment of women. Some forms of employment are exploitative, underpaid, and promote stereotypical women's work. Other types of formal employment provide women with a real opportunity to enhance the quality of their lives.

The first indicator identified was the participation of women in the tourism workforce. Due to the lack of data on tourism, hotel and restaurant sector employment was

used as a proxy indicator. The second indicator identified for monitoring women in formal tourism employment was the comparative pay for women in the tourism industry. Data on rates of pay for women are complicated by differences in currencies; pay cycles, the possible exclusion of women who are on parental leave, and the scarcity of data. Once again, the H&R sector had to be used as a proxy for the tourism industry proper. Even then, only 20% of the 172 countries surveyed had data on women's pay in the hotel and restaurant sector.

#### **2.4 Women Tourism Entrepreneurs**

Entrepreneurship is the process of innovation and creation whereby an individual sees a business opportunity and takes some risks to profit from it. There are two main types of entrepreneurship: business entrepreneurship and social entrepreneurship. While business entrepreneurship involves starting, running, and growing a successful business for profit, social entrepreneurship often has wider community empowerment motives. Often the difference between the two is blurred. While larger businesses may be supported by traditional financial institutions, social entrepreneurs may look to nontraditional sources of funding and support, such as micro-credit, and NGO training for assistance.

Entrepreneurship is crucial to the economy of any country as it creates jobs, stimulates economic growth, and can reduce poverty. Women's entrepreneurship is critical to the tourism industry. The best indicator available on the current state of women's entrepreneurship in developing countries is the percentage of women employers by economic sector.

The second key issue in entrepreneurship is access to financing. All businesses need credit and loans in order to grow. In many developing regions women face particular challenges getting access to financing often due to a lack of start-up capital(Global report on Women in Tourism, UNWTO & UN Women, 2010: 18).

#### **2.5 Women in Tourism Leadership**

Given the significant role that women play in tourism, it is crucial that they also be well represented in tourism leadership. Leadership in tourism can empower and inspire other women to be more proactive in their pursuit of tourism business

opportunities. Three types of tourism leadership positions were identified for monitoring: political leadership, national tourism leadership, and tourism business leadership (Global report on Women in Tourism, UNWTO & UN Women, 2010: 19)

## **2.6 Women Empowerment through Tourism**

In changing the lives of poor women, enhancing incomes and increasing their self-esteem, there are more and more tourism projects to support women empowerment. Not much attention has been given to research about women empowerment through tourism yet. Swain (1990: 250) posits that ‘Environmental issues in tourism development are a distinct area of research ripe for gender analysis.’ In this literature review we are going to give a brief overview of the researches about this topic, because it is useful to know what is already known about it.

Swain (1990) notes in her article that generally men and women are unequally impacted by tourism (Punch 1998) explains that women’s importance in the industry is often minimized or referenced primarily in terms of sex work. He argues that ‘tourism becomes a vehicle for exploring the differences and commonalities among women’ (1997:84). In her article, Scheyvens (2000) describes experiences from the third world in the promotion of women’s empowerment through involvement in ecotourism. Gupta & Shah’s (2009) present a case where women in Himachal Pradesh, India took advantage of the tourist industry’s reliance on beautiful stable mountainsides, to mobilize resistance against deforestation. The ecotourism needs enabled the women to strengthen their case. This means that their involvement in joint forest management increased. In this way they had control of how other tourism activities in the area should be ordered- not letting the male dominated accommodation enterprises deplete forests for fuel needed for the tourist’s heating needs.

Pritchard (2005) also shows ability of the women to negotiate their way through tourism. She presents the case of Samoan women who amidst community’s fear of negative impacts of mass tourism and tourists’ failure to appreciate the cultural significance of *tapas*, came up with the alternative to “print *tapas* patterns onto clothing and tie-dying sarongs for tourists”. In this case the women were able to keep producing the real culturally important items for their own use while earning from

innovating materials from the tourists. The women's courage to innovatively economic earn from tourism is testimony to how tourism creates spaces for psychological and social women empowerment. This example reveals how women, if given chance, are able to make decisions, own processes but also contribute to environmental management while obtaining incomes, which in other terms represents sustainable development.

Denzin and Lincoln (2010: 119) are positive about the potential of ecotourism to promote community development, stating that eco-tourism can empower local communities by giving them a sense of pride in and awareness of the importance of their natural resources and control over their own development. In many cases women have a close connection with the physical environment of their community. Maasai women, for example, have special knowledge of walking routes, craft production and useful plants, all of which can be related to the development of tourism products and services ( Riter 1997). In such contexts it would seem logical that these women will get involved in managing tourism projects. Guba E. (2003) argues that, assisting economic sectors like tourism employing large percentages of women at comparatively high wages will help improve the relative economic well-being of women. In other cases however, in terms of formal employment, local women are often overlooked when lodges and other tourist sites are developed. In many contexts women miss out on formal employment opportunities in tourism because social norms continue to restrict the type of economic activities in which women may engage (Scheyvens, 2000).

## **2.7 Women in Communities Working in Tourism**

Tourism provides significant opportunities for women in the informal sector. Informal work is often home-based and enables women to who are responsible for children and elderly relatives to generate income. Informal employment also provides opportunities for vulnerable women, women with less education, and those who would otherwise not be able to get jobs in formal employment. The flexibility of tourism work, such as producing handicrafts, can allow these women to continue with their household responsibilities while improving their standard of living.

Not all informal work provides positive opportunities for women, however. As explained earlier, women in informal employment are vulnerable to being exploited, treated unfairly, or underpaid.

The first indicator measures the percentage of self-employed workers in tourism who are women. ILO categorizes self-employed people as “own-account workers”<sup>6</sup>. In the tourism industry, this includes self-employed owners of small guesthouses, handicraft and souvenir makers, market-stall vendors, and food vendors. The second indicator measures women contributing to household tourism businesses. ILO classifies these workers as “contributing family workers”<sup>7</sup>. They are generally unpaid family workers and may also include vulnerable women. Employment in this area may include souvenir making, catering work, dance and cultural groups, and other services (Global report on Women in Tourism, UNWTO & UN Women, and 2010: 20)

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This is a qualitative research. Denzin & Lincoln (2010) define qualitative research as multi-method in focus, involving and interpretative, naturalistic approach to its subject matter. This research has used triangulation research methodology. Pritchards (2005:21) defines triangulation as an interdisciplinary approach which covers multiple methods, multiple sources of data, multiple investigators or researchers on a project or multiple theories or perspectives in order to analyze a single dataset. This research has used methodological triangulation which involves using more than one method to gather data and informant triangulation that gives the researcher the leverage to conduct research with various types of informants.

The use of a single coder for data collection and analysis increases trustworthiness of qualitative research. The criteria for trustworthiness according to Shrestha (2004) are credibility, transferability, dependability and conformability. Credibility refers to the truthfulness of the findings of the research study. Transferability is similar to generalizability. Dependability can be considered as the correspondence between the data recorded by the recorder and what actually occurred in the data-collection-setting. Conformability is another feature of qualitative research focused by Decrop. Conformability (associated with objectivity) pertains to how neutral the findings are. This research has focused upon these very criteria of trustworthiness with the existing knowledge of the field possessed by the researcher, the details of the context and the logical links between those so that any other researcher repeating this research would reach similar conclusions.

The study was conducted with the tourism industry, women as well as local residence involved in the field of tourism. Semi-structured interviews and qualitative content analysis of secondary data and literature was focused. Thus, this would be a mixed method approach.

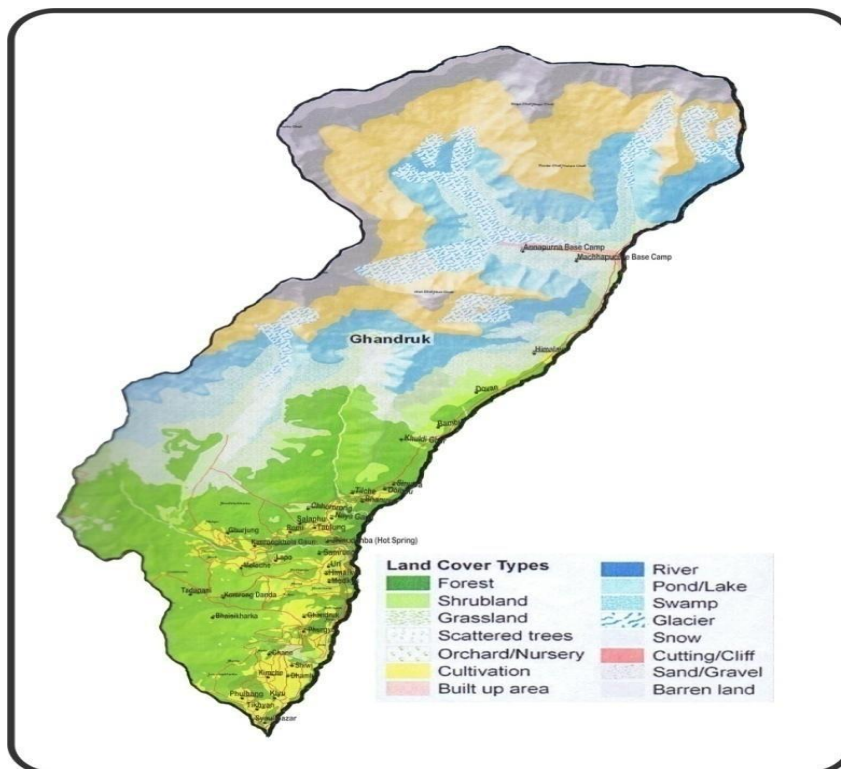
### 3.1 Research design

An explorative study design is chosen to discover the roles and challenges in rural tourism sector for women. The explorative study was used both the qualitative (data from field study) and quantitative (data from other sources) method design to collect data. However during the data presentation only qualitative method design is being presented.

### 3.2 Area of Study

The study will cover Ghandruk village of Kaski District

*Figure 1 : Map of the Study Area*



### 3.3 Sampling Procedure and Sampling Size

The sampling size of the research was taken in fifteen (15) hotels and home stays. The correspondents were local community members, targeted women, and staffs of organizations in the field of tourism. Sampling was randomly taken in those hotels and home stays.



### **3.4 Nature and Source of Data**

The study was used both primary and secondary types of data. The nature of the data was qualitative. This research mainly used primary data to meet the objective of the study. The secondary data were used to conduct literature review and to developed valid conclusion.

#### **3.4.1 Primary Data**

Primary data are collected with the help of key informant interview and house hold survey.

#### **3.4.2 Secondary Data**

Secondary data are collected through internet, published books, previous researches, newspapers and different study report.

### **3.5 Tools and Techniques of Data Collection**

In order to meet the objectives of the study, following tools and techniques were used during the primary information gathering.

#### **3.5.1 House Hold Survey**

It was a form of qualitative research; several objectives questions related to the tourism were taken and asked to those especially for women who are involved in tourism sector. The main purpose behind this method was to find out the most significant, problems, challenges and benefit of in this field.

#### **3.5.2 Key Informant Interview**

It was a form of qualitative in-depth interview with the members of community and responsible women or the owner of the hotels who know what was going on community. The purpose is to collect information from a wide range of people including, professionals, or residents who have firsthand knowledge about the community.

### **3.6 Data Presentation and Analysis**

In this study, qualitative data were used. The data were categorized and important data were selected to use, that was more helpful and related to our research topic. The data were logically interpreted along with simple tables, charts and graphs. Mainly through Statistical Package of Social Science (SPSS 20) and Microsoft – Excel work sheet was used to analyze the information. All the data were presented and findings were provided with recommendations for the purpose of further study and program needed in this issue in future.

## **CHAPTER IV**

### **BRIEF INTRODUCTION OF THE STUDY AREA**

#### **4.1 Background of the Study Area.**

Ghandruk is a small and culturally rich village situated at the northwest of Pokhara city. It is the entry-point to both Annapurna and Machhapuchre mountains. It is a popular tourist destination, stop-over for trekkers and representative of Gurung culture with an old-world charm. The distance covered to reach the Ghandruk village development committee from Pokhara sub-metropolitan city is 53 km north. It is at an altitude of 2050 meters above sea level. Though mainly inhabited by the Gurungs, Ghandruk has a heterogeneous population -Kamis, Magars, Sarkis, Damais, Brahmins, Chhetris, Newars and Rais. In addition to tourism, other sources of economy are agriculture, hotels & home stay and civil service like police and military.

The village has now been declared headquarters of Annapurna Conservation Project as it is situated along the popular Annapurna Sanctuary Trekking Area. The village offers excellent views of Annapurna South, Machhapuchre and Himalachuli peaks. It is accessible after a five hours trek from Birethanti, which lies along Pokhara-Baglung road.

#### **4.2 Historical Background**

The history shows that the Ghandruk village was first situated at Parbat districts which is the remote village and now found to be in Kaski districts. It was found that the ancestors of Ghandruk were arrived from Mongolia linking with Tibet to Kobang, Mustang to Lamjung and settled in Ghandruk. The name Ghandruk is originated from Kon'raawhich means uphill settlement or nearby uphill. In Nepali language, it can be termed as DaadankoBasti or DaandaNeri. The Ghandruk word is not of Gurung culture nor is it in the dictionary of Gurungs. The word Ghandruk came from Nepali language as people speaking Taada (far), Ghana (compact) and door (distance) and the terminology converted into Ghandruk. Actually it is known as Kon'raamawhich means Daandakobasti known as Ghandruk. From ghanarukh (compact tree), the word is set as Ghandruk. (Source: Local people of Ghandruk village)

At earlier years, there was a tradition of throwing mud liquid to Dalit people before entering to the house. The distance covered to reach the Ghandruk village development committee from Pokhara sub-metropolitan city is 53 km north. It is at a high altitude of 2050 meters above sea level or 6765 feet from sea level. It is accessible after a five hours trek from Birethanti, which lies along Pokhara-Baglung road. At Northern side, Machhapuchre, Hiuchuli, Gangapurna-Annapurna mountains are found. The administrative as well as the geographical boundaries of Ghandruk VDC's is Modikhola, whereas at West-Deurali Rani Dandaa and Daangsing Sikh; at North-Annapurna mountain and at South- MaadiDovan, Saandikhola. The total area covered by Ghandruk is 109810-13-1-0. (Source: Village profile of Ghandruk-2067 BS)

### **4.3 Geographical Patterns and Location**

The Ghandruk VDC's lies at N 28° 22' 35.3" and E 83° 48' 28". It is at an altitude of 2050 meters above mean sea level. And it is counted as a most popular trekking destination situated at the northwest of Pokhara, Annapurna Region.

The western slope of the Annapurna range on which the village is situated faces east and extends toward the bank of the Modi River. The VDC area stretches north to the Annapurna range and to Dansing and Sikha VDCs in the west, while ModiDovan and Sandi Khola lies in the south. The mountain tops from Ghandruk towards Ghorepani and from Ghorepani to Ulleri are covered with dense forests. Ghandruk village consists of seven small villages such as Kotgaun, Majhgaun, Dhyagoyargaun, Adbadaiyayargaun, Tallogaun, Dandagaun and Gairigaun.

The geographical conditions of Ghandruk VDC's is remote with fragile compositions, stone paved, high hill, low hill with rivers, steep slope, rhododendron forest and inaccessibility of bitumen road provision. There was a provision of stone paved and a foot trail, from the very beginning from 1960 when tourist came for trekking from Pokhara. In today's condition, from Pokhara to Birethanti and Birethanti to Dhaamle, there is a facility of transportation services like bus, jeep, car and mules. And for ACAP (Annapurna Conservation Area Project), there was a foot trail from the beginning period. The conditions are weak, with marginality and accessibility is very poor in these regions.

#### 4.4 Cultural Heritage and situation of Conservation in Ghandruk

A good model of community-based conservation practiced in the locality of the Ghandruk village. The objects of cultural heritage are conserved in this area. The traditional dress of male includes Bhangro, Kamlo, Kachhad, Bhoto, Raadi-Paakhi, Istakot black, Black Vaadgaale Topi, Khukuri and belt Sigmoid are still conserved in this area.



*Figure 4.4: Traditional Gurung dress of man and woman*

Traditional dress of the female includes a short blouse tied across the front and a short skirt of several yards of white cotton material wrapped around the waist and held as if a wide belt. The Gurung women wear cotton or velveteen blouse tied at the front and a sari of printed material usually a dark reddish colour. Their ornaments include gold and coral necklaces, gold earrings and nose rings and bangles. (The dress like Lungi Mugiya, Lungi Mugiya with Jari, Patuka, Makhmalicholo, Majetro, Ghalek, White Pachari, Tikis, Dhugri, Kanthasri, Jantar and Naugedi are still preserved in this area as one of their traditions and customs in this locality). Similarly, the instruments like Flute, Maadal, Dhumpu, Girling, Jhurma, Sankha, Dhyangro, Karnaal and Damai Baja known as Nau-Baja are still preserved as a cultural heritage in this area.

To preserve and conserve the tangible and intangible cultural heritage, the active body known as Conservation Management Committee (CMC) is taking the responsibility of all aspect including natural heritage in the Ghandruk village. To preserve the

traditional instruments of DamaiNau Baja, the CMC body is directly involved in historic preservation and became a part to pass a conservation process in conservation council.

People are mostly active in this area to preserve their culture, traditions, customs and natural heritage. People are mostly active to preserve their dress, instruments, their village form, and their traditional society. To protect from extinct, local people are mostly active to preserve their cultural heritage and tradition in Ghandruk village and in Annapurna conservation area.

#### **4.5 Important Values from the Tourism Point of View in Ghandruk**

There are mainly five things which are the most important aspects from the tourism point of view. They are:-

- Traditional Settlement
- ACAP-Himalayan range
- Religion
- Conservation Management and
- Development

##### **4.5.1 Traditional Settlement**

Ghandruk village is the traditional settlement composed of different caste but inhabited mostly by Gurungs. It's an oldest settlement found in the Kaski region. The Compact settlement is the main characteristic of the Gurung society, reflected by their housing construction. The traditional houses are built of stones slabs, mud and timber. For roofing, slate is used.

The houses are rectangular in shape and are often two-storied. Inside, there is a simple arrangement of just a kitchen and a bedroom. The village is a unique combination of living arrangement of homestay and traditional hotels with facilities. At earlier years, there was a oval shape building (Ghumauneghar or Golghar-made up of straw and wood) found in the Ghandruk village. Every building posse's large farming land and people only used to depends upon agriculture and civil service like military and police.

Due to lack of wooden material for their house purpose, people are choosing to build RCC and concrete buildings inside the Ghandruk region.

#### **4.5.2 ACAP-Himalayan Range**

Annapurna Conservation Area Project (ACAP) is located in the Western Development Region of Nepal. It was established in 1986 to protect the natural environment and to promote tourism through community participation. ACAP is Nepal's biggest protected area, and includes some of the world's highest peaks, deepest gorge, most popular trekking destination, and rich biological, geographic, socioeconomic and cultural diversity.

The Annapurna Conservation Area Project (ACAP) is the largest undertaking of National Trust for Natural Conservation (NTNC) and also the first Conservation Area and largest protected area in Nepal. It covers an area of 7,629 sq. km. and is home to over 100,000 residents of different cultural and linguistic groups. ACAP is rich in biodiversity and is a treasure house for 1,226 species of flowering plants, 102 mammals, 474 birds, 39 reptiles and 22 amphibians.

Other features that also make the Annapurna region a unique the country is due to the fact that it has one of the deepest Kali Gandaki Gorge, which is 3 miles long and 1.5 miles wide, a valley with fossils from the Tethys Sea dating 60 million years ago. The region contains the world's largest rhododendron forest in Ghorepani and the world's highest lake, Tilicho in Manang, south of the Annapurna massif.

The biological diversity of the Annapurna region is equally rivaled cultural diversity. Gurung and Magar are the dominant groups in the south, whereas Thakali, Manange and Loba are dominant in the north. Each of these groups speaks their own dialect, and has unique cultures and traditions. Besides, there are also Brahmin, Chhetris and other occupational castes although in comparatively smaller numbers. Hindu, Buddhist and pre-Buddhist religions along with a mixture of all these are prevalent across the region. The local people reside in the 5 districts of the 57 Village Development Committees (VDCs) of the Annapurna Conservation Area (ACA).

Additionally, ACA is the first protected area that has allowed local resident to live within the boundaries as well as on their private property and maintain their traditional rights and access to the use of natural resources.

In Nepal, the concept of National Trust for Natural Conservation was started from the concept brought from Yellow National Park in North to United States and Canada in 1872. The idea is to preserve Biodiversity, which became a successful model to create Royal Chitwan National Park as the protected area



*Figure 4.5.2: ACAP, Ghandruk*

### **4.5.3 Religion**

Religiously people of Ghandruk VDCs follow both Hinduism and Buddhism. They worship the Hindu god and goddess as well as follow Buddhism too.

Meshram Baraha is one of the largest Baraha of the Gurung community and of the Mongolian community. The interesting thing is that, these Baraha is worshipped by most of the Hindu people in Ghandruk VDCs as well as nearby village people too.

This MeshramBaraha is worshipped twice yearly and people get blessed by the temple monk and by the seniors in that festival. Mostly people gather from different mongolian community to visit MeshramBaraha festival. Local people and the different tribal mongolian community believe in MeshramBaraha and visit the Baraha and follow their traditions, customs and belief still today. Local people are following their traditions and culture from their ancestor's period till today and passing their culture to the younger generation.





#### **4.5.4 Conservation Management**

Conservation education and extension program (CEEP) aims at spreading the conservation awareness message to every part of the ACA and beyond. Different activities are organized to deliver the message of conservation and development through formal school education at grade 6, 7 and 8 with special curriculum, and, informal education such as, adult literacy classes and mobile awareness camps.

To preserve the original fabric of Ghandruk village, local people have tried their best to overcome such difficulties and from the conservation point of view too. The local people are found to be socially active, kind, helpful and caring in nature. Due to failure of local bodies from 15/16 years, VDC's is inactive, and hence to manage these regions, Conservation Management Committee (CMC) was formed. CMC deals not only with the problems relating to the VDC's and conservation issues, but deals and work for the management of the total area.

#### **4.5.5 Development**

Development works are carried out in the Annapurna Conservation Area (ACA) and in the Ghandruk VDCs and nearby locality from Nayapool to Birenthati to Dhaamle and nearby other village like Lumle, Chamrung etc. and near Sitkai and Deurali. There are different kinds of development works are possible, from the physical infrastructure to community development. In Ghandruk VDCs there are 17 micro-hydel power plants are established for the purpose of electricity, safer drinking water and solar panel fittings.

Under the community development program (CDM), activities of community based infrastructures development works are carried out. Buildings ranging from school, CAMC offices, community halls, community lodges, day-care centre buildings, trails, railings, drinking water, irrigation canals, sanitation works are constructed and developed with active participation of the local community. Introduction of energy efficient community building using passive solar architecture technology for demonstration and providing safe drinking water using ozonation technology along the trekking routes are innovative role played by ACAP in technology dissemination and creating demonstration effects at the local level.

#### **4.6 Situation of Hotels and Home Stay**

There is a Tourism Management Committee (TMC) actively working to manage the hotels and home stay by applying equal rules and creating a same menu card for all hotels and home stay in Ghandruk VDC.

## CHAPTER V

### ANALYSIS AND PRESENTATION OF THE DATA

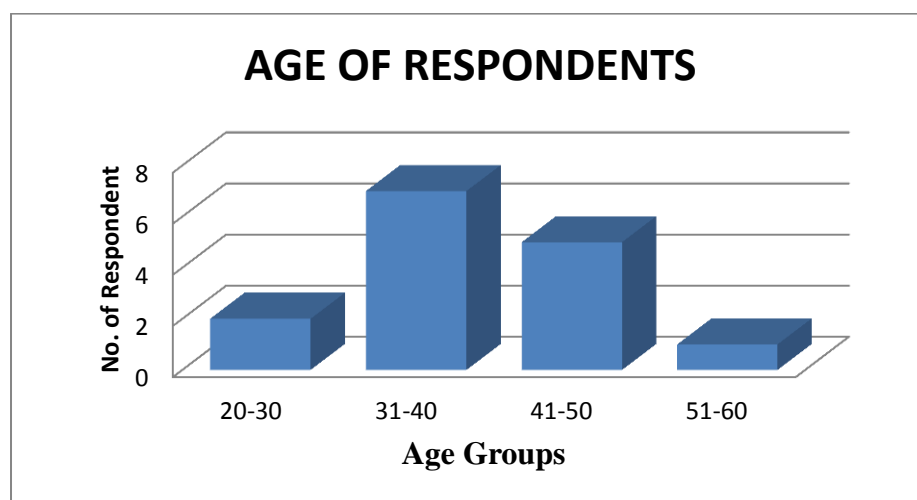
This chapter provides the information about the roles and the status of the women in the tourism sectors in Ghangruk village of Kaski district. Primary data were taken from the women who are involved in tourism sector. Out of the thirty hotels and home stays fifteen hotels are taken as respondents of the primary data collections .And the collected data are analyzed from graph charts and table.

#### 5.1 Socio-Demographic of the Respondents

In socio-demographic provides the information related to age, religion, and education level of the respondents. Women who are involved in tourism sectors in Ghandruk village are taken as the respondents.

##### 5.1.1 Age Group of the Respondents.

In this section, age of respondent has been analyzed which helps to know how many population and age group have been living in study area.



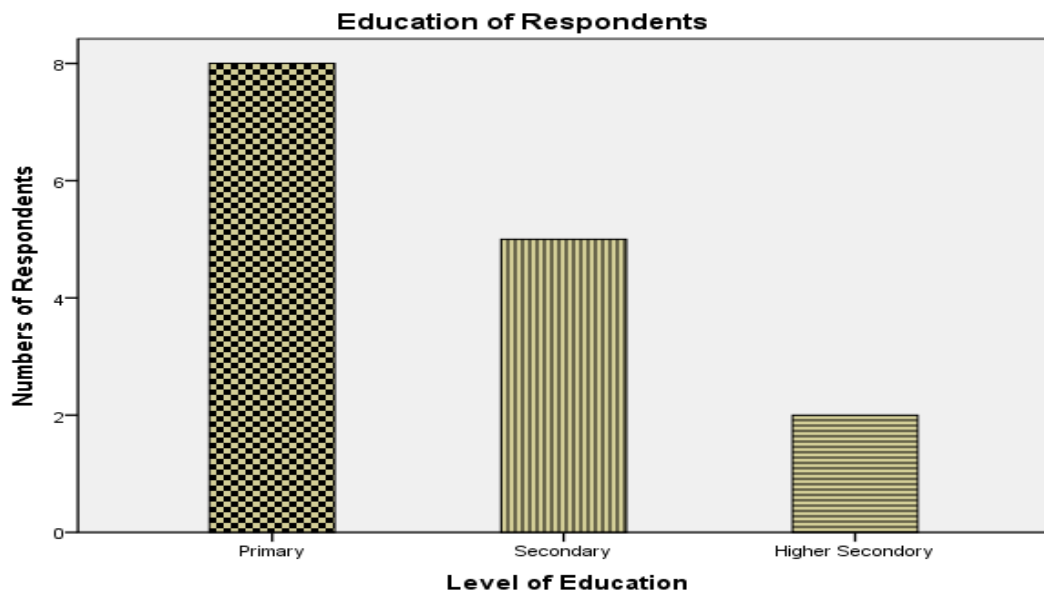
Source: *Field Survey 2016*

Figure 2: *Age Group of Respondents*

Above graph shows that women in tourism sectors are involved from the age of 20-60. The graph shows that age having 31-40 and 41-50 are highly engaged in this sector. Age of 20-30 and 51-60 are less engaged. This determines that mostly young women are involved in this sector than that of elder women. Out of fifteen respondents there are two, seven, five and one respondents having age group 20-30, 31-40, 41-50 and 51-60 respectively.

### 5.1.2 Education Status of Women

In this part education status of women who are involved in tourism sector are analyzed. This part helps to know the condition of women in education level i.e. primary, secondary and higher secondary. Education is the factors which directly and indirectly affect the people's perception and their understanding the problems of visitors. The analysis of educational background is one of the important parts of research.



Source: Field Survey 2016

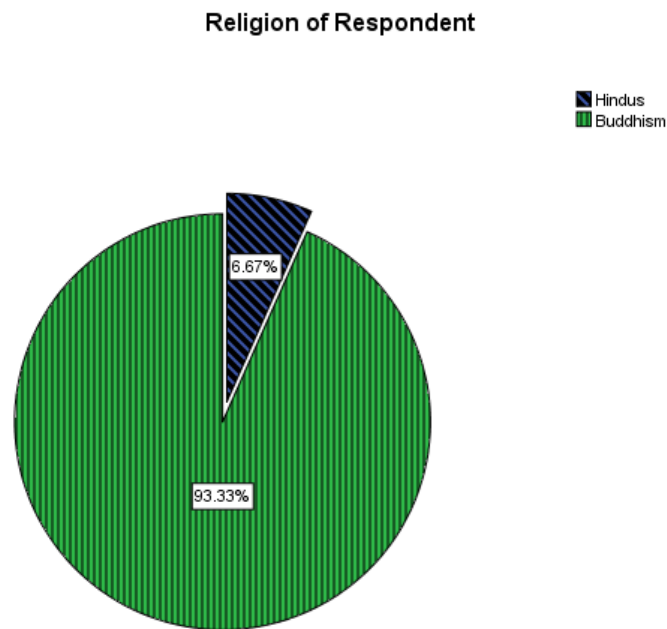
**Figure:3 Education Level of Respondents**

Above graph shows that education level of women in tourism sector in Ghandruk village. Education level was taken from the fifteen respondents of the village. Among them women having the education of primary level were found high. In primary level

there were eight, in secondary level there were five and in higher secondary level only two women. This concludes that education level of women is very low. In tourism sectors women are back warded from education. From this study it is noticed that women are mostly uneducated in tourism sectors of Ghandruk Village.

### 5.1.3 Religion of the Respondents

In this section the data provides the information of religions followed by women in Ghandruk village. The inhabitants of Ghandruk are mostly Gurung. There is religious harmony and Sharing in Gurung's community. Most of Gurung follow Buddhist. However, they celebrate Hindu festivals and respect as well and Hindu also celebrate Gurung's festivals.



Source: Field Survey 2016

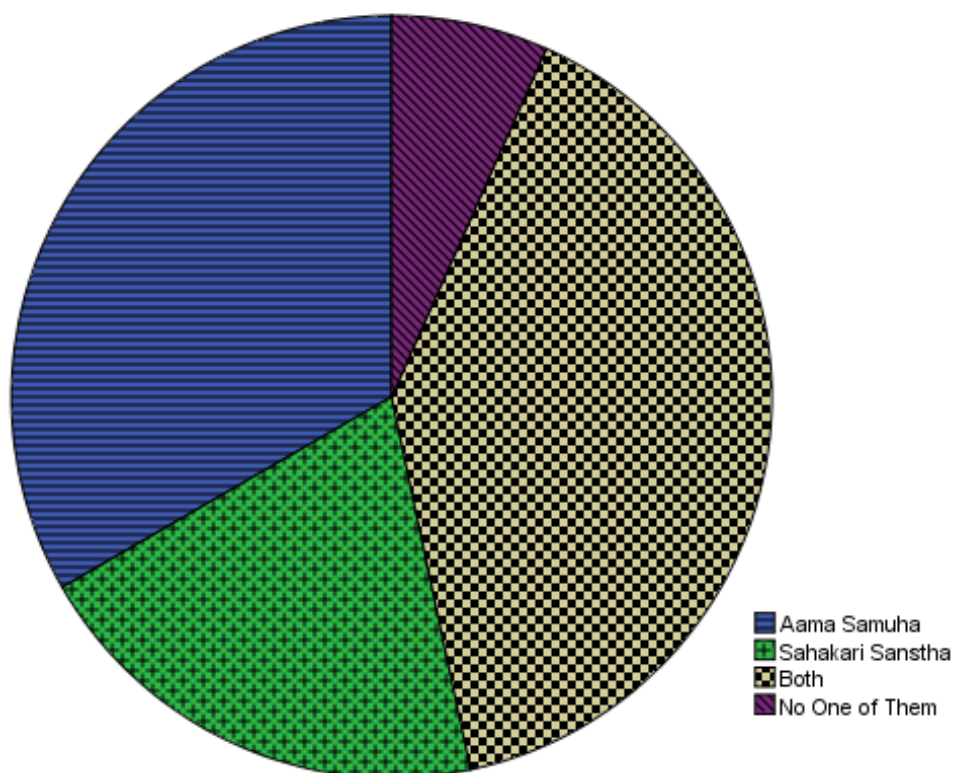
**Figure 4: Religion of Respondents**

Above charts provide information of the religions followed by women in Ghandruk. Among the fifteen respondents fourteen respondents follow Buddhism which becomes 93.33% and only one follow Hindu which comes only 6.67% of the respondents.

#### 5.1.4 Involvements of Women in Other Institutions

In this part data helps to provide the information about whether the women involving in the others institutions or not behind the tourism sectors.

**Involvements of Woman In Other Institutions**



Source: Field Survey 2016

**Figure 5: Women Involvement in Other Institution**

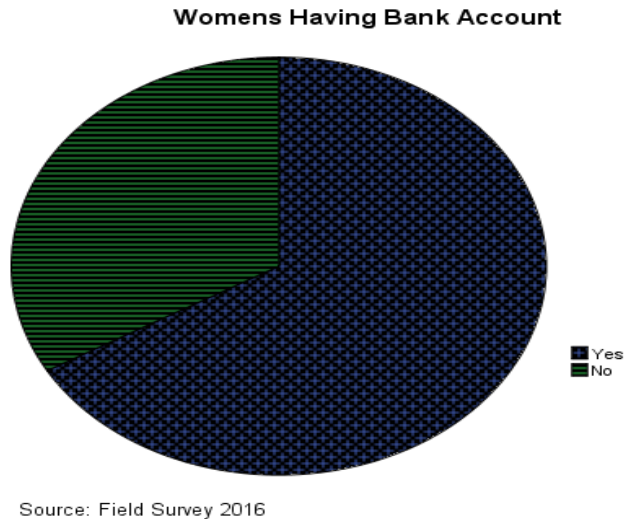
The above charts show the detail information about the women involvement in others institutions. In Ghandruk there is institution where women are involved. But by the field survey 2016 found that women are mainly involved in institutions they are mother group (aamasamuha) and cooperatives (sahakarisanstha). Among the fifteen respondents of the data it is found that 33.33% of the women are involved in Aama samuha,20% are involved in Sahakaari Sanstha,40% of women are involved in both sectors and 6.67% of women are not involved in any where. This data has concluded that most of the women of Ghandruk have engaged in others sectors and there is the active participations of women.

## **5.2 Women on Ownership of Property and Achievements**

In ownership of property and achievements provides the information about the investments of capital in other sectors or not. Situation of women involved in the decisions making process in the household level or community level. It also provides the information regarding the achievement gain by women after involvements in tourism sector. After earning income from the tourism sector how women save the money, they have their own account in the bank or not. And women holding ownership on land provides the information in this section.

### **5.2.1 Women Holding Own Bank Account**

Women are the part of tourism in tourism in Ghandruk. In tourism sector women are playing a vital role for the uplift of the industry. Due to their grand role the tourism industry have successfully established in Ghandruk village. Due to the working efficiency of the women income from the tourism sector increased day by day. Money earned from this sector women themselves have saved on their own account has also provided the information.



**Figure 6: Women Holding Bank A/C**

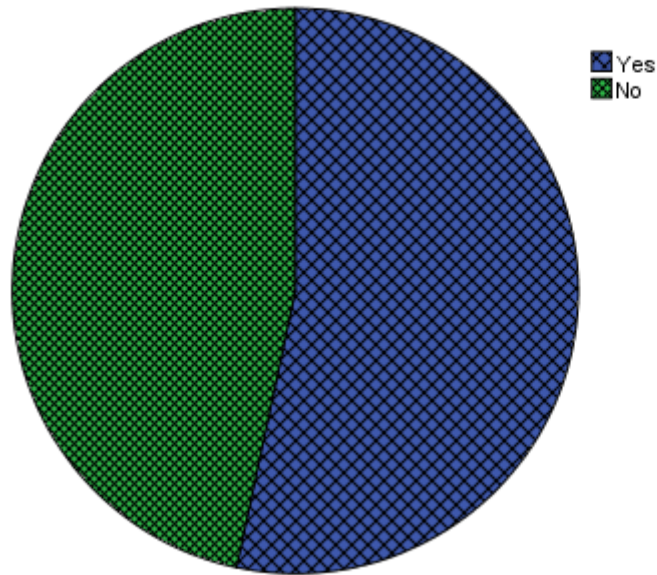
Figure shows the information about the women holding bank account in their own name. From this chart women involved in tourism sector of Ghandruk are economically a head. Among the taken respondents 66.67% of women have their own bank account for saving the money. Only 33.33% women do not have bank they save money in their husband account.

### **5.2.2 Women Holding Land in Own Name**

In this section the figure provides the information about the women holding land property in their name.



### Women Holding Land In There Own Name



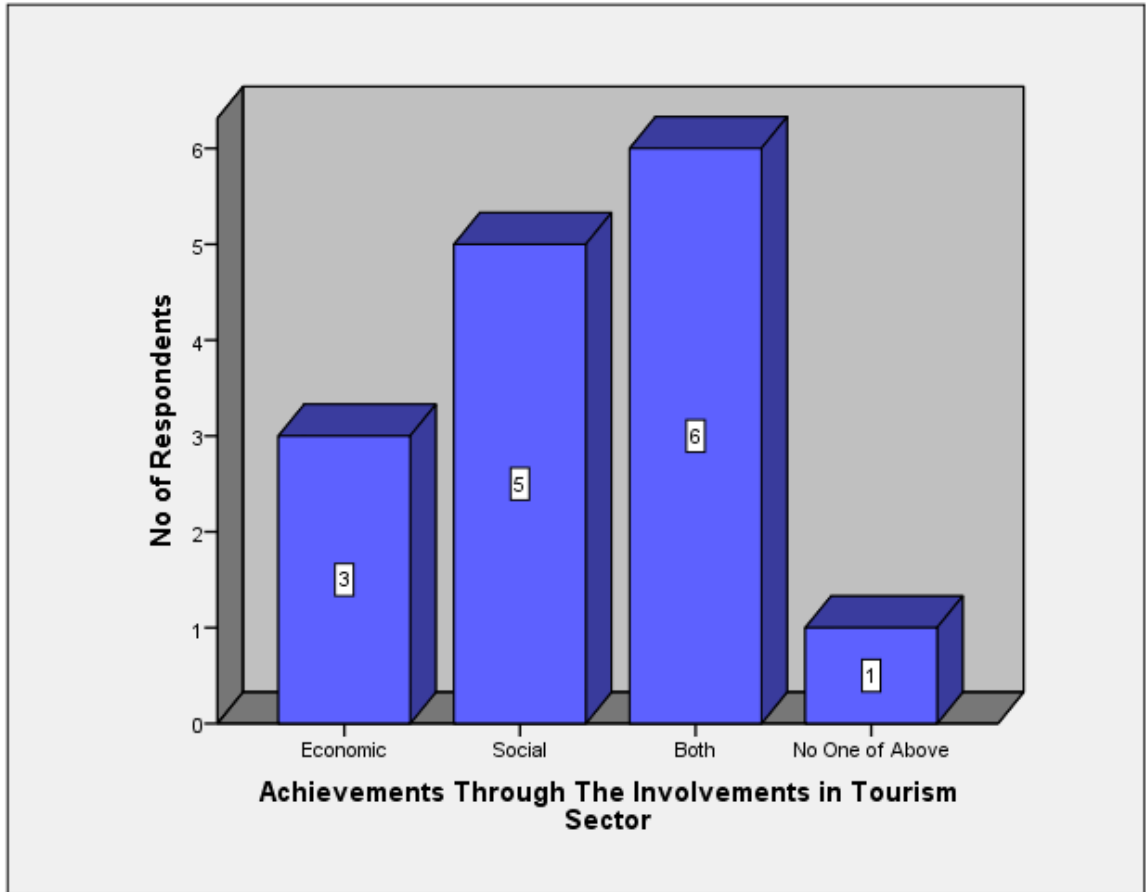
Source: Field Survey 2016

**Figure 7: Women Holding Land Property**

The chart shows the information about women holding the land property. Among the fifteen respondents of the Ghandruk village 53.33% women have land property in their own name and 46.67% women do not have land property. According to this chart women are also strong in ownership on land.

#### **5.2.3 Achievements from the Involvement in Tourism**

In this part data shows the information regarding to the achievement received by the women after the involvement in tourism sector.



Source: Field Survey 2016

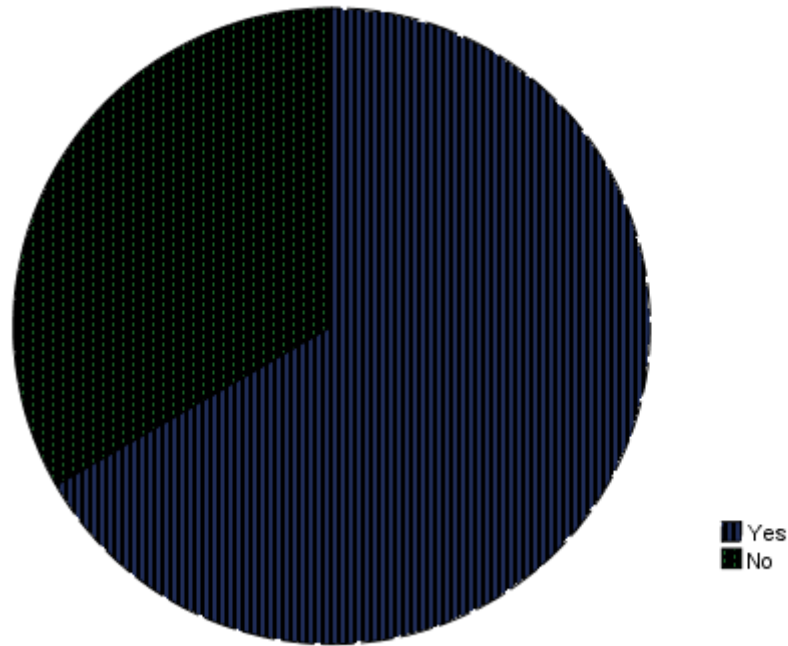
**Figure 8: Achievement through Involvement in Tourism**

The chart shows the information about the achievement gain by the women from the tourism industry. From the graph women have gain the economic and social achievements but some women have not got any achievement. Among the fifteen respondents three women have got economic, five women have got social, six women have got both and one woman has not got any achievement. From the graph it conclude that mostly women have got socially and economically benefited

#### **5.2.4 Women Having Access of Financial Decision**

In this section data shows the information about the access for financial decision by the women in house hold level and community.

### Womens Having Access for Financial Decission



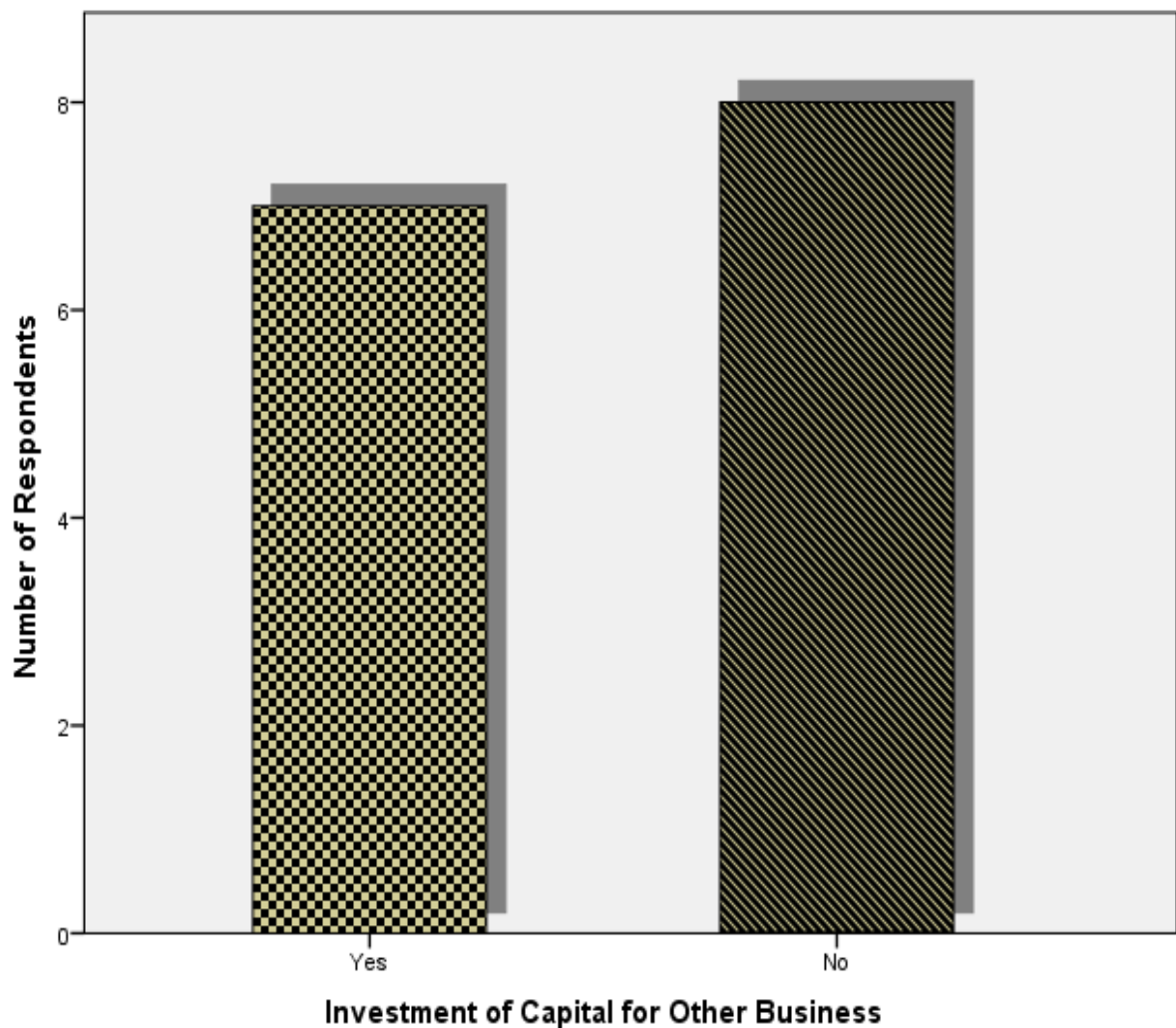
Source: Field Survey 2016

**Figure 9: Women in Financial Decision**

The chart above shows the information of about the access of women in financial decision making process. Women involving in tourism sector are actively participated in decision making process related to financial activities. According to given chart 66.67% women are involved in decision making process and 33.33% women have not involved in decision making process at house hold level and community level.

#### **5.2.5 Women Investing Capital for Other Business**

In this section graph provides the information about the investment of capital behind the tourism sector



*Figure 10: Investment of Capital in Other Business*

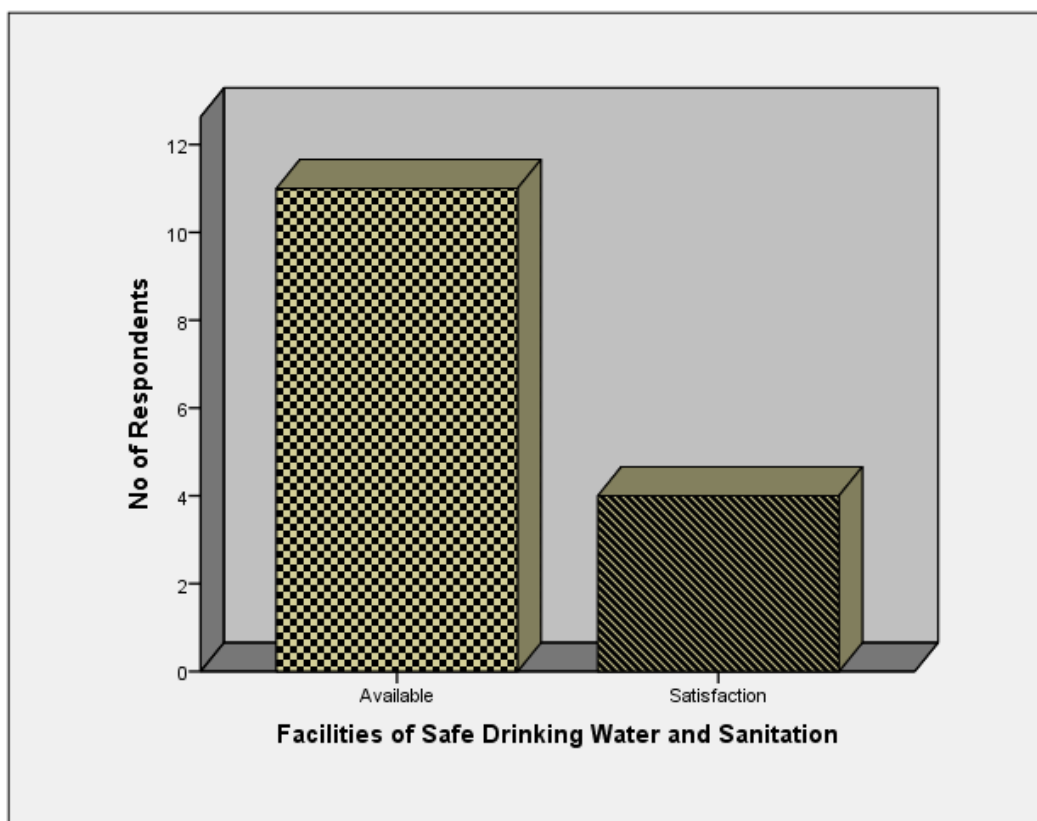
The graph above shows the information about the investment of capital for the other business by the women behind the tourism sector. Among the taken respondents seven respondents have invest capital for other business and eight respondents do not have invest capital for the other business. From the above graph we conclude that about 50% of the women have invested the capital.

### **5.3 Living Standard of Women**

In living standard of women the graph and charts provides the information about the way of living and getting the facilities like sanitation, drinking water, health services, women empowerment training and access of services.

### 5.3.1 Sanitation and Safe Drinking Water

Sanitation and safe drinking is most important for the living standard. The following figure provides the information whether women are getting those facilities or not.



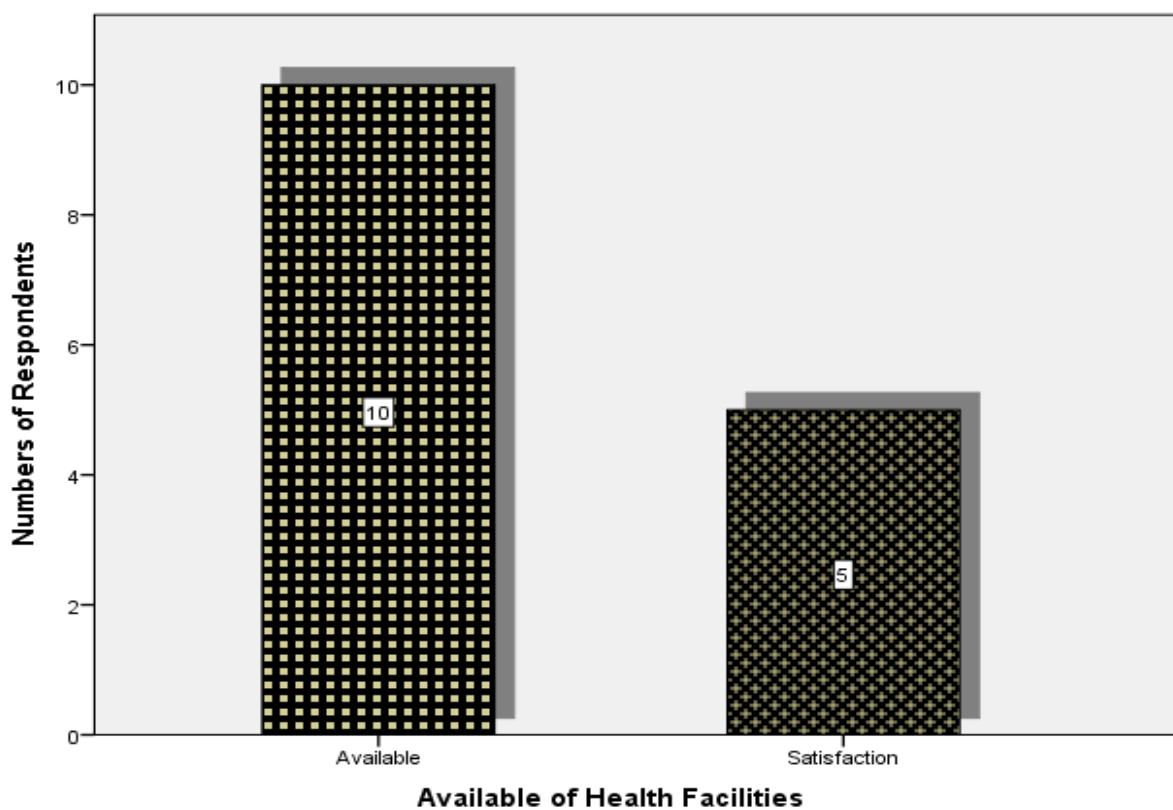
Source: Field Survey 2016

*Figure 11: Facilities of Safe Drinking Water and Sanitation*

Above graph shows the information about the facilities of safe drinking water and sanitation which is the indicator for the standard of living. Among the participation of the women involving in tourism sectors eleven respondents have fully facilities of drinking water and sanitation and remaining four respondents are satisfied from these facilities. From the graph we conclude that living standard of women is good from the perspectives of drinking water and sanitation.

### 5.3.2 Health Services

Health services are one of the most important for the living standard. If health service is fully available then way of living standard remains good. The following figure shows the detail information about the health services taken by respondents.



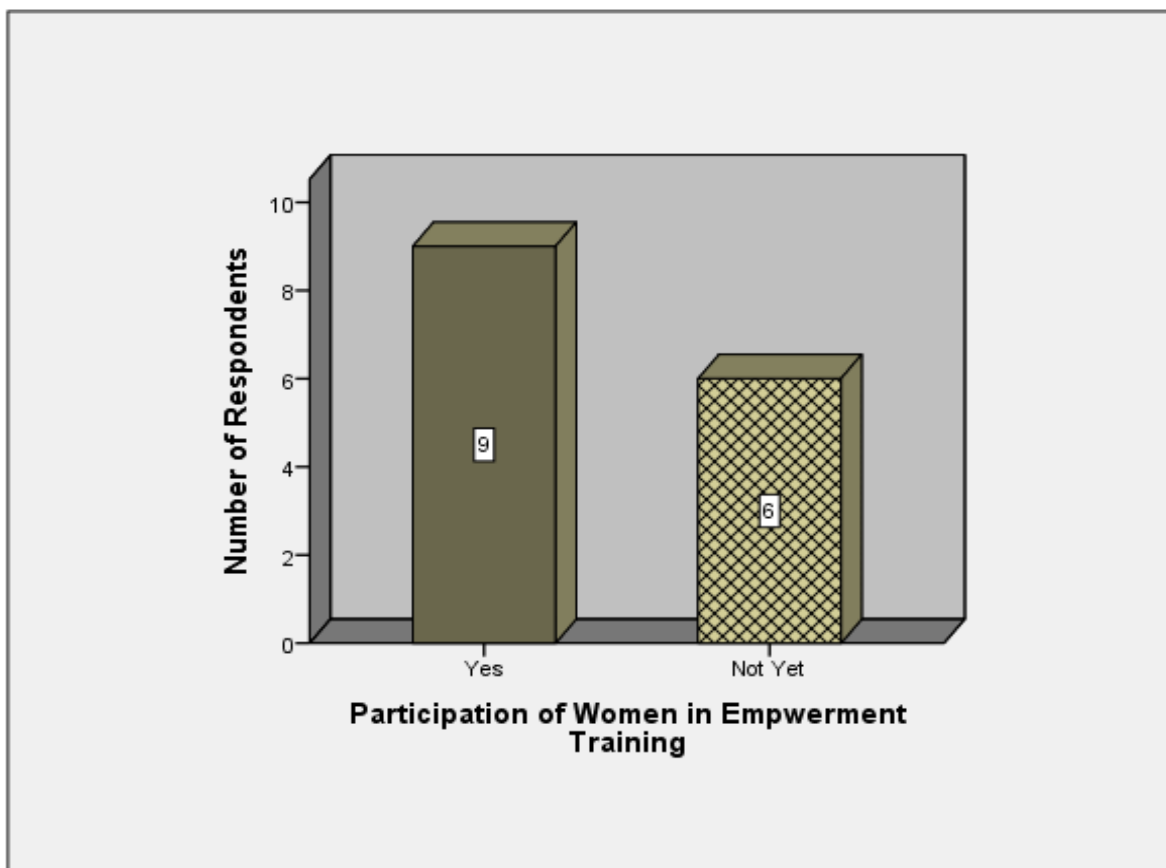
Source: Field Survey 2016

***Figure 12: Available of Health Facilities***

Above graph shows the information about the health facilities taken by the respondents for the standard of the living. Health facilities are taken as the important indicator of the living standard and graph provides that among the fifteen respondents ten have taken the health facilities and five have satisfied with health service.

### **5.3.3 Women Empowerment Training**

In this section the figure provides the information about the training for women empowerment. If women are empowered with needed training and develop their skill then it helps for the improvement of living standard.



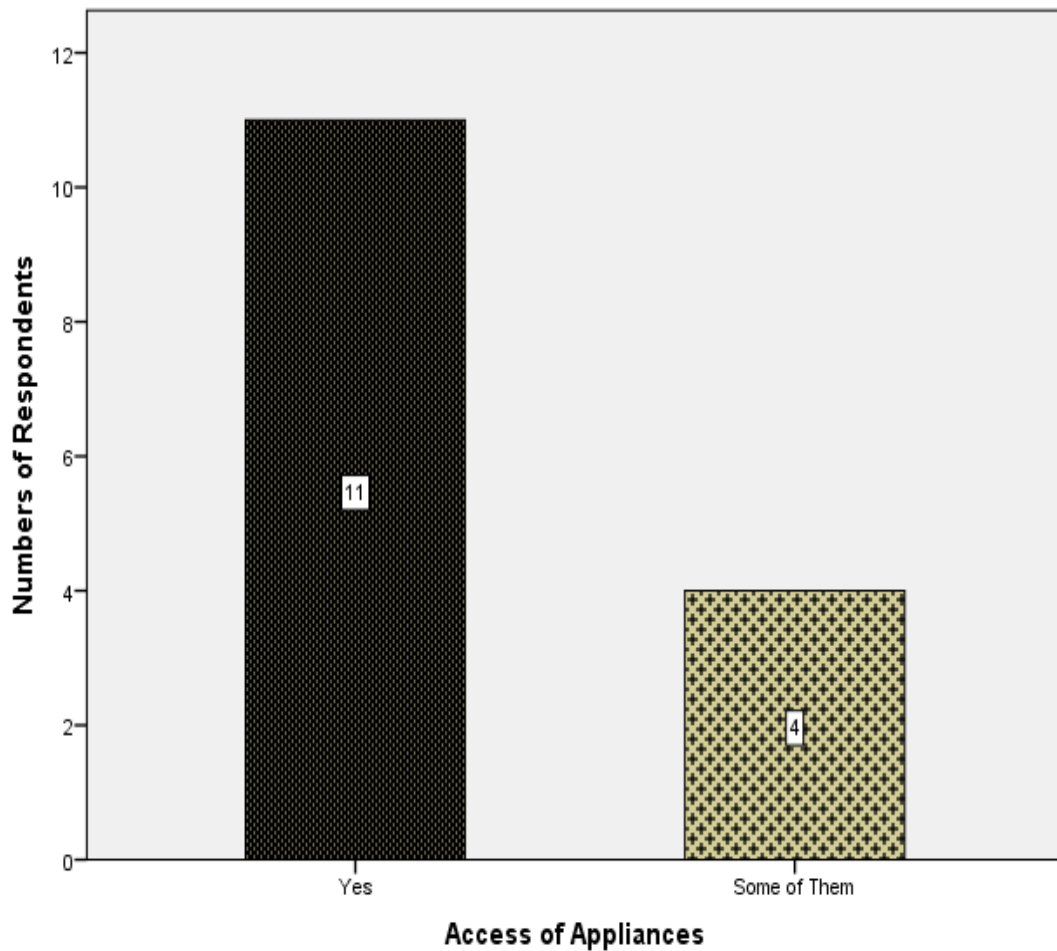
Source: Field Survey 2016

***Figure 13: Participation of Women in Empowerment Training***

Above graph shows the information about the participation of women in empowerment training. Women getting empowerment training get additional knowledge which helps for the increasing the standard of living. From the graph among the respondents nine women are taken part in empowerment training and six respondents have not taken part in such training so that living standard is good from the perspectives of women empowerment training.

### **5.3.4 Access of Facilities of Appliances**

In this section the figure provides the information about the appliances like television, telephone, refrigerator and WIFI which is helps to measure the living standard of respondents.S



Source: Field Survey 2016

*Figure 14: Access of Appliances*

The above graph shows the information about the access of appliances that are needed for daily lives. The appliances which are needed for the tourism are to be available in every household. Among the fifteen respondents eleven respondents have all the appliances and four respondents have only some appliances. It means that most of the women have the all the appliances and their living standard is also good in the tourism sector.

#### **5.4 Challenges of Women**

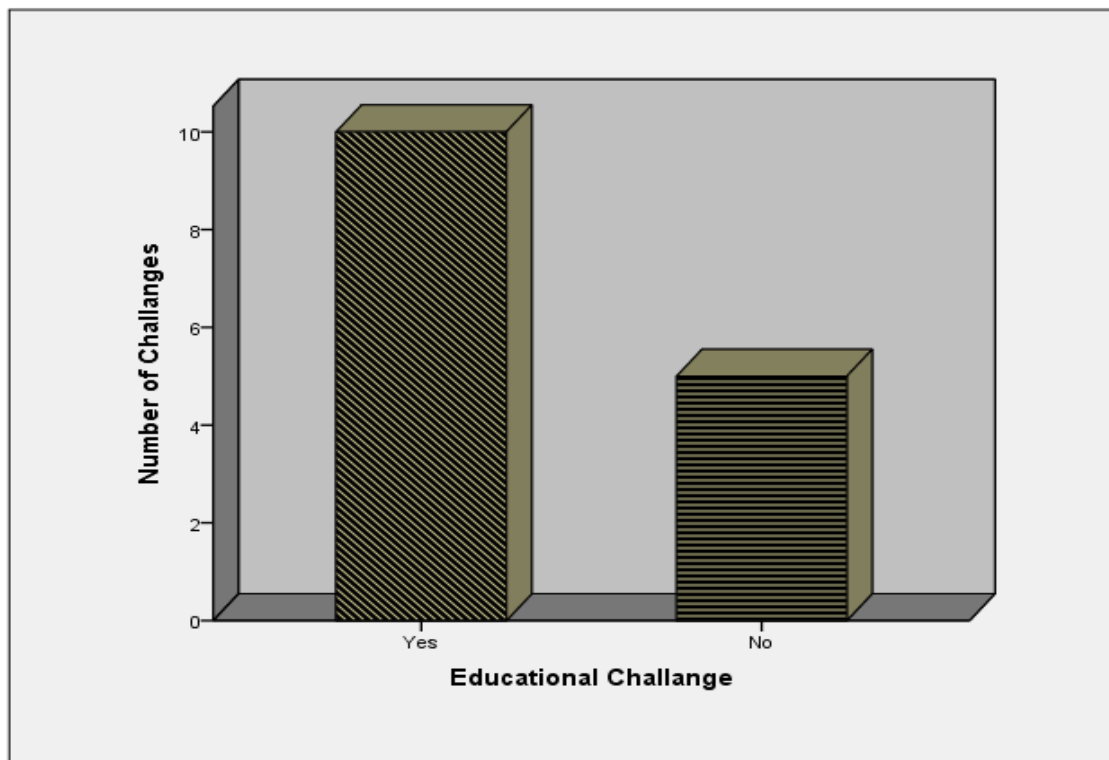
In challenges section the data present the challenges faced by the women in tourism sector. There are various challenges in tourism sector. Being a women they are facing



the many challenges then comparison to the men. In Ghandruk women are facing the challenges related to education, investment, family and social, training and drudgery. Following figure shows the information about challenges.

#### 5.4.1 Educational Challenge of Women

Education is the most important requirements for the tourism sector. Without education it is difficult to run this sector. Following figure shows the information about the educational challenges for the women in Ghandruk.



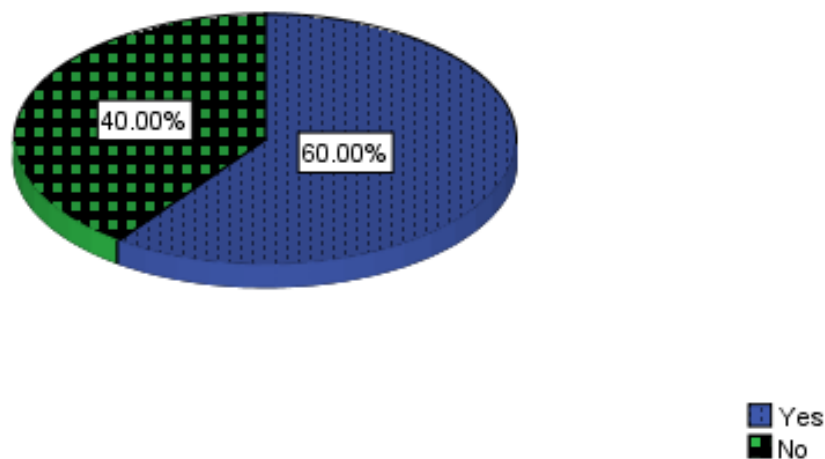
*Figure 15: Educational Challenge*

The graph shows the information about the challenges of education in tourism sector for the women of Ghandruk. From the graph among the respondents' ten respondents there is an educational challenge for them. Due to the lack of education women are feeling difficulties in this sector. Mostly there is a problem of language while talking with the foreigners. But for the five respondents they do not have any educational problems they easily talk with the foreigners. From this chart it concludes that most of the women are facing educational challenges in the tourism sector.

### 5.4.2 Training Challenges

Training is one of the most important requirements in the tourism sector. The following figure shows the information about the training challenges for the women in tourism sector in Ghandruk.

**Training Challenges**



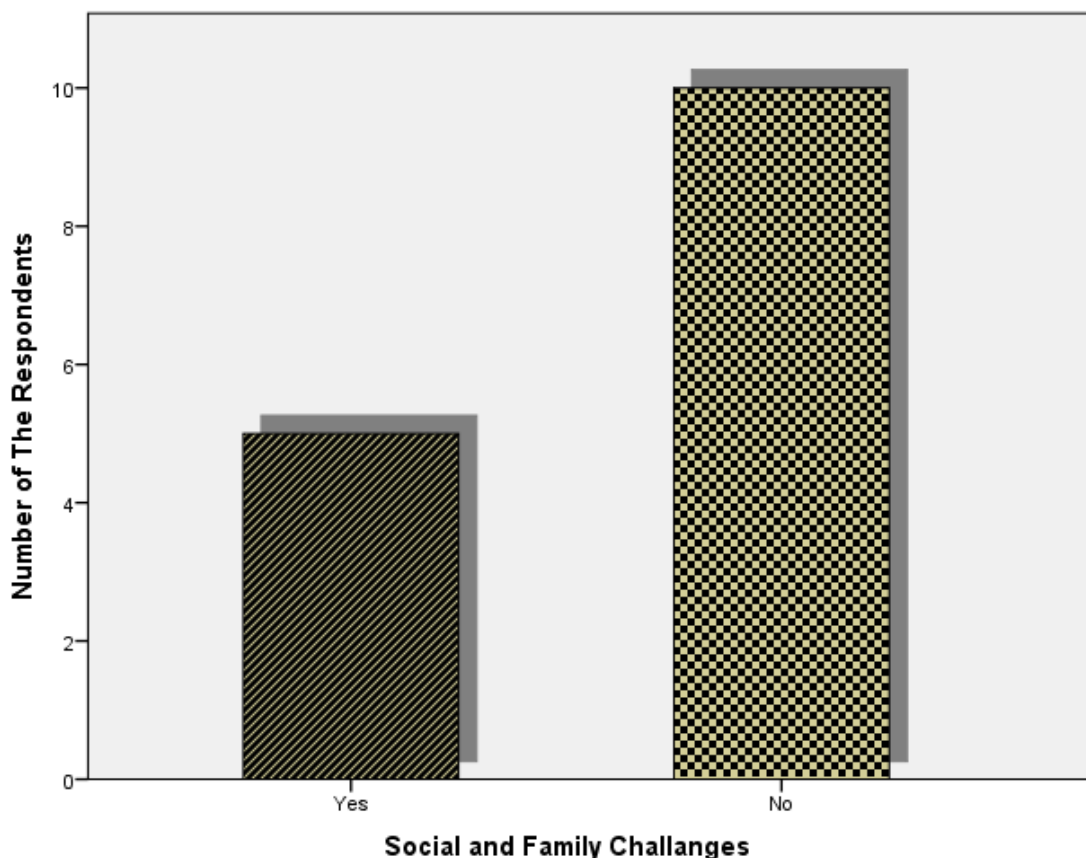
Source: Field Survey 2016

**Figure 16: Training Challenge**

The chart above shows the information about the challenges of training faced by the women due to the lack of training it is difficult to run tourism industry. Training related to the different parts of tourism should be taken for the involvement in tourism sector. According to the chart about 60% of the women are facing the challenges problem of training. Training needed for this sector, they are not involved in so they are facing such problems. Only 40% women have take training needed for the running tourism industry.

### 5.4.3 Social and Family Challenges

In this part the data provides the information regarding to the women facing the challenges of social and family. Women are the important part of society and the family so it also one of the challenge for the women.



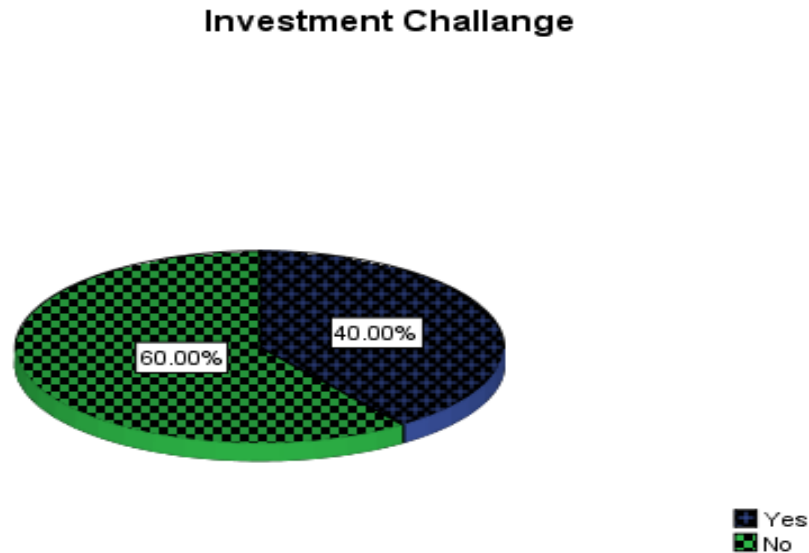
Source: Fiels Survey 2016

*Figure 17: Social and Family Challenge*

Above graph shows the information about the social and family challenges faced by the women in tourism sector. Women are the important responsible member of society and family. Women have to look for the family members and work for the society also. Behind this having huge responsible they are actively working in tourism sector. But in ghandruk most of the women they do not have the family challenge. Among the fifteen respondents only five women are facing the social and family challenges and ten women have not faced any challenges.

#### 5.4.4 Investment Challenges

Investment challenge means the lack of the capital for the investment. In Ghandruk there is investment problem for the women in the tourism sector. Due to shortage of the capital they are unable to invest sufficient for the tourism and following chart shows the information regarding to investment.



Source: Field Survey 2016

***Figure 18: Investment Challenge***

The above chart shows the information of the investment challenges for the women in Ghandruk village. Investment means the required capital needed for the establishing a industry. In Ghandruk also women are investing their capital in the tourism sector. This investment also may be the challenge for the women. According to the field survey it is found that only 40% of the respondents have this challenge and 60% have not facing the challenge of investment.

### 5.4.5 Drudgery Challenge

Drudgery means the hard working and doing laborious for the work. In tourism industry mostly women are facing the problem of drudgery. The following figure provides the information of drudgery challenge in Ghandruk women.



Source: Field Survey 2016

***Figure 19: Drudgery Challenge***

The above chart shows the information about the drudgery challenges faced by the women in Ghandruk village. In Ghandruk women are the main part of the tourism industry. Women are doing many activities related to the tourism and they are playing the good role for this industry. According to the chart women are not hard working it means women are not compel to do laborious work in the tourism sector. According to the chart only 20% women are facing the challenge and rest is working according to their will.

## 5.5 Participation and Role of women

Participation means the active participation of women in tourism related activities. Women are the main stakeholders of tourism in Ghandruk their role determines the success of tourism. In this section the data presents the role and participation of women in different fields.

### 5.5.1 Participation in Tourism Related Institution

Participation is one of the major indicators to know about the condition and status of a person. The figure defines about the participation of women in tourism related institutions.



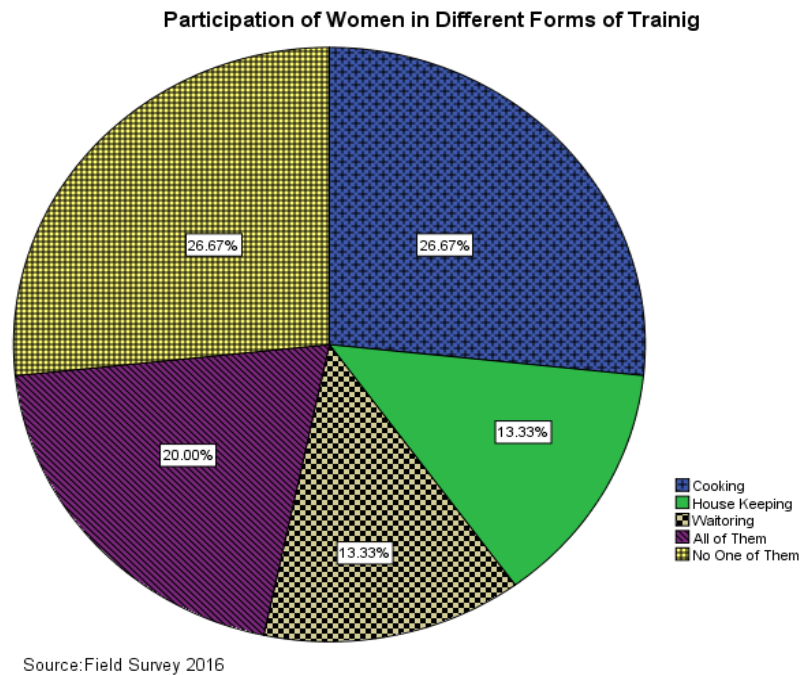
Source: Field Survey 2016

**Figure 20: Involvement of Women in Tourism Related Institution**

The above chart shows the information about the participation of women in tourism related institutions of Ghandruk village. Participation shows the status of an active role in the tourism sector. In the context of Ghandruk, mostly women are participated in the tourism institution. In the graph, the respondents are equally divided in their opinions on this topic. According to the graph, among the fifteen respondents, seven are participated and eight are not participated in tourism institutions. Although the data is defined in such a way, there is active participation of women in tourism related institutions.

### 5.5.2 Participation of Women in Different Forms of Training

Training plays the vital role for the additional of extra knowledge which helps know about the activities and task. Following figure provide the information about the participation of women in different forms of trainings.



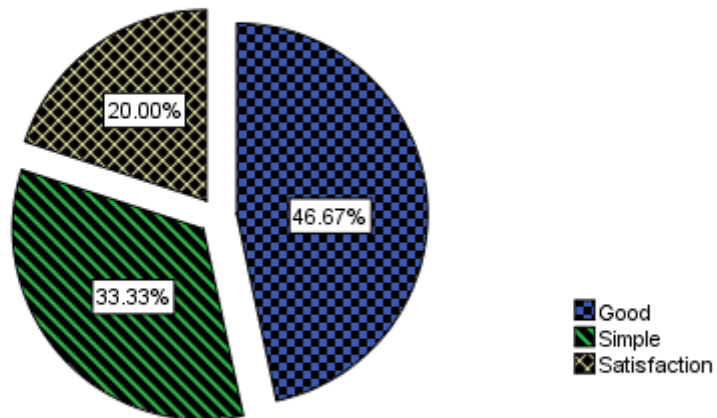
**Figure 21: Participation of Women in Different Forms of Training**

The above chart shows the information about the participation of women in different forms of training. Training is needed for the getting the knowledge of different subjects. In ghandruk also women are actively participated in the different forms of training. Training was provided from ACAP and Tourism committee of the Ghandruk. According to above char 26.67% of women in cooking, 13.33% of women in housekeeping, 13.33% in watering and 20% of the women have participated in all the training. And 26.67% women have not involved in any training.

### 5.5.3 Role played by Women for the Betterment of Women

Women are the main actor of tourism in Ghandruk. The role played by the women in Ghandruk provided by the help of following figure.

## Role Played by Women For Betterment of Tourism



Source: Field Survey 2016

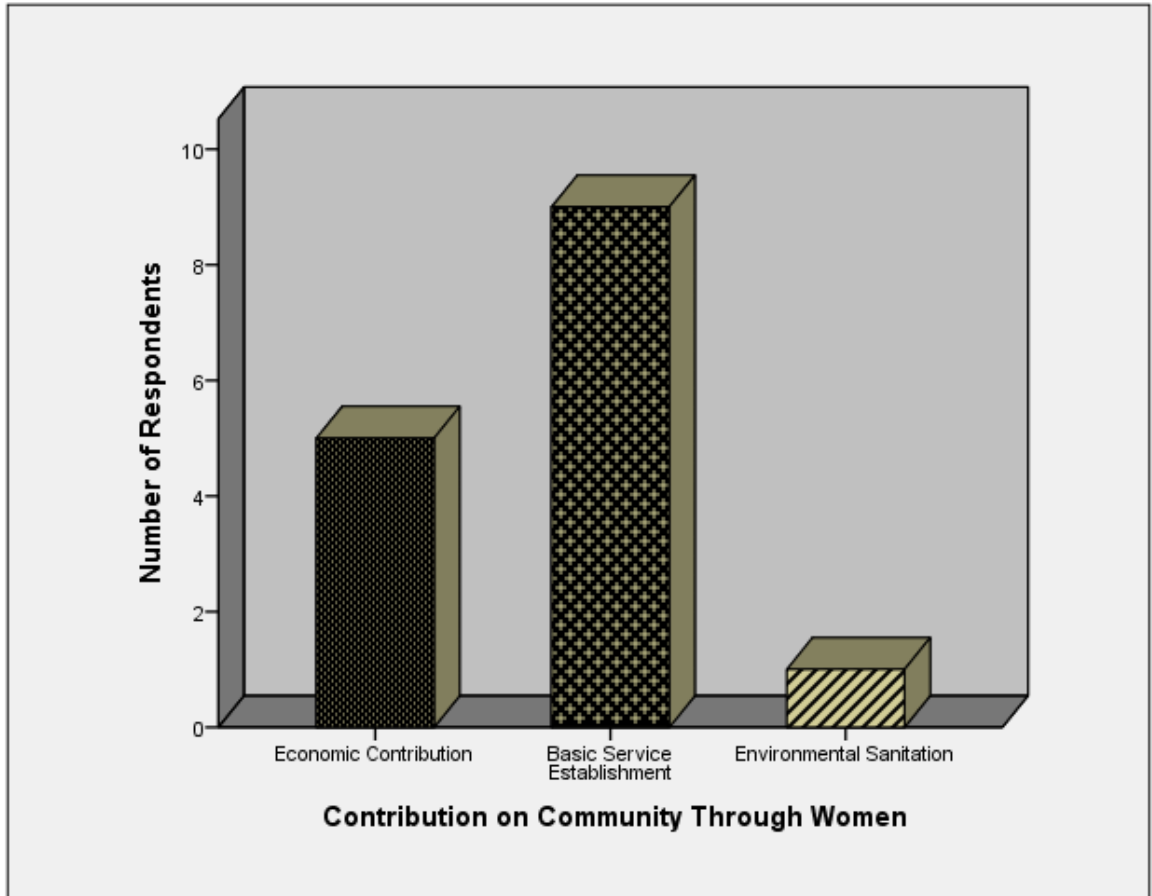
***Figure 22: Role Played by Women for Tourism***

The above chart shows the information about the role played by women in Ghandruk. This data shows that 46.67% women have played good role, 33.33% played simple role and 20% played the satisfaction role for the betterment of tourism in Ghandruk.

### **5.5.4 Contribution on Community through Women**

Contribution done by women in community after the involvements in tourism sector.





Source: Field Survey 2016

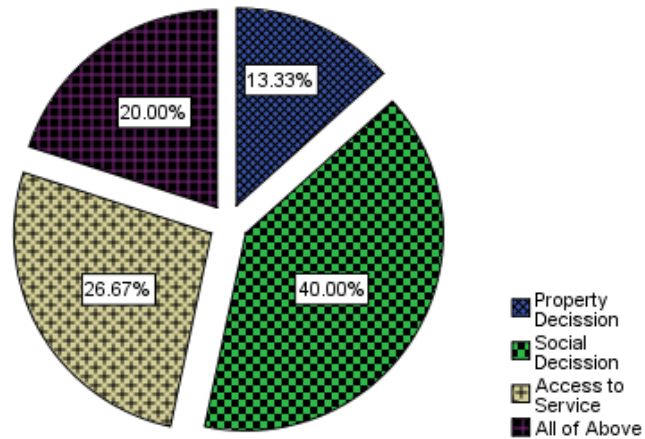
*Figure 23: Contribution on Community by women*

The above graph shows the information about the contribution done by the women of Ghandruk in community. Among the fifteen respondents five have contribution on economic, nine respondents on basic service establishment and one respondent on environmental sanitation.

### **5.5.5 Decisions Made for Women Empowerment**

Following figure provides the data of decision made for women empowerment.

### Decision Made for the Women Empowerment



Source Field Survey 2016

**Figure 24: Decision Made for Women Empowerment**

The above chart shows the information about the information of decision made for women empowerment. According to the chart 13.33% decision is made for property, 40% decision is made for social 26.67% decision made for access to service and 20% decision is made for all of them.

## **CHAPTER VI**

### **SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **6.1 Summary**

Tourism is the fastest growing in the world. Tourism has contributed in the economy of every country. Nepal is one of the small but richest countries in the world in the term of biodiversity, cultures and due to its unique geographical position and altitude variation. Nepal though a poor country has been blessed with rich natural and cultural heritage and hence has opened gate of opportunities for her. Among the attraction of the tourists in Nepal western part of Nepal also has great role. In western part there are many places which attracts tourist for visiting, one of them is Ghandruk village of the Kaski district. Ghandruk is the beautiful town of Ghandruk VDC. In Ghandruk , the majority of people are from Gurung community. They are famous for their unique culture. They are now very much well aware and conscious of eco-tourism. Annapurna area is located in west central Nepal and internationally well known for its formidable peaks. Ghandruk is situated in the southern slope of Annapurna Himalaya amid the western region of Nepal. This is also the entry point to both the Annapurna and Machhapuchre Himalayas.

Now a day tourism industry is growing in Ghandruk and it is the main income source of the inhabitants. The young local guys are attracted in this field and are getting employment as guides and potters. Both the male and female do pottering job. Ghandruk is a model village of eco- tourism in the world. Ghandruk has received international awards for eco - tourism. Here the eco tourism means that involves travelling relatively undisturbed or uncontaminated nature areas with specific object of studying, admiring, and enjoying the scenery and its wild plants and animals as well as any existing cultural areas in which the conservation of eco - systems and protection of biodiversity is aimed at, the desired types of tourists and tourism visit the protected area and the organization and legislation of the tourism development support a sustainable tourism. Now a days the popular slogan of eco -tourism defines as environmentally and socially responsible tourism which minimizes degradation of

natural environment, cultures and socio - economic conditions and provides economic benefit to local people through employment and services.

In ghandruk tourism sector is the back bone economy of the village. Most of the people are engaged in the tourism sector. Although tourism sector is one of the great occupation for rhe people of the Ghandruk it is found that women are actively participated for the running of this sector. Male population of the ghandruk is in the cities like Pokhara and Kathmandu or out of the country for study and occupation. Ghandruk is one of the place where tourist flows in every month and the time. There are many traditional houses and the museums which are very important are run by the women. Women are powerful stakeholder of the ghandruk village. Women are doing each and every activities related to tourism. Not only the home stays they have run the lodge and restaurant for providing service to the visitors. In this study we found that most of the women have taken the training needed for the tourism and their active participation for leading the community. Women are playing the vital role for the betterment of the tourism industry. Problems related to tourism and visitors are solved by the women in the ghandruk.

## **6.2 Findings**

This study finds the role and status of women in tourism sactor of the Ghandruk village of the Kaski district of Nepal. The randomly sampling was taken for the purpose of data collection. Among the thirty hotels and homestys of ghandruk 50% residence were taken for the data collection. Household survey and key informant interview was the tool and technique for the data collection. For household survey 15 were the female respondents who are involved in tourism sector and for KII respondents were chair man of Hotel association, chair man of ACAP, chair man of aamasamuha and chair man of home stays

Following were the major findings during this study.

1. In the field survey 50% of the total hotels and the home stays taken as respondents and all the respondents were women who are involved in tourism sector. The age groups of the respondents were from 21-60 years old and women having the age of 31-40 and 41-50 are highly engaged in tourism sector.

2. In the study area most of the respondents were Buddhism i.e 93.33% and Hindus only 6.67%. The education status among the 15 respondents 8 were primary level, 5 were secondary level and 2 were higher secondary level.

3. From the study it is found that women were also involved in other institutions. 33.33% women were involved in aamasamuha, 20% were involved in sahakari sanstha, 40 were involved in both and 6.67% did not involve anywhere.

4. In the field survey it is found that the status of women in ownership of property was very good. Women used to save their income in the bank. 66.67% used to save money in the bank but 33.33% of women do not have bank account. In the case of holding of land in own name also women were active. 53.33% women have ownership on land and 46.67% do not hold land.

5. Women in the field survey were actively participated in the financial decision making process. Among the taken respondents 66.67% were involved in the decision making process and 33.33% were not involved in decision making process.

6. Being involved in the tourism sector women has got many achievements. According to the survey 3 women got economic, 5 women got social, 6 women got both achievement and only one woman do not go any achievements.

7. Out of 15 respondents it is found that 7 respondents have invest capital for business and 8 do not invest capital for other business.

8. In the field survey it is found that living standard of women is good from the perspective of health facilities, Drinking water and sanitation, Access of facilities of appliances and participation of women in empowerment training. 11 respondents got the available of drinking water and 4 were satisfied, 10 got the facility of health and 5 were satisfied, 11 have the all access of appliances 4 have some appliances and finally 9 women involved in empowerment of training and 6 do not involved.

9. From the field survey it is found that there were challenges of women. The data shows that women of Ghandruk are facing the challenges on education and training.

Due to the lack of adequate education and training women are feeling difficulties in running tourism industry. Some of the respondents have the challenges of social and family, investment and drudgery.

10. From the field survey it is found that role and participation of women in different sector have played a good role for the development of tourism sector in the ghandruk. Out of 15 respondents 7 are involving in tourism related institution and most of women take part in the training provided by ACAP and tourism committee also.

11. Behind the tourism sector women have to manage their work in house hold also. They are managing their work with the help of family members and doing house hold work in leisure time and in off seasons.

12. Women are socially benefited by involving in this sector because they know social problems of society and solve them with the help of coordination with tourism committee, ACAP, social related institution and mother group. By this way women are socially empowered and learn many things.

13. In Ghandruk there is not any biasness between male and female in the case of division of work. All work are equally shared by man and female and complete the task together.

14. There is change of livelihood of women, women are socially and economically a head after involving in tourism sector. They are solving the problems related to economic and problems of society.

15. There is not any difficult in the benefit sharing because most of the hotels and home stays are run by women and benefit earned from the tourism are equally shared between family members

16. Women are also facing the problems like lack of ideas for the management of hotels and home stays. In some time due to being women they face problem from visitors also, some visitors pay less amount, some visitors may drink alcohol and disturb for other guest.

### **6.3 Conclusion**

Tourism has an important role to play in uplifting the livelihood of people especially women in Ghandruk village. It is therefore, essential to consider all the aspects of tourism to present the Ghandruk and make it the best place for the adventurous travelling. The data presents only focusing the women from the tourism sector but Ghandruk is the place where every caste of people can involve in tourism sector. Due to the seasonal biasness there was a problem of collecting data, even data provides the detail information about the role and status of women as title focuses.

In the Ghandruk women are the main stakeholders of tourism sector. In many hotels, lodges and home stays it is found that women are handling the visitors and are running those sectors. Most of the male are out of the village and country for studying and occupation. So women are actively involved for the development of tourism industry in the Ghandruk and taking all the responsible. Women are playing vital role for earning foreign currency also because Ghandruk is the destination of foreigners which directly and indirectly helping for the up liftmen in the economy sector of the country.

Women in Ghandruk are socially and economically a head. The livelihood of women has been changed and living standard also improved. Women take participation in every activities and raise their voices also. They participate in the decision making process also. Women are a little bit far from training which is needed in the tourism sector, so training are to be provided so that they feel more easy in tourism sector.

### **6.4 Recommendations**

Ghandruk is one of best destination place in the tourism field of Nepal. Many national and international visitors reached to Ghandruk for visiting and for especial research also. This study find that women are actively taking all the activities related to tourism and following recommendation were found during this study period.

- Women in Ghandruk are not getting adequate knowledge that is needed for running tourism sector so knowledge should be provided to them for more betterment and development of the tourism sector.
- Increase awareness of the important economic role that women play in the tourism industry. Strengthen legal protection for women in tourism employment so that women are legally strong and interest towards this sector will increase.
- Facilitate women's tourism entrepreneurship in Ghandruk by ensuring women's access to credit, land and property with appropriate training and resources to support women's enterprises.
- They found many resources related to tourism like old Ghandruk Village (Purano Gaun) which seen not managed properly and being careless, should be managed properly.
- Ensure that women's contribution to community development is properly recognized and rewarded by taking into account women's unpaid work and by monitoring tourism activities carried out in the home and in the community.
- In Ghandruk people having different caste and ethnicity lives there but it is found that mostly women from the Gurung community were found involving in this sector, people from other community also are to be involved in this sector.



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## ANNEX 1: Questionnaire

### Tourism and Gender: Roles and Status of Women

#### A Case Study of Ghandruk Village, Kaski

#### Questionnaire Survey for Women involvement in tourism sector

Rural Development Central Department

TU, Kirtipur

#### A. General Information of Women in Tourism Sector

S.N	Question	Answer
A.1	VDC/Municipality	
A.2	Ward No.	
A.3	Name of respondents	
A.4	Sex of respondents	Female
A.5	Education	
A.6	Involvements on hotel/homestay, name	
A.7	Membership Date	
A.8	Religion	
A.9	Age	
A.10	Involvements in other social institution (if yes name)	

#### Sign A of Education status

(1) Primary (2) secondary (3) Higher secondary

## **B. Information about ownership on property**

<b>S.N</b>	<b>Question</b>	<b>Answer</b>
B.1	Do you invest capital for business?	Yes. 1 No. 2
B.2	Have you got access for financial decision at your households/community?	Yes. 1 No. 2
B.3	What are the achievements you have got from the involvement in this sector at your households/village.?	1.Economic Achievement 2.Social Achievement 3.Both 4. No Thing of Above
B.4	Do you have your own bank account to save your income?	Yes. 1 No. 2
B.5	Is there any land on your own name in your house behind this sector?	Yes. 1 No. 2

## **C. Living Standard of women**

<b>S.N</b>	<b>Question</b>	<b>Answer</b>
C.1	Sanitation and safe drinking water services	1.Available 2.Satisfaction
C.2	Health Services	1.Available 2.Satisfaction
C.3	Access of facilities of Appliances	1.Yes(T.V, Refrigerator, Cell Phone, WIFI etc) 2.Some Only
C.4	Women empowerment Trainings	1.Yes 2.Not Yet

### **Sign C Basic Facilities**

(1) Available (2) Not Available

### D. Participation and Role of women in tourism activities

D.1	Involvement on tourism related institutions	Yes.1 No. 2
D.2	Do you forward any agenda for betterment of women?	Yes.1 No. 2
D.3	What are the decisions made for women empowerment?	1.Property Decisions 2.Social Decision 3.Access to Service 4.All of Above
D.4	What are the contributions on community through women involvement in tourism activities?	1.Economic 2.Basic Service Establishment 3.Environmental Benefit
D5	Role Played by Women in Tourism Betterment	1.Good 2. Simple 3.Satisfaction

### E.5 Challenges of Women on tourism activities

E.1	Educational	1. Yes..... 2. No
E.2	Training	1. Yes..... 2.No
E.3	Investment	1. Yes..... 2.No
E.4	Social/ Family	1. Yes..... 2.No
E.5	Drudgery	1.Yes..... 2.No

## 2. Key Informants Interview (KII)

Central Department of Rural Development

TU, Kirtipur

Key Informants persons are,

i. Chairman of Hotel Association

ii. Chairman of Home stay

iii. Chairman of ACAP

iv. Chairman of Mother groups (aama samuha)

### ➤ KII Questionnaire

S.N	Question	Answer
1	Respondents Name	
2	Institution	
3	Post	
4	Ward Number	
5	Address	
6	Contact Number	

1. What are the roles of women that they play for the development of tourism sectors in Ghandruk?
2. How women are managing their domestic works?
3. What are the socio-economic benefits acquired by tourism activities?

4. What are the main challenges for women and what can be done to address those challenges?
5. Is there any biasness between men and women for the involvement in tourism sector and division of work?
6. What are the changes on women livelihoods after the involvement of women in tourism activities?
7. What are the problems faced by women, when they involve in tourism activities?
8. How does the benefit sharing occur in households?
9. Impacts of tourism on women
  - (a) Positive impacts
  - (b) Negative



**ANNEXE II:**

**Name of Respondents and Institutions**

**A. Respondents of House Hold Survey**

<b>S.No</b>	<b>Name of the Respondents</b>	<b>Name of the Hotels, lodges and Home stays</b>	<b>Ward No</b>
1.	Shanti Gurung	Hotel Manisha and Restaurant	03
2.	Hari Maya Gurung	Hotel Trekkers Inn	03
3.	Mamata Gurung	Kritan Homestay and Restaurant	03
4.	Ratna Gurung	Gurung Cottage	04
5.	Dil Kumari Poudel	Hill Top Home Stay	04
6.	Mina Gurung	Snow Land Traditional Lodge and Restaurant	04
7.	Dil Kumari Gurung	Dil Kumari Home Stay	04
8.	Bel Kumari Gurung/Shankar Bahadur Gurung	Hotel Milan	05
9.	Jamuna Gurung	Mountain View Lodge and Restaurant	05
10.	Kul Maya Gurung	Hotel Rabin and Restaurant	05
11.	Binita Gurung	Haven View Lodge	05
12.	Trisha Gurung	Muna Lodge and Restaurant	05
13.	Mamta Gurung	Ashish Aama Restaurant	05
14.	Lanka Gurung	Gurung Traditional Home Stay and Museum	05
15.	Maina Kumari Gurung	Bicsow Guest House	08

## **B. Respondents of Key Informant Interview (KII)**

1. Udhisubbha Gurung  
Post: Chairman  
Institution: Mul Aama Samuha, Ghandruk
  
2. Bidhur Bikram Kuikel  
Post: Chairman  
Institution: Annapurna Conservation Area Project, Ghandruk
  
3. Kisham Gurung  
Post: Chairman  
Institution: Hotel Association Ghandruk
  
4. Ram Bahadur Gurung  
Post: Chairman  
Institution: Home stays Management Committee, Ghandruk

**ANNEXE III**  
**Photography**











**HOTEL INFORMATION MAP BOARD**

YOU ARE HERE  
SHWALI BAKERY  
KYUMI  
- BEST GUEST HOUSE  
- SEE HAVE GUEST HOUSE

1 HOTEL SHERPA  
2 HOTEL LALI GURANS  
3 UNIQUE GUEST HOUSE  
4 BISHAL CAMPING  
5 SHAKTI GUEST HOUSE  
6 NAMASTE HOTEL  
7 PRATIKSHA HOMESTAY  
8 BUDDHA HOTEL  
9 VDC / HEALTH POST / SCHOOL / ACAP  
10 KUSHAL GUEST HOUSE  
11 MONASTERY  
12 YUBIN KHAJA GHAR  
13 HOTEL MANISHA  
14 POLICE POINT  
15 HOTEL MOUNTAIN VIEW  
16 HOTEL EVEREST  
17 MESHROM GUEST HOUSE - OLD GURUNG MUSEUM  
18 HOTEL ROBIN  
19 ISHTUTI MOMO RESTAURANT  
20 HEAVEN VIEW LODGE  
21 OLD GURUNG MUSEUM  
22 MUNA GUEST HOUSE  
23 HOTEL ASHISH AAMA - GURUNG DRESS  
24 DEEPIKA HOTEL  
25  
26  
27  
28 EXCELLENT VIEW LODGE

29 BISHOW GUEST HOUSE  
30 SHANGRILA GUEST HOUSE  
31 HOTEL SAKURA - GERMAN BAKERY - POST OFFICE  
32 KRITAN HOMESTAY  
33 ROSHANI HOMESTAY  
34 HOTEL TREKKER'S INN  
35 HOTEL MILAN  
36 PEACEFUL LODGE  
37 SUNRISE CAMPING  
38  
39 GURUNG COTTAGE  
40 BREEZE GUEST HOUSE  
41 ANnapurna GUEST HOUSE  
42 GERMAN BAKERY  
43 DIL NUMARI HOMESTAY - GURUNG DRESS  
44  
45 SIMON GUEST HOUSE  
46 GHANDRUK GUEST HOUSE  
47 PANORAMA VIEW POINT  
48 SNOWLAND LODGE  
49 HIMALAYA LODGE  
50 HILL TOP HOMESTAY  
51 LOVELY VIEW POINT  
52 FISHTAIL GUEST HOUSE  
53 MESHROM TEMPLE  
54 JUNGLE PARADISE  
55 HOTEL LONELY PLANET

**TMC-GHANDRUK**