



Women in unorganized Sector: A Case Study of Indian Tourism Industry

Arif Gulzar Hajam & Dr. Shahina Perween

Department of Economics, Aligarh Muslim University, Arifgulzar4@gmail.com

Abstract

No society can work to its potential without effectively investing in developing the capabilities of its womenfolk. The need for the contribution of women in all phases of the development process is felt everywhere, since their upliftment is taken a keen interest, and their education will act as a lifeline for their development and prosperity. The contribution of women in the business world has increased in recent years in all the formats of business, whether formal or informal. But the share of the informal sector (unorganized sector) is mostly grown and women are mostly underrepresented in management and leadership activities. The flexible features of the unorganized sector are ease of entry, local ownership, small scale business units, and labour-intensive technology-based methods. This also includes a higher proportion of migrant labourers with a subsistence remuneration.

A number of studies have been conducted on the role of women in the workplace in all the sectors, whether organized or unorganized. But a very few study have found on the working position of women in the unorganized sector of the tourism industry. The Travel & Tourism sector has almost twice as many female employers. The sector provides women with more opportunities for workforce participation, leadership, entrepreneurship, and empowerment, particularly in developing countries. In India tourism industry is on its verge, and due to unskilled and low-paid jobs, the percentage of women working in the industry is very high. The main aim of the article is to examine the working conditions of women flock in tourism in India and suggest some policy implications.

Keywords: Women, Tourism, Employment, working conditions

Introduction

The Manila Declaration on World Tourism in 1980, recognized Tourism as an activity essential for the life of the nations (Ranjan et al., 2016). This sector is one of the largest employment generators in India and encourages the inclusive growth of the less-advantaged sections of society. In the present scenario, it is regarded as one of the most globalized activities which have its direct effect on Social, Cultural, educational, and economic sectors of the nations. Through Globalization, tourism provides opportunities to the world economies to compare themselves, which have developed tourism to a considerable extent. This is done through the movement of people from one place to another, which leads to improvement in the transport system and routes (Pedrana, 2013). Although incentives of the tourism industry are dispersed equally in developed countries, to some extent, they are unequal

in developing countries. One perspective through which it can be seen is gender inequality and women empowerment. Gender stereotyping and discrimination is usually seen, as most of the jobs like cooking, cleaning, and other low paying jobs are done by the women flock. (Gedela, K, 2016).

Increasing female employment plays a role in reducing poverty, sustaining economic growth, and supporting women's empowerment and independence. Within the workplace, having more female employees at different levels contributes to diversity, innovation, and could lead to improved corporate governance and financial performance. Women are strongly represented in the tourism labour market. Travel & Tourism has almost twice as many female employers than any other sector. This sector also provides other greater opportunities in workforce participation, leadership, entrepreneurship, and

empowerment. In many countries, the employment rate of women in tourism is above the average rate than other sectors (Nature Friends International, 2019). The International Labour Organization (ILO) reports that the global share of women in tourism was at 55.5% in 2013; in specific regions, this share even amounts to 70%.

The significance of the study can be examined from the facts that tourism performed for the women's upliftment. The study tries to reflect the real conditions of the women flock in the tourism sector and tries to give some policy suggestions for the country.

Literature Review

In order to illustrate how the tourism and hospitality sector has changed the lives of women and catalysed sustainable social change among them. Various studies have been analysed. Some of them described the problems faced by the women in the tourism industry, while others present the role which tourism presents for women's upliftment.

Bharathi, P.S. (2018) analysed that entrepreneurship is about undertaking risk and managing the economic uncertainties of business. With growing, time entrepreneurship enables women to initiate, establish, and run their own business individually or collaboratively. It can also generate employment and provide women financial autonomy. As it has been recognized by the world, the tourism sector has a larger female employment share and provides women additional empowerment opportunities. Women have been identified as the chief source for economic growth and development. This fact was also supported by the International Labour Organisation (ILO), which shows women account for more than half of Travel & Tourism's employment. MacLaren, C.A. (2013) also

analysed that increasing involvement of the women in the commercial activities of the hospitality sector can act as a vehicle for sustainable growth and empowerment. But the greater sustainable empowerment of women reliant on the elimination of barriers that women face in daily life. Uganda and McMillan et al. (2011) advocate that women employed in the tourism sector are agents of change. They are dynamically improving their levels of empowerment by learning in their immediate environment. This was further supported by Fruman, C, and Twining-Ward, L. (2017) analysing the reports from World Bank Group and accepted, tourism industry as a leading voice of the women than any other arena. As per the statements of the World Travel and Tourism Council (WTTC), the total contribution of tourism to the world's GDP is 10.2%, whereas, in the employment sector, it supports 292 million people; that's 1 in 10 jobs. Among all these, women contributed 37% to the world's GDP, whereas the men added 63 percent. Rout, H. B., & Mohanty, K. (2015) analysed, in India economic empowerment of women can be judged through tourism as the total share of women employees in the tourism sector is 34 percent, which is higher than the total percentage of women workforce than any other sector.

Despite all this progress by the tourism industry for achieving women empowerment and gender equality, many challenges persist, which is mentioned by the following studies. Dube L. (2001) finds that 'India's patriarchal society thinks women only as homemakers and sexual objects and is generally subjected to exploitation and torture. As we know, night shifts are a crucial part of the tourism industry, as tourists are staying for nights. The main problem faced by working women in night shifts is sexual harassment.

This fact is supported by the study of Legal Indian Admin (2010), which said 'Indian women still face deliberate discriminatory behaviour at workplaces, particularly those women working in night shifts, and are more vulnerable to sexual harassment. Another discrimination which women always faced in the tourism industry is gender biases, in which women hold a lower quality of jobs like reception, cleaning, catering, and other similar posts. These facts are supported by the studies of Qin and Yang & Santero-Sanchez et al. (2015). Studies of Qin and Yang (2015) and Bharathi.PS (2015) find the maximum of tourism employees are women, particularly in the catering & hotel sector, but only a few of them are on higher managerial posts. They also found the majority of working women deprived of their right to equal pay for equal work and paid less in comparison to their male counterparts.

This paper is an attempt to assess the current position of women in the tourism industry in the world and also addresses the problems which women face. It also tries to find the main problems which hinder the entrepreneurial growth of women and initiates to provide suitable recommendations

Research Methodology

The eminence of women provides factual importance for the economic growth and development process. As almost women constitute half of the world population. They are gradually finding their place in all sorts of life. The contribution of women in the business world has increased in recent years, whether formal or informal. But the share is mostly grown in the informal sector (unorganized sector). But in all formats of business, women are elected at the low paid jobs and underrepresented in management and leadership activities. This study is

descriptive and exploratory, and most of the data collected for it is secondary. The main sources of the data are reports of UNWTO, reports of World Bank, and ILO. The other information regarding tourism is collected through journals, newspapers, government bulletins, websites, and other extra sources. The collected data and information is used to provide a frame-work for promoting and elaborating women's role in the tourism industry of the world. This knowledge and framework in the tourism sector of the world can be used to provide some suggestions for India.

Objectives

To identify the profile of women in the tourism sector in the context of the world.

To assess the issues and constraints faced by women flock in the tourism sector of India.

Profile of Women in Tourism

There are two main categories in the Indian labour market that are organized sector and unorganized sector. In which the total labor force of the country is engaged to earn their source of livelihood. The present concern of our study is the unorganized sector, which is also called as the informal sector. Thus the unorganized sector can be described as the private enterprises retained by individuals or households on a proprietary or partnership basis with less than ten employees. The other flexible features of the unorganized sector are ease of entry, local ownership, small scale business units, and labour-intensive technology. It also includes a higher proportion of migrant labourers with subsistence remuneration, insufficient access to government schemes, and lower entry barriers for employees (Suba. A & Robinson, 2016). This sector creates jobs with less degree of skills and takes less time to engage a workforce,

particularly youth, women, and migrant workers (ILO, 2010). As we know, the Tourism industry is an Umbrella Industry composed of various services; some of them are organized while others are unorganized. The primary services of the tourism industry are hotels and restaurants, accommodation and food services, transport and travel agencies, and some other relevant services. All these features are present in the tourism industry. Thus this industry can play a significant role in the overall upliftment of the women's performance. This can happen by empowering women to participate either directly or indirectly in tourism-related activities. Tourism provides better opportunities for women's participation in the workforce, women's entrepreneurship, and women's leadership than other sectors of the economy

Through entrepreneurship abilities, women have recognized as the main source of economic growth and development. They can also generate employment opportunities and provide suggestions regarding many managerial and business problems through forwarding planning and decision making (S.P. Tshabalala and I.O. Ezeuduji, 2016). Thus by enlightening through the entrepreneurship abilities of some women in the tourism sector like Mehvish Zarger of Kashmir¹. The scope for safeguarding the profitable running of cafeterias, restaurants, hotels, tea-stalls as well as other non-food related activities like handicrafts, travels, and handlooms got elevated, which directly boosts tourism services. Tourism is one of the sectors of the services industry that can reach out to

women in the rural sector and give them access to transferrable skills which can help them to be engaged in respectable careers. Women can use the tourism sector as a stepping stone to get inducted into the mainstream economy and improve the quality of their life. Holidays in India, especially to Rajasthan or Sikkim, will show noticeable participation of women in tourist-related sectors (Singh. C.C. 2018).

In the tourism industry, women have mostly represented a leadership voice and tourism governance than other area as per UNWTO report (Fruman, C, and Twining-Ward, L, 2017). Women also generate on an average of 37% of the world's GDP. Whereas, in some regions like North America, China, and Europe, they generate 40-41% of the GDP. But due to the stereotypes and other discriminations in some nations, this contribution is ever lower. In the Middle East North Africa (MENA) region, it is 18%, and in India, this was only 17% in 2017 (World Bank Group, 2017)².

Travel and tourism have been recognized as more beneficial and provide women additional empowerment opportunities compared to other industries. Various world agencies have recognised this fact from time to time. As per the U.N. Global Report on Women and Tourism 2010 by World Tourism Organization (UNWTO) and U.N. Women³, tourism offers enhanced opportunities for women to become a part of the total workforce, it also generates entrepreneurship and leadership capacities among them than any other sectors. As per the analysis of Baum, T. (2013), the share of women in Hotels, catering, and tourism

¹ As recently the Kashmiri law student **Mehvish Zarger** Co-founded "Me 'n' U Café" in Srinagar and became the first ever woman café entrepreneur in Kashmir.

² Report of the World Bank Group, Women and Tourism: Designing for Inclusion, *Tourism for Development*

³ World Tourism Organization (UNWTO) and UN Women (2010). Global Report on Women in Tourism. Madrid: UNWTO

(HCT) industry in E.U. is roughly 55 percent. Whereas in Switzerland and Norway, the world's best and peaceful places had the share of women near about 60 percent of the labor force (Baum, T. 2013).

This fact is also supported by the World Travel Tourism Council (WTTC). In their recent report, "Travel & Tourism- Driving Women's Success 2019" mentions that by increasing female employment ratio in the total labor force, nations can reduce their poverty and sustain their economic growth. Over the last decade, nations which have experienced robust growth in Tourism GDP also observed a noteworthy improvement in the share of women's employment. This report mentions some developed nations like Russia, South Africa, South Korea, Germany, Mexico, and Canada, in which women account for more than half of Travel & Tourism's employment. Among these nations Russia accounts the highest share of women jobs in tourism i.e., 54.3% followed by South Africa and South Korea with 53.6% and 53.0%, respectively. This trend has also been seen in the most developed nations like, USA and China. In the USA share of women's employment in the tourism sector is 46.4%, while as in China, the share is 43.6%. But these results of the tourism sector of the developed countries diverge or contrast with some developing nations likewise India, Saudi Arabia, and Turkey. In these nations, women's employment in the tourism sector is significantly very low and trails by 12.1%, 8.5%, and 7.9%, respectively. (WTTC, 2019)⁴. The reason for this low share is often a deterring gender and cultural norms

of these nations. One of the important reasons that might be the cause for this low share is the religious nature of these nations, where women have to follow the **pardah system**⁵ which until now made their contribution difficult. The last and the most important one is the night shift of women, which is crucial for this industry as the tourists stay in hotels, bungalows, and some other residing places. Due to the security reasons and to some extent the prevailing conservative nature of the societies, that night shifting of women is looking odd.

Across the world, when we talk about the managerial ability of the women in the travel and tourism sector, the women employers who have their own business in tourism are twice than other sectors. In Bulgaria, when we talk about the whole nation, only 29 percent of women are at managerial posts, but in the tourism sector, 71% of managers and administrators are women. The same line was followed by the nations of Panama and Nicaragua, in which more than 70% of tourism business owners are females. Remarkably, Across Asia, the standout countries include Indonesia, Malaysia, the Philippines, and Thailand, where more than half of tourism enterprises are run by women (Simpson, D., 2017).

As seen through this study, travel, and tourism can empower women and provide them employment. It can also generate leadership and entrepreneurship capabilities and offer them another opportunity for advancement. The fact has been recognized by the World Bank Group and other organizations. These organizations treated women as a nimble

⁴ Report of the World Travel and Tourism Council: namely Travel & Tourism: Driving Women's Success March 2019.

⁵ Pardah system is a religious practice, started by Muslims and later adopted by various Hindus. This

encompasses the seclusion of women from public observation by means of concealing clothing (including the veil) and by the use of high-walled enclosures, screens, and curtains within the home.

and dominant tool of development, which is also supported by the United Nations and declared the year 2017 as the Year of Sustainable Tourism for Development (Fruman, C, and Twining-Ward, L, 2017). Despite the progress made so far, from an employment perspective, women in the world are still far behind than men. Various policies are framed from time to time, to commence reforms to give women equal pay for equal work and confirming greater access to the labour markets. Still, the participation of women in the workforce is dwindling. It is because of the discrimination which women face in public and private spheres. The next section of this study deals with the problems faced by women in the tourism industry, particularly in India.

Problems confronted by women in the tourism sector

There is a need to discuss the matter of gender perspective concerning the tourism industry. At present, in the world, more than 50 percent of the labour force in the tourism industry constitutes women. But as per the Indian context, this female labour force ratio had a decadal fall from 36.7 percent in 2005 to 26 percent in 2018. It also mentions 95 percent (195 million) women in India employed in the unorganized sector (Business Today 2019). This industry helps women to empower and helps them in generating income and thus affects their position. Due to illiteracy, inexperience, and discrimination, women mostly assigned low paid jobs, which ultimately turns the reason for their prey. The various problems which women face in the tourism sector of India are stated below.

Social fear & Sexual harassment

As we know, most of the tourist spots in India are lying in the hilly or rural areas.

Where a social fear is thwarting women from stepping out of their homes. Which in today's world seems absurd and keep women in a state of backwardness. Out of this social fear those women who take initiatives to stepping out of their homes are discouraged by appointing them at low paid jobs where they are paid very less. This fact was supported by the study of (*Gedela. K., 2016*) which finds women earn 15% less salary than men in the tourism industry. The status of low paid jobs turns the reason for their sexual exploitation by their managers or bosses expressed by one of lady working in the hotel industry as a receptionist. Other reasons are the cultural restrictions on women's movements, the stigma attached to working women, and the conservative nature of the religions.

Lack of tourism education and training

In the tourism sector, women in India face enormous challenges. The labour force participation of women in the tourism sector is meager i.e., just 12 percent. It is because most of the women flock are unaware of tourism education and training. No doubt, sine years, Govt. of India initiate the process of provider knowledge and training needed in the tourism industry through NGOs, government agencies, and other tourism organizations. Likewise, the programs of "Hunar Se Rozgar," "Earning while learning," etc. Still, women masses are unaware of tourism education.

Lack of Entrepreneurship and Gender Discrimination

Entrepreneurship is still untapped in the Indian tourism industry, especially among the women masses. It's because of gender discrimination daughters are mostly underestimated in decision making in families as compared to their male counterparts (sons). This underestimation does not provide any financial support from

the families to the women who want to start their business ventures. In most cases, the bank also refuses to pay any financial assistance because of the problem of the mortgage. This underestimation creates fear of looseness among them from their early age, and in the later stages, it turns hindrance to moving up their careers. To create innovative minds, the government should initiate educational policies that enlighten the minds of women to remove the inferiority complex from their minds. The other programs which are necessary to create the entrepreneurship abilities are to organize the leadership programs, manage skill courses, endorse women-specific venture funds and provide other investment opportunities (Jayswal, K.D., and Jaiswal. M., 2015).

Less Affordability of Child Care Services

In the tourism industry nature of work is tough and hectic, and there is also a lack of social security protection. Women face a lot of hardships in resuming their careers while returning from maternity leave. The absence of free childcare canters at work irritating the women, as mothers have more affection towards their wards. In this course, women will never be able to pick up their previous careers and take a lower-level role or decide to leave a job. Thus, to make tourism as a development tool and empower women in all walks of human life, these barriers should be removed properly.

Findings

From the analysis of the literature, the following findings have been found.

- The Tourism industry of the developed nations is worthy of women as the share of women jobs in tourism is more than 50 percent. But these results of the developed countries diverge or contrasts with

developing nations like India, which have only a 12.1% share of women in the labour force of the tourism industry. This shows the stereotypes and the discriminatory behaviour of the Indian masses towards their women.

- At the global level, women generate 37% to the GDP, were in India this contribution is just 17 percent. This shows that Indian women is not actively participated in national production.
- Tourism develops leadership and entrepreneurship capabilities among women and offers them another opportunity for advancement. This is seen through the data of the World Economic Forum, which shows in tourism industry of the developed nations, 70% of business is own and managed by women.
- The wage gap is smaller in the tourism industry—Women in tourism earn 14.7 percent less than men.
- The tourism Industry also helps needy people (women or poor students) as it offers part-time jobs and shift work that can be useful to carry their expenses and other responsibilities.

Suggestions

The tourism industry of the nation should be systematically managed to make the women section of the society more knowledgeable, empowered and competitive. This industry has the potential to make women economically self-reliant by opening new tourism products. The following are the main suggestions which can improve the status of women in tourism in and out of the tourism industry.

- ❖ Encourage Women's Education and try to develop the entrepreneurial capacities among women by the capacity and Training building programs.
- ❖ All the government and non-government organizations should make Commitment and follow the rules of Equal pay for Weal Work. The serious punishment should be kept for those who will breach the rules.
- ❖ Affordability of Childcare services should be kept at every working place. The rules for, return to work for maternity cases should not be tough and kept easy.
- ❖ All Women's should provide access to quality jobs on the basis of merit. The special provisions should also be laid to prevent cases of sexual harassment.
- ❖ To expedite women's contribution to the labour force and to address other disparities prevailed in the working place. The tourist and other related business should adopt family-friendly policies and conditions. Which would increase the representation of women in the decision-making process?

CONCLUSION:

The review of literature on theme tourism and women broadened the horizon of understanding allied with the perception of women's participation in the travel and tourism industry. The tourism industry provides significant opportunities for women to increase workforce-participation and leadership activities. It also inculcates entrepreneurship capacities and empowers women through formal, informal, and supply-chain employment. (UNWTO 2010).

But there are certain problems that still exist in the tourism industry of developing nations like sexual harassment, gender discrimination, and other economic discrimination. This is totally against the nations to achieve goal 5 of the Sustainable Development Goals (SDGs). Goal 5 of Sustainable Development Goals, is to bring Gender equality and eliminate all sorts of discrimination against women. Towards this gender parity, developed nations had been made significant progress. But more work has to be done in developing nations, particularly in education, health, economic sectors. So that overall jobs of the women flock not to be concentrated in lower-status jobs, but in other higher posts likewise administration and managerial posts.

References

Dube, L (2001). Anthropological Explorations in Gender: Intersecting Fields, Sage Publications Pvt. Limited, New Delhi.

International Labour Organization (2010). Developments and Challenges in the Hospitality and Tourism Sector - Issues Paper for Discussion at the Global Dialogue Forum, for Hotels, Catering, and Tourism. Geneva: International Labour Organization.

Legal Indian Admin (2010). Problems faced by Working Women in India, Posted on July 17, 2010. Accessed on January 24, 2017, for detail please visit:

<http://www.legalindia.com/problemsfaced-by-working-women-in-india/>

World Tourism Organization (UNWTO) and UN Women (2010).

Global Report on Women in Tourism.
Madrid:

</UNWTO.

http://www2.unwto.org/sites/all/files/pdf/folleto_global_report.pdf>.

McMillan, C. L., O'Gorman, K. D., MacLaren, A. C., 2011, Commercial hospitality: a vehicle for the sustainable empowerment of Nepali women., *International Journal of Contemporary Hospitality Management*, Vol. 23, No. 2, pp. 189-208.

Baum, T. (2013). International perspectives on women and work in hotels, catering, and tourism.

MacLaren, A. C., McMillan, C. L., & O'Gorman, K. D. (2013). The hospitality of Nepali tea houses: redefining the boundaries of empowerment. *Research in Hospitality Management*, 3(1), 9-17.

Pedrana, M. (2013). Local Economic Development Policies and Tourism. An approach to Sustainability and Culture. , *Regional Science Inquiry Journal*, V(I), 91-99.

World Travel and Tourism Council (2013), *Gender equality and youth employment: Travel & Tourism as a key employer of women and young people*.

Jayswal, D. K., & Jaiswal, M. (2015). Women's participation and Tourism industry: An overview. *Research Journal of Humanities and Social Sciences*, 6(4), 269-273.

Nature friends International – respect, Women in Tourism, Australian Development Cooperation, 2015.

Qin Jin Fang, Yang Zhao, (2015), Perception of gender equality among female employees in Beijing five-star

hotel., *Tourism Tribune*, Vol. 30, No. 9, pp. 63-71

Rout, H. B., & Mohanty, K. (2015). Empowering women through tourism development. *Editor's Note*, 85.

Santero-Sanchez, R., Segovia-Pérez, M., Castro-Nuñez, B., Figueroa-Domecq, C., Talón-Ballester, P., (2015), Gender differences in the hospitality industry: a job quality index. *Tourism Management*, Vol. 51, pp. 234-246.

(*Gedela. K, 2016*). The Tourism Industry and Women, Safe city, </[https:// safecity.in /the-tourism-industry-and-women /](https://safecity.in/the-tourism-industry-and-women/)>. Accessed on 18/02/2020.

Ranjan, R., Chatterjee, P., & Chakraborty, S. (2016). Performance evaluation of Indian states in tourism using an integrated PROMETHEE-GAIA approach. *Opsearch*, 53(1), 63–84.

S.P. Tshabalala and I.O. Ezeuduji, "Women Tourism Entrepreneurs in Kwazulu-Natal, South Africa: Any Way Forward?" *Acta Universitatis Danubius Economica*, Vol. 12, No. 5, pp. 1-4, 2016.

Fruman, C and Twining-Ward, L (2017) Empowering Women through Tourism, World Bank Blog accessed on 12/02/2020. </[http:// blogs.worldbank.org /psd/ empowering-women-through-tourism-0/](http://blogs.worldbank.org/psd/empowering-women-through-tourism-0/)>.

Report of the World Bank Group (2017), Women and Tourism: Designing for Inclusion, *Tourism for Development*. <</[http:// documents. World bank.org/ curated/en/ 401321508245393514 / pdf / 120477-WP-PUBLIC- Weds -Oct-18-9am- ADD- SERIES-36p-IFC Women and Tourism final.pdf /](http://documents.worldbank.org/curated/en/401321508245393514/pdf/120477-WP-PUBLIC-Weds-Oct-18-9am-ADD-SERIES-36p-IFC-Women-and-Tourism-final.pdf)>>.

World Bank, 2017: Tourism for Development, Women, and Tourism: Designing for Inclusion

Simpson, D. (2017) Empowering women through tourism, *Leisure Tourism, CABI, Newsletter*. Accessed on 18/02/2020. </p></p></div><div data-bbox="115 151 472 207" data-label="Text"><p>Bharathi, P. Suneela. "Women Entrepreneurship and its Scope in Tourism Sector in Telangana." (2018).</p></div><div data-bbox="115 218 472 290" data-label="Text"><p>Singh. C.C. (2018) India Tourism and Women Empowerment, *Make a Tour India*, Posted on March 31, 2018, accessed on 13/02/2020.</p></div><div data-bbox="115 292 444 328" data-label="Text"><p></p></div><div data-bbox="115 339 472 451" data-label="Text"><p>Business Today, 2019, </p></p></div><div data-bbox="115 462 472 574" data-label="Text"><p>World Travel and Tourism Council: Travel & Tourism: Driving Women's Success, March 2019. </p></p></div><div data-bbox="115 585 472 638" data-label="Text"><p>World Travel and Tourism Council (2019) Travel & Tourism: Driving Women's Success March 2019.</p></div></div><div data-bbox="799 922 886 940" data-label="Page-Footer"><p>Page | 55</p></div><div data-bbox="168 937 829 957" data-label="Page-Footer"><p>Research Guru: Online Journal of Multidisciplinary Subjects (Peer Reviewed)</p></div>