

# CHAPTER-I

## INTRODUCTION

### 1. Background

Women carry a historical burden of inequality all over world in the every aspect of their lifestyle. In countries like Nepal, women's participation in the economic, social and political life, and their facilities, information and other development facilities is very poor. These are due to poor economic condition and the low literacy rate.

Nepal has a population of 2,31,51,423 among them , 11563921 are male and 11587502 are female. So females constitute more than 50% of the population (CBS 2001). The social status of the women differs in various communities in Nepal. Women's status could be measured through rights and the authority they are provided with.

More than 90% of women in Nepal live in rural areas. They lack education and are typically poor and untrained. The literacy rate of Nepal is 53.74%. Female literacy rate is 42.49% while male literacy rate is 65.08%.This data shows that there is vast difference between male and female regarding literacy. (CBS, 2001)

While discussing the economic status of women, we must count the contribution of women in national development process. Women are employed in almost all sectors of the economy, which is notable. In general women have less access to income, wealth and employment. This is due to poor education and tradition held by general public about gender roles.

Limited access to education and economic resources has resulted into poor economic productivity. Men and women are still not treated equally by our society. Opportunities for women are lesser than that of men. Though a gender bias in the society is not as prominent as in the past decades, it is still hindering efficiency of women. Women should be re-seen as an integral part rather than as sector part.

Only 8,008 women are working in the civil service sector of Nepal which make up 8.55% of the total, where there are 93,716 in total places. 4.02% women are able to reach the policy making level out of 6,47,26 (MOWCSW, 2000).

The sector comparison of the labour force indicates that 94% of women labour force is employed in agriculture, as compared with as only 79% of men were out of the total population. (Acharya, 2000).

Although the participation of women is gradually increasing in the process of development, there are several social, cultural and economic practices, which are directly or indirectly hindering the full participation of women in development.

Nepalese women are not often seen in public life, their voices are not heard, their works are not valued, and their future depends upon the decisions made by the communities. They perform food production tasks, household and child carry tasks, fuel and water for the family. The work done by women in household care and their contribution in agriculture are not rated as the economic activity and thus remain unreported.

The Gender Empowerment Measure (GEM) reflects the participation of women in economic, political and professional spheres by using percentage of men and women in administrative, managerial,

professional and technical and decision making sectors, On the basis of GEM Nepal have very low percentages of women participations, which is because of illiteracy, untrained and the domination of men. Society criticizes women when they try to behave outside their gender roles or take on more traditional male behaviours with in Nepalese society. (Pradhan 2003).

Women have employed and involved in different sectors both in governmental and non-governmental (private sector) organizations. Among the private sectors the tourism industry is one where both men and women are involved. Tourism industry provides opportunities to Nepalese women. They are directly and indirectly involved in the tourism industry.

### **1.1 Tourism in Nepal**

Nepal's tourism started to gain a momentum since the early 1950 A.D. When world famous mountaineers Sir Edmond Hillary and late Tenzing Norgay Sherpa successfully climbed the 8,848-meter Mt. Everest, the highest peak of the world. Nepal is famous for natural as well as human made heritage (culture) all over the world. Various places of Nepal like Pashupati Nath temple, Swaymbhu, Patan Durbar square, Bhaktapur Durbar Square, Basantpur Durbar Square and Lumbini are listed in the world heritage site. Hospitality, friendly people, numerous attractions, unique cultures are the main source of tourist attraction in the country.

The year 1990 is taken as a landmark time in terms of international tourist arrivals in the history of Nepalese tourism industry. In that year, Nepal was able to attract a record high 5, 00,000 tourists from various parts of the world. The number of inbound tourists has declined since

2000 due to various internal and international factors. Some of the major internal reasons for this slackness are the ongoing political unrest, internal conflict and negative portrayal of the country's image in the international arena. But after people's movement 2006 when Maoist rebellion came into peace process tourist incoming rate is becoming higher. In 2007 around 6 lakhs tourists have visited Nepal. In 2008 the rate of tourist coming in Nepal is satisfactory.

Tourism has been growing as leading foreign currency earnings over the years. Tourism contributed about 4.4% to the Gross Domestic Product (GDP) of the nation during eighth five year plan. An estimated 2,57,000 people are believed to have employed through tourism during 1996÷97, on permanent or temporary basis (Source ninth plan). Total foreign currency earning through this sector in the year 1998 was put at 152,500,000 \$, quite significant for a small country like Nepal.

Due to openness adopted by government of Nepal , Nepali tourism industry has come out of the conventional thought of it being a monopoly of only the big business houses. Presently, it has emerged as a preferred sector of middle class rural population and poor, actively participating as an investor and service provider .Another note worthy example is that tourism in Nepal , for last several years, is few to be moving outside urban centre of the kingdom benefiting those who were previously excluded. This shift to tour package towards never areas has started to benefit the majority of people residing in rural and remote areas.

Government of Nepal gives priority to tourism even though this sector has not been able to receive higher share in government spending due to certain other obligations in basic need areas. A major problem with

the Nepalese private sector is that it is small, disorganized and is limited in its capacity to raise resources and invest in the form of equity.

The future of the country depends mainly on the tourism potentiality of Nepal. Nepal is a rural country because majority of the people reside in the rural areas, thus rural tourism is the most feasible sector for the development of the country. By considering the fact that various program has been launching for the promotion of rural tourism in the country. Tourism itself has been providing the job opportunities to both male and female directly and indirectly. Women are also empowered through involvement in the tourism sector. However women's involvement in terms of number is very much lower in this sector which requires special attention. Both male and female are participating but women's participation and benefit sharing is low. So this research has tried to find out challenges and opportunities of women in tourism sector.

## **1.2 Statement of the Problem**

Tourism not only creates the benefits but also creates the challenges such as cultural invasions, deforestation, declining interest in agriculture ,preference of local youths for tourism –related jobs rather than education ,prostitution (mostly in Urban areas) ,disease transmission, dirtiness, and so on. Despite of numerous opportunities it has also emerging challenges as a byproduct which affects not only the social interaction but also the social fabric, environment and biosphere as a whole. Those challenges further lead to the vulnerable conditions and vicious circle of poverty.

The contribution of tourism sector in the overall national development has been quite significant. The tourism sector has contributed significantly in the balance of payment situation through

foreign exchange earning and the creation of employment opportunities. Due to the lack of raw materials, capital stock, technical manpower, and entrepreneur groups, Nepal is not able to establish the medium and large scale industries to increase the productivity and national income. However women's involvement in terms of number is very much lower in this sector which requires special attention. (In this sector)Both male and female are participating but women's participation and benefit sharing is low. There may be various reasons behind it due to various challenges facing women as push factors in the tourism sector which requires thorough investigation.

For the study of opportunities and challenges of women in tourism, some research questions which inspired me to conduct the study: They are as follows:

- Has tourism really benefited women?
- Is the caste/ethnic composition determining the participation of women in tourism? If yes, how?
- What are the challenges of women that restricts them to be involved in tourism? And how?
- How can we mitigate such challenges?

### **1.3 Objectives of the Study**

The general objective of the study is to study and observe the challenges and opportunities of women in the tourism sector. The specific objectives of the study are:

- a. To assess the opportunities of women in tourism sector.

- b. To assess the challenges of women in tourism sector.
- c. To develop an alternative approach to mitigate the challenges.

#### **1.4 Rationale of the Study**

Any acceptable definition of development cannot ignore women, not only because they constitute one half of the population, but also because substantial growth in production depends largely on women and progress towards just societies requires greater gender equality.

Women are the key players in both intra and enter household work yet their participation in resource generation is not considered very much due to our socio cultural context. Gender equity and inclusion are the major issue of the world nowadays hence by knowing their challenge and opportunities in tourism sector is one of the best strategies to include women in the mainstream of the sustainable tourism development. As men and women are socially differentiated in all cultures, their roles and benefits is not same.

Through accounting the causes and consequences of challenges & opportunities to the women in tourism sector the actual scenario will be snapped. This research will be an useful venture to explore the women's existing challenges and the opportunities in this sector and shade some highlights in this area.

#### **1.5 Organization of the Study**

This thesis is divided into six chapters inclusive of the introduction and conclusion. Chapter one contains introduction. Introduction presents the background of the study, rational and the limitation of the study.

Chapter two presents literature review related to the subject of the study.

Chapter three deal with the research methods adopted by the study. This chapter deals with the research design, study area, Sampling and data collection adopted by the study.

Chapter four deals with research site description.

Chapter five is core chapter of the study. It does justice with socio-cultural, economic and educational status of respondents along with opportunities and challenges. It also deals with other result of data analysis.

In chapter six, the summary and conclusion are presented.



## **CHAPTER-II**

### **LITERATURE REVIEW**

Tourism itself has been providing the job opportunities to both male and female directly and indirectly. Women are also empowered through involvement in the tourism sector. However women's involvement in terms of number is very much lower in this sector which requires special attention. Both male and female are participating but women's participation and benefit sharing is low.

In this context, this research has tried to find out challenges and opportunities of women in tourism sector. So in this chapter, I have tried to review available literatures on tourism, sustainable tourism and interrelationship between women and sustainable tourism for better understanding of the subject matter.

There is a lack of literature on sociology of tourism and opportunities and challenges of women in tourism activities.

Different scholars and institutions have defined tourism & sustainable tourism in their own ways.

**The review of literature has been organized as follows:**

#### **2.1 Tours and Tourism: In general**

Today tourism is a major item of international trade. Perhaps it is the biggest international business activity. International tourism is the largest single item in the world's foreign trade, and for some countries, it is already the most important export industry and earner of foreign exchange. It has been identified as an industry creating employment opportunities and generating economic growth of a country.. It plays powerful role in social economic development in the developing or

developed countries through economic activities. The global tourism has tripled in the last decade. Tourism may now be the largest industry, expected to employ 30 million people worldwide in 1992. The annual gross act put on the travel and tourism was expected to us \$ 3 trillion for the first time in 1992 (World Travel and tourism Council report, 1992).

Tourism is one of the fastest growing sectors in the world. It is learnt that various terrestrial and aquatic ecosystems, including socio-cultural heritage, are opening up for tourist use in order to earn more foreign exchange through sustainable use of their resources. This sector has been understood as a vehicle of foreign exchange earnings, intensive labor generator, consumer of farm food products, and promoter of ancillary industries and handicrafts (*Rural Tourism Feature, 2004*).

It has been regarded as the world's biggest industry with a turnover as large as that of the oil industry. Many nations with tourism potential have made heavy investments in this sector .Nepal is not an exception. Tourism in Nepal can be regarded as very important sources of income. The country, through the tourism sector, earned foreign exchange equivalent to RS 14508.396 million in 2003 and Rs. 8300.553 million in 2002 (*Annual Statistical Report 2003, MOCTCA*).

Nepal has witnessed a significant economic growth as a result of the inflow of tourists into the country. It has been realized therefore that tourism can play an active role in poverty alleviation. As of today, 38 percent of Nepal's population lives below poverty line. It is more rampant in rural areas and most intense in the Mid-western and Far western Development regions of the country. Poverty situation in Nepal is characterized by a yawning gap between urban and rural areas, ecological

zones, development regions, gender and ethnic groups (*Rural Tourism Feature -2004*).

According to the Nepal Human Development Report (2004) of United Nations agencies, working in Nepal has shown that the HPI value for Nepal is estimated at 39.6. This figure is fairly close to the HPI (41.2) reported in the global Human Development Report 2004. Poverty is more rampant in rural areas (42percent) than in urban areas (25.2 percent) .In the mountains, hills and Terai, people living below poverty line are estimated at 49.8, 38.8 and 39.6 percent respectively. Thus, overcoming human and income poverty is the biggest challenge for Nepal, particularly in rural Nepal. Hence, poverty in Nepal is largely a rural phenomenon. Judging by the absolute numbers of the poor, the predominantly rural nature of poverty is even more noticeable (*Human Development Report 2004*).

Rural areas have poor or not at all access to services and job opportunities. Spatial disparities, income and human development are the important determinants of poverty profile in Nepal. Poverty in the country has also limited women's active participation in paid employment. They currently account for only one third of the paid labors force. When they enter the labors market, their wages for the same type of work continue to be lower than those of men. Adjusting differences in hours worked a day; women agricultural workers earn 20 percent less than men do. In terms of the empowerment dimension of poverty reduction, Nepalese women are still largely without influence in the public domain. Their representation in civil service lags far behind men.

In spite of our social context where gender gap can be seen everywhere, tourism has been playing powerful role in the economic

development. Among the different industries, tourism raises funds for development of Nepal. It creates employment, gives emphasis to cottage industries. Because of the rural tourism, many rural women have been benefiting directly and indirectly. In recent years, however, the number of women involved in household activities has slightly declined. Their involvement in handicrafts industry and marketing activities has increased to some extent. Male participation in domestic work has shown some increases. Tourism has offered scope for diversifying the participation and involvement of women in favour of nontraditional activities. The most encouraging trend is the increased exposure of women to marketing activities.

## **2.2 Tourism in Nepal: An Over View**

Tourism brings changes in societies. Tourism also develops acculturation processes in the societies. Acculturation refers to socio cultural change, desirable or not, that results from cultural contact. In practice, anthropologists, including those studying tourism, have tended to focus on acculturation involving more developed western people and less developed native population, which has mostly assumed some form of dominant subordinate relationship (Nunez 1963 and Mc kean 1976).

The development of the tourism has **been** changed the socio cultural of the sherpa people in Khumbu region. The Sherpas are ethnically a Tibetan race whose original home was the province Kham in eastern Tibet. As long as 500 years ago, these Buddhists people crossed the Himalayan range and settled on its southern slopes, in Solu Khumbu in North-eastern Nepal. Due to the high altitude, environmental stress and rough climate living conditions are very hard in North of the district. Being adjusted to this climate, the Sherpas have developed their own

distinct culture and land use strategies. Subsistence farming and trans human supplemented by trading activities. The Sherpas' economy was originally based on three pillars: - agriculture (Potatoes, buckwheat up to an altitude of 4500 meters), yak breeding and the Trans-Himalayan trade (Furer Haimendrof 1989). It was trade that made it economically possible for the sherpas to settle in the area in numbers which would otherwise have over burdened the region's natural resources, without setting in motion a process of ecological destruction. The reduction of the trans-Himalayan trade, which came with the deterioration of the political situation in Tibet in 1950s, coincided with the rise of tourism, which took over as the third pillar of the sherpa economy .Fortunately tourism business was developed far more dynamically than trade and placed after heavier burden on the natural wood, water, food and land resources than trading had ever done (Brower 1992). Despite the restructuring of the traditional economy livestock, trans-human and crop production continue and help to provide for the demands of tourism (Rogers/Aitcheson 1998).

Today tourism becomes significant source of the income of the local people. Tourism employs more people and brings more revenue than any other sectors in this region. A large proportion of the tourism revenue stays in the hand of the agencies in Kathmandu, many of which including some of the largest agencies are in fact owned by Sherpas. However tourism has upset the region's price and value structure: poorer sectors of the population, above all people living in villages and high pastures off the tourist routes, can hardly afford the prices now being charge for basic food stuffs such as rice or meat. At the other end of the scale, many of the lodge owners along trekking routes made good money out of the booming tourists trade and invested heavily in extending their

properties to meet what they hoped would be expanding business (Sherpa 1996).

A number of anthropological studies conducted among the Sherpas in recent years have investigated the effects of tourism on the traditional culture of the Sherpas. Adam's study of villages in which 80 percent of the households derived revenue from tourism observed that traditional economic and social patterns had changed but not been destroyed. Traditional ceremonies, religious festivals and the specific social structures such as reciprocal works have retained their significance. (Adams, 1992).

There is also evidence of tourism's negative impact on the traditional culture, such as the erosion of religious norms and effects on family life, but the changes are considered less dramatic than in other tourist destination. The study suggests that Sherpas have managed to adopt to tourism and modernization successfully without significant loss of core culture values (Steven 1996).

Now, tourism is one of the most important industries in Nepal. Tourism plays a vital role in the Nepalese economy, enhancing country's foreign currency earnings, employment generation, conservation and promotion of historical, archaeological and cultural heritage. It also provides opportunities to the downtrodden communities and expands public awareness to become involved in economic activities. Although the history of Nepalese tourism is comparatively short, development and expansion of tourism over the period has helped identify and deal with several issues of public concerns.(Dhakal, 2004)

## *History of Tourism in Nepal*

In Nepal, the first plan (1956-61) laid emphasis on building infrastructure that was necessary to cater to the needs of the tourist. The second plan put emphasis on setting up the tourist standard hotels and lodges and promotion and planning of tourism besides the formulation of rules and regulation for the planned development of tourism (*Kunwar, 1997*).

In 1959, Nepal became a member of the international Union of travel Organization. In 1964, tourism Act came into force in Nepal. In 1949 February, Nepal applied for the United Nations membership. 1950 Usurpation of democracy after the fall of the Rana regime. A private company 'Himalayan Airways' was established which operated internal flights in 1953. In the same year on May 29 Mt. Everest was successfully ascended. In 1954 Nepal Air Commercial Agency was established, which operated in Kathmandu, Simara, Pokhara, Bhairahawa and Biratnagar. In 1956 January, Granted Membership for the UN (*Ghimire, .2004*).

In 1956 May, Coronation of HM King Mahendra marked the presence of more than 60 correspondents. Chains of Hotels were built for this event. Department of Transport and Civil Aviation were formed under the Ministry of Works, communication and Transport in 1957, the government also decided to create a Department of Tourism, followed by Hotel and Tourism Training Centre. In 1959 statutory regulation started with promulgation of the Civil Aviation Act. (*KMTNC, 2003*)

Royal Nepal Airlines Corporation (RNAC) was established in 1958. In 1960, Nepal became a member of International Civil Aviation Organization (ICAO), an intergovernmental UN body. In the same year on April, HM King Mahendra addressed the US senate and stressed the

relevance of tourism. Government of Nepal declares 1998 as Destination Nepal Year “Visit Nepal 1998”. On 31 December 1998, as per the Tourism Policy of HMG of Nepal was established Nepal Tourism Board (NTB). The world Buddhist Conference was convened in Lumbini. 2002-2003, Destination of Nepal Campaign (DNC) was organized. (NTB, 2007).

In order to establish forward and backward linkages, the government has supported to establish tourism section at District Development Committee (DDC) and Tourism Development at village Development committee (VDC). With the view of empowering local authority to manage local resources, including tourism development efficiently and effectively, the government has introduced a series of legislative measures, designed to decentralize central administration and government service to the district and village level (*Rural Tourism Feature, 2004*).

The Local self – Government Act 1998 is considered as milestone legislation in this front. The Act requires formulation of Village Development Committee plans and District Development Committee Plans and implementation through community based organization like community organizations, User groups, User Committees and Functional groups. The Act intends to discharge resources management authority and responsibility to local government. Moreover, the Act authorizes local government to collect revenue from local culture and natural resources base.

The Tenth Plan has acknowledged tourism as an important alternative economic activity of the nation. It is believed that the promotion and expansion of tourism to newer domestic locations will



benefit local organizations and individuals to join in this sector and claim for a judicious dissemination of revenue. Thus the new segment of population will be the key recipient of this sector. Accordingly ,by integrating the principle of decentralization and active involvement of local people in tourism activities, the objective of the tenth five year plan of Nepal is poverty alleviation .The Government of Nepal recognizes tourism as a priority sector and considers it as a major contributor to it's economy .As the problem of poverty is confined more in the rural areas ,and considering tourism as a viable means to address the issue, the government has included rural tourism program in the tenth plan (*Tenth five year plan*).

### **2.3 Sustainable Tourism**

A high quality of environment is basic for tourism development. When hundreds of thousands of tourists visit a destination, the host areas face its adverse impact. But, environment protection aspect, which is at the very basic of development of tourism, has often been a neglected area since past. Mass movement of tourists may be responsible for both protecting as well as destroying environment of a destination area. Tourism development brings in special ecological problems not encountered in other types of economic activity. Tourists are attracted toward a destination because of its scenic view, recreational possibilities and other amenities. The over-exploitation of forest resources for tourism could be detrimental to the industry itself in the long run. The most paradoxical trait of modern tourism is that it can destroy all such attributes, which lured the visitors in the first place (*DNPWC/TRPAP,2005*).

Renowned economic analyst and futurologist Herman has described the rapidly expanding tourism as "next only to atomic power in its potential for environmental destruction". Tourism causes many types of pollution such air pollution (inside air pollution and outside air pollution), land and water pollution. Mass tourism has brought in its wake certain ecological and environmental pollution problems posing threat to tourism development. In this context, the growing awareness about the relationship between tourism and environment has ultimately led to the emergence of the concept of sustainable tourism ( *East,P.(et. al),1998*).

The notion of sustainable development is highly associated with environmental concerns. Sustainable development is defined in different ways. But the definition of sustainable development as defined by the World Conference on Environment and Development (WCED) may be relevant to quote: Sustainable development is development that meets the needs of the present, without compromising the ability of future generation to meet their needs stressing the 'inter-generation nature of sustainability.

The UNWTO has also applied the same definition. It states that sustainable tourism development meets the needs of the present tourist and host regions, while protecting and enhancing opportunity for the future. It is envisaged as leading to management of all resources. The concept of sustainability has multiple dimension-economic, environment and social aspects and, therefore, holistic view is sine qua non for sustainability.

According to the Department of National Parks and Wildlife Conservation (DNPWC)/ (TRPAP, sustainable tourism in its true sense is an industry, which attempts to make a low impact on the environment and local culture, while helping generate income and employment, and

conserve local ecosystems. It is responsible tourism, which is both ecologically and culturally sensitive. The International Center for Integrated Mountain Development (ICIMOD) has defined sustainable tourism as "if tourism contributes to the maintenance and preservation of biological resources and their diversity; if it ensures the preservation of culture and values of people and strengthens community identity; if a process is set in motion in which the benefits of tourism are broadly shared and a wider participation in decision making related to development and the management of natural resources is promoted; if economically efficient, positive backward and forward linkages among economic activities are increased to relieve the pressure on fragile resources and contribute to improvement of the quality of life of the population; if resources are managed in which, which not only support present needs but also supports the needs and aspiration of the future generations; then the presumption is that the tourism is sustainable" (*ICIMOD 1995*).

Tourists always want to away from their home environment. Swiss professors Hunziker and Kraft have defined tourism as the totality of relationship and phenomenon arising from the travel and stay of strangers provided their stay does not imply the establishment of a permanent residence and is not concerned with a remunerated activity (*Khadka, 1993*).

The term 'tourist' was first appeared around 1800 AD. A tourist is a person, who travels to a place away from his/her home and stays there at least 24 hours for leisure, holiday, recreation, etc. According to the World Tourism Organization (UNWTO), a person becomes a tourist if he/she stays at a place or country other than his own place of stay for a minimum

of one night for leisure, recreation, holiday, medical treatment, study and business, and family mission or meeting.

Being a service industry, tourism is operated by travel and tour operators and host destinations. However, it is not easy to define tourism as an industry. This is because tourism has very broad nature. It is directly or indirectly related to a variety of other trades and industries such as the aviation sector, accommodation, rail, cruise and food service industries.

During the 1960s, much focus was placed on tourism as a source of foreign exchange, a catalyst of development and security against the uncertain fluctuations of the commodity prices. But today its status has been upgraded to that of a great economic, cultural and social force.

The UNWTO predicts that the tourism industry will only continue to grow from strength to strength. Recognized as a 'smokeless industry', tourism has grown by leaps and bounds in the last few decades. In 1950, the number of international tourists was about 25 million, while the figure increased to 808 million in 2005. As per a UNWTO forecast, the number of international visitors will have reached around 1.6 billion by 2020. In 2002, the tourism industry alone created more than 200 million jobs, generating an estimated \$3.6 trillion in economic activities and accounting for one in every 12 jobs worldwide.

Being a small country of unique topographical and climatic variations and cultural diversities, Nepal has been a premier tourist destination among foreign as well as domestic visitors with varied tastes and interests. The year 1999 is taken as a landmark in terms of international tourist arrivals in the over five-decade history of Nepalese tourism industry. In that year, Nepal was able to attract a record high 500,000 tourist from diverse parts of the world. The number of inbound

tourists visiting Nepal has declined since 2000 due to various internal and international factors. Some of the major internal reasons for this slackness are the current political unrest, internal conflict and negative portrayal of the country's image in the international arena (NTB,2000).

Despite its significant contributions to the global economy, the multi-faceted industry has often been criticized for posing serious threats to the environment. Environmentalists have warned that the tourism industry could be detrimental to the environment as well as the industry itself if environmental and energy-related issues are not taken care of properly in the course of tourism development. The concept of sustainable tourism has emerged with the realization of the dynamic relationship between environment, culture and tourism. Responsible tourism alone attempts to minimize its impact on the natural and social environment while helping generate income and employment and conserve the ecosystems in the destinations concerned. The natural and social environment of any tourist destination plays an important role in its promotion. Environment is considered as a major motivating factor for tourists to visit any destination. Therefore, it can be argued that sustainability of tourism in any destination is determined by the type and quality of its environment.

It has been argued that rural area is a concept with low population density and open space and with small-scale settlement, generally of less than 10,000 inhabitants. In such settlements, farming, forestry and natural areas dominate land use. It is a complex and multi-faceted activity but not with specialized, sophisticated and facilitated sector like urban tourism. It is very important to understand that rural tourism embraces sustainability and the poor. But what is important is to make rural tourism sustainable; the tourism development practice must be initiated to integrated

community participation approach at the backdrop of pro-poor, pro-environment, pro-women along with distribution justice and equity concept.

But the past trend of tourism development was confined to urban-centric and mass tourism and growth in public concern about the environment ultimately led to the re-examination of smokeless industry. In response to this criticism, the very notion of sustainable tourism has been developed. Sustainable tourism in its true sense is an industry, which attempts to make a low impact on the environment & local culture while helping generate income and employment and conserve local ecosystem. A responsible tourism is both ecologically and culturally sensitive. According to UNWTO: "Sustainable tourism development meets the needs of the present tourists & host regions while protecting and enhancing for the future potentiality" It is envisaged as leading to management of all resources in such a way that economic, social & aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological process biological and life support system. The powerful trend of industrialization and urbanization along with technological development has altered the economic, political, social & environmental position between the rural & urban areas leaving rural areas aside for deprivation to exploit the benefit from tourism. Furthermore, the past defective trend of development also failed to address the real issue of the people. Consequently, poverty has been significantly increased in both rural and urban areas. Now a day's poverty has become the central issue to any development dimension. In this context, tourism in general & rural tourism in particular can be the sustainable tourism practice to link tourism development with poverty elimination process. Here rural tourism implies any sustainable tourism

practice that takes place in rural scene. The UNWTO, too, has launched the ST-EP (Sustainable Tourism-Eliminating Poverty) program in the year 2003 with the slogan of a sustainable tourism- a driving force for poverty alleviation, job creation and social harmony. It must be understood by all stakeholders that rural areas still harbor a lot of tourist destinations and products. If such areas are developed for tourism promotion, the living standard of the local people could be improved significantly. Poverty reduction is still high on agenda for many countries of the world. They are found developing tourism to accomplish this vital objective (UNWTO/ ST- EP, 2003).

Nepal also cannot remain out of touch from the reality. The Himalayan country with mass rural poverty holds immense potential for tourism development. The Tenth National Plan of the country has also assigned the poverty alleviation as a major objective with realization that tourism sector can significantly contribute in alleviating poverty.

## **2.4 Women in Tourism**

"How can one speak about war, poverty and inequality when people who suffer from these afflictions do not have a voice to speak?" These words spoken by Isabel Allende, renowned writer ,depict the true status of women in Nepal. This Sentence talks about the reality Nepali women face everyday, and how their hardship goes unnoticed. Most importantly, it talks about social transformation for a sustainable development (Sherpa, 2004).

Nepal, at present faces many challenges, challenges which have arisen mainly because of unequal relations, whether it is a socio-economic relation, class relation, caste relation, race relation, or relation between a man and a woman. If you talk about caste system and

oppression ,it leaves you once you enter your house ,your family ,but sex oppression and gender discrimination walk with you, every time (Kathmandu Post, 2059).

Sustainable development in any field is not possible without removal of domination and inequality. Inequality is increasing as a result of the paradigm of development. Series of governments in Nepal, after democracy, have developed a numerous programs to empower women, but not all have been successful. Just by changing in one side of the coin, gender relation cannot be improved. We have to change the perception of the men as well. Comprehending deeply, one can understand that men simply do not want changes because this system suits them, just like the caste system suits the upper caste, just like the global system suits the white people. Women have always stood behind the success of mankind, yet their contribution has been rarely recognized ( Nirola, 2059).

Nepal cannot be termed as a poor country. We have natural resources and biodiversity second to none. How we utilize and how we share the benefits is a question of interest. Tourism has climbed its way steeply in Nepal in just a half a century. It has been seen as one of the most potential industries to uplift the status of citizens. It is the business of providing services to the tourists, which includes marketing, developing new ideas, new destinations and exploring new tourism products (*Shrestha, 1990*).

In Nepal, tourism plays an important role in the economy and the overall development of the country. Tourism in Nepal generates an estimated 250,000 jobs and contributes to 4 percent of GDP. Tourism has made a significant contribution in improving Nepal's economy by increasing employment opportunities and supporting overall development



efforts. That is why tourism is characterized as a dynamic sector for sustainable socio-economic activities. The tourism sector is considered to be a key to strengthening the national economy, improving living standards and reducing poverty. It represents 15% of total export earnings and an export earnings generated by tourism was expected to grow from US\$165 million in 1999/2002 to US\$231 million in 2003. In this scenario women's involvement in this sector can contribute significant role. In Nepal, tourism can be a key to the success and sustainability of the socio-economic empowerment of women. And tourism probably is one of the few sectors which can boast of maximum participation of women in Nepal. However, it would not be wrong to say that feminization of poverty is one of the main hurdles in the development of this sector. Women are the poorest of poor and the reason mainly remains their lack of information, education, training and bargaining power (NTB, 2007).

In most of the rural areas of Nepal, women in majority still suffer from abstract poverty and discrimination. Yet, in the rural area of Nepal, tourism has been perceived as a speck of hope for those deprived women, to uplift their status from mere subordinates to economically capable beings. For an industry as dynamic as tourism, there is a strong need to make it pro women, or else, sustainable development will remain just a mere dream.

Poor working environment, unaccountability of women's work, increasing out migration of men, call the need for having a pro women dimension in the tourism sector (Sherpa, 2004).

As no society can progress without full participation of women and women constitute more than 50 percent of the total population of Nepal and they work on average 12 hours a day while men work only 7 hours,

women can contribute more actively than their male counterparts in domestic and other sectors. Till now economic contributions made by women at the household level and other sectors have not been recognized by society and as a result most Nepalese women suffer from continued unequal power relations with men (Nirola, 2059).

Although it is recognized that the status of women in Nepal has advanced to some extent over the past two decades, the progress achieved so far has been uneven and inadequate. Nepal has now reached a stage in women's development where the implementation aspects are most crucial and need to be strengthened.

However many constraints prevent women's involvement in the male dominated world of business and commerce. These range from women's lack of economic independence and self confidence to poor marketing facilities and lack of proper training. As tourism is the main sector of the Nepalese economy employing more people directly and indirectly than any other industry in the country, women's involvement in this field may play a major role towards women's empowerment. Tourism is also still one of the fastest growing sectors of economic activity. So women's involvement in the tourism sector should be kept in mind as it is a growing industry and there are many opportunities for women within it (ESP, 2005).

Tourism in Nepal made a late start in the 1950s, making Nepal a late comer in the world of tourism as an industry. It is difficult to obtain the exact data regarding employment and employees including women in this industry. There are no records stating the extent of women's involvement over time. There have been no studies done to provide a gender perspective (Gurung, 1995).

## **Women's Employment in the Tourism Sector**

Tourism has probably the greatest potential for off-farm employment activities. This has important implications for women .Besides the direct employment provided in the organized sector ,which includes travel/trekking agencies ,hotels, restaurants and lodges; tourism also provides indirect employment through the increased demand for services in the informal sector (e.g. tea shops and lodges) along the village tour circuit surrounding tourist area e.g. Lumbini(Madhuvani)

Tourism with its linkages with the local farming system ,can provide indirect income generation and employment opportunities to farm households in the tourist area .The employment rate of women in the direct and formal sectors within tourism has been very low and their involvement is often invisible and unaccounted for. However, it is quite high in the informal sector .Employment of women in the formal sector is mostly at the lower levels.

The CEDA study shows a total workforce of 30,430 employed in organized travel, trekking, and rafting business in Nepal (Table 2). Female employment constituted 10.6% in travel agencies, five percent in trekking agencies, and four percent in rafting agencies.

Of the total of 298 females employed in tourism – related agencies, 115 (38.6%) are working at the middle levels, 89 (30%) at basic level, 69 (23%) at management level, and 25 (8.4%) at the lower level (Ministry of Tourism,1990).

**Table 1: Employment by type of Establishment**

Establishment	Male		Female		Total
	No.	%	No.	%	NO.
Travel Agency	1,975	89.4	235	10.6	2,210
Trekking Agency	924	95.0	49	5.0	973
Rafting Agency	343	96.0	14	4.0	357
Airline	2,109	89.1	257	10.9	2,366
Accommodation/Catering	19,913	81.2	4,611	18.8	24,524
Total	25,264	83.0	5,166	17.0	30,430

*Source: CEDA, 1991*

The above employment data reveal that the opportunities available for women in the Tourism Sector are very limited and mostly concentrated in the urban areas. Considering the fact that more than 80% of the population live in rural areas; that over 50% of the total population of Nepal are women; and that women form the backbone of the economy; the benefits of tourism should be directly impacting the lives of women. Available data do not support this contention.

Women's work in the Tourism Sector is concentrated in the following areas which remain largely invisible.

- ✚ Providing lodging facilities for tourists.
- ✚ Traditional crafts and weaving /selling.
- ✚ Providing food and snacks.







Besides the above, there are some serious negative effects of tourism on women. Although no studies exist, tourism in urban areas is leading to an increase in women prostitutes. The victims of this have been the poorest women because of their absolute poverty. Mostly ignorant, illiterate and unexposed girls are the victims of prostitution.

## **Factors Influencing Women's Participation in Tourism**

The following proceeding analysis based on secondary information clearly establishes the fact that women have not received benefits from tourism on an equitable basis.

There is no well-defined theory concerning how women and men relate to each other or how these relationships are built upon in the overall configuration of society. We know ,however ,that gender relations are not randomly structured but are inspired by economic and political arrangements as well as by ideology .Then it becomes an analysis of how wider social ,political, cultural and economic factors intersect to provoke structural responses that reinforce the gender stereotypes.

In this context, the limitations that a women faces in general may be set to also influence their anticipation in tourism. Broadly speaking, these are:

-  the system of patriarchy which looks upon women as subordinate to men and assigns them roles and responsibilities within the prescribed limits;
-  religious traditions and rituals that reinforce the subordinate role of women;
-  cultural factors that define norms and different sets of behavior for men and women;
-  invisibility of women's work which is assigned within the domestic sphere leading to the non –accountability of such work;
-  women's excessive workload both within the household and outside;
-  lack of education ,information, and training;

- ✚ lack of self –esteem, leadership, and entrepreneurial capacity; and
- ✚ lack of access to credit and resources. (*Gurung,1995*)

The National Planning Commission has included tourism as a major sector in the NPC's five-year-plans. The role of women in this strategy must be ascertained and understood. So there is an urgent need for research which can incorporate the actual figures and facts and show the way for women's empowerment by maximizing women's involvement in the tourism sector. The Nepal Tourism Board acknowledges that "gender equity needs to be a central issue in development strategies" for tourism (NTB 2001).

There are also cases in which women's involvement in tourism has been encouraged .For example TRPAP aims to provide women with greater opportunities and independence by teaching them new skills and helping them to generate income on their own. The program was implemented by the Ministry of Culture, Tourism and Civil Aviation with financial and technical support of the United Nations Development Program (UNDP), Department for International Development (DFID) and SNV-Nepal.

TRPAP had helped in the empowerment of the local community through tourism related enterprises development .It has brought about positive results in generating awareness on eco-tourism and bringing about improvements in the livelihoods of the marginalized and poor communities in the project areas. The Six-year pilot program had been operated in 48 Village Development Committee of six districts of Dolpa, Rasuwa, Solukhumbu, Taplejung, Chitwan and Rupendehi (Rural Tourism Feature-2005).

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter deals with the research methodology applied by researcher to obtain the research questions. The chapter mainly deals with the rationale for the selection of study area, research design, universe and sampling, nature and sources of data, tools and techniques of data collection, data presentation and analysis.

#### **3.1 Research Design**

In this research, I used both descriptive and exploratory research designs. The research was descriptive in this sense that the research described the socio-economic, caste/ethnic composition, educational status of the women. Moreover, research was explorative in this sense that it was also explored the opportunities and challenges of women in the study area. Apart from this, the researcher made an attempt to explain the collected data in a descriptive way.

#### **3.2 Selection of the Study Area**

The first stage was identifying a tourist area and the second to identify some women who have been involving in tourist activities. Nepal is famous for its natural beauty; hence there are lots of tourist areas. In this context it was hard for me to decide where I should choose my research site. For this, I had decided Madhuvani VDC because it is the entrance of Lumbini, a famous tourist destination in Nepal.

Even though women generally represent a suppressed group in Nepalese society, various studies have shown that in some communities women play a major role in decision making processes in their respective household. The Newar women of Bulu (Pradhan, 1981), the Tharu

women of Dang (Rajure, 1981) have been presented and treated as equals in their community.

In comparison to the women in other communities the women from the terai region have the lowest decision making power and so hold even the lowest position in their respective household where all the decision including household decisions are mostly made by men (Acharya and Bennett, 1981). Within that area I chose a VDC in which there had been a tourism program run by UNDP as it was considered to be one of the successful programs in Nepal, and had implemented in Rupendehi, a district adjacent to my home place.

This research was done in Madhavani VDC of Rupandehi district of Nepal. This site was chosen because it was adjacent to my home district, because the culture was one with which I was familiar and tourism program, run by UNDP, aimed to empower women through tourism and was widely regarded as successful prog. in tourism sector. There are many different languages spoken in Madhuvani VDC like Nepali, Tharu and Bhojpuri. I can speak and understand these languages so I had chosen this site.

My research was conducted in two phases in 2008. In the preliminary phase while in Kathmandu, I reviewed literature and documents regarding women and tourism in Nepal.

And in the second phase (last phase), Madhuvani VDC was selected for the research because women there had engaged in some income generating activities (tourist related). The second phase included an extensive field stay and data gathering through observations and interviews etc.



Madhuvani, is about 24 km from Bhairahawa, which is situated just in front of Lumbini. For my first trip to Madhuvani as a researcher, I was accompanied by a friend of that locality to introduce me to the women. He introduced me to the women entrepreneur, former chairperson, and vice chairperson and VDC secretary. He also arranged me to stay in Lodge. I had good understanding of the language and culture so it was very easy to me to be familiar in that VDC.

After the interview and group discussion, I had observed tourism related activities to see that whether the information collected by me was matching with their business or not.

### **3.3 Universe and Sampling**

This study has been based on the Madhuvani Village Development committee of Rupendehi district. Sample size of this study has been forty eligible respondents that will be represent the universe. 40 respondents from women already involved in this sector, has been interviewed through quota sampling, similarly 40 respondents has been selected randomly. After that I categorized them in different caste/ethnic groups. Among 40 respondents, 52.5 percent Brahmin and Chhetri (migrants from hill), 20 percent Gurung/Newar, Tharu 10 percent, Madhesi Dalit 12.5 percent, Madhesi Brahmin 2.5 percent, Muslim 2.5 were taken as a sample.

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

Applying various methods for data collection has been done in this study. Both the qualitative and quantitative data were used in this study. Primary and secondary data were the source of data collection. The primary data has been collected by the researcher personally from the

field work and secondary data have been derived from published and unpublished magazines, reports, books, articles and documents from related offices and institution.

Both primary and secondary data have been considered as its tools to make the research effective. The secondary sources have played vital role in this study. Interview, observation, photographs, magazines monthly and annual reports from Ministry of Tourism and Civil Aviation (MOTCA), Nepal Academy of Tourism and Hotel management, circulars from Ministry of Tourism Industry Division, news letters from Nepal from Nepal Tourism Board (NTB), authentic data from NTB office and books by the domestic and international authors etc. were the sources of secondary data.

### **3.5 Data Collection Tools**

This study has been carried out with the help of various data collection instruments mainly using structured questionnaire, observation. Interview schedule and case study. The dissertant himself collected the primary data from the respondents by applying different tools.

### **3.6 Survey Questions**

Structured questionnaires were used to collect data. This method was employed to get the basic data required in relation to the respondent's identification by caste, income, family type, educational qualification attitude towards their business (where they involved) etc. Similarly the respondents were asked to give their opinion about their business, challenges they face, opportunities they got from tourist related activities. Data was collected by dissertant himself when the respondents had no duty and were free from the household work.

### **3.7 Interview**

People from various sectors directly or indirectly relating to this tourism related activities were interviewed in connection with the women involved in tourism industry. From interview, I have collected information about opportunities and challenges of women in tourism.

All the stakeholders associated with tourism sector were respondents for this study. Primarily, the local people, social mobilizer, VDC secretary and former chairperson of VDC were interviewed in course of collecting data.

### **3.8 Observation**

Observation method has been also used for this study. The researcher visited the field for collection of relevant information directly based upon his own observation helped to collect information about the condition of women involved in tourism sector, interpersonal relations among the women and guests, guests' behaviour up on them and condition of their business.

### **3.9 Case Study**

The researcher used case study method to get the in -depth knowledge of the women involved in tourism sector. The researcher collected four case studies (see annex 1-4). The main contents of the case studies are about socio economic status of women, their relationship with family and the empowerment they got from this sector.

### **3.10 Data Analysis and Presentation**

Data collected by various tools were analyzed through numerical and analytical process. Basically preliminary statistical method has been

used to analyze the data in this study. The collected data has been analyzed through tabulation and statistical device like percentage and average.

### **3.11 Constraints of the Data Collection**

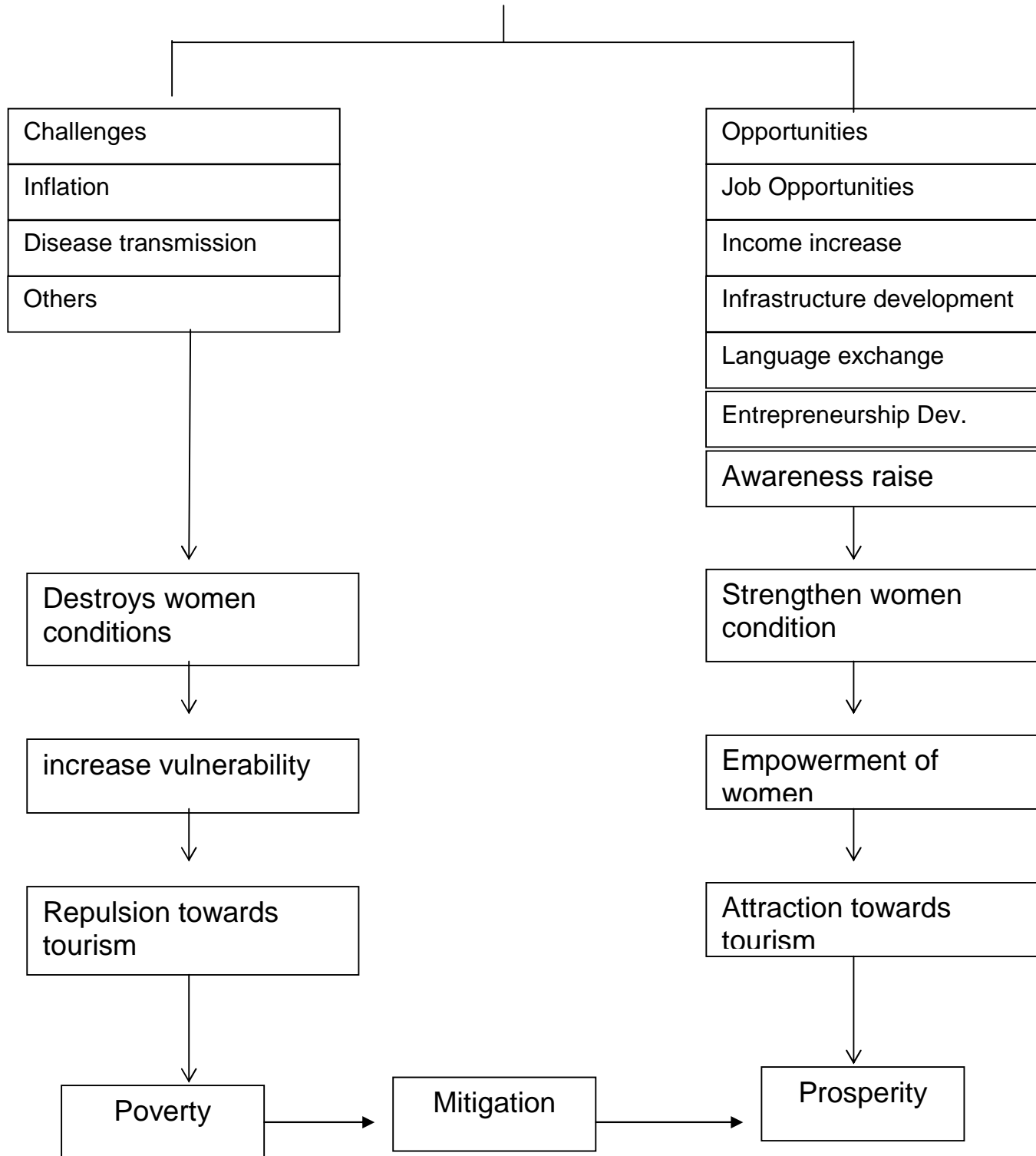
The descendant had faced little difficulties in getting the information from DDC, Rupendehi and ministry of culture, tourism and civil aviation and in meeting the respondents in the initial stages of the fieldwork. They suspected that the researcher was government official collecting information to launch big large project/program, so they told only the challenges they faced. It was difficult to convince them at first but after continuous motivation; they provided real state of their business.

### **3.12 Limitation of the Study**

This study is an academic research conducted as a partial fulfillment of the Master' Degree in sociology from Tribhuvan University of Nepal Similarly the study was based on the field works of targeted sampled of women involved in tourism related activities in Madhuvani VDC of Rupendehi district limited budget and time is the limitation of the study small sample size of the study is another limitation of the study therefore findings of this study may not be applicable for all places of tourism case of the country

### 3.13 Conceptual Framework

#### Women in tourism sector



My research is focused to find out opportunities and challenges of women and the way to mitigate the challenges so that women's participation in this sector can be increased.

## CHAPTER – IV

### RESEARCH SITE DESCRIPTION

#### 4.1 Rupendehi A District: At A Glance

Lying just about 300 kilometers south west of the capital city of Kathmandu, Rupendehi is one of the developing districts of Nepal. The district is situated in between latitude 27<sup>0</sup>20'00" to 27<sup>0</sup>47'25" and longitude 83<sup>0</sup>12'16" to 83<sup>0</sup>38'6" east. Covering an area of 1360 square kilometers, the district shares its borders with Uttarpradesh state of People's Republic of India in the south. The adjoining districts of Rupendehi include Nawalparasi (east), Kapilvastu (west) and Palpa (North). The major parts of the district are in terai regions. The district has 7,08,419 population (CBS 2001) and the density of population stands at 521 persons per square kilometer. Most of the inhabitants are Hindus. Pahadi (Cheetri) are the main inhabitants of the district. Literacy rate in the district is 66% where 56% female and 76% male are literate.

Agriculture is the main means of livelihood of the people. Following table shows the percent of population on the basis of occupation.

**Table 2: Population on the Basis of Occupation.**

<b>Occupation</b>	<b>Male (%)</b>	<b>Female (%)</b>
Agriculture	87.7	92.4
Gov.Job	3.1	0.9
Business	2.0	1.3
Foreign Employee	0.7	0.1
House Hold work	3.9	4.4
Others	2.6	0.9
Total	100	100

(Source: DDC, Rupendehi)

60.21% of the total land means 85,122 hector is suitable for farming. Forest area occupies about 22.65%, pasture land accounts for 6.28% of the total landmass of the district. The remaining area is covered with rivers ,cliffs, residential and barren area.

According to the Nepal Human Development Report, 2004 following table shows the development status of Rupendehi.

**Table 3: Development Status of Rupendehi District**

S.N	Description	Index value	Ranking
1.	Human Development Index (HDI)	0.546	5
2.	Human Poverty Index (HPI)	29.2	5
3.	Human Empowerment Index (HEI)	0.555	-
4.	Gender Empowerment Measure (GEM)	0.392	-
5.	Social Empowerment Index (SEI)	0.438	-
6.	Political Empowerment Index (PEI)	0.785	-
7.	Economic Empowerment Index (EEI)	0.440	-

Source: Nepal Human Development Report, 2004

#### **4.2 Madhuvani a VDC: At a Glance**

Research site, Madhuvani VDC is lying just about 310 kilometers south west of the capital city of Kathmandu . This VDC is situated in between latitude 27°20'.00" to 27°47'25" and longitude 83°12'16" to 83°38'7" east. This VDC shares its borders with Vagawanpur in the south. The adjoining VDCs of Madhuvani include Sipawa (east), Lumbini Aadarsh (west) and Khudabagar (North). It is the **entrance gate** of

Lumbini. Lumbini, the birth place of Lord Buddha is the first and foremost site of pilgrimage. It is a pilgrimage site for all who cherish peace and harmony .Lord Buddha was born here in the 6th century B.C. Lumbini, which is a popular tourist destination is visited by more than 4,00,000 Buddhist and non Buddhist visitors every year (Nepal Tourism Board).

So, to find out existing challenges and opportunities of women, I have done my research work in Madhuvani VDC. The household distribution of Madhuvani is 824. The VDC has 5,516 population (CBS 2001) and the density of population stands at 508 persons per square kilometer. In Madhuvani, 51.60% male and number of female Stands at 48.40% (CBS, 2001).

Most of the inhabitants are Hindus. Madhesi Dalit (Chamar,Pasi,Kahar,Dhobi,Lodh) have majority on the basis of population. Agriculture is the main means of livelihood of the people. Following table shows the percent of population on the basis of occupation.

**Table 4: Percent of population on the basis of occupation**

<b>Occupation</b>	<b>Male (%)</b>	<b>Female (%)</b>
Agriculture	87.7	90.4
Gov. Job	2.1	0.9
Business	2.0	2.3
Foreign Employee	1.7	0.1
House Hold work	3.9	5.4
Others	2.6	0.9
Total	100	100

Source: DDC, Rupendehi.

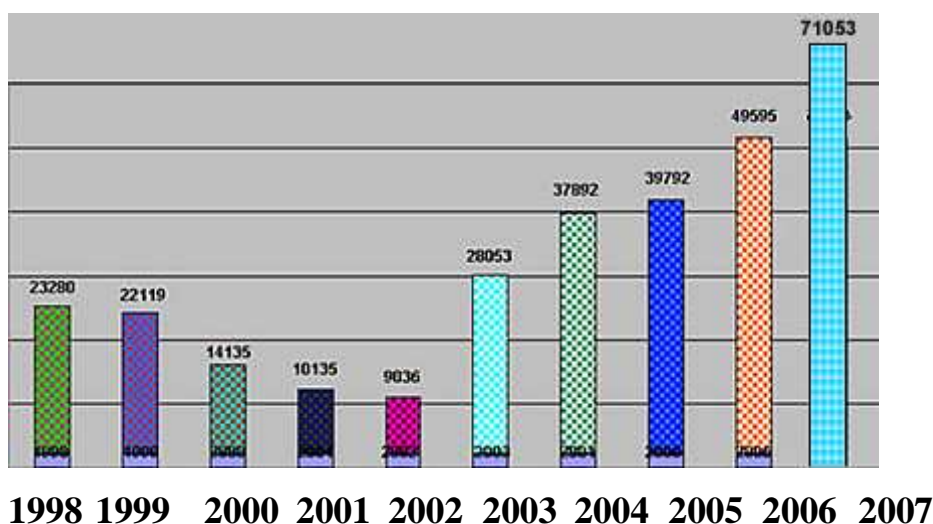
According to the Nepal Human Development Report, 2004 following table shows the development status of Rupendehi.



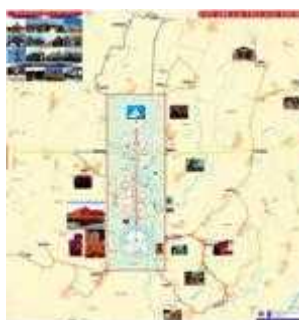
Tourist arrivals in the Lumbini have been declining over the years because of the political unrest in Nepal. Although no visiting tourist has been hurt or faced any serious problem during the visit, Nepal has lost her international image as a safe and peaceful tourist destination due to the decade-long Maoist insurgency. But after the peace agreement between Gov. of Nepal and Maoist party, situation is becoming good for tourism. Now after Constitutional election, situation is improving day by day.

The table below shows the tourist arrival figures of Lumbini in the last seven years.

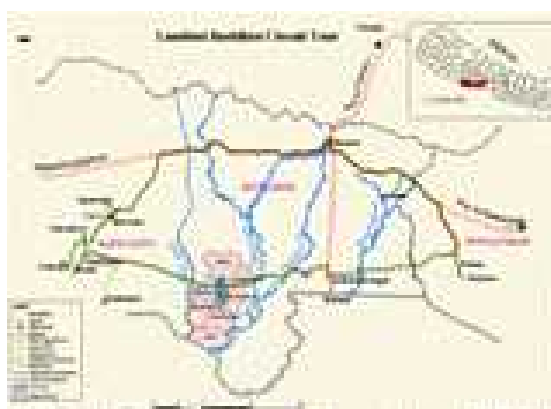
**VISITORS ARRIVAL IN LUMBINI**  
(Excluding Nepalese And Indian Nationals)



There are altogether 69 VDCs and 2 Municipalities in the district. Out of them TRPAP had been implemented in seven surrounding VDCs including Madhuvani. (TRPAP conducted in 2001 and phase out in 2007).



## Madhuvani Village Tour



Tourist map of Madhuvani and tourist rest place

A walk through the villages surrounding Lumbini, interaction with the warm and hospitable local people, buying their authentic handicraft products and observing their traditional rituals will bring one closer to understanding the diversity of Terai cultures in Nepal. Tour of villages also gives opportunity to observe Terai landscapes and vegetation found in the outskirts of the settlements. The people in these traditional villages offer a peek at their agro-based rural lifestyle, colorful costume, festivals which they celebrate with much joy and enthusiasm and gracious hospitality.

They belong to different religions, cast and creed, with agriculture as main occupation. The main festivals celebrated by the people are

Nagpanchami, Holi, Dasain and Tihar. Tourists can visit the local temples and mosques or partake in the cultural ceremonies. The wetland areas, lakes and ponds in the villages also offer bird watching opportunities. Visitors have the option of choosing to walk through the villages, or riding through on local rikshaw or bullock cart.

Madhuvani offers sightseeing of rural Terai life and bird watching at Haththihawa and Tharunia lakes. Dhaulagiri and Annapurna ranges in the north can also be seen during clear winter mornings. In addition one can also visit temples of Durga, Shiva, Kalikasthan and Samaimaisthan, in the village. Tharu, Yadav, Harijan, Brahmin, Chhetri and Muslim are the main groups found here. Local handicrafts are available at sales center and hotels. Biraha culture is the main cultural attraction here.

**Table 5: Women's Involvement in Tourism(Madhuvani VDC)**

<b>Year</b>	<b>No. of women involved in Tourism</b>	<b>Percent increase</b>
2000	20	-
2001	25	25
2002	26	4
2003	34	31
2004	45	32
2005	49	9
2006	55	12
2007	57	4
2008	59	4

Note: Percentage has been mentioned in round figure.

## CHAPTER-V

### WOMEN IN TOURISM ANALYSIS OF OPPORTUNITIES

This chapter analyses the data and presents the results of the data analysis or of the findings of the study.

#### 5.1 Social Profile of the Respondents

Human being is a social animal and their existence is influenced by their social surroundings. The existence of set codes is found in any society, which guides or restricts its people to act accordingly and remain inside the boundaries. These are helpful in maintaining the rules and regulation or the social order in society. These codes can also hinder a society in its development.

##### 5.1.1. Sex Structure

All 40 respondents from Madhuvani were from female .They were engaged in tourism sector directly and indirectly.

##### 5.1.2 Distribution of Respondents by Age

**Table 6: Distribution of Respondents by Age**

Age group	No.	Percentage
15-25	11	27.5
25-35	14	35
35-45	12	30
45-55	3	7.5
Total	40	100

Source: Field survey, 2008

Table 6 shows that respondents were up to 55 years. Most of the respondents (35%) belonged to 25-35 years, which is followed by 35-45(30%), 15-25(27.5%) and 45-55(7.5%) year's age group. Mean age of the respondent is 31.75 year. This data reveals that young women have involved in tourism sector.

### 5.1.3 Family Types

Mainly families are categorized into the two types, these are: nuclear and joint family. It is classified on the basis of family composition. Family type plays a vital role in participation of tourism sector.

**Table 7: Family types of Respondents**

<b>Family types</b>	<b>Number</b>	<b>Percentage</b>
Nuclear	17	42.5
Joint	23	57.5
Total	40	100

Source: Field survey (Interview report) Jan.2008

Table 7 shows the family types of respondents, in which joint families were 57.5% and rest of the families were 42.5%. Which can be further clarifying by following figure.

### 5.1.4 Family Size

Family size is one of the important factors for analyzing the socio economic condition. Family sizes of respondents are as follows.

**Table 8: Family size of Respondents**

<b>Family Size.</b>	<b>Number</b>	<b>Percentage</b>
Up to 4	8	20
4-8	17	42.5
8-12	15	37.5
Total	40	100

Source: Field survey (Interview report) Jan.2008

Table 8 reveals that majority 42.5% families were belonged to 4-8 members, 37.5% families' 8-12 members .Similarly 20% families have below than 4 members. The average family size of the respondents was 6.7, which is a bit higher than national average family size (6.4 member per family)

### **5.1.5 Marital Status**

Marital status is also one of the independent variables, which determines the various activities.

**Table 9: Marital Status of respondents**

<b>Marital Status</b>	<b>N0.</b>	<b>Percentage</b>
Married	34	85
Unmarried	4	10
Ever married(widow)	2	5
Total	40	100

Source: Field Survey, 2008

Among the total respondents 85% were married, 10% were unmarried and 5% were ever married (widow).This data shows that in Madhuvani majority of women involved in tourism related activities were married women.

### 5.1.6 Distribution of Respondents on the Basis of Caste-Ethnicity

Caste –Ethnicity also determines women's role and opportunities. Although women are far behind than men. Roles of women varies on the basis of caste-ethnicity. Gurung/Newar women have more freedom in comparison with Brahmin/Chhetri likewise Madhesi women have low freedom to involve in outside work. Because of Burka system, Muslim women have less freedom for outside work.

**Table 10: Distribution of Respondents on the Basis of Caste-Ethnicity**

<b>Description</b>	<b>Number</b>	<b>Percentage</b>
Gurung/Newar	8	20
Brahmin/ Chhetri(Pahadi-migrants from hill)	21	52.5
Tharu	4	10
Madhesi Dalit	5	12.5
Madhesi Brahmin	1	2.5
Muslim	1	2.5
Total	40	100

Source: Field survey (Interview report) Jan.2008

The above table reveals that majority of the women involved in tourism related activities in research area are belongs to Pahadi community. But Muslim and Madhesi Brahmin women have very few participation. This is because of culture and traditional thinking.

### 5.1.7 Distribution of Respondents by Religion

Religion plays an important role in making people pursue a particular career. The distribution of the respondents in terms of religion given below in table No.11.

**Table 11: Distribution of Respondents by Religion**

<b>Description</b>	<b>Number</b>	<b>Percentage</b>
Hindu	32	80
Buddhists	7	17.5
Islam	1	2.5
Total	40	100

Source: Field Survey. 2008

**Note:** The table above shows that one of the respondents is Muslim. She has married with Muslim but she is originally belongs to Pahadi community (migrated from hills) .

### **5.1.8 Literacy Status**

Education is one of the most important social characteristics of the respondents. It enhances social, economic, moral, political development and civilization. Following table shows the literacy status of the respondents.

**Table 12: Literacy Status of the Respondents.**

<b>Literacy Status</b>	<b>No.</b>	<b>Total (%)</b>
Literate	16	40
Illiterate	24	60
Total	40	100

Source: Field Survey, 2008

Table 12 shows that among the 40 respondents only 40% were literate. 60% respondents were illiterate. This shows that literacy status of the respondents is poor.



### 5.1.9 Educational Status

Following table shows the educational status of the respondents.

**Table 13:- Educational Status of Respondents**

<b>Level of Education</b>	<b>No,</b>	<b>Percentage</b>
Pre primary	4	25
Primary	6	37.5
Lower secondary	3	18.75
Secondary and above	3	18.75
Total	16	100

Source: Field survey. 2008

Table 13 shows the educational level of the respondents in different levels. Among the literates 40% of the total respondents, most of the respondents (37.5%) have completed primary level. Only 18.75% of total literate respondents have completed secondary and above. Likewise 25% of total literate respondents have completed pre primary.

## 5.2 Economic Characteristics

This section deals with some selected economic indicators of the study population such as occupation, income level, land holding structure. Those indicators are directly and indirectly affecting tourism and their management method as well.

### 5.2.1 Occupational Status

Occupation is one of the most determinant factors of the status of life of the population. Hence, table no 7 shows the occupational status of the respondents of Madhuvani. Occupational status is another factor, which reflects the socio-economic status of a person. Income level of the people is depended on occupational status to some extent.

**Table 14:- Occupational Status of Respondents**

<b>Main Occupation</b>	<b>No.</b>	<b>Percentage</b>
Agriculture	14	35
Consumer shop	5	12.5
Pan shop	5	12.5
Hotel/canteen/restaurant	4	10
Tea shop	3	7.5
Curio shop	2	5
Fruit shop	3	7.5
Fisheries	2	5
Cosmetic/ Fancy	1	2.5
Tailoring	1	2.5
Total	40	100

Source: Field survey. 2008

Table 14 reveals that majority respondents (35%) had adopted agriculture as a main occupation, which is followed by Consumer shop and pan shop (12.5%), Hotel/canteen/restaurant (10%), tea shop and Fruit shop (7.5%), curio shop and Fisheries (5%/5%), cosmetic and Tailoring (2.5%).

### **5.2.2 Land holding status**

Ownership of land is one of the important indicators of economic status of people in our society. Likewise land is also the subject of identity and dignity in Nepal. Following table shows the details of land holding size of sampled population.

**Table 15: Land holding Status of Respondents**

<b>Land size(Kattha)</b>	<b>Number</b>	<b>Percentage</b>
up to 5	14	35
5 to 10	10	25
10 to 15	12	30
15 to 20	4	10
Total	40	100

Source: Field survey. 2008

Land holding size of the respondents is categorized under 4 groups in the interval of 5 Kattha. Majority of respondents (32.5%) belonged to below 5 Kattha, which is followed by 5 to 10 Kattha (25%), 15 to 20 Kattha (22.5%) and 10 to 15 Kattha (20%). The data of table 14 shows that women from the family having few area of land are involved in tourism sector.

### 5.2.3 Income Status of the Respondents

A question was asked to the respondents, how much you earn monthly from tourism? to know the average monthly income level. The level of average monthly income plays an important role and also determines level of living standard and other economic activities. The following table shows the details of income of respondents.

**Table 16: Income Status of Respondents per month from Tourism**

<b>Income size</b>	<b>Number</b>	<b>Percentage</b>
up to 5,000	24	60
5,000 to 10,000	11	27.5
10,000 to 15,000	4	10
15,000 to 20,000	1	2.5
Total	40	100

Source: Field survey. 2008

Table 16 shows the per month income of respondents which is categorized under four income strata in the interval of Rs.5,000. Majority of respondents (60%) belonged to below Rs.5,000 per month income level. Only 2.5% respondents has Rs.15,000 to Rs.20,000 Per month income. The average per month family income was Rs 5250. Majority of the respondents earn below 5000 which is very low income level.

#### 5.2.4. Respondents' Involvement in Household Chores

In patriarchal society like our society; women must do the household works only, not by men. Women have begun to involve in public service and tourism industries too. But still women have burden of work before going out to work, they must finish their household work such as cooking, water bringing, child caring, washing, cleaning etc. In some cases, cash-earning job, creates double workloads for females. The dissertant has attempted to find out how many hours the respondents work for their household, which is given in the table No.17 Respondents' Involvement in Household Chores

**Table 17: Respondents' Involvement in Household Chores**

<b>Description</b>	<b>Number</b>	<b>Percentage</b>
2-4 hours	18	45
5-6 hours	15	37.5
7-8 hours	7	17.5
Total	40	100

Source: Field survey, 2008

The above table No. 17 shows that 45 percent of the respondents spend 2-4 hours per day on household work, 37.5% of the respondents spend 5-6 hours per day on household work and 17.5% of the respondents spend 7-8 hours per day on household work. The above table shows that the women involved in tourism related business can give 2-8 hours per day for their household work except their business, which is really challenging to run their business. They hardly get help and co-operation from male in cooking, washing, leaning, child caring in the study area.

### 5.2.5 Changing Relation of the Respondents' with their family

Attitude of the family directly affects the occupation of anyone of the family .So far the women are concerned , family support is must . Most of the women can not go against their family. The amount of the support received by the respondents from their family regarding their occupation is given in table no. 18

**Table No. 18: Relation of the Respondents' with their Family**

<b>Description</b>	<b>Number</b>	<b>Percentage</b>
Full cooperation	14	35
Don't care	12	30
Partial	14	35
Don't like occupation	-	-
Total	40	100

Source: Field Survey, 2008

Table No. 18 shows that 35 percent of the respondents' families give full support regarding their occupation and their family is happy with their occupation. 30% of the respondents' families don't care about their occupation. Similarly, 35% of the respondents' families give partial support.

The families give importance to cash earning activities. Because of the good cash earning occupation, the families have no objection to women's doing such an occupation and these activities are helping their power and status increase in the families.

## 5.2.6 Respondents' Decision Making Power at their Home

**Table 19: Respondents Decision Making Power at their Home**

<b>Description</b>	<b>Number</b>	<b>Percentage</b>
High	7	17.5
Low	12	30
Medium	12	30
Not at all	9	22.5
Total	40	100

Source: Field Survey, 2008

Table No. 19 shows the level of the respondents' decision making power at their home regarding their profession and family matter. Only 17.5 percent of respondents have high decision making power. 30 percent have medium decision making power in the family. Similarly 30% of respondents have low decision making power and 22.5% of respondents have no decision making power in their respective home.

This shows that family influence is quite prominent in decision making and independent decision making by respondent is very low.

## 5.3 Tourism Activities

### 5.3.1 Tourist Activities

To account the adopting tourism activities a question, which tourism activities are you adopting was asked to the respondents and their responses were shown in the following table.

**Table 20: Involvement Sectors of Women**

<b>Tourist activities</b>	<b>No.</b>	<b>Percentage</b>
Handicrafts	6	15
Fancy store	3	7.5
Hotel/canteen/restaurant	6	15
Pan shop	5	12.5
Curo shop	2	5
Tea shop	3	7.5
Fruit shop	2	5
Cold drink centre	2	5
Cosmetic	2	5
P.C.O	1	2.5
Consumer shop	4	10
Tailoring/ Boutique	4	10
Total	40	100

Source: Field Survey. 2008

Table 20 shows that existing main tourist activities at the study site. All respondents were involved in different tourism activities. Among them majority adopted Handicrafts and Hotel/Canteen/restaurants(15%) as a main tourism activities which is followed by Pan shop (12.5%), Fancy store/Tea shop (7.5/7.5%), Curo shop, Fruit shop, cold drink centre, cosmetic(5%/5%) and minority. 2.5% had adopted p.c.o. as a main tourist activities.

### **5.3.2 Roles of women in Tourism activities**

To assess the role of women in tourism activities, a question "how much time do you give per day? was asked to the respondents and their responses are in the following table.

**Table 21: Time spent in Tourism Activities by Women**

<b>Time spent (hours/per day)</b>	<b>Number</b>	<b>Percent</b>
2 - 4	5	12.5
4 - 6	8	20
6 - 8	14	35
8 - 10	7	17.5
10-12	4	10
12 - 14	2	5
Total	40	100

Source: Field survey, 2008

Table 21 shows the role of women on the basis of given time per day to the tourist activities in six groups. Majority 35% had given 6-8 hours per day. Only 5% gave 12 to 14 hrs, 20% had given 4-6 hrs, 17.5% had given 8-10 hrs, 12.5% had given below than 4 hrs and 10% had given 10 to 12 hrs. The mean given time is 7.15 hrs per day.

### **5.3.3 Opportunities in Tourism Activities**

In the positive sense, an opportunity is the favorable situation to achieve /acquire something for the proper. Hence what things have gained and what will be gain from tourism sector is the opportunities of woman in tourism sector.

Opportunities and development are the directly proportional, if higher the opportunities, higher will be the development. Similarly lower the opportunities lower will be development status. Existing opportunities and probable opportunities reveals the prospects of sustainable tourism development. The following table shows the opportunities of women in tourism sector at Madhuvani VDC of Rupendehi district.



**Table 22: Opportunities of Women at Study site in Tourism Activities.**

<b>Opportunities</b>	<b>No.</b>	<b>Percent</b>
Economic profits	25	62.5
Social Change	4	10
Entrepreneurship development	7	17.5
Empowerment	3	7.5
Others	1	2.5
Total	40	100

Source: Field Survey, 2008

Table 22 shows that majority 62.5% responded that economic profits which is followed by entrepreneurship development (17.5%), social change (10%), empowerment (7.5%) and others (cultural change) 2.5%.

## CHAPTER –VI

### CHALLENGES OF WOMEN IN TOURISM

The following table shows the challenges of the respondents at Madhuvani VDC.

#### 6.1 Challenges of Women in Tourism Sector

**Table 23: Challenges of Women in Tourism Sector**

<b>Challenges</b>	<b>No.</b>	<b>Percent</b>
Lack of awareness	5	12.5
Lack of networking(Marketing)	14	35
Lack of Capital	6	15
Lack of proper policy to raise no. and average tourist stay	4	10
Unhealthy competition	3	7.5
No challenges	5	12.5
Un known	3	7.5
Total	40	100

Source: Field Survey, 2008

Table 23 shows that 7.5% respondents were unknown about challenges in their tourism activities. Similarly 12.5% respondents responded that they have no challenges in their tourism activities. Majority 35% have said that there was lack of networking (marketing), which is followed by 15% lack of capital, lack of awareness (12.5%), lack of proper policy to raise no. and average tourist stay, unhealthy competition (7.5%).

#### 6.2 Drawbacks/Disadvantages of Tourism

In tourism sector there are some disadvantages also which can be shown in the following figure.

**Table 24: Losses from Tourism at Study Site**

Responses	Number	Percentage
Inflation price rise	5	12.5
Cultural erosion/acclturation (cultural invasions)	9	22.5
Disease transmission	2	5
Declining interest in agriculture	9	22.5
Preference of local youths for tourism related jobs rather than education	5	12.5
No Losses	10	25
Total	40	100

Source: Field Survey, 2008

Table 24 shows that majority 25% had no losses from tourism activities but 22.5%/22.5% had told cultural erosion/declining interest in agriculture, likewise 12.5%/12.5% had told inflation and preference of local youths for tourism related jobs rather than education .5% respondents responded that diseases transmission occurred after tourist movement.

## CHAPTER-VII

### THE NEW STRATEGY OF WOMEN IN TOURISM

#### 7.1 Challenges Reduction and Opportunities Increment

Opportunities and development are directly proportional. If higher the opportunities, higher will be the development and inversely proportional to the challenges even though challenges also act as guideline. Similarly lower the opportunities lower will be development status. Existing opportunities and probable opportunities reveals the prospects of sustainable tourism development the following table shows the opinions of respondents.

**Table 25: Opinions for challenges reduction and opportunities increment**

<b>Responses</b>	<b>No.</b>	<b>Percentage</b>
Market Provision(Networking)	12	30
Extension of tourism sector	5	12.5
Empowerment	8	20
Increment of tourist average stay	9	22.5
Clear cut policy to encourage women in this sector	4	10
Unknown	2	5
Total	40	100

Source: Field Survey, 2008

Table 25 reveals that majority (30%) emphasizes to make market provision, which is followed by increment of tourist average stay (22.5%), empowerment (20%), extension of tourism sector (12.5%) and clear cut policy to encourage women in this sector (10%). Similarly 5% respondents were unknown how to reduce the challenges of tourism activities.

## **7.2 Presentation of Key Informants Interview:**

Besides these above mentioned data analysis, I have interviewed some key informant and also observed some enterprises there to check whether the collected data is true or not.

We have discussed challenges and opportunities of women which has been mentioned below:-

### **7.2.1 Challenges of Women**

Former Chairperson of Madhuvani VDC, Sugriv Prasad Yadav state that TRPAP has brought a hope to the people by providing various trainings and Infrastructure development. Local women have benefited by the selling of locally made baskets. There is a cultural group namely pharuwah dance team, when TRPAP has been implementing in this area tourists team came several times to see local culture and local sites also. But after the phase out of TRPAP, local women have not got support from any organization to promote their tourist related business.

I had seen that majority of Pahadi women ( migrated from hills) and lower caste poor women of Madhesi community were involved in tourist related activities during my field work and I have asked question to former vice chairperson of Madhuvani VDC Durga Prasad Uppadhya that " why women from higher caste of Madhesi community are not involved ?

In answer he said" Because of culture, society does not permit women to involve outside activities rather than house hold activities. This is prevailed mostly in higher caste of Madhesi society and Muslim , that women should do house hold activities and do not expose themselves to outsiders."

His views are similar to, Acharya and Bennett,1981, the women from the Madhesi community have the lowest decision making power and so hold even the lowest position in their respective house hold where all the decisions including house hold decisions are mostly made by men (Acharya and Bennett,1981).

I have found Durga Prasad Uppadhya's view true , because my collected data from table 9 also supports this.

Another noteworthy matter has been stated by Bishwa karki, a primary teacher of the locality. He has said that women from large area of land holder's are less participating in tourism area while landless poor marginalized women are actively participating because they do not have their own land for cultivation. Likewise, Women from pahadi community are involved more than other community because they are literate and they don't have sufficient land for their survival and they can easily expose themselves with outsiders. His views are also matching with above explained data.

Thus from above discussion, it can be said that women who belongs to the family that hold big plot of land are less participating than those who do not have plot of Land. This is especially in the case of madhesi women.

One madhesi women of higher caste who has her house on the main tourist route, when asked why she had not entered lodge business said:

"The Lodge business is not our cup of tea. It is only for lower iddle class people for whom interaction with strangers and the performance of catering duties does not matter. The women have become so shamelessly forward that they dare to compare themselves with us. The way they

dress and the way they raise their voices at meetings is the result of tourism development in my village."

Ram samujh Gupta , VDC secretary of Madhuvani said that "Madhuvani is the entrance place of Lumbini, a famous tourist destination, but local people are not benefited as we wish. Because tourists does not stay very long and they just come through Kathmandu or India , they reserves bus and come here and visits for 3-4 hours and go back to Bhairahawa or India nearby .TRPAP has promoted local female guides , but tourists already bring well trained guide from major cities because of this, local guide have drained to other activities for their livelihood.

### **7.2.2 Opportunities of Women**

It has been observed above that, in Madhuvani, tourism development and external interventions have affected the lives of women in many ways. Men from different age and ethnic groups have different views on the impact of tourism on women. Though the perceptions of men are varied, their overall view on this issue is positive.

In the beginning, the direct involvement of women in the tourism industry and in other social activities was viewed quite skeptically by men. Over time, their perceptions have begun to change. In fact, some of the activities carried out by women have also benefited men in significant ways. For example, the road constructed by women has become extremely useful.

The decreased workloads of women and better working conditions, together with increased incomes, have led to improvement in their health. There is better sanitation, better health, and better schooling

in the village. Many men were found to be satisfied with these developments. We can see changes among Madhuvani women after their involvement in tourism, they have built their confidence, they are now self dependent, and they have worn better clothes and schooled their children in better school.

On the whole, therefore, the positive perceptions of men about the new status of women have clearly overridden some negative perceptions.



## **CHAPTER -VIII**

### **SUMMARY AND CONCLUSION**

This chapter is one of the most important segments of a research report. Hence, summary and conclusion are given respectively.

#### **8.1 Summary**

Nepal has recognized the importance of women's role in economic development. Even though women are considered to play vital role and are productive workers, their access to productive resources has remained limited. So far in the formal economy women are far behind that of men. Women's actual labour force participation continues to be bleak because much of the work women participate in subsistence farming and household works, which are not, classified as economic values. In Nepal the status of the women is not found to be appreciated. Women are mostly dominated and oppressed by men because of the patriarchy.

This study has its specific objectives to assess opportunities and challenges of women involved in tourism sector and also the way to mitigate challenges.

In this research various methods were applied observation, interview and questionnaire were used during the period of jan.2008 to march 2008, in order to know the opportunities and challenges of women in this sector. The data collected through various techniques in the field were analyzed descriptively by the dissertant himself.

Tourism industry plays an important role in the development of the Nepalese economy. Tourism industry was developed in Nepal after

1950s. The development of the tourism industry provides employment for both male and female. Expansion of tourism site has created opportunities for rural women to involve and be self dependent. We can see the social changes in the tourism industry where women are competing with male entrepreneur. In Madhuvani 40 female have run tourism related activities.

Among 40 female entrepreneurs, maximum percentage of the women were Brahman/Chhetri, which was 52.5% .Women from Madhesi community were less participating in this sector because of traditional thinking and culture of veil.

The family support to female entrepreneur was very encouraging. 35% of the respondents gained full support from family and were encouraged by their family to continue business. The family of 30% of the respondents' does not care their occupation.

Women involvement in this sector brings out the improvement of the family's life style. Women in this sector earn Rs.5, 000 to 20,000 per month which is comparatively good income. Their life style is high and good standard.

The majority of women in this sector belong to the age group 25 to 35 years, which is 35% percent of the total respondents. It shows that young and energetic women are participating in tourism sector. 85% percent of the women involved in tourism sector of this are married. It indicates that married women's involvement in this sector is higher than unmarried women.

5% of the total respondents are widows. This shows that widows have been benefiting from tourism.

Only 40% of the respondents are literate. Main occupation of the respondents is agriculture. About 35% of respondents are involved in agriculture. As per land holding majority 35% had below than 5 kattha of land. This shows that poor and mostly landless women are benefitted from this sector.

Regarding the family head, only 7.5% families were female headed. Prevalled tourism activities were Handicrafts(15%), Hotel/canteen/restaurant (15%), Pan shop (12.5%) , Consumer shop (10%), Tailoring/Boutique (10%) ,Fancy store (7.5%),tea shop (7.5%), curo shop (5%),fruit shop(5%),cold drinks(5%) ,cosmetic(5%) and P.C.O.(2.5%).12.5% respondents paid below 4 hours in the tourism activities per day but average given time per day was 7.15 hours.

Majority 35% have said that there was lack of networking (Marketing) as a main challenge while 7.5% respondents were unknown about challenges in their tourism activities. Other challenges of tourism were lack of capital, lack of awareness, lack of proper policy to raise no. and average tourist stay, unhealthy competition.

Economic benefits (62.5%), entrepreneurship development (17.5%), social change (10%), empowerment (7.5%) and others (cultural change) 2.5% were the main opportunities of respondents.

Cultural erosion, declining interest in agriculture, inflation, preference of local youths for tourism related jobs rather than education are the losses from tourism sector.

About challenge reduction (30%) emphasizes for the good provision of market, 22.5% increment of tourist average stay, empowerment 20%, extension of tourism sector (12.5%) and clear cut

policy to encourage women in this sector (10%). Similarly 5% respondents were unknown, how to reduce the challenges of tourism activities.

## **8.2 Conclusion**

The opportunities opened to the people of Nepal through tourism are many. However, due to lack of gender sensitivity in the tourism development strategies of the government, as well as the socio economic inhibitions of women which are perpetrated by society, very few women have been able to harness the full benefits from these opportunities. Instead, many women have to bear such costs as spending more time in household activities because of benefits that accrue to others .In Madhuvani, involvement of several caste and ethnic groups has been found in this sector.

Family support towards them regarding their involvement in tourism activities is also remarkable. Most of them entered this sector with the advice of their family.

The income from this sector is better compared to other profession, which seems to be the prime pull factor for these ladies to get into it. Most of them were satisfied with the earning. Generally the earning of women issued to supplement the economic condition of the family. Education background of the female seems very low.

As a tourist destination Madhuvani has various opportunities for women involved in tourism sector like economic benefits ,entrepreneurship development ,social change, empowerment and others (cultural change) .However there are also some challenges exists that are lack of Networking (Marketting) for Handicrafts, lack of capital in initial phase, lack of awareness ,lack of proper policy to raise no. and average

stay of tourist stay. In this context of present situation of women the impediments / obstacles faced by women in this profession are the common problem of all the people in this profession regardless of their gender. Involvement of Madhesi and Muslim women is very low. The reasons behind this are culture and religious tradition. So, various awareness raising program should be launched to make inclusive.

In modern days, women are involving in cash earning tourism activities. The families give the permission to women to go for work conditionally. If they go for work, they have to do household work along with their occupation. In this way woman workloads increase when they involve in income generating activities like tourism sector. For this, gender awareness training should be conducted for both husband and wife of female involved in tourism sector.

If we mitigate the challenges of Madhuvani women involved in tourism sector than there opportunity will increase and they can get fruit of tourism.

For this various awareness campaign and capacity building program and pro poor pro women policies of tourism should be implemented and local people's network and institutional capacity should be developed.

Thus, in the light of the findings from the study, it is concluded that women's involvement in tourism sector is good both for women and the society.

## CASE STUDY:

### 1. Improving Rural Livelihood through Tourism

Mrs. Virma Chaudhary inhabitant of Madhuvani VDC is now happy and proudly says that now I am able to send my daughter to a private boarding school,"from my income. I often think that being an illiterate housewife,I can't earn money in my home area in my leisure time.But it proved wrong. If rural women get chance to improve their skill and get trained to marketize their skill than they can earn money in local level also. They don't need to go far from their home for wages.

At the beginning, when she had taken membership in one of the community organisations in Madhuvani VDC of Rupendehi district ,did not know that the colorful baskets made from locally available mooj grass could be a saleable item. She used to make colorful baskets from mooj grasses to store grains or give away as gifts to friends and relatives. Many women in Rupendehi district have been making various colorful items from these locally available grasses for long time but never thought of selling them out to the visitors in Lumbini.

The programme (TRPAP ) promoted the local handicrafts as one of the major tourism products of Lumbini and had conducted 45-day advanced and training to 20 women in the district. After the training, they have started making miniature Ashoka Pillar and Mayadevi temple ,colorful birds and animals, hats, tea mats, colorful baskets of different sizes, flower vases, pen stand ,etc. Now the big hotels in Lumbini are buying the locally made artistic and natural handicrafts selling it to their guests as souvenir.

My husband used to ask me why I was wasting my time making other things than baskets? He used to tell me that baskets are useful only

to store grains and give away as gifts in the wedding. However ,after I started selling baskets and other products and started earning money, he is very happy and goes telling everybody in the village ,'nobody in this village is as skillful as my wife ' says Mrs. Virma Chaudhary, Tharu. I have not only earned money from this tourism activity but also got prestige in my own society, by running this enterprise.



Mrs.Virma Chaudhary making baskets from locally available mooj grass .

## **2. Empowerment through Tourism**

Sarita Shakya inhabitant of Madhuvani VDC, has seemed busy to deal with customers specially tourists now a days. She is now able to support her family economically. She has also got knowledge about different culture and used English language when dealing with tourists.



The days were not same in the past. Sarita says that in her teenage "she had suffered from extreme poverty when she was secondary level student. Because of the poverty ,her parents couldn't able to continue her higher level education."

This change has been occurred when she got involved in curio business in Lumbini, a famous tourist destination.

To support family, she had taken decision to start curio shop in Lumbini nearby her home. For this business, her uncle supported rs.30,000 as a credit at the beginning. Because of her hard work and good skill of business dealing, she has been able to run her curio shop well. Now she had returned her uncle's credit. She monthly supports Rs. 5,000 to her family and there is approximately Rs. 70,000 investment in her business. She has earned social recognition also in her society.

Sarita is now satisfied and says happily that she has been benefited by tourism activity, rural tourism can support to empower women economically and socially like her.

### **3. Most women prefer Tourism rather than other sectors**



Sunita Karki in her Fancy shop dealing with customer



Not only illiterate female have been involved in this sector but also educated female are also actively involved . When I have gone to talk with Sunita Karki of Madhuvani -7, she was busy with her customer. I have taken interview of her and found that she has passed S.L.C. and ANM course and have served as a motivator in cross flow project in Lumbini area.

I have asked that How do you entertain this fancy store rather than as a motivator? Her answered are as follows.

I have worked in cross flow for 5 years. But suddenly I have an accident and my left leg had brokened. I have taken rest for 1 year. But my problem has not been solved. I have problems to stand 15 minutes continue, so I have resigned from my field work.

However I can't entertain leisure, so I have run this shop. My husband serves as a teacher in primary boarding school nearby my home. It was very difficult to run my house expenses. This situation also pulled me to run this shop.

The majority of customers are local people .Every day at least 5/6 foreigners visit my shop. I deal them in English language, it has improved my spoken skills, likewise I have been benefited by this business so I am satisfied.

#### **4. Marginilized women benefited from tourism**



Urmila in her (Bettle nut) pan shop

I have asked a question that why you have run this shop rather than working as a wage labour ? In answer Urmila Lodh of Madhuvani (scheduled caste madhesi women) said

“Before running this shop, I used to work in farm of a landlord . I used to work 11 hour per day with other males of my village but the landlord makes differentiation while paying me . Being a female , he pays less to women than male. However , I had continued as a wage labour .”  
But now a days I don't go to field for farm work. I have run a (betle nut ) shop in Lumbini. I earn 300Rs. daily , It is enough for me for my house hold expenses. I don't need to expose myself to the sun . And there is no any differences of male and female. My husband also helps me. It has created opportunities to me to expose with foreigners.

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Note:-A denotes not literate,B-pre primary, C-primary ,D-lower secondary ,E-secondary ,F-higher secondary

14.Do you know about tourism?

- A .yes                      B. No.

15.From where tourist come?

16.How do you know about tourism?

17.Who involve you?

18.How are you encouraged?

19.Do you know about tourist ,if yes ,who are they?

- A . They are outsiders'      B .They are travelers  
C. They are foreigners      D .They are strangers  
E. Others (Specify)

20. Do you like tourist's behaviours ?

- A .Yes                                      B. No

21.If yes ,why do you like?

- A .Because of good habits and outlook  
B .Because of Social manner  
C. Because of high expenditure  
D .Because of pleasing personality  
E. Others (specify)

22 .If no ,why don't you like?

- A. Because of being external  
B .Because of bad character  
C .Because of greediness  
D. Because of different religion/culture  
E .Unimpressive Personality  
F. Others (specify)

23.Do you like the visit of tourist in your place?

- A. Yes                                      B. No

24. If yes, why do you like the visit ?

- A .Source of income  
B. Cultural Preservation and exchange  
C .Mental outlook change  
D .New ideas can be learnt  
E. Others (specify)

25. Tourism Activities (Kinds of)

26 Time (spend)

27. Average Monthly Income

28. How many hours do you spend in household chores?



29. What are the benefits of these profession that you adopted this one?

30. Did you continue this business since early or by leaving others ?

31 If no, why don't you like the visit ?

A .Acculturation

B. Bad habits \ characters

C .Destroy the carrying capacity

D .Transmission of various diseases

E. Others (specify)

32 How far you are benefited from tourism ?

A . Highly      B Average      C. Satisfactory      D Less      E. No

33 If you are benefited, what are these ?

A . Economic benefits      B .Social change      C. Entrepreneurship

development      D .Empowerment      E. Others (Specify)

34 If you are not benefited ,has tourism brought loss to you ?

A Yes

B No

35 If yes, what are these losses ?

A Price rise

B Diseases transmission

C Cultural erosion/acculturation      D Culture of demonstration

E Others(specify)

36 For reducing the losses, what efforts have you ever made ?

A Remained away from the tourist activities .

B Stop tourism related activities

C Iert the tourists

D Aware the villagers

37 How far you have received help from your family ?

A. Full cooperation

B. Don't care

C. Partial

D. Don't like occupation

38. How far you have enjoyed decision making power in the family ?

A. High

B. Medium

- C. Low
- D. Not at all

39. In your opinion, how the challenges of women in tourism sector in this place can be reduced ?

- A Through awareness raise in women
- B By participation (full)
- C By implementing code of conduct to the tourist strictly
- D By network development
- E All of the above
- F Others(specify)

40 In your opinion ,how the opportunities of women in tourism sector in this place can be raised ?

- A Through extension of tourism sector
- B By empowering the women
- C By increasing the tourist average stay
- D Through maintaining quality
- E All of the above
- F Others (specify)

41. Good aspects of this business.

42. Bad aspects of this business.

43. Area of suggestion.

44. Area of challenges.

Thank you very much for your precious time.

