

Gender Inclusiveness and Promotional Support to Tourism

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Abstract- This paper explores the issues relating to raising awareness and opportunities for women in tourism sector through gender inclusiveness policies. Gender inclusiveness includes initiatives linking women with comprehensive capacity building, community development, entrepreneurship and leadership development programs which support stability and sustainability and help women empowerment. Women can be very supportive to tourism sector. Considering their number they can prove an imperative link to women empowerment initiatives. If gender inclusiveness initiatives created at all levels of governance along with the support from NGOs, are directed towards empowering women politically, socially and economically, Tourism sector can be further strengthened. But there are several challenges in gender inclusiveness while framing tourism policies. Indian society reflects a wide gap between women's inclusiveness initiatives and her desire for inclusion in society. Gender inclusiveness initiatives are constrained by cultural stereotypes that originate in communities that limit women's inclusiveness. This wide gap often amplifies the level of training and capacity building initiatives taken up by the Department of Tourism across all Indian states. Women lack overall knowledge about opportunities deriving from tourism sector. Hence, a need for appropriate vocational training and skill development training specially designed for women is considered an extreme inevitability. These comprehensive initiatives can guarantee long term stability and sustainability envisioned by Government of India and ever expanding Indian Tourism sector in order to evade all hurdles in implementing gender equity measures. Securing women access to land, credit and property to promote the sustainability of women tourism businesses is considered a top priority in bringing empowerment.

There is a need to determine ways of overcoming obstacles to the empowerment and equality of women and youth in the tourism sector. There is a call for enhanced co-operation and co-ordination between government authorities, regional and international organizations the private sector and civil society actors to tap the potential of women in tourism. There is a call for forging collaboration between tourism private sector and women organizations across India. Besides, working together to get rid of all types of barriers to women sustainable inclusion needs a touch of sustainability. There is a need to develop gender training and instruction across all levels of work linking tourism and women empowerment activities. This will help to include women as active participants in the formulation of tourism policy and empowerment strategies.

Indexed Terms- women, tourism, opportunities, challenges

I. INTRODUCTION

Tourism is one of the fastest growing and most dynamic spheres of the global economy. Tourism sector is not only ideally poised to ensure prosperity but also to promote women's empowerment gender equality, youth employment and children's rights. Women can be a part of tourism they can be a part of cultural heritage across the country. They can form plans to market handicrafts folklore dances and this can promote lucrative tourism value chain. It is to be noted that more equal and diversified businesses and organizations produce better results in terms of productivity sustainability and overall quality the entire sector stands to profit from the active and equitable participation of women and youth. Tourism sector in India is playing a significant role in empowering women.

The policies of the government of India is empowering women politically, socially and economically. The women are stimulated to take a decisive action at all levels of tourism policy framing which is vital to close the gender gap such as equal pay, equal work, equal access to resources. Tourism offers excellent opportunities to enter labour market, but the challenge is special attention must be paid to improving the vulnerable situation in which women workers often find themselves particularly due to issues of precarious work and the seasonality of the tourism sector which may precipitate various forms of exploitation.



- Considerations – There is a need for concrete measures to be taken in order to support entrepreneurship by women
1. In public sector governments should facilitate the application process for loans and business permits and simplify the bureaucratic procedures required by different institutions by centralising such processes
 2. The offering tax incentives for tourism entrepreneurs to provide a framework for sustainable tourism policies at the national and regional level.
 3. Governments to develop bids for international donors in order to promote women entrepreneurs in tourism.
 4. A co-ordination to develop private sector tourism companies need to introduce and comply with their own codes of conduct in order to ensure

decent work and prevent any form of exploitation.

5. At the community level highlighted the need to promote co-operation between women entrepreneurs and the
6. There is a need for creating sustainable products and services for local as well as global markets.
7. It was also suggested that in order to combat the volatility of tourism seasonality women and youth should be encouraged to combine handicraft production during the low seasons with the reception of tourists in the high seasons.
8. There is a need for gradual shift of emphasis from micro enterprises to small and medium sized enterprises for women and youth as these are more likely to be profitable on a long term basis.
9. There is a need for systematic information on women and youth in the tourism sector. There is a short of detailed studies and current data.
10. There are strong barriers to women and youth participation in the sector for women there are both participation and leadership barriers. Women participation in the tourism sector is limited by the lack of equal opportunities in employment markets short coming in women's economic literacy challenges in forming profitable and sustainable co-operatives and lack of inclusion into tourism supply chains.
11. Women's leadership can be constrained by cultural stereotypes that originate in communities that limit women's aspirations
12. There is also often a gap between women's ambitions for leadership in the sector and the level of training capacity building and overall knowledge of tourism.
13. The issue of land is also important to highlight as women are not usually the title holders of land and property making it difficult to guarantee long term stability and sustainability of women's tourism businesses.
14. Youth and women face barriers to full participation in the tourism sector there is a cultural stereotyping but the need for appropriate vocational training and skills development training are particularly pertinent in the Indian context.
15. Women are the majority of workers in the hotel and restaurant sector and employers own account

workers and ministers in this sector than in other sectors.

16. The tourism private sector is poised to harness the significant potential of women to stop youth migration from rural to urban areas, both for sustainability of the sector
 17. In leadership women and youth leadership should be considered at all level starting with the community level developing grassroots leadership programmes and working upwards from there.
 18. Volatility of tourism seasonality by encouraging handicraft production during the low seasons with the reception of tourists in the high seasons.
 19. Establishing fund to ensure resources are generated for this sector is also necessary
 20. Intangible cultural heritage also offers significant opportunities for women and youth and we need to think about how to involve young people in a positive and empowered way this process.
 21. Promotion of economic literacy programmes for women and youth through women self-help groups and women cooperatives
 22. Conducting interventions to overcome the constraints to the entry of women groups in tourism supply chain is very supportive. This can be achieved through providing training to access funding and use of this is an optimal way in order to produce long term and sustainable results.
- Sustainable Tourism Initiatives- Government in cooperation with NGOs can take up empowering women and help them earn sustainable living with tourism. Promotional actions to update gender comprehensiveness includes promoting a gradual shift from micro enterprises to small and medium sized enterprises for women in order to ensure greater profitability in the long term.
1. Secure women access to land credit and property to promote the sustainability of women tourism businesses.
 2. There is a forge co-operation between tourism private sector and women organization
 3. Work together to eliminate barriers to women sustainable inclusion
 4. There is a need to develop gender training across all level of work linking tourism

5. Include women and youth as active participants in the formulation of policy and project,

CONCLUSION

Thus, there is a need to create a network of women experts in Tourism in order to share best practices and provide support to women's business in tourism linked handicrafts. Besides these initiatives, there is a need to collect and store information in the form of statistics and qualitative research such as interview and in depth case studies. There is a need to establish a focal point for information on funding activities and facilitate the dissemination of these opportunities among women and young people. Women can be a highly supporting fact for promotion of tourism

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