



REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631(UIF)

VOLUME - 12 | ISSUE - 3 | DECEMBER - 2022



SOCIO ECONOMIC EMPOWERMENT OF WOMEN OF ODISHA THROUGH RURAL TOURISM

Ritu Tiwari¹ and Abhay Pratap Singh²

¹Assistant Professor, Department of Tourism and Travel Studies, Berhampur University, Odisha.

²Research Scholar, Department of Tourism and Hospitality Management Mizoram University, Aizawl.

ABSTRACT

Tourism industry is often referred to as the world's largest industry and regarded as a means of achieving sustainable development and it represents significant economic, environmental, and socio cultural opportunities for many local communities. Rural based tourism is the alternative in enhancing welfare of the community. The UNWTO defines rural tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally related to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing. Rural tourism activities take place in non-urban (rural) areas with the following characteristics: (i) low population density, (ii) landscape and land use dominated by agriculture and forestry, and (iii) traditional social structure and lifestyle". Hence, rural tourism is one of the forms of tourism with high potential, as it contributes to rural areas' resilience, and stimulates local economic growth. Odisha is a maritime state, on the east coast of India endowed with vast reserves of minerals and natural resources. The state has worldwide unique recognition for its work of applique, metal crafts, silver filigree pattachitra, sambalpuribastralaya etc. This study looks at the role of rural tourism on women empowerment in the state of Odisha. The study will open up new avenues for women's to enter into the labor market and find the desired social and economical empowerment thus reducing the gender inequality and rural tourism development.



KEY WORDS: Rural Tourism, Women, Empowerment, Local economic development.

INTRODUCTION

Tourism's potential for growth can be utilised as a strategy for rural development. For a country like India, where over 74 percent of the population lives in approximately 7 million villages, building a solid foundation around the concept of Rural Tourism is obviously beneficial. Industrialization and development trends around the world have taken an urban-centric strategy. In addition, the strains of city living have resulted in a "counterurbanization" syndrome. This has sparked increased interest in rural areas. Simultaneously, this urbanisation development has resulted in lower income levels and fewer work prospects in entire areas, resulting in an urbanisation syndrome in rural areas. Rural tourism is one of the few activities that can help address these issues. Other causes, such as increased awareness, greater interest in heritage and culture, enhanced accessibility, and environmental sensitivity, are all contributing to the trend toward rural tourism. This has resulted in a new type of

tourism in developed countries, with visitors visiting rural settings to experience and enjoy a peaceful and healthy lifestyle. This idea has evolved into a formal kind of rural tourism.

“Any form of tourism that showcases the rural life, art, culture and heritage at rural location, thereby benefitting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed as rural tourism” (Ministry of Tourism, Govt. of India). This study looks at the role of rural tourism on women empowerment in the state of Odisha.

Odisha is a marine state on India's east coast with abundant mineral and natural resource assets. Applique, metal crafts, silver filigree, pattachitra, piplichandua, and sambalpuribastralaya are some of the state's most well-known products. In Odisha the ministry had identified 8 villages where rural tourism projects were to be developed by the respective district administrations. These are:

- 1) Raghurajpur in Puri
- 2) Pipli in Puri
- 3) Khiching in Mayurbhanj
- 4) Barapali in Bargarh
- 5) Hirapur in Khorda
- 6) Padmanavpur in Ganjam
- 7) Deulajhari in Angul
- 8) Konark Natya Mandap

But Odisha has lot more to offer as rural tourism products like Koraput sarees, Horn craft, its culinary heritage, Ikat sarees and many more. Women face gender specific barriers to access education, health and empowerment etc. Many research show that women in Odisha are economically poor and their status is very low and down trodden. Many self help groups are running in rural Odisha which if incorporated properly with rural tourism can play a vital role in empowering rural women socially and economically. As per the census 2011, participation of female as a workforce in Odisha is 29.7% whereas male is 56.5%. Gender gap is 18%. Literacy rate of women is 64.36%. Women face gender specific barriers to access education, health and empowerment etc. Many research show that women in Odisha are economically poor and their status is very low and down trodden. Many self help groups are running in rural Odisha but none has been incorporated properly with rural tourism for the empowerment of rural women socially and economically.

LITERATURE REVIEW

Rural tourism and Women

1. Duarte, D. C., & Pereira, A. D. (2018) The paper highlights that through the rural tourism women participation in labor market is increasing and also the quality of life is improving with income earned from the rural tourism farms, therefore more such opportunities must be provided to women by opening rural farms
2. Komariah, Saepudin, & Rodiah, (2018) the study highlights the importance of women empowerment for economic, social, political and cultural gain of women as well as gain for the village as a whole. The study highlights that development of agro village tourism is highly dependent on women empowerment
3. Khani, F. D. ,(2015) the study highlights that women participation in tourism was mainly in partnership with family members but rural women in Iran are definitely getting empowered by involving in tourism businesses and they are interested to further involve into rural tourism businesses.
4. Priya, N., & Khamesra, D. (2021) the paper identifies many benefits of developing rural tourism in a village like alternative source of income for villagers, gender equality through work participation of women in labor market etc and highlight the role of entrepreneurship in sustainable rural tourism development.

5. Rao,et.al.(2021)the study points out that through action learning rural women can also become strong entrepreneurs in tourism market inspite of the fact that they are poorly educated and have scarce resources.
6. Martini et al. (2020)this research highlights specific features of female entrepreneurship related to the sustainable development of marginal **rural** areas.
7. (Savage et al.2020) the study presents strong association between sustainable agritourism practices and women farmers.
8. P., Paul, & M.S, (2015) Education and extension contact have been found positively correlated with women empowerment under rural based tourism activities
9. Nordbo,(2022) the study shows a positive correlation between women entrepreneurship,rural tourism and rural economic development.
10. Untari, S., & Suharto, Y. (2020) the study suggests the partnership between the university, government, and private sectors can be adapted and applied for rural communities' entrepreneurship in developing countries.

Rural tourism, gender equality and poverty reduction

1. Aghazamani, Y., Kerstetter, D., & Allison, P. ,(2020).the paper highlights the issue of gender inequality in professional space and tourism industry is also not untouched from the same. Women face unequal work opportunities, less income for same job ie. suppression of professional rights .
2. Sánchez Islas et al. (2019) the study shows that though women contribution is high in observed area but the organization doesnot operate with gender perspective.
3. Tucker, H. and Boonabaana, B. (2011)The study highlights strong positive association between tourism, gender and poverty reduction
4. Khatiwada & Silva, (2014) the study suggests that tourism provides specific advantages for women and helps mitigate gender inequality in areas where tourism employment is available.
5. Utomo, S.H et.al,(2020) Study suggested that rural-based tourism is strongly linked with the local community due to the community involvement for tourism development.
6. Kundu, S. K. (2012).The study shows that there is a significant impact of rural tourism upon local community.

Women Empowerment

1. Vujko,et. al. (2018)The paper studies the role of Self Help Groups in providing support and help to those women who wants to persue entrepreneurial career in tourism related activities and the results shows that women under the perview of this study feels more empowered in doing entrepreneurial activities with the support of SHG(Das & Ray 2016) This paper mainly emphasizes rural tourism and the role of women in promoting rural economy in the state of West Bengal
2. Foley, C. *et al.*(2018)the authors of the paper highlight that microbusiness activities started by women of Kokoda village could contribute to sustainable tourism development.

Theories related to rural tourism and women empowerment

1. ThirumaleshMadanaguliet al.(2021) the study finds out women entrepreneurship as one of the major thematic research areas in Rural Hospitality and Tourism and encourage interdisciplinary research for cross pollination of ideas.
2. N. & Obono, (2013)this study hence found that the push and pull tourism motivation framework and the inner and outer directed values theory are the most adequate theoretical frameworks for themodeling of rural tourism motivation.
3. AlGweirien, H. (2017) this paper highlights the theory of gender inequality and women's identity.
4. Demkova, M et.al. (2022) the study highlights poverty as one of the most pressing global problems of the world today and implementation of participatory approach can lead to Community-Based Ecotourism.

5. Streimikiene, D., Bilan, Y. (2015) the paper deals with various evolutionary, motivational theories essential for rural tourism development.

Research Gap and Question

From the detailed literature review few things are clearly evident like the issue of gender inequality and under estimation of women's management and operational skills. Lot of studies are done worldwide on rural women empowerment through rural tourism but Odisha still lacks literatures on the same where as this area needs immediate attention of researchers for improving the quality of life through rural tourism in Odisha, where development of rural tourism has immense scope and opportunity.

1. How can rural tourism development lead to women empowerment?
2. What are the issues and challenges faced by women while harnessing available tourism opportunities?

Research Objectives

1. Investigate the rural tourism growth and its contribution to women empowerment in Odisha.
2. Identify challenges faced by women from harnessing tourism opportunities available.

Significance and scope of the Study

The study is important for the state of Odisha, as per census 2011, the gender gap is 18% and the participation of female as a workforce is 29.7% whereas male is 56.5%. The study will open up new avenues for women's to enter into the labor market and find the desired social and economical empowerment thus reducing the gender inequality and rural tourism development.

1. The research study could be used as a future reference for works related to women empowerment and rural tourism.
2. The study will further be helpful in minimizing gender inequality.

RESEARCH METHODOLOGY

Research examined the relationship between rural tourism and women empowerment is rural tourism destinations of Odisha. The study is exploratory in nature and based on secondary data sources such as research articles, journals, books, periodicals, district gazettes etc. The scope of study is limited to the rural tourism destinations of Odisha only.

DISCUSSION

The study highlights the need to educate and train the female population of the villages in order to make them part of labor market and initiate women entrepreneurship which will further lead to creation of more jobs and employments. This study also creates awareness amongst various stakeholders of rural tourism development like Government to include women entrepreneurship into policy headings, travel agencies to promote women guides and hosts, farmers to support their wives to get into tourism businesses, so as to create a society where gender inequality can become a past and women empowerment leads to independence of women economically, socially, culturally and politically along with rural tourism development without hampering their household responsibilities. Women can take up various roles in the field of rural tourism like:

- a) Local entrepreneurs in micro business units
- b) Homestay owners
- c) Farming in Agri fields
- d) Guides, cooks, and housekeeping staff

This study attempts to establish the relationship between rural tourism and socio economic empowerment of rural women in Odisha without compromising their responsibilities of household and family as Odisha has huge potential for rural tourism projects in smallest of the villages. Odisha is known for its handicraft items made with brass, copper, bronze and silver metals, it specializes in

pottery works from Gaudaguda village of Koraput, also known for its tribal culture and handicrafts. The state is rich in handloom products and known for its cuisines specially Chena kakra from Chattia village of Jajpur, villages of Ganjam district like Govindapur is known for its bamboo work, Pipli is famous for Applique work are to name a few. The interesting fact is that the women of these villages are major contributors who produce these handicraft items.

CONCLUSION

This study open up opportunities for further research in this area. Because of very limited past studies on rural women empowerment through tourism in Odisha, the study faced various limitations, hence leaving research gap for further studies. Secondly, Odisha has immense possibility for development of rural tourism in almost every district but present study focuses only on selected 4 villages and analyses the data on few factors like gender inequality, income opportunity and social status of rural women. There is ample scope for study from many different perspectives which will add on to the present study.

REFERENCES

- Aghazamani, Y., Kerstetter, D., & Allison, P. (2020). Women's perceptions of empowerment in Ramsar, a tourism destination in northern Iran. *Women's Studies International Forum*, 79, 102340. <https://doi.org/10.1016/j.wsif.2020.102340>.
- AlGweirien, H. (2017) "Virginia Woolf's representation of women: A feminist reading of "The legacy,"" *English Language and Literature Studies*, 7(1), p. 120. Available at: <https://doi.org/10.5539/ells.v7n1p120>.
- Das, D.K. and Ray, N. (2016) "Women empowerment for promoting rural economy in West Bengal: A study on Pallimangal (a unit of Ramakrishna Mission Kamarpukur)," *Lecture Notes in Social Networks*, pp. 169–184. Available at: https://doi.org/10.1007/978-3-319-44758-2_14.
- Demkova, M., Sharma, S., Mishra, P.K., Dahal, D.R., Pachura, A., Herman, G.V., Kostilnikova, K., Kolesárová, J. & Matlovicova, K. (2022). POTENTIAL FOR SUSTAINABLE DEVELOPMENT OF RURAL COMMUNITIES BY COMMUNITY-BASED ECOTOURISM. A CASE STUDY OF RURAL VILLAGE PASTANGA, SIKKIM HIMALAYA, INDIA. *GeoJournal of Tourism and Geosites*, 43(3), 964–975. <https://doi.org/10.30892/gtg.43316-910>
- Duarte, D. C., & Pereira, A. D. (2018). The role of women in rural tourism: a study in the Planaltina's Rajadinha circuit - Federal Districts. *Brazilian Journal of Tourism Research*.
- Foley, C. *et al.* (2018) "Women of the Kokoda: From poverty to empowerment in sustainable tourism development," *Tourism Culture & Communication*, 18(1), pp. 21–34. Available at: <https://doi.org/10.3727/109830418x15180180585158>.
- Khani, F. D. (2015). The influence of tourism development on economic Empowerment of rural women. *European Online Journal of Natural and Social Sciences*, 3 (3).
- Khatiwada, L.K. and Silva, J.A. (2014) "Mitigating gender inequality in rural regions: The effects of tourism employment in Namibia," *International Journal of Tourism Research*, 17(5), pp. 442–450. Available at: <https://doi.org/10.1002/jtr.2010>.
- Komariah, N., Saepudin, E., & Rodiah, S. (2018). Women Empowerment In The Development Of Agro Tourism Village. *Advances in Social Science, Education and Humanities Research*, 203.
- Komariah, Saepudin, & Rodiah (2018). Agritourism. *Journal of Sustainable Tourism*, 30(7), pp. 1699–1719. Available at: <https://doi.org/10.1080/09669582.2020.1838528>.
- Koshi, M. P., N, S., & P.V, B. S. (2016). Women Empowerment through Village Tourism with special reference to Kerala. *Indian Journal of Tourism and Hospitality*
- Koutsou, S. *et al.* (2009) "Women's Entrepreneurship and rural tourism in Greece: Private Enterprises and Cooperatives," *South European Society and Politics*, 14(2), pp. 191–209. Available at: <https://doi.org/10.1080/13608740903037968>.

- Kundu, S. K. (2012). Economic Empowerment through Rural Tourism: The case of Tarapith- A religious tourism destination in Birbhum District of West Bengal, India. *Malaysian Journal of Society and Space*, 8 (7).
- Lim, S. E., & Bouchon, F. (2020). The effects of network hospitality on women empowerment. *International Journal of Tourism Cities*, 7(1), 32–45. <https://doi.org/10.1108/ijtc-07-2019-0112>.
- Martini, U. *et al.* (2020) “Sustainable tourism development in rural and marginal areas and opportunities for female entrepreneurship: Lessons from an exploratory study,” *Worldwide Hospitality and Tourism Themes*, 12(4), pp. 421–430. Available at: <https://doi.org/10.1108/whatt-05-2020-0023>.
- Mohanta, D. G., Sahoo, D. S., G., M. B., & Subbarao, P. P. (2020). Sustainable Rural Tourism Development As a tool for Reducing Rural Migration: A case study on selected Districts of Odisha. *Gazi University Journal of Science*, 33 (11).
- Mrema, A. A. (2015). Tourism and women empowerment in Monduli District, Arusha-Tanzania. *African Journal of Hospitality, Tourism and Leisure*, 4 (2).
- Nair, B. B., & Dileep, M. R. (2020). Responsible Tourism: Integrating Social Sustainability through Women Empowerment. *Review of Tourism Research*, 18 (3).
- Nordbø, I. (2022) “Female entrepreneurs and path-dependency in rural tourism,” *Journal of Rural Studies*, 96, pp. 198–206. Available at: <https://doi.org/10.1016/j.jrurstud.2022.09.032>.
- Priya, N., & Khamesra, D. (2021). Development of rural tourism through entrepreneurship – A study on Sadeibereni in Odisha. *International Journal of Advance Research, Ideas and Innovations in Technology*, 5 (2).
- Rao, Y., Xie, J. and Lin, X. (2021) “The improvement of women’s entrepreneurial competence in rural tourism: An action learning perspective,” *Journal of Hospitality & Tourism Research*, 46(8), pp. 1622–1651. Available at: <https://doi.org/10.1177/10963480211031032>.
- Sánchez Islas, Y.I. *et al.* (2019) “Organización y Empoderamiento de Mujeres en el turismo rural comunitario: Red Ecoturística Calakmul, Campeche, México,” *Sociedad y Ambiente*, (19), pp. 217–239. Available at: <https://doi.org/10.31840/sya.v0i19.1943>.
- Slathia, P. S., Paul, N., & Nain, M. S. (2015). Socio-economic Empowerment of Rural Women Through Rural Tourism Projects in Jammu Region of J&K State in India. *Indian Journal of Extension Education*, 51(3and4), 40-43.
- Thirumalesh Madanaguli, A. *et al.* (2021) “Entrepreneurship in rural hospitality and tourism. A systematic literature review of past achievements and future promises,” *International Journal of Contemporary Hospitality Management*, 33(8), pp. 2521–2558. Available at: <https://doi.org/10.1108/ijchm-09-2020-1121>.
- Tsephe, N. P., & Obono, S. E. (2013). A theoretical framework for rural tourism motivation factors. *International Journal of Economics and Management Engineering*, 7(1), 273-278.
- Tucker, H. and Boonabaana, B. (2011) “A critical analysis of tourism, Gender and Poverty Reduction,” *Journal of Sustainable Tourism*, 20(3), pp. 437–455. Available at: <https://doi.org/10.1080/09669582.2011.622769>.
- Untari, S., & Suharto, Y. (2020). THE DEVELOPMENT OF YOUTH AND WOMAN ENTREPRENEURSHIP PROGRAM IN VILLAGETOURISM THROUGH PARTNERSHIP. *GeoJournal of Tourism and Geosites*, 33(4spl), 1538–1544. <https://doi.org/10.30892/gtg.334spl14-605>.
- Utomo, S.H., Wulandari, D., Narmaditya, B.S., Ishak, S., Prayitno, P.H., Sahid, S., & Qodri, L.A. (2020). RURAL-BASED TOURISM AND LOCAL ECONOMIC DEVELOPMENT: EVIDENCE FROM INDONESIA. *GeoJournal of Tourism and Geosites*, 31(3), 1161–1165. <https://doi.org/10.30892/gtg.31330-553>
- Vujko, A., Tretiakova, T. N., Petrović, M. D., Radovanović, M., Gajić, T., & Vuković, D. (2019). Women’s empowerment through self-employment in Tourism. *Annals of Tourism Research*, 76, 328–330. <https://doi.org/10.1016/j.annals.2018.09.004>