

Tourism and Women Employment Generation in Nepal

Krishna Raj Acharya* PhD

Abstract

The objective of this research paper was to explore and analyze the money-making activities of women in tourism industry of Nepal in Pashupati Nath Area. A descriptive study was carried out among 70 respondents from July 15, 2019 to July 24, 2020 in the Pashupatinath area, using a convenience sampling method. Data were obtained from face-to-face interviews, questionnaire, and observation. A fair investment in business activities was found in the study area. Most of the items were bought in Nepal, India, and China. Rudrachhyas were found as the main items that were sold in highest number. The lack of co-ordination from the local stakeholders was observed as a major problem faced by the business people. The study suggests that there should be an effective co- ordination from the related stakeholders for the sustainability of tourism and business activities. The stakeholders' involvement could take place in several ways, such as providing financial resources, training and education, cost sharing, management of spill over, and reducing disparities. These overall activities may help to attract more customers, finally help to sustain businesses, and increase the economic scope of the study area. Income earned by women before and after working in this sector is statistically significant. P- Value is $.001 < .01$ indicates the same fact. It rejects the null hypothesis there is no difference in mean income received by women entrepreneurs / employees in their respective works. Now there is a space to pronounce that there is difference in income and alternative hypothesis is true. In the study, it was found that employment can change their economic, social, religious and political access with a feeling of a reputed citizen in a nation.

Keywords: economic activities, business, employment, Pashupatinath area, tourism industry

Introduction

Tourism is a aggregate of different activities, services, and industries that distribute a travel knowledge related with access, accommodation, attraction, activities,

* Associate Professor, Department of Economics, Ratna Rajyalaxmi Campus, Tribhuvan University, Nepal.

eating and drinking establishments, retail shops, amenities, business, and other hospitality services provided for individuals or group (tourists) travelling away from home (Ugurlu, 2018). Hinduism is known as one of the most ancient religions in the world. Actually, there are four most prominent religious cults in the philosophy arena of Hindu, i.e Shaivism, Shaktism, Vaishnavism and other are minor cults (Koirala, 1994, p. 316). Though, the four religious cults are fundamentally different in terms of their religious and spiritual 96 ideologies, all of them glorify Pashupati worshipping as one of the highest spiritual offering and all of them accept Lord Pashupatinath as 'devaadidev' i.e. god of all gods/goddesses. Tourism is the collection of different actions and links rising from the connections among tourists, business units, suppliers of tourist products, host state, and host place (communities) in the course of attracting and welcoming these guest and other people around the world (Goeldnier, McIntosh, & Ritchie, 2009).

Among the various forms of tourism, adventure tourism, cultural tourisms, education tourism, medical tourism, sex tourism, religion tourism, ecotourism, sports tourism and trade tourism are the general category which is exists in all corner of the world. In Nepal, these are the general and vital types of tourism. Women are participating in tourism activities and they are getting more income. Women are gradually in the way of empowerment as they have employment; income and active participate in decision makings.

The history of tourism is connected to hundreds of year even the amalgamation began in Nepal. Manjushree, who assumed to come from China or India, was the first tourist to visit Nepal. On the basis of fable, he made the Kathmandu valley by cutting hills and throwing water as it was lake on Chovar side with his sword. Modern tourism began in Nepal since 1950, after the introduction of democratic system.

Tourism is the key smokeless industry for the sustainable development of Nepal. Tourism is one of the components of gross domestic product of Nepal. Villages are still unexplored in Nepal which is rich in cultural heritage, natural panorama, but, we are not utilizing the benefits of these ancient villages in rural Nepal. There are big possibilities from big tourism market sources (India & China) which can be a source of income for women villagers; however, Nepalese are unaware of it due to lack of promotion, mechanism, infrastructure and proper scientific study. Tourism is increasing as per the time change but, that is not sufficient.

Literature Review

Tourism has massive short as well as long run effects and impact on domestic economy of any place of the world. First and leading, tourism assists in generating the employment opportunities directly as well as indirectly. The increment of job holder people helps to produce income and raise the living standard. It assists to create new industry in countryside areas and amplify their production as well as productivity (UNEP, 2016). In city areas it provides a chance for investment and improvement of infrastructure. These all sequences of activities help to increase gross domestic product via the tax collection that ultimately helps in making prosperous economy of a country (Kreag, 2001; Holloway et al. 2009).

Even though it is useful to create additional employment opportunity, the payments of these jobs are minimal in comparison of other jobs and are seasonal which leads toward underemployment. Labor may be imported from other places of world rather than using the local labor. Higher demand of goods, foods, and services can cause in increment of cost of living to the labor as well as to tourists. Areas that are dependent on tourism for their livelihood can be highly influenced by terrorism, pandemic, natural disaster and economic recession (Gerung, 1995).

Tourism is an important source of government revenue, however, there is instability of tourist arrival in our country. The lack of basic infrastructure as road and proper information channel can be taken as some critical examples for such fluctuations. Furthermore, the lack of availability of business networks and goods and services required for proper business planning, together with unstable government policy, aid to the determent of tourism sector.

In spite of all these possibilities of tourism industry in Nepal, it still has to cover a lot of basis to boast as a field of equal employment opportunity generator. In most of the study so far, it has been indicated that the ratio of women employees to male is far less noteworthy, that is, there are far less number of women who are engaged in the tourism industry.

Women are slowly participating in economic activities outside home. The constitution of Nepal also provides reservation of 33 percent in each and every sector of government and other organization. Social, political and religious mobility of women is increasing in Nepal due to the openness of Nepalese society. Tourism is one of the important sectors that provide employment to the women. In this paper, women participation in Pashupatinath temple was taken as a sample of active participation of women in income generation activities. In this temple, tourists are

from India is prominent in the sense that it is religious pilgrim. Employment pattern of hotels/restaurants and curio shops from gender perspective in Pashupatinath area, was the basic issue of this paper. Dependency ratio decreased due to women involvement in economic activities.

Tourism has always been considered and claimed as a catalyst for socio-economic change of a nation, provided that it promotes both inflow of foreign currency and exchange of cultures among the direct participants. This study was conducted to reflect the participation of women in tourism industry and how it influences the dispersion of culture among the various social level of a nation and concurrently how the women are benefiting their involvement and how are these women contributing to the economy of Nepal.

Cultural Heritage

The term heritage has broader meaning which is generally associated with the word 'inheritance' which means something transferred from one generation to another. The Oxford dictionary meaning for inheritance goes for that which has been transmitted from the past or handed down by tradition. Heritage is the legacy left behind by the generations that came before us. Heritage is defined as natural, cultural and built environment of an area (Gupta, 2002:60). The term heritage has broader meaning which is generally associated with the word 'inheritance'. It means something transferred from one generation to another. Cultural heritage is the place, period of time, objects, ideology and creation that shows the cultural and geographical prosperity of any country (Park, 2014, p. 17). Cultural heritage is an expression of the ways of living developed by a community and passed on from one generation to another generation (Nyaupane, 2019, p. 86). The Oxford dictionary meaning for inheritance goes for that which has been transmitted from the past or handled down by tradition. Heritage is the legacy left behind by the generations that came before us. Heritage is defined as natural, cultural and built environment of an area (Gupta, 2002, p. 60). Heritage is understood from a broader concept and includes all the tangible-intangible components of the past that are of universal value. Heritage can be broadly divided into natural and cultural heritage. Cultural Heritage is an expression of the ways of living developed by a community and passed on from one generation to another generation including customs, practice, places, objects, artistic expressions and cultural values. Heritage is often expressed as either tangible or intangible cultural heritage (ICOMOS, 2002). Cultural Heritage incorporates tangible and intangible remnants of the past (Park, 2014, p. 12). Intangible cultural heritage is a collection of

beliefs, faith, habits, practices, customs, traditions, morality, skill, though, religious practices, value, attitude, perceptions. Similarly, the tangible form of cultural heritage refers to the productive forces to support human life such as museums, art, architecture paintings, monument, structures heritage building fort, ancient cities. Such heritages are transmitted from generation to generation within a community. Heritage works as a guideline that represents the ideology and authenticity of the past (Smith, 2006, p. 12). Heritage is the identity and symbol of a particular community which has been developed over a course of time, in a certain civilization.

Cultural Heritage Tourists

Cultural heritage tourists are those who are motivated and inspired to explore, investigate and experience culture and heritage of destinations foreign to them. Taylor mentions (1993, p. 35) serious heritage tourists are often well educated with higher qualification in education as well as socio-economic backgrounds. Therefore, they prefer to stay longer and have in depth experience and knowledge of both the tangible and intangible cultural heritage. They are better qualified in education as well as socio-economic background, their motivations is higher, raising the demand side of heritage, hence the interpretation, 98 representations and overall management strategies are made. He further mentions that Heritage tourist are much more than other general tourists. Therefore, they seek to get maximum information about their destinations, increase academic interest and emotional connections to appreciation and have personal valuable relation with heritage sites. (Park, 2014, p. 44).

Research Gap

Research gap is realized in the context of tourism and women participation. Such type of micro study is less common and study of perception regarding to participation is key component. Why women are coming there as a employee in hotels / restaurants for their livelihood, gap in the existing knowledge.

Objectives

Tourism is a potential sector of Nepal since she has lot of relatively inelastic products offer to the tourists. Pashupatinath temple is perfectly inelastic product for Hindu people since no such product in the world. In the time of visit of such product, tourist starts to visit other related important places in Nepal. This study was focused

on the change in income as well as perception due to participating in hotels/restaurants and curio shops. Some of the problem of this area for tourism development and women participation took as second objectives.

Significance

Pashupatinath area is one amongst the major religious and pilgrimage destination for Hindus in general, most importantly for Saivamargis. Its popularity is related to its antiquities, religious faith, mythologies and legends. Pashupatinath is more than just a religious destination. It is a combination of religion, art, and culture. It offers peace and devotion. The temple, spread across 246 hectares of land abounds in temples and monuments. Hundreds of rituals are performed here every day. The temple premises is an open museum. This national treasure was designated a *UNESCO World Cultural Heritage Site* in 1979.

Materials and Methods

The study was based on primary as well as secondary data. Secondary data was collected from Pashupatinath Development Trust and various participants involved in small enterprises. Regarding to primary data, 70 women working in curios/restaurants were interviewed and information related with objectives were gathered.

The area of Pashupatinath was selected as a study area. The curio-shops, restaurants/tea shops, and moneychangers where tourist inflows are particularly more distributed and is selected as main respondents during the field survey. During initial phase of survey, a total of 450 shops were recorded to be up and running, comprising 345 curio-shops, 20 retail shops, 15 restaurants, 10 money changers (small-shop/Nanglo shops), and 60 other small shops found to be running at present. A sample size of 70 respondents was selected, using simple random sampling, consisting of 7 money changers, 10 restaurants, and 53 curio shops. The respondents were individually interviewed and observed to find out their trend, nature of employment, average income, tax rate, and general trend of revenue collection around Pashupatinath area from the side of government.

Data were tabulated and analyzed on the basis of the nature of data (nominal, ordinal, interval and ratio). In the context of nominal and nominal variable chi-square test was chosen to make study more efficient. In depth interview and key informants' information are used in the time of comparison and analysis of data received from participatory interview.

Discussion and Results

Women are working there and getting income. Most of them were using their income as a source of family support and as a personnel saving. With this income and employment, women are feeling free and have more roles in decision makings. They are independent to purchase food and cloth from their income. They are busy in their work / business so that they have no bad thinking in their mind. One of the respondents reported that her job is the source of livelihood to 3 members in house. It has prominent role to not only women but also to the women's dependents. Employees have better knowledge, skill, attitudes and behavior when they start to work in curio/ restaurants.

A majority of women involved in tourism industry were found to fall the major three categories of Enterprises: (1) Curio-shops that included wide variety of retail selling of stone craft, metal crafts, and hand wave items and paintings, (2) Restaurants and Tea Shops, and (3) Money changers (coin changers). The total respondents recorded are shown in Table 1.

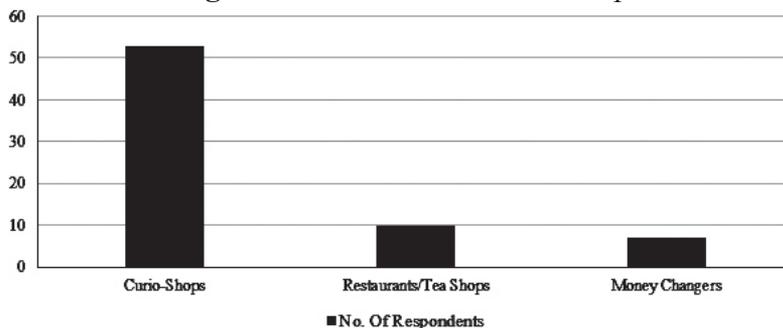
Table 1: Distribution of Women Employment based on Enterprises

Types of Enterprise	No. of Respondents	No. of Respondents (%)
Curio-Stalls	53	75.71
Restaurants/Tea Shops	10	14.28
Money Changers	7	10.00
Total	70	100.00

Note. The data were collected by the researcher from the field survey in 2020

Table 1 shows that the share of different sector women participation is illustrated. The share of curio selling women has approximately two- third participation in sample. The facility of each sector is different. For example, the food for restaurants worker is common while it is rare to money changer and Curio- stalls. Income received from their work is different since it depends on the flow of consumers usually.

Figure 1: Number of Women Respondents



Sources: Table 1

The ratio of Curio- stalls is highest (75.71 %) since there is lot of such business units when it compared with restaurants / hotels and money changers. One of the respondents is quite happy with Curio stall even the business is drastically lowered in lockdown of Covid-19. She has no any plan to leave this work which is the indicator of satisfaction.

For any enterprise setting, the successive involvement of employees may increase or decrease within year which shows general satisfaction level of enterprise holders. During the study, it is found that most of the respondents seemed satisfied with their existing income and opined that they had no intention to switch their business plans in the future.

Table 2: Term of Holding in Various Employments

Time Period	Curio-Stalls	Restaurants/Hotels	Money Changers
Below 2 years	17	6	3
2-6 years	15	3	1
6-12 years	14	1	2
Above 12 years	7	0	1
Total	53	10	7

Note. The data were collected by this researcher from the field survey in 2020

Women employment nature is different in each business. Curio- stalls are more stable when compared with others. Restaurants / hotels are more volatile since the work in this work is more difficult. One of the women opined that the work in restaurants is not following the rule and regulations imposed by ILO and Nepalese government. In this sector, marginal productivity of labour (MPPL) is high and wage is low. It is beneficial to the owners rather than employees. In recent days, due to the Covid-19 there is a lockdown. All airlines and vehicles are locked and inflow of consumer is zero since the stalls are closed. It cost lot to the owners as well as to the employees.

Approximately, 70 percent of employees are getting 50 percent of their salary as their remuneration in lockdown and remaining have no any compensation to the employees. It is difficult to manage their spending in this difficult time. One of the respondents expresses her aggression 'there is no government in Nepal'.

The respondents, thus categorized under three general types of business enterprises, were further classified, on the basis of the nature of women employees' participation—mainly indirect participation, direct participation and/or influential participation. The data collected from respondents is summarized in Table 3.

As per the assumption taken during the initial study, all the cases of employers in above context (including manager and owners) were taken under the class of influential participation; likewise, self-ventured shops and employees of curio- stalls, excluding money changers, were taken as indirect participation. Similarly, employees of restaurant were taken into indirect participation.

Table 3 : Nature of Women Participation in Business Enterprises

Enterprises	Self-Ventured	Employers	Employees	Total %
Curio-Stalls	20	3	30	75.71
Restaurants	1	1	8	14.28
Money Exchange	5	1	1	10.00
Total (in Nos.)	26	5	39	
Total (in %)	37.14	7.14	55.71	100.00

Note. The data were collected by the researcher from the field survey in 2020

Table 3 shows that almost 7.14 percent women participants out of 70 respondents were classified as influential participants. Almost 37 percentages of respondents were classified as direct participants, and the remaining 55 percent respondents were classified as indirect participants. In the area, 55.7 % of women are working as an employee of various business firms. Women are working there with labor standard i.e. eight hours working in a day. Likewise minimum wage kept by Nepalese government is fulfilled by employers in the study area. The wages/ salary are Rs 15,000, which includes Rs 9,385 in basic salary and Rs 5,615 inflation allowance declared in 2021 AD. Less than minimum wage to the employee is punishable however in the context of tourism, it is common.

On the basis of interview with working women, it reveals that investment is nominal. They are working as an entrepreneur in their own business firm. They have more freedom when it is compared with employees. Better saving is other result of this category which is good indicator of capital formation. Income interval of women was classified on the basis of the field visit and their structure. Trend of investment can be illustrated in Table 4.

Lower the investment higher numbers of women are participated in business. Women have less capacity of investment since they have low level of saving. It is common to invest so that they are interested to participate in working. High investment is useful to create more employment in the business. In the study, it was revealed that more than Rs 10, 00,000 investments generate 7 people employment in enterprises. Government can explore potential sector for investment and can reduce unemployment problem in a country.

Table 4: Trend of Investment, Employment and their Weight

Investment In (Rs)	Self- Invested /Ventured	Employers in Firm	In (%)
Less than 2,00,000	8	5	30.76
2,00,000 -4,00,000	5	3	19.23
4,00,000 - 6,00,000	7	-	26.92
6,00,000- 8,00,000	2	1	7.69
8,00,000- 10,00,000	3	5	11.53
More than 10,00,000	1	7	3.84
Total	26	23	100.00

Note. The data were collected by the researcher from the field survey in 2020

Income of women entrepreneur and employee is different before and after engaged in this field. On the basis of interview, their income is high after coming in this employment. 10 percent respondents have no change in their income since they already involved in similar type of work.

Employment opportunities can pave the way for high, sustainable and broad-based economic growth which is only and one objective of previous 14 plans directly and indirectly. Employment increase after increase in effective demand on the eyes of J.M. Keynes and it is possible by increasing aggregative demand function as aggregate supply function is assumed to be constant. Tourism may be the one of the important components that can boost up aggregative demand. In this context, women employment can be the best solution when the demand for labour is high as well as to reduce dependency ration in the nation. Gross domestic product gap can be reduced by employing women in the mainstream of development. Utilization of resources is possible after connecting tourism with women participation in Nepal.

Table 5: Descriptive Statistics of Women Entrepreneurs / Employees

	Before		After
Mean	14042.85714	Mean	18685.71429
Standard Error	983.389102	Standard Error	1114.285714
Median	12000	Median	17000
Mode	12000	Mode	17000
Standard Deviation	8227.623522	Standard Deviation	9322.783153
Sample Variance	67693788.82	Sample Variance	86914285.71
Kurtosis	9.209883798	Kurtosis	6.43720447
Skewness	2.712043333	Skewness	2.220399062
Range	45000	Range	50000
Minimum	5000	Minimum	6000
Maximum	50000	Maximum	56000
Sum	983000	Sum	1308000
Count	70	Count	70

Note. The data were collected and processed in Excel by the researcher from the field survey data in 2020

Table-5 shows that it is cleared that mean value, median, minimum, maximum is increasing compare with before working in these firms. On the basis of this table, there ia a significant change in income of the women employees / entrepreneurs. It can be further analyzed on the basis of pair sample difference mean t- test.

Table 6: Statistical Analysis of Income of Women after and before Existing Work

	Before	After
Mean	14042.85714	18685.71429
Variance	67693788.82	86914285.71
Observations	70	70
Hypothesized Mean Difference	0	
Df	136	
t Stat	-3.124052008	
P(T<=t) one-tail	0.001090252	
t Critical one-tail	1.656134989	
P(T<=t) two-tail	0.002180505	

Note. The data were collected and processed in Excel by the researcher from the field survey data in 2020

Table-6 shows that it is clear that the income earned by women before and after this employment is statistically significant. P- Value is $.001 < .01$ indicates the same fact. It rejects the null hypothesis there is no difference in mean income received by women in their respective works. Now there is a space to pronounce that there is difference in income and alternative hypothesis is true. Employment is a source of increase in income so that government can create more employment opportunities for better living standard of people.

The Pashupatinath Area is centrally located in Kathmandu and has easy /fair availability of public vehicles enabling a higher flow of the tourists. Hence, transportation did not seem a subject of problems when one wants to visit the area. From the questionnaires asked with the visitors, few problems were recorded in Table-7.

Table 7: Problems Realized by the Tourists in Pashupatinath Area

Problems faced by Tourists	Number of Respondents	In (%)
Environmental Sanitation	10	14.28
Renovation and Restoration	7	10.00
Drinking water	8	11.42
Smoke of Buried dead body	35	70.00
Management related	10	14.28

Note. The data were collected by the researcher from the field survey in 2020

Table-7 shows that the distribution of respondents against frequent pronounced / reported problems and challenges for the development of Pashupatinath Area as a tourist hotspot. Most of the visitors agreed to the immediate need of proper preservation and renovation plans, especially less smoke from buried people, few buildings within the main premises damaged by the massive earthquake, other buildings demolished, and the damages to some other buildings with cultural importance. Proper environmental sanitation also appeared another factor to impact the view of tourists.

The site in its present form seemed the access to the supply of drinking water and public restrooms near its middle part, which is not quite enough, especially because more visitors actually spent their time in middle part of the site and needed to travel back and forth when in absolute need. However, this problem did not seem great when compared to bad smell, sanitation and original restoration.

Conclusion

Nepal is a country where there is low social mobility of women. Dependency ratio is increasing due to the trend. However, there is paradigm shift in Nepalese culture and women are out of home with active participation in economic activities. Women compel to come from four walls of house especially due to constitutional provision. Agriculture, industry and service are the sector that women can participate. Tourism is not important branch where women are working. They are working as entrepreneur, workers in tourist restaurants and Curio- stalls. For any job, the successive involvement of employees may increase or decrease within year which shows satisfaction level of enterprise holders. During the study, it was found that most of the respondents (90 %) seemed satisfied with their existing income and opined that they had no intention to switch their business plans in the future. 70 percent of employees are getting 50

percent of their salary as their remuneration in lockdown and remaining have no any compensation to the employees. the income earned by women before and after this employment is statistically significant. P- Value is $.001 < .01$ justify the fact. It rejects the null hypothesis that there is no difference in mean income received by women in their respective works.

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