
ECONOMICS

Sociology

Devkota, N., Paudel, U. R., & Bhandari, U. (2020). Does westernization influence the business culture of a touristic city?. *Economics and Sociology*, 13(4), 154-172. doi:10.14254/2071-789X.2020/13-4/10

DOES WESTERNIZATION INFLUENCE THE BUSINESS CULTURE OF A TOURISTIC CITY?

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Received: December, 2019

1st Revision: August, 2020

Accepted: December, 2020

DOI: 10.14254/2071-
789X.2020/13-4/10

ABSTRACT. The inflow of tourists determines development, growth and sustainability of tourism business worldwide. The main dilemma of tourism entrepreneurs remains in whether to follow westernization or to preserve the local sociocultural identity. This research tries to explore the entrepreneurs' perception about Western influence in business culture of the touristic city - Pokhara, Nepal. Cross-sectional descriptive study design is used to understand entrepreneurs' perception, and three dummy-based indices are used to measure the tourism business environment. The ordered logit regression model is adopted to check the determinant factors. It reveals that English language for communication (76.84%), Hospitality service (72.01%), Art and Decoration (68.19%) and Festivals and Cultural Performances (55.47%) have Western influences on tourism entrepreneurship in Pokhara. The results of the ordered logit model show that the overall odds of business registration, government initiation, westernization and population growth are 1.09, 1.26, 2.14 and 2.27 times respectively which signifies to potentially better business prospects provided Western culture influences are minimized while local identities are preserved under government initiatives. This research was conducted only in a dense area of Pokhara called Lakeside. We have reasons to believe that if the research could have covered the whole area and all the entrepreneurs were included, it would produce much greater picture of the westernization influences in business culture of Pokhara.

JEL Classification: L84, N35,
Z32

Keywords: Westernization, business culture, tourism entrepreneurs, entrepreneurship index, ordered logit, Pokhara, Nepal.

Introduction

The growth of the presently largest service industries – travel and tourism (Clancy, 2001; Roe & Urquhart, 2001; Jonsson Kvist & Klefsjö, 2006) started after the World War II (Middleton & Lickorish, 2007) and today they serve as the backbone of economies in many developing countries (Brohman, 1996; Akis, 2011; Minciu et al., 2012; Chou, 2013; Pădurean et al., 2015). In the context of Nepal - Pokhara, Lukla, Lumbini etc. are some of the destinations where a number of tourists have been increasing substantially (Devkota et al., 2020). The reasons behind such rapid growth in the numbers of international tourists at the

destinations are advancement of transportation and communications, popularization of budget hotels and restaurants, cultural differences, natural beauties and trekking (Smeral, 1988; Narayan, 2004). This growth in tourism has noticeably increased all related types of entrepreneurship jobs, has boosted the development of infrastructure and raised the living standards of the local people (Endy, 2004).

Furr (2004) discerns that modernization of developing societies and subsequent adoption of the Western artifacts, systems, technologies, tastes, expressions, etc. impacts on the consciousness, perception, ideas and ideologies of entrepreneurs. This can be witnessed in the light of the rapid and broad sociocultural changes in many countries around the globe. In this context, Thong (2012) defines westernization as a process whereby countries, places and persons adopt ideas and behavior akin to Europe and America in contrast to preserving their own traditions, which is common in tourism business as tourists seek their homely environment at host destinations. Effects of westernization can also be witnessed in different destinations of the world in rather various forms, like impacting religiosity in Dubai that has been taken negatively by its residents with the fear of losing their cultural identity and authenticity (Zaiden, 2016); increasing pressure of westernization in Kenya after it became a the prominent tourist destination in Africa in 1970s (Irandu, 2014); in coastal areas where majority of seaside resorts are greatly influenced by westernization, also known as Americanization or coca-colization (Durydiwka, 2014) and so forth.

American brands like Levi's, Coke, Marlboro and Nike are common in tourism spots in all the nations (Samuel Craig et al., 2009). Stevens (1993) and Nepal & Karst (2017) argue that cultural depletion was triggered by the Western culture and acculturation of intact traditions/culture due to the growing development of tourism in Bhutan and Nepal. More importantly, increasing trends of westernization in clothes and food habits, and other cultural elements can be witnessed among Nepalese indigenous people (Nyaupane et al., 2006; Nepal, 2007). Such effects of westernization can be often observed in famous tourist destinations of Nepal. Zurick (1992) and Mittleman (2011) described the influence of westernization among the Sherpa¹ in Khumbu region of Nepal with their adoption of Western clothing style, use of sugar tea instead of traditional salt-butter-tea, recognition and use of foreign languages while younger generation of local people was gradually losing their traditional culture. Similarly, McLean (1999) claimed that the Tharu in Sauraha, Chitwan are highly influenced by tourist culture which is expressed through tangible belongings like camera, watch, sunglasses, attires and their changed lifestyles coupled with their ambition in building career abroad. In addition, the westernization effect in Pokhara is more apparent, for example, Sharma (2013) observed the multicultural celebrations, like Christmas, English New Year, Valentine's Day and other street carnivals on rise. All of the above provides evidence of the Western influence in Nepalese tourism destinations.

As discussed earlier, such influence of westernization has made significant changes in Nepalese entrepreneurship that is linked with tourism business. Despite these direct influences, no earlier research has covered the issue of westernization in Nepalese tourism industry. Hence, this study endeavors to fill this gap by assessing the influence of Western culture on the business culture of the touristic city – Pokhara, Nepal.

1. Theories on westernization in tourism entrepreneurship

Akis et al. (1996) and Doğan (1989) witness that the increasing flow of tourists has changed in the cultural milieu and Yudina et al. (2016) mentions that such changes have been driven by westernization, modernization, globalization, and urbanization. Reinfeld (2003)

¹ Indigenous people of Mountain

argues that globalization is the suitable model of socio-cultural change and the vehicle of modernization. In this sense, Rich and Frank (2016) clarify that tourism leaves both 'homogenizing' and 'heterogenizing' impact in the host community and homogenizing effect is associated with 'westernization' or 'Americanization'. In terms of global mobilities, Cohen & Cohen (2012) opine that tourism is a part of heterogeneous complex. And, westernization is a process by which countries under colonization accept the Western culture (Said, 2014) in areas such as food, clothes, hospitality, decoration, lifestyle, language, philosophies, and values (Thong, 2012). In giving the meaning of the westernization, Upreti (1991) makes an assertion for the terms westernization and modernization being used synonymously since to be modernized implies the act of pursuing Western modelled development and he further claims that westernization or modernization or globalization as whatever expressions, have threatened the social structure and cultural values of indigenous people.

Westernization has growing influence across the world in the last few centuries (Hayford, 2009) and has been observed more with tourism industries ((Doğan, 1989). Further, westernization of space is the most visible in the region of mass tourism (Durydiwka, 2014) and while observing at the impact of westernization, there is a need to look at the cultural practices along with understanding an individual's perception (Ross, 2009). In this context, local communities like Massai community at Kenya has been affected by increasing pressure of westernization immediately after it became a leading tourist destination in Africa in 1970s and such influence can provide lessons to other developing countries' tourist destinations (Iranu, 2015). Such lessons have been considered for the mitigation or curtailing of Western influence by many developing nations as Durydiwka (2014) elaborates that many countries, tourist organizers, local authorities and local communities have faced showing their initiatives to counteract homogenization and westernization by supporting and propagating regional products, and preserving a regional cultural heritage. In its highly oppositional tone to the growing influence of westernization to the tourism business, Kahl (2017) tries to highlight the willingness of tourism business and tourists as well to be experienced with the authentic lifestyles and their exposition to the local tribal culture of these regions resulting in westernization of tourism and tourism product are not preferred by them.

In the dynamic and rapidly evolving hospitality and tourism industry; entrepreneurship has the greater impact (Zaiden, 2016; Rich and Frank, 2016). Koh (1996) states that tourism entrepreneurs can contribute to the economic and the social well-being of a community to a greater extent. Entrepreneurship stimulates innovation and change, employment, technical and technological progress along with growth in economic activities (Chen and Elston, 2013). But, under Western influence, it gives rise to global cultural impact upon tourism (Cooper and Hall, 2008). Today, globalization and westernization have changed the way people communicate and conduct their business (Arokiasamy, 2012; Domi et al., 2019). But, many tourism spots and touristic cities are criticized for deterioration of local culture. In Dubai, socio-cultural change in terms of religiosity that includes culture, historical district and local heritage of emirates have been found spoiled with the influence of westernization (Zaidan, 2016). In Nepal, commercialized hospitality has been observed which is against the Nepalese traditional culture of, "*Atihi debo vawa*" i.e. 'guest is God' concept (Sharma, 2013). Liechty (2005) added that in Nepal, tourist arrival is responsible for rising food price and influence on local youth in terms of making them indulged in sexuality and drug abuse.

Westernization as a powerful force shapes adolescent life today and in future (Harrell et al., 2015) especially rooted in their behavioral change to make global evolution of society. Edensor (2001) observes the penetration of globalization in the everyday life of the people around the world and tourists can be witnessed as following such consumerism culture as they leave their footprint in the destination. To capture such consumers, multinational companies in India have promoted Western lifestyles through advertisement in order to appeal middle

class and large number of teenagers (Harrell et al., 2015). As Bhattarai et al. (2005) the Nepalese market flooded with imported consumer goods which have targeted middle class people who are found to imitate Western perception of better life. Similarly, traditional culture is being decreased in the touristic spots for international tourist in Nepal (Arai & Goto, 2017). It indicates cultural transformation in the touristic areas.

Cultural background of tourists also determines their destination selections (Agnieszka & Malgorzata, 2010; Grasso, 2014). Similar culture in destination can make the tourists feel comfortable and intimate (Doğan, 1989). However, tourists may not be able to experience the local cultures. In the verge of westernization, there is a debate whether destinations should develop themselves (or promote themselves) incompatible with Western culture or their own culture or blending of both.

2. Materials and methods

The overall methodology has been divided into four sections: study area, entrepreneurs' survey, entrepreneurs' index and regression model used in the study.

2.1. Study area

Pokhara, a famous tourist destination in Nepal, lies as an important old trading route between China and India. Pokhara, being a part of the Kaski Kingdom established in the form of Chaubisi Rajya (24 Kingdoms of Nepal) in the 17th century and ruled by a section of the Shah Dynasty, was annexed by late King Prithvi Narayan Shah into his kingdom in 1786 AD (Devkota et al., 2020). Since then it has remained an important trading place on the routes from Kathmandu to Jumla and from India to Tibet. Besides, Kaski King's thought in the mid-18th century AD of making Pokhara as a commercial center led him to invite the Newars of Bhaktapur and settle them near main business locations of Pokhara.

Among the major contributors to the economy of Pokhara tourism, service sector and manufacturing contribute approximately 58% to the economy, remittances about 20% and agriculture nearly 16%. Dozens of Pokhara-based organizations have been working to develop tourism in Pokhara and surrounding areas (Dawadi & Upadhyaya, 2013). Apart from tourism associations, there are significant involvements of various individual tourism entrepreneurs in marketing and promoting Pokhara. There are 573 hotels and guest houses, 116 travel agencies, 81 trekking companies, 21 tourist standard restaurants and 15 paragliding companies and hundreds of handicraft centers, books shops, cyber cafes and money changers (Sapkota, 2013). Besides, this city has 6000 tourism entrepreneurs at the foot of Annapurna (Sharma, 2013).

2.2. Data collection and analysis

The study was conducted in Pokhara Metropolitan city. The pre-requisite to select the pool of potential places within the metropolitan city were that they were heavily equipped with entrepreneur activities. All entrepreneurs of the selected metropolitan city were directly or indirectly serving tourists as tourism has remained the major source of their business (Devkota et al., 2020). Hence, the total population of this study is based on the entrepreneurs of Pokhara. The study area selection is based on purposive sampling². The structured

² As sample of this study can only be logically assumed to be representative of the population. Some expert opinions were gathered during the methodology development phase, to select our sample in a nonrandom manner.

questionnaire with both open-ended and close-ended questions were prepared and used to obtain required information. A total of 393 entrepreneurs were interviewed from the study area in January 2019. Initial data were entered into Excel and STATA version 14 has been used for statistical purposes. Both descriptive and inferential statistics are performed for data analysis.

2.3. *Entrepreneurship indexes*

The present study develops three different indexes to understand the tourism business environment in Pokhara. Entrepreneurship Existence Index, Cultural Index and Business Environment Index were prepared to measure level of tourism entrepreneurship, Western cultural effects and other internal factors affecting business environment. The business environment was measured by dummy-based index that includes 1 for each argued answer of an individual and 0 for others. Entrepreneurship existence index is prepared based on 10 questions, cultural influence index with 9 questions and business environment index with 10 questions. The theoretical range of the each dummy based index is 0 to 10 for entrepreneurship existence index and business environment index and 0 to 9 for cultural influence index. The mean and standard deviations of measurements are used to categorize the business environment in Pokhara into three groups: low, medium and high levels of influence. The general form to identify influence is as follows:

$$Y(\text{Influence}) = \{Y = 0, \text{If Scale Score} < 50\% \\ Y = 1, \text{If } 50\% < \text{Scale Score} < 75\% \\ Y = 2, \text{If Scale Score} > 75\% \text{ above}$$

2.4. *Ordered Logit model*

Since the three dependent variables come from Index developed which give value (1, 2 and 3) for each dependent variables, this study uses ordered logit model to analyze the data. It contains 11 independent variables as depicted in table 1.

To measure the entrepreneurial effects, this study uses ordered logit regression model as:

$$Y = \beta_0 + \beta_1 x_{i1} + \dots + \beta_n x_{in} \tag{1}$$

Where, Y = dependent variable; β_0 = regression constant; $\beta_1 - \beta_n$ = coefficient of x , which is the contribution of each independent variable to dependent variable and $x_1 - x_n$ = independent variables.

To understand the influence of westernization in business culture in Pokhara, this study sets 3 different hypotheses. They are:

H₀₁: There is no relationship/association between Western cultural effects and the given explanatory variables.

H₀₂: There is no relationship/association between business environment and the given explanatory variables.

H₀₃: There is no relationship/association between entrepreneurs' existence and the given explanatory variables.

Based on the variables presented in *Table 1* the study analyzes the factors responsible to the business environment in Pokhara. The variables were determined significant in the

study to analyze the business environment after the literature review with their congenital relevancy to the study.

Table 1. Variables used along with its expected sign

Variables	Mean	Std. dev.	Explanation	Expected sign
Age	33.91	10.33	In years	±
Gender	0.73	0.44	1 = if male, 0=otherwise	±
Education	3.01	1.14	1 = if literate, 0=otherwise	+
Address	0.47	0.50	1= if native, 0=otherwise	±
Registration	0.92	0.27	1 = if registered, 0=otherwise	±
Business year	8.46	7.75	In years	±
Business effect	0.72	0.45	1 = if yes 0 = otherwise	±
Government initiatives	0.65	0.88	1 = if yes 0 = otherwise	±
Minimization of westernization	0.46	0.50	1 = if yes 0 = otherwise	±
Population growth	0.62	0.49	1 = if yes 0 = otherwise	±
Type of business	0.57	0.50	1 = if tourist 0 = otherwise	±

Source: own calculation/ assumption

3. Data analysis

The data analysis section covers both descriptive and inferential statistics. In descriptive statistics – socio demographic and other tourism entrepreneurship related activities in Pokhara have been highlighted. Inferential analysis shows regression results obtained from logit, probit and ordered logit models.

3.1. Socio-demographic characteristics

This study tries to quantify socio-demographic characteristics of entrepreneurs involved in tourism business in Pokhara. It reveals that the average age of the respondents is 34 years whereas 16 years of age is the lowest and 83 is the highest. Out of 393 entrepreneurs, only (5.08%) respondent is below the age 20 while most of the respondents come within the age group of 21 to 30 years. Among these respondents (73%) of them are male and (27%) are female, 68% are married and rest (i.e. 32%) fall under other categories including unmarried, divorcee, never married and so on. The results of survey show entrepreneurs' level of education differs variously as 33.84% have responded they have completed the Intermediate and 32.8% with Bachelor's level of education. Only 4.32% of the respondents resulted uneducated. It indicates that the level of education among the entrepreneurs in Pokhara is quite good. In terms of age, young entrepreneurs are found to be more influenced from westernization than senior aged entrepreneurs. And those who have run business for more years have modified their business as per the Western taste. Similarly, more than female entrepreneurs, male entrepreneurs are influence from westernization in their business operation style. Mostly, Gurung, Thakali, Newar and Brahmin ethnicities are most dominantly dwelled in Pokhara.

3.2. Tourism entrepreneurship in Pokhara

Status of tourism entrepreneurship

This study has observed that among the total respondents, only (91.85%) have registered their businesses. In respect to the years of running business, the average years of business conducted by the respondents is 9.03 years, varying range from few months to 51 years. The respondents have revealed that their seed investment range USD³ 78 to 1.3 million where the average investment amount is NRs. USD 36,645. In addition, the present value of the respondents' business is seen starting from USD 261 up to 1.74 million where average value is USD 69776. In the business categories, 24.42% are involved in hotel, restaurants and Thakali⁴ hotels followed by a category of businesses embracing fashion wear, clothes, readymade bag shops, trekking clothes, garment shops, pashmina, shoe shops (16.03%). The remaining respondents (14.50%) have embraced Handicraft, Thanka, Deaf/Blind Handicraft and Himalayan Trade in their entrepreneurship. In addition, travel/tours (8.90%); groceries and cold store (5.08%); ornament and cosmetic shops (5.34%); café (6.87%); department stores and tea shops (4.07%); paragliding service, zip flyer, bungy, sky put, adventure, balling and boating (3.05%) are other categories of business run by the respondents.

The research reveals that the flow of the tourists is key factor affecting greatly the tourism activities. Almost all (94%) of the respondents have experienced good level of tourist in their business. Among them (23.9%) are found mentioning flow of tourist in their business is extremely good while (43.5%) and (26.5%) respondents argue they have good and moderate level of tourists flow respectively. Only (6.10%) respondents argue that tourist's inflow in their business is low in comparison to the domestic customers. Furthermore, out of total 393 respondents, (71.6%) believe that changes in the inflow of tourist affects their business while (28.3%) disagree with this claim. The respondents also stated that the inflow of tourists affects their business, (16.03%) argue their business is extremely affected by the flow of tourists while (25.4%) have mentioned their business is highly affected and (28.5%) suggest they are moderately affected in their business. The respondents are satisfied with their business and agree that the flow of tourist determines their business.

Perception on existing business scenario

In this research 393 entrepreneurs were asked about the existing tourism business scenario in Pokhara. It revealed that good business environment as: laws and regulations, availability of materials and business security are 80.6%, 80.6% and 71.2% respectively as shown in *Figure 1*. Additionally, respondents opined less political influence (42.7%), institutional complexities (48.3%) and procedural complexities (54.7%). But, at the mean time respondents also revealed less government support (i.e. 44.7%) for their entrepreneurial development. Dung et al. (2018) found that government support, specially local government, plays crucial role to develop and attract tourist in destination. *Figure 1* also shows the presence of laws and regulation; availability of materials followed by business security and readiness of efficient human resource are considered significantly by the entrepreneurs in Pokhara. In addition, socio-cultural set up and financial supporting system are other factors that respondents mention as important in terms of their existence in Pokhara. Some hurdles like institutional and procedural complexities, and political interference are also found moderately within administrative set up of Pokhara that entrepreneurs have responded. The result shows existing situation of tourism entrepreneurship in Pokhara is relatively good with a few exceptions of obstructions.

³ 1 USD = 115 Nepalese Rupees (Nepal Rastra Bank, 22 August, 2019).

⁴ Thakali are the ethnic groups of Western part of Nepal.

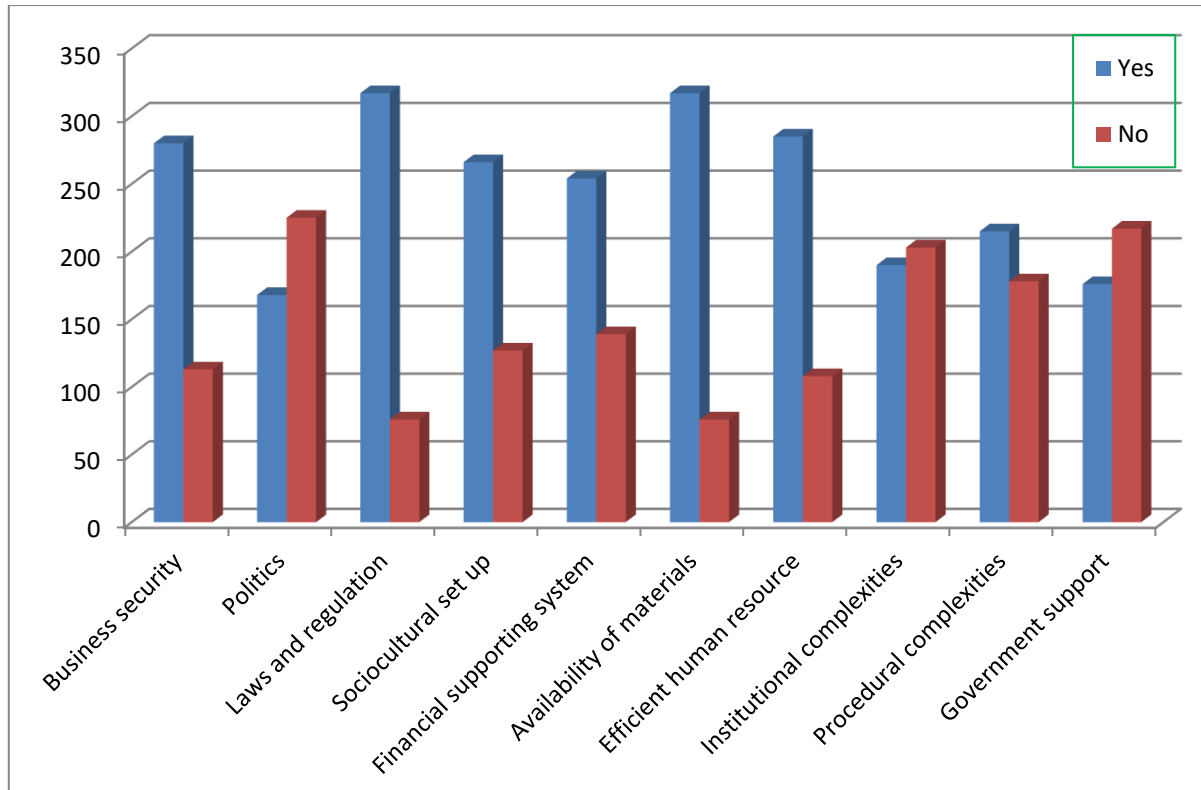


Figure 1. Existence of tourism entrepreneurship in Pokhara

Source: own data

3.3. Westernization on tourism entrepreneurship in Pokhara

Western influence on tourism entrepreneurship

The study observed language (76.8%) followed by hospitality service (72.01%), way of thinking (73.2%) and arts and decoration (68.2%) as the most influential factors on entrepreneurship in Pokhara (Figure 2). Though food menu, music and dance, festival and cultural performance, method of enterprise and housing are considered as cultural entities, this study finds less influence of such entities on entrepreneurial activities.

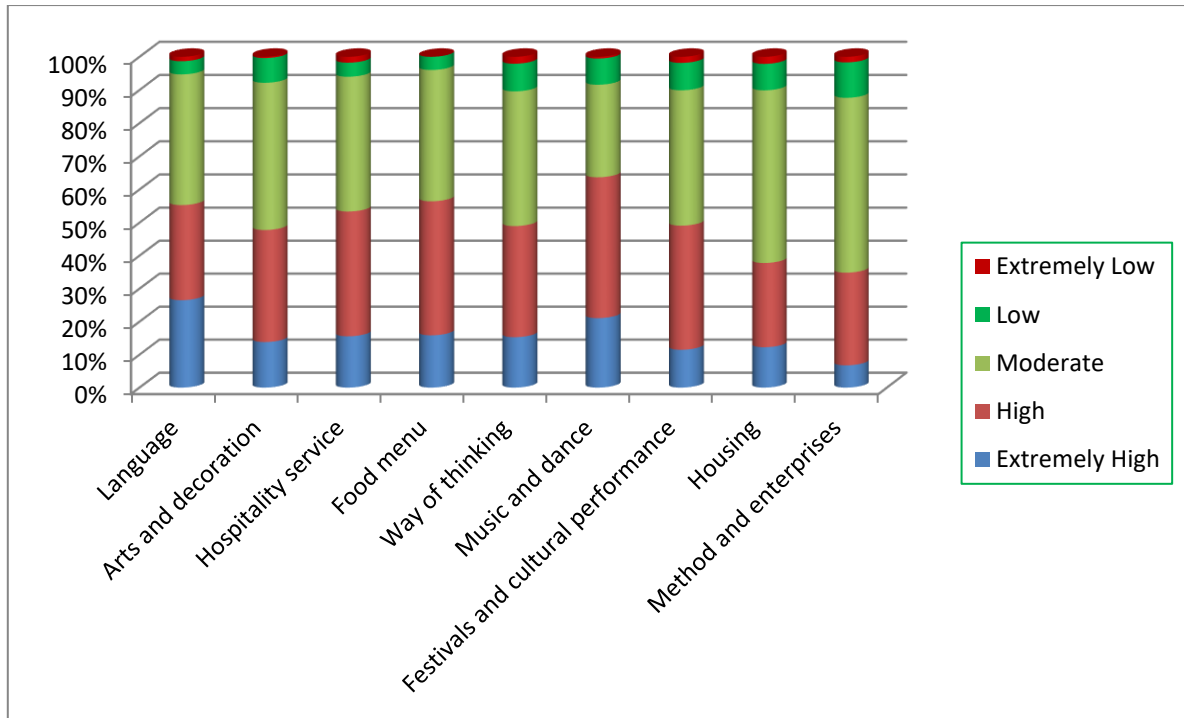


Figure 2. Western culture influence about entrepreneurship in Pokhara
Source: own data

The *Figure 2* also depicts that Western influence on language, arts and decoration; hospitality service; food menu; way of thinking; festival and cultural performance are more visibly observed in Pokhara. Respondents have also mentioned that some other aspects like music and dance, and method of enterprise are also Western influenced at lesser extent. Research has given the clear scenario of Western influence in tourism business in Pokhara.

Additional factor affecting tourism entrepreneurship

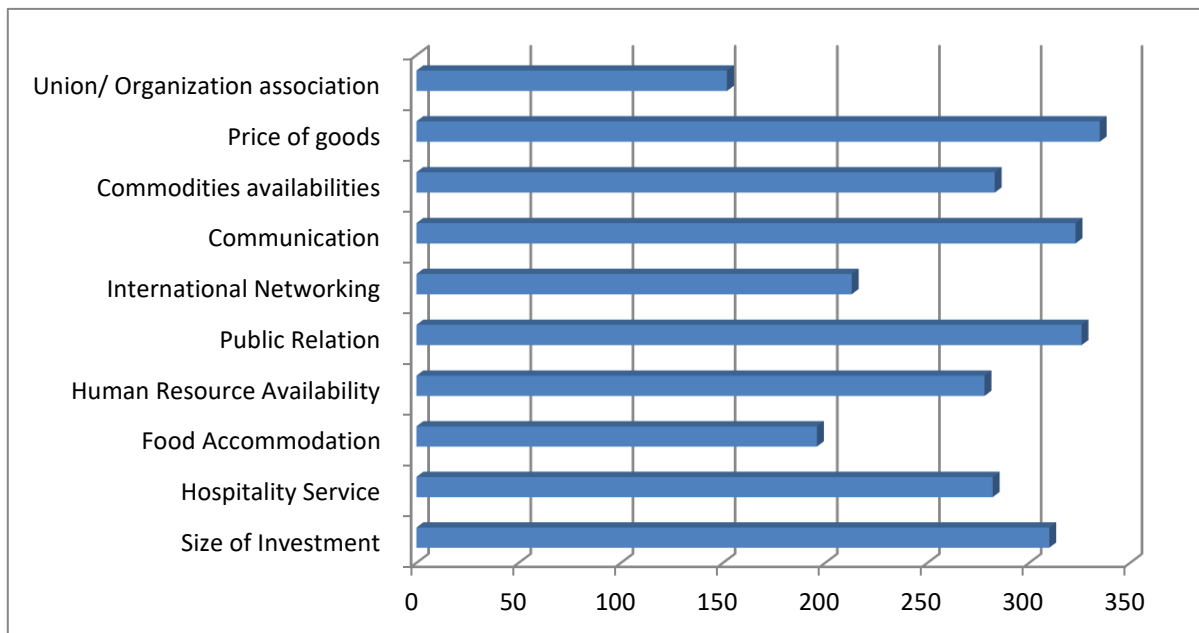


Figure 3. Other effects in the entrepreneurship in Pokhara
Source: own data

Respondents were also asked additional factors affecting tourism entrepreneurship in Pokhara. Thus, the study found that except food/accommodation (49.8%) and union (38.67%), all the other factors - price of goods, commodities availability, communication, international networking, public relation, human resource availability, hospitality service, and size of investment - presented in the *Figure 3*, have affected to relatively greater extent to their business.

Entrepreneurship index score

In this results, all three indexes reveal that influence of both Western and non-western cultural factors are high in Pokhara. The overall Western cultural influence in entrepreneurship is (0.60) followed by other factors influencing an entrepreneurship (0.69) and tourism entrepreneurship existence is (0.63). (Table 2) shows entrepreneurs' perception on the influence of Western culture as high. Interestingly, still the tourism business environment is good enough at Pokhara.

Table 2. Level of influence in entrepreneurship at Pokhara

Index level	Western cultural influence in entrepreneurship	Other factors influence in entrepreneurship	Influence on tourism entrepreneurship existence
Inadequate influence (Less than 33%)	94 (23.9%)	40 (10.2%)	50 (12.7%)
Moderate influence (33% to 67%)	136 (34.6%)	174 (44.3%)	223 (56.7%)
Adequate influence (More than 67%)	163 (41.5%)	179 (45.5%)	120 (30.6%)
Average index score	0.60	0.69	0.63

Source: own calculation based on field data, 2019

3.4. Entrepreneurs perception on preserving socio-cultural values in Pokhara

Minimization of Western culture

In the question whether Western culture should be minimized, the respondents replied affirmatively and they reasoned that such cultural orientation of West should be minimized for the overall development of the beautiful touristic city - Pokhara. Because of the Western culture 1.52% of the respondents mentioned local culture is believed to be in the verge of extinction. 2% of the respondents considered Western culture as the agent for the deterioration of local Nepali culture in Pokhara.

Regarding the promotion and preservation of Nepali culture, 11.44% respondents have argued for the promotion of Nepali culture, norms and values, historical places, Nepali fashion and youth awareness. The entrepreneurs have also regarded the preservation of local culture as important for the development and sustainability of tourism. 3.76% of the respondents considered local vibes, mitigation of Western culture, proper guidance for the youth as additional important factors for the sustainability of tourism entrepreneurship in Pokhara.

Preservation of local culture

In response to the need for the preservation of local culture, entrepreneurs respond in many ways. Several local, cultural aspects should be preserved in Pokhara in order to protect and grow tourism. Their expressions focus on the protection and preservation of *Gurung/Magar* culture (10.17%); promotion of folk songs, dance, culture, costumes (8.65%). Some other respondents focus on protection of local culture (6.61%). Still a group of entrepreneurs suggest on the conservation and protection of Fewa and other lakes (6.87%). Additionally, local foods like *Dhindo and Gundruk*⁵ (6.37%) are also required to be protected. In addition to the aspects of the culture to be protected preservation of the natural beauty (3.30%), natural heritage (3.05%), caves (3.05%), monasteries (2.78%), road and lake sides (2.03%), adventurous place (2.03%) and promotion of paragliding are some other important aspects of culture that the respondents state primarily. More to mention, promotion of local dance, music and locally practiced culture (5.87%); locally produced items like handicraft, local dress (3.05%); old cultural practice of centuries (2.54%); dance and drama (2.29%) and so on are also under consideration of preservation mentioned by the respondents.

In relation to the importance of the religious local dance and old musical instruments, respondents have given their viewpoints on the preservation and further development of the festivals (4.35%), cultural program (4.83%), *tole naach*⁶ (4.07%), *Lakhe naach*⁷ (1.27%) and *Panche Baja*⁸ (1.52%). 2.29% of the respondents have stated on the need of the protection of traditional folk music (2.29%). Few (4.25%) of the respondents opine for the preservation of temples, social context, history and protection of old houses. The data shows the respondents, though few, have optimistically and importantly focused on the conservation and safeguard of natural and cultural heritages for further promotion and development of tourism business in Pokhara.

Preservation of local culture can sustain the uniqueness of Pokhara to offer to the tourists. It can increase the inflow of tourist perpetually in Pokhara (Devkota et al., 2020). *Rodi* and *Kauda* (traditional local folk dance) have been almost displaced by western 'Rap'. *Ghalek*, *Kachad* and *Patuka* (typical ethnic clothes) have been encroached by Western printed T-shirt and Pants. The musical instruments like *Madal*, *Araghau*, *Dafali* and *Dholak* are replaced by Guitar and Drums. Tattoo culture and Western hairstyle are being popular day by day.

3.5. Government initiatives in promoting tourism entrepreneurship in Pokhara

The results of the survey also suggest on the importance of the government's initiatives for the promotion and development of tourism entrepreneurship. It is, however, found that only few (11.19%) of the respondents state that some government initiatives can be recalled, where a large group of entrepreneurs (61.57%) have mentioned that they have not experienced any government actions in the growth of the tourism business. Then slightly more than a quarter of respondents (27.22%) argue that they have no idea about any government initiations in their locality. 2% of the respondents considered government initiative important in the opportunity of emergency loan, cultural program and advertisement of Pokhara and its heritage, management of parking facilities, garbage management and focus on visit year 2020. So, the result suggests widely the need of government to design policy and

⁵ A typical Nepali cuisine

⁶ Local traditional street dance

⁷ A typical Newari dance performed during the months of July and August

⁸ Combination of five old musical instruments played especially in the marriage ceremony

strategy, and subsequently implement them for the further progress of tourism entrepreneurship in Pokhara.

3.6. Measures for sustainable tourism entrepreneurship in Pokhara

The respondents were asked about how it is possible to provide socio-cultural values for sustainable entrepreneurship. 11.95% of the respondents suggested the preservation of tradition and socio-cultural identities, festivals, cultural program, Jatra, Gurung culture help in preserving local socio-cultural aspects and promoting tourism. Some others argued that developing education and awareness (7.63%), boosting language, training and effective communication (5.59%) also help in the preservation and protection of the socio-cultural values. In addition, some entrepreneurs opine that the elevation of local food and dress (5.08%), hospitality service (3.05%) and on the arrangements of 24 hours night life (3.04%) bring sustainability in the tourism entrepreneurship in Pokhara.

3.7. Inferential analysis

This study adopted ordered logit regression model (with cross-sectional data) for measuring influence of westernization in business culture in Pokhara. Paudel & Devkota (2018) mentioned that cross-sectional data encountered with the problem of heteroscedasticity in error term and multicollinearity among explanatory variables. Collin test was performed to overcome the problem of multicollinearity and robust command to prevent model from heteroscedasticity. *Table 3* shows the overall pre and post estimation of results for the data set used in the analysis.

Table 3. Hypothesis testing for model specification and predictive power

Models	χ^2	DF	P Level*	-2 log likelihood	Pseudo R ²	VIF	AIC	BIC
Model 1	38.48	13	0.000	-402.99	0.05	1.09	831.99	883.64
Model 2	58.65	13	0.000	-344.61	0.08	1.10	715.22	766.88
Model 3	22.30	13	0.024	-360.79	0.03	1.09	747.58	799.24

* P level shows the statistically significant to reject null hypothesis (H₀) (Paudel & Devkota, 2018)

Source: own data

The post estimation found that the X^2 value was significant and the value of Pseudo R² ranges from 0.03 to 0.08. The VIF values are less than 1.10 in all models. The test results show that all models selected for the study are appropriate and can accurately estimate the influence of westernization in business culture in Pokhara. Since the study aims to understand entrepreneurs' perception on Western influence in their business, we take three dependent variables. The ordered logit regression results are presented in *Table 4*.

In the first model, entrepreneurs' awareness about effects of Western culture were captured where three variables: registration of business, business effects and population growth were found statistically significant. As stated in model 1, the relationship of entrepreneurship results in 1.09 unit change in the log of the Odds followed by 2.15 units and 2.13 units of business effect and population growth respectively.

The second model is related to business environment in Pokhara. The results depict that business effects, minimization of westernization and population growth are significant with Odds ratios 2.78, 2.14 and 2.27 times respectively. For business effect, one-unit increase leads the Odds of high effect compared to moderate and low effect, 1.02 units greater. Similarly, the other variables including minimization of westernization and population growth, the Odds of the effects are 0.76 and 0.82 units greater respectively. All three variables

indicate the probability of business effect, minimization of westernization and population growth affect the business environment in Pokhara.

Table 4. Regression result from ordered logit model

VARIABLES	(Model1)	(Model 2)	(Model 3)
	WCE_Index	OFE_Index	TEE_Index
Age	0.0154 (0.0103)	0.0147 (0.0108)	0.0146 (0.0107)
Gender	-0.0705 (0.230)	0.00259 (0.239)	0.0873 (0.238)
Education	-0.0213 (0.0851)	0.0639 (0.0923)	0.0857 (0.0912)
Address	0.0917 (0.196)	0.0767 (0.206)	-0.257 (0.205)
Registration	0.610* (0.351)	0.568 (0.366)	0.263 (0.377)
Business_year	-0.0158 (0.0139)	-0.0101 (0.0140)	-0.00717 (0.0136)
Business_influence	0.769*** (0.217)	1.026*** (0.229)	0.665*** (0.234)
Govt_initiatives	0.0120 (0.110)	0.160 (0.117)	0.233** (0.114)
Mini_westernization	0.227 (0.194)	0.765*** (0.207)	0.355* (0.204)
Population_growth	0.760*** (0.200)	0.821*** (0.211)	0.211 (0.211)
Business_types	-0.291 (0.197)	0.0832 (0.205)	-0.155 (0.204)
Constant cut1	0.616 (0.614)	0.500 (0.668)	-0.279 (0.661)
Constant cut2	2.240*** (0.624)	3.143*** (0.685)	2.594*** (0.677)
Observations	393	393	393

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

In the third model, awareness about entrepreneurship existence in Pokhara has been assessed. In the computation, business effect, government initiatives and minimization of westernization are statistically significant with entrepreneurs' existence in Pokhara. It indicates one-unit change in business effect, government initiatives and minimization of westernization result in 0.67, 0.23 units and 0.35 units change in the log of the Odds respectively. The results further indicate that the Odds ratio for a one-unit change in business effect, government initiates and minimization of westernization the Odds of being entrepreneurship existence increase by 1.94, 1.26 and 1.42 times respectively. It mirrors that all the three-hypotheses are rejected.

4. Discussion

This research tries to explore the influence of westernization in the business culture of Pokhara. As Pokhara remains the major touristic destination, tourism related entrepreneurship has been substantially increased in the last few decades (Devkota et al., 2020). But, along

with the growth of the tourist and tourism entrepreneurship, the business culture of Pokhara has been affected largely with westernization. Studies including Durydiwka (2014) and Diedrich & Aswani (2016) have revealed that culturally sound touristic destination possesses a wider scope than that of Western influenced destinations. Yet, how people perceive influence of westernization in a touristic city is a big question?

This study finds huge influence of Western language, hospitality service, way of thinking and arts and decoration at Pokhara. Such Western influence is unwanted in the study area as respondents opine their local culture is in the verge of extinction. They also argued that for the sustainability of tourist flow in Pokhara, preservation of local culture is important. In Bhutan, “high-value, low-impact” tourism has made substantial economic benefits (Reinfeld, 2013); In UK Sims (2009) and for China Maitland (2006) argued that local products benefit both hosts and the guests and that can improve economic and environmental sustainability. Torres (2002) has highlighted that consumption of local food by tourists can have multiplier effects on their economy. Further, it offers socio-economic infrastructure (Endy, 2004) and enhances local entrepreneurial activities. Hence, preservation of local culture increases tourists’ inflow and enhances entrepreneurship by keeping their local values intact and promoting socio-cultural identities.

To regulate Western influential level, government of all level i.e. central, provincial, and local can plan jointly or in their own. Many studies show that government can play a key role to promote tourism and types they desire. Akama (2002) argued government decision about tourism promotion, in Kenya, plays crucial role in the development of the nation. Ruhanen (2013) opined government at all levels has greater responsibility on tourism distribution and planning whereas Bramwell and Lane (2010) mentioned such strategies for planning and management initiatives. Such role in different level can be managed through regulation of production, consumption and investment (Young et al., 2008). Nunkoo (2015) mentioned that local government should be able to create trust among communities making them feel empowered along with ensuring them to get benefits from the tourism development. No doubt, government has been a major player contributing to the success of the tourism industry (Jhang et al., 1999). In Pokhara, respondents opined that they have no idea about government initiatives which indicate more and crucial role from the government to aware the entrepreneurs about their plan and policies. It will help entrepreneurs to prepare for their tourism schemes and promotions.

The research does not consider westernization as good or bad but tries to explore the impacts in tourism business of Pokhara, Nepal. Yudina et al. (2016) argues that globalization is the most effective way of enhancing interaction between representatives of culture and countries where entrepreneurship is identified as a potential catalyst for expanding economic growth of the region (Arokiasamy, 2012). Tourism plays key role in the globalization of the culture (Akis, 2011) and major socio cultural phenomenon (Yudina et al., 2016). But, Stevens (1993) and Nepal and Karst (2017) argue that westernization has forced for growing cultural depletion. Such deterioration of culture can be observed considerably in Touristic destination (Zurick, 1992; Mittleman, 2011; Irandu, 2014; Zaiden, 2016). The ongoing debate highlights that westernization does matter in the entrepreneurial business at touristic city. However, its intensity, connotation and nature depend upon the structure of society and the cultural practices.

In this study, respondents also argue that Western cultural knowledge helps to understand the interest of tourist and thus to minimize the risk with customer satisfaction. However, increasing show-off, adoption of bad culture and habit, and unnecessary fashion should be minimized but contributive values should be adopted by correcting superstition and blind faiths. So, along with positive copy of the western values preservation of local socio-cultural aspects is equally important.

Yes, westernization has influence the business culture of touristic city of Pokhara. Some local identity markers like *Nogan Cholo* (like skirt), *Tekhi* (wrapping clothe), *Patuka*, *Kanathi* (like neckless), *Hambel* (like garland of gold), *Tiru* (jewellery) and *Vangra* (overall dress) have been almost displaced. In place of these local cultural factors, Western cultural markers have taken place. Local songs, forms of dance, food cuisine, dress, hair style, ornament, language, communication, housing, decoration and furnishing and way of thinking have been influenced by Western cultural imitation.

Conclusion

This research concludes that westernization has substantially affected businesses in Pokhara. How Eastern socio-cultural values can be preserved in tourism business has become the major challenge for the local authorities and entrepreneurs. With the ample evidences from data analysis, it reveals that the registration of their business, business effects, government initiatives, minimization of westernization and population growth affect tourism entrepreneurship in Pokhara. This study indicates greater possibility to accommodate tourism entrepreneurship in Pokhara and abreast, entrepreneurs should not forget the local Nepali socio-cultural tradition.

This research can serve in policy making for Ministry of Culture, Tourism and Civil Aviation; Ministry of Industries, Commerce and Supplies; Department of Tourism, Nepal Tourism Board, Hotel Association Nepal, Trekking Agencies' Association of Nepal, Pokhara Tourism Council, Government of Gandaki Province, Pokhara Metropolitan City, Travel and Tours Association and *Federation of Nepalese Chamber of Commerce & Industries (FNCCI)* and *FNCCI Province 4 (Gandaki Pradesh) Pokhara and entrepreneurs' bodies of Pokhara and Nepal at large*. It remains asset in business culture of touristic city of Nepal by the illuminating results presented under Western influence in Pokhara in terms of tourism entrepreneurship, existing business scenario, preservation of local culture, measures for sustainable tourism entrepreneurship and after all, promoting local culture and values. The exploitation of the study results can also be impetus in minimizing westernization, maximization of local culture and tradition and increasing chiasmic tourist inflow in the beautiful mountainous cities of Nepal. Therefore, a very sincere and sustained virtuous efforts and consortium of operations are needed from the local, provincial and central governments of Nepal. Although 393 respondents were taken in the present study, it is important that future research could take greater size of data and may include female perspective to increase tourism entrepreneurship in Pokhara, Nepal.

Conflict of interest

The authors have no conflict of interests.

Acknowledgement

The earlier version of this manuscript has been presented at International Business Conference on "Emerging Issues on Management and Transformation" organized by Mid-western University, School of Management (MUSOM) on 14-15 July, 2019 at Hotel Stay Valley View, Surkhet, Karnali Province, Nepal.

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