

Research Article

Gender Equality-based Tourism Development in Indonesia: Case Study in Denpasar City, Bali Province

Tri Yuniningsih^{1*}, Endang Larasati Setianingsih¹, Sri Suwitri¹, and Sunee Hongwiset²

¹Lecturer at the Department of Public Administration, Faculty of Social and Political Sciences, Diponegoro University, Indonesia

²Lecturer at the Graduate School of Public Administration, Burapha University, Thailand

Abstract.

Women's empowerment is a strategic way to increase women's potential and their role in both public and domestic domains, carried out to achieve a better quality of life and equality between men and women. A problem faced in tourism development in the city of Denpasar, Bali is the limited roles available for women from a socio-cultural aspect. This research aims to analyze tourism development based on gender equality in Denpasar City and the obstacles it faces. It uses a qualitative descriptive approach, collecting data through documents, interviews, and observations, and determining informants using the snowball technique. Results indicate that tourism development in Denpasar City does not show maximum gender equality. While from the awareness dimension it shows women's involvement, but looking at women's capacity, power in decision making, and supervision, it is less than optimal due to social and cultural obstacles. Furthermore, equality has been maximized at the transformation of action aspect thanks to support from the government. One of the obstacles faced are the parts of customary law which indicate that decision-making it is the arena of men. We recommend the continual socializing of gender equality in the tourism sector, holding leadership and skills trainings for skills specifically for women in the tourism sector, and increasing campaigns on gender equality in the tourism sector.

Keywords: tourism, development, equality, gender

1. INTRODUCTION

Sustainable Development Goals (SDGs) are a new development agreement formed to replace the MDGs which have been in effect since 2015-2030, and have been agreed to by more than 190 countries in the world. SDGs contain 17 goals and there are 169 development targets which seek to overcome the development lags of countries in the world such as excessive consumption and production, as well as inequality in developed countries and problems of poverty, health, education, protection of marine and forest ecosystems, urban areas, sanitation, and the availability of drinking water in developing countries. Tourism is one of the areas included in the focus of the SDGs targets. Tourism

Corresponding Author: Tri
Yuniningsih; email:
triyuniningsih26@gmail.com

Published: 17 July 2025

Publishing services provided by
Knowledge E

© Tri Yuniningsih et al. This
article is distributed under the
terms of the [Creative Commons
Attribution License](#), which
permits unrestricted use and
redistribution provided that the
original author and source are
credited.

Selection and Peer-review under
the responsibility of the
ICoGPASS 2024: Policy and
Development Conference
Committee.



can contribute to sustainable development by encouraging the conservation of natural resources and ecosystems, ensuring the sustainable availability of resources to meet the needs of present and future generations without causing permanent damage (1). Therefore, the development of the tourism sector must be carried out seriously, directed and professionally so that the development and utilization of tourism assets can make a major contribution to the national economy (APBN BULETIN, 2016). The tourism sector in Indonesia is one of the main contributors to the country's foreign exchange earnings and has a huge economic impact on local communities. Tourism can contribute to the economic development of local communities by creating jobs, stimulating the growth of small businesses, and generating income through the sale of local goods and services (2). In addition, tourism can lead to infrastructure development, such as the construction of roads, hotels, and recreational facilities, which can further benefit the local economy such as local producers and small businesses, through the purchase of goods and services (3).

Apart from contributing to the economy, tourism development also has a close relationship with gender. Tourism development can improve gender equality in employment, education, and rights, with domestic spending generally improving equality (4). Tourism often provides employment opportunities for women, especially in sectors such as hospitality, food and drink, and handicrafts. This can increase women's income and economic independence. However, women are still underrepresented in leadership positions in the tourism industry. Encouraging women's participation in decision making can result in more inclusive and sustainable policies. In its development, research related to gender-based tourism development is still little carried out, this can be seen in the picture below:

Research in Ecuador and Mexico examines the interplay between empowerment and gendered social innovation among women entrepreneurs, emphasizing the need for broader societal changes to address gender inequalities (5). Studies also demonstrate how tourism can provide opportunities for women to promote their talents, achieve social recognition, and gain better social capital, contributing to gender equality and empowerment (6). The abstracts acknowledge the challenges and opportunities in gender and tourism research, including the need for inclusive learning spaces, feminist research approaches, and policies supporting women's empowerment in the tourism workforce and entrepreneurship (7)(8). In conclusion, from previous research it was found that gender and tourism research examines gender mainstreaming, women's empowerment, as well as challenges and opportunities. However, the research does

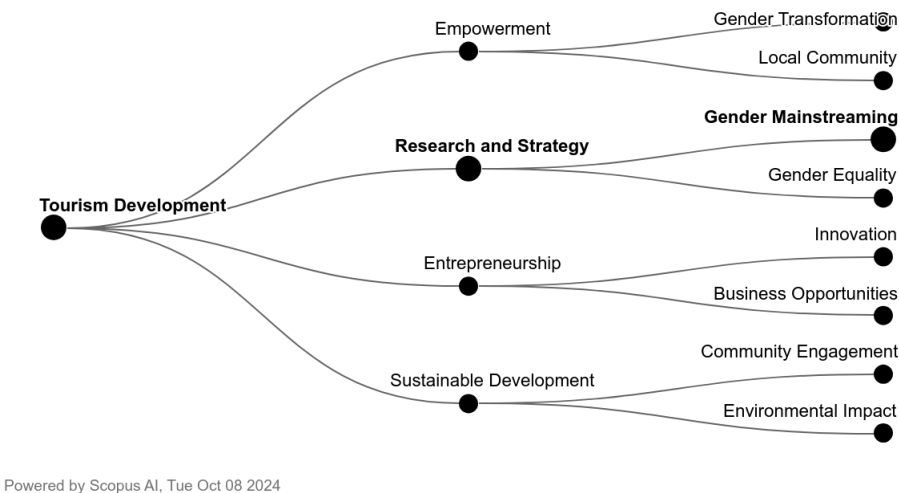


Figure 1: Concept map.

not directly address specific strategies for mainstreaming gender in tourism development. Therefore, although previous studies offer different perspectives on gender in tourism, they do not provide explicit strategies for mainstreaming gender in tourism development.

Tourism is an economic sector that has a significant impact on the development of a region. In Denpasar City, Bali, tourism not only acts as a source of income, but also as a means of strengthening the community’s cultural and social identity. However, in the development of this sector, gender issues often do not receive adequate attention. This is because cultural differences, especially between individualistic and collectivistic societies, significantly influence gender-based job opportunities, job promotions, leadership roles, and gender bias in the tourism industry (9). In patriarchal societies, traditional gender roles can be disrupted by tourism, but this disruption does not always benefit women (10). The development of gender-based tourism in Denpasar is very important to ensure that all groups, including women and other vulnerable groups, can experience the benefits of this industry fairly and equally.

The gender-based tourism approach emphasizes the need for inclusion and active participation of women in various aspects of tourism development, from planning, implementation, to evaluation. By empowering women, not only the family economy can improve, but also the quality of life of society as a whole. Through this effort, it is hoped that a more sustainable tourism environment will be created, reduce gender inequality, and increase awareness of the important role of women in maintaining and preserving local culture.

As the number of tourists continues to grow, Denpasar City has a golden opportunity to develop a tourism model that not only focuses on economic benefits, but also on gender-based social justice and sustainability. Thus, it is important to carry out research on gender-based tourism development. Therefore, the aim of this research is to analyze tourism development based on gender equality in Indonesia, a case study in Denpasar City, Bali Province and analyze what factors are the obstacles/obstacles faced.

2. Theoretical Study

2.1. Tourism Development

According to Barreto and Giantari (11), tourism development is an effort to develop or advance tourist objects so that these tourist objects are better and more interesting in terms of places and objects in them to attract tourists to visit them. Cooper et.al (12) stated that the tourism destination development framework contains the same objectives which include the following elements:

- a. *Attraction*: tourist attractions based primarily on natural and cultural riches as well as artificial or man-made attractions such as *event* or which are usually classified as special interests;
- b. *Accessibilities*, which includes transportation system support including: terminal facilities, airports, ports, transportation routes/routes and other transportation models;
- c. *Amenities*, which includes supporting facilities and tourist support including: accommodation, restaurants (*food and beverage*), shop souvenir, travel agencies, retail, tourist information centers, money exchange facilities (*money changer*) as well as other comfort facilities;
- d. *Ancillary Services*, which includes hospitals, banks, postal services, telecommunications and others. This is a supporting facility used by tourists;
- e. *Institutions* or usually referred to as institutions related to the existence and role of each element in supporting the implementation of tourism activities including the local community.

2.2. Women's Empowerment

Women's empowerment is a process of awareness and capacity building for greater participation, greater decision-making power and supervision and transformational action to produce greater equality between women and men. According to Sulistyani (2004), the stages or steps in empowering women are as follows: 1) The stage of awareness and behavior formation towards conscious and caring behavior so that they feel the need to increase their own capacity. This stage is a preparatory stage in the empowerment process. At this stage the empowering party/actor/performer of empowerment tries to create preconditions, in order to facilitate an effective empowerment process. A touch of awareness will further open people's desires and awareness of their current conditions, thereby stimulating their awareness of the need to improve conditions to create a better future. 2) The ability transformation stage in the form of insight into knowledge, skills to open up insight and provide basic skills so that they can take a role in development. The process of transformation of knowledge and skills can take place well, enthusiastically, and run effectively if the first stage has been conditioned. The community will undergo a learning process regarding knowledge and skills that are relevant to their demanding needs. At this stage, the community can play a participation role at a low level, namely simply being a follower or object of development, not being able to become a subject of development. 3) The stage of increasing intellectual abilities and skills so that initiative and innovative abilities are formed to lead to independence. This stage is a stage of enrichment or improvement of intellectual abilities and skills needed so that they can form independent abilities. This independence will be marked by the community's ability to form initiatives, give birth to creations and carry out innovations in their environment. If the community can carry out this stage, then the community can independently carry out development.

3. Methods

This research will use a qualitative approach to explore an in-depth understanding of gender-based tourism development in Denpasar City. This approach allows researchers to explore the perspectives, experiences and challenges faced by women in the tourism sector. Research will be carried out in various locations which are tourism centers in Denpasar City, such as beach areas, art markets, and local communities involved in the tourism industry. The research subjects consisted of: Women involved in the tourism

industry (entrepreneurs, workers, traders), policy makers in the tourism sector, non-governmental organizations that focus on gender issues and women's empowerment as well as tourists who have experience interacting with local women in the tourism context. . Data Collection Techniques through interviews, Focus Group Discussions (FGD), Holding focus group discussions with various stakeholders to understand and observe. The collected data will be analyzed using a thematic analysis approach, where researchers will identify the main themes that emerge from interviews and FGDs. To ensure the validity and reliability of the research, the researcher will:

4. Results and Discussion

Tourism development is a process that aims to increase the attractiveness of tourist attractions and improve infrastructure and services that support the tourism sector. Tourism development in Denpasar City has been carried out with various strategies and activities that focus on developing tourism destinations, developing the tourism industry, and active community participation. The Denpasar City Tourism Office has developed tourism destinations with a focus on developing tourist objects and attractions. Tourism development can be seen from five components based on Cooper's opinion Accessibilities, Amenities, Institution, Available Packages, and Ancillary Services, namely:

4.1. Attraction

A tourist attraction is an object that attracts someone to enjoy/watch the object (13). Based on analysis of data validity tests through source triangulation, tourism in Denpasar City has great potential with the uniqueness of natural tourism villages, culture and local wisdom. Denpasar City, the capital of Bali Province, offers various interesting tourist attractions ranging from the beauty of nature-based tourist attractions, arts and culture as well as local wisdom possessed by the Balinese people, especially Denpasar City. From cultural, natural, to culinary tourism, Denpasar has everything to satisfy tourists. If linked to the concept that a tourist attraction is an object that has the attraction for someone to enjoy/witness the object, then the tourist attraction in Denpasar City is a tourist attraction that has the potential to be developed. Tourist attractions in Denpasar City have several types of tourist attractions including natural, cultural and artificial tourist attractions. The development of tourist attractions is gender-based, but tourist

attractions still have several challenges. This can be seen from several criteria, according to the opinion of Sulistiyani (2004), namely:

- a. Public awareness of the importance of women's involvement in tourism is increasing, but there are still cultural barriers that limit their participation. Many women are limited by social norms that prevent them from taking a more active role in tourism development. One of the local community participation in traditional Balinese performing arts shows that women in East Denpasar have been successfully involved in various performing arts activities. In the Kertalangu Tourism Village, Denpasar City, women have a significant role, such as providing culinary delights for tourists, and empowerment programs such as the waste bank movement. Then, tourist attractions in Tukad Bindu, Denpasar City, although women have been actively involved in its management, such as farming and developing Micro, Small and Medium Enterprises (MSMEs), they are not yet fully represented administratively in the management organizational structure. This shows that there is a gap between practical involvement and formal representation but there is no administrative representation that reflects their role. This research shows that the integration of gender equality in the management of tourist attractions still needs to be improved. Many women are still limited by social norms that prevent them from fully participating in the management of tourist attractions. Apart from that, lack of knowledge, experience and facilities also become obstacles for them to be more actively involved.
- b. Capacity in Women's Management Participation attractions tourism, women have extraordinary potential in managing tourist attractions. The sensitivity, creativity and interpersonal skills that are often inherent in women are valuable assets in the world of tourism. However, to maximize this potential, there needs to be systematic support and efforts to increase their capacity. For example, in developing tourist attractions in Denpasar City, women have been actively involved in financial and operational management and good communication skills and high empathy make it easier for women to interact with tourists and build good relationships. This is because the good level of education among women in this village contributes to increasing their capacity in the tourism sector. Overall, the capacity of women in Denpasar City in managing tourist attractions shows great potential but also faces various challenges. Increasing public awareness, policy support and empowerment programs will be crucial to encourage more significant

involvement of women in the tourism sector. By providing the right support, women can become a driving force in sustainable tourism development.

- c. Power in decision making in attraction development. Even though there is a Gender Mainstreaming policy that supports women's involvement, in Tukad Bindu, women are still underrepresented administratively in the management organizational structure. However, they are actively involved in various activities such as farming and developing Micro, Small and Medium Enterprises (MSMEs), which contribute to the management of community-based tourist attractions. In addition, the formation of tourism awareness groups (POKDARWIS) in several areas provides space for women to be involved in planning and implementing tourism programs. However, data shows that women's participation is still lower than men's, with only 8% of female respondents involved in tourism development. This reflects the need for more attention to women's empowerment in this sector.
- d. Supervision in making major decisions regarding the management of tourist attractions in Denpasar City shows that the role of women is still not dominant. In various aspects of management, especially those involving strategic and policy decisions, women's involvement is often limited. This shows that there is a gender participation gap that needs more attention. This inequality not only affects the lack of women's perspectives in the decision-making process, but also on how tourism policy in Denpasar can be more inclusive and representative of all parties. Equal participation of women in tourism management can open up opportunities to present fresh ideas, improve local welfare, and ensure that tourism development reflects the interests of all parties. Increasing the role of women in monitoring and decision making will be an important step to support sustainable tourism in Denpasar City, while ensuring that the development of this sector is more fair and equitable.
- e. Transformation Actions in increasing equality degrees Women, the transformation of actions that have been taken to increase equality degrees women in Denpasar City in managing tourist attractions includes various initiatives. The following are several strategies and programs that have been implemented, namely the Denpasar City Tourism Office holding digital marketing training for tourist village managers and members of the Tourism Awareness Group (Pokdarwis). This training aims to increase participants' knowledge and skills in utilizing information technology to promote tourist destinations, so that they can attract more visitors.

Furthermore, there are education and training programs that focus on developing managerial skills and hard skills for women which are very important. This includes training on business management, marketing, and effective promotional techniques, which can empower women to take a more active role in managing tourist attractions.

4.2. Accessibilities

Based on interview analysis that has been tested through source triangulation, transportation access to Denpasar City is currently good, equipped with various modes of transportation, including Denpasar City has the Trans Metro Dewata Bus system which connects various main tourist attractions. Several Trans Metro Dewata buses are equipped with special seats for people with disabilities. Apart from that, the main roads in Denpasar City generally have sidewalks that are quite wide and equipped with ramps. Several roads in tourist areas are equipped with special lanes for pedestrians and cyclists. Several public facilities at tourist attractions in Denpasar City, such as the Art Center Cultural Park, Bali Museum, and Badung Market, have been equipped with disability-friendly facilities, such as parks, government offices, and schools, have been equipped with disability-friendly facilities, such as special toilets, special paths and ramps. The Denpasar City Government also provides information related to tourism such as tourist maps and tourist destinations through the website and social media of the Denpasar City Tourism Office. Tourism industry players also need to make efforts to improve accessibility, including providing disability-friendly facilities in hotels, restaurants and tourist attractions. Provide information about accessibility on websites and promotional materials. Train staff to provide disability-friendly information and services. Accessibility in Denpasar City is still in the development stage. Although the city has made some efforts to improve accessibility, more needs to be done. The community and government need to work together to create a Denpasar City that is friendly and inclusive for everyone.

The analysis noted that accessibilities Denpasar City is supported by an adequate transportation system including terminal facilities, airports, ports, transportation routes and other transportation models. Accessibility development in Denpasar City does not only focus on physical development, but also involves social, cultural and gender aspects. Women, as significant users of public space, have unique perspectives and special needs that need to be considered in accessibility planning and development.

Development accessibility is already gender-based, but still has some challenges. This can be seen from several criteria, according to the opinion of Sulistiyani (2004), namely:

- a. Public awareness of the importance of women's involvement in developing accessibility is increasing, but there are still cultural barriers that limit their participation. The level of awareness of women in Denpasar City is influenced by several factors: level of education, women's experience, participation in community organizations and intensive campaigns and outreach about the importance of accessibility can increase public awareness in general, including women. Women have great potential to become agents of change in creating a more inclusive city. In addition, women can be strong advocates in fighting for the right to accessibility. Women's participation can enrich the planning and decision-making process. However, there are still challenges in its implementation, namely the perception that public space is the domain of men is still strong, many women have a double burden in family and work and are underrepresented in decision-making forums related to city development.
- b. Capacity in Women's participation in developing tourism accessibility. Denpasar City women have great potential in contributing to the development of tourism accessibility. As an integral part of the community, they bring a unique perspective that can enrich the inclusive tourism planning and development process. Women, especially those with young children, parents, or family members with disabilities, often have a deeper understanding of accessibility needs. Women also have good communication skills, which can facilitate dialogue and collaboration in the planning process. Additionally, women often have extensive social networks, allowing them to disseminate information and involve more people in accessibility development efforts. Women often have creative ideas for overcoming accessibility challenges and developing innovative solutions. Environmental Sensitivity: Women are often more sensitive to environmental and sustainability issues, which are important in the development of sustainable tourism. The role of women in developing tourism accessibility includes providing input and feedback about existing tourism facilities and services, participating in decision-making processes related to tourism development, both at the community and government level, opening tourism businesses that are accessibility-friendly, such as homestays, restaurants, or souvenir shops as well as advocating for the interests of vulnerable groups, including women and people with disabilities, in access to tourism. Development

of tourism accessibility in Denpasar City will be more successful if women actively involve it. By providing the right support, women can become agents of change and contribute to creating inclusive and sustainable tourism destinations.

- c. **Power in Decision Making.** Women have great potential in contributing to decision making regarding accessibility management in Denpasar City. As significant users of public space, they bring unique perspectives that can enrich inclusive urban planning and development processes. However, a number of challenges still prevent women from playing a more active role in these decisions. Women have several potentials, namely **Understanding Special Needs:** Women, especially those who have young children, parents, or family members with disabilities, often have a deeper understanding of accessibility needs. **Communication Skills:** Women often have good communication skills, which can facilitate dialogue and collaboration in the decision-making process. **Social Networks:** Women often have extensive social networks, allowing them to spread information and involve more people in accessibility development efforts. **Creativity:** Women often have creative ideas for overcoming accessibility challenges and developing innovative solutions. **Environmental Sensitivity:** Women are often more sensitive to environmental and sustainability issues, which are important in sustainable urban development. Increasing women's power in decision making regarding accessibility management in Denpasar City is an important step to create a more inclusive and sustainable city. By providing the right support, women can become agents of change and contribute to creating a better environment for all.
- d. **Supervision in making major decisions related to managing tourism accessibility** in Denpasar City shows that the role of women is still less significant. Although accessibility is an important component in inclusive tourism development, women's involvement in monitoring and decision making regarding this aspect is still limited. The lack of involvement of women in managing tourism accessibility can result in a lack of perspectives that represent all levels of society, especially in creating facilities and services that are friendly to various groups, including women, children and people with disabilities. In fact, better accessibility will expand the reach of tourists and make a significant contribution to the local economy. To realize inclusive tourism, it is important for women to have a greater role in the monitoring process. With equal involvement, the development of tourism accessibility in Denpasar City can be more responsive to the needs of all parties, ensuring that every decision

taken reflects diverse interests. This will also support the creation of a safer, more comfortable and friendly tourist environment for all visitors.

- e. Transformation Actions in Increasing Equality degrees Woman. The city of Denpasar, as one of the main tourist destinations in Indonesia, has demonstrated its commitment to increasing equality for women in various sectors, including tourism. The transformational actions that have been carried out to increase the role of women in managing tourism accessibility in Denpasar City are quite diverse and continue to develop. Although much progress has been made, there are still several challenges that need to be overcome to achieve greater gender equality in the management of tourism accessibility in Denpasar City. Some of these are the perception that tourism is a male-dominated sector that is still strong, many women still have to carry the double burden of family and work, and women often have limited access to capital and technology. However, these challenges also open up opportunities for innovation and creativity. By continuing to strive to increase awareness, build capacity and create a supportive environment, we can create more inclusive and sustainable tourism in Denpasar City

4.3. Amenities

Amenities, which include supporting facilities and tourism support, include: accommodation, restaurants (food and beverage), souvenir shops, travel agency, retail, tourist information center, money exchange facility (money changer) and other convenience facilities. The following are the amenities available in Denpasar City, namely Tourist Facilities: Essential amenities include accommodation, catering, safety and security services. These facilities must be reliable and uninterrupted to meet tourist demands (14) and Environmental Amenities: Coastal and natural resources are significant attractions, but they require appropriate management to prevent environmental degradation.

An analysis noted that *amenities* In Denpasar City, supporting facilities and tourism support are supported, including: accommodation, restaurants (food and beverage), souvenir shops, travel agency, retail, tourist information center, money exchange facility (money changer) and other convenience facilities. The development of these facilities aims to increase the attractiveness of Denpasar City as a comfortable and enjoyable tourist destination for all visitors. This is in line with local government efforts to promote sustainable tourism that benefits local communities while providing memorable

experiences for tourists. Amenity development is gender-based, but still has several challenges. This can be seen from several criteria, according to the opinion of Sulistiyani (2004), namely:

- a. Awareness of Denpasar City Women's participation in developing amenities, namely that women in Denpasar City have an increasingly significant role in tourism development, including in the management of tourist amenities. Their awareness of the importance of quality and inclusive tourism support facilities continues to increase. The factor that drives women's awareness is personal experience: many women are directly involved in the tourism sector, either as business actors, workers or service users. This personal experience allows them to better understand the needs and expectations of tourists, especially women and other vulnerable groups. Education and Training: access to quality education and training enables women to increase their knowledge and skills in the field of tourism. Networks and Communities: The existence of networks and communities of women tourism actors facilitates the exchange of information, ideas and support. Socio-Cultural Change: Socio-cultural changes that are increasingly opening up the role of women in society have also encouraged increased awareness and participation in various fields, including tourism. In order to increase public awareness regarding gender equality in the development of tourism amenities, gender awareness campaigns need to be carried out. This includes outreach regarding the role of women in the community and the importance of their involvement in local economic development. Awareness of women in managing tourist amenities in Denpasar City is increasing. With the right support, women can play a bigger role in developing sustainable and inclusive tourism.
- b. Capacity in the participation of Denpasar City Women in developing amenities. The role of women in development, especially in developing cities like Denpasar, is increasingly significant. Their involvement is not only as consumers, but also as producers of ideas, decision makers and agents of change. In the context of developing amenities or supporting facilities, women in Denpasar have great potential to contribute. Women are often the driving force in community social activities. They can identify unmet social needs and propose relevant solutions. One example is when a city regional musrenbang was held or other coordination meetings with other actors, women through the Denpasar City DP3AKB provided

proposals for additional facilities in the form of lactation rooms and other safer women's support facilities.

- c. Power in making decisions for the City of Denpasar in developing amenities. Balinese women have a very important role in the social and cultural life of Balinese society. Historically and culturally, Bali has a patriarchal social structure. However, in ever-changing social dynamics, Balinese women are starting to show increased participation in various fields, including in public decision making. The power of Balinese women in making decisions on the development of amenities in Denpasar City is still growing. Despite various challenges, Balinese women have enormous potential to contribute to more inclusive and sustainable development. With support from various parties, Balinese women can become equal partners in building a better city.
- d. Supervision in decision making regarding the development of tourist amenities in Denpasar City shows that women's involvement is still less significant. In fact, amenities or supporting facilities such as restaurants, accommodation, shopping places and health services are important elements in increasing the attractiveness of tourist destinations. The presence of good amenities can provide a more satisfying experience for tourists and has the potential to increase the length of stay and level of visitor satisfaction. Even though the development of amenities has a direct impact on tourist comfort and safety, the role of women in monitoring and decision making in this area is still limited. This can limit perspectives in designing facilities that are friendlier to all groups, including women, children and groups with special needs. By expanding the role of women in overseeing amenity development, this process can be more inclusive and take into account various points of view that may not have been given enough attention. Strengthening the role of women in overseeing amenities management can also provide broader and more diverse insights in creating a better tourism environment. In this way, it is hoped that decisions taken regarding the development of tourist amenities in Denpasar City can be more responsive to the needs of local communities and visiting tourists, thereby improving service quality and strengthening the competitiveness of tourist destinations in the region.
- e. Transformation Actions in Increasing equality degrees Woman. Regional Regulation: The Denpasar City Government has issued Regional Regulation (Perda)

Number 3 of 2020 concerning Gender Mainstreaming (PUG). This regional regulation aims to provide guidelines for implementing gender-responsive government, including in planning and implementing the development of tourist amenities. Additionally, To increase women's participation, it is important to provide relevant education and training. This includes training in managerial and technical skills in the tourism sector, so that women can contribute more in decision making and management of amenities. Development of public spaces such as child-friendly playgrounds and other public facilities must take into account the needs of all genders. Janggan Park in Denpasar, for example, is designed as a safe and comfortable play space for children, reflecting the government's commitment to creating an environment that supports children's rights while paying attention to gender equality. Gender-based development of amenities in Denpasar City not only aims to improve the quality of tourist facilities but also to empower women to participate actively in the tourism sector. With supportive policies as well as training and education programs, it is hoped that gender equality can be achieved in tourism development in this area.

4.4. Ancillary Access

Ancillary Services, which include hospitals, banks, postal services, telecommunications and others. This is a supporting facility used by tourists. From the analysis above it is known *ancillary services*, which includes hospitals, banks, postal services, telecommunications and others. This is a supporting facility used by tourists. The development of these facilities aims to increase the attractiveness of Denpasar City as a comfortable and enjoyable tourist destination for all visitors. This is in line with local government efforts to promote sustainable tourism that benefits local communities while providing memorable experiences for tourists. Development *ancillary access is already* gender-based, but still has several challenges. This can be seen from several criteria, according to the opinion of Sulistiyani (2004), namely:

- a. Greater awareness of Women's participation. Awareness of women in developing supporting facilities in Denpasar City is still relatively low, but there are several initiatives and examples that show the potential and success in empowering women in the tourism sector. The low involvement of women is caused by various factors, such as the assessment that women's knowledge and experience is lower, lack of facilities, and lack of capital.

- b. Greater capacity for women's participation. Women in Denpasar City have enormous potential to contribute to the development of supporting facilities. With a deep understanding of society's needs, specific skills, and unique gender perspectives, women can be important actors in creating a better environment. As primary caregivers, women have a deep understanding of the health facilities needed, such as community health centers, posyandu, and lactation rooms. In addition, women's involvement in children's education makes them understand the importance of adequate learning facilities, such as libraries and children's playrooms. Women are also often the driving force in social activities, so they can identify the need for inclusive and safe public spaces.
- c. Greater decision-making power. Ancillary access or supporting access is a very important complementary facility in a city, such as parking, environmental roads, sidewalks and green open spaces. The management of these facilities directly impacts the quality of life of the community. In this context, the role of women in making decisions regarding the management of ancillary access in Denpasar City becomes very relevant. Denpasar City women already have voting rights to make decisions, for example women are often more sensitive to safety issues, so they can provide input regarding the design of safer facilities, especially for women and children. Women also often use public spaces for various activities, so they have a deep understanding of the need for safe, comfortable and inclusive public spaces. However, sometimes there are no suggestions from women 100%.
- d. Oversight in greater Decision making. In the decision-making process regarding tourism development in Denpasar City, the supervisory role of women in managing ancillary access or supporting access has not been significantly prominent. In fact, ancillary access includes important elements such as transportation, information and public facilities that support tourist comfort and mobility. The involvement of women in this supervision can provide a more inclusive and diverse perspective, which has the potential to improve the quality and effectiveness of supporting access for all groups of tourists. However, the lack of women's participation in this area reflects the need to strengthen their involvement so that decisions taken can be more representative and responsive to the various needs of tourists in Denpasar City.
- e. Transformation Actions in Increasing equality degrees Woman. Challenges and opportunities faced by women in managing ancillary access in Denpasar City. The

main challenges are often related to gender stereotypes, lack of representation in decision making, and limited access to resources. However, opportunities are also wide open, especially with increasing awareness of the importance of gender equality and women's participation in development.

Strengthening women's participation in decision making requires several methods, namely implementing gender quotas in various decision making forums related to ancillary access management, both at the government and community levels. Support the formation and strengthening of women's associations that focus on urban and development issues, so that women's voices can be heard collectively. Provide leadership training for women to increase their capacity to make decisions and manage projects.

Increasing access to information and resources for women in Denpasar City by building a database of women who are competent in the field of urban planning and development, so that it is easily accessible to the government and other stakeholders. Provide technical assistance for women in accessing information and resources relevant to management *ancillary access*. Establish partnerships with the private sector to provide financial and technical support for projects proposed by women.

Apart from that, there is socialization and education by conducting awareness campaigns about the importance of gender equality and women's participation in development, holding training and workshops to increase public understanding of gender issues and the role of women in development and utilizing mass media to promote the role of women in management. *ancillary access*. Increasing women's equality in managing ancillary access in Denpasar City requires commitment from various parties. By implementing comprehensive transformational actions, we can create more just, inclusive and sustainable cities.

4.5. Institution

Tourism institutions in Denpasar City involve various institutions and policies that support each other to create a sustainable and quality tourism ecosystem. This is in line with local government efforts to promote sustainable tourism that benefits local communities while providing memorable experiences for tourists. Institutions that are already gender-based still have several challenges. This can be seen from several criteria, according to the opinion of Sulistiyani (2004), namely:

- a. Greater awareness of Women's participation. Women's awareness in Denpasar City to participate in tourism development institutions still faces various challenges, although there are several initiatives that show positive potential. Data shows that women's involvement in the development of tourist villages in Bali, including Denpasar, is very low, with only 8% of women participating compared to 92% of men. This reflects the existence of a significant gender gap in the tourism sector.
- b. Greater capacity for women's participation. Balinese women are known as strong and tough figures. They are able to carry out and carry out various roles in traditional, religious and economic life. The hardworking attitude and resilience of Balinese women is a legacy of the past in the agricultural culture that supports the lives of the Balinese people. Balinese women also have resources that are able to take them into two realms, namely the domestic realm and the public realm. They can still work outside the home and are able to carry out their obligations within the family, customs and religion more broadly. The involvement of Balinese women in these two domains is in line with Darmayanti and Budarsa (2021) who state that the role of women is a cultural dualism. However, there are still several factors that hinder women's participation. This is why women's capacity in tourism institutions is still limited. Although the capacity of women to participate in tourism organizations in Denpasar City is still limited, there are great opportunities to increase their involvement through education, training and policies that support gender equality. By overcoming inhibiting factors and creating greater opportunities for women, it is hoped that their role in tourism development can increase significantly.
- c. Greater decision-making power. In the context of tourism management in Bali, decisions are generally taken more by men. This is due to the larger number of male workers in the tourism sector in Bali as well as the stereotype that assumes that Balinese women are not capable of making independent decisions regarding tourism management. This condition means that Balinese women often compromise on existing decisions in order to continue to support tourism development. The compromise process in tourism management in Bali shows dynamics, where every time a decision is made there is always the possibility that one party will oppose the other party. Therefore, to ensure that the process of power runs smoothly, Balinese women can converge, that is, agree so that existing differences can be overcome, so that they can move towards one goal in choosing alternatives to achieve success in managing tourism in Bali.

- d. Oversight in greater Decision making. In the context of tourism institutional management in Bali, the role of women in supervision and decision making is still limited. This is influenced by the weak power of Balinese women in the decision-making process, which has an impact on their minimal role in overseeing the management of tourism institutions in Denpasar City. In fact, supervision that involves women's perspectives can provide a more inclusive view, enrich institutional strategies, and strengthen tourism development that is sustainable and responsive to various needs. It is important to encourage increasing the role of women so that the management of tourism institutions in Bali, especially in Denpasar City, can be more effective and reflect the diverse interests of local communities.
- e. Transformation Actions in Increasing equality degrees Woman. The city of Denpasar has made various efforts to increase the equality of women in tourism institutions. This transformation of action was carried out with the aim of providing wider space for women to actively participate in the development of the tourism sector and achieve gender equality. Some of the transformation actions that have been carried out include:

First, strengthening the power of women in making decisions. Implementation of gender quotas in the management of tourism organizations, both at the tourist village and city levels. Providing special leadership training for women to increase their decision-making capacity. Establishment of an inclusive discussion forum to involve women in tourism planning and development. Second, increase access to resources. Providing business capital assistance for women who want to start a business in the tourism sector. Skills training relevant to the tourism industry, such as foreign languages, business management and marketing. Providing easily accessible information regarding business opportunities in the tourism sector. Third, socialization and andsorrow with carry out awareness campaigns about the importance of gender equality in tourism. Organized training and workshops to increase community understanding of gender issues and the role of women in development. Utilizing mass media to promote the role of women in tourism. Tofour, monitoring and evaluation by developing gender indicators to measure the level of women's participation in tourism. Providing an easily accessible complaint mechanism for women who experience discrimination and conducting regular evaluations of policies and programs related to gender equality in tourism. Lastly, in partnership with various pAmong other things, the Denpasar City Government plays an

active role in supporting women's participation through policies that support gender equality. Civil society organizations, especially those that focus on women's issues, are strategic partners in advocating for women's rights and increasing their participation. The private sector plays a role in supporting projects proposed by women and providing employment opportunities for women.

Examples of practices in Denpasar City such as the Formation of Joint Business Groups (KUBE): women's KUBE which focuses on the production of Balinese handicrafts and culinary delights. Tourism Awareness Group (Pokdarwis): Involvement of women in managing tourist villages, such as being tour guides, homestay managers, or souvenir producers. Internship Program: Internship program for young women in hotels and restaurants and Business Capital Assistance: Providing business capital assistance for women who want to develop businesses in the homestay or culinary sector.

Even though many efforts have been made, there are still several challenges that need to be overcome, such as: the assumption that women are more suitable for domestic work is still an obstacle, women still have limited access to resources such as capital, training and networks as well as a combination of domestic roles. and productive work can be a double burden for women. The city of Denpasar has shown a strong commitment to increasing equality for women in tourism institutions. However, much still needs to be done to achieve true gender equality. With the cooperation of all parties, we can create more inclusive and sustainable tourism.

5. Conclusion

Gender-based tourism development in Denpasar City Already carried out by the City Denpasar. Awareness of women's participation in Denpasar City has been seen, this is proven by the many roles of women in tourism development in Denpasar City. The capacity of Denpasar City women in the context of tourism development can be seen from several aspects, including foreign language skills, management skills, and knowledge of tourism products, social networks, family support, and participation in community organizations. A strong network can provide access to information, resources, and business opportunities. However, the implementation of women's participation still experiences obstacles because it is still limited by various factors, including firstly, many women are still limited by social norms that prevent them from taking a more active role in tourism development. Second, decision making in tourism management in Denpasar City is more dominated by men than women. This matter is due to the number of male

workers in tourism management in Denpasar City and there is still a stereotype that Balinese women are not yet able to make decisions independently, and the low level of education of Balinese women compared to men's education. Third, there are still a small number of customary laws that women must adhere to, but in fact they are no longer a major problem. This obstacle is also supported by research from Ambar Srivastava who said that there are limited opportunities to obtain education, inequality in service health, and economic disparities are some of the challenges faced by women in the tourism industry (15). Gender inequality was also found in terms of women's dual roles, wage discrimination, and limited participation of women in organizations tourism. There is a clear connection between the tourism industry and the SDGs. The recommendations submitted are to continuously socialize gender equality in the tourism sector, especially in the city of Denpasar, which is already good, so that it can be adopted in other areas, to hold education and skills training programs specifically for women in the tourism sector, such as hotel management, tourism marketing and tour guiding. . This will increase women's ability to contribute significantly to the tourism industry. Leadership Training by holding leadership training for women so that they can take an active role in decision making in tourism institutions. Carrying out campaigns to increase public awareness about gender equality in the tourism sector through seminars, workshops or community activities.

References

- [1] El-Haggar S, Samaha A. Sustainable Touristic Community BT - Roadmap for Global Sustainability — Rise of the Green Communities. In: El-Haggar S, Samaha A, editors. *Advances in Science, Technology & Innovation* [Internet]. Cham: Springer International Publishing; 2019. pp. 121–35.
- [2] Ilieva L, Petrova M, Todorova L. Application of technological innovations in the tourism industry. *E3S Web Conf.* 2023;408:1–13.
- [3] Zainullina T, Kedrova I. Multiplicative effect as a factor in the development of industrial tourism in the Rostov Region. *E3S Web Conf.* 2023;381.
- [4] Nguyen CP. Tourism and gender (in)equality: global evidence [Internet]. *Tour Manag Perspect.* 2022;41:100933. Available from: <https://www.sciencedirect.com/science/article/pii/S221197362100146X>
- [5] Pécot M, Ricaurte-Quijano C, Khoo C, Vázquez MA, Barahona-Canales D, Ling Yang EC, et al. From empowering women to being empowered by women: A gendered

- social innovation framework for tourism-led development initiatives. *Tour Manage.* 2024;102(January):104883.
- [6] Wen JJ, Lin Q, Wangzhou K. Living with Colours and Pride: Tourism, Ethnicity, and Gender in Yunnan, China. *Tour Hosp.* 2022;3(4):870–9.
- [7] Ling Yang EC, Kimbu AN, Cai W, Swart MP. ARE BREAKING THE GLASS CEILING, BUT CAN WE SHATTER THE CONCRETE ROOF: What Is Next for Gender Studies in Tourism? In: *ROUTLEDGE HANDBOOK ON GENDER IN TOURISM: Views on Teaching, Research and Praxis* [Internet]. Taylor and Francis; 2024. p. 291–302. Available from: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85186794966&doi=10.4324%2F9781003286721-26&partnerID=40&md5=50a63ae6c9306cbd0c5261304bcb31d8>
- [8] Singh A, Anantharajah S, Francis RS. Women's empowerment and tourism development: An Indian perspective. *Women's Empowerment Within the Tourism Industry* [Internet] IGI Global; 2023. pp. 20–31., Available from <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85169526342&doi=10.4018%2F978-1-6684-8417-3.ch002&partnerID=40&md5=bdefda8460cb160e943099946b3462f4>
- [9] Vithayaporn S. The Influence of Cultural Differences on Gender Issues in Tourism and Hospitality Employment: A Grounded Theory Analysis. *Asian J Bus Res* [Internet]. 2023;13(2):86–106. Available from: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85168095163&doi=10.14707%2Fajbr.230151&partnerID=40&md5=937aaec1bd59c2ce58d30d53099000c5https://doi.org/10.14707/ajbr.230151>.
- [10] LaPan C, Morais DB, Wallace T, Barbieri C, Floyd MF. Gender, work, and tourism in the Guatemalan Highlands [Internet]. *J Sustain Tour.* 2022;30(12):2839–59. Available from: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85111153274&doi=10.1080%2F09669582.2021.1952418&partnerID=40&md5=fb2738351f12a2938b4fcd56591a150e>
- [11] Maria B. Murdana Made I KR. Strategy for Development of Pink Beach as a Tourism Attraction in Labuan Bajo. West Manggarai Regency. 2022;1(3):281–90.
- [12] Setiawan IB. IDENTIFICATION OF TOURISM POTENTIAL AND THE 4As (ATTRACTION, AMENITY, ACCESSIBILITY, ANCILLIARY) IN SUMBER WANGI DUSUN, PEMUTERAN VILLAGE, GEROKGAK DISTRICT, BULELENG DISTRICT, BALI [Internet]. UDAYANA UNIVERSITY; 2015. Available from: <https://repositori.unud.ac.id/protected/storage/upload/penelitianSimdos/f3e2c92782684ae4ee371072d490ae74.pdf>
- [13] Kusworo. Government Functions Acceleration in Tourist Village Development: a Case Study of Dermaji Village. *Int J Prof Bus Rev.* 2023;8(3):1–18.

- [14] Ananya SA, Al Muneem A, Hassan A. Tourism Policy Analysis of Required Tourist Facilities in Bangladesh. In: Tourism Policy and Planning in Bangladesh [Internet]. 2020. p. 53–69. Available from: https://www.scopus.com/inward/record.uri?eid=2-s2.0-85151675885&doi=10.1007%2F978-981-15-7014-8_4&partnerID=40&md5=bc1df1acf33197aa382f7f4fe897ed26https://doi.org/10.1007/978-981-15-7014-8_4.
- [15] Srivastava A, Pathania A, Kumari G. Women and tourism: A study on gender equality, social inclusion, and empowerment. Interlinking SDGs and the Bottom-of-the-Pyramid Through Tourism [Internet]IGI Global; 2024. pp. 96–115., Available from <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85203209329&doi=10.4018%2F979-8-3693-3166-8.ch005&partnerID=40&md5=5f2aca7e498c63f52f026a9dff05460d>