

ROLE OF WOMEN ENTREPRENEURS IN THE DEVELOPMENT OF TOURISM

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Abstract:

In this modern time, tourism is one of the major social and economic phenomena by developing itself into a powerful, worldwide economic force. Because of its rapid and continuing growth, tourism is regarded as an effective means of achieving development. Tourism sector can contribute a lot to fill the gap between developed and under developed countries by reaching at the root level of the economy. Women entrepreneurs can positively contribute towards the local or national economy by pursuing tourism as a development strategy. Tourism helps in improving the social and political understanding and it also helps in promoting cultural exchange and international cooperation. Like many developing countries tourism is one of the prime sources for earning foreign exchange in India. The glorious culture and heritage of our mother nation closely linked with the development of tourism. Above all, in India, it is recognized as one of the major sources that equally helps to earn income and at the same time helps to reduce one of its major problems that is unemployment. The present paper aims to study the relationship between tourism and women entrepreneurs and it also indicated the growth rate of tourism in terms of tourists and income in the Indian Economy.

Key words: Tourism, Women entrepreneurs, Development

INTRODUCTION

“If we were to look over the whole world to find out the country most richly endowed with all the wealth, power and beauty which nature can bestow-in some parts a veritable paradise on earth –I should point to India. If I were asked under what sky the human minds has most fully developed some of its choicest gifts- I should point to India.”-Max Muller.

In the modern era, tourism is one of the major social and economic phenomena by developing itself into a powerful, worldwide economic force. Because of its rapid and continuing growth tourism is regarded as an effective means of achieving development. Tourism can positively contribute towards the local or national economy and this was the main reason for pursuing tourism as a development strategy. Like many developing countries tourism is one of the prime sources for earning foreign exchange in India.

Development strategy is the means of implementing the development process guided by a specific ideology (Hettne, 1995). In India tourism is treated as one of the largest foreign exchange earners for the country. This highly labour intensive industry also recognized as a source of employment. The development of tourism in the Indian economy is fascinating because the glorious culture and heritage of the nation really attract the tourists and that led to the development.

Objectives of the study

- To understand the growth & development of tourism in the Indian Economy
- To identify the role of women entrepreneurs in tourism development

TOURISM AND DEVELOPMENT:

The tourism development in any area largely depends on the on the availability of recreational facilities in addition to the factors like climate, seasons, accessibility, attitude of the local people etc. Tourism development must always aim at matching of the scale of the project to community norms. Linking local community in tourism planning is an important step towards the development of the tourism industry of a country. Because this leads to more local participation and responsibility among the local population. Development is a process which involve increase in per capita income, a reduction in the poverty level, more social justice, modernization in terms of social changes, highest level of employment and literacy, more opportunity for the self-employed ones etc.

GROWTH AND DEVELOPMENT OF TOURISM IN THE INDIAN ECONOMY

1. Number of Domestic tourist visits

Table1.1

Number of Domestic tourist visits (DTV's) to all states/UTs in India, 2008 to 2017

Year	No. of Domestic tourist visits to states / UTs (in Millions)	Percentage (%) change over the previous year
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1282.80	12.3
2015	1431.97	11.6
2016	1615.39	12.8
2017	1657.55	2.6

Source: Source: Tourism India statistics 2019, Ministry of tourism, Government of India

Table 1.1 shows the growth of domestic tourists' arrival in the country. In 2008 it is 563.03 million showing a growth rate of 6.9% and was increased to 12.8% in the year 2016. But due to some natural calamities in some part of India the growth rate is reduced to 2.6% in 2017. But total tourist inflow is increased to 1657.55 million in 2017. It shows highest growth rate during the year 2012 with 1045 million tourists and growth rate of 20.9%.

2. Foreign Tourist Arrivals

Table1.2

Foreign Tourist Arrivals (FTAs) In India, 2008 To 2017

Year	FTAs from Tourism in India (in Millions)	Percentage change over the previous year (%)
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.97	5.9
2014	7.68	10.2
2015	8.03	4.5
2016	8.80	9.7
2017	10.04	14.0

Source: Tourism India statistics 2019, Ministry of tourism, Government of India

Table 1.2 shows the FTA in India in millions it shows an increasing trend year after year. But the percentage change over the previous year shows decreasing trend compared to the previous year. In 2010 it become -2.2% after that it shows a sudden increase of 11.8% in the next year i.e. in 2011. In 2017 it become 14% compared to the previous year 2016, where it is 9.7%.

3.Foreign Exchange Earnings

Table 1.3

Foreign Exchange Earnings (FEE), In Rs. Crore, from Tourism in India, 2008-2017

Year	Fee from tourism in India (in US \$ billions)	Percentage share and rank of India in World
2008	11.832	1.26
2009	11.136	1.31
2010	14.490	1.56
2011	17.707	1.70
2012	17.971	1.61
2013	18.397	1.54
2014	19.700	1.57
2015	21.013	1.73
2016	22.923	1.84
2017	27.310	2.03

Source: Tourism India statistics 2019, Ministry of tourism, Government of India

The Table 1.3 indicated the foreign exchange earnings in Rs crore from tourism in India from 2008 to 2017. The table shows that tourism is an important source of foreign exchange earnings in India and is increasing year after year. It is 27.310 US million in 2017. When compared to the previous year the percentage of increase is highest in 2017, i.e. 2.03.

ROLE OF WOMEN IN TOURISM SECTOR

Tourism is an important sector that can attract and develop the women force of any nation. But likewise, in many of the other sectors women role in the tourism sector is not fully realized and utilized. It is a powerful vehicle for women empowerment and development. They can exploit the opportunities of the sector as workforce, leaders and entrepreneurs.

1. Tourism ministerial positions held by women

Table 1.4

Tourism ministerial positions held by women by region

Region	2009	2019
Africa	36	16
Latin America	25	33
Asia	15	10
Caribbean	6	29
Oceania	0	21
Average	20.7	21.8

Source: Global Report on Women in Tourism 2019

Ministerial positions held by women in tourism sector in 2009 and 2019 are depicted in the table 1.4. The average number of women in the world is increased from 20.7 to 21.8.

2. Women as “Own account Workers” in the H & R sector by region (%)

Table 1.5

Women as “Own account Workers” in the H & R sector by region (%)

Region	Actual number of women as Own account workers in general	Average of Women as own a/c workers in the H&R sectors
Africa	38	48
Latin America	39	73
Asia	27	33
Caribbean	29	42
Oceania	N/A	N/A
Average	33.25	49

Source: ILO LABORSTA database

Table 1.5 indicated the women as “Own account workers” in the H&R sector by region. “Own account Workers” means self-employed. It is 73% in Latin America, 48% in Africa and 33% in Asia.

Women's Employment in Tourism:

Globally, the tourism industry seems to be a very important sector for girls (46 per cent of the workforce are women) as their percentages of employment in most countries are at higher level. The numbers of ladies and their percentage of the workforce in tourism vary greatly between countries - from 2 per cent to 85per cent. Although there have been few obvious regional trends it had appear that in those countries where tourism may be a more mature industry women generally account for around 50 per cent of the total the workforce. Of the information available for the years between 2008 and 2017, it appears that there has been a broad increase within the participation of ladies for tourism industry at a worldwide level. The bulk of this increase in female participation could also be driven by the expansion within the industry for specific countries, like Puerto Rico, Chile and Turkey. For the industrially developed countries, there has been little change within the actual participation of women within the tourism industry.

Women's Occupations and Positions within the Tourism Industry:

As in many other business sectors, there is a giant horizontal and vertical gender segregation of the labour market in tourism. Women are being employed as, cleaners, flight attendants, travel agencies sales persons, waitresses, whereas men are being employed as gardeners, construction workers, drivers, pilots and so on. This is horizontal classification. Vertically, the standard "gender pyramid" is prevalent within the tourism sector - lower levels and occupations with few career development opportunities are being dominated by women and key managerial positions being dominated by men. Vertical segregation of the labour market within the service and thus the chief/ managerial sectors reflects things within the labour markets normally. Women round the world have achieved higher levels of education than ever before. Among them are gender stereotyping, traditional gender roles and personal identity - women are seen as being suitable surely occupations which they seem themselves as suitable. Additionally, traditional gender roles assign to women the foremost responsibilities for raising children, caring for the elderly, and doing household work. Thus, women are often forced to make a decision on casual labour, part-time

and seasonal employment. Many of the community-based tourism initiatives reported depend on the conservation of natural resources, protected areas and national parks around which they arose. Therefore, proactive protection of natural resources in tourism destinations is required to sustain the premise of the livelihoods of community members being involved in tourism activities. Another common aspect is that the seasonal nature of tourism industry. Some argue that this creates a very fitness for girls enabling them to accommodate their various responsibilities. However, this won't be seen as a general rule. In many cases, women and mothers cannot depend on a daily income forming the premise of the household income but have themselves to induce income all year.

FINDINGS & CONCLUSION

The tourism industry was the second largest earner of foreign exchange in the country. Conde Nast ranked India among top 10 tourist destination and this clearly shows the growth and popularity of tourism in the world. The Government is paying attention to the growth of this industry and extended infrastructure to tourism in the Union Budget. This initiative opened the doors for cost effective and long-term funds that would help in financing infrastructure for tourism centers. Entrepreneurship Tourism open the door for women entrepreneurs to access the sky of new business opportunities. In order to improve the tourist flow in the country ,the Government of India introduced a number of initiatives such as direct approach to the consumer through electronic and print media ,through the incredible India campaign called “colours of India”, centralized electronic media campaign, direct co-operative marketing with tour operators and wholesalers overseas, use of internet and web marketing as they really recognized that the development of tourism leads to development of the whole economy.

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