

Women and Tourism

Dr. T.M. Gurnule

Head Dept. of Economics

Shri Renukadevi Arts, Commerce & Science Mahavidyalaya,

Mahur, Dist. Nanded.

Introduction:

Tourism sector is the highest employer of manpower in the Country. As per the estimates of Department of Tourism this sector currently employs 4.2 million persons, 2.5 million directly and 1.7 million indirectly. The special feature of this employment is that it employs a large number of women and young persons and the network of hotels, restaurants and other tourism services are widely spread in the rural areas of the country. As per the estimate released by Department of Tourism, every Rs.10 lakhs of fresh investment in hotels and restaurants creates 89 new jobs, compared to 12.6 jobs for manufacturing and 44.6 jobs for agriculture.

Objectives

1. To study of tourism.
2. To study of women tourism.
3. To study of Women Empowerment in Tourism

Definition of Tourism:

1. **According to W.T.O. recommendations** "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."
2. **McIntosh and Goldner defines**, "Tourism is the sum of the phenomena and relationship arising from the interactions of tourists, businesses, host governments and host communities in the process of attracting and hosting these tourists and other visitors."

Employment generation for Women:

As most of the major tourist destinations in the state are located in the rural and semi-urban places, there exists a great potential to involve local people. Active participation of the locals in tourism will help them generate more and more income from the activities. Women participation can greatly be encouraged in many of these activities befitting the nature and style of the women folk. Hospitality & Service industry in particular (Hotels, restaurants, call centres, ticket & room bookings, tour coordination or even as tour guides) can encourage and provide ample opportunity for the vulnerable sections in society through employing women. IT and Training segments also have high potential so far as women employment generation is concerned. As per a study on reviewing macro trends in the 1990s for women particularly with special reference to urban informal employment, it was found and suggested that there was greater reliance on subsidiary rather than primary activity and important concerns relating to the quality of employment need to be recognised. There is also a need for policy interventions to consider / rationalise the extent and reasons behind gender wage gaps. To ensure and encourage healthy participation of women in various streams of activities in the tourism industry, certain the following points mentioned below need to be considered:

1. Adequate measures against exploitation of women in tourist areas.
2. Transparency in providing information and data on employment.
3. Formation of a Specific Purpose Committee in tourism destinations to address the issues of tourism development like issuing and cancellation of licenses.

4. Empowerment of Panchayat in such a way that Panchayat have a say in deciding new projects especially with respect to Special Tourism Area (STA).
5. The state should organise orientation training (workshops) for ward members/ Panchayat leaders on issues of women and tourism.
6. State should train and involve local community as full time guides in all tourism places.
7. Create alternative, viable employment opportunities for local women in tourist places.
8. The Government and the Tourism Industry should refrain from stereotyping of women and their roles.
9. The state and local governments should make it conducive for community participation, particularly women in tourism policy formulation and implementation.
10. Prevention of migration of rural artisans to urban areas. While migration may assist the preservation of traditional craftsmanship, state and civil society needs to look at fresh ways to nurture rural talent.
11. Continued economic / financial support through various schemes / pensions for poor craftsmen based on certain criteria. These would encourage and help poor craftsmen to contribute to the sector in a sustained way.
12. An Artisan Welfare Trust may also be created for promoting local employment and reviving these folk arts from extinction.
13. Besides implementing welfare schemes for artisans, the state government should also work to promote and develop handicrafts and organise exhibitions every year to popularise and market Maharashtra's handicrafts. Primary survey of stakeholders foreign tourists, Domestic Tourists, Tour operators & Travel agents, Industry Associations, Tourism Departments and other concerned government departments and academic experts should be undertaken regularly.

Conclusion:

Tourism can provide opportunities for income generation and economic empowerment for women, as well as current barriers to women's success. Tourism development is on-going, gradual and continuous process, Tourism has a long way to go if it has to be portrayed to the whole world. For development of tourism, long term plans should be set with creativity and free thinking. Tourism industry should provide scope for local entrepreneurship, so that it will provide dynamic environment for the local communities to grow and become one of the powerful tools of economic growth.

References:

1. Tiwary, D. A. (2015). Tourism Development of Vindhyachal, Mirzapur, U.p. India. International Journal of Research in Economics and Social Sciences.
2. Jha S.M., "Tourism Marketing", Himalaya Publishing House, Bombay.
3. Ministry of Tourism (2009), "Evaluation study for the scheme of Market Research- Professional Services", Market Research Division, Government of India, International Consultants and Technocrats Pvt., Ltd
4. Maharashtra Tourism Department Corporation (2016), Ministry of tourism Maharashtra.
5. Kandari, O.P. & Chandra Ashish, (2004), *Tourism Development Principles and Practices*, Shree Publishers & Distributors, New Delhi.
6. Sharma, J. K. (2000), *Tourism Planning and Development*, Kanishka Publisher, Distributor, New Delhi.
7. A.VijayaKumar(2009), *Indian Tourism Industry in 21st Century, Challenges and Responses*. Sonali Publications, New Delhi.
8. www.incredibleindia.org