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**TOURISM AND DEVELOPMENT: INCLUSIVE OR EXCLUSIVE FOR WOMEN?  
RESEARCH PAPER****Mrs. Shweta Pawar Phulwari****Phd Scholar, Sociology****IGNOU , Maidan Garhi****New Delhi****Email: [shweta\\_pawar12006@yahoo.com](mailto:shweta_pawar12006@yahoo.com)****Mobile: 9910250398****Introduction**

Tourism is leading industry in providing the opportunist of work to earn for both male and female globally for developed and developing countries. Tourism is a leading contributor to export earnings. Asia and the Pacific is the second most visited region in the world after Europe, making tourism major sector in the region. Global interconnectedness though ICT has turned tourism industry into business activity globally. Besides economic of many nations rely on tourism to increase level of their GDP.

The development of tourism is processes of social change and embodiments of social practices. Globalization led to increase in domestic and international tourism industries as consumers get increased leisure time and relative wealth. (Pg 248) (Margaret Swain 1995). Tourism is a new hope for women empowerment along with the other means and ways in government level, bureaucratic level and societal level. Involvement of women in tourism industry through community participation can develop their socio economic, cultural and sustainable development. Women's involvements in this industry make them self-sufficient and self-reliant in social, economic and educational spheres (Pg 85) (Rout and Mohanty 2015). Among developing nation in the world, India with its diverse culture, fauna and flora, languages, cuisine and infinite other factors has ranked India presently on 34 out of 140 economies in terms of Travel & Tourism Competitiveness (Pg 30) (WTTC 2019). India's Travel & Tourism GDP stood at US\$247 billion in 2018, growing at 6.7% over the previous year. This growth was largely driven by domestic spending which constitutes 87% of the direct travel and tourism GDP. It also promotes the regional connectivity, can raise the income level of many middle-income population etc (Pg 2) (WTTC 2019)

**Methodology**

The research is based on secondary resources by doing analysis of relevant reports of Tourism Development Corporation by national and international agencies, previous studies, and other documentation to get insight of Gender and their inclusion or exclusion tourism industry.

**Literature Review**

The reviewing of literature is an essential part of any research as it provides the early contribution by the reputed social scientist in the field related to the topic and help the researchers to reach at the new height of horizon in theories and practice. The literature review in this paper is based on the objectives to keep the directions of the paper within the spheres of objectives.

### **Feminist Theoretical Approach: Tourism and Gender**

The famous work *The Dialectic of Sex: the case for feminists Revolution* (1970) of Shulamith Firestone used Marxist approach to explain theory of sex oppression. She was not convinced with the analyses of Marx and Engels as they were to recognize that women oppression is not based on the production but on reproduction (p.225-226). Reproductive role of women make women biological weaker and away them from production process that is work in the market as they have to play role of care taker too for infant as well as old ones in the house. (p.234). These biological activities hinders the mobility of women and devoid them from getting freedom. Only availability of technology which can remove the biological oppression of women and children, cannot free them from oppression as men has control over the use of these technology (p.235-236). (Vidyut Bhagwat 2004:p.237).

Kate Millet in her work *Sexual Politics- A Manifesto for revolution* (1970) stated that the patriarchal society is the reason behind women oppression throughout the history of all Civilization. Women are kept away from the education, science and technology where power lies today. Dependency upon male for their survival makes them more vulnerable and less representation in the powerful position (p.175). She explained that the military, industry, technology, universities, science, political office etc all avenue of power within the society, even the police force, is entirely in the clutches of male hands (p.181). In Millet's opinion, sex as a birth based status category with political implications generates patriarchy and there are two fold principles of patriarchy according to her are (a) male shall dominate female (b) older males shall dominate the younger. She has explained eight factors that influence patriarchy is, Ideological, Biological, Sociological, Class, Economic and Educational, Force, Myth and Religion and Psychological factors. (ibid 2004: p.185).

Sheila Rowbotham (1973) in her book *Women's Consciousness Man's World* argued that capitalism is not the cause of the oppression of the women, rather it reinforced women oppression and it's the patriarchal society and sexual division of labour that make the women more vulnerable as they existed before the advent of capitalism where the persons of human beings were owned by others. . (p.117). "Patriarchy has continued in capitalism as an ever present prop in time of need" The wage system in the capitalist society are structured on the basis of the assumption that "women's labour is worth half than that of men" Thus women are not seen as a independent labour, but as economic attachments to men (Rowbotham 1973: p.120).

Gender expressed ideologies of masculinity and femininity. Gender identities do not perpetuate in vacuum rather they are culturally and socially constructed (Pg 259). Further the explanation of tourism has been presented by Kinnaird cited by Swain that "tourism is a part of leisure time and activity distinct from work and home that enables individuals to spend a period of time in a new place or places"(Pg 249). Again the author presented the Henderson's remarks about gender that it is a dynamic process, which is not an inborn trait, reflects relationships of power, learned behaviors and expectations of what is feminine and masculine. Henderson quoted by Swain explains the past 30 years of leisure scholarship, one women are "invisible" as it was assumed

that male experience was universal, two women were started to add on compensatory ground because of the women's movement in 70's, three, dichotomous difference was started based on sex, four, the feminist movements was started and studying of women has generated new ideas, interpretations, and understanding of women's experiences, five, true gender scholarship, moves to an interactional view of human expectations, behavior, and power relationships. (Pg 253) (Swain 1995).

Gender dimensions of tourism has been explained by many social scientist, among them Kinnaird and Hall has presented the following conceptual premises: a) The tourists activities and processes related to tourism development are constructed in societies with gender relations; b) social, political, economic and cultural practices influence gender relations where tourism is developed; and c) gender relations in tourism are related to issues of power, control and equality (Kinnaird and Hall 1996). Gender differences in leisure quality are found across the countries caused by socio-cultural differences. Various factors shape the decision of men and women to enjoy their leisure quality time differences in gendered role expectations, institutionalized norms around men and women's care responsibilities, and women's bargaining power. Even in egalitarian society where men and women have more equality in paid work and care work, and thus potentially more space for equality in leisure there also find gendered differences in leisure in terms of quality (Pg 381) (Yerkes, Roeters & Baxter 2018)

To sum up, feminist theories find that the basic cause of exploitation of women both in labour market and home is culture that makes the structural arrangement in the society with predefined roles on the basis of sex and these values are incorporated through socialization among women through primary group that is family. Feminist like Shulamith tried to analysis that the process of biological procreation itself is the main reason of the dualism between male and female. The main reason for the subordination of women in the labour market is the institutionalization of the mother-housewife role as 'the primary role for all women. Besides, feminist theories that emphasis on the cultural and social and biological factors responsible for the subordination of women's position in the labour market, there are other theoretical approaches which seek to explain the disadvantageous position of the women like the neo-classical and the institutional theories of segmentation. The research on tourism with the focus on women and its meager presence need urgent attention from the scholars especially in India, as this industry has potential to bring socio-cultural change in their lives and livelihood.

### **Advantages of Inclusion of Women in Tourism Industry**

Tourism is a labour intensive industry, and it benefits a large number of persons in informal sector who are poor and unemployed as its creates activities create a high proportion of employment and career opportunities for low skilled and semi-skilled workers, particularly for poor, female and young workers. The tourism sector can be an important source of employment for many of the unemployed youth and consequently reduces the poverty in the society (Government of India, 2011)

Women have to bear predefined gendered roles such as charge of keeping water, food and fuel and overseeing the household chores and family health and nutrition without any vertical

mobility but they can be benefitted through practicing their skills whatever they have learned about preserving the environment and natural resources. *“Tourism development could be a tool to introduce environmental conscious practices within livelihoods by stressing the importance of conservation and sustainable practices within the environment, so that it can function as any kind of tourism supply and thus as a new income generator. Further, by learning and improving techniques of crop planting and other types of production, women can become suppliers within the value chain production for the tourism market”* (Pg 87)( (Rout and Mohanty 2015)

In the hilly areas, like sikkim women in tourism industry has proved as a source of empowerment as it provide the opportunity of work and decision making for both skilled and semiskilled labours, and their empowerment can be judged by the percentage share of women workforce in tourism in Sikkim. The total percentage share of women employee in tourism sector is 34 percentages, which is higher than the total percentage of women workforce of 30 percent in the state. The total percentage women employee in tourism sector of Sikkim is also more than that of India’s total women participation. Indirect tourism also benefits women in Sikkim through tourism related activities like in hotels, restaurants, cafeterias, Small and medium enterprises (SME’s), various household businesses, tea stalls, travels, handlooms and handicraft etc (Pg 4304) (Riza and R Ashoka 2013)

Many advantages in tourism industry can be an advantage for women due unique characteristics of the tourism sector such as less emphasis on formal education and training, greater emphasis on personal and hospitality skills; higher prevalence of part-time and work-from-home options; increased options for entrepreneurship that do not require heavy start-up financing; and opportunities through the sharing economy for women through online platforms, such as Airbnb, Uber etc (Pg 11) (Women and Tourism 2017)

### **Constraints for Women in Tourism Industry.**

Globally, women earn less than men at an average of 60 to 75 cents per dollar of men’s income, as per UN Women. Across most countries, the lowest income brackets are made up of a disproportionately high number of women, while the highest income brackets are made up of a disproportionately high number of men (Pg 5) (Airbnb Report 2017)

Equality and freedom are the basic human rights that every human beings entitled for whether it is man or woman, equality such as gender equality is not only a basic human right, but its achievement has enormous socio-economic ramifications. Empowered woman promotes economies, productivity and growth. However gender inequalities remain deeply entrenched in every society and cannot get access to decent work and confront occupational segregation and gender wage gaps. They are lagged behind in accessing basic education and health care. No matter what is the geographical location is, women in all parts of the world suffer violence and discrimination. They are under-represented in political and economic decision-making processes. (UN Women). Evaluation of tourism through gender lens proves the presence of gendered based difference in the tourism industry in employment, entrepreneurship and demand resulted in social stereotypes roles and the social construction of gender that remain latter aloof from getting

the taste of higher earnings and development, hence increase the vulnerability and discrimination. (Pg 252) (Domecq and Perez 2019).

Informal sector in India has huge involvement of women workers but found in the segments which fall under contractual and casual work, and are hired for stereotypical gender roles such as cooking, cleaning and care giving. Availability of work is limited and if it is available, women have lack of accessibility to avail them. Women also invited to be part of low wages work in the tourism economy as vendors, artisans, and are part of the tourism supply chain when they are in traditional occupations of agriculture and fishing (Pendhke and Mullick 2020).

Women participation in tourism industry is highly determined by the traditional values in many cultural localities that produce and reproduce gender inequality at one and other level as case in Jordan (Madaba) where women are more educated than man and are given academic jobs not for their level of education but they are not allowed for outside work which means that outdoor tourism jobs are almost exclusive to men. Even wage disparity is visible among women and men. *“It is a conscious intention to protect themselves from outsiders as imposed by their families and culture as a whole”*. Women are not allowed to live alone without taking their parent’s permission, hence their mobility is choked by the social and cultural norms of the society. (Pg 229) (Jamhawi Monther, and Others 2015)

Along with inadequate institutional and technological infrastructure, sex based segregation in the Indian society make situation worst for women. Besides, Indian tourism industry face constraint on the regular flow of fund and other challenges like safety and security of tourists, both domestic and the international, is also an important aspect that hinders the mobility of a large number of population with diversified culture. It also includes that many rural places which are rich with cultural bliss often lack basic amenities like good hotel/home stay, hygienic toilets & cafeteria, better food experience etc (Pg 380)(Yerkesa, Roetersb and Baxterc 2018)

Gender inequality was found among women-owned businesses in tourism industry in a study done among African women where they are employed in smaller and less profitable business than men surveyed. Lack of professional education and training within the tourism and hospitality sector being them back from the path of development and they are enforced to become guesthouse owners than adopting other options to obtain economic benefits. Various other challenges like financial constraints make them more vulnerable in this industry. (Pg 12) (Deen & Others 2014)

Women and Tourism Report 2015 has presented key persistent challenges in the tourism sector include, segregated the work on the basis of sex and women are entitled for lower-paid spa, clerical, and cleaning jobs; upper post lucrative professions, such as tour guides, chefs, and land-and water-transportation positions are reserved for men; widespread disparities in women’s access senior technical and managerial roles; lack of gender friendly laws in many countries that prevent women from working on or starting their own businesses; lack or no access to collateral or financing to start or grow a business; sexual exploitation from tourism (Pg 12)(Women and Tourism 2017)

Affect of Pandemic on Women labours in Tourism industry

Tourism industry is totally reliable of the mobility of tourists however pandemic COVID 10 has further deteriorated the condition of the women labors in this industry. The tourism industry is human resource-intensive and involves various actors, enterprises and establishments working together in the value chain which is disrupted by the global pandemic, especially affecting people in the lower rungs. Approx 50 million jobs are expected to be lost globally. India being a developing country, evidently has large number of people employed in informal sector, especially women therefore they are affected more severely as their pre-existing inequalities are reinforced. (Pendhke and Mullick 2020)

### Conclusion

This paper summarizes that tourism sector locally or globally is the fastest growing industry where inclusion of women is strictly gendered in nature and remains an important factor in the process of social construction of any tourist activity. Patriarchy restrict the decision making power among women still today the leisure activities and place of destination is the key areas for men and their position of in tourism sector is culturally determined too by restrict them for not doing outside tourist job which is totally masculine domain in many countries, biologically women are not free that restrict their mobility due to their reproductive roles hinders their working in labour market. Many constraints are present that restrict women inclusiveness in tourism sector as many jobs such as tour guides, chefs, and land-and water-transportation positions are reserved for men; widespread disparities in women's access senior technical and managerial roles; lack of gender friendly laws in many countries that prevent women from working on or starting their own businesses; lack or no access to collateral or financing to start or grow a business; sexual exploitation from tourism and the list is infinite. Positively Indian Govt has initiated various strategies and policies that are gender neutral and can empower women in this industry for their betterment. The Ministry of Tourism ensures that women officials are regularly participated in the various training programmes for their capacity building and training but more is to be done yet.

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