

Analyzing Competitive Benefits of Women in Tourism

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Abstract

Analytical study of woman's tourism is an area that needs to focus on to ensure women's empowerment. Survey report on women's involvement in the particular industry of tourism women is earning nearly 14.7 % less as compared to male employees. Introducing a huge number of women in this particular industry can meet various business opportunities. The study of the competitive benefit of women in the industry of tourism identifies multiple benefits, advantages, initiatives of the tourism Minister in this industry, and developments are described. This study focuses on all those areas of the tourism business through women's empowerment in the market.

Keywords-Tourism, ensure, woman empowerment, survey, involvement, industry, opportunity, benefit, Minister, development, market.

1. Introduction

In this modern generation, women's empowerment is an important fundamental as well as a larger opportunity for women to grow in society. Tourism is an industry where women are not able to run with male employees due to some issues and challenges. The study of analyzing the competitive benefits of women in the tourism business industry is describing the benefit to engage women in this particular industry. The area of literature reviews elaborates on women's involvement benefits in this particular industry, multiple advantages, and positive business aspects. The purpose of the study shows the main aim of this particular analytical research on the area of various benefits of women's involvement in the tourism industry, objective of the study identify the core reason of focus on this subject and what are the topic areas going to cover through this research. The area of data analysis and findings are providing various information, authentic data, and survey reports to consider the area of woman involvement in the tourism industry and its benefit, what are the areas that need to improve or other. Part of the recommendation and future scope is identifying steps towards adding women workforce in this industry, multiple steps to meet with business success in future with a huge women employment.

2. Purpose of the study

The study of analyzing competitive benefits of women in the tourism industry aims to elaborate on the advantages of having women in this particular business industry, the benefits of women tourism, the positive roles of women in the sector of the tourism industry market, multiple international perspectives of women employment in tourism and various other aspects.

The purpose of this analysis study is to describe and proper elaborate on all those areas of women's involvement in the tourism industry, various benefits, positive business improvement, and multiple business advantages as compared to the national and international market of tourism, focusing on woman more participation, continue gender equality to make a strong economic platform in the area of the business market (Monterrubio et al. 2020).

The analysis of the benefits of women's tourism is also helping to understand women's importance in the tourism business industry, the process to increase women's workforce in the global tourism industry, and the process of business success through business empowerment.

3. Objective of the study

The analysis study of competitive benefits of women in the tourism industry mainly focuses on some particular important areas to increase business as well as women empowerment.

- Importance of women empowerment in the area of tourism management.
- Multiple benefits of woman engagement in the particular business of tourism management business.
- Women's role in the area of tourism business industry

- Benefits of women's employment in the tourism industry market.
- International perspective of women engagement in the area of travel guide as well as the industry of tourism management.
- Global report information to compare the participation of men and women in the industry of tourism (Muresan et al. 2021).
- Current gender report in the particular industry of tourism management in a competitive market.
- The culture of women's employment in the tourism management industry to make benefits as well as increases business globally.

4. Literature review

Importance of women's involvement in the area of tourism management business

In the area of travel and tourism management woman involvement as well as woman employment is very important to grow business in the global tourism business market. Women empowerment is a very energetic fundamental element to improving business society. In this particular area of tourism business, women employees are also offered to associate various are of business work as they are also able to handle department of education, training, finance, skill development or other. Women employees are taking a large place to play an active role in part of business development with their soft skills and customer convincing power (Rinaldi et al. 2021).

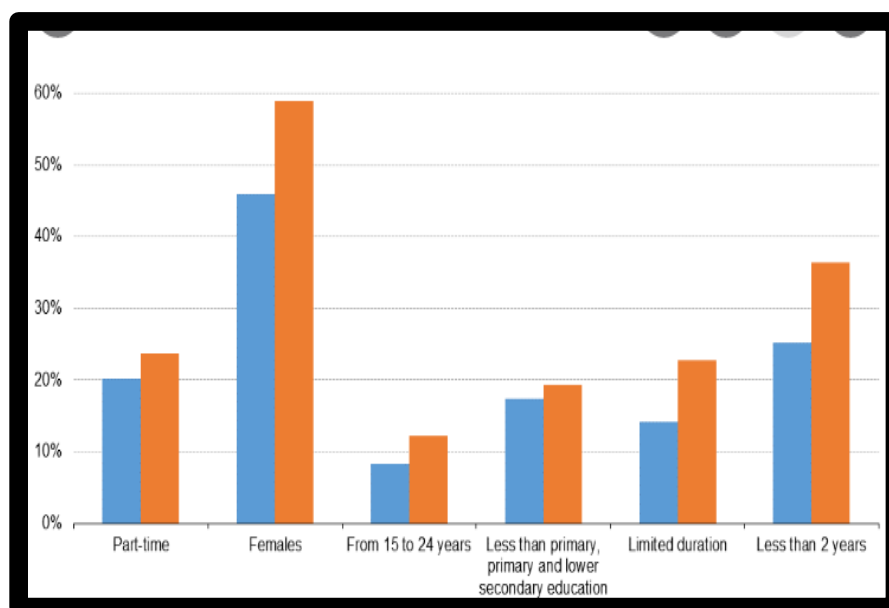


Figure 1 Involvement of women in the tourism industry
(Source: Surayawati et al. 2022)

Various benefits of woman's engagement in the particular business of tourism management business

Women employees, as well as women engagement, are very important in the market tourism business industry. Women employees are also able to help in various business sectors of tourism as they are positively responded with business growth and business boosting in the large market of economic development, women are also participating in the process of generating industry revenues or business profit, women are also capable to develop industry infrastructure and also develop the business market, women employee are also offering to generate to earn foraging money, resourcing and promoting business in the international business market and women participation also taking a part of human resourcing as well as responsible for employment generation to make industry strong to boost into global market competition 9abou et al. 2021).

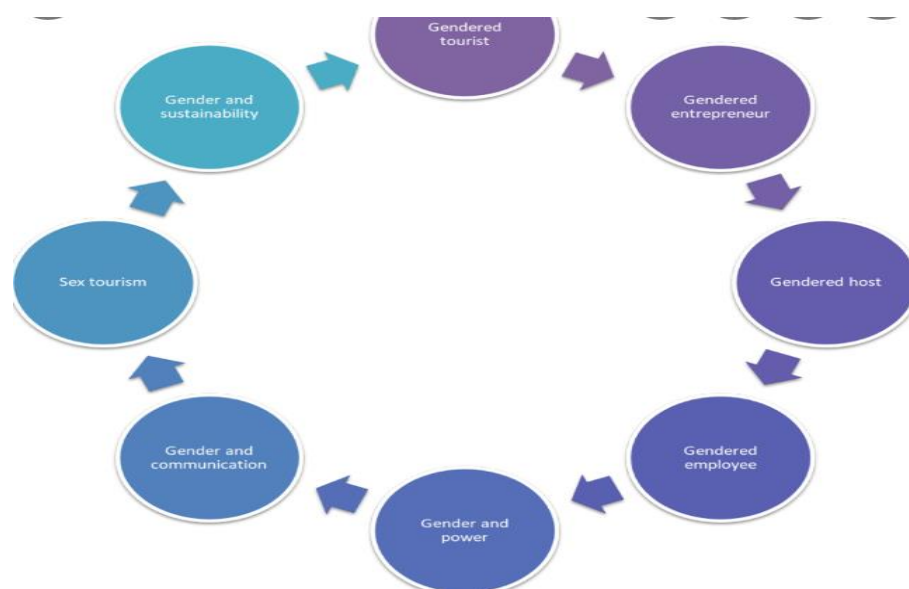


Figure 2 Benefits of woman engagement in the area of truism business.
(Source: Abou et al. 2021)

Role of women in the area of tourism business industry

Woman role is a crucial part of business enhancement, especially in the area of travel and tourism management business. They are positively responsible for customer support, customer service, providing food, customer welcome, opening stalls to provide features to visitors, and multiple greater opportunities, especially in the business market of the tourism management department. Female participants are a role of leadership to operate perfectly and grow business. Customer service and the area of business promotion for women employees are the most powerful. Those roles connect with business growth and make global business reports good as compared to other industries in the market.

Benefits of women's employment in the tourism industry market

Women's employment is beneficial for the particular tourism industry market. Female employees are also capable to generate employment, increasing business, responsible leadership, facing challenges, collecting business profit, and growing the business sector in the international market and also various business classifications of industry success.

4. Methodology

The methodology part of any analysis paper is identifying multiple research processes and a research system that shows the origin of the particular process, and various aspects of the analytical study. This particular analysis paper on the competitive benefits of women in tourism business management. The methodology part of this particular analysis paper is maintaining various ways of researching elements.

Methods of analysis about woman's engagement in the tourism business industry follow various processes like market assessment, business assessment, business up gradation, finance report, statement about business growth and also survey, data, reports, and various information.

5. Data analysis and findings

International perspective of women's engagement in the area of tourism management

Women's employment in the particular industry of hotel, travel as well as tourism management is leading a crucial role in the development of business in the global market. They are supporting multiple customer facilities, services, areas of food distribution, and systems of catering, creating a foreign investment, earning foreign money, greater visitors, warm welcome, and other various customer acceptance processes. All this customer-friendly behavior has been associated with the process of visitors generating and manipulating them to come again and visit again (Su et al. 2022). These positive aspects directly impact the market of business growth in an area of a competitive business environment and also this role enhances international business involvement to earn foreign money as well as international visitors.

All across the globe women are the keeper of various cultures. They are the weavers, cooks, growers and homemakers. They are a gateway to various cultures. By adding women as tour guide a new perspective of destination will be open for all.
Women's understand more about safety and security standards for other clients. And if the customer is a <u>women</u> then they will feel more comfortable to communicate and talk about various kind of issues they might feel openly.
Many studies <u>has</u> demonstrated that women empowerment is one of the most effective ways to create a change in developing countries and poor communities.
A women's earning is more likely to be reinvested into the family, for like basic needs of food, family and education which help the community vastly.
Seeing other women's in managerial positions might encourage other women's to focus more on <u>there</u> earning which will boost economy drastically.
An earning woman always helps to maintain and balance each and every aspect ratio of her life as well as the family she lives with. There family members also get empowered by this example.
All around the world tourism sector, women's are putting 10-15% <u>more</u> effort in <u>there</u> work, which makes tourism sector way more smooth even in rush hours.

Table 1 information about the internal perspective of woman's engagement in the tourism industry
(Source: Uduji et al. 2021)

Global report information to compare participation of men and women in the industry of tourism

As per the global report of the tourism industry 2019, only 46% of women employees are working in the area of the tourism business market as compared to male participants. In this current generation of the first growing tourism industry, female involvement is very crucial to enhance business. Participation of women in this particular sector is adding extra value to the business platform. They are also responsible to generate business profit, and business leads, attracting international customers and setting business sustainability in the platform of a competitive tourism business market. Women are also associated with creating new business functions. As per the economic report, they are also participants in global GDP share, managing mobility, and increasing business share.

	Women awareness	Women engagement	Women empowerment
India	68%	32%	26%
Africa	55%	42%	25%

Table 2 Global report of woman's response in the tourism industry
(Source: Malake et al. 2021)

Current gender report in the particular industry of tourism management in a competitive market

As per business report 2019, the value of women empowerment, more engagement of women employees in the industry of tourism is considered a global woman participant of a woman employee. Gender report is very important in this particular sector to assess male and female engagement in this sector to grow business, about positive participation of female employees, their responsibility to enhancing business and also multiple positive socio-cultural activities through women empowerment.

Currently, nearly 46% of women are involved in the business market of tourism. To enhance business, more engagement of women is important. So making a global report based on a business survey needs skill development and awareness and also provides equality in the area of salary, position, and professional scope.

Culture of women's employment in the tourism management industry to make benefits as well as increases business globally

In the sector of travel business or the industry of tourism business management, women's employment is a positive element in improving business in an area of the competitive business market. For women's employment as well as woman engagement the most important part is to create a work culture or environment for women. A healthy and equal work facility environment provides a comfort zone to work peacefully (Malelak et al. 2021). The majority of women's employment in the tourism business market offers a large area to explore in a competitive business market. So as per the survey, creating a woman working culture is very important to include women employees in tourism business platforms to generate business leads as well as business success.

6. Conclusion

This analysis paper focuses on the particular area of benefits of woman's engagement in the sector of tourism management. The whole paper is an overview of the importance of women's involvement in tourism, the benefits of women's employment, the role and responsibility of women to increase tourism business, a global report on woman engagement in part of business success, current report based on woman engagement in tourism globally and also this study identifies about the culture of women employment.

7. Recommendations and future scope

The analysis study about the benefits of woman engagement in the market of tourism business industry recommendations is described below.

- Need to focus on the area to create a perfect work environment as well as work culture to engage more woman employee in the industry
- Focus on generating the same opportunity for female employees as well to increase business.
- Skill development of women to work successfully in challenging markets and achieve business success.
- It is important to understand the benefit of engaging women in the business of tourism.

This particular study also focuses on the area of the next period of employment as well as on future scope. Developing women's skills, awareness, and focusing on the culture of the work environment is supporting the area of tourism business management through the process of women's employment.

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