

Chapter 4

THE EFFECTS OF TOURISM ON THE ECONOMIC AND SOCIAL LIFE OF RURAL WOMEN

Ertan ÇAKMAKCI¹

INTRODUCTION

Women's role in social and economic life has often been the subject of research in the world and Turkey. The common point of these studies is the disadvantage of women in social and economic life with men. The various roles assigned to women by society force them to spend most of their time on housework and care for children. The low level of women's participation in business, the low representation of women in managerial positions and the low wages poses a problem for women in social and economic terms.

The worldwide low rates of women's participation in business are being evaluated in terms of gender inequality. Although women carry out 66% of the world's work, 50% of the world's food production, 10% of the income and only 1% of the property constitute the source of the debate on gender inequality (Baum, 2013, p. 1).

The World Bank Group (2017) report, in light of the data obtained from countries including Turkey's well located, women's social, economic and political strengthening of economic independence, increasing self-esteem and self-confidence, develop skills, such as increased social status and entrepreneurship many positive effects have been demonstrated.

In the same report, it was emphasized that travel and tourism provide women with more opportunities to empower and increase the advancement of women in the sector. According to the World Tourism Organization (UNWTO) and the UN Women's Global Report on Women and Tourism 2010, tourism offers better opportunities for women's workforce, women's entrepreneurship and women's leadership than other sectors of the economy. The number of female staff employed in the tourism sector is higher than in some other sectors. The reason for this is that there is a greater number of jobs based on women's knowledge and skills (Şit, 2016).

¹ Dr., Muğla Sıtkı Koçman University, Department of Tourism and Hotel Management, certain@mu.edu.tr, ORCID iD: 0000-0002-7019-3704

It has been revealed that rural women prefer to work in tourism to work in agriculture. The difficulty of agricultural work and the lack of value of agricultural products are among the most important reasons for this preference. However, due to the seasonal nature of tourism, it is not possible to quit agricultural jobs. In addition, women express that agricultural products have gained value thanks to tourism. Still, it can be said by looking at the research results that tourism is preferred by women because of its contributions to their economic and social lives.

It is obvious that there are some difficulties because the research was conducted in a rural area. The survey studies conducted were limited in this sense and tried to be supported by interview data. In addition, the low level of education of women created some difficulties in expressing the answers to the questions. For this reason, the triple Likert scale was preferred in the questionnaire questions. It would be beneficial to repeat the research in rural areas with tourism opportunities in other regions.

REFERENCES

- Alarcón, D. M. ve Mullor, E. C. (2018). *Gender dimensions in tourism work. Contrast report 04, responsible tourism, alba sud publishing*, Barcelona, 2018. ISBN: 978-84-09-01902-1
- Andriotis, K., A. ve Vaughan, D. R. (2004). The Tourism Workforce and Policy: Exploring the Assumptions using Crete as the Case Study. *Current Issues in Tourism*. 7(1), 66-87
- Aytuğ, H. K. (2016). Türkiye'de Tarımsal Turizmin Gelişme Potansiyeli: Yeşilköy Örneği AB İle Karşılaştırmalı Bir Analiz. *Akademik Yaklaşımlar Dergisi*. 7(1), 118-147
- Baum, T. (2013). International perspectives on women and work in hotels, catering and tourism, Bureau for Gender Equality Working Paper 1/2013, Sectoral Activities Department Working Paper No. 289, by Professor Thomas Baum, International Labour Office, Sectoral Activities Department. Geneva, ILO, 2013.
- Duffy, L., N, Cardenas, D. A., Chancellor, H. C. ve Byrd, E. T. (2011). Examining barriers, motivations, and perceptions of women working in the tourism industry: Case study of Ayampe, Ecuador. *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 2011 ttra International Conference
- Gıda, Tarım ve Hayvancılık Bakanlığı, Kırsal Alanda Kadının Güçlendirilmesi Eylem Planı (2012-2016). (2012). *Eğitim Yayın ve Yayınlar Dairesi Başkanlığı*, Ankara, ISBN: 978-605-4672-15-8
- Hafçı, B. (2018). Could Rural Tourism be a Good Generator of Women Workforce?: The Case of Kirazlı Town. *International Rural Tourism and Development Journal*. 2 (2): 05-09
- Iakovidou, O. (1997). Agro-Tourism In Greece: The Case Of Women Agro-Tourism Co-Operatives Of Ambelakia, *Medit*, s.1, 44-47
- ILO. (2018). *World Employment Social Outlook, Trends for Woman 2018 Global Snopshot*, Geneva
- Kaya, Ş. (2017). Turizmde Kadın Emeği. *Karatahta İş Yazıları Dergisi*, Sayı: 9/ Aralık 2017 (s: 1-22)
- Lemma, A. F. (2014). *Tourism impacts, evidence of impacts on employment, gender, income*. Overseas Development Institute, Birmingham, UK
- Lunardi, R., De Souza, M. ve Perurena, F. (2015). Participation and Decision in Rural Tourism: an analysis from a gender perspective, *Tourism in Analysis*, 26-2, DOI: <http://dx.doi.org/10.11606/issn.1984-4867.v26i2p334-357>
- Obadić, A. ve Marić, I. (2009). The Significance of Tourism as an Employment Generator of Female Labour Force. *Ekon. Misao Praksa DBK*. (2009) 1, 93-114
- Pertzelka, P., Malin, S. ve Goodwin, E. (2011), Rural Tourism and Gendered Nuances. *Utah Recreation & Tourism Matters*, No. IORT/024

- Purcell, K. (2005). Women's employment in UK tourism: Gender roles and labour markets, (Ed) M. Thea, Sinclair, In *Gender, Work and Tourism*. Routledge, London, 33-56
- Rad, S. T. (2011). An application of a women-oriented agro-tourism rural development model in improving local economy. *African Journal of Business Management*, Vol. 5(22), pp. 9714-9723,30
- Ray, N., Das, D. K., Sengupta, P. P. ve Ghosh, S. (2012). Rural Tourism And It's Impact On Socio-economic Condition: Evidence From West Bengal, India. *Global Journal Of Business Research*. 6 (2). 11-22
- Scott, J. (2005). Chances and choices: Women and tourism in Northern Cyprus, (Ed) M. Thea, Sinclair, In *Gender, Work and Tourism*. Routledge, London, 57-88
- Sinclair, M. T. (2005). Issues and theories of gender and work in tourism, (Ed) M. Thea, Sinclair, In *Gender, Work and Tourism*. Routledge, London, 1-14
- Şit, M. (2016). Türkiye'de Turizm Sektörünün İstihdama Katkısı. *Akademik Yaklaşımlar Dergisi*. 7(1), 101-117
- Tamandani, S., Bostani, M. K., ve Miri G. R. (2015). Women Empowerment through Tourism Case study: Zahedan City. *International Journal of Scientific Engineering and Applied Science (IJSEAS)* - Volume-1, Issue-7, 255-262
- Tatar, F. ve Köroğlu, B. A. (2019). Ankara İli Beypazarı İlçesi Kırsal Turizm Gelişimi ve Yerel Kalkınmaya Etkisi, *Planlama 2017, TMMOB Şehir Plancıları Odası*, 27(2):115-128
doi: 10.14744/planlama.2017.26349
- UNWTO (2011). *Global report on women in tourism 2010*
- World Bank Group, (2017). *Tourism For Development*, Women and Tourism: Designing for Inclusion
- Yasouri, M. ve Kalurazi Z. V. (2015). The Role of Tourism in the Development of Rural Women Entrepreneurship (Gurab-Pass Village, Fooman City). *Arid Regions Geography Studies*. 5(20)