

Tourism and Gender Equality

Lessons from Covid-19 in coping with
climate change

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Gender Equality?

- ‘Gender equality implies a society in which women and men enjoy the same opportunities, outcomes, rights and obligations in all spheres of life. Equality between men and women exists when both sexes are able to share equally in the distribution of power and influence; have equal opportunities for financial independence through work or through setting up businesses; enjoy equal access to education and the opportunity to develop personal ambitions’. (UNFPA, 2008):



Why Gender Equality in Tourism



- It's a human right!
- Changing women's lives, changes family fortunes, changes society.
- A better gender balance will increase a company's productivity, performance, innovation and reputation, and thus improve its competitiveness.
- Equal treatment of women and men means access to the most talented pool of workers, a more balanced and talented board, greater appeal to the consumer base , again enhancing reputation.

Women in Tourism



- The boards of tourism companies comprise of 23% (up from 16% in 2013) of women while the work force is more than 50% (Equality in Tourism). Within the hospitality industry, women make up nearly 70% of the workforce, but hold less than 40% of all managerial positions, less than 20% of general management roles and between 5-8% of board positions (Baum and Cheung 2015).
- Women face:
 - Discrimination,
 - occupational segregation,
 - are undervalued;
 - stereotyped and not promoted;
 - given less training than men;
 - have greater struggles with work –life balance
 - earn less than their male counterparts – a gap that is widening in the UK

Continued....



- We know women out there are working long, unsocial hours, in physically and emotionally hard work.
- For many women working in tourism their work load has intensified due to the “Housewification” of women's tourism employment.
- Tourism continues to reproduce gender subordination.
- Tourism has reinforced traditional unequal gender relations.
- Triple burden- reproductive labour, productive labour and community obligations.

Further Negative Impacts

- The negative impacts of tourism disproportionately affect women.
- Commodification: of our bodies and practises
- Performance: Repetition of tourism performances can cause gender roles to be stereotyped and reinforced, strengthening the host women's embodied sense of otherness, economic dependency, conservatism, traditionalism and locality.
- Hotel workers “face significant physical, biological, chemical, sexual and psychological hazards”
- Sexual harassment is very common.
 - At least 90 per cent of women workers are harassed by both the customer and the owners..” (Dom Rep)
 - A survey of 500 Chicago housekeepers revealed that 58 per cent of housekeepers had been sexually harassed by guests



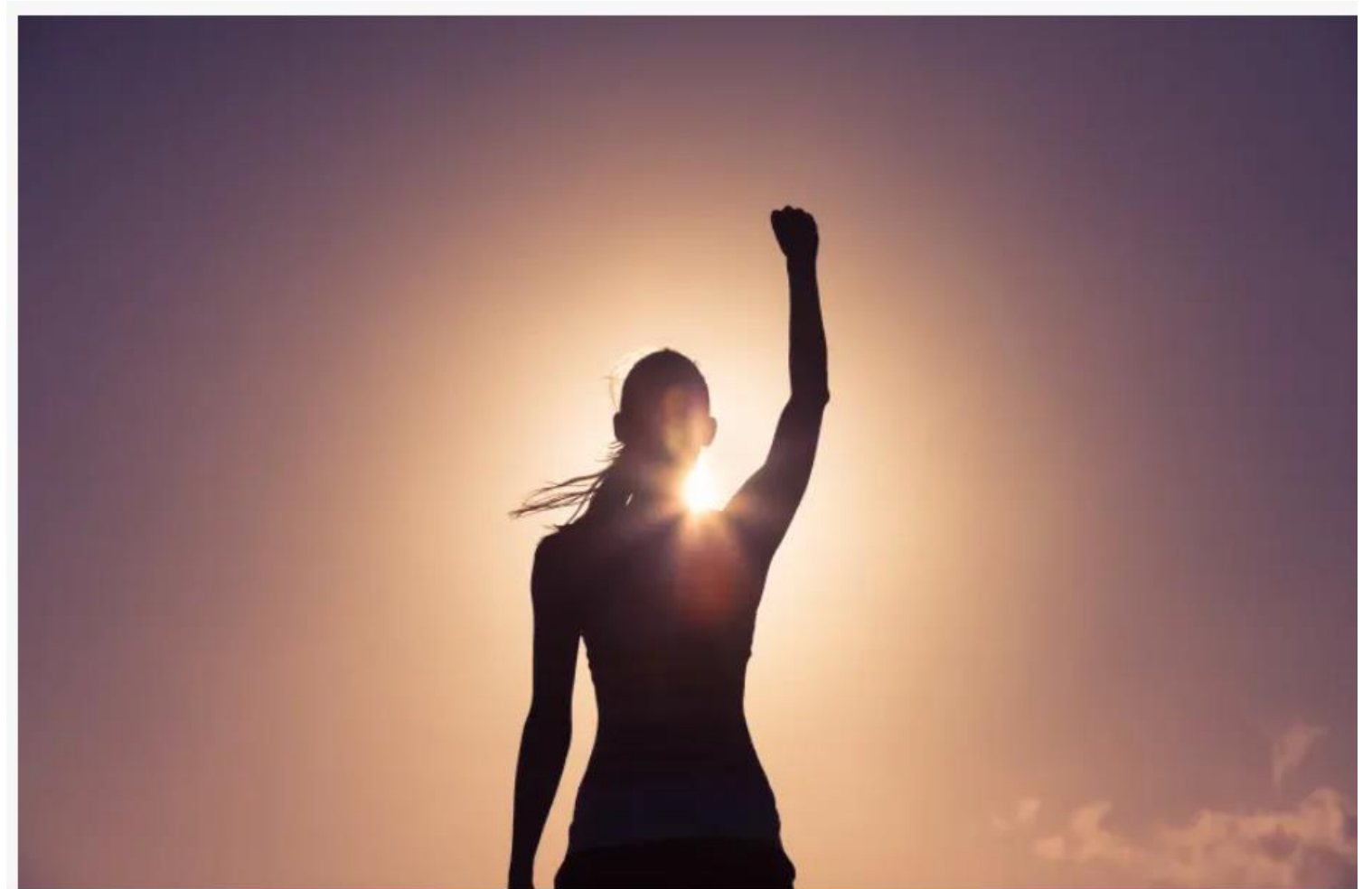
Tourism can be positive for Women

- We also know that tourism can empower rather than burden women
- New roles, new income
- Economic security, independence
- Increased confidence
- Increased decision making power
- Increased involvement in community affairs



Empowerment: Types (Scheyvens 1999)

- Economic
- Psychological
- Social
- Political



True Empowerment

- Empowerment that focuses on identifying and redressing power imbalances and giving women more autonomy to manage their own lives.
- Empowerment: resist oppression, have full participation, take ownership of our choices.
- Women's empowerment is vital to sustainable development and the realization of human rights for all.
- **Stroma's Three A's of Empowerment**
 - **Autonomy** –self-governance /choices
 - **Agency** – role and participation in public life –capacity to initiate action, able to make things happen
 - **Authority** –be respected/ looked up to / listened to

A case study of the Ladakhi Women Travel Company

- Ladakh –remote region of NW India.
- Higher levels of confidence in the public sphere but maintained traditional roles at a familial level.
- Pride in breaking gender stereotypes and gaining new skills which demonstrated high self-confidence.
- However, unlike male trekking guides, they are also expected to perform the role of domestic helper when working.
- Double burden- carry on with domestic work and carry out productive labour.
- Furthermore, they live in the shadow of sexual assault and acquiesce to the patriarchal norms that blame women for the violation of women's safety by believing women have responsibility to prevent sexual assault.



Uganda – Mukono Women (Boonabaana 2014)

- Need husbands permission
- Must also do domestic and gardening work
- Must be good at time planning and constrains opportunities
- For some the income has been life saving, for others have been able to invest in land
- Gradual transformation of gender norms
- But women's empowerment has led to men's disempowerment.



Lessons from Zalala Beach Lodge, Mozambique

- **Challenges**

- No previous work experience /tourism knowledge in the local area
- High illiteracy levels, especially among women
- Male resistance to women's employment
- Lack of self-confidence, especially among women

Actions Taken:

- Working with local leaders/ gender-awareness raising at community level
- Recruitment of Manager with experience of working with unskilled staff – and proven commitment to Responsible Tourism values
- Intensive, ongoing on the job training
- Female-friendly staff policies



Benefits

FOR WOMEN IN THE COMMUNITY

- Provide additional source of income
- Development of new, transferable skills
- Promoting group and female solidarity
- Enhancing women's status in the community

For the employees

- *I have never had a paid job before. Working at the Lodge is the best thing that has ever happened to me in my life. My life has changed a lot. My husband treats me differently and he listens to what I have to say..... (Fuma 43 Laundry worker 5years)*

FOR ZALALA BEACH LODGE

- Enhances positive relationship with community
- Attracts tourists interested in local culture and responsible tourism



The Effects of Tourism Employment in Namibia (KUMAR KHATIWADA and JULIE A. SILVA 2015)

- Tourism contributes to local livelihoods by providing opportunities for cash income through employment, craft sales and shareholder profits from tourism enterprises.
- In general, male-headed households are economically better off.
- Female-headed households with tourism employment are better off than those without and are as equally well-off as male-headed households.
- Tourism provides specific advantages for women and helps mitigate gender inequality in areas where tourism employment is available



Linkages – empowering women farmers through tourism: Tanzania



- Moshi – Kilimanjaro climbing
- Women farmers produce veg but it went through 4 brokers before it reached hotels -no money for women.
- Project: coop deliver direct to hotels – cut out brokers, training for better agriculture, nursery for kids= more time for ag.
- We wanted 25 women, 75 came!



Covid 19 Backdrop

- Decline in international tourism has laid bare structural inequalities (Gender, Race,& Age); and revealed the vulnerability of destinations over dependant on tourism.
- Impact on tourism hardest in LEDCs and particularly women in those countries, because:
 - In precarious roles on the lower rungs of the occupational ladder are the first to lose their employment.
 - Many women in informal sectors and small business owners in linked Industries.
 - Higher risk of business closures and bankruptcy because burdened with home education, increased unpaid care and domestic work
 - Lack access to credit, have few assets and are the least likely to benefit from economic stimulus packages without targeted support
 - Seasonality – further important factor.

Bookings made YTD	
YoY % change	
Asia Pacific	-104.8%
Europe	-93.5%
Americas	-95.6%
Africa & Middle East	-80.8%
Total Global	-97.0%

*Bookings made from 6 January to 14 June

Consequences

- Fall in incomes
- Higher incidence of poverty
- Increased financial dependence
- Increased Gender Based Violence at home
- The more tourism dependant the worse



Post Covid-19



- Rebuild global tourism in a more sustainable way -requires policies to alleviate over-dependence on tourism and programs to develop diversification, align with SDGs for a more inclusive/resilient industry.
- Gender Equality should be at the centre of the Build Forward Better post Covid-19 recovery framework.
 - A gender-just Human Rights approach to tourism
 - Disaggregated data – not just by sex but also race, age and disability.
 - Recognition of the care-economy,
 - Enhancing women's voice and agency by their inclusion in policy making e.g. working with Women's Rights Organisations (WROs)

How to invest for a resilient future



- Gender Equality is essential if tourism is to be truly sustainable, giving women voice in the post Covid-19 recovery will make it responsive to everyone's needs and improve resilience to the future shocks we will face.
 - Investing in social infrastructure and family-friendly policies
 - Accelerating advances in women's workforce competencies through professional and vocational education
 - Investing in the development of women-owned businesses in all countries.
- Doubling investments in the care economy in order to meet the Sustainable Development Goals (SDGs) by 2030 would create 475 million jobs.

Summary thoughts

- In general women have jobs which represent their traditional domestic activities and therefore articulate existing patriarchal power relations.
- Tourism can be a life line and empower very poor women.
- Just giving women jobs is not empowering them!
- Tourism will only be sustainable when gender equality is made a central pillar.
- Tourism must be part of a diversified strategy or it will cause more harm than good.
- Put gender equality at the centre of your “build forward better” recovery for a more resilient future.

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