

## Conference

# The Role of Women in Tourism: A Systematic Literature Review

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**Abstract.** This paper focused on identifying the role of women in the tourism sector, based on a systematic literature review of 10 journal articles from national and international journals. According to the findings, there are differences in the roles of women and men in tourism. Women have a role in supporting the tourism sector, namely in maintaining culture and tourism development. However, women's roles are more concentrated in low-skill and low-paid areas. Women's skills are more dominant in the accommodation sector which includes homestay services, food and beverage services, making souvenirs, opening stalls, hawking trade, cooking, cleaning public places and working in the hospitality sector. This is due to women's limited access to education, skills in tourism, family background, physical condition, language, and ability to set their criteria. The results of the literature review were used to analyze the role of women in the tourism sector in the tourist village of Nglanggeran in Patuk, Gunugkidul, Yogyakarta.

**Keywords:** role, women, tourism

## 1. Introduction

Tourism is a sector that has generated many job opportunities for both men and women (1). This makes tourism one of the largest industries in the world (2). The involvement of women is an important component in tourism (3). The existence of women in tourism is regulated in Ministerial Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan Article 28 (b) which states that one of the community empowerments in tourism includes optimizing gender mainstreaming through tourism development. Optimizing the role of women in tourism is also regulated in the Regulation of the Minister of Culture and Tourism of 2011 which explains that the community is actively involved in activities starting from the planning, implementation, supervision, maintenance and utilization processes, by providing broad opportunities for active participation from women. Women as part of society have the right and potential to participate in tourism activities. The involvement of women in tourism can reduce gender inequality in development. The promotion of equality and women's empowerment became one of the agendas in the Third Millennium Development Goals

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(MDGs) which was proclaimed by the United Nations in 2000 based on the results of a joint agreement with 189 heads of UN member states including Indonesia. (4).

In development, efforts need to be made to increase the capacity and participation of existing resources to maximize the development. Both men and women, as resources in society, essentially have the same opportunity to be able to participate in development (5). From the aforementioned policies, women have the same role as men in the tourism sector.

However, the practice in the field illustrates different things regarding the role of women in tourism. (6, 7) mention the different roles of women and men in tourism work. The results of (4) show that women in tourism have less role in organizations but only play a role in regional dances, agriculture, home stays, food and beverage services, and making souvenirs. It turns out that there are differences in the roles of women and men in tourism jobs.

Even though policies have been issued regarding the presence of women in tourism, women still have a lower position than men (8, 9, 10). Therefore, this study analyzes the role of women in tourism with a literature review.

## 2. Methods

The method in this study uses a literature review by using a comprehensive strategy. The strategy is to search for journals both nationally and internationally through the EBSCO database, Science Direct, and Scopus. Literature review is a systematic, explicit and reproducible method for identifying, evaluating and synthesizing research works and ideas that have been produced by researchers and practitioners (11). The purpose of the literature review is to analyze and synthesize existing knowledge related to the topic to be studied to find gaps for the research to be carried out (12). The search results for articles that are relevant to the research title are 10 articles, both national and international articles. The articles were analyzed based on objectives, suitability of topics, methods, and research results.

## 3. Result and Discussion

Research on gender and tourism is very important for three reasons. First, the process of involving women and men in tourism is shaped by gender ideology in society. Second, gender relations contribute to the dynamics of the fluidity of gender identity in tourism. Third, the gender perspective is a tool for understanding the relationship between

TABLE 1: Article review

Author	Title	Methods	Purpose	Result
Faradilla Andani (2017)	The Role of Women in Tourism Activities in the Okura Cliff Tourism Village, Pekanbaru City (JOM FISIP Vol. 4 No. 2)	Kualitatif deskriptif	1. To find out how the role of women in tourism activities in the Tebing Tinggi Okura Tourism Village, Pekanbaru City 2. To find out what are the obstacles for women in playing a role in tourism activities in the village Pekanbaru Okura High Cliff Tour	The results showed that the role of women in the Cliff Tourism Village Tinggi Okura Pekanbaru City plays a very important role in regional dances, agriculture, homestays, food and beverage service, making souvenirs. Women play less role in construction of piers and tourist organizations. Obstacles for women in playing a role in tourism activities in the Okura High Cliff Tourism Village, Pekanbaru City in general are lack of funding sources, lack of coordination, lack of expertise and lack of trained human resources.
Cadika Indrawati Putri, Rudi Saprudin Darwis, Budi M Taftazani (2017)	The Role of Women in Tourism Village Development (jurnal penelitian dan PKM, vol 4(2), 184-187	Studi Kasus	To find out the role of women in the tourism village program, to see the position of women in community development through tourism village programs	Women in tourist villages in Cianjur have not played a role in tourism, even though the number of women is increasing every year and Cianjur has good tourism village potential .
Anisah Deen, Vyasha Harilal & Frinwei N. Achu( 2016, 5(3) ISSN: 2223-814)	Women in tourism: experiences and challenges faced by owners of small accommodation establishments. (African Journal of Hospitality, Tourism and Leisure)	kualitatif research	analyze the role played by women in the tourism business sector .	Role in accommodation: lack of training and education relevant to tourism Role in access: limited access to finance to run a business.
M R Dileep, 2008 3(1), 128-137	Role of Women in Tourism (Atna Journal of Tourism Studies)	kualitatif research	to analyze the role of women in tourism critically	There are different roles between women and men in tourism work. The role of women is divided into 2 roles. The first role is as a key in disseminating knowledge about cultural values. The second role is in the accommodation sector as a home stay provider, food provider, and daily necessities provider .
Donária Coelho Duarte, Ana Darc Jesus Pereira, 2018, 12(3),81-102	The role of women in rural tourism: a study in the Planaltina's Rajadinha circuit - Federal Districts (Brazilian Journal Of Tourism Research)	kualitatif studi kasus	to find out the reality of the role of women working in tourist villages in the Planaltina area, Federal District (FD)	The role of women in tourism is as key in sustaining tourism and women can take any job in tourism as long as they are given the opportunity The role is that women dominate the labor market in tourism compared to men and all work is done entirely by women

TABLE 1: Table continued

Author	Title	Methods	Purpose	Result
Rosalind Sia Juo Ling ,Bihu Wu, Jinah Park, Hua Shu, 2013, 43, 624-650	Women's role in sustaining villages and rural tourism in china, Annals of tourism research	Kualitatif (studi kasus)	to analyze the role of women in tourism "Nongjjiale" "	The role of women in "Nongjjiale" tourism is as a family decision maker such as, buying poultry, farming, income allocation, household work and as cultural guardians in rural tourism .
Mila Karmila, 2013, vol 6(1)	The Dual Role of Women in Bandungan Tourism, Central Java , PALASTREN	Kuantitatif	To find out the form of the (productive)role of women in the tourism sector in Indonesia Bandungan Tourism Area, Central Java. To know the Role what can increase family income.	Women in tourism play a role in the informal sector (opening stalls, selling souvenirs, food, and trading hawkers). Women play a role in increasing family income. In the family, women play a role in decision making, while in the community the role of women is still limited .
Peter Cave & Serpil Kilic, 2010, 9(3)	The Role of Women in Tourism Employment With Special Reference to Antalya, Turkey (Journal of Hospitality Marketing & Management)	Survey	To find out the role of women in tourism work	The role of women in work in tourism occupies a lower position than men The number of women working in this industry is high, but the function is dominated by unskilled and low-paying jobs overall, women are paid less than men and fill positions that are seen as lower level of duty.
Pastore, Francesco; Webster, Allan; Hope, Kevin, 2020,	Assessing the role of women in tourism related sectors in the Caribbean (Leibniz Information Centre for Economics)	Kualitatif	The role of women in the tourism sector in the Caribbean	women tend to be concentrated in jobs that are generally low in productivity, such as cooking, cleaning, and hospitality
Soni KC, 2012, 2(1)	Roles and Challenges of Women in Tourism Sector of Western Nepal: A Micro-Ethnographic Study (Nepal Tourism and Development Review)	Kualitatif	The role of women in the tourism sector in Nepal	roles are determined by factors such as education, family background, physical condition, language, and ability to set one's criteria. Gender-based roles are determined by the demands of tourists and the demands of the nature of work .

tourism and social processes (13). Gender equality for sustainable tourism development is very important (14). This is in line with the 2017 UNWTO declaration which positions tourism as a tool to advance the 2030 universal agenda for sustainable development including the 17 sustainable development goals (SDGs). In this case, the role of women in tourism is important to study.

In various studies that have been carried out, the role of women is not only as a wife and mother, namely natural and biological functions appearing as women, as "household managers" namely carrying out routine and boring household tasks. Because of these functions, the time and energy that women give here are often forgotten, often seen as just an obligation, considered non-work and have no economic value. If that role is replaced by another woman, it is clear that there is a monetary value in the work.

The development of the tourism industry in Indonesia has an impact on many workers working in the sector. However, these developments have not significantly contributed to improving the welfare and income of women working in the tourism sector (Karmila, 2013).

Several research searches by several experts state that the role of women in tourism dominates the informal role (4, 9, 15, 16, 17). The informal roles include homestay services, food and beverage services, making souvenirs, opening stalls, selling hawkers, cooks, cleaning public places and working in the hospitality sector. These women's jobs are classified as low-skilled jobs and have lower salaries than men's jobs. This condition is in line with the study of Rinaldi and Salerno (2019), women represent around 46% of jobs in the tourism sector worldwide, although women still experience sectoral and occupational separation in the tourism industry. For example, women tend to occupy cooking, cleaning, and hospitality positions, rather than in higher-quality jobs and branches (18, 19). (20) provide evidence that the level of quality of work occupied by women is lower than men. However, (21) study explains that women will have a better chance of success with policies for women in tourism. This is considering that women do have a comparative advantage in sectors related to services, hotels, organizing events, and other similar activities. In fact, in more developed countries, women's entrepreneurship and management in these sectors are now becoming more frequent and successful than men's. The entry of women into the world of work causes changes in the labor market and social relations because many jobs that were previously only done by men are now carried out by women (22)

The involvement of women in tourism is starting to increase. (23) report evidence that women's participation in the ownership and management of tourism activities has increased dramatically in many countries, especially developed countries such as the European Union.

From the position and role of women in the field of tourism has he also mentioned some advantages that can be obtained by women in the future of its involvement in tourism development, among other things: 1) in some contexts there is a chance for

women to develop tourism and highly profitable business; 2) the existence opportunity to interact with other nations, especially women from other countries so that they can increase their knowledge about the role of women in various contexts. In addition, it can increase women's access to jobs and income that would make them more reflective face various situations; 3) tourism has created an opportunity to gain easier access in obtaining high-paying jobs in the formal sector and this has helped increase the visibility of women in national economies and cause the growth of public recognition the role of women (8).

The results of the article analysis also show that women are the key to tourism sustainability (16, 22) as the key in disseminating knowledge about cultural values. In contrast to studies (5, 15) explaining that women in tourism do not have a role yet due to lack of training and education relevant to tourism and limited access to finance to run a business. (24) emphasize that women's limited access to finance is a major obstacle for them to start their businesses. In addition, the limitations of women in tourism are due to lack of funding sources, lack of coordination, lack of expertise, and lack of trained human resources (4). According to (25), these limitations are additional challenges that women must face when operating in a traditionally male-dominated environment. These obstacles will hamper the economic potential of the nation as a whole (26).

The role of women in tourism aims to increase family income (27, 17). They play a role in making family decisions to do jobs that are following the role of women, while in the community women do not have a role to make decisions. However, there are still gaps in the division of labor based on gender. (22) notes that women's work, although it goes beyond household work, is still invisible to society. Therefore, although some women work in the fields, in planting, in animal husbandry, in tourism, and in harvesting, the female workforce as a whole has not been recognized by the community.

In carrying out a role in tourism, women are influenced by several factors (28). These factors are women's education, women's family background, women's physical condition, the language used, and the ability to set their criteria.

Other factors are a low level of education, limited association, hard-to-find capital, and duties as a mother (17). Thus, the informal sector, which generally does not require special skills and academic abilities, is an option for women.

In general, the roles of women (17) are as follows:

1. The contribution of women in economic development is quite large, one in four industrial employees and four out of ten workers in agriculture and services are women.

2. Women contribute 66% of services b. work, but only gets 10% of his wages. Women are responsible for 50% of world food production, but only control 1% of existing material goods.
3. Women enjoy less than men as c. its contribution to national production; the average hourly wage is lower than that of men; legal protection for them is lacking, the role of women is limited to low-paid or unpaid work and access to production sources is very small.

The role of women in tourism includes access, participation, control, and benefits (29). The first aspect is accessed which means fairness and equality for men and women in obtaining opportunities or opportunities to obtain information and express aspirations. The second aspect is participation which means fairness and equality for men and women in the implementation of development. The third aspect is control which means fairness and equality for men and women in carrying out the function of control/decision making or supervision of the implementation of development. The last aspect is the aspect of benefits which means fair and equal for men and women in utilizing the results of development.

Aspects of limiting the roles of women and men in tourism which include access, participation, control, and benefits, are manifestations of gender justice (30). Thus, women's empowerment will realize gender justice if it includes four aspects, namely aspects of access, participation, control, and receiving fair benefits.

From the search for articles related to the role of women in tourism, it became the basis for researchers to conduct research related to the role of women in tourism in the tourist village of Nglanggeran, Patuk, Gunungkidul, Yogyakarta. The research is based on the role of the community in Nglanggeran tourism. The main role of the local community (men and women) as program implementers is the key to tourism success (Manaf, et al, 2018). However, the role of women is still limited, namely that women do not participate in the Nglanggeran tourism village community. Women are involved in culinary groups, homestay provider groups, and cocoa producer groups. While men mostly occupy strategic positions (Putri and Adinia, 2018). There are different roles between women and men in tourism in Nglanggeran.

## 4. Conclusion

The literature review of articles relevant to the role of women in tourism shows that women occupy an informal role in tourism. Women have job positions with low wages.

Women also have limitations in carrying out their roles due to several obstacles. The role of women in tourism includes access, participation, control, and benefits. The role of women is more prominent in the field of decision making in the family, but this role does not occur in group decision making. The results of this study will be used as a basis for research to be carried out regarding the role of women in the tourism sector in the tourist village of Nglanggeran, Patuk, Gunungkidul, Yogyakarta.

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