PREFACE

Tourism industry and women both are helpful to each other for better output. We can see the effect of the “Young India” campaigns, all over the economy as well as in the tourism industry. In the recent times Tourism industry has been recognized as the largest employment generating industry, which consumes skilled, semiskilled and unskilled labor force. Participation of women in hotels, travel agencies, airlines, railway, and as guides is increasing day by day. Young girls come in bulk for taking admission in courses related to air hostess, aviation & hospitality centers; this is a clear signal for the improvement of participation women in tourism industry in India. From Cab drivers to Airplane pilots and now engine drivers the participation of women in the various direct and indirect sectors of tourism has been a commendable one. The appointment of a woman as an engine driver in Jharkhand has been a mile-stone and memorable movement for tourism industry in India as well as women of the world too.

Women of Bundelkhand have a brave history as per the nature of the region. History has many tales of the chivalry and bravery of women belonging to Bundelkhand region, from Sati Anusuiya to Ranibai Bai, women of the region have always been brave and sturdy. In tourism industry women participation in workforce in Bundelkhand region is very low. The proper utilization of women power for the promotion and development of tourism industry in the region will not only be helpful for empowering women of the region but also the industry.

India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich culture & heritage, fair & festivals, snow capped mountains, a vast coastline, monumental attractions that span the entire country, offer tremendous potential for tourism. India, a low cost destination, continues to exert its mesmerizing pull not only on the world tourist, but the Indian tourist has also been bitten by the travel bug. The Economic Survey 2007-08 has said that the prospects for growth of tourism in India are bright. The overall development of tourism infrastructure coupled with other efforts by the Government to promote tourism such as appropriately positioning India on the global tourism map through the “Incredible India” campaign, according greater focus to newly emerging markets such as China, Latin America and CIS countries, and participating in trade fairs and
exhibitions will facilitate tourism growth. The rate of growth of tourism sector in India has been way above the world average in the last few years. 2006-07 is the fourth consecutive year of high growth.

Foreign tourist arrivals and foreign exchange earnings from tourism 2006-07 saw arrival of approximately 46.33 lakh foreign tourists in India, thereby registering a growth of 13 per cent over the previous year. As per advance estimates, foreign exchange earned during 2006-07 due to tourism was $ 9696 million – a growth of 23.5 per cent over the previous year.

This research thesis has been organized into seven sections / chapters. Chapter I Growth and Development of Tourism in India examines the past present and future of tourism industry in India. In this fraction we also discuss the present scenario of tourism industry and their relationship with sociality.

Chapter II, Bundelkhand - A Tourist Destination focused on the study area Bundelkhand as a tourist destination, introduces the historical and geographical dimensions of the region. This chapter also includes the demographical profile of the region, political outline, socio-cultural, socio-economic profile of the region, art, culture, dance, tribal life, 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.

Chapter IV deals with the Human Resource Practices in Tourism Sector. Modern approaches of human resource for tourism and hospitality industry are included. Chapter V, is titled Women Participation in Tourism Sector Trends and Scope. In this chapter we discuss with the help of past research projects, models, ideas etc. how to empower women through tourism industry.
Chapter VI is entitled Findings 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 concludes the research study, it is designed on the basis of results of the primary research, secondary source of information, personal observation of the researcher during his field and desk work, it also incorporates recommendation and suggestions of the local people of the various destination of Bundelkhand. The thesis ends with the Bibliography and Annexure.

The present research work has tried to explore the level of women participation in tourism related jobs in the Bundelkhand region. It has also identified the tourism potential of the region and has studied the attitude of employment of women in tourism related jobs in the region.

Bundelkhand region is extremely rich in cultural and historical heritage and scope for tourism is immense in this area. It is true though that most of the region is yet unexplored. If tourism is given proper opportunities for growth and development the economic status of the region is also bound to improve. The employment opportunities for women in the tourism sector are vast and they can be tapped as and when tourism in the area receives a push.

As of now the level of participation of women in the tourism sector is very low in the region and there is a need to improve the situation. The present work is an aim towards identifying the scope of employment opportunities for women in the tourism sector as also to identify the level of decision making of females in tourism. The study has also elaborated on the historical and cultural heritage of Bundelkhand.