

CHAPTER – ONE

INTRODUCTION

1.1 Background

The word 'tourism' was originated in 1292 from the Latin word 'tornus' which means 'a tool for describing a circle or turner's wheel' (NRB, 2000). In 1943, the term was first used in the sense of going around, or traveling from one place to another. It is the temporary movement of people to destinations outside their normal places of work and residence. The term 'tourist' means an individual who travels for pleasure of traveling, out of curiosity. It was first appeared in the Oxford English Dictionary in 1811A .D.

Tourism industry has been identified as an important source of earning foreign currency. It is also regarded as an industry creating employment opportunities and generating economic growth of the country. Tourism is included in the integrated system of socio-economic planning (Satyal, 2004).

Tourism has gained importance as the fastest glowing industry of the world, particularly because of multifarious benefits. It ensures the destinations to the tourists themselves and the global geo-political environment as a whole. In fact, tourism in its broadest and generic sense can do more to develop understanding among people, provides jobs, creates foreign exchange and raises living standards. The vital role tourism plays in foreign exchange earnings of the destination countries is especially noteworthy. However, tourism is more than a mere foreign exchange earner. It is highly labor intensive with highest employment multiplier (Punia, 1997).

Tourism is the business of providing services to the tourists, which includes marketing, developing new ideas, new destinations and exploring new tourism products. In Nepal, the tourism sector is considered to be a key for strengthening the national economy, improving living standards and reducing

poverty. Tourism has made a significant contribution in improving Nepal's economy by increasing employment opportunities and supporting for overall development efforts. That is why tourism is characterized as a dynamic sector for sustainable socio-economic activities. In this scenario women's involvement in this sector can contribute significant role. In Nepal, tourism can also be a key to the success and sustainability of the socio-economic empowerment of women (Nirola, 2002).

Seddon, et al (2002) in their honorable work "Pokhara: Biography of a town" have pointed out tourism as a crucial part of future of Pokhara and the planners have vision to make it a city for tourism. They have mentioned that the growth of tourism in Pokhara is the basis of a new 'industry' Pokhara has a basic natural potential if the tourism industry as a whole provides better service, if security and freedom from harassment and a more active policy on environmental protection and enhancement are pursued.

In Nepalese Hindu scriptures, women have been given very high position and they are thought to be the foundation of happiness. The religious texts have also mentioned the names of much goodness in the form of shakti (power). They are worshipped in the temples. But in practice women are not honored in accordance with the teaching of religious books rather there evolved a practice of exploiting women. Mythologies around the world have ascribed women to be the ones contributing to the achievement of supreme literacy, creating alphabets and inventing languages. If we look at the history of our culture too, we find that women's status in ancient days was very high. Respected women were called Acharya, Sachi, Gargi, Atire and Indreni. They all were famous in the ancient times. These cultural, mythological and historical evidences have proved that the status of women was as equal as men in the Vedic period. Their status began to subside gradually when sons were considered to be the inheritors of their family property and daughters were considered to be family burden (Mokhopadhaya, 1984).

The socio-economic status of women in Nepal is very poor. But urbanization, education and employment have brought about changes to some extent in the position of women in terms of equality, individuality and independence. Education, occupation and income are certain structural factors in the status of women, which have brought a change in their power as well. The position occupied by women in social structure of her society includes power, prestige, rights and duties that are called women status (Acharya, 1997). Undoubtedly, men and women are vital parts of nature. Hence, the absence of one jeopardizes the existence of the other and the very system of nature as well. Sadly but truly, society has created different forms of discriminations between males and females on the basis of their sexes. Because of the existing discrimination between the two sexes, male are lionized and females are victimized at the mouth of the lion. It is totally wrong to compare a man and a woman in terms of superiority or inferiority. Women are invisible in the society. There is a saying that "for man's work ends at setting of the Sun, yet women's work is never done". No matter, whether women work eleven hours per day, their work is not considered as income generating work.

Women in Nepal have been discriminated on the basis of gender for centuries. The discrimination is due to the culturally evolved gender-based differences. Such discrimination has led to their subordinate status in the society while cultural behavior, laws and institutional mechanisms reinforce the same. Nepali women constitute 50.04 percent of the country's population, but they are treated as second-class citizens. This is due to the continuing dominance of the patriarchal value system, which originated from the culture that always considers women inferior to men. There has been very little change in the status of women even after the restoration of democracy in 1990 and government guarantees various rights to women. In practice, however, women do not enjoy equal benefits as men in their civil, political, social and economic advancement because of the discrimination institutionalized by family, society, market and the state. As a result, women remain marginalized in their pursuit of equality. Various factors,

ranging from socio-economic, cultural and religious to political and legal, have played a significant role in affecting the status of women.

The status of women has been affected by traditional patriarchal values that are prevalent in the society. Birth of a son is universally celebrated, but not so when it is a daughter, even more so in the case of the first child. They carry the family name and hence give continuity to family tree, look after the old parents, and perform religious rites after the deaths of the parents. Daughters, on the other hand, are considered outsiders; their ultimate loyalty lies with their husband's families. She is not defined as a lineal descent in the parental family. 'The Civil Code (11th amendment) has been passed in an effort to abolish discrimination against women. But in reality, they are denied equal inheritance right and child marriage, unequal marriage and polygamy still exist. Many women have become victims of abuses. Trafficking of women and children is a burning problem in the country. Badi, Deuki, Jhuma, Chhaupadi, etc traditions are still practiced. Nepalese society still retains its superstitious belief on witchcraft and many women are accused of being 'witch' and have been suffering harsh violence.

However, there are some exciting positive changes taking place. With the changing period of time, role and status of women have been changing both in urban and rural societies. The literacy rate of women has increased remarkably for some years in the past. Especially, after the restoration of democracy in 2046 B.S, women awareness and decision making power has been rising gradually. Nowadays women have been involving in different organizations, clubs and different level of politics and others women's welfare groups. Although it is recognized that the status of women in Nepal has advanced to some extent over the past two decades but 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.

Thus, there is an urgent need for an action plan in the spirit of determination, addressing obstacles related to the advancement and providing

opportunity to the empowerment of women. The main objective of women's empowerment is to increase women's active participation in each and every sector. Tourism can play a vital role in this aspect. 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 of the world. 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.

1.2 Statement of the Problem

Tourism has become the world's largest industry. The impact of tourism has been decidedly mixed. Nowhere is this more visible than in the context of women's roles in tourism. The contributors demonstrate the many ways in which gender determines the roles they play as both tourists and providers of tourism as product and service. The women's roles in tourism are gendered, just as are their other roles in societies are. Tourism affects women differently than it affects men, and women themselves are affected in different ways by tourism depending on such factors as race, region, and class (leisured consumer vs. working producer, or guest vs. host). The contributors cover theoretical perspectives, women's roles in tourism and implications for the future of economic development policy and of gender relations in tourism (Apostolopoulos et al., 2001).

This study focuses to analyze the existing status of women in tourism sector by finding out their qualitative and quantitative participation. By identifying the main problems and constraints for women within the sector and while entering the sector and identifying the area to upgrade and explore the possibility to promote women's participation in tourism industry, the future prospects for women empowerment can be developed.

Thus, this study is concentrated on to address following research questions:

1. What are the socio-economic characteristics of women in tourism industry?
2. What are the motivational factors of women's involvement in tourism industry?
3. Are they satisfied with their profession as well as physical and social environment available?
4. What are major problems faced by women in tourism industry?
5. How can they run their business with household-work?
6. What are the types of discrimination faced by women in tourism industry?
7. What kind of insights are they getting from people while working in this field?
8. What are the decisions-making roles of women in their family as well as outside matter?

1.3 Objectives of the Study

The general objective of this study is to find out the socio-economic status of women participating in Tourism Industry of Fewa Lakeside of Pokhara city. The specific objectives of this study are as follows:

1. To prepare a demographic profile of women working in tourism industry of the study area.
2. To analyze the socio-economic status of women participating in tourism industry.
3. To identify the major problems faced by women in tourism industry.

1.4 Rationale of the Study

This study aims to provide some useful information on socio-economic status of women involved in Tourism Industry of Fewa Lakeside of Pokhara city to an optimum extent. The rationale of this study is academic as well as practical or applied. In reality, this study would provide a base for future study in the field of status of women participating in professional sectors. It may be helpful in

providing some information needed by the policy makers and development planners. It is expected that this study might be able to find out the difficulties of women that they have to face in tourism industry. It also tries to explore the impact laid by tourism over women's involvement in tourism industry. This study is expected to explain "Gender Role in Tourism Industry".

1.5 Conceptual Framework

The conceptual framework elucidates that socio-economic status of women participating in tourism industry are influenced by many factors such as professional status, position, decision-making power and problem of business/job.

General characteristics of professional women denote age, caste/ethnicity, religion, marital status, education, family structure etc. For example high caste women are more educated than other groups. Aged women use more time in subsistence production than the younger women. Single women can give more time in their business/job than married women. Structure of family affects time duration given by women in their business/job. Education is basic requirement for employed women to take decision in their occupation. Likewise, women who are educated have low fertility rate than illiterate women.

For overall development of women and increase their participation in tourism industry, it is essential to promote role of women in decision-making in their household level as well as in professional level, providing them equal opportunities in wage and working hours.

Economy, employment situation, satisfaction with business/job, motivational factors, problems faced by women in business/job, family support, gender discrimination and decision-making power are also important variables which determine socio-economic status of women participating in tourism industry. These variables are shown clearly in the following figure.

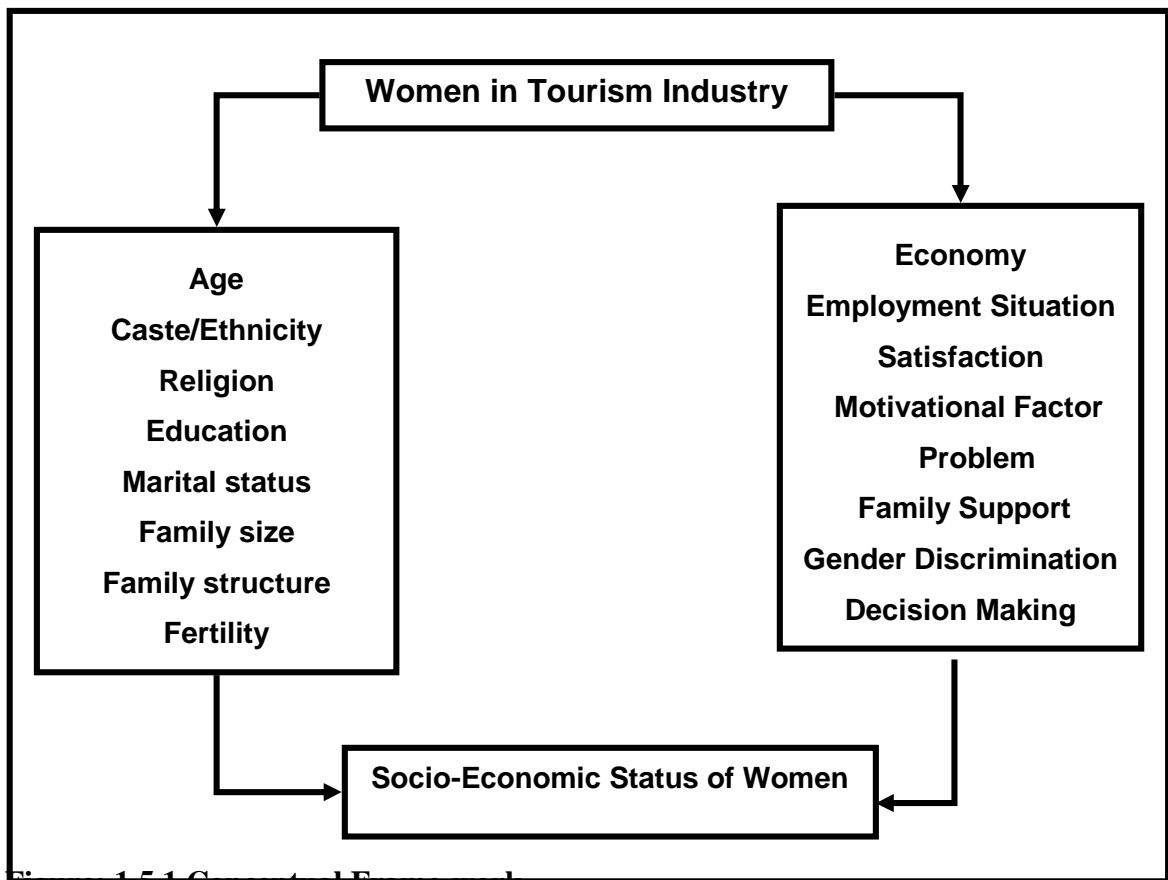


Figure. 1.5.1 Conceptual Framework

1.6 Definition of Key Terms

1.6.1 Socio-Economic Status (SES)

In a system of social stratification a combination of various social and economic indexes of rank that are used in research studies. The term is often used to deal with stratification in a society without the need for the assumption that there are distinct social classes. Social characteristics (family background, education, values, prestige of occupation, etc) and economic status (income) is combined into one SES rating.

1.6.2 Tourism

Tourism is the science, art and business of attracting visitors, transporting, accommodating and graciously catering to their needs and wants. It is basically the sum of the phenomenon and relationship arising from the interaction of

tourists and host communities in the process of attracting and hosting these tourists (Goeldner et al, 2000).

1.6.3 Tourism Industry

Tourists are those people who visit temporarily other places for various purposes. The industry devoted to provide the services for the tourists may be termed as "Tourism Industry". So, Tourism is a social, cultural, political and economic phenomenon. The tourism industry is one of the largest and most dynamic industries of the world. Tourism is one of the world's most popular recreational activities, and it is one of the biggest economic activities. Tourist activity may have both beneficial and detrimental influence on the society and biophysical environment in which it occurs, and its effects are noted on the environment, culture, lifestyle and economy. Almost every place on earth is affected by tourism (cited in: NRB, 2000).

Tourism industry includes various types of facilitative activities related to the tourism which also provide different types of services that are required for tourists.

Hotels, Lodges, Guest House, Travel Agencies, Trekking Agencies, Communication and Cyber Cafes, Restaurants, Garments and Embroiders, Departmental Stores, Books and Map Shops etc are directly connected with tourism industry.

1.7 Limitations of the Study

This study is conducted within the boundaries of limited time, budget and other resources. The study is focused on the socio-economic status and problems faced by women participating in tourism industry of Fewa Lakeside, Pokhara. The findings and conclusions drawn from this study may not be widely generalized exactly in the same manner for other studies as such.

There are no other studies of this kind in the field of tourism industry to serve as a role model that the researcher had to involve a suitable approach on her own. The suitable and practical importance of the study can only be testified through the interest it generates among the researches and the readers of this area.

The above limitations, of course, have some impact on quality of the study, but such impact will not affect the usefulness of this study in significant manner.

1.8 Organization of the Study

This study is divided into eight different chapters .The first chapter is the introduction which introduces various subject matters of the study like statement of the problem, objectives of the study, rationale of the study, conceptual framework, definition of operational terms, and limitations of the study. In second chapter, there is review of related literature including theoretical perspective. In third chapter research methodology has been discussed with its sub headings like: research design, nature of data, sampling procedure and data collection techniques. Chapter four describes the setting of the study area. Chapter five is focused on presenting various demographic aspects of women, chapter six analyses socio-economic status of women, chapter seven explains the problems faced by women participating in tourism industry and chapter eight includes summary, conclusion and recommendations of the study.

CHAPTER – TWO

LITERATURE REVIEW

Focusing women in tourism and gender perspectives, this chapter discusses the relevant literature available on different aspects of women's issues such as women's economic condition, women's decision making in tourism industry and their status in the society. This chapter deals with theoretical overview related to gender perspectives, the varieties of feminist thoughts, gender development strategies and status of Nepalese women. On the other hand, it also reviews empirical studies on women's participation and decision making in tourism industry and other sectors. A number of books and articles were consulted and reviewed to shed light on the subject under study.

Various studies have been done to study the status of women in different sectors in Nepal. The status of women varies in different sectors in Nepal and there is a need to raise their status. The status of relationship between women and men has been very complex. The social order that is established and accepted in the civilized world assigns superior degree to men while subordination to women (Chauhan, 1996).

2.1 Theoretical Overview

2.1.1 Gender Perspective

Gender perspective is a new and an appropriate approach to analyze culture and society in the context of sociology and anthropology. It focuses that social reality can be assimilated only from the study of the relation between men and women. Similarly, it studies the power relation, status and authority of men and women. It studies not only women but also men. There is no society in the world where there is balance between men and women. Women's roles and works are taken as less valuable in most of social structures. They are discriminated in each and every field. According to Upreti (2004), gender perspective is the outcome of

the various women movements conducted in various times. Women movements stand for the establishment of women right to liberty, life and pursuit of happiness. However, it stands for women's right to vote, right to read and write in productive works. Similarly, gender approach has been developed resulting from the failure of launching development strategies and theories i.e. growth model, trickle down model, equity oriented model, integrated rural development model, modernization theory, economic theory etc. These above mentioned models proved not to be inhabited in the settlement of poor and disadvantaged group and none of them adequately addressed mass poverty and inequalities including gender inequalities.

2.1.2 Concept of Sex and Gender

Sex is typically used to refer to a person's biological maleness or femaleness. Gender designates psychological, social and cultural aspects of maleness and femaleness. This distinction is important because it reminds us that male-female difference between the sexes (Zwarteveen, 1993).

According to the Dictionary of Anthropology (1990), gender has been referred to the social, cultural and psychological patterning of differences between male and female which is a cultural classification that allows for the separation the biological and cultural aspects of differences between males and females.

Gender is the term used to refer to the socially constructed relations between women and men in a particular society. There are biological differences between men and women. Sex refers to the biological differences that are universal and unchanging. The term gender refers to the social differences that are learnt, created by men who are changeable overtime and have wide variations within and between cultures. Gender is a socio-economic variable to analyze roles, responsibilities, constraints and opportunities of people involved and it considers both men and women (Bhasin, 2000).

Gender roles are learned behaviors in a given society conditioning in which activities, tasks and responsibilities are considered feminine and masculine. Gender roles arise from the socially and culturally assigned difference between men and women. These are changeable with class, role, caste/ethnicity, religion, age and time. They influence the division of labor, which reinforces existing power relations and access to resources, benefits, information and decision making (Thapaliya, 2001).

Although gender is a word with a long history of diverse usages, its sociological meaning refers to a cultural idea that constructs images and expectations of females and males. This distinguishes gender from sex, whose scope is limited to biological differences like reproductive function and secondary characteristics such as body, hair and breast development (Kammeyer et. al, 1994).

2.1.3 Feminist Perspective

The concept of feminism was originated in 1968 challenging the consequences about women and male dominancy. Feminism analyzes the society in modern way. It has established as ideological and philosophical issues about women's movement in the different parts of the world (Chaulagai, 2004).

Feminism can be defined in narrow and broader ways. In its narrowest sense, it is a complex set of political ideologies used by the women's movement to advance the cause of women's equality and to end sexist theory and the practice of social oppression. In a broader or deeper sense, feminism is a variety of inter related frameworks used observe, analyze, and interpret the complex ways in which the social reality of gender and gender inequality is constructed (Johnson, 1975).

Feminism is a perspective that encourages willingness to understand and explain social realities from the vantage point of women. Hitherto, the realities have largely been understood from the perspective of a few economically,

politically and culturally powerful people of their times, mostly men. It was only after the feminist movement that gained strength in the 1950s and received momentum in the 1960s that voices of women became louder and began to receive attention worldwide. The feminist theory, which developed in the 1970s, is the academic component of the feminist movement (Mishra, 2005).

There are many different types of gender/ feminist perspectives and some of them are presented as follows.

a. Liberal Feminism

The theory was most popular in the 1950s and 1960s when many civil rights movements were taking place. Liberal feminism is a form of feminism that argues equality for women, which can be achieved through legal means and social reform. The term is related to liberalism i.e. to emancipate women from the exploitation of political, legal, religious domination of land in any other moral barriers. This theory is based on the claims of the classical liberal philosophy developed by Locke, Rousseau, Bentham and J.S.Mill for equal rights, liberty and justice.

The beginnings feminism of can be traced to flowering of liberalism in the 16th and 17th centuries. It gained predominance during the late 19th and early 20th centuries and come to the forefront of the women's movement in the west, in the 1990s. It emphasizes on the equality between men and women for equal opportunity, and strives for rights of women. It points out that women are equally involved in the labor markets as men because they should take equal responsibility for domestic work or family responsibilities should be the work of paid professionals" (Rai, 1997).

This theory dominated in late 19th and early 20th centuries in the world. It is grounded for equal rights, individualist liberty and justice. Liberal feminism has been associated with the movement NOW (New Opportunities for Women) and ERA (Equal Rights Amendment) Campaigns in the USA. Great Britain made

some legal amendments for the equal payment for women and policies made for the rights of women. It emphasizes to equal opportunity to women. The movement was separated from socialist and Marxist feminism in 1960 to 1970s. Post-structuralist and Postmodernist have criticized this theory (ibid.).

b. Marxist Feminism

This theory emerged in the early years of the 20th century particularly of those Alexandra Kollonati in Russia 1977, Clara Zethkin in Germany, Emrna Goldman properly described as an anarchist feminist in the United States. They attempted to place issue, which went beyond the paradigm of production, oppressional behavior, and sexual relation on domestic life, generally on the agenda of political manifestos of Marxist party's theoretical analyses and the policies of the communist state in the New Soviet Union. It was principally Engel's 'Origins of the Family, Private Property and the State (1984), which provided both legitimacy, and a starting point of consideration of the women's question, as it was known. The influence of Marxism is still of immense importance within feminist theory (Welch, 2001).

Marxist feminists regard the economic position of power as crucial to their oppression. This oppression starts in the family where women are seen as unpaid workers, low salary given in office, low status and part time jobs. Marxist feminists believe that the interest of women lies with the liberation of the working class and the overthrow of capitalism. The theory provides an adequate explanation for the subordination and exploitation of women in capitalist societies. They are given priority to class priority to class struggle. Economic exploitation, dependency and powerless relationship with husbands and fathers should be reduced to strengthen their status. Gender relations are placed at the center of its analysis (Poudel, 2002).

c. Radical/ Revolutionary Feminism

Radical feminism gave the second wave of the women's movements in North America and Europe is cutting edge in the late 1960s and early 1970s.

Radical feminism was born in North America out of dissatisfaction with radical left politics and usually included some commitment to the goals of socialism. Radical feminism promotes the basis for many of the ideas of feminism (Welch, 2001).

The beginning of this theory can be traced to late 1960s. It was originated at the time of second wave of feminist movement. It created the favorable environment for second wave of feminist movement. The view originated in North America out of dissatisfaction with left politics. The main focus is on sexuality, personal relation, marriage, family and violence against women. It strongly opposes the patriarchy that things are categorized within the boundary of masculine and feminine. Radical feminists claim sexual oppression is the major oppression. This theory claims that women should have their place in every decision-making sector of the society and social organization. Women are equally capable to men. Women should get equal access to education and training similar to men. There should be equal payment for the same type of work as men do.

d. Socialist/Dual-systems Feminism

'Socialist' or 'dual-systems' feminists argue that what is necessary is a dual analysis that articulates Marxist class theory with the feminist theory of patriarchy: a theory that takes account of what unites all women-oppression by men-as well as the class divisions between them. While Marxist feminist theory continues to give primacy to class analysis, dual systems feminists take as their question on the relationship of women to the economic system as well as the relationship of men to women. The key question for dual-system feminists is the cause of male exploitation and domination of women. In order to understand the subordination of women in capitalist societies, she suggests that it is necessary to articulate Marxist with patriarchal perspectives that is, to show the specific form that female exploitation takes in capitalist societies (Abbott and Wallace, 1997).

Socialist feminism united the concept of patriarchy and capitalism and seeks to eliminate both class and gender oppression. It says that women's

oppression is caused by their economic dependency. It is believed that liberation and end to oppression cannot be achieved within the existing system. Struggle has to be against all forms of oppression. It argues for collaboration between men and women in the creation of a new society and for the collaboration of women of all classes to eradicate injustices of all types. It also believes that the patriarchy existed before private property comes into existence, but it does not mean that it will disappear when private property is abolished (Rai, 1997).

2.1.4 Gender Development Strategies

a. Women in Development (WID)

During the 1950, women's role was taken as reproductive only. In publication of E. Boserup (1970), women's role was seen as productivity. It stated that women have economic contribution. Similarly, publication of Boserup and activities of liberal feminists have played vital roles to propound concept that women's roles should be neglected while performing any types of development arena. Thus, in the seventies the WID strategy emerged as a concept in development arena. The underlying rationale of WID is that women are untapped resources, which can provide a significant contribution to economic focuses that women should be pulled out from the domestic sphere and the integrated into the productive sphere by making women equal before law, equal access to education and employment for women by skill training (cited in: Pokharel and Sapkota, 2004).

The first idea, which came even before the official recognition of women as a special target group, was to start welfare oriented programmed for women. They were designed to assist women in their traditional tasks and in the reproductive sphere. Programs were aimed at women's practical needs like health, nutrition and family planning, but not at making women self-sufficient. Women were seen as passive recipients and victims of underdevelopment. This charitable approach was present in missionary development work during the colonial period for example, long before WID became fashionable (ibid.).

b. Women and Development (WAD)

In the background of the dependency theory WAD is conceptualized in late 1970's. WAD has formed cause of failure of WID strategy. It has emerged as a critique of the modernization theory and the WID approach in the second half of the 1970. It focuses that women have always been part of development processes. Therefore integrating women in development is a myth and focuses on relationship between women and development. WAD approach discusses about the traditional socio-cultural pattern should be changed: both productive and reproductive roles of women should be focused. Moreover, it highlights redistributive perspective for equitable and equal development.

The emphasis of WAD is on:

- Ñ Women should be treated as equal partners of development.
- Ñ Women's triple workload should be reduced to involve them in the development process.
- Ñ The unequal distribution resources should be minimized by maximum involvement of women in the program as decision makers rather as beneficiaries.
- Ñ Women situations will not improve until the structures both national and internal equitable (Luintel, 2008).

c. Gender and Development (GAD)

In the 1990's Gender and Development (GAD) was introduced as the new alternative approach to development in gaining equal participation of men and women. It was expected to overcome the weaknesses points of Women in Development approach to development, Women in Development approach was aimed to reduce women's traditional role and workload through collective provision of water, fuel and household technology. The integration of women into the "productive economy" was key to the reforms suggested by the WID. The term gender as perceived as 'women centered approach' introduced the

relationship perspective carefully integrating other social variables of caste, class, race, ethnicity and their interdependences in the social order rather than understanding how society determines and maintains masculinity and feminism. Gender identities and relations are not universal but vary from culture to culture and community to community. Socially constructed Gender in dynamic can change from time to time. The term Gender in many societies is misperceived and misinterpreted resulting misunderstanding within the household level of different projects (Moser, 1983).

GAD aimed to look at the social relations and interactions between women and men in any society. Gender and Development approach has emerged as a progressive approach to development from women's perspective and experience. It originated from third world women's learning from efforts made to integrate them into mainstream development (Two halves make a Whole). To some degree the GAD approach brought about some changes in advanced society at the central level leaving the excluded, the marginalized, disadvantaged and underprivileged women's lives at the different level of society unchanged. Its evolution can be traced to the feminist movement demanding recognition of women's role in the economic, social and political development of nation. Main aim of this approach is to integrate Women in Development. Its application in development through GAD questioned the adequacy of focusing on women in isolation ignoring the essentially relational nature of women's subordination. Understanding Gender values and practices which differ from cultural to culture is central to knowing how societies are organized, function and accept social changes. Hence GAD has thereby widened the nature and scope of analysis and interventions of development programs (Young, 1993).

2.2 Review of the Previous Studies

2.2.1 Women in Society

Status of women is an important factor which determines the socio-economic development of a country. Status has been defined in different ways.

The United Nation has given the definition of women's status as "the conjunction of position women occupy as a worker, student, wife, mother and/or prestige attached to these positions a woman and/or the right and duties she is expected to exercise" (CBS,1987).

Bennett's study on status of women in Nepal is the milestone for women in development in Nepal. Extensive fieldwork in eight communities showed a clear link between women's ability to generate income and their status in the family and community. The study further demonstrated that in communities, which encouraged female participation in market activities and women's entrepreneurial abilities, women had a greater say in the use and distribution of family resources than an increase in women's entrepreneurial abilities. Women had a greater say in the use and distribution of family resources than an increase in women's earning capacity plays a role in increasing women's status and security as well as improving their families. Standards of living, women's role in subsistence agriculture and market economy including their considerable decision making responsibilities are not reflected in any development agency strategies for extension, training credit employment etc. Instead, these strategies are targeted almost exclusively toward men, resulting not only in failure to mobilize the fully productive potential of women, but in the tendency to actually lower their relative status by not reaching through the inside/outside dichotomy to draw women into the highly complex and increasingly important structures of the development process and the wider spheres of society (Acharya and Bennett, 1981).

In today's context, the cost of living is very high, so the added sources of income earned by women's jobs outside the house is very helpful indeed. Once the women start earning, their socio-economical status will also improve. It helps them to maintain and improve decent standard of living. For this reasons, women have started to take up jobs outside while continuing to perform their traditional household chore as a house wife. The socio-economic conditions of women are changing. In the modern developing society a man doesn't perform a dual role but

the modern society has created such a situation for a women that she has to play dual role of working women and a house wife (Acharya and Benette, 1982).

Generally, decision-making refers to the power or rights to decide in the household, community etc. Gender differences in the decision making processes vary in the different places among the different castes, classes and ethnic groups. In Magar, Gurung, Tamang and Newar communities male and female are equally impossible for decision-making while Barhmin and Chhetri women do not play an active role in decision making power but it is relatively higher in Rai and Gurung than Brahmin and Chhetri (ibid).

Acharya (1994), a renowned social explorer, has described about employment status of women in her book "The statistical profile on Nepalese women". She found the overwhelming majority of workers are still self employed or own account workers while less than one percent are employers. The percent of self employed workers, which remained more or less constant about 56 percent between 1981, has decreased to 75 percent in 1991. That decrease is mainly accounted for by males. In other word, large proportions of women are self-employed than men. There is slow but continuous change taking place in the employment status of the population. The proportions of both male and female employees in the population are increasing while those of the self-employed or unpaid family workers are decreasing. This may signify a positive or negative trend depending on whether those who move out of the self-employed are getting better jobs or just moving out because of impoverishment caused by flooding of the market by factory produced goods. In this study, Acharya has focused about the increasing number of employed women with the changing period of time. According to her, with the expansion of market many educated women have engaged in marketing, advertising, education, and health sectors. Their jobs are also helpful to raise their social status especially for women of the lower caste and marginal communities.

In respect of studying as published by women development SAARC Division under Ministry of Labor and Social Welfare in 1987 in "Women of Nepal" indicates that as in other developing countries women in Nepal are mostly engaged in household work and employed in lower positions and have to bear double burden of house and office due to various reasons (Chauhan, 1996). UNDP declaration for plan action states that the women are not minority groups numerically; women constitute half of the total population of the world. By limiting women participation in development, societies deprive themselves of the full talent by half of their number.

Women carry a triple burden in society as a producer/worker she contributes directly to subsistence and income, as a mother and wife cares for the family members and the children, as a community worker she gives all her leisure hours and labor to society. As for a woman's access to property and modern avenues of education, skill development and knowledge is concerned, Nepalese women in general lag far behind men (Acharya, 1997).

Women in Nepal as elsewhere hold triple responsibility of reproduction, production and community management. However reproduction isn't treated as work and house holding is not considered a predicating job at least by the state organs. Women suffer from discriminatory practices in opportunities for education, personal mobility which is required among others for skill development and independent decision-making is highly restricted. Women in Nepal work for longer hours than men have many opportunities to gainful employment and possess extremely limited property right. Lack of access, control over property, mainly landed property women are deprived from decision-making about the household income (NESAC, 1998).

The situation of women in developing country like Nepal is much worse than in the developed once, still at the beginning of 21st century. The reasons are patriarchal attitude, conservative tradition, illiteracy, ignorance, poverty and superstitions. Women have been treated as second class citizen. They have also

less prestige, power and privilege than their male counterparts in the society (Upreti, 1998).

Society is the web of human relationship. Educational environment, nature of society, health status and many other such factors determine the status of society. Nepalese society is made-up of so many cultures but it is the Hindu culture that is most influential with regards to defining the role of women. In Nepal, women are treated as second-class citizen. It explains how pathetic social position they do have. They do not have their self-identity. They are denied property right, political right and power. Women have no control over their own bodies. No matter how hard they work for their family and country, they are put into lowest rank. They are restricted to be part of public lives (Shrestha, 2002).

Discrimination against girls is prevalent everywhere and every time such as when she is in the womb, at school or in media. Not only these, but also in numbers of other socio-economic status given to her, her health care related issues, getting her education, making decision for economically active women, making national policy for the advancement of women (Thapa, 2003).

2.2.2 Women in Tourism

The ability of tourism to generate employment in both formal and informal sectors has after been cited as one of the key economic gains of promotion of tourism. The picture is equally vague in gender analysis of employment in tourism. Sinclair (1997) has found that most of the top jobs in tourism sector of developed and developing countries are filled by men while women are employed on seasonal or part time jobs only (cited in: Batta, 2000).

Bantawa (1997) studied on "Cultural Tourism: An Anthropological Perspective". The researcher has confined her study only on Kathmandu valley. She has succeeded to show the socio-cultural impact of tourism in the study area.

ADB has published a book "Women in Nepal: Country Gender Assessments" in 1999. Under Chapter 3, Economic Participation of Women, a

sub-topic "Women in Tourism and Related Sectors" states that "while women appear to be engaged in large numbers in tourism (e.g. hotels, airlines, restaurants and travel and trekking agencies) and other tourist related services very little information is available on the extent of their involvement.

One must accept that tourism is neither a blessing nor a blight neither poison nor panacea. Tourism can bring great benefits, but it can also bring social problems as well. Tourism has been referred to as goose that not only lays a golden egg, but also fouls its own nest (Aramberri, 2001). The world has experienced in how to increase the benefits of tourism and at least some experience in how to balance the benefits and casts to come up with best cost/benefit result (cited in: Kunwar, 2006).

Nirola, in her article "Empowering women through Tourism (2002)" has stated the importance of tourism in empowerment of women. In Nepal, tourism can be a key to the success and sustainability of the socio-economic empowerment of women. According to her "there is an urgent need for an action plan in the spirit of determination, addressing obstacles related to the advancement and providing opportunity to empowerment of women. The main objective of women's empowerment is to increase women's active participation in each and every sector. Tourism can play vital role in this aspect."

Shrestha (2002) has analyzed the "Socio-economic Status of Women in Nepalese Tourism Industry in Travel Agency. The study was an attempt to analyze the socio-economic status of women in tourism industry, especially in travel agencies. The study showed that most of the employees were found to be well educated; having good salary; income and expense of women respondents were good. Women employees were found to be more satisfied with the job than the male employees. Women had good co-operation from their family. They entered this sector through their own choice. Working environment was good and pleasant for both male and female respondents in this sector.

Khanal (2005) has studied "Tourism and Employment". The study clearly showed that women's participation in the employment opportunity provided by the five star hotels was behind their male counterparts both in number and hierarchy. The wave of the modern development trend had led Nepalese women to work in five star hotels. There were good and respectable job opportunities in this sector for educated and trained women. Despite the office work, they had to do all the household duties as the culture of work sharing by male counterparts in the household activities has not yet been developed. There was also gender role then in the hotels. Few jobs such as front desk, sales and marketing etc. were chosen for women. Women had to maintain a balance between their home and office.

The overwhelming involvement of women in tourism and their historical role in natural resource management and other aspects that lead to the sustainable development of mountain societies also need to be duly acknowledged and policies and programs to sustain such practices need to be evolved to not just protect the fragile mountain environment but also enhance the sustainability of mountain communities. The tourism, as an industry, has the potential to uplift mountain women and communities from their deplorable political, social and economical conditions. While tourism like any other industry can have potential negative and positive impacts on mountain women and communities, the negative impacts can be addressed by bringing together stakeholders through social mobilization. Capacity enhancement, skills training and providing access to credit to mountain women are some ways through which the role of mountain women in tourism can be optimized (Sherpa, 2006).

A frustrating aspect of traveling in Nepal is the difficulty of making contact with Nepali women. The tourism industry is controlled by men. Women, who are expected to spend most of their time in the home and are given fewer educational opportunities, have little contact with foreigners and speak much less English. If you're lucky enough to be invited to a Nepalese home for a meal, chances are the women of the house will remain in the kitchen while you eat; only emerging to clear the plates and eat the leftovers. Upper-class women are free from these

restrictions and are often well educated, but of course they don't have to work so they have few dealings with travelers (The Economist, 2008).

2.2.3 Women in Other Related Fields

Various characteristics like income, age, rural urban residence, educational levels, marital status etc. have been regarded as important factors in influencing the work participation rates particularly among females. It has been found from the census reports that the young and old participate in work to a much lesser extent than adults, urban women's participation is much less than rural women, illiterate women and those who are highly educated participate more than the less educated. Unmarried girls participate in work to a greater extent than young married females as the later have to often take care of their young children. Work participation rates are generally higher among single, divorced or widowed women, as they have to find for themselves. Hence, it would be interesting to examine which of these characteristics have actually affected the women workers of these cities (Ambannavar, 1975, cited in: Rao, 1985).

Bhandary (1999) has studied "Gender Analysis of Decision-Making at the Household Level". This study has shown that women generally do not have decision-making power at household, community and national level. The role and responsibility of women in household depends on the composition of the household and its social, cultural and economic background. This study has recommended that education, property right, income generating activities should be provided for women to increase their decision making level.

Ojha (2000) has studied "Women's participation in Politics". The study was an attempt to analyze women's participation in politics and other decision-making bodies at the national and local level, which is extremely low in Nepal. Politics is always considered as only men's domain and women are excluded from this area. However, the trend of women's involvement in politics is increasing in recent years.

Men and women perform different jobs. The so-called women's jobs are often assigned as lower value in terms of skill requirement and remuneration. Financial and professional employees play an essential role in business, the economy and society. Women seem to experience difficulty in obtaining executive jobs in large corpora of things although they often have greater opportunities at junior and middle management levels in the same corporations. In the area of finance, women have certainly increased their share of managerial positions, although at a varying pace. ILO data (1998) shows that in the United States women increased their share in financial management from 19% in 1970 to 45% in 1991, a proposition similar to that of managers in general. National statistics in the United States shows that by 1995 women comprised just over 50% of all financial managers. The ILO's long term global program, "More and Better Jobs for women" is intended to enhance national capacities and to strengthen legal and institutional frameworks for improving the quantity and quality of women's employment. In general, women have to be better performers than male in order to go ahead (Writh, 2001).

All over Southeast Asia women are known for their important presence in trading. They trade surpluses and make and sell food, clothes and a variety of other items. The embroidery and batch work of this region are well known examples of this sort. This role has, in several places been carried over into the modern economy. In Thailand, for example, women are involved in businesses management (Dube, 2001).

Sharma (2001) has analyzed the "Working women of Kathmandu". The study has shown that among the working women, they had a feeling that because of their employment, their status has enhanced. At the household level, the sociology of everyday life has also shown some indication of working women's in the decision-making process in household affairs.

Gautam (2003) has studied a comparative status of job-holding educated urban women in joint and nuclear family from gender perspective. The study

clearly shows that there is higher involvement of female members in overall household activities than males in both the family systems. Equal distribution of household work is higher in nuclear families rather than in joint families. Generally, outside working empowered the women of both type of families. They gained self-confidence, made them economically more independent and had self-respect and self-dignity.

Pradhan (2003) has studied 'The Working Hour and Its Impact on Backache'. This study has analyzed that most of the household works were generally done by women along with outside works. The working hours of female were more than that of male. Longer working hours affected backache problem on women. Most of them were not aware of the posture while working and they did not go for medical checkup. They were deprived of proper rest As a result of physical work burden, most of the women had to face backache problem.

Regmi (2003) has studied women's rights to property in Nepal. The study revealed that the majority of respondents were not satisfied with the present provision of women's right to parental property. Some respondents viewed that access and control over the economic resources is the most important factor to uplift the status of women in Nepal. Property right is a must for women for their overall socio-political empowerment. It is necessary not only for gender equality but also for giving initiative to the women of Nepal to participate actively in all the walks of life.

Koirala (2005) has analyzed the workload of employed women within Pokhara sub-metropolitan city. This study has shown the contest of employed women of Pokhara valley. The employment status was very pathetic because very less percent of women were involved in decision-making. Therefore, there was no equal opportunity between male and female.

Tiwari (2005) has studied status of female employees working in commercial Banks. This study showed that the level of educational qualifications of female employees in the commercial banks was lower than that of their male

counterparts. But more female employees were holding the position. Majority of the employees working in the banks had no specific job training. Educational qualification was found to be the most important criteria for joining banking sector. Because of the working environment and changing view in gender stereotypical roles, the number of female workers was increasing in the banking sector. But still females were excluded from the decision-making process, as there was always a male at the top position. The major problem faced by the female employees was time management.

This research study has reviewed various literatures. The researcher has found that most of the studies are based on gender discrimination, unequal division of labor; high workload of women etc, but enough study has not been made about “Women in Tourism Industry”. It is important to study about their motivational factors to join in tourism, their satisfaction towards their business/job, people's insight towards their business/job, problems faced from guests/tourists, decision making role as well as the suggestions from the respondents to upgrade the socio-economic status of women participating in tourism industry.

CHAPTER – THREE

RESEARCH METHODOLOGY

A well designed methodology is essential for any research work to achieve the targeted results and to provide the outcomes with more authentic validity. The selection of an appropriate methodology holds more significance when the research is associated with human complicities with more qualitative attributes like social relationships, social problems, impacts and implications on various dimensions of human beings. Therefore, the following methodology has been employed in this study to resolve the stated problems to test the raised hypothesis and eventually to accomplish in the research objectives.

3.1 Rationale for the Selection of the Study Area

The area of study is Fewa-Lakeside, located in the ward no 6 of Pokhara sub-metropolitan city, which is one of the largest tourist destinations in Nepal. This area is geographically suitable for tourists as there is a beautiful lake called Fewa Lake and Annapurna Himalayan range is clearly visible from this area. The image of panoramic Annapurna Range can be seen in Fewa Lake, so most of the tourists arriving from Europe, America and many other destinations love to stay in this area. There are full ranges of facilities for tourists in this area. There are numerous tourists standard Hotels, Lodges, Guest Houses, and Restaurants. More than this, there are many Travel Agencies, Trekking Agencies, Departmental Stores, Communication Service and Cyber cafes, Trekking Gears Shops and many other business spots which can fulfill the desires and requirements of tourists. Since the study is related to tourism industry. The study area is also very important from cultural and religious point of view because there are some important Temples and Stupas like Barahi Temple, World Peace Buddha Stupa, Shiva Temples, etc.

It is very difficult task for a student to cover large area for research study because of many reasons like lack of time and economic sources. Many researchers have felt so much difficulty in collecting data as most of the concerning offices lack all the data which should be available. Data collecting is furthermore difficult in new areas. Therefore, the researcher selected her own local area because she also has involved in tourism industry in this area for several years. So she has own experience and feeling about this industry and socio-economic status of women participating in tourism industry. Thus, it has been hoped that this site has potentiality to fulfill the objectives of this study on one hand and such academic study on women's socio-economic condition in tourism industry is not carried out before in this area on the other hand. And, it is easy to visit frequently on the site and the women are familiar and easy to take interview. Therefore, researcher has taken interest and selected this area purposively for her research study.

3.2 Research Design

This study has used descriptive and exploratory research designs. It is descriptive because this study has described the verities of socio-economic status of women in tourism industry like education, income, family size, marital status, fertility etc and after all its impact on socio-economic status of women. Also, it is explorative because it has found out the problems of women faced on tourism industry with the help of appropriate analysis.

3.3 Nature and Source of Data

In order to obtain adequate data for this research, both primary as well as secondary data were used as the raw material. Primary data were collected from the field survey. Questionnaire schedule, observation and interview techniques were adopted for the collection of primary information. This is basically based on qualitative information although quantitative data are also used to support research findings.

Secondary data were collected from various tourism related offices, organizations, published and other unpublished documents from related literatures. Besides these, many internet websites related with tourism industry have been accessed for information.

3.4 The Sampling Procedure

The universe of this study is about 660 various business spots on the main road side of Fewa Lakeside. This universe has covered the area from the Kharare Chowk on the North to Fishtail Gate on the south of Main Street of Lakeside. There are many tourist business spots in the study area. Mainly there are Hotels/Lodges, Restaurants and Bar, Trekking Agencies, Departmental Stores, Tibetan Curio Shops, Cyber Cafes and Communications, Music Shops, and Money Changers. Similarly, there are Cold Stores, Trekking Gears Shops, Paragliding Companies, Boat Renting Services and some other general stores. The respondents of the study were the women who are involved in above mentioned business organizations. The employed women who were participating in money changer, hotel/guest house and trekking agencies (Trekking Guide and Porter women) were also the respondent of this study and vendors were also the informants of this study. For sample size, 70 informants were selected purposively. The first sample was selected on the basis of first come first business spot where women were involved and others were selected then by selecting each 10th business spot from the previous spot where women were involved.

3.5 Data Collection Techniques

In order to collect primary data, following methods have been used.

3.5.1 Questionnaire Schedule

A questionnaire schedule was administered for the purpose of collecting information needed to meet the objectives of the study. Questionnaire schedules were filled up with the selected sample informants by the researcher and required information were collected.

3.5.2 Interview with Key Informants

Interview is fundamentally a process of social interaction. It plays a vital role in social research. A set of questions were prepared to attain quantitative data on personal history of the respondents, their past economic situation, present condition, and education towards their occupation. These questions dealt with socio-economic condition of women involved in tourism industry. Unstructured interviews with some key informants who were directly or indirectly involved in tourism sector for a long time, were also conducted to get more information about the women.

3.5.3 Observation

Observation technique was used to find different aspects of women in tourism like language skill, customer dealing, activities of tourists etc. to know various activities related with tourism industry. It helped to know about various problems that women have to face in tourism industry.

3.6 Analysis of Data

Data collected are analyzed qualitatively as well as quantitatively. The descriptive study is based on primary data collected from the field. General socio-economic aspects of women like age, income, religion, marital status, family structure etc have been descriptively analyzed by classifying or tabulating them in different categories and subheadings.

The analysis of data was performed by using popular computer software SPSS (11.0). Besides, Percentile, Frequency Table, Cross-Tabulation, Figures (Pie Chart, Bar Diagrams, etc.) have also been used for the analysis and presentation of the data.

CHAPTER – FOUR

THE SETTINGS

4.1 History

Pokhara is the most popular tourist destination after Kathmandu valley of Nepal. Pokhara's scenic beauty, nature, climate etc are favorable to everyone. That is why; many tourists from different parts of the world are attracted towards Pokhara. Pokhara, the paradise, is situated in the central part of Nepal and nested in a region of awesome natural beauty. The valley is filled with lush vegetation, swift flowing rivers, and dotted with clear and shimmering lakes. Before the unification of Nepal, there were 24 small principalities in West Nepal. Kaski was one of them. The ruins of old palace of the ruler of Kaski can still be seen in Kaski Kot near Naudanda. Kulnandan Shah was one of the rulers who established his kingdom in West Nepal. Pokhara is part of a once vibrant trade route extending between India and Tibet. To these days, male guides could be seen bringing goods to trade from remote regions of Himalayan (NTB, 2001). Before urbanization, Pokhara was fulfilled with beautiful natural resources. After the arrival of Newars from Bhaktapur and Kathmandu for business purposes, Pokhara was started to urbanize at around 1750/1751 A.D., which is revealed by the history. In the period of Rana rulers, Pokhara was made central office of western part. After 1820 B.S., Pokhara was established as a local market in this region (Annapurna Post, April 27, 2003/April 2, 2002). The name 'Pokhara' may have been derived from the word 'pokhari'. 'Pokhari' in Nepali means a lake or loch and Pokhara derives its name from the numerous Tals in the region (Lamsal, 1997).

4.2 Location

Pokhara is located at Kaski district of Gandaki zone. It is the headquarter of Western Development Region. It lies between 28°10' North to 28°16' North latitude and 83° 58'30" East and 84° 02'30" East longitude. The town is actually in a valley of some 123 sq. km., surrounded on all sides by mountains. The floor

of the valley is nearly flat but tends to slope towards the south. The town extends about 9 km north to south from the southern foot of the Annapurna range (in the greater Himalayas) to the relatively smaller Mahabharata range and about 5 km east to west. But the maximum length of the valley from north-west to south-east is only 32 km long. Its breadth in the western section of the valley is 8 km whereas in the western part is 10 km. It is situated at an altitude of 827 meters from the sea level (Adhikari, et al, 2002).

4.3 Access

Pokhara is linked with Kathmandu valley, Chitwan, Sunauli and Bhairahawa by the road. More than 15 airlines have been permitted for flights. More than 25 flights are in operation daily between Kathmandu and Pokhara, more than 10 flights to Jomsom and other places (NTB, 2001).

4.4 Climate

Pokhara has a pleasant sub-tropical climate. In spite of its intimacy with overlooking Annapurna massif, the valley is not at all affected by the latter's impact. The reason is its low altitude of only 827m. During summer, heat and humidity dominate the valley and winter offers quite a pleasant weather, especially from October–December when the heat of the summer sweeps in the clouds rise covering the majestic Annapurna massif. The rain usually starts in May and even in April. The maximum temperature is 30° C to 35° C and minimum temperature 6° Celsius and the average temperature is 15° Celsius. Almost in all seasons, days usually remain warmer and pleasant except for some days in monsoon and winter, since Pokhara gets the highest rainfall in Nepal (NTB, 2001).

4.5 Population

Pokhara has a unique composition of different caste of people that is not seen anywhere in Nepal. That's why many castes like Newar, Magar, Tamang, Damai, Kami, Brahmin, Chhetri, Thakali, Muslim, Tibetan, etc are living in Pokhara valley. Pokhara is one of the densely populated cities of Nepal.

Table 4.5.1 Ward-wise Population in Pokhara Sub-metropolis

Ward No.	Total Population	Male	Female	Total Household	Remarks
1	12561	6853	5708	1349	
2	4847	2464	2363	748	
3	7057	3673	3384	865	
4	5961	3302	2659	875	
5	6891	3472	3419	940	
6	10493	5770	4723	1913	Research Area
7	8203	4233	3970	1070	
8	15941	8359	7582	2525	
9	12031	6065	5966	1973	
10	12432	6092	6340	2110	
11	7612	3846	3766	1205	
12	7361	3505	3856	1195	
13	6876	3163	3713	1302	
14	2312	1163	1159	404	
15	8721	4156	4565	1712	
16	9679	4976	4703	1588	
17	16767	9636	7131	2081	
18	3379	1591	1788	891	
Total	159104	82309	76795	24746	

Source: CBS 2001.

According to the Population Census 2058 (2001 A.D.) 1, 59,104 people live in the valley, out of which 82,309 (51.7 percent) are male and 79,795 (48.3 percent) are female. The Population Growth Rate of Pokhara is 4.71 percent per annum whereas the Growth Rate of Nepal is 2.01 percent per annum. Migration of people from the surrounding villages, districts and other parts of Nepal is the main causes of increase in population of Pokhara valley (CBS, 2001).

4.6 Culture/Religion

Pokhara is popular tourist destination for panoramic Himalayan ranges but also for its diverse culture and religion. Its diverse cultures and religions are also attraction for the tourists from the world. In Pokhara, Newars, Gurungs, Brhamins, and Thakalis are dominants to other communities and are in majority in the valley. These people have their own religion and goddesses. There are Hindus, Buddhists, Muslims, and Christians and other related religious people in the valley but no contradiction is found among them for the sake of religion. This is the most important and unique nature of religions of Pokhara and Nepal also. The Western Development Region of Nepal itself is rich of ethnic groups and Pokhara is melting pot of various ethnic groups comprising of Newar, Magar, Gurung etc. (NTB Booklet).

Pokhara has its own cultural dresses and styles. There is always unity in diverse cultural people of Pokhara. Although there is diversity in the religion, ethnicity, language, custom, lifestyle, traditions, norms, and values of people but always unity in protecting culture. It is said that Nepalese people observe more festivals than there are days in the year. Most of the Nepalese festivals are religious as well as social in nature and either of the Hindus and Buddhist origin are celebrated in common by the people with enthusiasm. Some of the major and interesting festivals are celebrated all over the country as well as in Pokhara are Navabarsha (Nepalese New Year- Second week of April), Krishna Ashtami (the birth anniversary of lord Krishna in July-August), Teej (in August-September), Dashain or Durga Puja (September-October), Tihar (Festival of Light- October-November), Maghe Sakranti (in mid January), Shree Panchami (in February), Fagu Purinima (in March), etc. Some other festivals are also celebrated by different ethnic groups according to their religion and socio-cultural values like Mani Rimdee, Loshar, Chhath, Ramjaan, Christmas and so on (Shrestha, 2000). Beside these, on local level festivals such as Baraha Bhairab Jatra (periodic in six year), Jatra of Ganesh, Gai Jatra, etc. are also celebrated in Pokhara.

4.7 Pokhara and Tourism

Pokhara is a place of remarkable natural beauty in Nepal and an obligatory place for every tourist. The beauty of the valley is enhanced by its lovely lakes: Phewa, Begnas and Rupa, which have their source in the glacial region of the Annapurna Range of the Himalayas. Pokhara is situated 200 kilometers west of Kathmandu and is connected by air as well as by a five-hour bus ride from Kathmandu. A highway named Prithwi Rajmarga links the Lake District with Kathmandu and another highway Siddhartha Rajmarga (also known as Sunauli-Pokhara Rajmarga) links Pokhara with Bhairahawa. This highway passes along a highly picturesque region between the midland valleys and the Terai belt of the kingdom.

Pokhara valley is situated at an altitude of 827 meters from the sea level. For nature lovers Pokhara offers the magnificent views of the snow capped mountain peaks of Dhaulagiri, Himalchuli, Machhapuchhre, five peaks of Annapurna mountain range, and others. Pokhara is one of the few places in the world to offer such an exhilarating view in a subtropical setting; Machhapuchhre for example, is only 28 kilometers from the doorsteps of the hotels on Phewa Lake. Pokhara's numerous lakes, known as 'Tals' in Nepal offer excellent recreational activities such as fishing, boating and swimming. To enjoy the stay in this delightful town, comfortable accommodations are available in abundance.

Of course there is more to be found in this city. It is also the centre of adventure. This enchanting city nestled in a tranquil valley is the gateway to many of Nepal's most popular trekking and rafting destinations. The paraphernalia for these adventure sports can easily be hired or rented from various shops around. Phewa Lakeside, which deals from such items to food and handicraft. The atmosphere on the shore of the Phewa Lake (more popularly Lakeside) is the excited vitality as most tourists crowd many bars and restaurants enjoying the excellent food and drinks late into the night.

Pokhara was unknown before the air and transport linkage with Kathmandu and Siddharthanagar. The introduction of air traffic in 1952 and the construction of highway in 1979 increased the linkage with Kathmandu. It was one of the most important steps for tourism development in Pokhara (Koch and PCCI, 1999, cited in: Palikhe, 2004). Pokhara is virtually a synonym of modern Nepalese Tourism Industry. So, Pokhara and tourism both are being developed with the development of valley and infrastructures. Pokhara access to other parts was most important step for development of tourism in Pokhara starting with 119 tourists in 1957 A.D. to more than 100 thousands in 1998 A.D. It shows there was tremendous increase in the number of tourists year by year in Pokhara until 1999 (Palikhe, 2004).

4.8 Sightseeing Spots in Pokhara

There are many famous sightseeing spots in and around Pokhara. There is panoramic mountain view, famous Fewa Lake, Barahi temple, Devi's fall, Mahendra cave, the old bazaar, Bindhyabasini temple, Museums, World Peace Pagoda, etc. These sightseeing spots have added glory to Tourism of Pokhara.

CHAPTER – FIVE

DEMOGRAPHIC PROFILE

This chapter is focused on presenting the various demographic aspects of women involved in tourism industry. Under this heading, age, caste/ethnicity, place of origin, religion, educational status, marital status, family structure, family size and fertility are analyzed.

5.1 Age of Respondents

Age is an important demographic characteristic. Age makes differences in working hour, types of work and involvement in decision making. The table below presents the record of age group of the respondents.

Table 5.1 Distribution of Respondents by Age

S. N.	Age Group	Responses	Percentage
1	Below 25 yrs	17	24.0
2	25 to 40 yrs	42	60.0
3	40 yrs above	11	16.0
	Total	70	100.0

Source: Field survey, 2005

The table 5.1 indicates the maximum percentages (60.0) were of the age between 25 and 40 years, and the minimum percentage (16.0 percent) was of age 40 and above. The respondents of below 25 years age were found to be 24.0 percentages. The age group, 15 years to 59 years is called economically active population. Thus, the women involved in tourism industry were mostly from economically active age group.

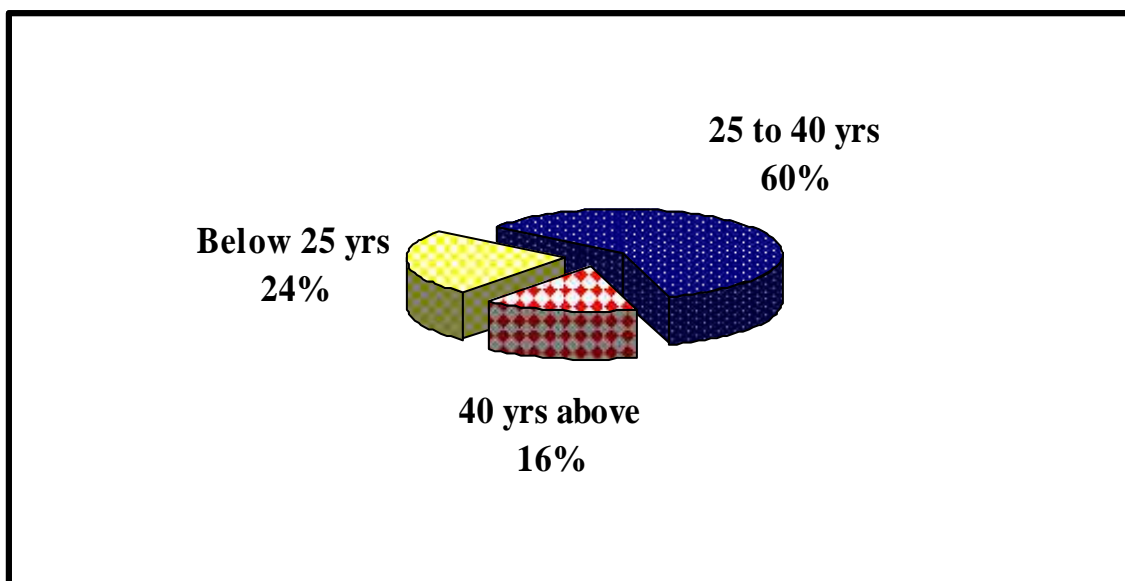


Figure: 5.1 Age Group of Respondents

5.2 Caste/Ethnicity of Respondents

Caste/ethnicity is another demographic aspect. There are various caste/ethnic groups of people in the study area. Following table shows the ethnic diversity of the respondents.

Table 5.2 Distribution of Respondents by Caste/Ethnicity

S.N.	Caste/Ethnicity	No. of Response	Percentage
1	Brahmin	28	40.0
2	Chhetri	13	18.6
3	Newar	8	11.4
4	Gurung	6	8.6
5	Magar	3	4.3
6	Damai	3	4.3
7	Rai	2	2.9
8	Lama	5	7.1
9	Bhujel	1	1.4
10	Tamang	1	1.4
	Total	70	100.0

Source: Field survey, 2005

The table 5.2 shows the caste/ethnic diversity of the respondents of study area. Brahmins covered highest percentage (40.0). Similarly, Chhetris were found to be 18.6 percent, Newars 11.4 percent, Gurungs 8.6 percent, Magar 4.3 percent, Damai 4.3 percent, Rai 2.9 percent, Lama 7.1 percent, Bhujel 1.4 percent, and Tamang 1.4 percent. Among the respondents, as usual, Brahmins were the dominant caste group.

5.3 Place of Origin of Respondents

In the study area there is the majority of migrated people, who are settled temporarily for various kinds of business and jobs.

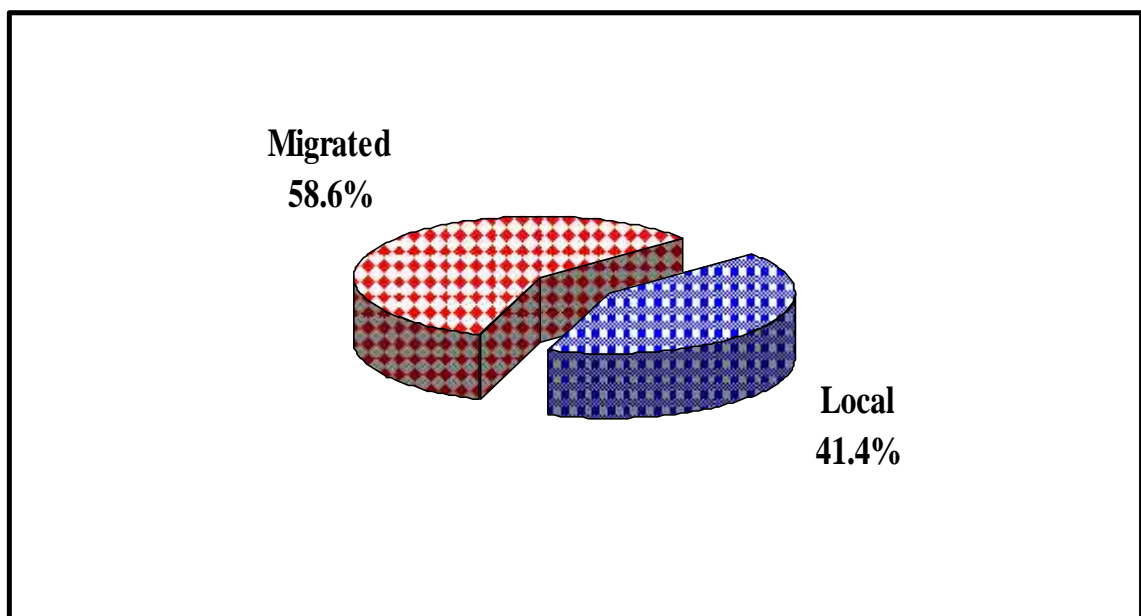


Figure: 5.3 Origin of Respondents

Among the respondents, 58.6 percent were found to be migrated and only 41.4 percent local who were involved in tourism industry of study area.

5.4 Religion of Respondents

Religion is a set of cultural symbols and ideas that focuses on the meaning of human life. Religion is the way or method which bind the people so that they do not go out from the real track of life. Various religious groups of people were involved in tourism industry of study area.

Table 5.4 Distributions of Respondents by Religion

S.N.	Religion	Responses	Percentage
1	Hindu	54	77.1
2	Buddhist	13	18.6
3	Christian	3	4.3
	Total	70	100.0

Source: Field survey, 2005

The table 5.4 presents the religions of respondents. Among the respondents, most of them were found to be Hindus (77.1 percent). Buddhists covered 18.6 percent and the Christians covered only 4.3 percent.

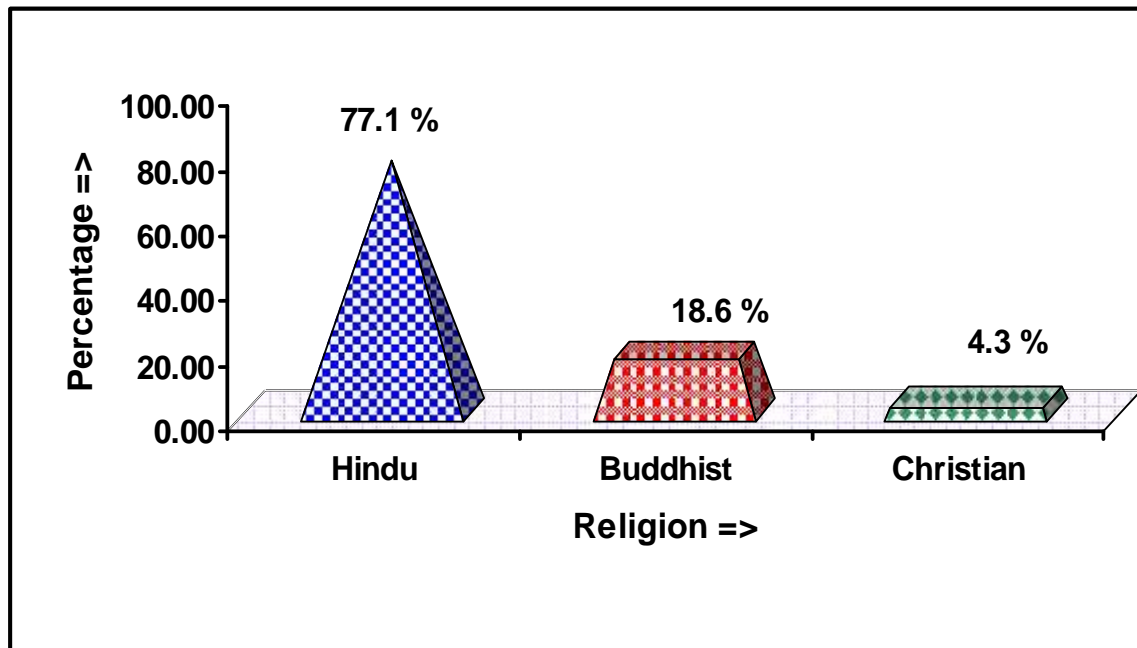


Figure: 5.4 Religions of the Respondents

5.5 Educational Status of Respondents

Education is the most important factor for the development of human personality as well as for the development of a nation. Education is a strong factor for employment and awareness. It brings about a change in an individual which in turn brings great changes in the whole society too. Women with high academic qualifications are sure to influence the development process of the country and the quality of life.

The figure 5.5 indicates the educational status of women of the study area. Among the respondents, 14.3 percent women were found to be illiterate. The maximum percent (48.5) were found to be under SLC whereas 37.2 percent women were found to reach SLC and above. This indicates that the women who were involved in tourism industry were somehow literate.

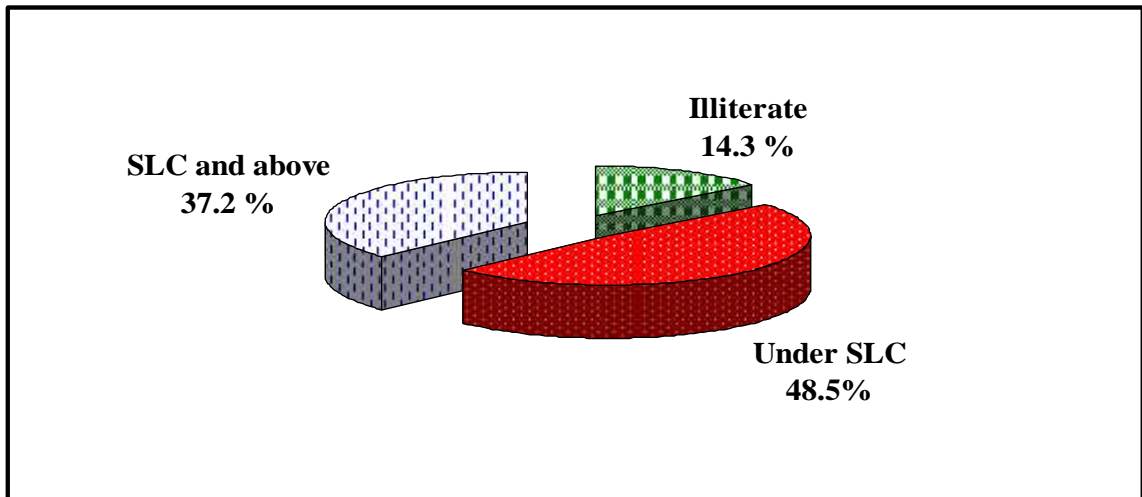


Figure: 5.5 Educational Status of Respondents

5.6 Marital Status of Respondents

In our country marriage is not an option for women, it is mostly compulsory social phenomena and marital status shows the social condition of women.

Table 5.6 Distributions of Respondents by Marital Status

S.N.	Marital Status	Responses	Percentage
1	Married	50	71.4
2	Unmarried	16	23.0
3	Widow	3	5.6
	Total	70	100.0

Source: Field survey, 2005

The table 5.6 indicates the marital status of women of the study area. Among the respondents, 71.4 percent were found to be married, 23.0 percent were found to be unmarried and 5.6 percent were widows. By this, it was found that there is mostly involvement of married women in tourism industry of study area.

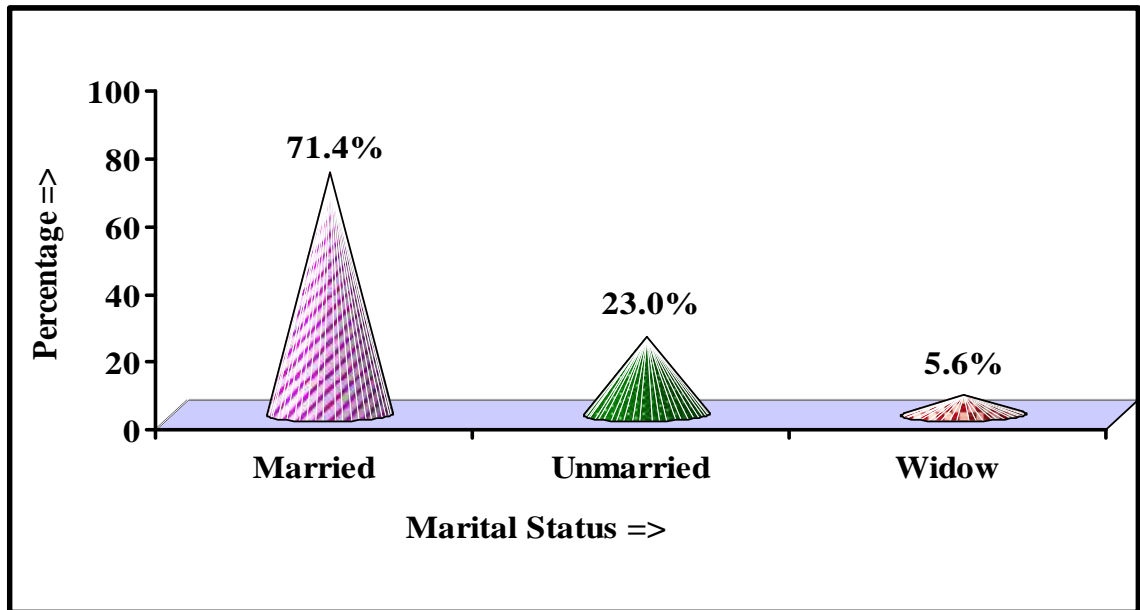


Figure: 5.6 Marital Status of Respondents

5.7 Structure of Family of Respondents

Family is a basic kinship unit of society in its minimal form consisting of a husband, wife and children. Basically two types of family structure are found in Nepal: the joint and the nuclear family. Joint family consists of more than single generations whereas nuclear family consists of only single generation.

The figure 5.7 shows the structure of family of the respondents. Among the respondents, 60 percent were found from nuclear family and 40 percent from joint families. It indicates that most of the respondents were from nuclear family.

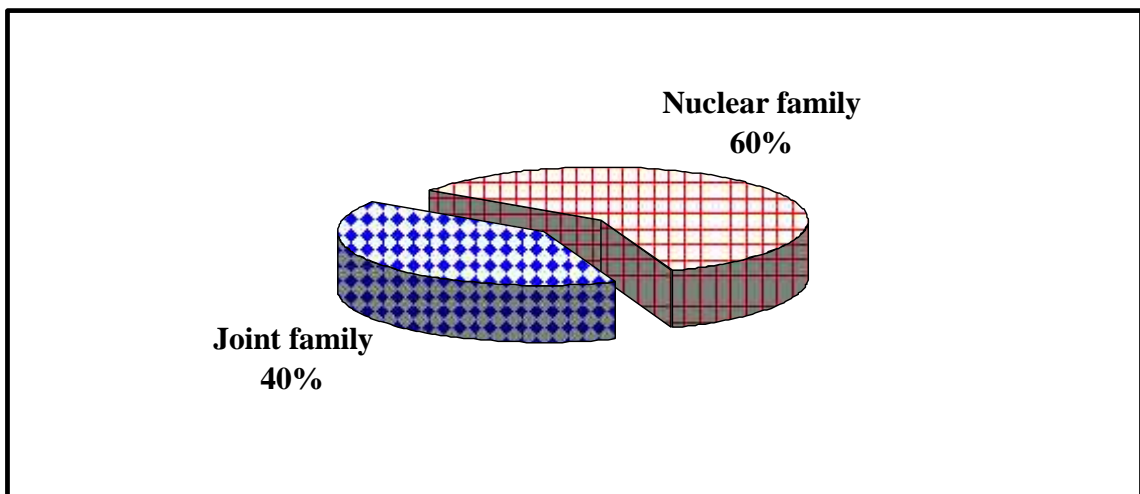


Figure: 5.7 Family Structures of Respondents

5.8 Fertility of Respondents

Fertility is one of the important demographic factors. It affects women's participation in various activities.

Table 5.8 Distributions of Respondents by Fertility

S.N.	Fertility Level	Response	Percentage
1	Low (up to 2 children)	30	58.8
2	High (more than 2 children)	21	41.2
	Total	*51	100.0

**Based on respondents with children (51)*

Source: Field survey, 2005

The table 5.8 shows the fertility level among the married respondents of study area. The participation of women with low fertility was found more (58.8 percent) and the participation of women with high fertility was found to be comparatively low (41.2 percent).

5.9 Summary

This chapter is focused on presenting the various demographic aspects of women involved in tourism industry viz. age, caste/ethnicity, place of origin, religion, educational status, marital status, family structure, family size, fertility etc. Most of the economically age group (25 to 40 yrs) women were involved in tourism industry. Brahmins were the dominant caste group. In the study area, there was the dominancy of migrated people, who were settled temporarily for various kinds of business and jobs. Among the respondents, most of them were found to be Hindu. Women who were involved in tourism industry were somehow literate. It is found that there was mostly involvement of married women in tourism industry. Among the respondents, most of them were found from nuclear family. The participation of women with high fertility was found to be comparatively low.

CHAPTER – SIX

SOCIO-ECONOMIC STATUS OF WOMEN

In this chapter, an attempt has been made to analyze the socio-economic status of women participating in tourism industry. The study has focused on presenting social as well as economic aspects of selected women's job and occupation. Various socio-economic aspects like income source, education, participation in various social aspects, etc. are analyzed.

6.1 Main Income Sources of the Respondents' Family

The main income source of the family members makes differences in the socio-economic status of the women. The table below shows the main income source of the informant's family.

Table 6.1 Main Income Sources of the Respondents' Family

S.N.	Major Source of Income	Responses	Percentage
1	Tourism	49	70.0
2	Service	10	14.3
3	Agriculture	8	11.4
4	Other	3	4.3
	Total	70	100.0

Source: Field survey, 2005

The table 6.1 shows the main income sources of the respondents' family of study area. The major source of income of respondents' family was found tourism that covered 70.0 percent. There were service holders (14.3 percent), and some of them were still engaged in agriculture (11.4 percent) for their income. Some respondents' families were engaged in other business activities (4.3 percent). Hence, most of the respondents' families had also adopted tourism business for their income.

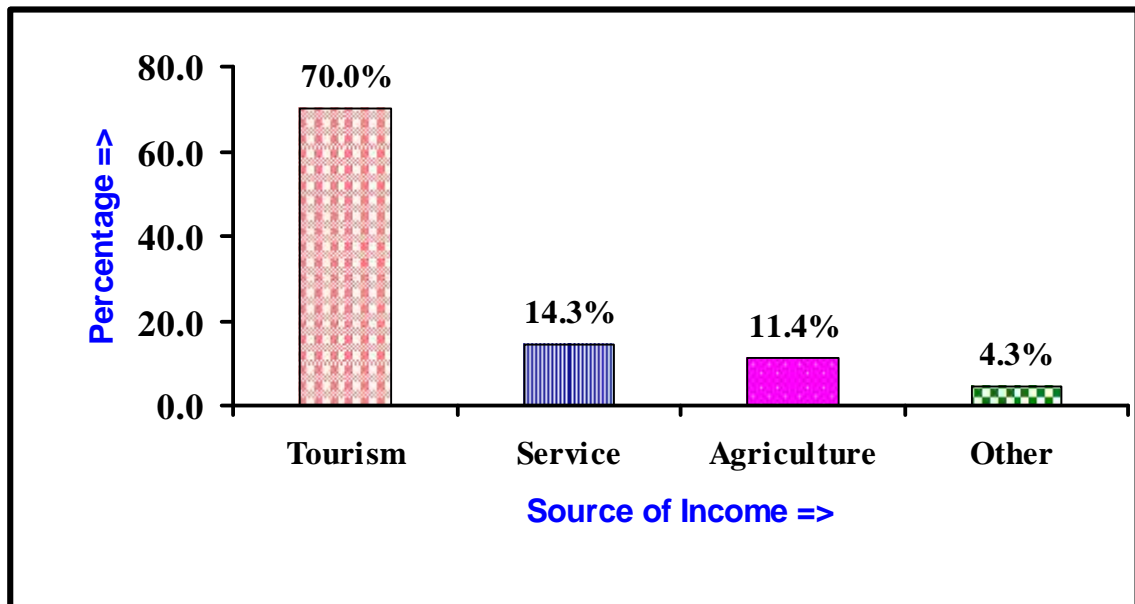


Figure: 6.1 Income Source of Respondent's Family

6.2 Duration of Involvement in Tourism

The duration of involvement of the respondents in tourism industry varied from few years to more than 15 years. Women in this field had several experiences because of their long involvement.

Table 6.2 Duration of Involvement in Tourism

S.N.	Duration of Involvement	Responses	Percentage
1	0-5 yrs	27	38.6
2	5-10 yrs	19	27.1
3	10-15 yrs	18	25.7
4	More than 15 yrs	6	8.6
	Total	70	100.0

Source: Field survey, 2005

The table 6.2 shows the duration of involvement of the respondents in tourism industry. Most of the respondents were found to be involved in tourism during last five years (38.6 percent), 27.1 percent respondents were found to be involved in this field for 10 years, 25.7 percent were found to be involved for 15 years, and very few of them (8.6 percent) were found to be involved for more than

15 years. This indicates that the participation of women in this field is being continuously increasing in recent years.

6.3 Employment Situation of Women

Women in tourism industry have different status placement. Many women are running household business. Also, many women are themselves the proprietor and the director of tourism business organization and many others are involved as the employees.

Table 6.3 Employment Types of Respondents

S.N.	Types of Employment	Responses	Percent
1	Family business	39	55.7
2	Business proprietor	18	25.7
3	Employee	13	18.6
	Total	70	100.0

Source: Field survey, 2005

The table 6.3 specifies the employment situation of the respondents who are participating in tourism industry. Most of the respondents involved in this sector were as family member (55.7 percent) whose male counter parts own this business. Some respondents had their own proprietorship (25.7 percent) in business whereas 18.6 percent of respondents were involved as employee. This shows that the access in property right was still lower for women in comparison of men.

6.4 Duration of Working Hours

The table 6.4 shows the working hours of the respondents. Most of the respondents were found to work more than 10 hrs (52.8 percent). Among the respondents, 32.9 percent were found to work five to ten hours, and only 14.3 percent of respondents were found to work up to five hours. Generally, the working hours of tourism sector is found to be more than other sectors.

Table 6.4 Working Hours of Respondents

S.N.	Working Hours	Responses	Percentage
1	Up to 5 hrs	10	14.3
2	5-10 hrs	23	32.9
3	More than 10 hrs	37	52.8
	Total	70	100.0

Source: Field survey, 2005

6.5 Types of Employment and Duration of Working Hours

The table 6.5 analyses the types of employment and their duration of working hours of respondents in the work place. Among the respondents, 35.7 percent were from the family business, 10.0 percent of business proprietor, and 7.1 percent of employee worked more than ten hours. Similarly, 8.6 percent were from family business, 12.9 percent from proprietor, and 11.4 percent from employee worked five to ten hours. Some of the respondents from family business, 11.4 percent, worked up to five hours only. Very few proprietors 2.9 percent, worked up to five hours. There were no employees who worked less than five hours. This specifies that women from family business spent more hours in their working place. Also, the employees worked longer hours in tourism sector because the duration of working hours was comparatively more than other sectors.

Table 6.5 Employment Situation and Working Hours of Respondents

S.N.	Types of Employment	Duration of working hours			Total
		Up to 5 hrs	5-10 hrs	More than 10 hrs	
1	Family business	11.4	8.6	35.7	55.7
2	Business proprietor	2.9	12.9	10.0	25.7
3	Employee	0.0	11.4	7.1	18.6
	Total	14.3	32.9	52.8	100.0

Source: Field survey, 2005

6.6 Ownership of Business Stall

Many people use rented house for the business. Only few people have their own house for their business. The figure 6.6 gives a glance at the ownership of business stall of the informants in this study area. Among the respondents, 62.3 percent had their own house, 32.1 percent had rented the business stall for their business. Some respondents, 5.7 percent were street venders. This indicates that most of the respondents rented house for their business.

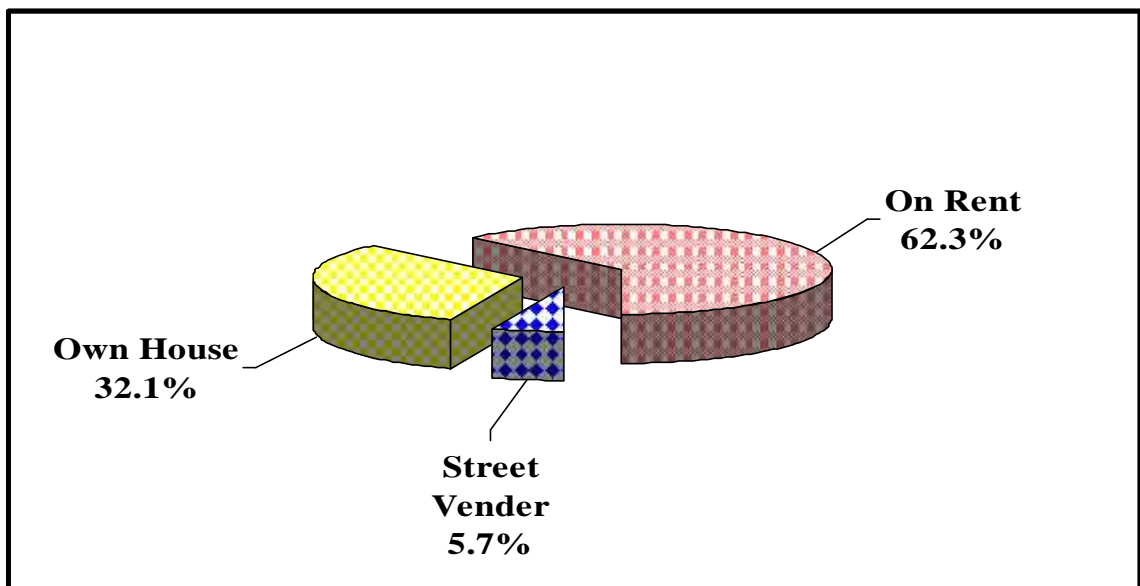


Figure: 6.6 Ownership of Business Stall

6.7 Respondents' Attitude towards House Rent

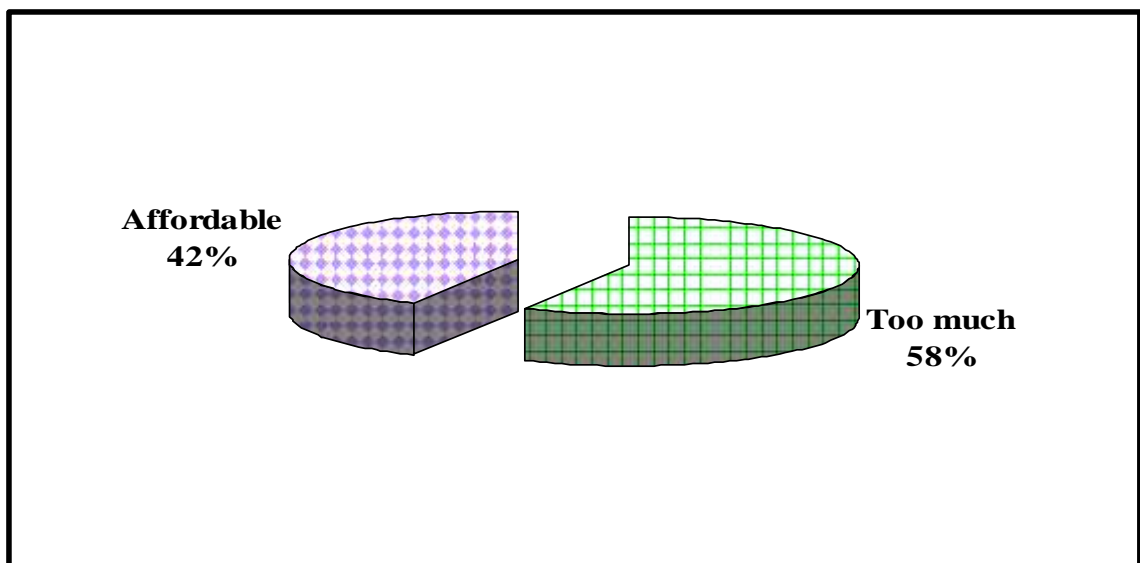


Figure: 6.7 Attitudes towards House Rent

The figure 6.7 shows attitude of respondents towards the house rent. Among the respondents from the rented house (based on 33 respondents), 57.6 percent realized the house rent was too much. Only 42.4 percent of the respondents thought that the house rent is affordable.

6.8 Satisfaction with Business/Job

There is no limitation of human wants. So, a human being has to satisfy for long time with same situation. This principle is implemented in business/employment sector too. If a person gets a job according to his/her desire, there will be higher satisfaction rate otherwise not.

The table 6.8 supports to know the satisfactory level regarding tourism of the informants. Among the respondents, only 21.4 percent were fully satisfied with their present business/job, and 35.7 percent were partially satisfied. But, 42.9 percent of the total respondents were not satisfied with their present business/job.

Table 6.8 Business/Job Satisfaction of Respondents

S.N.	Business/Job Satisfaction	Responses	Percentage
1	Satisfied	15	21.4
2	Partially satisfied	25	35.7
3	Not satisfied	30	42.9
	Total	70	100.0

Source: Field survey, 2005

6.9 Reasons for Not Satisfaction

Respondents gave different types of reasons for not being satisfied with their business/job. The table 6.9 shows that most of the respondents (50.0 percent) were not satisfied from their business/job because of low income in recent year. Similarly, (16.7 percent) were feeling the longer working hours in this sector and 33.3 percent respondents were not satisfied because of over work-load that they

had to run business as well as their household activities. Thus, mostly the women participated in tourism sector were not satisfied from their business/job.

Table 6.9 Reasons for Not Satisfaction of Business/Job

S.N.	Reasons	Responses	Percentage
1	No good income	15	50.0
2	Long working hours	5	16.7
3	Over load of work	10	33.3
	Total	*30	100.0

* Based on respondents with not satisfaction (30)

Source: Field survey, 2005

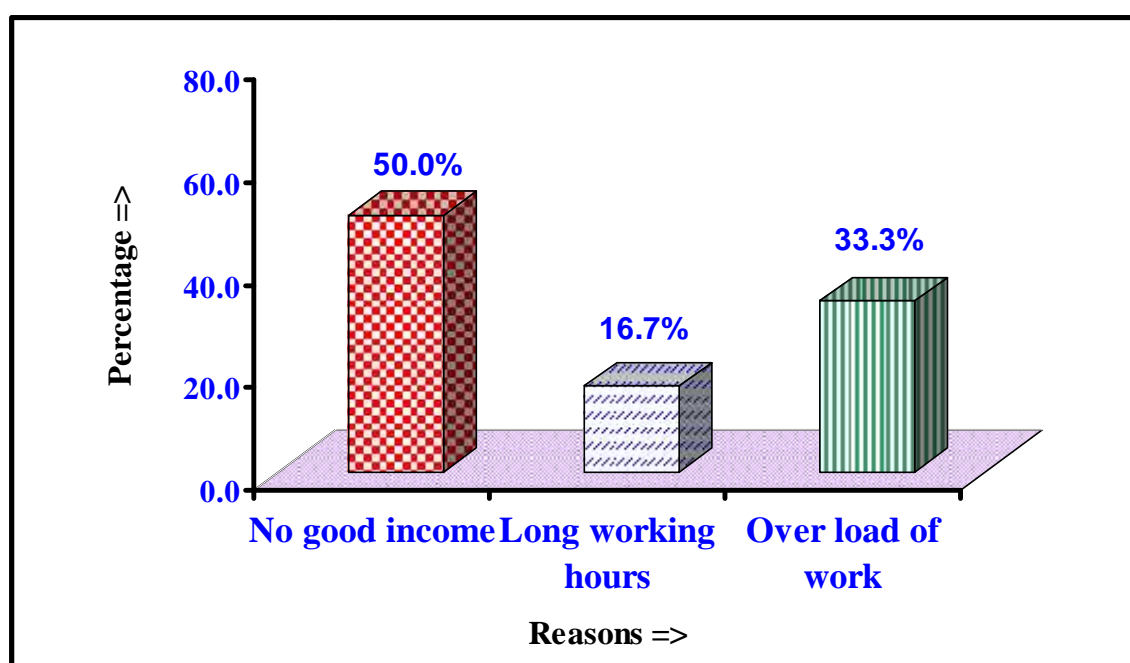


Figure: 6.9 Reasons for Not Satisfaction

6.10 Sufficiency of Income Generated from Business/Job

People are involved in business and earn money for various activities. Sometime economy generated from business is not sufficient to manage everything. The table 6.10 shows the sufficiency level of income of the respondents' that is generated from their job/business. Among the respondents, 21.4 percent were found to have sufficient income to run their business as well as household task whereas 34.3 percent have partially used their income for

household task. But most of the respondents (44.3 percent) were found to have very low income and were unable to run their business and house with the income they generated. This indicates that the income generated from tourism sector was still low.

Table 6.10 Sufficiency of Income of the Respondents

S.N.	Sufficiency of Income	Responses	Percentage
1	Fully sufficient	15	21.4
2	Partially sufficient	24	34.3
3	Not at all	31	44.3
	Total	70	100.0

Source: Field survey, 2005

6.11 Management of Economy to run the Business and Household-task

There is up and down in business transaction because of various situation of the country like conflict, protests, political imbalance etc. In such situation, business person have to manage economy from other sources like bank loan, previous stock etc.

Table 6.11 Management of Economy to run Business and Households

S.N.	Description	Responses	Percentage
1	Another income sources	18	58.1
2	Loan from bank	6	19.4
3	Previous stock	7	22.6
	Total	31*	100.0

**Based on respondents with not sufficient income (31)*

Source: Field survey, 2005

The table 6.11 shows the management of the economy required to run the business as well as household-tasks (socio-economic activities) by the respondents who became unable to generate good income. Among the 31

respondents, 58.1percent respondents had managed the required economy from other income sources, 19.4 percent of them had managed the economy from bank loan and 22.6 percent have managed from previous stock. This indicates that there is not sufficient income in this sector.

6.12 Attitudes towards Continuation of Business/Job

The figure 6.12 presents the attitude of the informants towards their business/job. Most of the respondents wanted to continue their business/job (82.8 percent), but 17.2 percent of the respondents were not sure to continue their business/job. This specifies that many people are in dilemma of tourism business.

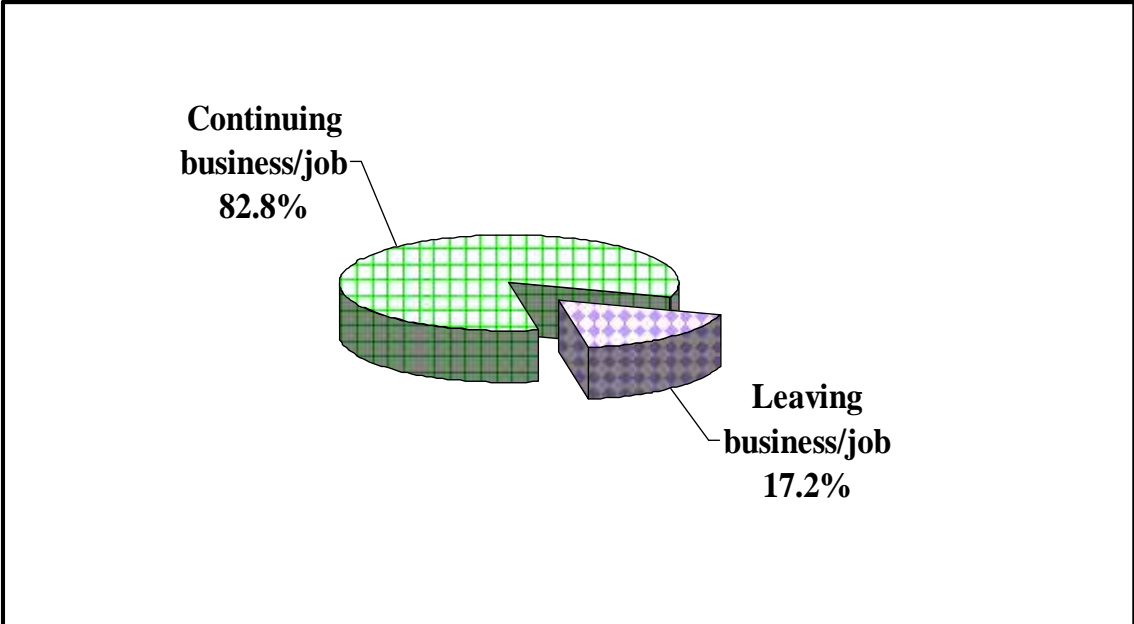


Figure: 6.12 Attitudes towards Continuation of Business/Job

6.13 Causes of Leaving Business/Job

People establish business but in many of the cases, they were unable to continue their business with various causes. In the past decade, tourism industry of Nepal was influenced by political conflict, so most of the respondents were not satisfied with their business and they decided to leave their business/job.

The table 6.13 analyses various causes of leaving business/job. There were 17.2 percent respondents, who wanted to close/leave their business/ job of tourism

industry. 41.7 percent of the respondent said that there was loss in business and they would close the business. Some of them, 33.3 percent thought that there is no good future of tourism in Nepal. 16.7 percent of the respondents wanted to leave job because they were getting married in near future and 8.3 percent wanted to leave job for their further study. Thus, many respondents wanted to close their business because of heavy loss in business.

Table 6.13 Causes of Leaving Business/Job

S.N.	Causes of Leaving Business/Job	Responses	Percentage
1	Loss in business	5	41.7
2	No good future of tourism industry	4	33.3
3	Getting marry	2	16.7
4	Further study	1	8.3
	Total	*12	100.0

**Based on causes of closing/leaving business/job (12)*

Source: Field survey, 2005

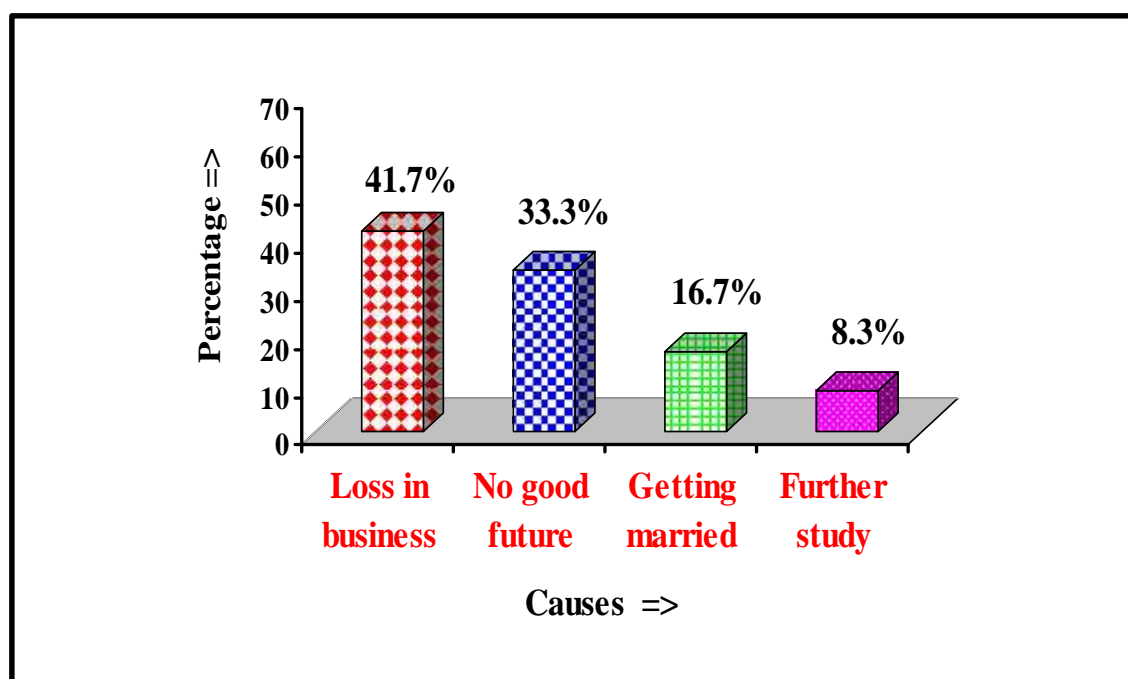


Figure: 6.13 Causes of Leaving Business/Job

6.14 Involvement of Women in Social Work

Every human being lives in society without which s/he can't live alone. As a social being a person has many responsibilities to the society. So many people involve in social works and ceremonies. Charity, donation and services are the forms of social service.

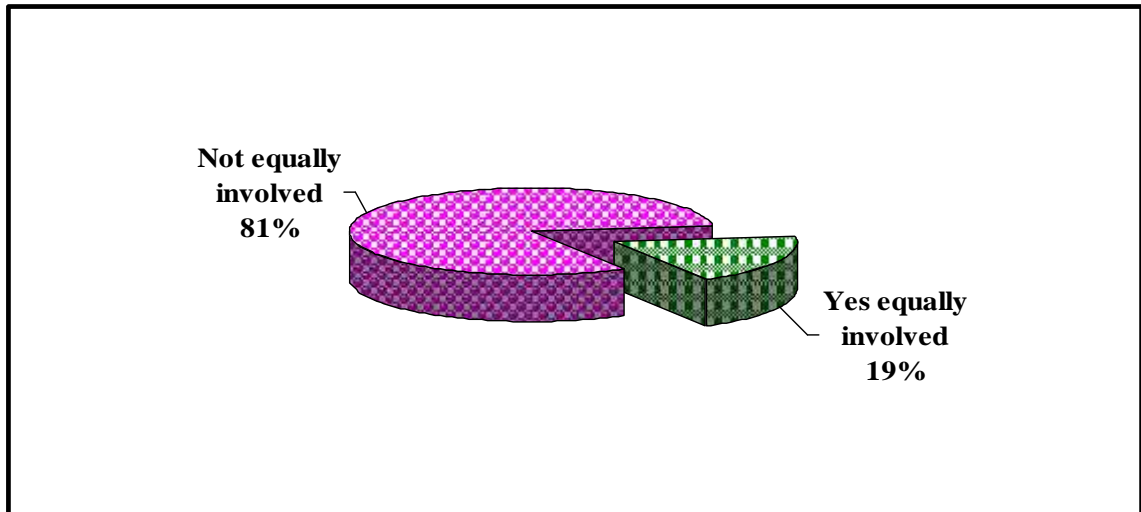


Figure: 6.14 Women in Social Work

The figure 6.14 shows the involvement of women in social work. Among the respondents, only 19 percent were found to be involved in social works whereas 81 percent were not involved in social works.

6.15 Women's Participation in Politics

Women's participation in politics and other decision-making bodies at the national and local level is extremely low in Nepal. Politics is always considered as only men's domain and women are excluded from this arena. However, the trend of women's participation in politics is increasing in recent time. To increase women's participation in politics, Government of Nepal has provided a reservation of 33 percent seats for women at the local level. Women involved in tourism industry are found politically backward in local politics. The table 6.15 shows the situation of political involvement of respondents in tourism industry of Pokhara.

Table 6.15 Women's Participation in Politics

S.N	Women's Participation in Politics	Responses	Percentage
1	Yes, actively participated	5	7.0
2	Not at all	65	93.0
	Total	70	100.0

Source: Field survey, 2005

Among the respondents, only seven percent were found actively participated in the local political parties whereas 93.0 percent of them were not participated in any political parties. They took part to vote in the election but they did not choose representative themselves. They cast their vote according to their family head's opinion.

6.16 Summary

In this chapter various socio-economic aspects are analyzed. The main income source of respondents' family is tourism. Most of the respondents involved in this sector were as family member whose male counter parts owned this business. Women from family business spent more hours in their working place. This study shows that the access in property right is still lower for women in comparison of men. Most of the respondents rented house for their business and most of them realized that the house rent was too much. Most of the respondents were not satisfied with their present business/job. Respondents gave different types of reasons like low income in recent year, long working hours and over load to work. The sufficiency level of income of the respondents that is generated from their business/job is still low, so that 31 respondents had to manage the required economy from other sources like bank loan and previous stock. This indicates that there is not sufficient income in this sector. In this study, some respondents wanted to close their business because of heavy loss in business. Women's involvement in tourism industry was found socially and politically backward.

CHAPTER - SEVEN

PROBLEMS FACED BY WOMEN IN TOURISM INDUSTRY

This chapter is focused on presenting the various aspects of problems faced by women involved in tourism industry. Women who were involved in this field had to face different problems. Majority of them were struggling with never-ending household tasks. Some of them hadn't get support from their family. This study also tries to show the sex-based discrimination faced by women in tourism industry.

Decision making power is important factor of human life. Generally, Nepalese women have less decision making power. Following chapter is also focused in showing the decision-making role of women in their family as well as professions.

7.1 Motivational Factors of Women's Involvement in Tourism

The women who are involved in tourism industry are found to be motivated to enter in this field by various factors like for generating income, development of carrier, utilization of time and better life status. Hence, job/business is necessary for women to promote their lives and development of the nation.

Table 7.1 Motivational Factors

S.N.	Motivating Factors	Responses	Percentage
1	To generate income	42	60.0
2	To develop career	16	22.9
3	To utilize time	12	17.1
	Total	70	100.0

Source: Field survey, 2005

Various motivational factors are playing the roles in women's involvement in tourism industry. The table 7.1 presents various motivational factors of women to be involved in tourism. Among the respondents, 60.0 percent were motivated for income generation, whereas 22.9 percent were involved in this sector for their career development, and 17.1 percent of them were involved here to use their leisure time. This indicates that most of the women are involved in tourism industry for making money.

7.2 Problems Faced by Women in Tourism Industry

Women involved in tourism industry are facing various problems. The major problems faced by women are economic, dual responsibilities and language. Women are also facing other problems like crime, insecurity, theft, etc.

Table 7.2 Problems Faced by Women in Tourism Industry

S.N.	Problems	Responses	Percentage
1	Economic	23	32.9
2	Dual responsibilities	20	28.6
3	Language	14	20.0
4	Others (crime, insecurity, theft etc.)	13	18.6
	Total	70	100.0

Source: Field survey, 2005

The table 7.2 analyses those problems faced by women participating in tourism industry. The major problem faced by them was economic problem (32.9 percent). Another problem was the problem of dual responsibilities (28.6 percent), responsibility of household activity and sharing their time in the business/job. Similarly many women had to face the problem of English language (20.0 percent). Women were facing other problems like crime, insecurity, theft, etc (18.6 percent) as well.

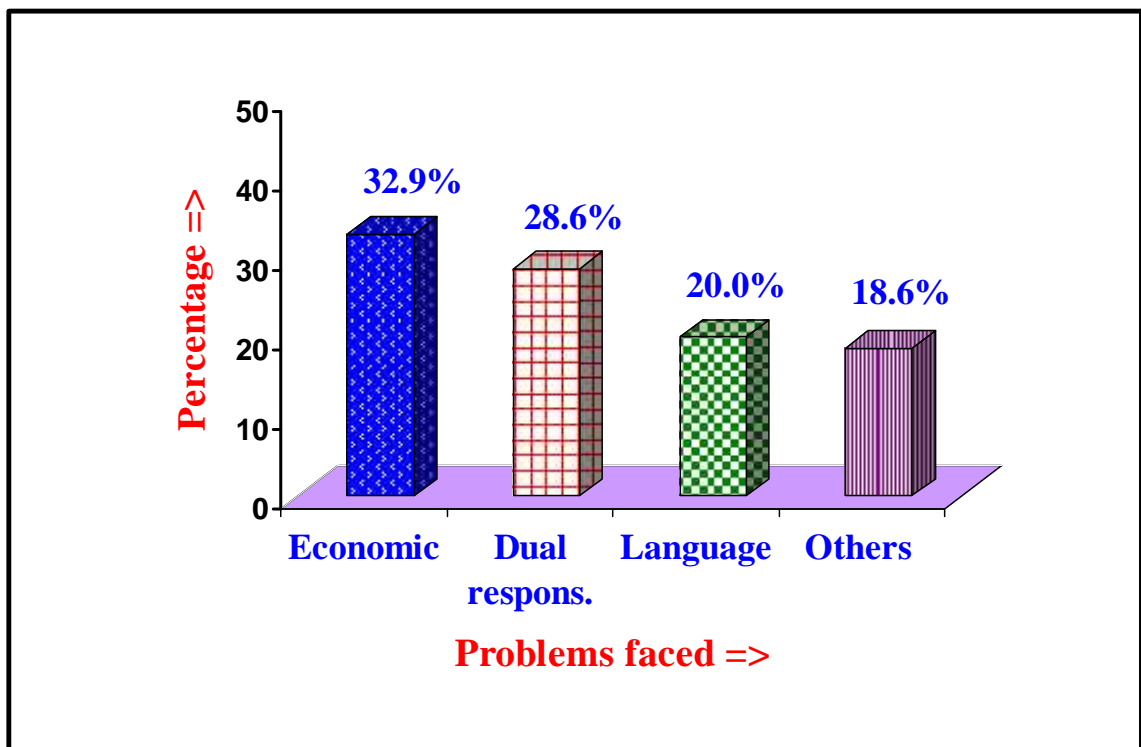


Figure: 7.2 Women's Problems in Tourism Industry

7.3 Family Support

Women are participating in different professions and businesses to utilize their skill and knowledge. However, deep-rooted patriarchal values and norms cause gender inequality and discrimination both in the private and public sphere of society. In Nepal, non-productive household works are generally regarded as women's works. Jobholder women have to face multiple responsibilities and unlimited problems in order to perform their duty in their profession as well as at home. The table below shows the family support of the respondents.

Table 7.3 Family Supports in Business/Job

S.N.	Family Supports	Responses	Percentage
1	Full support	16	22.9
2	Partial support	33	47.1
3	No support	21	30.0
	Total	70	100.0

Source: Field survey, 2005

The table 7.3 shows the family supports in business/job. Among the respondents, 22.9 percent women are found to get full support from their family, 47.1 percent of them were partially getting family support whereas 30.0 percent respondents were not getting any support from their families. This indicates that women were still not getting very good support from their families in Nepalese society for outside professions.

7.4 Running Business with Household Work

In a family, women have to perform various works which are not in well routine for them. Women have got multiple roles to play, for example a woman is a mother, wife, daughter, daughter-in-law etc. At the mean time, if she is engaged in other fields also, it is very difficult to manage her time proportionally.

Table 7.4 Running Business with Household Work

S.N.	Running Business	Responses	Percentage
1	Easily run	16	22.9
2	With less difficulty	32	45.7
3	With much difficulty	22	31.4
	Total	70	100.0

Source: Field survey, 2005

The table 7.4 specifies the difficulties realized by women while working or running business with household work. Among the respondents, 22.9 percent were found running their business/job easily with their household works. But, 31.4 percent respondents realized much difficulty to run business/job with household activities whereas 45.7 percent of them faced less difficulty in their business/job along with their household activities. Thus, mostly the women realized difficulties to play dual roles of household work and business/job together.

7.5 Gender Discrimination in Business/Job

The denial of opportunities and rights to certain group on the basis of race, sex, ethnicity, age or disability is known as discrimination. Gender discrimination is the practice whereby one sex is given preferential treatment over the other sex. In most societies, it is observed favoring men against women. Women constitute more than half portion of the population of Nepal. However, they are far behind men in all aspect of life. There is wide gender discrimination in the social, economic, administrative, political and legal fields primarily because of the patriarchal social system that confines women within the home and men in control most of the resources.

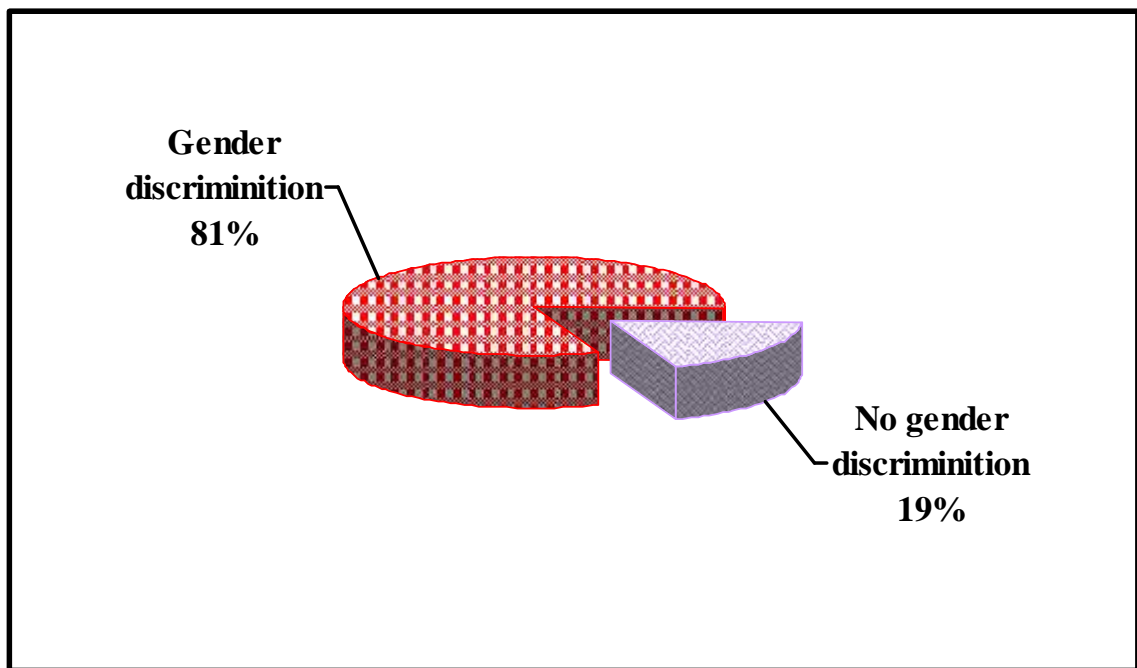


Figure: 7.5 Gender Discrimination in Business/Job

The figure 7.5 presents the prevalence of gender discrimination in tourism industry. Most of the respondents (81 percent) agreed that there is high gender discrimination in this field. Only few (19 percent) did not feel so.

7.6 Gender Discrimination Faced by Respondents

There are various types of gender discriminations prevalent in tourism industry. Women have to face many kinds of discriminations in working place.

Table 7.6 Gender Discrimination Faced by Respondents

S.N.	Discriminations	Responses	Percentage
1	Decision-making power	14	24.6
2	Over load to work	18	31.6
3	Less opportunity various fields	10	17.5
4	Low salary	8	14.0
5	Sexual harassment/assault	7	12.3
	Total	57*	100.0

**Based on responses faced gender discrimination (57)*

Source: Field survey, 2005

The table 7.6 presents the gender discrimination faced by respondents in tourism industry. Among the respondents, 24.6 percent were found to face less decisions-making power as compared to men, 31.6 percent of them realized that they had to work longer than men. Among them, 17.5 percent felt that they had fewer opportunities in various fields, 14.0 percent thought they were paid low salary, and 12.3 percent even faced sexual harassment or assault from tourists.

7.7 Problems Faced by Women with Tourists

Women involved in tourism industry have to face various problems from tourists. Bargaining in price, language, sexual harassments from the male tourists are the major problems that women have to face from tourists.

Table 7.7 presents various problems faced by women with tourists in this field. Many respondents (40.0 percent) had experiences of bargaining in price by tourists for goods and services. Similarly, 50.0 percent had language problems as they were unable to speak clearly with tourists of various origins and were unable

to understand the language spoken by the tourists. Some respondents (10.0 percent), mainly the employee, had complains about sexual harassments or assaults from the male tourists. Thus, women in this field require language as well as other career developing trainings.

Table 7.7 Problems Faced by Women with Tourist

S.N.	Problems	Responses	Percentage
1	Bargaining in price	28	40.0
2	Language (conversation)	35	50.0
3	Sexual harassment	7	10.0
	Total	70	100.0

Source: Field survey, 2005

7.8 Public Insights towards Women Participated in Tourism

Co-operative and positive perception of people supports women in various fields. It also makes easy for women to manage their house and profession. But people had both positive and negative insights towards women involved in this sector.

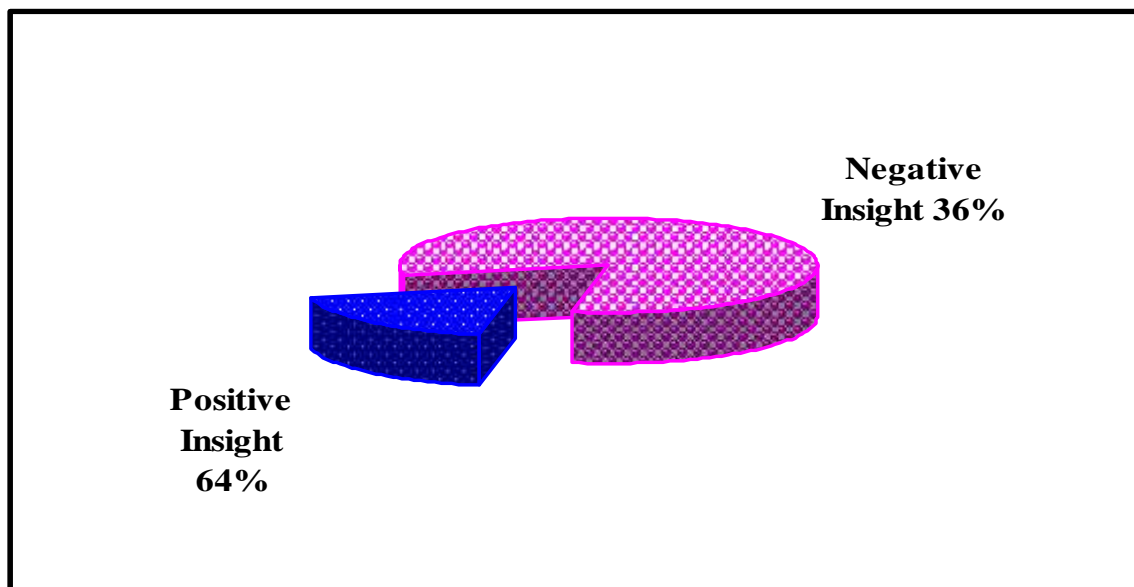


Figure: 7.8 Public Insights towards Women in Tourism Industry

The figure 7.8 specifies the insights of people towards women involved in tourism sector. Among the respondents, 64.0 percent got positive responses from people whereas 36.0 percent of them had the feeling of negative responses of people.

7.9 Women’s Role in Decision-Making

In order to understand women’s overall status their decision-making power must be considered as an important tool. The following information analyzes women’s decision-making process within and outside the family.

7.9.1 Role of Women in Household Decision-Making

Generally, Nepalese women have less decision making power. They are rarely participated in family’s important activities. Following table presents the household level decision-making power of Nepalese women on the basis of caste/ethnicity involved in tourism sector of Pokhara.

The table 7.9.1 shows the role of women in household decision-making. Among the respondents, 38.6 percent of the total respondents had main role in their household level decision-making, 54.3 percent have less decisive roles and Seven percent had almost no role. Hence, average Nepalese women have still less decisive role in household level. They are still deprived of major household activities.

Table 7.9.1 Women in Household Decision-Making

S.N.	Role in Household Decision-Making	Responses	Percentage
1	Main role	27	38.6
2	Less role	38	54.3
3	No role	5	7.1
	Total	70	100.0

Source: Field survey, 2005

7.9.2 Role of Women in Outside Decision-Making

As women have less decisive role in household level decision-making, they have even lesser role in outside decision-making as well. Here outside decision-making role includes decision-making power in involved business/job, decisions in expenditure and decision in travel and trekking, etc. Following information helps in drawing decision-making role power of women outside the home.

Table 7.9.2 Women in Outside Decision-Making

S.N.	Role in Outside Decision-Making	Responses	Percentage
1	Main role	27	38.6
2	Less role	32	45.7
3	No role	11	15.7
	Total	70	100.0

Source: Field survey, 2005

The table 7.9.2 presents the role of women in outside decision-making. Among the respondents, 38.6 percent had main role in outside decision-making, 45.7 have less role and 15.7 percent had no role. Hence, women have very less decisive role outside the home. This indicates that Nepalese women are still deprived of making and taking self-decisions, but there is gradual change in this field.

7.10 Summary

This chapter is focused on presenting the various problems faced by women involved in tourism industry. Women who were involved in this field had to face different problems. Majority of them were struggling with never-ending household tasks. Some of them hadn't got support from their family. This study also tries to show the sex-based discrimination faced by women in tourism industry and decision-making role of women within and outside the family.

Various motivational factors are playing the roles in women's involvement in tourism industry. Among the respondents, most of them were motivated in tourism industry for making money. The major problem faced by them was economic problem. Thus, women realized difficulties to play dual roles of household work and business/job together. Most of the respondents agreed that there is high gender discrimination in this field. Most of them realized that they had to work longer hours than men and felt that they had fewer opportunities in various fields. They were paid low salary and even faced sexual harassment or assault from tourists as well.

Co-operative and positive perception of people supports women in various fields. It also makes easy for women to manage their house and profession. But people have both positive and negative insights towards women involved in this sector. Hence, women have very less decisive role in and outside the home.

CHAPTER-EIGHT

SUMMARY, FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

8.1 Summary

This study focuses to analyze the socio-economic status of women participating in tourism industry in Lakeside-6, Pokhara. Thus, this study is concentrated on to address following research questions:

1. What are the socio-economic characteristics of women in tourism industry?
2. What are the motivational factors of women's involvement in tourism industry?
3. Are they satisfied with their profession as well as physical and social environment available?
4. What are major problems faced by women in tourism industry?
5. How can they run their business with household-work?
6. What are the types of discrimination faced by women in tourism industry?
7. What kind of insights are they getting from people while working in this field?
8. What are the decisions-making roles of women in their family as well as outside matter?

The general objectives of this study are to trace the socio-economic status of women participating in tourism industry of Fewa Lakeside of Pokhara city. The specific objectives of the study are: to prepare a demographic profile of women working in tourism industry of the study area, to analyze the socio-economic status of women participating in tourism industry, and to identify the problems faced by women involved in tourism industry.

This study is based on the “Gender Perspective.” The field of this study is the Fewa-Lakeside, located in the ward no 6 of Pokhara sub-metropolitan city,

which is one of the largest tourist destinations in Nepal. The universe of this study is about 660 various business spots on the main road side of Fewa Lakeside. This universe has covered the area from the Kharare Chowk on the North to Fishtail Gate on the south of Main Street of Lakeside. For sample size, 70 informants were selected purposively. The first sample was selected on the basis of first come first business spot where women were involved and others were selected then by selecting each 10th business spot from the previous spot where women were involved.

This study has used descriptive and exploratory research designs. Both primary as well as secondary data were used as the raw materials for research. Primary data were collected from the field survey. Questionnaire schedule, observation and interview techniques were adopted for the collection of primary information and data. Secondary data were collected from various tourism related offices, organizations, published books, articles and internet websites. The analysis of data was performed by using popular computer software SPSS (11.0). Various tables, figures, charts and statistical techniques were used for the analysis and presentation of the data.

The major findings of this study are as follows:

- ✘ The majority of the sampled respondents were of age group 25 to 40 years (60.0 percent) and the minimum percentage (16.0) was of age 40 and above. The respondents of below 25 years age were found to be 24.0 percentages.
- ✘ There is caste/ethnic diversity of respondents like Brahmins, Chhetri, Newars, Gurungs, Magar, Damai etc. in the study area. Among the respondents, as usual, Brahmins were the dominant caste group which covered 40.0 percent.
- ✘ There was majority of migrated people, who were settled temporarily for various kinds of business, and jobs. Among the respondents, 58.6 percent were found to be migrated and only 41.4 percent were local who were involved in tourism industry of study area.

- ✘ Among the respondents, most of them were found to be Hindus (77.1 percent). Buddhists covered 18.5 percent and the Christians covered only four percent.
- ✘ In this study, the maximum percent (48.5 percent) were found to be under SLC which indicates that the women who were involved in tourism industry were somehow literate.
- ✘ By this study, it was found that there is majority of married women (71.4 percent) in tourism industry of study area.
- ✘ Among the respondents, 60.0 percent were found from nuclear family and 40.0 percent from joint families.
- ✘ The participation of women with low fertility was found more (58.8 percent) than that of high fertility (41.2 percent).
- ✘ The major source of income of respondent's family was found tourism that covers 70.0 percent. There were services holders and some of them are still engaged in agriculture (11.4 percent) and in other business activities (4.3 percent).
- ✘ The duration of involvement of the respondents in tourism industry varied from few years to more than 15 years. Most of the respondents were found to be involved in tourism during last five years (38.6 percent).
- ✘ Most of the respondents involved in this sector were as family member (55.7 percent) whose male counter parts owned this business. Some respondents had their own proprietorship (25.7 percent) in business whereas 18.6 percent of respondents were involved as employee.
- ✘ The working hours of the respondents were found to be more than 10 hrs (52.8 percent). 32.9 percent were found to work five to ten hours, and only 14.3 percent of respondents were found to work up to five hours.

- ✘ This study shows the types of employment and their duration of working hours of respondents in the work place. Women from family business spent more hours in their working place. Also, the employees worked longer hours in tourism sector because the duration of working hours was comparatively more than other sectors.
- ✘ The study indicates that most of the respondents rented house (62.3 percent) for their business. Attitude of respondents 57.6 percent realized the house rent was too much. Only 42.4 percent of the respondents thought that the house rent is affordable.
- ✘ Among the respondents, only 21.4 percent were fully satisfied with their present business/job and 35.7 percent were partially satisfied. But, 42.9 percent of the total respondents were not satisfied with their present business/job.
- ✘ Respondents gave different types of reasons for not being satisfied with their job/business. Fifty percent respondents were not satisfied from their business/job because of low income in recent year. Similarly, (16.7 percent) were feeling the longer working hours and 33.3 percent respondents were not satisfied because of over work-load to run business as well as their household activities.
- ✘ This study shows the sufficiency level of income of the respondents (44.3 percent) that is generated from their business/job is still low, so that 31.0 percent respondents had to manage the required economy from other sources like bank loan and previous stock.
- ✘ In this study 17.2 percent of the respondents wanted to close their business because of heavy loss in business. And rest of them wanted to leave their business/job because of no good future of tourism industry (33.3 percent), getting married in near future (16.7 percent) and for their further study (8.3 percent).

- ❌ Women's involved in tourism industry, were found socially and politically backward. Among the respondents, only few were found to be involved in social works (19.0 percent) and in local politics (7.0 percent).
- ❌ Various motivational factors are playing the roles in women's involvement in tourism industry. Among the respondents, 60.0 percent were motivated for income generation, whereas others were involvement for their career development (22.9 percent) and to use their leisure time (17.1 percent).
- ❌ Women involved in tourism industry were facing various problems. The major problems faced by women were economic problem (32.9 percent), dual responsibilities (28.6 percent) and language (20.0 percent). Women were also facing other problems like crime, insecurity, theft, etc.
- ❌ Among the respondents, 22.9 percent women were found to get full support from their family, 47.1 percent of them were partially getting family support whereas 30.0 percent respondents were not getting any support from their families.
- ❌ Among the respondents 31.4 percent women realized difficulties to play dual roles of household work and business/job together. 22.9 percent were found running their business/job very easily whereas 45.7 percent of them faced less difficulty in their business/job along with their household activities.
- ❌ Most of the respondents (81.0 percent) agreed that there is high gender discrimination in this field. The main sectors of discrimination were decision-making power (24.6 percent), working hours (31.6 percent), fewer opportunities in various fields (17.5 percent), paid low salary (14.0 percent) and even faced sexual harassment from male tourists (12.3 percent).
- ❌ People had both positive and negative insights towards women involved in this sector. Among the respondents, 64.0 percent got positive responses from people whereas 36.0 percent of them had feeling of negative responses of people.

- ✘ Among the respondents, 38.6 percent had main role in their household level and in outside decision-making. Hence, women had very less decisive role in and outside the home.

8.2 Conclusion

The main causes of women's poor socio-economic condition is found illiteracy, over load to work, longer working hours, economic problem, lack of training related with tourism industry, low wage, getting fewer opportunities in various field and high gender discrimination in comparison to male counterpart. Because of these reasons women are backward in every aspects of their life. Women are found participated very less in social as well as local politics and in decision-making process.

Most of economically active age-group women were involved in tourism industry and there was the dominancy of married women. Thus, women realized difficulties to play dual roles of household work and business/job together. Most of them hadn't got supports from their family members. Most of the respondents were motivated in tourism industry for making money. In the study area there was the majority of migrated people and most of them rented house for their business and they felt the house rent much. Most of the respondents were not satisfied with their business/job because of low income. They were paid low salary and even faced sexual harassment or assault from tourists as well.

This study shows the access in property right still lower for women in comparison of men. Co-operative and positive perception of people supports women in various fields. It also makes easy for women to manage their house and profession. But people had both positive and negative insights towards women involved in this sector.

For overall development of women and increase their participation in tourism industry, it is essential to promote role of women in decision-making in their household level as well as in professional level, providing them equal

opportunities in wage and working hours. This study also shows that, involvement of women employee is still low. To attract more female employees in this sector, some reservation and quota system along with special facilities should be introduced. Education is one of the key factors to raise women's position in society. Women are suggested to be involved in tourism industry and they must be educated and trained before entering to this industry.

8.3 Recommendation

- Ñ The social structures of family, gender roles and socialization process must need to be modified with the changing of time.
- Ñ Education, property right, income generating activities should be provided for women to increase their socio-economic status in tourism industry.
- Ñ Awareness raising programs should be initiated to change public insight towards women and to reduce workload of women in tourism industry.
- Ñ Women's participation in politics must be increased so that women can take active participation in local level decision-making and their level of confidence increases, which ultimately improves their status in the family and society.
- Ñ Men and women should be equally treated and there should not be discrimination between men and women in wage, in decision-making power and in working hour.
- Ñ Women should be given proper education and training. To attract more female employees in this sector, some reservation and quota system along with special facilities should be introduced.
- Ñ Women who are involved in tourism must get opportunities for skill development training to improve their performance and special orientation trainings are required for women in this sector so that they could deal comfortably with the tourist customers.

- Ñ Government should be provided business spots and loan for street vendors to upgrade their socio-economic status in tourism industry.
- Ñ There should be provision of severe punishment for sexual harassment even for the tourists.
- Ñ Women should heartily be welcomed to be involved in this sector to raise their socio-economic status because tourism can be a key to the success and sustainability to upgrade the socio-economic status of women.

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6. Martial status:
 - a. Married
 - b. Unmarried
 - c. Widow
 - d. Divorced/ separated
7. Family structure:
 - a. Joint Family
 - b. Nuclear Family
8. Fertility:
 - a. Low (up to 2 child)
 - b. Medium (3 to 4 child)
 - c. High (5 child plus)

Group B: Socio-Economic Status

10. What is the main income source of your family?
 - a. Tourism
 - b. Service
 - c. Agriculture
 - d. If other, please specify
11. For how long you have been involved in Tourism?
 - a. 0-5 yrs
 - b. 5-10 yrs
 - c. More than 15 yrs
12. Ownership of business:
 - a. Family business
 - b. Business proprietor
 - c. Employee
13. Generally, how many hours you involve here in a day?
 - a. Up to 5 hrs
 - b. 5 to 10 hrs
 - c. More than 10 hrs
15. Is this your own house or you have taken it On Rent?
 - a. Own house
 - b. On rent
 - c. If other, please specify
16. If it is on rent, how do you feel about the rent?
 - a. Affordable
 - b. Too much
17. Do you have any individual property like Daijo, Pewa?
 - a. Yes
 - b. No
18. Are you satisfied with your business/job?
 - a. Satisfied
 - b. Partially satisfied
 - c. Not satisfied

19. If not satisfied, please give the reason?
 - a. No good income
 - b. Long working hours
 - c. Over load of work
20. Is it sufficient to run household with the income generated from your job/business?
 - a. Fully sufficient
 - b. Partially sufficient
 - c. Not at all
21. If not, how did you management of economy for household-task?
 - a. Another income sources
 - b. Loan from bank
 - c. Previous stock
22. Do you want to continue your job/business in this field?
 - a. Yes
 - b. No
23. If no, what might be the main causes of leaving this business/job?
 - a. Loss in business
 - b. No good future of tourism industry
 - c. If other, please specify
24. Are you involved in social work beside your business/job?
 - a. Yes equally involved
 - b. Not equally involved
25. Are you participated in any political parties?
 - a. Yes actively participated
 - b. Not at all

Group C: Problems faced by women

26. Motivational factor of Involvement in Tourism:
 - a. To generate income
 - b. To develop carrier
 - c. To utilize time
27. What kind of problems you have to face in Tourism Industry?
 - a. Economic
 - b. Dual responsibilities
 - c. Language
 - d. If other, please specify

.....
28. Are you getting support from your family?
 - a. Full support
 - b. Partial support
 - c. No support

29. As a housewife, how do you run your business with household-work?
 - a. Easily run
 - b. With less difficulty
 - c. With much difficulty
29. Are you faced any types of gender discrimination in your business/job?
 - a. Yes
 - b. No
30. If no, what are the types of gender discrimination are you faced in this sector?
 - a. Decision- making power
 - b. Over load to work
 - c. Less opportunity in various fields
 - d. Low salary
 - e. Sexual harassment/assault
31. Do you have to face any kind of problems from tourists?
 - a. Yes
 - b. No
33. If yes, what kind of problems you face?
 - a. Bargaining in price
 - b. Language (conservation)
 - c. Sexual Harassment
 - d. If other, please specify
34. What kind of insight are you getting from people while working in this field?
 - a. Positive insight
 - b. Negative insight
35. Are you involved in this sector with your own decision?
 - a. Yes
 - b. No
 - If no
36. How is your decision- making role in your family?
 - a. Main role
 - b. Less role
 - c. Not at all
37. Do you get involved in decision-making in your professional/ business matter?
 - a. Yes equally involved
 - b. Partially involved
 - c. Not equally involved
38. What specific suggestion would you like to give to upgrade the "Socio-Economic Status of Woman participating in Tourism Industry"?
 - a.....
 - b.....
 - c.....

Thank you for giving your valuable time and effort.

Appendix-3

Photo Gallery



The Annapurna Range with Machhapuchhre



Researcher with business proprietor respondents



Researcher with Boat-service women

A Street Vender with her curio goods



Researcher with business-woman



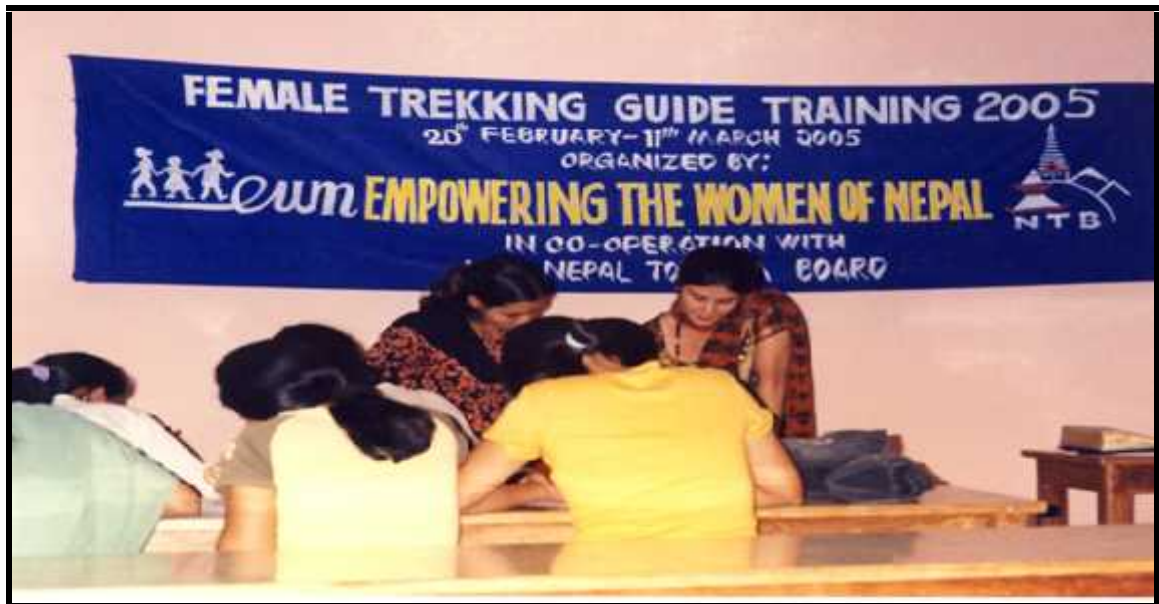
Barahi Temple in Fewa Lake



Researcher with female employee



Researcher with respondent



Researcher with female guides and porters