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Review Paper

The Role of Women in Tourism- Their Experiences and Potential Empowerment Within Travel Cultures

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ABSTRACT	Manuscript Info.
This article looks at the many ways that women and tourism are connected, including the benefits and problems that women confront in the global tourism sector. It discusses women's roles as important parts of tourism economies, whether as workers, business owners, or travellers. It also talks about problems like gender inequity, safety concerns, and representation. The paper looks at how tourism might help women gain power and the economy grow, especially in emerging nations, by using case studies and recent data. At the same time, it looks at the institutional and cultural hurdles that still keep women from fully participating in and benefiting from the business. The paper ends with suggestions for policies and initiatives that would make the tourism surroundings around the world more welcoming and fairer for women.	✓ ISSN No: 2584- 184X ✓ Received: 06-09-2025 ✓ Accepted: 29-10-2025 ✓ Published: 06-11-2025 ✓ MRR:3(11):2025;09-17 ✓ ©2025, All Rights Reserved. ✓ Peer Review Process: Yes ✓ Plagiarism Checked: Yes
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INTRODUCTION

1. Scope and Introduction

People often think of meaningful travel as a way to change, grow, or start over. Some groups, on the other hand, may feel like they can't travel as much because of societal conventions, safety concerns, cultural expectations, or other hurdles. Women from different cultures and societies are more likely to be hurt, isolated, or shamed just for wanting to travel. Gendered travel issues are present in both industrialised and underdeveloped nations; however, manifested differently [1]. These limitations hinder women's continued engagement in travel, tourism, and associated sectors. It is also important to comprehend these positions in terms of cross-cutting topics like empowerment, safety, and labour rights. Women are involved in travel and tourism in many ways, and sometimes they are the first to do so. Mapping the long history of women in travel cultures helps us understand how tourism affects their rights, experiences, and opportunities now. Important events and ideas from early women travellers and early tourism and travel literature let us talk about women's roles in travel cultures.

1.1. Putting tourism and gender in context

Modern tourism is a major area where women can gain power because it gives them many ways to move about safely, be independent, make money, and meet new people [1]. Nonetheless, gendered entry obstacles endure, influenced variably by colour, class, age, and other intersecting identity dimensions. Safety concerns further limit involvement, and when they are crossed, they often lead to interactions full of sexism and sexual harassment. The structural mechanisms influencing women's empowerment in tourism continue to be a critical subject of inquiry. Existing research has thoroughly recorded the participation of women as consumers, entrepreneurs, and employees in the sector, each of which is examined in detail in the subsequent sections. Historically, women held relatively restricted roles within travel cultures, largely as customers or spectators, rather than as independent agents expressing personal choices. The longitudinal research indicates that the current increase of these travel roles is rooted in a specific historical context of earlier involvement that continues to influence modern rights, expectations, and emotions. Examining women's participation in local travel enhances the specific travel roles outlined in the introduction, clarifying the cultural, stylistic, and economic aspects of women's roles as both travellers and travel-related service providers, such as guides and sellers.

1.2. Questions and Methods for Research

A thorough analysis of the connections between tourism and women uncovers significant overarching patterns. The analysis reveals three salient themes—empowerment, safety, and labour rights—that warrant sustained focus. These difficulties can be tracked across historical and contemporary situations, showing that they have changed a lot over time and stayed the same throughout geopolitical locations.

Women hold a uniquely groundbreaking role in the history of tourism, which is today one of the major sectors in the world. The relationship between women and tourism goes back to the beginning of time, at the macro level, and continues via professional geographies and occupational exposures, at the micro level, and into deeper history and broader cultural framework. Women's involvement has changed from mostly being spectators to being the main actors. Women have gone from being mostly sidelined as workers to being in the spotlight; however, job segmentation is still a big problem. As early as the pre-modern period, women's travel for pilgrimage, trade, pleasure, and safety concerns converged around structured cultural exchange and communal education. The rise of tourism has both highlighted and re-colonised women's "freedom of movement."

Research examines the interconnected cultures of travel and tourism, analysing their influence on ambitions, embeddedness, and identity at many levels, as well as the overarching contestation of mobility. The study frame includes tourism on four continents across four centuries, with different methods used depending on how visible women are and how easy it is to find relevant information. The initial emphasis on travel establishes tourism, defined as the commodification of movement, amid a broader context of extensive mobility. The examination of pioneering economies delineates the growth and involvement of women within the workforce and entrepreneurial ventures. Geographical scale creates a contrast, since the older documentary record enables a thorough analysis of transcontinental topography, while flow dynamics align with global investment and development cycles. Women's specific alignment with non-urban, space-oriented topologies highlights land-and-water environments, women's evolving relationships with space, the more static, material constitution of culture enabled by these forms, and the transmission of institutional frameworks through the agency of sisters.

2. Historical Views on Women in Tourism

Many people think that tourism could be a way for women to gain influence and improve their social, cultural, economic, and political standing [2]. Women began going on educational trips in the 1860s, thanks to groups like the Lady Franklin Fund (D. Wood, 2006). Women began making their own travelogues by the year 1900. Their writings at this time were not only groundbreaking, but they also had an impact on modern women's travel writing about the Middle East, Africa, and China. The places where the travelogues took place were often the same as the places where the Lady Franklin Fund helped students go on educational trips. The first woman to travel around the world with the help of an institution was the French explorer and scientist C. R. W. de Vivié.

C's trips, R. W. De Vivié, Elizabeth von Arnim, Mary J. C. C. H. Wortley Montagu, and Emily J. G. J. E. Mayhew might all be put in the same group of women authors who wrote about their trips or excursions to places where they were sent by intellectual organisations. C. wrote a report in 1898. R. W. As a result, de

Vivié became the first woman to write an institutional travelogue. C. R. W. In 1886, de Vivié, a scientist and member of the Academy of Sciences who wanted to spread knowledge from Francophone North America to France, wrote "Campagne de Détroit" in the Parisian Journal of Sciences Physiques et Naturelles. The major goal of her project was to look into the pollution created by shipping commodities by boat from Moline to Chicago on the Minnecipi, the Lake of Michigan, and the Saint-Clair and Saint-Laurent rivers.

2.1. Leading the Way in Early Travel

Since ancient times, women from diverse ethnic groups, including the Han Chinese, Polynesian, Tswana, Aboriginal, Mongol, and Krio, have migrated to various regions. In pre-colonial and pre-western tourism eras, notable aspects included lone female travellers, groups of women travelling in caravans, and the role of women in enabling or obstructing travel during emergencies or periods of disruption [1]. Women's roles in tourism have created new opportunities and given us a better understanding of their motivations, experiences, and ways to get involved. There isn't much information about travellers and visitors from the mid-1700s. A nineteenth-century female traveller's testimony highlighted women's active participation. Before the 1850s, fine painters and writers from China travelled for art, science, and trade. Postcards were used to keep track of travellers' itineraries and as journey memories, along with guesses on where artists were in other countries. In creative writing before the 1900s, travelogues were extensive but were contributed to book collections and were dormant rather than active travellers [3].

Tankersley was born in 1771, wrote three books, and travelled throughout the British Isles. Travel books tell the story of her trip in four-folio script. A woman named Dunbar travelled from Wales to the northern and western portions of Scotland between 1803 and 1805. The repository received articles describing her trips to Wells, Falmouth, Bath, a journey from the Isle of Wight to other ocean ports, and to Vienna and Down in 1829–1830. People think that women were still being collected as travellers throughout these years of the 1800s. From 1826 to 1830, Su-lan travelled all around China and wrote about how people's lives and habits changed. From the nineteenth century forward, accessing valuable keepsakes got quite simple; nonetheless, the travel circumstances for women did not fundamentally alter; conversely, women's movements in various subjects and conditions advanced swiftly.

2.2. Changes in Work and Representation

In the 19th century, it was clear that women's travelling was becoming more important to the economy. Emerging travel as a leisure promotion led to a manual by Thomas Cook & Son for instruction. In the second half of the 19th century, advertising culture began to grow. Travel guidebooks were a new way to read. Mass travel continued because of the low prices offered by commercialised companies. After World War II, travel became very popular, and women also started to travel in a different

way. They often met people through advertising, especially in the summer.

Women enjoyed travelling, but there were some safety concerns. After the industrial revolution, travelling returned to the middle of capitalist space quite a bit, and stringent rules on who could travel were only for certain people with certain mobility. Some women's mobility was increasing, but it was not the same as the way it used to be. Travel was only for wealthy individuals, corporations, or specific groups, as it was seen as aesthetically pleasing. However, with the increase in safety concerns, travel anxiety has become more common, especially since 9/11.

Women's mobility is back, but there are still many options to look into. At the end of the 19th century, beautiful women who travelled were still safe, but things were getting better every day. The periodic writer thought about when commercialisation will become a big change. Women started travelling again. In addition to the book, a magazine for women was also published, even though it was against the law. It was very hard to get through public spaces in the twentieth century.

Advertising was everywhere, and it played a big role in making some people famous. For example, the first female traveller commercial was a mass sketch that acted like fashion. The paradox of extremely public yet secret travel for contemporary women was represented in case literature. Unbinding willingness owing to social mobility varied transport via an alarming numbers of crowds gathering, so denoted official and intermittent journey for advertising message.

There were a lot of trips with a lot of different types of people, from business to singles. This was the first time it happened, but it missed a lot of traditions in certain locations. At that point, there wasn't enough time left for tourists, and the reason for the lack of female travel advertising was not clear. A more detailed version of the company's fringe version would have been better than a short invitation.

In the 1860s, an English-speaking lady and journalist worked in a public medium that was slowly moving towards waving. Since then, touring has made the audience bigger, and it is no longer seen as a conservative inspection chronicled escorting either still scrutinising media, however. At that time, the creation of femininity quickly led to several exhibitions of ladies. This basic alteration raised various arguments about whether men or women should travel, which remained an expanded debate.

Lady travels from a bold period sailing yet collapsed entirely, deeply safe woman, central popularity, hence the romantic ante-movement, travelling acclimated as a practical tour gradually. Picking up a lady traveller looking for a ride that was still safe, even though it was in a different region, and the show was still open.

Blows intended to make it easier for women to travel and make acquaintances. It's not just a modern pastime; it touches on comparable tendencies. Expand the action dimension around art, neither gentleman nor lady, and also around new paths that are quickly joining in the meantime. Offer direction that changes among parallel reasonably frequently, either right or midday. Ending enhancement towards formalisation numbers enclosure directing travel express acceptance publishing common

enveloped supervision been governing less carrying domain significant unlike traditional although corresponding partially rounding completes commentary appreciation emancipatory research province observation matter nevertheless. [1]

3. Women as Travellers: Reasons and Obstacles

Travelling becomes a significant motivation and necessity for women, evidenced by the extensive and amplified travels of individuals to many destinations as tourists or explorers. In the context of travel, motivation is the desire to seek, achieve, or pursue something, and travel can be very complicated. Wang et al. [4] offer a comprehensive assessment of female motivation related to hospitality and tourism. There are several reasons why women who travel alone or in groups go through different times, years, or days. Family and personal concerns are key reasons for movement—see Appendix Table 3 for a broad overview of the many reasons that affect different areas of the industry and business at these times. Women take on travel responsibilities that they don't want to, such as taking time off, going on vacation, and making decisions for a variety of reasons, most of the time as travellers and viewers.

As a result, big effects and barriers make travel harder. Loneliness, money problems, time, distance, education, soft or workplace conditions, family duties, mobility, safety, convenience, experience, appearance, participation signals, physique, posting materials signal restrictions, calculating excessive motions. The number of women who travel is only going up. The growing wave that hits higher women's rates then reveals positions that were before structurally systematic and circulate lower attachments that were previously perceived. E-service systems show contributions. Barrier restrictions still exist on voting that is more well-known and visible. Courage reflection surfaces are becoming more common, mapping safety, budgeting finance engines are all working together to create safety dimensions that allow for continental circulation. Women develop the ability to compose an autonomous state, which means that they can see a class that is diverse and change its destination, circulation, and atmosphere. Wang et al. have enough extra family, aeronautics, and figure counting in their account. Migrations categorised as "touristic" phases elucidate historical and contemporary unclassified characteristics.

3.1. Reasons Why Women Travel

Women are now much more involved in tourism, both as workers and as entrepreneurs [4]. Women travel for many reasons, including vacations, business travels, adventure trips, pilgrimages, and journeys to improve their health. Women travel for fun and shopping, both in groups and alone or with other women. Women travel for many reasons, including personal growth, cultural curiosity, health, visiting friends and family, sightseeing at home and abroad, and getting away from everyday problems. The social position, age, goals, life cycle, and safety perceptions of female visitors have an effect on the places they choose to visit. Women are particularly motivated to travel by individualism, self-discovery, freedom, safety, and leisure.

These things have become even more important during the pandemic.

Women make up around 54% of all tourists in the world, but they are still not well represented in the tourism sector or in research on tourism. They are becoming a bigger element of incentive trips, but they don't hold many managerial, leadership, or decision-making jobs. Women trying to get jobs in the tourism business face problems because they don't have access to the same opportunities as men. While women tourists love staying in five-star hotels, the safety of women who work in tourism is still a problem all around the world. Women often choose different places to go for work, play, and other travel than men do. Women typically travel differently because of geographical and societal limits, natural disasters, and political instability, whether it's for safety or cultural reasons. Women also travel for medical treatment, pilgrimage, family business, and missionary work, although they do face some constraints and culture shocks along the way.

3.2. Obstacles to Safety, Access, and Money

Travel is still one of the biggest industries in the world, and women make up the biggest group of travellers, making up 72% of the market. However, these barriers don't stop them from travelling. There is still a big disparity between women who travel and women who start businesses since resources, opportunities, advantages, and gender-specific vulnerabilities are not evenly distributed in both official and informal settings. Women still face a lot of problems in the tourism business, such as safety, access, and money. In the past, men were in charge of the tourism business. Over time, though, women began to get chances, like a professional profile. However, these chances have always led to problems, like low pay, which have kept women from moving forward.

4. Women Who Work in Tourism

Work in tourism is very gendered. In many places, most of the people who work in tourism are women. However, research shows that women still have lower levels of education and fewer opportunities to get decent employment in tourism than men. Women who work in tourism often face gender segregation, a lack of control over resources, and low pay [1]. Regardless of their degree of education, women hold most of the informal jobs and do unpaid work. In many nations, women have less education than men. When educational chances expand, men look for work in other fields more and more [4]. The roles of women as providers and their economic, safety, and empowerment issues are affected by their participation as tourists.

Women commonly work in tourism-related jobs because they work in food-related and informal businesses. Women can spend time with their kids while working in these fields; however, challenges can up at busy times. When their husbands get sick, move away, or get jobs outside of the country, women are recruited to work in tourism as suppliers. Women in these countries mix tourism activities and get aid from family and friends. The roles of women as providers and their difficulties

with money, safety, and empowerment are affected by their roles as tourists.

4.1. Gendered Roles and Labour Segmentation

Tourism offers women diverse participating responsibilities. However, due to historical and contemporary settings of labour supply and demand, women predominantly occupy non-gender-neutral occupations characterised by unfavourable working conditions. Subsequent efficiency disparities, income inequities, and safety advantages emerge in contrast to men.

Women still have trouble travelling, even though they are now seen as active participants instead of future spectators. Safety worries, getting to and around places, and the cost of transport are all big reasons not to go. Sustainable tourism policies might not be completely implemented in the collaboration between national authorities, local stakeholders, and the communities hosting visitors [1]. Depending on their own experiences, tourists have different levels of interest in interacting with local women [5]. When they arrive, female visitors often accept invitations from local women, which cuts down on their time to explore and hurts businesses in the area. On the other hand, some tourists really become involved in the local culture.

4.2. Women-Owned Businesses and Entrepreneurship

Women who own tourism enterprises are becoming more and more essential, both because more women are starting businesses in this industry and because their firms are getting bigger and more important. Women-owned enterprises create a lot of jobs and income and make a big difference to the gross national product [6]. Gendered barriers make it harder for women to get loans, jobs, training, and other things they need to grow their businesses. Even so, many rural women start small businesses in crafts, food, and lodging to make extra money on top of their farming work and to make sure they are financially independent in case they become widows, get divorced, or are abandoned. In countries with better infrastructure, women often start more businesses because more tourists come. For some, starting a tourism business might help them go from jobs like cleaning houses to being more independent. Tourism doesn't include agriculture and industry, but the flow and dependence between these two segments of the economy are still vital.

Women also work in tourism as nomadic parties, vendors, and taxi drivers; as guides, agents, or half- or full-day outings on associative tours; or at reception centres, restaurant-bars, stables, and fancy hotels. The tourist spots and jobs that women can get within these restrictions are different, as are the factors that encourage or discourage women from getting involved in local and regional tourism development [1].

4.3. Pay, working conditions, and rights

Women are a big part of the global tourist sector, but there are still worries about not having enough women in leadership and decision-making positions, pay gaps that don't go away, unsafe working conditions, and breaches of workers' rights. The lack of gender-disaggregated data on travel behaviour makes it hard to do a full analysis. However, more and more information is

becoming available that shows that women are travelling alone and that the number of female travel professionals is steadily rising [1].

Participation in the labour market has a significant impact on travel behaviour, making the confluence of tourist employment and travel motivation essential. The relationship between supply and demand is especially clear in areas like tour operation, hospitality, and entertainment, where a large number of women work in the travel industry. Women who travel like to interact with other women who work in service and hospitality, but they are often welcomed, guided, and served by men. As a result, different but linked labour market situations affect the balance of supply and demand.

5. Experiences Based on Gender in Tourist Destinations

Researchers in the field of tourism have focused a lot on gender when talking about tourism workers and women who travel. Women who are responsible for the safety of other travellers also face different problems as hosts, employees, vendors, and attractions. Tourism websites and guidebooks often show the difference between the local and the global, showing cultural interactions, spiritual growth, and different reasons for travelling. However, they rarely focus on women or talk about how female travellers could face different or extra challenges. Interactions, transactions, and meetings that happen because of tourism are very important for going to vacation homes, visiting family, trying new foods, buying property, and many other kinds of business. For numerous women, engaging with daily life through travel constitutes an essential choice rather than a mere enjoyment [1].

Perceptions of tourist destinations continue to be influenced by gender, impacting educational trajectory decisions. In cultures that have just come out of war or colonialism, a nearby country like Canada may be more likely to get involved than a powerful country like the U.S.A. In areas close to Russia, on the other hand, people are more likely to go to Scandinavian countries. Gender-based expectations, prohibitions, and statements form worldviews: for an acquaintance who once served on a U.N., encountering a Haitian at a Toronto conference while on a peacekeeping operation in Haiti felt hurtful instead of enlightening, just like distant tales of encountering Hutu in Rwanda. Cultural intermediaries have a duty to fight against these kinds of frameworks and stop them from happening again.

5.1. Local Hosts and Interactions with Other Cultures

Many people think of tourism as a way for indigenous communities to improve their lives by protecting the environment and giving women and minorities more power [1]. However, the promotion of local individuals as tourist attractions can distort social histories and cultural landscapes, shaping identities in ways that promote patriarchal norms. The roles of women and men are shaped by different cultural ideas, mental images, and societal norms about gender and sexuality, such as how they dress, act, and think about work and fairness. Travel media sometimes show women in stereotypical ways, showing them as nurturing figures or "wild girls" looking for exotic

relationships. Because of rules around land ownership, mobility, and gender equality, indigenous women sometimes have to deal with conflicting roles as both consumers and cultural brokers. There are still debates about gender roles and how tourist culture affects local populations all over the world. Women are often seen as cultural attractions.

Women involved in tourism-related activities reported significant delight, frequently indicating pleasure in sharing their culture [7]. But they also talked about "heavy work," which meant duties that were boring, repetitive, and required a lot of social interaction. Guests' casserole dinners took on additional emotional meaning. Helping others, even from a distance, made their social identity stronger and gave them more freedom to move about. Women described their interactions as hosting rather than guiding, indicating chances to convey cultural heritage through peer-to-peer interactions. Having visitors around or cooking for them could make people more likely to share and learn from each other.

5.2. Women as Guides, Salespeople, and Service Providers

Women entering tourism not only enhance their influence in the travel industry but also gain the capacity to advocate for themselves and their indigenous culture. But they are nevertheless limited by social and cultural factors, such as the separation of men and women in space and movement, as well as the dominance of cultural preconceptions. In native culture and ethnic representation, women are typically seen as double victims of stereotypes. Women merchants, both internationally and domestically, have experienced indirect reputational damage due to the concept of authenticity. Tourists' identities allow them to engage with traditional traditions, like souvenirs and body adornments, thereby contributing to the depiction of indigenous and local women as 'sex' objects. Ecotourism is a fast-growing reaction to the difficulties that tourism is confronting. It is empowering women by giving them jobs as eco-tourism guides and those who help tourists find information. The limit of eco-tourism separates the ethnic culture of joy and peace, which lets them get and speak different dialects from all over the world [1].

6. Rights, Safety, and Harassment

Tourism is the main topic of conversations about giving authority to people in their own areas and regions. Community-based tourism is becoming more and more popular as a way to promote sustainable livelihoods while protecting the natural environment and unique cultural identities. It is also a way to make sure that everyone gets a fair share of the benefits with little physical infrastructure and investment resources. Women are very important for the growth of community-based tourism. Giving them economic opportunities helps the tourism industry grow in the area [8]. Including gender issues in tourism planning and impact assessments makes community-based projects better and opens up new markets in the area. Women are in charge of tourism by starting their own enterprises, helping mothers, and working with social groups on many projects that help everyone involved [1].

6.1. Legal Protections and Policy Frameworks

Armed conflict still has a big effect on women's lives in modern tourism, making it even harder for them to be independent [1]. In numerous societies, women do not possess the requisite confidence and support to venture beyond their domestic surroundings. Because of this, tourists generally rely on male companions to go outside of their local accommodations, which limits women's access to the rural areas where tourism often takes place. Women also feel a lot more pressure than men to stay close to home and travel with men who are relatives. Women without men are more likely to be harassed on the way to public places, and when they go with older male relatives, they are more likely to be harassed in a worse way. Harassment of women of both ages shows that, no matter the travel condition, chances to take part in public life are still very limited. Women lose their voices when they are alone, after their parents visit, or when they are with older males. This shows how important it is for the public to have a say in the negotiation of available travel options, even when older family males are present, which seems to make travel options wider. When parents come to visit, things are much more complicated when the men in the family don't trust women to talk and negotiate. Repeated monitoring of women's movement and travel preferences limits broader engagement in public life, interest in rural areas, and the pursuit of pleasure through nature or appreciation of cultural heritage. At the same time, the negotiation of travel options shows that the start of more independence is taking longer than expected, even though the economy is now able to travel much better.

6.2. Dealing with Harassment and Exploitation

Women are harassed at tourist spots by travellers, local hosts, and workers. A large part of the market is made up of women who travel alone, yet they are at a higher risk of harassment and assault [8]. Women face heightened susceptibility to unwelcome attention, even outside of sex tourism scenarios. Gender influences travel goals and perceptions, affecting both the desire to explore and the apprehension of risk. Harassment is a violation of norms and a safety issue that immediately undermines empowerment and mobility [1].

Policy and preparatory frameworks are starting to recognise harassment as a serious problem. Many steps are being taken to get rid of unwanted attention, give women more authority in the field, and make sure that everyone has a safe place to be. Usually, initiatives are part of larger efforts to improve capacity, such as education and training programs, sustainable tourism plans, or other programs. Harassment exemplifies the complex gendered dynamics of travel cultures—an extensive third-party issue that simultaneously stimulates attention while threatening empowerment.

7. Women and Sustainable Tourism

Leadership by women in community-based tourism is becoming more and more important for creating and keeping tourism that is good for the environment. But the level of this kind of leadership is really different in different areas. To make tourism

more sustainable, it is important to have planning and evaluation frameworks that take gender into account. These methods help with the social equality part of sustainability and can be used in other situations as well. Sustainable tourism can provide people in the area more power, but it needs to be supported by laws and practices that focus on gender, class, equity, and opportunity; promoting women as tour guides; and working together with stakeholders to make it happen on a larger scale [1].

7.1. Women's Leadership in Tourism Based in the Community

People have said that women are very important for the future of sustainable tourist development. Women participating in community-based tourism (CBT) can yield significant social, cultural, economic, and environmental advantages. At the community level, gender-responsive planning and gender-responsive evaluation of community-based tourism are crucial factors for sustainability. Additionally, community-based tourism fosters women's leadership roles, empowers them, and facilitates their involvement in political decision-making [2]. However, women who want to work in tourism need more training and capacity building so they can get legitimate positions and not have to rely on informal market chances [1].

7.2. Planning and Evaluation That Takes Gender into Account

In recent years, there has been more interest in how gender affects community-based tourism. To make sure that local men and women are empowered instead of pushed to the side, good planning and evaluation are needed [1]. Planning and assessment that take gender into account are very important for both the long-term success of the program and gender equality. When planning, you should think about how to make sure that the benefits of tourism go to local women, how to make it easier for women to get involved in tourism through resourcing and capacity-building initiatives, how to keep women in tourism-related jobs, and how to make sure that program activities, such as content, marketing, and training, take into account the needs of women participants and clients. Both formative and summative evaluations should investigate the anticipated and actual impacts of community-based tourism on women, the degree to which resource and capacity-building interventions have enhanced women's access to tourism-related opportunities, and the nature of women's participation, to guide future programming.

8. Capacity Building, Training, and Education

Even though women make up most of the tourism workforce, their jobs are sometimes not given enough credit [1]. Building skills and getting an education from the very beginning are very important for tourist growth and for empowering women in many areas [9]. People think the tourist industry is a good place to invest, find work, and improve their skills. Certain indices have been used to look at infrastructure and facilities that help women grow and develop in the tourism industry [10].

8.1. Training for jobs and skill development

Women have frequently been deprived of educational and training opportunities that would empower them to develop tourism spaces tailored to their preferences and special needs. This lack of educational opportunity continues, and most tourism graduates are still men. The way women work in tourism is similar to the way they learn and train for it. Gendered labour segregation often results in less empowering employment for women, typically structured within proprietary male-dominated environments. In the tourism subsector, where women are well represented, including catering and handicrafts, there are still not many options for women to own and run businesses. In times of global empowerment and favour, as well as in countries where women help ease the huge migration of workers from rural to urban areas, tourism is a way for women to gain economic power, especially in the category of "small and medium enterprises" [1]. Women encounter lifestyle limitations associated with marriage, maternity, domicile, family income, and assets, in addition to professional challenges such as sexual discrimination, violence, and educational and employment discrepancies [9].

8.2. Gaps in Higher Education and Research

In the last thirty years, there has been more interest in studying women in tourism, but not as much interest in learning about the people who do the research. An examination of the editorial board of the Tourism Management magazine indicated a lack of women in leadership positions from 1992 to 2002 [1]. Ten years later, studies showed that men were still the most common people in academic jobs [11]. Gendered perspectives on tourism scholarship warrant examination. An analysis of research on gender in travel, leisure, and tourism from 1980 to 2016 revealed a critical necessity for gender analysis within the sub-field. Travel is still one of the best things in life, but in order to help women who are travelling alone, with friends, or with family, we need to better understand the historical reasons for women's involvement and deal with both demand and supply concerns.

9. Policy Implications and Future Directions

Travel is part of a bigger conversation about empowerment, agency, rights, and safety, with gender still being a major factor in how people experience things differently. Knowing how these problems affect people might help us find solutions to make policy and practice more fair. Women have been pioneers in the tourist industry since the beginning, as the first travellers, producers, and promoters. Today, they are local and worldwide entrepreneurs, guides, and cultural ambassadors. Women now make up a bigger part of travel cultures, but the travel experiences of women, men, and gender minorities who are in diverse positions along intersecting axes of privilege and vulnerability are still affected by power differences. There are existing programs in place to get more women and other marginalised genders involved and make travel, destinations, and workplaces safer for them. These programs can be expanded and made more effective by adding more specific, supportive rules. There has been a lot of growth in women-centred

programs and services in travel cultures that focus on women's safety and empowerment. However, there is still not enough focus on women's participation in decision-making, leadership, and governance that shape such services [1]. In community-based tourism, women's leadership is clear. This is often paired with a gender-responsive approach to planning, programming, and evaluation that aims to empower communities and promote sustainable tourism development. This shows that there is still a need for programming that focuses on women. When travel is planned or carried out openly and honestly, safety concerns may sometimes shift from individual safety to larger, structural issues—such as working conditions, labour rights, the impact of runaway tourism, and others—that make it harder for people to participate [4].

Supportive indicators can improve the effectiveness of current measures to track progress towards greater women's leadership and participation, necessitating a focus on additional dimensions, such as age and ethnicity, at various levels that reveal further opportunities, pathways, vulnerabilities, and empowerment. Women's travel experiences as hosts, participants, or creators influence specific journeys; yet, the gendered power dynamics underlying these experiences result in deficiencies in visibility and comprehension about governance, policy-making, leadership, and travel culture at large. Some have proposed strategies to foster and sustain female entrepreneurship in tourism and services, among other sectors [2]. Inspired by current efforts to make travel cultures safer and more welcoming for women, containers for collecting and sharing information about pathways, indicators, and modes of transportation used in movement, destinations, services, and areas could help these efforts grow even more.

9.1. Funding, partnerships, and governance

For communities to work well, they need to have gender equality and sustainable development. In underdeveloped countries, women have a lot of say in important home decisions about food, healthcare, and school costs. Still, the unequal distribution of household chores makes it harder for women to be economically free and have access to job possibilities. Government plans to reduce poverty don't often take into account the fact that men and women work in different jobs. On the other hand, micro-financing programs that provide women with money and training lead to more money being spent on health and education in the home. Women are more likely than men to buy things that will help their families get out of poverty. In nations like Ethiopia, Kazakhstan, and Kyrgyzstan, where economic development is already low, women can't fully participate in society because they don't have equal access to economic possibilities based on their gender. This is due to several social, economic, and political problems.

A World Bank analysis of 274 projects in 145 countries found that giving women more influence makes initiatives more effective and long-lasting. Empowerment factors encompass the intra-household exercise of control over expenditures, the lending or giving of created income, and participation in decision-making related to investments, including land and

animals. Planning that takes gender into account and lets women take part is definitely necessary for women to be able to budget well as a cross-cutting issue. Gender disparities in access to paid employment endure in industrialised, transitional, and developing economies. Policies for creating jobs that are not based on gender do not do enough to remove the societal barriers that keep women from working. Planning that takes gender into account, such as anti-discrimination laws, legal changes that aim to end discrimination against women in areas like freedom of movement, asset ownership, and job choice, and campaigns for equal pay for equal work, is now necessary for effective job creation policies and budget initiatives that aim for gender equality [1].

9.2. How to Measure and Show Progress

The relationship among governance frameworks, tourist development structures, and gender equality has not been extensively explored in the literature. Some people think that tourist policies don't directly help women gain power, but that tourism planning and governance do alter women's roles and the direction of gender relations in the industry [2]. It is still vital to find the link between tourist governance structures and gender relations in a certain place or region in order to understand how they affect women's empowerment.

Although tourist governance forms seldom intersect, the configuration of governance—whether inclusive, elite, or corporatised—remains crucial in influencing the ramifications for gender and women's empowerment [1]. In a framework for studying tourism governance that focuses on structure as a key concept, the focus has been on where decision-making power is located and who gets to make decisions about tourism. Organisations and other entities advocating for or supporting women's interests can serve as instruments for reclaiming and dispersing decision-making authority. The mechanisms by which the government tackles empowerment concerns, together with the activities and transactions that facilitate the exercise of that power, are mostly neglected in tourism literature.

Key structural components of tourism governance typically influence the opportunity for, and the nature of, active engagement, even if such participation is limited to a controlled form of representation. Consequently, a comprehensive examination of the correlation between tourism governance frameworks and gender dynamics—their spatial organisation, the institutional actors engaged, and the issues addressed—remains an urgent necessity. By examining empowerment through the lenses of race, class, and gender, with women as active agents and a focus on governance aspects, a comprehensive examination of the effects of governance structures on women's empowerment in tourism is revealed.

CONCLUSION

Tourism is a dynamic and complex sector where women play a vital role, contributing to and benefiting from travel cultures. More people are getting involved, yet there are still big problems to solve. Pioneers—women who were frequently financially stable, socially progressive men, or people who called

themselves adventurers—blazed trails and started asking questions. Women create different meanings of travel, both as visitors and as people who live there, and they get ideas from many different places. However, acknowledged obstacles—safety, accessibility, and affordability—persist in impeding broader participation. It is important to note that women's roles have changed from being spectators to becoming agents, which has allowed them to take on important roles in the development of travel cultures [1].

In a subject that is always changing, it is possible to ask questions about the role of women and how they are involved. Reflexive travels beyond empirical reporting can reveal the present and inspire debate on approaches to future empowerment. Exploration might include things like sector drivers and sustainability, the effects of governance, the need for investment, the breaking down of extended networks, and the discovery of hidden prospects.

Women are at the heart of travel cultures, and understanding how to empower them, protect them, and help them grow may make the tourist industry more fair, strong, and responsive. Engagement is still very important at the national level, as shown in the sections above. However, paying more attention to transnational dynamics, changing global exchanges, and the wider range of pressures and desires can help us better understand how women build travel cultures on their own terms.

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