

# Impact of Tourism Industry on Women Empowerment in India

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## **Abstract**

United Nations World Tourism Organization (UNWTO) has been working towards enhancing the role of tourism to achieve the SDG 5 of gender equality and women empowerment. According to UNWTO, globally women have been the backbone of the tourism sector but have been lowly paid and remained a part of disguised unemployment in family businesses.

World Trade and Tourism Council (WTTC) reports in 'India's Travel & Tourism could surpass pre-pandemic level by the end of 2022', that the travel and tourism industry in India has grown from \$ 173 billion in 2013 to \$ 220 billion in 2018, prior to the pandemic. However, the industry was significantly impacted by the pandemic. Tourism and travel are contact-intensive sectors; thus, jobs were severely impacted. Post-pandemic there has been a revival of the tourism sector with increase in demand from tourists both domestically and internationally. Further, the Central and State Government schemes and industry investment initiatives, have given a boost to tourism in India which will serve as a growth driver for the economy.

Tourism industry which contributes around 5% to the GDP of India and has the potential to improve the lives of the people with its trickle-down effect and provide employment opportunities in different regions and to a diverse workforce, especially women. The WTTC estimates, tourism in India is projected to earn \$ 459 billion (forecast) by 2029. At both global and national level, post pandemic, there is an endeavor to bridge the gender disparity in tourism by focusing on education and training of women, building community level schemes, employment, and entrepreneurship initiatives, which with policy support will lead to an inclusive and resilient growth.

The aim of this research paper is to critically analyze the participation of women in the tourism industry in India, to evaluate the Government and Industry initiatives to support women empowerment and examine the scope of employment opportunities for women in the tourism sector. After a literature review, a research gap was identified in understanding the role of tourism industry in enabling women empowerment. Data for the study has been collected from government and non-government resources, the Economic Survey, budget documents along with research papers, journals, websites and news articles. The study analyses the share of tourism and travel in the GDP, allocation of tourism budget and women empowerment schemes in India. The research paper looks at the growth potential of tourism in the country and its impact on women. Further, it assesses the impact of G-20 presidency as a unique opportunity to put India not only on the global map as a tourist destination but also highlight the role played by women in the tourism sector.

Data analysis tools including correlational analysis, descriptive statistics along with PESTEL Analysis framework, SWOC Analysis and ABCD Analysis framework were used to examine clear trends. The study highlights the importance of Government and industry initiatives in positioning India as a specialized tourist destination, how the tourism industry is employing women and helping to bridge the gender gap.

**Keywords:** Tourism, Tourism Industry, Tourism Industry in India, Women Empowerment, Gender equality, Gender gap, Inclusive growth.

## 1. Introduction:

### Women Empowerment:

Since the year 2007, the Department of Ethics, Culture and Social Responsibility at UNWTO has been working on developing a sustainable, accessible, culturally and socially responsible tourism sector. UNWTO in collaboration with UN Women and other global partners including the German Development Agency GIZ, World Bank and Amadeus has brought forward the need to address the issue of gender gap in tourism industry.[1] UN Women recognizes the role of women empowerment in bridging the gender gap, a step towards achieving the 2030 Agenda for SDG 5 of gender equality. [2] Economic and social empowerment help to address the broader issues of poverty alleviation, inclusive societies, equal opportunities.[3]

The constitution of India grants equality to women and has empowered States to adopt measures to discriminate in favour of women. The National Policy for Empowerment of Women 2001 aims to strengthen the judicial and legal system which is sensitive towards women and helps to advance, develop and empower women in India. Government of India's National Common Minimum Programme has listed empowerment of women in the spheres of politics, education, economic and legal as one of its six basic principles of governance. This is in line with the Eight Millennium Development Goals established in the Millennium Declaration at the General Assembly, UN in the year 2000 which include gender equality, empowerment of women and improving maternal health as key priorities. [5]

### Tourism as a means to Women Empowerment:

Tourism industry is labour intensive industry which provides ample number of job opportunities in diverse regions both for men and women. Globally the tourism sector, especially in the emerging economies has women making up 46% of the work force [6]. WHO defines gender as a social construct to include characteristics and roles for men, women, boys and girls, which takes different connotations depending on the society which continues to evolve with time. Gender discrimination refers to the distinction based on socioeconomic status, ethnic background, age, disability, gender identity and sexual orientation of a person[7]. Gender gaps lead to inequality at work, available resources, access to health and education, employment opportunities, social, economic and political power. UNWTO considers gender equality as a human rights issue and a prerequisite for striving to acquire a humanitarian approach[4][41]. The UNWTO Report on Women in Tourism, Second Edition, indicates that women account for 59% of employment in tourism globally, with 61% of the work force engaged in accommodation and 64% of the work force working in travel agencies and as tour operators. [44]. The jobs in this sector face the challenges of job seasonality, contract and part-time assignments, job rotation. Thus, the impact is greater on women engaged in this industry. The upward mobility of women in this sector is impacted as women even with better education level face gender pay gaps, gender stereotypes.

The Indian Government has introduced various schemes to empower women in India. The women empowerment schemes focus on economic, political, social, legal and psychological empowerment. In India, women are engaged in tourism both in skilled and unskilled jobs. Women have been involved directly and indirectly in hotels, restaurants, stalls, cafeteria, small and medium enterprises, handicraft trade, handloom work, travel. Tourism is interlinked with other industries, thus providing a vast opportunity of employment generation across the country. As per the estimates of 3<sup>rd</sup> Tourism Satellite Account (TSA) the share of jobs was 14.78% in 2017-18 (72.69 million) which includes 6.44% of direct jobs in tourism and 8.33% of indirect jobs. The jobs declined during the pandemic years accounting for 12.66% in 2021-22 translating into 70.04 million jobs[18] According to WTTC, female employment in tourism accounted for 12.1%[19].

## 2. Objectives of Study:

1. Critical analysis of growth potential of tourism in India and its impact on women.
2. Critical analysis of participation of women in the tourism industry and examine the employment opportunities for women in the tourism sector.
3. Evaluate Government and Industry initiatives which support tourism and women empowerment.
4. Assess impact of G-20 presidency on placing India as a tourist destination on the global map and examine the role played by women.

This correlational, descriptive and diagnostic study aims to develop an understanding of impact of tourism on empowering women in India.

### 3. Literature Review:

The research paper titled 'Empowerment of Women in India-A Historical Perspective' traces the evolution, status, development and empowerment of women since the Rigvedic period where women had equal regard and esteem as men in the society. The late Vedic Civilization onwards witnessed a denial of rights to women including right to remarriage, right to education, right of inheritance, practice of sati, purdah system. During the British period, the efforts of Social Reformers, Pt. Jawahar Lal Nehru and Mahatma Gandhi led to an improvement in the social, political and economic life of women in the society. Subsequently, the Constitution of India provided for equality of women with men, various legislative measures were undertaken to ensure women's rights are safeguarded and many developmental schemes have been initiated to uplift the status of women. The research paper concludes that the schemes launched by the Government have had a positive effect on women empowerment but efforts to remove barriers like the "glass ceiling" must be continued. It reinforces that economic empowerment and social status improvement are central to bringing about a change[20].

Metka Kogovsek, 2012 in their study titled 'Hospitality and Tourism Gender Issues Remain Unsolved: A Call for Research' examined gender bias and employment in the tourism and hospitality industry and conclude from their study that women encounter challenges at their work place in terms of male dominated organizational culture. There is horizontal segregation with more women than men being employed in this sector and a vertical segregation with lower status jobs given to women. Further, promotion at work is determined by cultural and structural bottlenecks. The need of the hour in the modern context is to provide equal opportunity to women, harness the potential of female labour force and ensure parity in salary and compensation based on the education and competence[8].

The challenges are faced by women in tourism, even at the managerial level. Freund, 2021 conducted a study in Catalonia, Spain to understand the challenges faced by women as managers or as Board of Directors in tourism. The findings of their study highlight the need to sensitize women on issues like gender barriers, increasing access to resources and developing professional networks for enabling women empowerment[9].

Ibrahim Elshaer et al, 2021 in their study on 'The impact of women's empowerment on sustainable tourism development: Mediating role of tourism involvement', show how the Kingdom of Saudi Arabia in line with the Saudi Vision 2030 recognise the need to empower women not only psychologically and politically but also socially to enable sustainable tourism development. Through these policy measures tourism can serve as a tool to enable gender parity[9]

Empowerment framework developed by Regina Scheyvens, 2021 identifies 6 dimensions of economic, psychological, social, cultural, political and environmental, to evaluate the factors that affect empowerment in the tourism sector. Tourism helps to bring economic empowerment by providing employment opportunities of self-employment in tourism related enterprises, setting up of restaurants, small businesses, local art and craft, handicrafts and also jobs at senior levels. With increase in income generation, sense of worth and respect for the women and minority groups increases. Training, education and development facilities results in an overall boost to the morale and enhances self-esteem. Tourism encourages community participation, with a common goal, which helps to improve the infrastructure, and services in the region. The community starts preserving the cultural heritage as the customs, language, food, the environment, sustainable practices and local sites bring revenue and respect to the region. Local representation, a body to voice the concerns of the people become stronger and organize themselves politically[12]

A case study in the emerging countries undertaken in India by Azzurra Rinaldi, 2020 highlights the gender gap in the employment opportunities provided in tourism, especially when the government supports with employment generation programs. The trickle-down effect of such schemes results in increased income, enhanced social status and improves access to health, education and wellbeing of these families[13].

The Organization for Economic Cooperation and Development Study, 2019 highlights the role of care economy where 75% of unpaid care at homes and community is performed by females. This includes cooking, cleaning, taking care of elders and children, getting water across all countries. The role played by women in taking care of the family leaves them with less opportunities to participate in the labour market. The role of Government policy thrust, making the household chores easier, reducing household air pollution, and freeing the time of women to participate in economic activities, participation of women in decision making and building infrastructure, greater participation by men in the household chores could be some steps in this direction to bridge the gender gap[15]

The UN SDG Goal 5 Target 5.4 acknowledges the need to address the gender inequality in handling the care economy. It reads “recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies, and the promotion of shared responsibility within the household and the family as nationally appropriate.” [16]

Gender inequality is common in many sectors, but is more in tourism affecting women. The bibliometric study by Noelia Araújo-Vila, 2021 bring out the research gap in the area of gender equality in tourism. There has been an increase in research work related to gender inequality. The need of the hour is to provide equal opportunities to both the genders, and enable women empowerment including in management positions. Region wise countries like UAE, Egypt and emerging economies have higher gender disparities[14].

#### **4. Research Design:**

1. In order to conduct the study, quantitative data on tourism sector in India and the number of women employed in this industry has been analysed using correlational and descriptive statistics. The variables analysed include annual growth rates of real gross value added at base prices by industry of origin including agriculture and allied activities, industry and services sector; correlation between trade, hotels, transport and communication with nominal gross value added over the years has been drawn; distribution of GDP across economic sectors, total contribution of travel and tourism to GDP in India and growth of travel and tourism as percentage of GDP over time have been analysed. The growth of direct and indirect jobs in numbers and as a percentage have been analysed to understand the growth of employment opportunities in tourism.
2. The qualitative data for the tourism industry and its impact on women empowerment was analysed using the PESTEL Analysis.
3. To evaluate the Government and Industry initiatives which support tourism and women empowerment, data on Government schemes, nature of Government schemes, amount disbursed and industry initiatives has been analysed using ABCD Analysis Framework to examine clear trends.
4. To assess the impact of G-20 presidency in India on the tourism industry and its impact on women, the data has been analysed using SWOC Analysis Framework.

#### **5. Analysis and Discussion**

##### ***i) Growth potential of tourism in India and its impact on women engaged in tourism.***

Travel and tourism is one of the leading employers globally. 54% of global tourism workforce comprises women but they are engaged in informal, lower paid jobs with many working in unhealthy working conditions. Women lost jobs, faced lower salaries with greater responsibilities to care for the families during the pandemic.[21] WTTC conducted a study to analyse female labour force participation in the tourism sector in comparison to the jobs available in the economy. The study covered G-20 nations along with Egypt, Iran, Jordan and Tunisia. The findings reveal that women continue to be engaged in lower paid work, with little access to social security and labour law legislations. World Economic Forum, highlights the gender gap in managerial positions. Women have accounted for more than 50% of Travel and Tourism employment in Russia, South Korea, South Africa, Germany, Mexico and Canada. In India, the overall labour force participation rate according to World Bank Database and ILO, 2018

was 56.1% (15-64 years) with MLFPR at 81.8% in contrast to 28.5% for FLFPR(15-64). However, the FLFPR in the travel and tourism was 16.4%[22]

According to WTTC 2019, tourism accounted for 10.4% of the global GDP providing 10.6% of all jobs creating 25% of new jobs globally for the period 2014-2019. Covid 19 pandemic eroded the jobs and livelihood of many in the travel and tourism. The global economy suffered a 49.1% GDP loss with a loss of over 62 million jobs. The pandemic adversely impacted women in tourism manifold as they are engaged more in informal economy, seasonal work, with no social protection, access to money and technology. 'The global gender gap according to World Economic Forum has increased by a generation from 99.5 years to 135.6 years due to negative outcomes for women in 2020'[23].

In India, women are engaged in informal sectors like handicrafts and food production along with homestay industry. Post pandemic, WTTC's Economic Impact Research, 2023 reports that travel and tourism in India has shown tremendous recovery with a rebound growth at 2 times the rate of GDP in all G-20 nations. In India, Travel and Tourism is expected to reach Rs 16.5 trillion with employment of 39 million by 2023. The expected forecast is a contribution of Rs. 36.8 trillion by 2033 (7% of the GDP) with over 58.2 million jobs in the same period[24].

A combination of qualitative and quantitative factors have been used for a holistic analysis. The secondary quantitative data collected was analysed using Excel tools. A correlational analysis and descriptive analysis was carried out to analyse the data and draw inferences and conclusions on the growth potential of tourism industry and examine the employment opportunities for women. The macroeconomic data on Gross Value Added by different sectors of the economy over the years, the growth of travel and tourism with the burgeoning economy, the employment data with female labour force participation rates have been analysed to draw inferences. The PESTEL's Analysis has been used to analyse the qualitative factors of tourism and its impact on women empowerment.

| YEAR             | AGRICULTURE & ALLIED (%) | MANUFACTURING (%) | SHARE OF TRADE, HOTELS, TRANSPORT & COMMUNICATION (%) | FINANCE, REAL ESTATE AND PROFESSIONAL SERVICES (%) | PUBLIC ADMINISTRATION, DEFENCE AND OTHER SERVICES (%) | GROSS VALUE ADDED AT BASIC PRICES (%) | SHARE OF SERVICE SECTOR (%) |
|------------------|--------------------------|-------------------|-------------------------------------------------------|----------------------------------------------------|-------------------------------------------------------|---------------------------------------|-----------------------------|
| 1951-52          | 2                        | 4.7               | 2.7                                                   | 2.3                                                | 2.9                                                   | 2.3                                   | 7.9                         |
| 1960-61          | 7.2                      | 10.9              | 8.5                                                   | 2.4                                                | 5.1                                                   | 7.1                                   | 16                          |
| 1970-71          | 6                        | 1.6               | 4.9                                                   | 3.5                                                | 6.1                                                   | 5                                     | 14.5                        |
| 1980-81          | 12.8                     | 4.6               | 5.7                                                   | 2.4                                                | 2.2                                                   | 7.2                                   | 10.3                        |
| 1990-91          | 4.8                      | 6.9               | 5.2                                                   | 7.2                                                | 3.6                                                   | 5.3                                   | 16                          |
| 2000-01          | 0.3                      | 6.5               | 6.5                                                   | 4.6                                                | 4.1                                                   | 4.1                                   | 15.2                        |
| 2001-02          | 5.4                      | 2.7               | 8.5                                                   | 5.9                                                | 3.8                                                   | 5.4                                   | 18.2                        |
| 2002-03          | -4.4                     | 7.1               | 8.4                                                   | 6.5                                                | 3.2                                                   | 3.9                                   | 18.1                        |
| 2003-04          | 8                        | 7.9               | 11.2                                                  | 5.8                                                | 4.6                                                   | 8                                     | 21.6                        |
| 2004-05          | 1.4                      | 10.1              | 9.6                                                   | 7.6                                                | 7.4                                                   | 7.1                                   | 24.6                        |
| 2005-06          | 5                        | 10.2              | 9.5                                                   | 9.5                                                | 7.9                                                   | 8.3                                   | 26.9                        |
| 2006-07          | 3.2                      | 14.7              | 9.3                                                   | 7.4                                                | 2.9                                                   | 8.1                                   | 19.6                        |
| 2007-08          | 5.4                      | 8.6               | 7.2                                                   | 7.8                                                | 8.8                                                   | 7.4                                   | 23.8                        |
| 2008-09          | -0.6                     | 5                 | 2.4                                                   | 5.2                                                | 15.8                                                  | 4.3                                   | 23.4                        |
| 2009-10          | 0.3                      | 9.2               | 6.2                                                   | 6.5                                                | 16.1                                                  | 6.9                                   | 28.8                        |
| 2010-11          | 9.6                      | 7.1               | 11.8                                                  | 4.7                                                | 7.6                                                   | 8                                     | 24.1                        |
| 2011-12          | 2                        | 6.6               | 6.4                                                   | 4.5                                                | 7.3                                                   | 5.2                                   | 18.2                        |
| 2012-13          | 1.4                      | 3.6               | 9.8                                                   | 9.7                                                | 4.3                                                   | 5.4                                   | 23.8                        |
| 2013-14          | 4.8                      | 4.2               | 6.5                                                   | 11.2                                               | 3.8                                                   | 6.1                                   | 21.5                        |
| 2014-15          | 1.2                      | 6.7               | 9.4                                                   | 11                                                 | 8.3                                                   | 7.2                                   | 28.7                        |
| 2015-16          | 2.1                      | 9.5               | 10.2                                                  | 10.7                                               | 6.1                                                   | 8                                     | 27                          |
| 2016-17          | 7.3                      | 7.5               | 7.7                                                   | 8.6                                                | 9.3                                                   | 8                                     | 25.6                        |
| 2017-18          | 4.5                      | 7.1               | 10.3                                                  | 1.8                                                | 8.3                                                   | 6.2                                   | 20.4                        |
| 2018-19 (3RD RE) | 1.6                      | 5.9               | 7.2                                                   | 7                                                  | 7.5                                                   | 5.8                                   | 21.7                        |
| 2019-20 (2ND RE) | 4.5                      | -1.4              | 5.9                                                   | 6.7                                                | 6.3                                                   | 3.8                                   | 18.9                        |
| 2020-21 (1ST RE) | 1.6                      | -2.8              | -20.2                                                 | 2.2                                                | -5.5                                                  | -4.8                                  | -23.5                       |
| 2021-22 (PE)     | 4.1                      | 10.2              | 11.1                                                  | 4.2                                                | 12.6                                                  | 8.1                                   | 27.9                        |
| 2022-23 (1ST AE) | 3.3                      | 4.3               | 13.7                                                  | 6.4                                                | 7.9                                                   | 6.7                                   | 28                          |

**Table 1: Annual Growth Rates Of Real Gross Value Added At Basic Prices By Industry Of Origin**

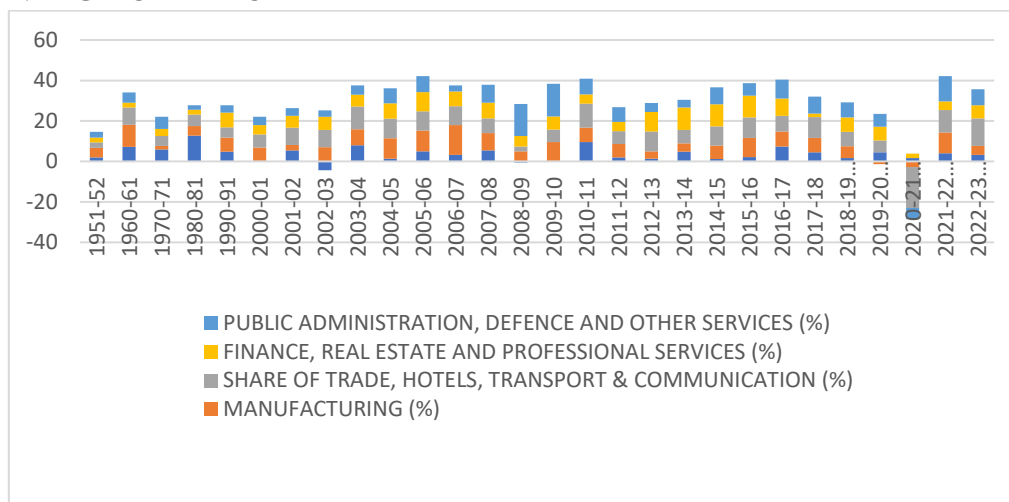
SOURCE: ECONOMIC SURVEY 2022-23 STATISTICAL

APPENDIX

PE: PROVISIONAL ESTIMATES

RE: REVISED ESTIMATES

AE: ADVANCE ESTIMATES



**Graph 1: Annual Growth Rates Of Real Gross Value Added At Base Prices By Industry Origin**

| YEAR             | AGRICULTURE<br>& ALLIED (RS.)<br>2 | MANUFACTURING<br>(RS.)<br>3 | SHARE OF TRADE,<br>HOTELS,<br>TRANSPORT &<br>COMMUNICATION<br>(RS.).<br>4 | FINANCE, REAL<br>ESTATE AND<br>PROFESSIONAL<br>SERVICES (RS.).<br>5 | PUBLIC<br>ADMINISTRATI<br>ON, DEFENCE<br>AND OTHER<br>SERVICES (RS.).<br>6 | GROSS VALUE<br>ADDED AT<br>BASIC PRICES<br>(RS )<br>(2-<br>6) |
|------------------|------------------------------------|-----------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------|
| 1951-52          | 5302                               | 1501                        | 700                                                                       | 1854                                                                | 928                                                                        | 9809                                                          |
| 1960-61          | 7481                               | 3478                        | 1436                                                                      | 3730                                                                | 1673                                                                       | 16664                                                         |
| 1970-71          | 19207                              | 9659                        | 4044                                                                      | 7865                                                                | 4499                                                                       | 43379                                                         |
| 1980-81          | 51189                              | 34686                       | 15500                                                                     | 19574                                                               | 14643                                                                      | 133745                                                        |
| 1990-91          | 171187                             | 142929                      | 72091                                                                     | 81473                                                               | 59854                                                                      | 519792                                                        |
| 2000-01          | 512984                             | 534164                      | 320569                                                                    | 342801                                                              | 251066                                                                     | 1955518                                                       |
| 2001-02          | 553556                             | 560268                      | 355515                                                                    | 387987                                                              | 270783                                                                     | 2126091                                                       |
| 2002-03          | 556423                             | 620025                      | 392575                                                                    | 432200                                                              | 290142                                                                     | 2290883                                                       |
| 2003-04          | 617499                             | 696519                      | 451797                                                                    | 482643                                                              | 313951                                                                     | 2566465                                                       |
| 2004-05          | 661394                             | 837259                      | 526415                                                                    | 528855                                                              | 350375                                                                     | 2904298                                                       |
| 2005-06          | 750521                             | 962170                      | 608167                                                                    | 611091                                                              | 394965                                                                     | 3326914                                                       |
| 2006-07          | 844178                             | 1186840                     | 712512                                                                    | 723997                                                              | 437367                                                                     | 3904894                                                       |
| 2007-08          | 969742                             | 1364635                     | 804394                                                                    | 849711                                                              | 501706                                                                     | 4490188                                                       |
| 2008-09          | 1089840                            | 1552965                     | 904325                                                                    | 1004390                                                             | 621317                                                                     | 5172837                                                       |
| 2009-10          | 1259271                            | 1788050                     | 1012942                                                                   | 1132541                                                             | 782102                                                                     | 5974906                                                       |
| 2010-11          | 1551187                            | 2094395                     | 1191761                                                                   | 1343785                                                             | 902542                                                                     | 7083670                                                       |
| 2011-12          | 1762983                            | 2373988                     | 1413116                                                                   | 1530877                                                             | 1025982                                                                    | 8106946                                                       |
| 2012-13          | 1960949                            | 2637551                     | 1663986                                                                   | 1776632                                                             | 1163574                                                                    | 9202692                                                       |
| 2013-14          | 2222166                            | 2895076                     | 1874467                                                                   | 2069508                                                             | 1301935                                                                    | 10363153                                                      |
| 2014-15          | 2402088                            | 3139713                     | 2107596                                                                   | 2363346                                                             | 1491536                                                                    | 11504279                                                      |
| 2015-16          | 2521544                            | 3472237                     | 2294513                                                                   | 2626138                                                             | 1660067                                                                    | 12574499                                                      |
| 2016-17          | 2845470                            | 3770300                     | 2539156                                                                   | 2911437                                                             | 1898837                                                                    | 13965200                                                      |
| 2017-18          | 3165935                            | 4192755                     | 2878922                                                                   | 3127212                                                             | 2140841                                                                    | 15505665                                                      |
| 2018-19 (3RD RE) | 3407586                            | 4614137                     | 3202762                                                                   | 3529498                                                             | 2421145                                                                    | 17175128                                                      |
| 2019-20 (2ND RE) | 3716881                            | 4579186                     | 3478493                                                                   | 3879338                                                             | 2701212                                                                    | 18355109                                                      |
| 2020-21 (1ST RE) | 3934474                            | 4532396                     | 2866393                                                                   | 4045760                                                             | 2678787                                                                    | 18057810                                                      |
| 2021-22 (PE)     | 4493143                            | 5613092                     | 3528896                                                                   | 4543303                                                             | 3170966                                                                    | 21349399                                                      |
| 2022-23 (1ST AE) | 5182205                            | 6337541                     | 4388212                                                                   | 5198108                                                             | 3620148                                                                    | 24726214                                                      |

Source: Economic Survey 2022-23 Statistical Appendix

**Table 2: Nominal Gross Value Added At Base Prices By Industry Of Origin. (Rs. In Crores)**

SOURCE: ECONOMIC SURVEY 2022-23 STATISTICAL APPENDIX

PE: PROVISIONAL ESTIMATES

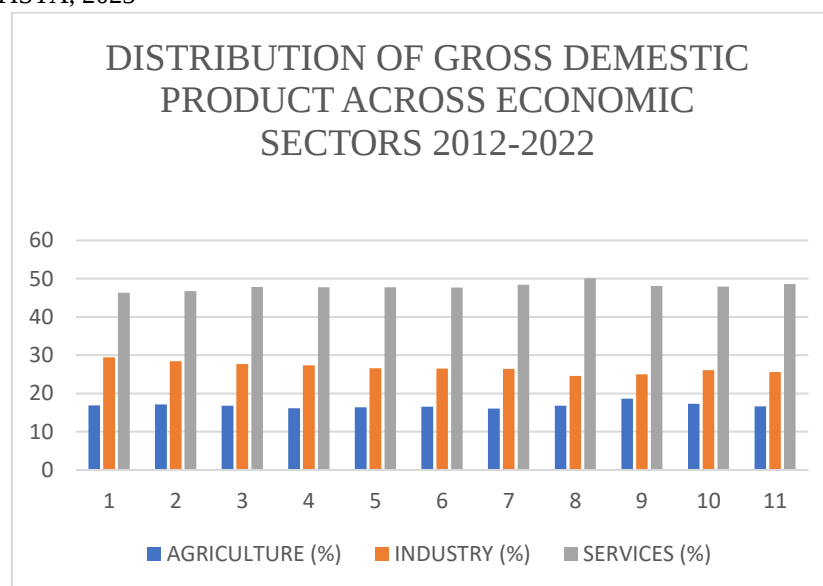
RE: REVISED ESTIMATES

AE: ADVANCE ESTIMATES

| YEAR | AGRICULTURE (%) | INDUSTRY (%) | SERVICES (%) |
|------|-----------------|--------------|--------------|
| 2012 | 16.85           | 29.4         | 46.3         |
| 2013 | 17.15           | 28.4         | 46.73        |
| 2014 | 16.79           | 27.66        | 47.82        |
| 2015 | 16.17           | 27.35        | 47.78        |
| 2016 | 16.36           | 26.62        | 47.75        |
| 2017 | 16.56           | 26.5         | 47.67        |
| 2018 | 16.03           | 26.41        | 48.43        |
| 2019 | 16.76           | 24.59        | 50.08        |
| 2020 | 18.64           | 25.02        | 48.07        |
| 2021 | 17.33           | 26.07        | 47.94        |
| 2022 | 16.61           | 25.62        | 48.58        |

**Table 3: Distribution Of Gross Domestic Product Across Different Economic Sectors**

SOURCE: STATISTA, 2023



**Graph 2: Distribution Of Gross Domestic Product Across Economic Sectors 2012-2022 (based on Table 3)**

| YEAR                  | TRAVEL & TOURISM<br>(Billion US \$) | GDP<br>(Billion US \$) | GROWTH<br>TRAVEL & TOURISM AS<br>PERCENTAGE<br>OF GDP (%) |
|-----------------------|-------------------------------------|------------------------|-----------------------------------------------------------|
| 2012                  |                                     | 1827.64                | 4.3                                                       |
| 2013                  | 172.91                              | 1856.72                | 9.31                                                      |
| 2014                  | 185.63                              | 2039.13                | 9.1                                                       |
| 2015                  | 201.43                              | 2103.59                | 9.58                                                      |
| 2016                  | 219.72                              | 2294.12                | 9.58                                                      |
| 2017                  | 232.01                              | 2651.47                | 8.75                                                      |
| 2018                  | 247.37                              | 2702.93                | 9.15                                                      |
| 2019                  | 191.3                               | 2835.61                | 6.75                                                      |
| 2020                  | 121.9                               | 2671.6                 | 4.56                                                      |
| 2021                  | 178                                 | 3150.31                | 5.65                                                      |
| 2022                  | 215 \$\$                            | 3386.4                 | 6.35                                                      |
| 2023                  | 201.37 \$\$\$                       | NA                     | 6-7%                                                      |
| 2024<br>(PROJECTED)^  | 150                                 | NA                     | 7-8%                                                      |
| 2030<br>(PROJECTED)^  | 250                                 | NA                     | 7-9%                                                      |
| 2047<br>(PROJECTED) ^ | 1,000                               | NA                     | NA                                                        |

**TABLE 4 : Total Contribution Of Travel & Tourism To GDP In India (Billion US Dollars)**

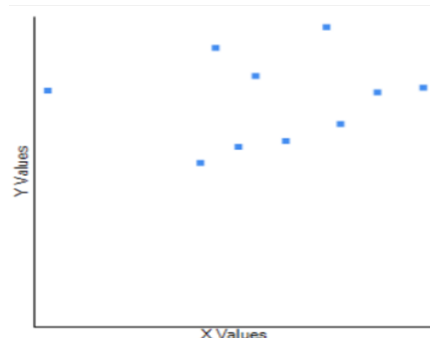
SOURCE: STATISTA, 2023 <https://www.statista.com/statistics/313665/direct-contribution-of-travel-and-tourism-to-gdp-in-india/>

^ <https://www.livemint.com/news/tourism-to-contribute-250-billion-dollar-to-gdp-by-2030->

<https://economictimes.indiatimes.com/industry/services/travel/indias-is-the-worlds-7th-largest-tourism-economy-in-terms-of-gdp-says-wttc/articleshow/58011112.cms?from=mdr>

\$\$ <https://wttc.org/news-article/india-travel-and-tourism-could-surpass-pre-pandemic-levels-by-the-end-of-2022>

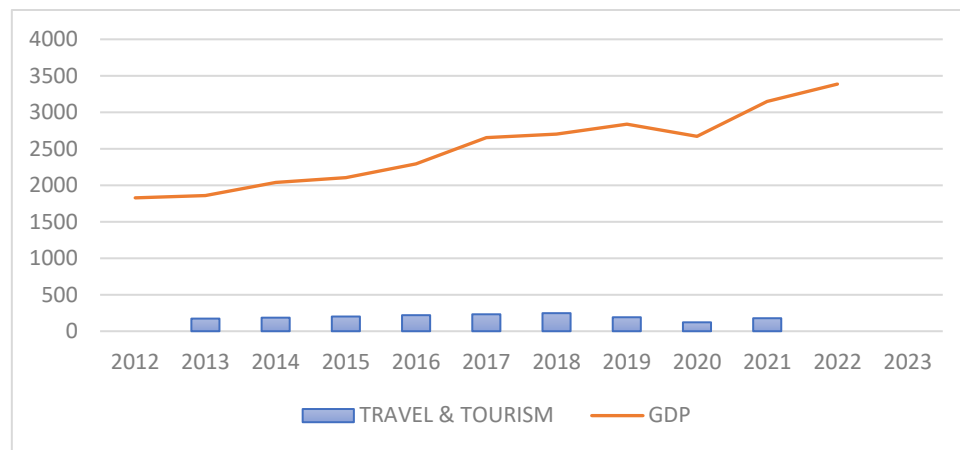
\$\$\$ <https://www.ibef.org/news/the-travel-and-tourism-sector-is-expected-to-contribute-us-201-37-billion-rs-16-5-trillion-to-india-s-economy-by-2023-world-travel-tourism-council>



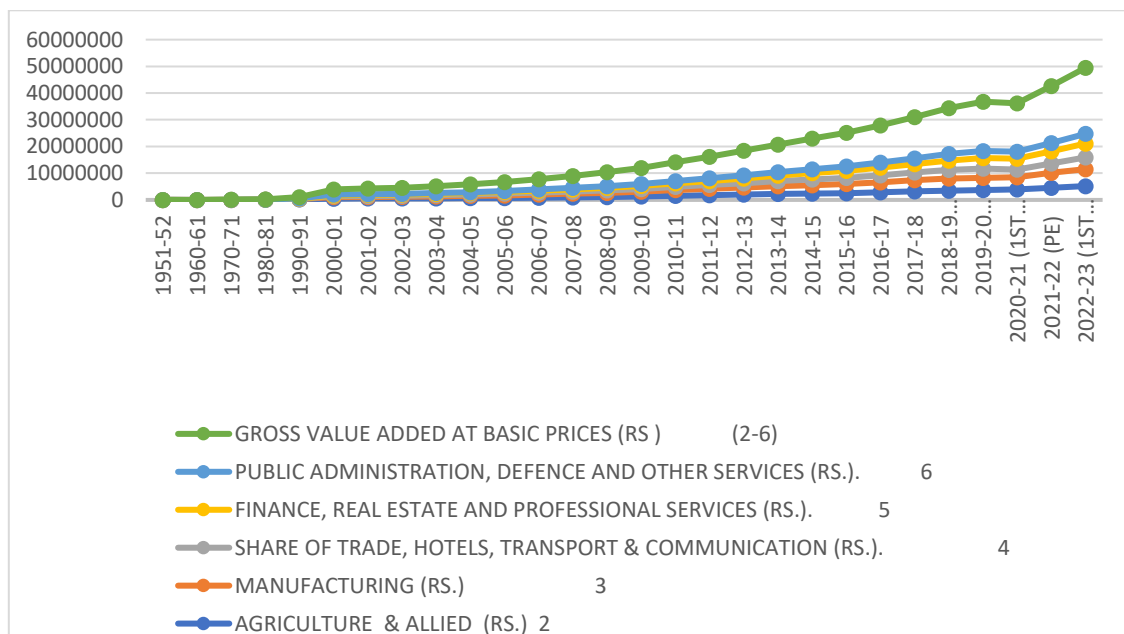
**Graph 3: Pearson Coefficient Correlation Between Travel and Tourism and GDP (In billion \$) over the period 2013-2022**

|                |        |
|----------------|--------|
| R              | 0.1201 |
| R <sup>2</sup> | 0.0144 |

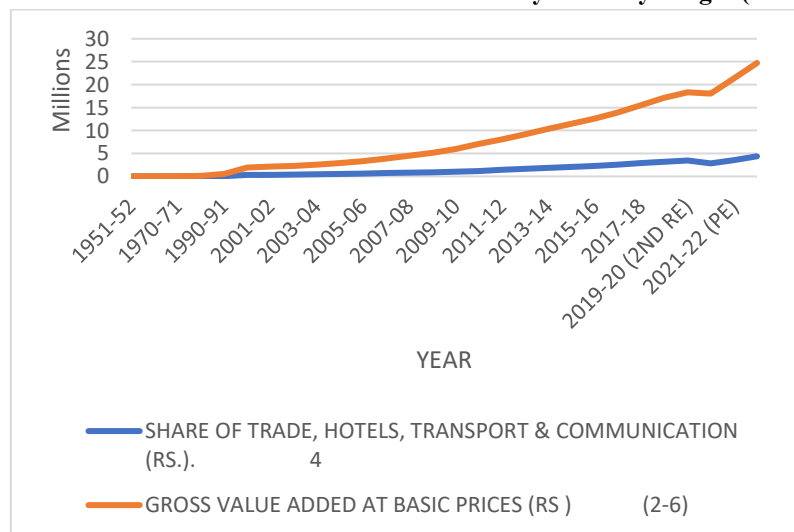
The value of R is 0.1201 indicating a positive weak correlation using Pearson Correlation Coefficient. The coefficient of determination, R<sup>2</sup> is 0.0144.



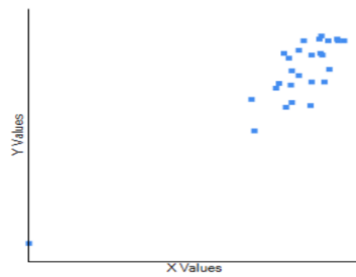
Graph 4: Total Contribution of Travel & Tourism to GDP In India (Billion Us Dollars)



Graph 5: Nominal Gross Value Added At Base Prices By Industry Origin (Rs. In Crores)



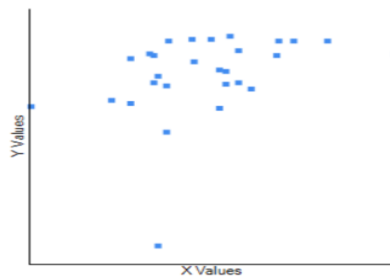
Graph 6: Share Of 'Trade, Hotels, Transport & Communication' (Rs.). 'Gross Value Added at Basic Prices (Rs.) By 'Year'



**Graph 7: Pearson Coefficient Correlation Between Trade, Hotels, Transport and Communication & GVA at Basic Prices**

|                      |               |
|----------------------|---------------|
| <b>R</b>             | <b>0.8869</b> |
| <b>R<sup>2</sup></b> | <b>0.7866</b> |

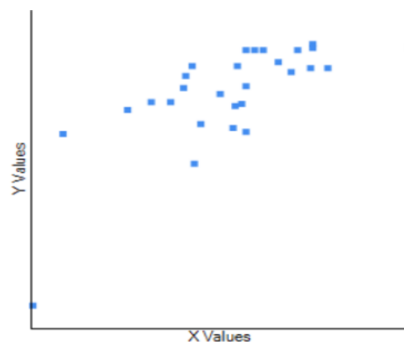
The value of R is 0.8869 indicating a strong positive correlation using Pearson Correlation Coefficient. The coefficient of determination,  $R^2$  is 0.7866.



**Graph 8: Pearson Coefficient Correlation Between Agriculture and Allied Activities and GVA at Basic Prices**

|                      |               |
|----------------------|---------------|
| <b>R</b>             | <b>0.3801</b> |
| <b>R<sup>2</sup></b> | <b>0.1445</b> |

The value of R is 0.3801 indicating a weak positive correlation using Pearson Correlation Coefficient. The coefficient of determination,  $R^2$  is 0.1445.



**Graph 9: Pearson Coefficient Correlation Between Manufacturing and GVA at Basic Prices**

|                      |               |
|----------------------|---------------|
| <b>R</b>             | <b>0.7252</b> |
| <b>R<sup>2</sup></b> | <b>0.5259</b> |

The value of R is 0.7252, indicating a moderately positive correlation using Pearson Correlation Coefficient. The coefficient of determination is 0.5259.

| DESCRIPTIVE STATISTIC                                              | AGRICULTURE & ALLIED ACTIVITIES (%) | MANUFACTURING (%)        | SERVICE SECTOR (%)         | TRADE, HOTELS, TRANSPORT & COMMUNICATION (%) |
|--------------------------------------------------------------------|-------------------------------------|--------------------------|----------------------------|----------------------------------------------|
| MEAN                                                               | 3.9                                 | 7.09                     | 20.62                      | 7.73                                         |
| STANDARD ERROR                                                     | 0.78                                | 0.62                     | 1.17                       | 0.52                                         |
| MEDIAN                                                             | 4.5                                 | 7.1                      | 21.5                       | 8.4                                          |
| SAMPLE VARIANCE                                                    | 14.03                               | 8.71                     | 31.44                      | 6.31                                         |
| STANDARD DEVIATION                                                 | 3.74                                | 2.95                     | 5.61                       | 2.51                                         |
| YEARS                                                              | NUMBERS IN MILLIONS                 | DIRECT EMPLOYMENT (%) \$ | INDIRECT EMPLOYMENT (%) \$ | TOTAL EMPLOYMENT (%) \$                      |
| 2014                                                               | 67.2                                | 5.19                     | 6.72                       | 11.91                                        |
| 2015                                                               | 69.75                               | 5.3                      | 6.84                       | 12.14                                        |
| 2016                                                               | 72.26                               | 5.4                      | 6.98                       | 12.38                                        |
| 2017                                                               | 75.34                               | 5.32                     | 6.88                       | 12.2                                         |
| 2018                                                               | 72.69                               | 5.36                     | 6.93                       | 12.29                                        |
| 2019                                                               | 75.85                               | 5.65                     | 7.3                        | 12.95                                        |
| 2020                                                               | 79.86                               | 6.69                     | 8.65                       | 15.34                                        |
| 2021                                                               | 68.07                               | 5.63                     | 7.28                       | 12.91                                        |
| 2022                                                               | 70.04                               | 5.52                     | 7.14                       | 12.66                                        |
| TABLE 5: Descriptive Statistics For Few Variables Based On Table 1 |                                     |                          |                            |                                              |
| Table 6: Direct And Indirect Jobs In Travel And Tourism In India   |                                     |                          |                            |                                              |

SOURCE: STATISTA 2023

SOURCE: REVISED NAS 2020 FINANCIAL YEAR 2013-14 to 2016-17 and nas for financial year 2017-18 to 2019-20

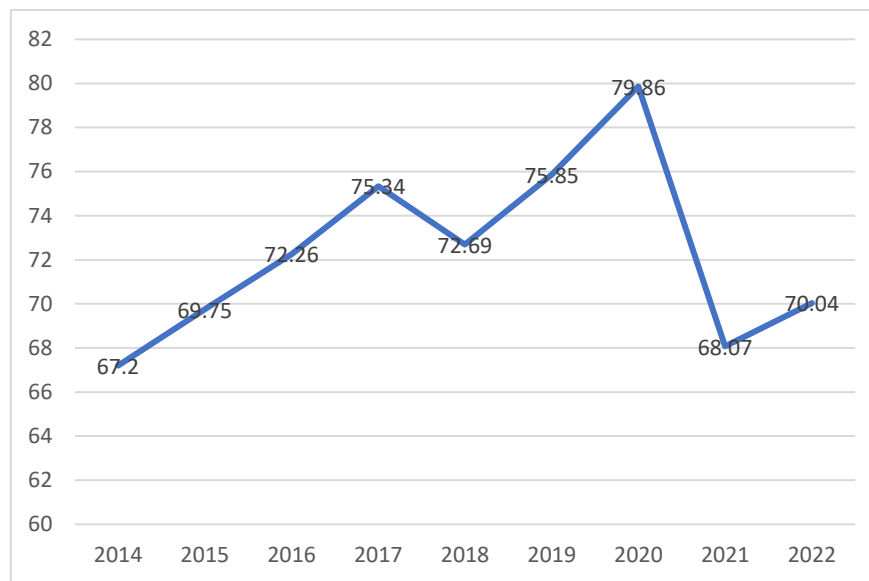
<https://www.businessworld.in/article/Tourism-Can-Prove-A-Force-Multiplier-For-Employment-Generation/14-04-2022-425443/>

SOURCE:

<https://pib.gov.in/PressReleasePage.aspx?PRID=1843507#:~:text=Tourism%20sector%20has%20provided%2079.86,as%20per%20the%203rd%20TSA&text=As%20on%2018.07.>

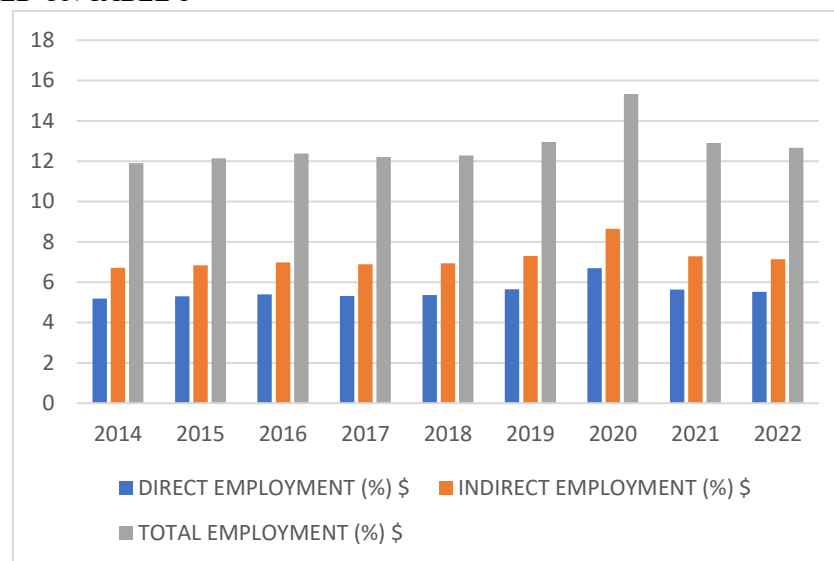
SOURCE:

<https://pib.gov.in/PressReleasePage.aspx?PRID=1843507#:~:text=Tourism%20sector%20has%20provided%2079.86,as%20per%20the%203rd%20TSA&text=As%20on%2018.07.>



GRAPH 10: Number Of Jobs In Travel And Tourism

SOURCE: BASED ON TABLE 1



GRAPH 11: Direct And Indirect Jobs In Travel And Tourism By Year

| DESCRIPTIVE STATISTIC | NUMBERS IN MILLION | DIRECT EMPLOYMENT (%) | INDIRECT EMPLOYMENT (%) | TOTAL EMPLOYMENT (%) |
|-----------------------|--------------------|-----------------------|-------------------------|----------------------|
| Mean                  | 72.34              | 5.56                  | 7.19                    | 12.75                |
| Standard Error        | 1.36               | 0.15                  | 0.19                    | 0.34                 |
| Median                | 1.36               | 5.4                   | 6.98                    | 12.38                |
| Sample Variance       | 16.83              | 0.20                  | 0.34                    | 1.06                 |
| Standard Deviation    | 4.10               | 0.45                  | 0.58                    | 1.03                 |

TABLE 7: Descriptive Statistics For Few Variables Based On Table 6

In India there has been a positive and steady growth of India's Gross Value Added over the past 75 years which has been more pronounced in the last 3 decades. Sectoral contribution has been analysed in Graph 3-9. The Indian economy has structurally transformed with increased share of service sector. Graph 7 indicates the correlation between service sector, specifically trade, hotels, transport and communication with GVA of the Indian economy, which indicates a strong positive correlation. There is a moderate correlation between growth of industry and GVA during the same period and a weak positive correlation between agriculture and GVA. The economic growth in India shifted from agriculture to service sector led by IT, healthcare, tourism, transport and finance.

The contribution of service sector to GDP has grown over the years to close to 50%. (Table 3). The share of tourism industry is the largest in the service industry contributing over 6% of the GDP (Table 4) and providing total employment of 12.66% in 2022 (Table 6).

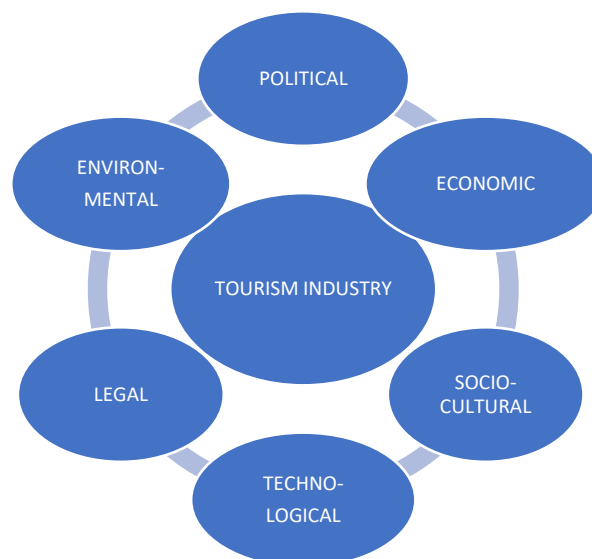
Since 1991 India has witnessed a structural change in the economy along with decline in fertility rate by 2.2% in 2019. Despite the need for women to step in to bridge this gap, India did not witness an increase in female labour force participation rate[45].

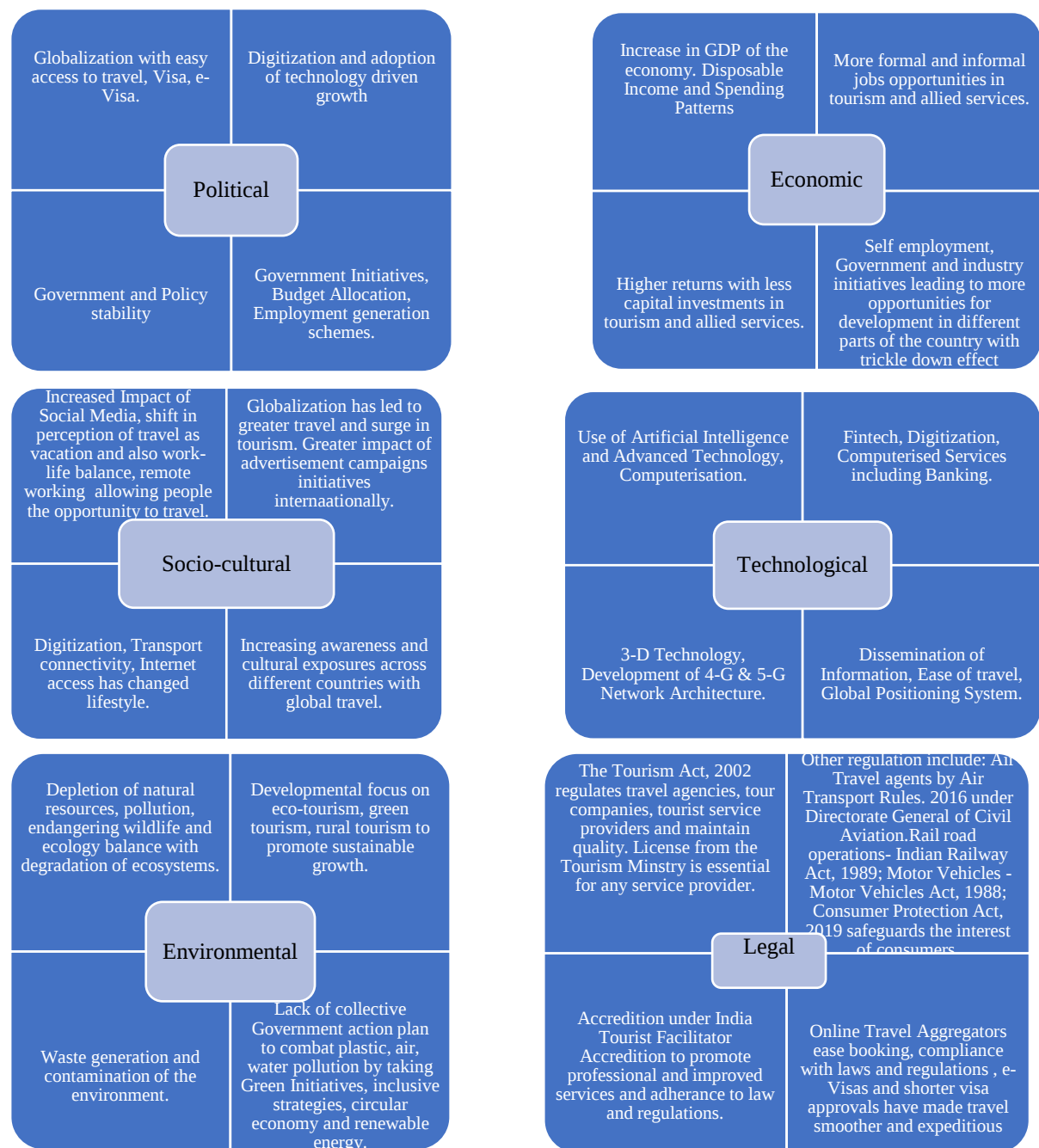
India has a low FLFPR with 29.8% and 29.4% in the age group of 15-59 in the year 2020-21 and 2021-22 respectively. In contrast to 80.1% and 80.7% for men in the same period. The Periodic Labour Survey reports that there is also a shift in women's work with 60% of women working in India as self-employed, in contrast to 50.9% in men. (women-labour-force-india-growth, n.d.) However, there is a wide gender gap in average earnings which is increasing over time. Tourism is the largest employer of women. The number of full time workers in the tourism sector in India in 2015 based on gender shows that 14.4 million men and 3.2 million women were engaged in this sector[25] The share of employment by travel and tourism in India averaged 12.75% over the years 2014-22 with a mean of 72.34 million with direct employment of 5.56% and indirect employment of 7.19%.(Table 7)

## ii) *Qualitative data analysis for tourism industry and its impact on Women Empowerment*

### **PESTEL Analysis Framework**

The macroeconomic variables of Political, Economic, Sociocultural, Technological, Environmental and Legal factors in the tourism industry have been analysed to draw inferences for the industry. The tourism industry has a tremendous potential for growth and employment opportunities with positive growth and support by the government. Overcoming the challenges posed to the environment will magnify growth in tourism by leaps and bounds.





**GRAPH 11: PESTEL Analysis Of The Tourism Industry In India**

**iii) Government and Industry initiatives which support travel & tourism and women empowerment.**

Travel and tourism sector are key contributors to the GDP of India, earning foreign exchange, creating jobs specially for women. Government initiated measures to give impetus to domestic and international tourism, especially post-Covid-19 in the year 2020-21. There was a rebound in domestic tourism post the pandemic due to increased disposable income and a new demand due to preference for leisure travel.

India with its tourism potential has a tremendous promise of job opportunities and that too at a very low investment. Travel and tourism has been more labour intensive and also linked to many other sectors like transportation, restaurants, hotels, travel and tour business, homestays. This sector generates direct and indirect employment opportunities for women across the length and breadth of the country. Various government initiatives to develop and promote tourism have been undertaken over the years to harness the potential of this sector. Some

of the schemes are focussed on promotion of tourism, develop infrastructure, generate employment, provide financial support, develop infrastructure and technology, make travel easy both domestically and internationally, develop new vistas, draw international tourists and foreign exchange, develop art forms, culture. Additionally a number of schemes have been launched to enhance women empowerment in the country and some to promote women empowerment in tourism in India.

| S. NO. | DETAILS                                                                                                                                                                                                                                                                                                                                                                                           | YEAR OF LAUNCH                                        |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| 1      | To promote and develop new tourism products like caravans, caravan camping parks.                                                                                                                                                                                                                                                                                                                 | Ministry of Tourism, 2020                             |
| 2      | International level infrastructure in Kargil, Ladakh to promote adventure sports and winter tourism.                                                                                                                                                                                                                                                                                              | Ministry of Tourism, 2020                             |
| 3      | Dekho Apna Desh to promote tourism by creating awareness about India's rich heritage and culture. 115 webinars were held to promote tourism. The scheme aims to develop domestic tourism for the middle class.                                                                                                                                                                                    | Ministry of Tourism, 2020                             |
| 4      | Another Day in Paradise, Buddhist Circuit Train FAM Tour, Ladakh New Start, New Goals, Conference of Tourism, and Culture Ministers of North Eastern Region.                                                                                                                                                                                                                                      | Ministry of Tourism, 2021                             |
| 5      | All India Tourist Vehicles Authorization and Permit Rules, permitting tourist vehicle operators to receive All India Permit online within 30 days of submission of application.                                                                                                                                                                                                                   | Ministry of Road Transport and Highways, 2021         |
| 6      | Financial support extended to Travel and Tourism Stakeholders and Registered Tourist Guides (11,000) by providing loans from nationalized and private banks for meeting the working capital requirements or as personal loans. The loans of up to Rs. 10 lakhs-TTS and loan of up to Rs. 1 lakh for licensed tourist guides with the Central Government guarantee for these loans.                | Government of India , June 28, 2021                   |
| 7      | Free Tourist Visas to 5 lakh tourists until March 31 <sup>st</sup> , 2022.                                                                                                                                                                                                                                                                                                                        | Government of India , June, 2021                      |
| 8      | Service Exports from India Scheme Scrips. The service providers with transferrable duty credit scrips as percentage of net foreign exchange earnings. These scrips can be used for paying central duties and taxes.                                                                                                                                                                               | Ministry of Finance, June 16, 2021                    |
| 9      | Swadesh Darshan Scheme promotes theme based tourism. In March 2022 the total investments included Rs. 5,500 crores (US \$ 687.84 million) and 76 projects in 31 States/Union Territories. Ministry of Tourism developed infrastructure at 500 tourist destinations, sanctioned 10 new projects under Heritage Circuit Scheme. This scheme aims to develop infrastructure for theme based tourism. | Ministry of Tourism in 2014-15                        |
| 10     | National Integrated Database of Hospitality Industry (NIDHI) is an initiative under Aatmanirbhar Bharat Scheme promoting the use of technology in business. In August 2022 44,152 accommodations were registered under this portal.                                                                                                                                                               | Ministry of Tourism, Government of India, August 2020 |
| 11     | E-Tourist Visa, to simplify the process of obtaining Visa for the foreign tourists. In 2019, Government had granted 2.36 million e-tourist visas.                                                                                                                                                                                                                                                 | Government of India, October, 2014                    |
| 12     | Advertisement Campaigns of 'Incredible India' were launched to promote tourism. Other initiatives include                                                                                                                                                                                                                                                                                         | Ministry of Tourism, Government of India, August 2002 |

|     |                                                                                                                                                                                                                                                                                                                                                 |                                                     |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|
|     | Virtual Roadshows-‘Incredible India Reconnect 2022’ in Italy, display of tourism products in Arabian countries in May 2022.                                                                                                                                                                                                                     |                                                     |
| 13. | Promotion of India as a Medical and Wellness destination with the advantage of being one of the cheapest healthcare systems with healthcare facilities meeting the world-class standards. ‘Heal in India’ and ‘Heal by India’ campaigns in May 2022 showcased the advantage of both Western medical expertise and Eastern healthcare knowledge. | Government of India, 2022                           |
| 14. | Building infrastructure in border villages under Vibrant Village Program and promote One District One Product, GI products, handicrafts sale by setting up Unity Mall. The objective is to promote tourism in border villages.                                                                                                                  | Ministry of Tourism, Government of India, 2023[31]  |
| 15. | Ministry of Culture to develop 5 Cultural spaces to promote dance, culture, music, painting, artforms in its first phase.                                                                                                                                                                                                                       | Ministry of Tourism, Government of India, 2023 [31] |
| 16. | Promote integration of use of technology in tourism by adopting AI, VR and digital techniques to                                                                                                                                                                                                                                                | Ministry of Tourism, Government of India, 2023 [31] |

**TABLE 8: New Policies to promote Travel & Tourism in India**

| S.No.                                                | DETAILS                                                                                                                                                                                                                    | YEAR OF LAUNCH                                                                         |
|------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>Schemes to promote Women Empowerment in India</b> |                                                                                                                                                                                                                            |                                                                                        |
| 1                                                    | Beti Bachao Beti Padhao Scheme provides for protection and education of girl children. The objective is to improve the declining sex ratio in the country and create awareness of welfare schemes for women and child.     | Ministry of Women and Child Development, Government of India, January 2015             |
| 2                                                    | Working Women Hostel to address the need for safe accommodation and healthy environment for working women.                                                                                                                 | Ministry of Women and Child Development Department, Government of India, 2013          |
| 3                                                    | One Stop Centre Scheme is a Central Government sponsored scheme funded by Nirbhaya Fund. The objective is to protect women who face violence in public or private places.                                                  | Ministry of Women and Child Development Department, Government of India, April 1, 2015 |
| 4                                                    | Women Helpline Scheme to provide emergency response and information to women in need of support in the country.                                                                                                            | Ministry of Women and Child Development Department, Government of India, April 1, 2015 |
| 5                                                    | Mahila E-Haat for women entrepreneurs to sell their products on online platform. The scheme supports ‘Make in India’ platform.                                                                                             | Ministry of Women and Child Development Department, Government of India, March 2016    |
| 6                                                    | Mahila Police Volunteers covers all States and Union Territories in the country. The objective is to provide easy access to people and a link between the police authorities and the communities in the event of a mishap. | Ministry of Women and Child Development Department, Government of India, March 2016    |
| 7                                                    | Support to Training and Employment Program for Women (STEP) provides training and skill development to make women employable. Government provides grants to institutions and organizations providing trainings.            | Ministry of Women and Child Development Department, Government of India, 1986-87       |

|                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                               |
|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| 8                                                               | SWADHAR Greh to provide food security, clothing, shelter, economic, health and legal assistance to women in need.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Government of India, 2018                                                     |
| 9                                                               | Mahila Shakti Kendras to provide women with support to develop employable skills, provide job opportunities, improve digital literacy at district, state and national level. The aim was to cover 115 backward districts and set-up 920 centres.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Ministry of Women and Child Development Department, Government of India, 2017 |
| 10                                                              | Rajiv Gandhi National Creche Scheme to assist working mothers by building day-care centres for their children. Women Empowerment Yojana helps build holistic development of children and educate parents on childcare.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Ministry of Women and Child Development Department, Government of India, 2006 |
| <b>Schemes to promote Women Empowerment in Tourism in India</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                               |
| 1                                                               | <p>An MOU with the Travel Agents Association of India and FICCI Ladies Organization to develop sustainable livelihood model for providing economic upliftment for women. The aim is to increase employment opportunities in tourism sector.</p> <ul style="list-style-type: none"> <li>i) The proposals include encouraging travel to 15 destinations under Dekho Apna Desh initiative;</li> <li>ii) Promote community based tourism around iconic Monuments and landmarks to be run by women. Women to be the tour guides, run food stalls, souvenir stalls, sell art and crafts, handicrafts and manage the affairs;</li> <li>iii) Women to be sensitized by NGOs, Travel Industry Associations by holding workshops on the motto of Atithi Devo Bhava;</li> <li>iv) Provide opportunities for women to run homestays in rural and urban areas; Create awareness about the Incredible India Tourist Facilitator Certification Program, 2020 (conducted by IITTM), a digital initiative providing online courses by Ministry of Tourism which would generate employment for women.</li> <li>v) The Government has extended a 50% concession to women enrolling for the program with the aim to upskill the women engaged in tourism;</li> <li>vi) A National Strategy and Roadmap for development of rural Tourism in India to empower women to participate in this initiative; National Strategy for Promotion of Rural Homestays aims to have SHGs for women to run rural homestays.[27] [26]</li> </ul> | Ministry of Tourism, GOI, August 2020                                         |
| 2.                                                              | To promote gender equality, the government set up of Complaint Committee for Sexual Harassment to safeguard women. [26]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Ministry of Tourism, Govt. of India, 2017                                     |

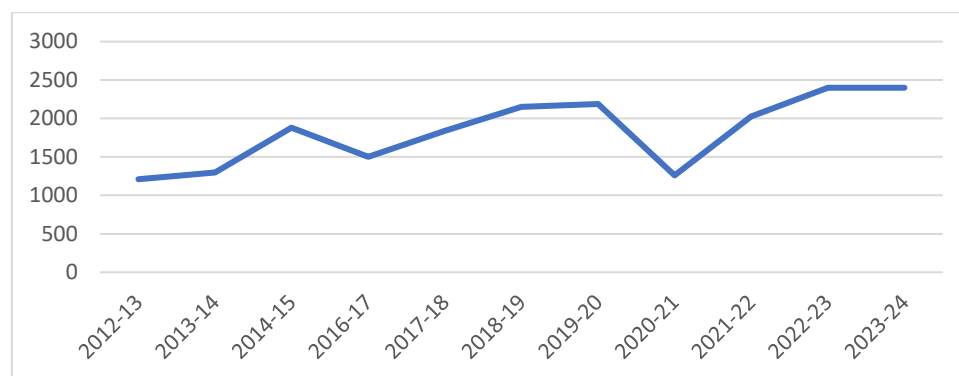
**TABLE 9: New Schemes to promote Women Empowerment and Schemes to promote Women Empowerment in Tourism in India[43][42][41]**

The Government of India has consistently increased allocation of budget for Tourism for the purpose of domestic and foreign policy campaigns, development of infrastructure, promotion and branding.

| YEAR    | ALLOCATION OF UNION<br>BUDGET FOR MINISTRY OF<br>TOURISM |
|---------|----------------------------------------------------------|
|         | (Rs. in Crores)                                          |
| 2012-13 | 1210                                                     |
| 2013-14 | 1297.66                                                  |
| 2014-15 | 1882                                                     |
| 2016-17 | 1500                                                     |
| 2017-18 | 1840.77                                                  |
| 2018-19 | 2150                                                     |
| 2019-20 | 2189.22                                                  |
| 2020-21 | 1260                                                     |
| 2021-22 | 2026.77                                                  |
| 2022-23 | 2400                                                     |
| 2023-24 | 2400                                                     |

**TABLE 10: Budget Allocation for Tourism in India**

Source: Open Budgets India-Ministry of Tourism, Government of India <https://openbudgetsindia.org>



**GRAPH 12: Allocation Of Union Budget For Ministry Of Tourism (Rs. in Crores)**

Source: Open Budgets India-Ministry of Tourism, Government of India <https://openbudgetsindia.org>

***ABCD Framework Analysis to evaluate Government and Industry initiatives to promote tourism and support women empowerment***

| S. No. | ADVANTAGES                                                                                                                                                                                                                                                                                  | BENEFITS                                                                                                                                         | CONSTRAINTS                                                                                                           | DISADVANTAGES                                                                                                                                                                              |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | Government schemes launched over the years to consistently promote tourism with innovative schemes and products. India's tourism themes include Coastal, Wildlife, Adventure, Cultural, Beach, Mangrove, Himalayan, Spiritual, Destination Weddings, Sports-Golf, Polo, Eco-Tourism, Rural, | Contribution to GDP, earning foreign exchange, creating jobs specially for women. Niche tourism to bring consistent revenue throughout the year. | Need for upgradation of Infrastructure and connectivity across the country. Dissemination of information to tourists. | Lack of a centralized tourism legislative body to coordinate with Centre and State Govt. Lack of available data on extent of women employed in formal and informal jobs in tourism sector. |

|   |                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                            |                                                                                                                                                                |                                                                                                                                                                                                                                      |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | MICE, Cruise, Sustainable Tourism.<br>Union Budget 2023 announced development of tourism in a mission mode. To develop 50 tourist friendly destinations, schemes like 'Dekho Apna Desh' 'Swadesh Darshan Scheme' for promoting domestic tourism along with Vibrant Village Programs. |                                                                                                                                                                                                                                                            |                                                                                                                                                                |                                                                                                                                                                                                                                      |
| 2 | Employment opportunities to labour intensive industry providing employment to women, many engaged in lower paid jobs and informal jobs.                                                                                                                                              | Leadership opportunities, entrepreneurship for women with less formal education and training but with hospitality skills, flexible working hours.<br>To bring economic empowerment promoting psychological, social, cultural, political and environmental. | Lack of training and engagement of local communities and social security, right to paid leaves, childcare, maternity, to the women engaged in lowly paid jobs. | Women need to be better represented with the support of community and government initiatives to bridge the gap.<br>High unpaid care and domestic work.<br>Providing exigency funds for meeting financial needs of women enterprises. |
| 3 | Digitization, technological advancement, digital connectivity through Apps, cleanliness and better infrastructure.                                                                                                                                                                   | Tourism has the potential to generate employment and revenue with the minimum capital investment.                                                                                                                                                          |                                                                                                                                                                |                                                                                                                                                                                                                                      |
| 4 | Promote gender equality, steps to prevent sexual harassment and safeguard women employed in this sector.                                                                                                                                                                             | Safer working environment and social protection for women.                                                                                                                                                                                                 | Greater participation of women in decision making, self-employment, supply chain partners, leadership positions, as tour operators and business associates.    | Need for a collaborated effort by Central and State Government, Private Businesses, Industry with community support, Public Private Partnership. To implement a Destination centric approach for management.                         |

**TABLE 11: ABCD Analysis Framework For Analysis Of Government Schemes To Promote Tourism And Women Empowerment [43][44][42]**

iv) *Assess impact of G-20 presidency on placing India as a tourist destination on the global map and examine the role played by women.*

The 18<sup>th</sup> G20 Summit, 2023 with its themes of ‘Vasudaiva Kutumbakam’ (One Earth, One Family, One Future’ focussed on Sustainable Development Goals, climate change to address key issues of pollution, green development, digital public infrastructure, artificial intelligence, multilateral financing, Lifestyle for Environment (LiFE), women empowerment, attaining universal health coverage with digital solutions. G20 member countries constitute 80% of GDP of the world and constitute 60% of the population. G20 is a forum which aims to bring change so that these populations do not lag behind and are able to attain the SDGs. As a part of the G20 Summit in India, a G20 Ministerial Conference on Women’s Empowerment was held in August 2-4<sup>th</sup>, 2023. The aim was to accelerate Gender Equality, Women’s Empowerment and achieving SDG 5.[32] 4 G20 Tourism Working Group Meetings were held during this period which focussed on economic growth, how to preserve cultural heritage, promote tourism and achieve sustainable development. The SWOC Framework has been used to evaluate the relevant G20 discussions which aim to promote women empowerment initiatives and tourism.

**SWOC Framework**

| S. NO.                               | G-20 Theme                                                                                                                                                                             | STRENGTHS                                                                                                                                                                                                                                                                                                                               | WEAKNESSES                                                                                                                                                                                                                                                                      | OPPORTUNITIES                                                                                                                                                                                                                                                                                                               | CHALLENGES                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>WOMEN EMPOWERMENT INITIATIVES</b> |                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                         |
| 1                                    | ‘Enhancing Economic and Social Empowerment’; Bridging the Gender Digital Divide’; Driving Gender-Inclusive Climate Action’; Securing Women’s Food Security, Nutrition and Well-Being’. | Improved female literacy and education, female labour force participation rate, government support, participation of self-help groups and women-centric organizations.[33] India ranks 127 <sup>th</sup> on the global gender index and had reduced the gap by 64.3%. India has achieved parity in enrolment in education, improved the | India has regional disparities in status of women empowerment and there is a gap towards achieving SDG-5. Access to healthcare and hygiene were further pushed back post COVID with 2023 Global Gender Gap Index reporting 800 women still die during pregnancy and child birth | G20 has created a new Working Group on Women Empowerment to support countries needing support to be held in G20 Brazil presidency, 2024. The G20 Leaders Declaration has highlighted the importance of gender equality in bringing about women empowerment and having a multiplier effect on attaining the SDGs, 2030. [35] | To tackle gender inequalities and bridge gender gaps, there is a requirement for laws, policies, programs at village, district, state and national level to give it an accelerated momentum. G20 served as an instrument to give a policy thrust on sustained funding and adoption of multisectoral holistic approach to improve health and well-being. |

|                |                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                  |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                |                                                                                                                                                                                                                                                                                                                                                                               | level of participation of women-15.1%, the highest since 2006 along with improvement in sex ratio by 1.9% after a decade of slow progress. [34]                                                                                                                                                                                                                                          | complications, 130 million girls out of school and 1/3 women facing gender based violence. [34]                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                  |
| <b>TOURISM</b> |                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                  |
| 2              | 4 G20 tourism working groups: Economic Growth, Preserve Cultural Heritage, Promote Tourism and Sustainable Development.<br><br><b>Themes:</b> ‘Green Tourism’; ‘Adventure Tourism’; ‘Digitization’; ‘Destination Management’; ‘Skilling and MSMEs’; “Promote cultural heritage’; ‘Employment Generation’; ‘Achieve sustainable development’; ‘Circular Economy of plastics in | The year 2023 was designated as the ‘Visit India’ year by the Ministry of Tourism. 60 cities held 220 meetings.<br><br>India is the fastest growing economy and attracting travellers, infrastructure and heritage monuments has been upgraded, better connectivity and beautification of cities for G20 event.<br><br>Tourism to provide employment, generates foreign exchange, social | Tourism sector requires investment in workforce skill development, crisis management, promoting long term strategies to protect biodiversity and ecosystems. Continuous Investments in digital technology to expedite travel and dissemination of information. | G20 Presidency in India provided upgradation and improvement in transportation by air and road, conference facilities, hotels and resorts. The 60 cities where G20 meetings were held upgraded their infrastructure and brought an influx of tourists. Digitization and penetration of technology has made tourism more accessible. India showcased its diverse culture, wildlife in national parks and sanctuaries, beaches, mountains and heritage sites which is expected to bring more tourists, | Tourism sector is prone to geopolitical, health and economic changes in the world. Impact of volatility in forex exchange rates and inflation affect the disposable income of the domestic and international traveller, impacting demand for tourism. Geopolitical stability and Safe Travel are prerequisites to increase confidence of international tourists. |

|  |                                                                                                            |                                                                                                                                                                  |  |                                                                                                                                                                                                                                                                                                                                                                                                           |  |
|--|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  | tourism-the<br>Global Tourism<br>Plastics Initiative'<br>(in collaboration<br>with UNEP and<br>UNWTO) [36] | inclusion and<br>economic<br>progress in wide<br>geographical<br>areas.<br><br>Union Budget<br>2023 announced<br>development of<br>tourism in a<br>mission mode. |  | leading to economic<br>progress.<br><br>Areas explored<br>include Eco-tourism<br>to promote<br>sustainability,<br>minimizing carbon<br>footprint, promote<br>the effective<br>policies<br>implemented by<br>different States,<br>measures to promote<br>local products.<br><br>Development of<br>MSMEs will<br>provide<br>opportunities for<br>self-employed and<br>entrepreneurs in<br>local areas. [37] |  |
|--|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|

**TABLE 12: G20 discussions on Women Empowerment initiatives and Tourism**

## 6. Conclusion

Indian economy has experienced a positive and steady growth over the years. Since 1991, there has been a pronounced structural change with increased contribution by the service sector. Data analysis shows that trade, hotels, transport and communication have shown a positive correlation with India's growth story. Further, tourism contributes significantly to employment generation. Travel and tourism have globally stood out as a leading employer for women engaged in the formal and the informal jobs. Pandemic adversely affected women engaged in tourism but there has been a rebound in the last two years. The PESTEL analysis highlights the potential of the tourism industry in providing growth and employment opportunities supported by government schemes. Digitization, rapid technological advancement, increase in GDP, disposable income with changing spending patterns, integrated usage of social media, improved transport connectivity and promotion of tourism with stronger legal framework have supported growth. Tourism creates challenges for the environment, which is being addressed with steps to develop eco-tourism, green tourism and rural tourism to promote sustainable growth. Recognizing the potential of employment generation at the grass root level, government has initiated schemes focusing on promotion of tourism, developing the infrastructure and technology, providing financial support, develop innovative products to meet today's requirement. The ABCD Analysis brings out the role of Government in developing tourism in a 'mission mode', considering its economic contribution, employment potential specially in the informal sector and promoting not only economic empowerment but also contributing to psychological, social, cultural, political and environmental factors. Further, government is taking steps to create safer working environment and social protection of women.

The G20 Summit 2023, recognised the importance of tourism. The year 2023 was designated as ‘Visit India’ by the Ministry of Tourism with the aim to bring investments, growth and development. G20 Leaders Declaration highlighted the role of gender equality in bringing women empowerment with its multiplier effect on attaining SDGs 2030.

### 7. Limitations of Study:

The main limitation of this study is that data has been collected from numerous data sources, which has been compiled together for different years. Differing facts and figures could limit the accuracy of the data. Further, many data points are not available due to the data not being collected at regular intervals. Therefore, the missing statistics and incomplete data collection affect the findings. Employment Data for the formal and informal sectors in tourism is limited which has a bearing on the results of the study.

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