

Females' Participation in the Tourism Industry A Study of Pokhara Metropolitan City-6, Kaski, Nepal

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Abstract

Tourism which produces a large number of social and economic benefits is a pollution free industry. It provides employment opportunities, higher incomes, national and international understanding, growth centres in the interior and the removal of regional disparities and higher foreign exchanges thereby redressing the balance of payment situation. Tourism has helped for the overall development of women involving in the tourism activities in the Phewa Lake area. It is also essential to promote the 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. Special orientation training is also required for them so that they can deal comfortably with the tourist customers. Women's participation in politics can also increase their role in society, in that they can take active participation in local level decision making. From it their level of confidence increases, which ultimately improves their status in the family and society. Awareness raising programs should be initiated to change public insight towards women and to reduce workload of women in tourism industry.

Keywords: Tourism, participation, employment, empowerment, development

Date of Submission: 20-02-2021

Date of Acceptance: 04-03-2021

I. INTRODUCTION

The word 'Tourism' is derived from the French word "Tourism" which means travel related jobs. Austrian economist Herman Von Schullard gave the first definition of tourism in 1910. He defines tourism as the sum total operations, mainly of economic nature, which are directly related to the entire stay and movement of foreigners inside and outside a certain country, city or region. It is the sum of the phenomena and relationship arising from travel and stay of non-resident, in so far as they do not lead to permanent resident and are not connected with any earning activity (Huziker and Krapf, 1942). Tourism is the main source of foreign exchange and an important factor in the development of industry and international trade. In the modern world tourism and environment cannot be separated from each other (Bhatia, 1942).

Ghimire (2000) states that the tourism sector of Nepal is one of the biggest opportunity providers contributing to the country's GDP through foreign exchange earnings and employment for women. This sector employs 200,000 people directly and about 1.2 million people indirectly. In the past, women working in this sector were more inclined towards domestic chores. This trend has been changed now and many women are now involved as restaurant owners, touristic goods shop, hotel owners, guides and porters. The rise in women's status through such jobs provides a blissful outlook for Nepal in bringing gender equity in terms of employment (KC, 2013). Tourism is one of the world's largest and fastest-growing industries next to oil and automobile industry. In many countries it acts a speed gear for development through foreign exchange earnings and the creation of direct and indirect employment. Tourism contributes 6% of the world's GDP and 7% of the world's jobs. In developing countries, tourism generates 47% of the total exports in services. In different ways, tourism can contribute to economic growth, poverty reduction and community development. However, less attention has been paid to the unequal ways in which the benefits of tourism are distributed between men and women, particularly in the developing world. Tourism presents both opportunities and challenges for gender equality and women's empowerment (UNWTO, 2018).

Tourism development brings a positive outcome for the economic prosperity of the people in many underdeveloped countries like Nepal, who suffer rampant poverty, increased unemployment, subsistence agriculture and inaccessible geo-structure. In Nepal, tourism has been considered as an important sector for its potential contribution to strengthen national economy, gender inclusion, improvement of the quality of lives and poverty alleviations by generating employment opportunities, and foreign exchange earnings (Acharya 2013). Tourism is basically a labour-oriented service industry where the work of skilled and efficient labour has a positive effect upon its promotion and development.

Female's participations in tourism of Nepal began as early as 1920s and 1930s in mountain tourism as porters, cooks, trekking guides, and group leaders (Shrestha, 2002). Since then, women have shown great hospitality to tourists through cooking, conducting cultural performances and producing handicrafts (Vidya, 2008). While males benefited from the direct employment, women were mostly associated with indirect employments that included farming, handicrafts. While males benefited from the direct employment, women were mostly associated with indirect employments that included farming, handicraft producing and selling, cooking etc (Upadhayaya and Upreti 2008). They felt largely hesitant to come openly to this business because it could then be labeled as an unnatural and inappropriate job for them. As a hospitality industry, the involvement of women in tourism industry in Pokhara is an important fact for the women workers. However, gender inequality prevailed largely in the tourism industry of Pokhara which is dominated by males (Khatiwada, 2009). The involvement of women in the tourism industry of Pokhara is a recent phenomenon which was started only after 1988. Tourism, which produces a large number of social and economic benefits, is a pollution free industry. It provides employment opportunities, higher income, national and international understanding, growth centres in the interior and the removal of regional disparities and higher foreign exchanges thereby redressing the balance of payment situation (Kayastha, 1997).

Like any other sector, tourism is mainly dominated by men in decision making and controlling resources, although many women have actively contributed to the family with financial support, they still lack access to decision making process. (Sherpa 2012). Khanal (2005) has studied "Tourism and Employment". The study 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. Agriculture is the backbone of the economy of Nepal. Beyond these few general assertions, however, there is little consensus on such issues as how much education is required before changes in autonomy or reproductive behavior occur; whether the education autonomy relationship exists in all cultural contexts, at all times and at all levels of development and which aspects of autonomy are important in the relationship between education and fertility (Jejeebhoy, 2005). The extent of female participation in work force and not merely participation in production has been found to be one of the crucial factors for female's social and economic autonomy, which subsequently allows women to make individual and family decisions. It further may reduce domestic violence and increase freedom of movement along with greater access to education, social respect and domestic power (Subedi, 2004). Two major aspects of women in tourism are revealed. One is the lack of complete information on their status in tourism industry and the other is about the gloomy picture of women from the perspective of gender in tourism.

Women's considerable participation in tourism industry of Nepal can undoubtedly play a remarkable role in women's empowerment. Various conferences and programs have been conducted regarding the issues related to women in tourism industry. In this regard, an interaction program on "Women Mainstreaming in Tourism" was organized by Nepal government in Pokhara on 18 February 2009 so as to discuss the role of women in the tourism industry of Nepal commemorating the forthcoming women's day. Women from different walks of life as well as different districts including Kaski, Gorkha and Lamjung actively participated in the interaction and sought their role in tourism in the changing context (NTB, 2009). The vertical typical "gender pyramid" is prevalent in the tourism sector where lower levels and occupations with the few career development opportunities are dominated by women and key managerial positions are held by men (Hemmati, 2000).

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 of the country. The present study aims at interpreting 'Females' Participation in Tourism Industry' A Study of Pokhara Metropolitan City-6, Baidam, Kaski, Nepal.

The Study Area

Pokhara Metropolitan City, Ward:06, Baidam has been taken as the study area. The Pokhara valley is located between 27° 55' to 28°30' N and 83° 48' to 84° 11' E (Fig. 1). The study areas lies between 28° 11'39" N to 28° 17' 25" N and the between 83° 47' 51" E to 83° 59' 17" E. The study has covered the area of Kedareshwor Temple in the east to Khahare Gairako Chautaro to the west and Jarebar in the North to Phewa lake (shore) bank in the south. It is the heart of tourism in Pokhara where many tourists visit from all over the world.

II. METHODS AND MATERIALS

This study is based on both primary and secondary sources of data. Primary data are collected from the field survey. In this study purposive and random sampling methods have been adopted. Twenty percent sample has been taken from the study area. Questionnaire schedule, observation and interview techniques were adopted for the collection of primary information. The source of secondary information are published and unpublished documents of the government, Tourism Office Kaski, Nepal Tourism Board, Tourism-related Association of the Lakeside, Published books and articles, and other documents. The study was done on 1100 various business

spots on the road side of lakesides area. The study area covers the area of Pokhara-6, Baidam (Kedareshwor Temple to Kahare Gairako Chautaro, Hallanchowk to Jarebar on the main side and other inside road). The Preliminary Survey area shows the distribution of the business spots (Fig. 2).

Demographic Profile

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

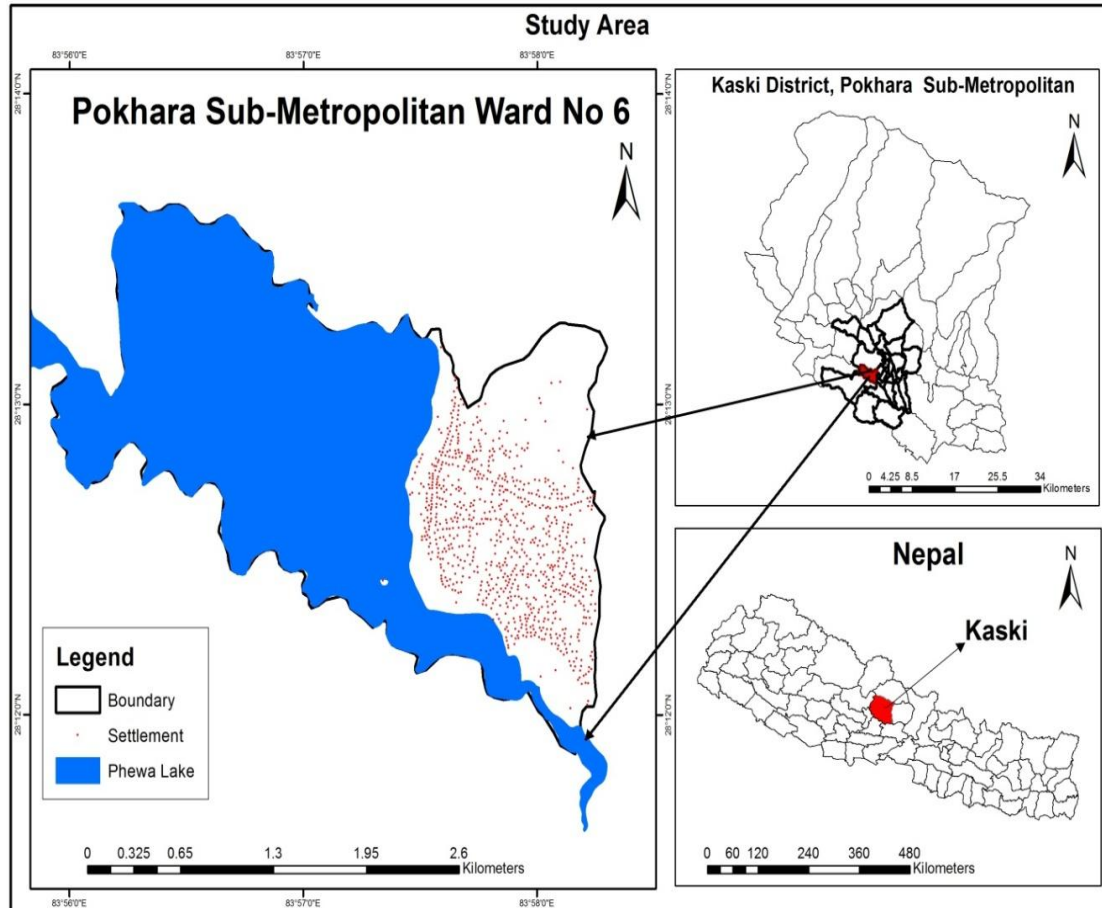


Fig. 1: Map of study Area

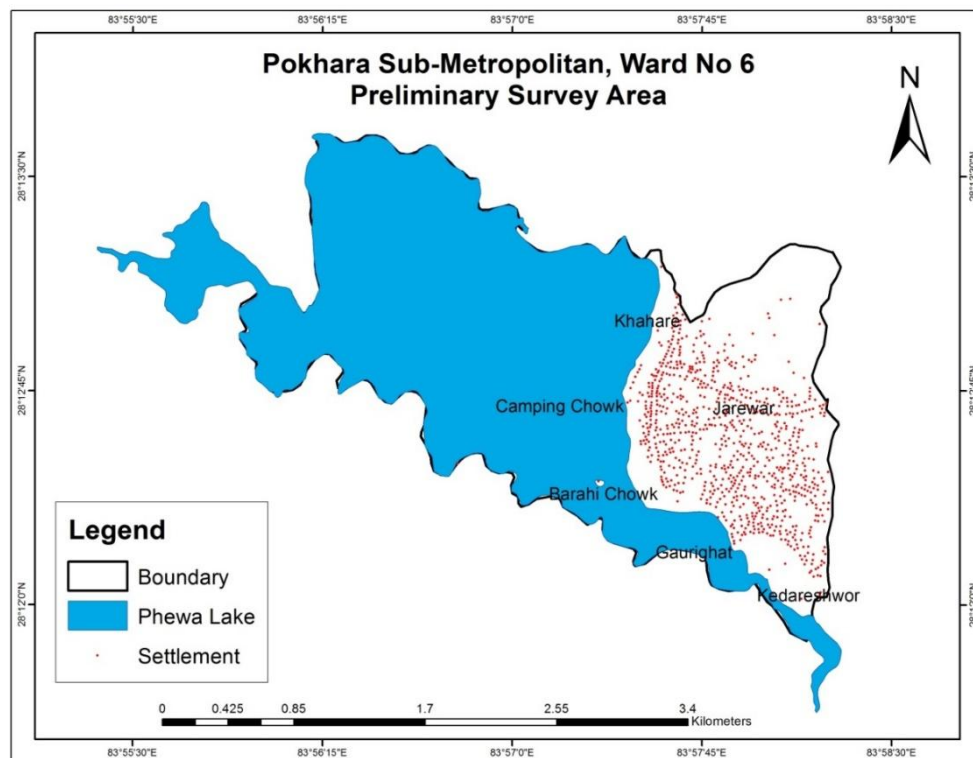


Fig. 2: Map of Preliminary Survey Area

Age wise Population

Age is an important demographic characteristic. It makes differences in working hour, types of work and involvement in decision making. Table 1 represents the of age group of the respondents.

Table 1: Age and Family Structure of Respondents

Age group	Respondents	Total population	Per cent
Below -25years	99	515	45.0
25-35 years	84	435	38.0
35-45 years	32	165	14.0
Above 45 years	5	25	2
Total	220	1140	100

Source: Field Survey, 2020

Table 1 indicates the maximum per cent (45.0) of respondents in the age group below 25 years whereas the minimum per cent (2.0) has been found in the age group above 45 years. The age group between 25 years to 35 years holds the second rank (38.0) percent. Thus, the women involved in tourism sector are mostly from economically active age group.

Respondents by Caste

Caste/Ethnicity is another demographic aspect. There are various caste/ethnic groups in the different sectors in tourism. According to respondents, there are ethnic diversities in different tourism sectors.

Table 2: Respondents by Caste

Involvement Sectors	Caste				Total
	Barhmin/kshetri	Janajati	Dalit	Others	
Restaurants & Bars	19 (17.0)	20 (27.0)	6 (29.0)	0	45(20.0)

Trekking Agencies	12(11.0)	12(17.0)	4(19.0)	4(34.0)	32(15.0)
Tour & Travel Agencies	1(1.0)	7(10.0)	0	1(8.0)	9(4.0)
Trekking Equipment Shops	13(11.0)	0	0	0	13(6.0)
Garments & Embroideries	14 (12.0)	1 (1.0)	0	1(8.0)	16(7.0)
Massage Centers	10 (9.0)	8(11.0)	6(28.0)	1(8.0)	25(11.0)
Money Changers	3(3.0)	5(7.0)	0	0	8(4.0)
Paragliding Companies	9 (8.0)	3(4.0)	0	2(17.0)	14(6.0)
Boat Renting Services	5(4.0)	4(5.0)	1(5.0)	0	10(5.0)
Others	28(24.0)	13(18.0)	4(19.0)	3(25.0)	48(22.0)
Total	114(52.0)	73(33.0)	21(10.0)	12(5.0)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Percent of the Column

Table 2 shows the caste diversity of the respondents of all different tourism sectors. Brahmins/Kshatri has covered the highest per cent 52.0. Similarly, Janajati are 33.0 per cent, Dalit are 10.0 per cent and other castes represent 5.0 per cent. Among the respondents, Brahmins are the dominant caste group in different tourism sectors.

Residential Status

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

Table 3: Residential Status

Residency	Respondents	Percent
Local	102	46.0
Migrated	120	54.0
Total	220	100

Source: Field Survey, 2020

Table 3 indicates 54.0 per cent migrated people and 46.0 per cent local people involving in tourism. Thus, majority of the people are migrated for various kinds of business, and jobs.

Education and Marital Status

Education is the most important factor for the development of human personality as well as of the nation. It is a strong factor for employment and awareness. It brings changes 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. In our country marriage is not an option for women; it is mostly a compulsory social phenomenon.

Table 4: Educational and Marital Status.

Marital status	Education				Total
	SLC above	Under SLC	Primary	Illiterate	
Married	84(59.0)	23(45.0)	10(43.0)	3(75.0)	120(55.0)
Unmarried	45(32.0)	23(45.0)	13(56.0)	1(25.0)	82(37.0)
Divorce or Separate	13(9.0)	5(10.0)	0	0	18(8.0)
Total	142(65.0)	51(23.0)	23(10.0)	4(20.0)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Percent of the Columns

Table 4 indicates the educational status of women of the study area. Among the respondents, 20.0 per cent women are illiterate. The maximum per cent (65.0) have the qualifications above SLC whereas 23.0 per cent women are under SLC, and 10.0 per cent have got primary education only. This indicates that the women who are involved in tourism sector are somehow literate.

Involvement in Tourism Sectors by Households

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.

Table 5: Involvement in Tourism Sectors by Household Types

Households' Involvement			
Involvement Sectors	Family Structure		Total
	Joint family	Nuclear family	
Restaurants & Bar	20(21.0)	25(20.0)	45(20.0)
Trekking Agencies(guide & porter)	17(17.0)	15(13.0)	32(15.0)
Tour & Travel Agencies	5(5.0)	4(3.0)	9(4.0)
Trekking Equipment Shop	4(4.0)	9(7.0)	13(6.0)
Garment & Embroidery	6(6.0)	10(8.0)	16(7.0)
Massage Center (SPA)	6(6.0)	19(16.0)	25(11.0)
Money Changer	5(5.0)	3(2.0)	8(4.0)
Paragliding Companies	6(6.0)	8(7.0)	14(6.0)
Boat Renting Service	5(5.0)	5(4.0)	10(5.0)
Others	24(25.0)	24(20.0)	48(22.0)
Total	98(45.0)	122(55.0)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Percent of the Columns

Table 5 shows the structure of family of the respondents in different tourism sectors. Among the respondents, 55.0 per cent are found from nuclear family and 45.0 per cent are from joint families. It indicates that most of the respondents are from the nuclear family in different tourism sectors.

Income Source

The main income source of the family members makes differences in the socio-economic status of the females. Table 6 shows the main income source of the informant's family.

Table 6: Income Sources of the Respondents

Main Income Sources	Per month (in '000')				Total
	below 10000	10000-20000	20000-30000	above 30000	
Agriculture	28(49.0)	22(39.0)	4(7.0)	3(5.0)	57(26.0)
Tourism	16(18.0)	34(37.0)	15(16.0)	26(29.0)	91(41.0)
Government /non-Government job	29(56.0)	20(38.0)	3(6.0)	0	52(24.0)
Business	4(21.0)	12(63.0)	3(16.0)	0	19(9.0)
Other	0	0	0	0	
Total	77(35.0)	88(40.0)	26(12.0)	29(13.0)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Percent of the Rows

The major source of income of the respondents' family is tourism that covers 41.0 per cent. There are 24.0 per cent service holders. Still 26.0 percent people are engaged in agriculture. Nine percent families are engaged in business. Hence, most of the respondent's families have adopted tourism business for their income.

Employment and Working Hours of the Respondents

Females in tourism sector have different status placement. Many females are running household business. Some of the women are themselves the proprietors and the directors of tourism business organization and many others are involved as the employees.

Table 7: Employment and Working hours of Respondents

Types of Employment	Duration of working hours			Total
	0-4 hrs	4-8 hrs	more than 8 hrs	
Business Proprietor	5(10.0)	10(20.0)	35(70.0)	50(22.7)
Family Business	4(6.7)	15(25.4)	40(67.7)	59(26.8)
Employee	9(10.0)	26(28.0)	59(63.0)	94(42.7)
Other	0	8(47.0)	9(53.0)	17(7.8)
Total	18(8.2)	59(26.8)	143(65.0)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Percent of the Rows

Table 7 shows the types of employment and their duration of working hours of respondents in the work place. Among the respondents, 42.7 per cent are from the employee, 26.8 per cent from the family business, 22.7 per cent from the business proprietor and 7.8 per cent are from others working more than ten hours. Few respondents 8.2 per cent works up to 0 to 4 hours. This specifies that women from family business, business proprietor, are from employees work longer hours in tourism sectors because the duration of working hours in tourism is comparatively more than in other sectors.

Duration of Involvement in the Business

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

Table 8: Duration of Involvement in Organization

Organizations	Duration of Involvement				Total
	0-5 year	5-10 year	10-15 year	More than 15 year	
Restaurant & Bar	33(26.0)	8(17.0)	2(10.0)	2(8.0)	45(20.0)
Trekking Agencies	15(12.0)	11(23.0)	4(20.0)	2(8.0)	32(15.0)
Tour & Travel	7(5.0)	1(2.0)	1(5.0)	0	9(4.0)
Trekking Equipment Shop	3(2.0)	1(2.0)	3(15.0)	6(24.0)	13(6.0)
Garment & Embroidery	5(31.0)	5(11.0)	2(10.0)	4(16.0)	16(7.0)
Massage Center	19(15.0)	3(6.0)	2(10.0)	1(4.0)	25(11.0)
Money Changer	6(5.0)	1(2.0)	1(5.0)	0	8(4.0)
Paragliding Companies	11(9.0)	2(4.0)	0	1(4.0)	14(6.0)
Boat Renting Service	6(5.0)	4(9.0)	0	0	10(5.0)
Others	23(17.0)	11(24.0)	5(25.0)	9(36.0)	48(22.0)
Total	128(58.1)	47(21.3)	20(9.3)	25(11.3)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Percent of the Columns

Table 8 shows the duration of involvement of the respondents in different sectors of tourism. Most of the respondents have been involved in tourism during last five years (58.1) per cent, whereas 21.3 per cent respondents have been involved in this field for 10 years, and 11.3 per cent have involved for more than 15 years. But few of them (9.3) per cent have been involved for 15 years in different tourism sectors. This indicates that participation of women in this field is continuously increasing in recent years.

Sector wise Ownership of Business Stall

Many people have used rented houses for the business. Only few people have their own house for their business. Table 9 reveals the ownership of business stall of the informants in different sectors in tourism. Among the respondents, 72.0 per cent have rented the business stall for their business, and 21.0 per cent have their own houses, 7.0 per cent are street vendors. This indicates that most of the respondents have rented houses for their different types business.

Table 9: Sector-wise Ownership of Business Stall

Sectors	Business Stall			Total
	Own	Rent	Other	
Restaurant & Bar	10(22.0)	33(21.0)	2(13.0)	45(20.0)
Trekking Agencies(guide & porter)	3(7.0)	19(12.0)	10(66.0)	32(15.0)
Tour & Travel	4(9.0)	5(3.0)	0	9(4.0)
Trekking Equipment Shop	1(2.0)	12(8.0)	0	13(6.0)
Garment & Embroidery	4(9.0)	12(8.0)	0	16(7.0)
Massage Center	1(2.0)	22(14.0)	2(13.0)	25(11.0)
Money Changer	2(4.0)	5(3.0)	1(8.0)	8(4.0)
Paragliding Companies	3(7.0)	11(7.0)	0	14(6.0)
Boat Renting Service	5(11.0)	5(3.0)	0	10(5.0)
Others	13(27.00)	35(21.0)	0	48(22.0)
Total	46(21.0)	159(72.0)	15(7.0)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Per cent of the Columns

Sector-wise Satisfaction Level

There is no limitation of human wants. So, a human being has to satisfy for a long time with the 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.

Table 10 shows the satisfactory level regarding tourism of the informants. Among the respondents, 59.0 per cent are fully satisfied with their present business/job, 37.0 per cent are partially satisfied, and 4.0 per cent are not satisfied with their present business/job in different tourism sector.

Table 10: Sector wise- Satisfaction Level

Sectors	Satisfied			Total
	full satisfied	partial satisfied	Not satisfied	
Restaurant & bar	24(18.0)	20(25.0)	1(11.0)	45(20.0)
Trekking agencies(guide & porter)	22(17.0)	9(11.0)	1(11.0)	32(15.0)
Tour & travel agencies	4(3.0)	5(6.0)	0	9(4.0)
Trekking equipment shop	6(5.0)	7(9.0)	0	13(6.0)
Garment & embroidery	10(8.0)	5(6.0)	1(11.0)	16(7.0)
Massage center	14(11.0)	8(10.0)	3(34.0)	25(11.0)
Money changer	5(4.0)	3(4.0)	0	8(4.0)
Paragliding companies	7(6.0)	6(7.0)	1(11.0)	14(6.0)
Boat renting shop	6(5.0)	4(5.0)	0	10(5.0)
Others	32(25.0)	14(17.0)	2(22.0)	48(22.0)
Total	130(59.0)	81(37.0)	9(4.0)	220(100)

Source: Field Survey, 2020

Parentheses Indicate the Per cent of the Columns

Figures in

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.

Table 11: Income Generated from Business/Job

Sufficiency of Income	Respondents	Percentage
Fully sufficient	49	22.0
Partially sufficient	141	64.0
Not sufficiency	30	14.0

Source: Field Survey, 2020

Table 11 shows the sufficiency level of income of the respondents' that is generated from their job/business. Among the respondents, 22.0 per cent are found to have sufficient income to run their business as well as household task, 64.0 per cent are found to have partially sufficient, 14.0 per cent are found to have very low income and are unable to run their business and house with the income they generate.

Problems Faces by the Women in Tourism Sector

Women involved in tourism sector are facing various problems. The major problems faced by women are poor economic status, male dominating tendency/gender discrimination, difficulty in language and dual responsibility etc.

Table 12: Problems in Tourism Sector

Problems	Responses	Percent
Poor Economic status	42	19.0
Male dominating tendency	38	17.0
Difficulty in language	101	46.0
Dual responsibility	39	18.0
Total	220	100

Source: Field Survey, 2020

Table 12 analyses those problems faced by women participating in tourism sector. The major problem faced by them is the poor economic status (19.0) per cent. Another problem is the problem of Gender discrimination/male dominating tendency (17.0). Many women have to face the problem of language (46.0). Another problem is the problem of dual responsibilities (18.0) per cent, responsibility of household activity and sharing their time in the business job.

Motivational Factors in tourism

The women who are involved in tourism sector are found to be motivated to enter this field by various factors like economic independence, to development of carrier, job opportunities, social utilization of time and better life status.

The main income source of the family members makes difference in women participation in tourism sectors. Education is the most important factor for the development of human personality as well as for the development of the nation. Education is a strong factor for employment and awareness. It brings changes 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.

Table 13: Motivation Factors in Tourism

Motivation factors in tourism							
Main Income			Education				Total
			SLC above	Under SLC	Primary	Illiterate	
Agriculture	Motivation	Economic	4(25.0)	7(44.0)	5(31.0)	0	16(28.0)
		Carrier	7(54.0)	4(31.0)	2(15.0)	0	13(23.0)
		Job	15(75.0)	3(15.0)	2(10.0)	0	20(35.0)
		Social Development	6(75.0)	1(12.5)	0	1(12.5)	8(14.0)
	Total		32(56.0)	15(26.0)	9(16.0)	1(2.0)	57(26.0)
Tourism	Motivation	Economic	42(78.0)	8(15.0)	3(5.0)	1(2.0)	54(59.0)

		Carrier	4(50.0)	1(12.5)	3(37.5)	0	8(9.0)
		Job	14(70.0)	4(20.0)	1(5.0)	1(5.1)	20(22.0)
		Social Development	8(89.0)	0	1(11.0)	0	9(10)
	Total		68(75.0)	13(14.0)	8(9.0)	2(2.0)	91(41.0)
Govt./on Govt. job	Motivation	Economic	7(41.0)	7(41.0)	3(18.0)	0	17(33.0)
		Carrier	9(75.0)	2(17.0)	1(8.0)	0	12(23.0)
		Job	12(71.0)	3(17.0)	1(6.0)	1(6.0)	17(33)
		Social Development	5(83.0)	1(17.0)	0	0	6(11.0)
	Total		33(63.0)	13(25.0)	5(10.0)	1(2.0)	52(24.0)
Business	Motivation	Economic	2(25.0)	5(62.5)	1(12.5)		8(42.0)
		Carrier	2(67.0)	1(33.0)	0		3(16.0)
		Job	2(50.0)	2(50.0)	0		4(21.0)
		Social Development	2(50.0)	2(50.0)	0		4(21.0)
	Total		8(42.0)	10(53.0)	1(5.0)		19(9.0)
Total	Motivation	Economic	55(58.0)	27(28.0)	12(13.0)	1(1.0)	95 (43.0)
		Carrier	22(61.0)	8(22.0)	6(17.0)	0	36(16.0)
		Job	43(69.0)	12(19.0)	4(7.0)	3(5.0)	62(28.0)
		Social Development	21(77.0)	4(15.0)	1(4.0)	1(4.0)	27(13.0)
	Total		141(65.0)	52(23.0)	23(10.0)	4(2.0)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Percent of the Rows

Various motivational factors play the roles in women's involvement in tourism sector. Table 13 represents various motivational factors of women to be involved in tourism. Among the respondents 43.0 per cent are motivated for economically independent, whereas 16.0 per cent are motivated for their career development, 28.0 per cent of them are motivated for their job opportunities, and 13.0 per cents are motivated for social development. This indicates that most of the women are motivated in tourism industry for making money.

The major source of income of the respondents' family is tourism that covers 41.0 per cent. There are service holder 24.0 per cent; some of them are still engaged in agriculture (26.0) per cent for their income. Some respondents' families are engaged in business (9.0) percent. Hence, most of the respondents 'families have also adopted tourism business for their income.

Business and 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. In the meantime, if she is engaged in other fields also, it is very difficult to manage her time proportionally.

Table 14: Business and Household Work

Running business	Respondents	Percent
Easily run	78	35.0
With less difficulty	120	55.0
With much difficulty	22	10
Total	220	100

Source: Field Survey, 2020

Table 14 specifies the difficulties realized by women while working or running business with household work. Among the respondents, 35.0 per cent are found running their business/job easily with their household works. But 10.0 per cent respondents have realized much difficulty to run business/job with

household activities whereas 55.0 per cent of them have faced less difficulty in their business/job along with their household activities. Thus, mostly the women have realized difficulties to play dual roles of household work and business/job together.

Public view towards Females Participated in Tourism

Co-operation and perception of people can be found in support on 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.

Table 15: Public view towards Women Involved in Tourism

Sectors	Social View		Total
	Positive	Negative	
Restaurant & Bar	23(15.0)	22(33.0)	45(20.0)
Trekking Agencies(guide & porter)	27(18.0)	5(7.0)	32(15.0)
Tour & Travel	9(6.0)	0	9(4.0)
Trekking Equipment Shop	12(8.0)	1(2.0)	13(6.0)
Garment & Embroidery	15(10.0)	1(2.0)	16(7.0)
Massage Center	7(5.0)	18(27.0)	25(11.0)
Money Changer	7(5.0)	1(2.0)	8(4.0)
Paragliding Companies	12(8.0)	2(3.0)	14(6.0)
Boat Renting Service	5(3.0)	5(7.0)	10(5.0)
Others	37(24.0)	11(17.0)	48(22.0)
Total	154(70.0)	66(30)	220(100)

Source: Field Survey, 2020

Figures in Parentheses Indicate the Percent of the Columns

Table 15 shows the insight of people towards women involved in different tourism sectors. Among the respondents 70.0 have got positive responses from the people whereas 30.0 per cent of them have the feeling of negative responses of tourism areas.

III. CONCLUSION

The main causes of women's participation in tourism sector is because of education. Most of the females are satisfied with their present business/job, because of the source of income and no feeling of gender discrimination. They are satisfied with their present businesses/job, in that the women who have participated in social work, they have been able in decision-making process. They have also developed their capacities and are empowered economically. It indicates that most of the women are motivated in tourism sector for making money.

Most of economically active age-group of women has been found involved in tourism sector in which married women have dominated. Thus, women have realized difficulties in language in their business/job. In this study, there is the majority of migrated people who have mostly rented houses for their business. Most of the respondents are satisfied with their business/job. Co-operative and positive perception of people supports women in various fields. It also makes easy for them to manage their house and profession. But people have both positive and negative insights towards women involved in this sector.

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Rajeev Upadhyay. “Females' Participation in the Tourism Industry A Study of Pokhara Metropolitan City-6, Kaski, Nepal.” *IOSR Journal of Humanities and Social Science (IOSR-JHSS)*, 26(02), 2021, pp. 46-57.