

## **The Role of Women in Regional Touris Development (Study Literature Tourism in Indonesia)**

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### **ABSTRACT**

The development of tourism in Indonesia is progressing so fast and has increased the welfare of the community. This article discusses the role of women in supporting the development of sustainable tourism in Indonesia. In facing the challenges of the era of disruption in building leading tourism destinations, a strong figure is needed, especially for women. Until now, not many studies have been conducted on the role of women in the halal tourism industry, so this article will explain in more detail the role of women in Indonesia. This study aims to see how the role of women in digital marketing, especially halal tourism in Indonesia. The method used in this study is a literature study collected for the last 10 years. The data used in this study are secondary data from national and international scientific papers. The databases used are Google Scholar, Pubmed, Science Direct and Scopus.. After all the data has been collected, then a systematic review and comparison of the data found are carried out. Based on the results of research conducted by researchers on the role of women in building local tourism through various activities by preserving local culture in the form of local customs, the role of women can be the management of tourist facilities such as homestays, food, and drink, marketing souvenirs and women in managing tourism organizations. Women have the ability to help develop tourism in Indonesia so that it is growing.

**Keywords:** Tourism; Gender; Study Literature

### **INTRODUCTION**

Based on the Sustainable Development Goals (SDGs) to address global challenges such as poverty, gender inequality, climate change, environmental degradation, and peace and justice. In creating gender equality and empowering women through the fifth sustainable development strategy. Based on this, this goal is not only human rights,

but also peace, prosperity, and a sustainable society (UN, 2020). That the United Nations has set several goals to increase women's empowerment. The first is ensuring the effective participation of women in society and giving women equal opportunities to exercise leadership at all levels of decision-making in politics, the economy, and public life. Another goal is to provide equal economic and property opportunities for women. The ultimate goal is to introduce solid policies and enforceable laws to promote gender equality and empower women at all levels (UN, 2020).

Tourism can offer jobs and an unquestionable increase in people's income. In addition, tourism competition between regions, provinces, and countries seems to be increasing. All parties are trying to improve and test the potential in the sense of seeking different popularity to win the competition. Currently tourism is one of the factors that can help achieve these goals and achieve women's empowerment (World Bank, 2018). Tourism can make an important contribution to promoting women and improving economic conditions. Suppose women, especially in developed countries, have more opportunities to work in the tourism industry and are promoted to higher management positions. In that case, it will help establish economic gender equality and promote the concept of gender equality, thereby contributing to the achievement of the United Nations Sustainable Development Goals. Equal opportunity for women to receive economic resources and make decisions (Tinker, 2016). However, women in having influence in management and supervision in the tourism industry are still low. That according Duffy et al., (2015) women in tourism help empower women in terms of economic and social independence. According to the latest global statistics, more than half of tourism workers are women and about 23 percent of tourism ministers are women. Making changes to give women equal access to privileges and property rights is an important goal for women, as outlined in the United Nations Sustainable Development Goals (UN, 2020).

Women play an important role in the development of tourism in Indonesia. They actively participate in various aspects of the tourism industry, from entrepreneurship to community engagement and cultural preservation. Women-owned enterprises in the tourism sector, such as hotels, restaurants, and travel agencies, contribute to economic empowerment and job creation. Additionally, women serve as tour guides, sharing knowledge about local attractions, culture, and history, enriching the visitor experience. They are also involved in the production and sale of local handicrafts and art, developing and promoting Indonesian culture. women's efforts in conservation efforts, both in terms of environmental preservation and preservation of cultural heritage, will further contribute to the development of sustainable tourism in Indonesia. Through education, training, and research, women actively contribute to the improvement of tourism services and practices. Overall, women's participation and contribution to the tourism industry play an important

role in promoting inclusive and sustainable tourism development in Indonesia.

According to membership data from the Indonesian Women Entrepreneurs Association, most women-owned and operated businesses are small, with only two large ones (International Finance Corporation, 2008). Statistics on the role of women in the tourism industry are scarce, and estimates often exclude businesses co-owned by men and women. Women-owned and operated businesses tend to be concentrated on the fringes of the economy, using informal sources of funding and operating in traditional sectors of the economy run by women, such as hospitality (Collins, 2002). Various studies show that tourism can contribute to the development of local and regional economies. Tourism offers benefits such as creating jobs, diversifying industries, and fostering innovation and creativity. Tourism can also strengthen cooperation and partnerships between regions through the grouping of activities and tourism targets. Women play an important role in improving socioeconomic communities. Women can become agents of development because they play an important role through creativity and innovation in both the formal and informal sectors.

The development of women in the tourism industry in Indonesia faces several challenges and limitations. According to a report by the World Travel & Tourism Council (WTCT), women hold fewer leadership positions and face limited access to decision-making roles within the sector. They also experience pay disparities, with women earning less than their male counterparts. The Indonesian Ministry of Tourism and Creative Economy has acknowledged that cultural norms and traditional gender roles often limit women's involvement in tourism development. In addition, a study conducted by the International Labor Organization (ILO) highlighted security issues as a barrier to women's participation in tourism activities, especially in remote areas or high tourist areas. Limited access to education, training, and financial resources further hinders women's empowerment and career advancement in the tourism sector. Addressing this challenge requires implementing policies that promote gender equality, providing training and capacity-building programs, enhancing safety measures, and creating an enabling environment that empowers women to thrive in the tourism industry. (WTTC, 2019; ILO, 2018; Kementerian Pariwisata dan Kreatif Ekonomi, 2020). Based on this, the researcher tries to describe the role of women in tourism development in Indonesia.

## **METHOD**

This study uses a qualitative descriptive method with a literature review research approach. The research results are the result of in-depth data collection. The object of this research is Indonesian women who are an important part of the development of local regional tourism.

Researchers collected a number of journals related to women and local tourism through Google Scholar, Pubmed, Science Direct Research Gate, and Scopus. Data collected by researchers for the last 10 years from 2013 to 2023. This is to obtain relevant data to answer questions in this study. Based on Hellström et al., (2002) that this research is not designed to make generalizations about the behavior and characteristics of all women who have a role in tourism development. The writing method used by the author is a deductive method, namely by describing the problem under study in general, then drawing specific conclusions in analyzing the data.

## **FINDINGS AND DISCUSSION**

Based on tourism development, there are 4 components that must be met, namely attractions, accessibility, amenities, and additional services (Astuti, 2020). According to Heilbronn, there are three components that must be met in sustainable tourism development, namely environmentally sustainable, economically sustainable, and socio-culturally sustainable. Environmental preservation is carried out through optimal utilization of environmental resources by limiting resources, maintaining ecological processes, and maintaining the preservation and existence of natural heritage and biodiversity in tourist destinations. Women participate in various activities in the tourism industry, but this is always accompanied by various gender issues that limit women's activities in public spaces. Various forms of exclusion, discrimination, and subordination, are reflected in the wage gap. The dual role of working women presents a dilemma that on the one hand they are housewives who need to know how to solve household problems, and on the other hand, they have to be professional in their careers. Women traditionally work in small businesses to support their families (Kinson, 1993a; Mabbett, 1987; Miller & Branson, 1984).

Tourism potential refers to anything tangible or intangible that exists in an area that can be developed as a tourist destination or that is arranged and arranged so that it can be exploited or realized. Tourism, one of the world's greatest sources of prosperity and employment, offers the versatility and opportunity to increase women's incomes, especially in developing regions. Most women become entrepreneurs in the tourism sector twice as high as in other sectors. Tourism also offers a variety of organizational management opportunities within it.

Usually, women work or manage financial companies such as businesses, gastronomy, housing, fisheries, and other service sectors. Tourism is an opportunity for housewives to start small businesses, where which can increase the economic value of the family (Tuwu, 2018). Meanwhile, during the Covid-19 pandemic, the role of women in tourism affected by Covid-19 played an important role. Women seek financial flexibility for the family. The women try to be creative in the public space to help the family's economy without leaving the duties and responsibilities of the original kingdom. They continue to struggle to fulfill their obligations during the pandemic. The activity of entering

the public sphere through business without easing their responsibilities as housewives puts them under a double burden. This position again places them as a subgroup in the midst of a strong cultural hegemony over patriarchy in society (Darmayanti & Budarsa, 2021). The flexibility of women's jobs (e.g. craftsmen) in the tourism industry allows women to continue traditions while improving their living standards.

Women are often involved in the manufacture and sale of tourism-related crafts and arts. Local handicrafts such as weaving, pottery, or paintings can be made, which are then sold to tourists. By participating in crafts and arts, women can preserve local culture and increase their income. Most women participating in tourism activities do not prioritize income-earning but rather participate in community social activities with the aim of preserving local cultural wisdom and environmental sustainability. That women's income is income from a side job. Although it does not rule out that the income from tourism can be more. Aspects that affect income because some women in tourism activities are irregular or not carried out every day. As stated by Mark & Taque (1986) Although women benefit financially from the tourism industry, their incomes are often lower than men and most of the women's participation in tourism occurs in the informal sector.

Women have opportunities by selling various kinds of handicrafts. These women get their wares from other craftsmen or from their own handicrafts. A number of women also sell their own crafts. The role of women is as craftsmen and traders. These crafts are traditionally made and passed down from generation to generation (Arisanty et al., 2017). Women have opportunities by selling various kinds of handicrafts. These women get their wares from other craftsmen or from their own handicrafts. A number of women also sell their own crafts. The role of women is as craftsmen and traders. These crafts are traditionally made and passed down from generation to generation (Hakim, 2014). That some Indonesian women use agriculture or plantations as a business. In addition, the livestock business is also managed by men. Women help their husbands manage agricultural land after the harvest can be sold at the market (Arisanty et al., 2017).

Women are often employed in the tourism industry as entrepreneurs, managers, or directors. You can open a hotel, restaurant, travel agency, or other tourism business. Women's entrepreneurship in the tourism industry can also increase women's economic influence in local communities. Women can succeed in the globally competitive tourism industry (Tajeddini et al., 2017). The increase in the number of women-owned enterprises, especially SMEs, in Indonesia is not only due to the increase in female entrepreneurship in Indonesia (Tambunan, 2017).

Women are also involved in nature tourism and cultural preservation activities. You can become a member or leader of a community group that cleans up the environment, takes care of cultural heritage, or protects natural ecosystems around tourist destinations. Increasing the capacity of women in tourism development based on local potential needs to be worked on optimally

so that it has a significant additional impact (Tohani, 2022). In addition, women can act as educators and trainers in the tourism sector. They can provide training to local communities on customer service, tourism sustainability, or technical skills related to the tourism industry. This education and training can help improve the quality of services and strengthen the capacity of local communities to deal with tourism challenges. However, according to him, there is still a growing gap between administrative arrangements that tend towards gender equality, and traditional communities where women remain under the authority of men.

Women also play an important role in promoting tourism sustainability. They can be involved in environmental management projects, eco-friendly practices, and initiatives aimed at reducing the negative impacts of tourism on local nature and culture. In addition, women can be involved in tourism research and development, either as academics, researchers, or consultants. Conduct research on sustainable tourism development and analyze the economic and social impact of tourism.

## CONCLUSION

Based on the results of research conducted by researchers on the role of women in building local tourism in Indonesia. Whereas women have an important role in tourism development there are several innovations and activities carried out by women through various activities by preserving local culture in the form of local customs, the role of women can be in the form of managing tourist facilities such as homestays, food, and others. drinks, souvenir marketing and women in managing tourism organizations. Through training and research, women actively contribute to the improvement of tourism services and practices. The participation and contribution of women in the tourism industry play an important role in promoting inclusive and sustainable tourism development in Indonesia. Women have the ability to help develop tourism in Indonesia so that it can grow.

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