CHAPTER THREE

Research Design
3.1 INTRODUCTION

In the last few decades, the tourism industry has undergone a period of explosive growth, and as a labour intensive industry, there has consequently been a rapid rate of job creation and development. Gender disaggregated data for the tourism sector was not available for India. However, it seems very clear that the situation in the tourism industry resembles the one in the labour markets in general: As in many other sectors, there is a significant horizontal and vertical gender segregation of the labour market in tourism. Horizontally, women and men are placed in different occupations - women are being employed as waitresses, chambermaids, cleaners, travel agencies sales persons, flight attendants, etc., whereas men are being employed as barmen, gardeners, construction workers, drivers, pilots, etc. Vertically, the typical "gender pyramid" is prevalent in the tourism sector - lower levels and occupations with few career development opportunities being dominated by women and key managerial positions being dominated by men. In the broadly defined "service sector" in the Anker report (ILO 1998), women and men are largely nearly equally involved in the workforce (26 % women), slightly less than in the global non-agricultural workforce in the 41 countries studied by Anker (about 40 %) and significantly more than in the overall global workforce (22 % - ILO data from 82 countries). Examining the occupations being particularly relevant in the tourism sector, one can see that more than 90 % of people working in catering & lodging, as waitresses, bartenders, maids, babysitters, cleaners, housekeeping helpers, launderers, dry-cleaners, and the like, are women. Vertical segregation of the labour market in the service and the administrative / managerial sectors reflects the situation in the labour markets in general.

Women around the world have achieved higher levels of education than ever before and today represent more than 40 % of the global workforce. Yet their share of management positions remains unacceptably low, with just a tiny proportion succeeding in breaking through the "glass ceiling". There are numerous inter-linked factors, which help to maintain gender segregation of the labour market. Among them are gender stereotyping,
traditional gender roles and gender identity - women are seen as being suitable for certain occupations and they see themselves as suitable. In addition, traditional gender roles assigned to women have the main responsibilities for raising children, caring for the elderly, and doing household work. Thus, women are often forced to choose casual labour, part-time and seasonal employment. Women are much more likely to be employed on a part time basis than men are. Although this allows them to accommodate the various responsibilities plus their work outside the home, it does have significant drawbacks: in many cases lower pay per working hour, fewer advancement opportunities, less formal training, less protection from unemployment, etc. Acknowledging that the problem of gender segregation of labour markets is a general one should not mean that it isn't addressed when discussing tourism. Bringing the necessary changes about requires efforts in all sectors. However, the tourism industry seems to be a particularly good "candidate" for engaging in efforts towards the advancement of women. Due to its size, its rapid growth and its extremely diverse and dynamic nature, the tourism industry has an enormous flexibility

3.2 SELECTION OF THE PROBLEM

During the last 20 years great changes in the quality of life have taken place, many traditions have broken down and women feel that they are becoming socially and economically free. Women have come out from their traditional roles and they are venturing into new field like tourism, hotels, banking and other services. Social attitude towards women have changed and women are prepared to become more useful members not only for their family but also for the organizations, and work for social and economic welfare of the country.

After independence enormous changes have penetrated all segment of Indian society. The Indian census of 2001 shows that 23 % of women in country are working as against 19.6% in 1998. In urban areas women participation as work force has increased from
8.3% in 1981 to 9.74% in 1991. Career for women is now almost regarded as a normal course, as parents are now concerned about their daughter’s ability to earn their livelihood since stability of marriage is no longer granted for them.

The tourism industry reflects a huge economic factor and its wide spread environmental and social impacts have been well documented. Tourism and travel related services account for 11% of GDP and employment of about 200 million people worldwide. They also represent 34% of world service export in 1999. (UNSCO Courier 1999). Furthermore given that there are about 700 million travelers per year tourism and travel related sectors have been dynamic source of income and major strategic sector for development in many countries. However integrating women perspectives in to the discussion of tourism is particularly a neglected field of research despite the fact that it is a major employer of women. It offers various opportunities for independent income generating activities and affects women lives in eliminating poverty in the various destination communities. Uplifting of such target groups is the biggest challenge facing the tourism sectors of various destinations especially among developing countries.

The issue of tourism, tourism development and gender equality is multidimensional. It ranges from the low profile and persistent issues of the lopsided responsibility for social reproduction and community resource management between men and women; the differential and gender based nature and consequences of access to social and economic resources; the pervasive reliance on (and at the same time the invisibility) of women labors in the hospitality sectors and high profile issues of sex tourism and HIV/AIDS. All women from peasant women, indigenous women, working women, old women, young women and girls, and women who head household are affected to different degree by tourism and tourism development. Men of different social classes are also affected negatively and positively by changes in the tourism sector. Men in poorer classes may also suffer similarly to poorer women from the welfare reducing impact of loss of access to resources.
Men tend to predominate in formal sector of tourism in most countries. In India, women equal small percentage of employed (2.98). The percentage of tourism job fields by women varies from over 60% in same countries such as Bolivia, to under 10% in other Muslim countries (UNDEP, 1999). The service nature of the industry and high proportion low-skill domestic type jobs increase accessibility to women. Often women are most involved in informal sector activities, particularly hawking (Shah, 2000). Women, who are seen as cheaper labors then man, are segregated due to gender stereo type of sex segregation into different occupation. A recent survey of literature on women and tourism by equation points out following: in the food sector of the industry women are at the bottom of hierarchy as restaurant helpers, cooks (not Chefs) and waitress- all the lowest paid parts of food sectors, chef in fancies restaurants ware salaries and tips are substantial are more likely to be males, in the travel sector, women have access and employment to seasonal, part time in minimum wage jobs. Women tend to dominate small travel agencies and the majorities are travel agents but men control the major sectors: airlines, rail, roads, hotels chains, and car rental companies, travel magazines. Foreign control areas are also male dominate.

3.3 HYPOTHESIS

The following hypotheses are being formulated for the purpose of this research work:

- Bundelkhand region has rich tourism potential.
- It is men, rather than women tourist who are instrumental in taking decision in related to travel plans.
- The magnitude of current women participation in Tourism Sector. (Directly and indirectly) is very low at present.
- There is scope for more job opportunities for women.
3.4 OBJECTIVES OF THE STUDY

The aim of the proposed research is to highlight and document information about the situation of women as a member of work force, with special focus on the focus on the tourism industries of Bundelkhand region of Uttar Pradesh and Madhya Pradesh. Which comprises of Seven District and Seventeen District of Madhya Pradesh based on primary survey and secondary source of information.

The main objective of the research work will be as follows:

- Identify and examine the existing tourist centers
- Study the characteristics of tourists visiting the region as also their gender wise distributaries pattern.
- Assessing the magnitude of current women participation rates at destination.
- Study the avenues for women empowerment through participation in tourism sector.
- Study the extent of women participation in decision making in travel and tourism related areas.
- Study the existing function facilities and government policies
- Identifying the scope of activities for women and men in participation in poverty alleviation activities suggesting measures necessary to cater to future tourist demand.

Travel and tourism related sectors have become dynamic source of income and a major strategic sector for development in many countries. However not much research has been done the aspect of women participation in tourism in tourism, despite the fact that is major employer of women.
3.5 SIGNIFICANCE OF THE STUDY

Only tourism industry used the Skills professionals, Semi skills professionals as well as un-skilled professionals both men and women not only in organized sector but also in unorganized sector too. It offers various opportunities for independent income generating activities and affects women’s lives in eliminating poverty in the various destination communities, uplifting of such target groups is biggest challenge facing the tourism sector. The following questions are expected to be answered from the present research work:

❖ Which are the main tourist centers in terms of the various tourists potential in Bundelkhand Region?
❖ What are the characteristics of tourists visiting the region in terms of socio economic, demographic characteristic as well as their gender wise distributaries pattern?
❖ What is the magnitude of current women participation rates at destination?
❖ What is the scope of activities for women participation, in poverty alleviation?
❖ What is the extent of women participation in decision making in travel and tourism related areas?
❖ What can be the various avenues for women empowerment through participation in tourism sector?
❖ What can be the various measures necessary to cater the future of demand?
❖ What are the various existing functions, facilities Government policies and development plans for tourism development in the region?

3.6 LINE OF INVESTIGATION

The study is based on the observed and graphic information available from such secondary sources like books, research papers, popular articles, published and
unpublished reports of various institutions, findings of research projects and doctoral studies, physical observation / survey conducted by the present scholar and the responses collected from the various employers/female employees/tourists/government officials though four structured questionnaires.

Due care was taken to get the responses of the respondent on participation of females in tourism industry. Initially, the scholar want on a physical observation trip to the major tourist centers of Bundelkhand in order to have the feel of the study area and to broadly perceive the dynamics of tourism business, there. The whole idea was to see and experience, some of the available tourist attractions, activities and services, alongside interaction with the various players of tourism including tourists, employers/female employees/tourism professionals as well as tourism planners. These brief orientations proved very useful in reviewing the entire research framework in a matter of fact, manner.

The study heavily depended on a wide variety of secondary sources. Thus the information on such perspectives like historical, economic and socio-cultural personality of the conserved destinations including their architectural-monumental heritage, prevailing art forms and craftsmanship etc. from sources available in the forms of books, research papers and popular articles on history, art, architecture etc. Likewise, the sources of Information for accommodation, transportation, support infrastructure, policy framework, legal and regulatory framework, tourism policy and the like areas were largely gathered from the published and unpublished reports of Department of Tourism, State Tourism Bodies, Department of Transport and Communication, Archeological survey of India, IATO, FHRAI and annual reports of various leading travel agencies, tour operators and hotel properties.

A good deal of information has also been collected through on the spot interviews and discussion with tourists, tourism entrepreneurs, hotel professionals and shop owners.
While convenient sampling techniques was exclusively used in filling the questionnaires, due care was taken that the samples are filled during different seasons covering the widest possible market segments. At the end, a total of 281 completed questionnaires from various respondents (94 female tourist, 109 Employers/ manager/ owner (of hotels, travel agencies, wayside dhabas, souvenir shops etc) 55 uneducated female employees (till 10th) and 31 educated employee 12th – professional Qualification) collected by the scholar himself.

Appropriate analytical and statistical tools have been employed for the analysis of the data collected through the various primary and secondary sources.

3.7 RELEVANT LITERATURE ANALYSIS

Over the past 20 years, the voices of feminist researchers have become increasingly audible within the field of leisure studies (Aitchison, 1997, 1999, 2000a, 2000b; Aitchison, Jordan, & Brackenridge, 1999; Bialeschki & Henderson, 1986; Brackenridge, 2000; Deem, 1986, 1999; Green, Hebron, & Woodward, 1990; Henderson, Bialeschki, Shaw, & Freysinger, 1996; Scraton, 1994; Talbot, 1979; Wearing, 1996, 1999; Wimbush & Talbot, 1986). In spite of this progress, however, comparatively little attention has been given to the role of gender–power relations in the production, legitimating, and reproduction of knowledge within the subject field, a process referred to by Spender (1981) as the codification of knowledge. Limited published research has sought to discuss feminist analysis within leisure studies, and very few have referred to the relationships between gender, power, and knowledge within the subject field itself (Henderson, 1991, 1994; Scraton, 1994; Stanley, 1980).

Till a few years back, Women in organization is a subject of popular interest especially in tourism and hospitality. Sometimes one even gets the impression that the representation
and functioning of women in managerial jobs is believed to be crucial issues in gender equality. Involvements of women in tourism organization or any other industries are a large and expending topic. Women as leader or women in organization or women in management related publications and literatures are available. *Women Into Management* (Loring and Wells, 1972); *Bringing Women Into Management* (Gordon and Strober, 1975), Men and Women of the Corporations, some articles also available in books such as *Management Strategy for Women, or Now that I'm the boss, how do I run this place?* (Thompson and wood, 1981). Some articles are also available related to the management and women like *Women Managers Travelers in Male Word* (Marshall, 1984) Feminine Leadership, or how to succeed in business without being one of the boys, etc. Gender study in tourism and hospitality sector is new developing field for researchers. Available reports of gender or female based studies are centralized around the women trafficking, prostitution, and unfair participation of women in tourism industries.

### 3.8 LAYOUT OF RESEARCH REPORT

The research report is organized into six sections/chapters:

**Chapter I** presents a broad overview on the contemporary tourist traffic trends in the country. The growth patterns in international tourist traffic and tourism receipts have also been illustrated through graphics alongside using the statistical tables. It examines the changing market destination trends and the factors responsible therein. The various implication of tourism - both positive and negative has also been briefly dealt with. The chapter also discusses the role of gender participation in the tourism sector.

**Chapter II**, focuses on the study area Bundelkhand as a tourist destination, introduces the historical and geographical dimensions of the region. Analyses, Bundelkhand as a tourist destination, tourism resources of Bundelkhand, main attractions of Bundelkhand,
tourist profile, tourism potential of Bundelkhand. This chapter also includes the
demographical profile of the region, political outline, socio-cultural, socio-economic
profile of the region, art, culture, dance, sex ratio, employment profile, trade industry etc.

Chapter III is devoted to Research Design. It explains as to how and why the present
research problem was taken, its hypothesis, objectives and significance, alongside dealing
with the methodology used for collection and interpretation of the data, the available
studies and the various perspectives of the present study have also been incorporated. The
section ends with the observation with respect to the constraints faced by the scholar
during the course of the present study and specifically mentions the limitations of the
research work.

approaches of human resources for tourism and hospitality industry are included, and
how they can utilize human resource approaches for the best of industry as well as
women of Bundelkhand Region

Chapter V, Women Participation in Tourism Sector Trends and Scope. In this chapter
we discuss with the help of past research projects, books, models, ideas etc. how to
empower women through tourism industry. In this section we also talk about the scope
and opportunities for women of Bundelkhand region in tourism industry,

Chapter VI is entitled Finding and Analysis. The Review and Assessment begins with
tabular and graphical presentation of primary research data and secondary data obtained
from the analysis of questionnaires and secondary source of information.

Conclusions and Recommendations is the seventh and last chapter of the research. This
chapter concluded the research study; it is designed on the basis of results of the primary
research, secondary source of information, personal observation of researcher during his
field and desk work, recommendation and suggestions of the local people of the various
destination of Bundelkhand.

The Thesis concludes with a section of Bibliography and the Annexure.

3.9 LIMITATIONS AND CONSTRAINTS

Research is a process with never ending scope. Study of a region and that to, from
tourism point of view, is particularly a complicated process, owing to complex, multi-
disciplinary and non-quantifiable nature of the subject. Here, much depends on individual
perceptions, value system and interpretations, which obviously differs from person to
person. While working on the present research problem, the researcher, besides the above
constraints had many other limitations, some situational and few self imposed.

1. Due to extreme dearth of authentic and systematic information on the region, the
   scholar had to depend on mythological sources, lore and legends.
2. Extensive field study would have yielded authentic and vital information about
   various potential tourist resources but the same was not possible on account of the
   size of study area vis-à-vis, time and money constraints.
3. Likewise authentic data on the existing resource use – patterns i.e. the visitor
trends to different sites and events was neither available nor possible to collect.
4. Feedback from the effective and potential tourists, tourism developers, private
   sector tourism enterprises through structured questionnaire and on-the-spot
   interview would have helped in quantifying the relative appeal of various tourist
   resources, but the same was not easily possible owing to the comprehensive
   nature of the study and other obvious constraints.
5. There has not been a model study available on the subject particularly in Indian
   context and thus, at times the scholar has to depend on her own perceptions.
6. Many of the women who are directly or indirectly involved in the tourism sector in the region were not very willing to handle the questionnaire. Sometimes even the male respondents have not willingly participated in the survey. These problems were handled as best as possible by the researcher.

On the whole, the present study can be taken as a pilot work on tourism resources of Bundelkhand region, leaving considerable scope for study to the future scholars.
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FURTHER READINGS


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