

# Extension of Tourism Industry through Enhancing the Role of Women in Foundry.

Dharna

(Research Scholar of Apex University, Jaipur)

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## ABSTRACT:

Indian tourism industry provides the source of the employment generation, formation in GDP and also foreign exchange earnings. Tourism industry is a key branch of service sector in India. According to MINISTRY OF TOURISM it employs vast population of the country. It also permits females section of the society to communicate with the rest of the world and increase in their potential to lead the society and reflect as the flashing panjandrum.

Since very long time inequality between male and female section is prevailing in the society. Women are mainly segregated from the working area on the basis of their sex and socio-cultural hurdles prevailing. Female employees have more drawbacks in getting salary, promotion and training opportunities which forces them to lag behind in the workforce.

**KEYWORDS-** TOURISM INDUSTRY, EMPLOYMENT, FEMALES, SOCIO-CULTURAL HURDLES,.

## I. INTRODUCTION:

No matter how developed and advanced a country is, women are maltreated from eons. Developing countries like India are still dawdling in providing empowerment to the women. India is amongst one of those countries where women are still on her ice. There is a clear persona of women due to their gender that they are not allowed to take decisions for themselves, and are dependent on male for their basic means of living.

In Indian culture women are mainly brought up to perform these specific duties for their families-

- They are treated as important part of community as they are the key roots to carry on the lineage.
- They regulate and discharge the duty of household chores.
- Educate their children.
- Earn as a subsidiary source of the family (not considered as main source of income).

Women are paid less than the man or sometimes no payment is done to them. Male are

considered as breadwinner of the family in Indian society.

Service sector plays a major role in generating GDP in Indian economy. Tourism industry is a chief constituent of service sector in generation of employment, entrepreneurship, increase in income level, and enhancing the culture of the society or locality. Tourism sector employed around 38 million people accounted for about 8% of total employment of the country in 2019. The female share of employment is 12% of total employment according to latest report of WORLD TRAVEL AND TOURISM COMMITTEE (WTTC). This percentage went down in 2020 and 2021 due to catastrophic COVID-19.

Tourism industry not only requires collective power, business mind, agility of man but also the creative, imaginative and innovative mind of women. Women make handicraft, traditional silver jewellery, fine embroidery work, printing and stone work items. These knickknacks are admired and praised by the tourist coming from different corners of the world.

In a nutshell women can run and manage the tourism industry side by side of a man.

## II. OBJECTIVES:

- To improve the position of women in Indian society.
- To expand the active participation of women in tourism industry.
- To reduce barriers to come up and provide right incentives to women.

## III. METHODOLOGY:

Theoretical analysis of different aspects of Indian economy has been done. Study of published research papers, related journals and articles have been taken under consideration.

## IV. REVIEW OF LITERATURE:

- NICHOLA RAMCHURJEE (2011) in her work examined that total percentage of female working in tourism industry is very high but,

they are basically provided with the low paid unskilled jobs due to dominance of males in the society. It also focuses on the augment of income through tourism development and also actively takes part in tourism management.

- DINESH JAISWAL and Dr. MONA JAISWAL (2015) in their study explained the most important role of tourism industry in service sector and the good time provided by it to the women in India to come forward and maintain the whip hand.

#### **V. IMPORTANCE/CONCLUSION:**

- This paper seeks an of the attention reader towards the secondary and peripheral role of the women in the tourism industry.
- This paper also summarizes that women are still working in tourism industry along with their husband where payment is done only to the male members of the society.
- It explains that women should actively take part in tourism industry, communicate with the rest of the world, and walk abreast to the male.

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