



Women empowerment through tourism



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Executive summary

This report is focused on world-wide case studies of positive examples of women empowerment through tourism. The research has been undertaken for purpose of contributing to the new action plan recently launched by United Nations World Travel Organization (UNWTO) in this area, which has been in consonance with UN Millennium Development Goal (MDG) agenda number three on gender and women empowerment. This report is part of the Master course of Leisure, Tourism and Environment, designed and supervised by Dr. Irena Ateljevic, an expert in this area, at Wageningen University and Research Centre (WUR), the Netherlands.

In the beginning of this report, studies on researches done regarding women issues in relations to tourism from various points of views were discussed. Researchers revealed that women have been empowered through tourism directly and indirectly through some case studies done.

Empowerment is defined as a critical aspect of gender equality implies a society in which women and men enjoy the same opportunities, outcomes, rights and obligations in all spheres of life. A critical aspect of promoting gender equality is the empowerment of women, with a focus on identifying and redressing power imbalances and giving women more autonomy to manage their own lives. Women's empowerment is vital to sustainable development and the realization of human right for all. Tourism is a tool to empower women from various aspects. Tourism could assist women to increase power and control over natural resources; economic empowerment; educational empowerment and political empowerment.

These desk researches of information were collected by students from five different nationalities with regards to women empowerment through tourism in five regions: Africa, Asia, East Europe, Latin America and Middle East within approximately eight weeks. The data collection started from identifying Non Governmental Organizations (NGOs) which are either related to tourism or women issues through keywords searching and online "open source" community directories and networks. Subsequently, through the links and information made

available in these websites, more website and NGOs related to the study were identified. Through these referral buildings and further liaisons with related NGOs, positive examples of women empowerment through tourism which meet the framework of study were identified.

Macro analyses were done for each region of study where general background of the regional development and tourism, women position in the society and empowerment through tourism were discussed. In total, 15 example cases (4 from Africa, 5 from Asia, 2 from East Europe, 2 from Latin America and 2 from Middle East) were collected to reflect clearly the connection between tourism and women empowerment addressing some details of the examples and provide answers to questions such as why is the empowerment successful? and how is the empowerment implemented? Despite of general indicators which are quite revealing by making it easy to grasp the disparities, the cases give a detailed and in-depth process of women empowerment through tourism which cannot be grasped by general indicators.

In world view, a summary of the contribution of tourism to women empowerment is given by each region. This report has shown that women involvement in tourism in developing countries obviously brings many positive impacts in terms of promoting development in economically marginalised regions, encouraging sustainable use of natural resources and enhancing the control of local people over development in their surrounding area. The examples given in this report show a great potential for tourism to promote equitable, sustainable development in marginalised Third World communities which are particularly underpinned by the process of women empowerment. However, the support of outside agencies or local NGO's will often be needed in order to equip the women with relevant skills, to expose them to the highs and lows of involvement in tourism and to provide technical assistance to deal with the dynamics. By empowering women, it results into an empowered nation, region and world.

Finally, the appendix consists of all supporting information and quantitative analysis of organizations which are relevant to women empowerment in tourism.

Though with variations, analysis of information from all regions reveals that the role of tourism in empowering women cannot be underestimated. Although economic empowerment has always been stressed, we posit that tourism provides all forms of empowerment

albeit in more subtle ways. Through training and capacity building to enable women run the tourism enterprises, psychological and physical empowerment is reached. Engaging in tourism enterprises not only breaks the social bubble that has always kept the woman in doors, but also raises her self esteem whilst providing an opportunity for the entire society to acknowledge what woman can accomplish outside the traditional home tendering. By this, woman attains social empowerment which further provides her with ladders to political empowerment.

From the cases, this study also reveals that empowering women through tourism has gone beyond the individual boundaries of woman. Most women look beyond the self and use often meager proceeds from tourism businesses to cater for children's and entire community needs. It is from the above analysis that we therefore conclude that empowering women through tourism undoubtedly empowers their whole community and society. Recognizing the potential of tourism in empowering women, and recognizing the ability of the empowered women to transform communities and the entire world, we therefore recommend and emphasize again that: there should be more support from donor agencies, governments, NGOs, in terms of financial resources, policies, recognition and any other supportive way to help the women help us in turn.

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1

Introduction

In most developing countries, gender inequality is a major obstacle for development. In order to achieve the millennium development goals in 2015 one of the most important aspects will be, to try to diminish the gap between women and men in terms of capacities, access to resources and opportunities, and vulnerability to violence and conflict. One of the aspects in which gender (inequalities) issues can play an important role is tourism development (UNWTO, 2006). Regarding to the fact that many tourism studies point to the crucial link between tourism, peripheral development and women empowerment, this UN commitment has created an important political agenda to research and work on issues in this area. That is why the UNWTO presented an Action Plan related to women empowerment through tourism on the last ITB in Berlin. The Action Plan focuses on poverty reduction and the enhancement of women's dignity and role in the work place (UNWTO, 2006).

As a basis for the Action Plan, within this report we will provide positive examples of Women empowerment through tourism. Because gender issues in tourism have been researched and discussed extensively in the academic literature in the last decades. Most of these researches have critically pointed to the inequalities and discrimination of women in employment, unequal distribution of benefits, power struggles, exploitation and oppression. Investigations have been predominantly ethnographic and subsequently provided significant empirical evidence in both qualitative and quantitative terms. We aim to bring together positive examples of women's contribution to the production of tourism experiences.

2

Academic sources on women empowerment through tourism

In changing the lives of poor women, enhancing incomes and increasing their self-esteem, there are more and more tourism projects to support women empowerment. Not much attention has been given to research about women empowerment through tourism yet. Swain (1995: 250) posits that 'Environmental issues in tourism development are a distinct area of research ripe for gender analysis'. In this literature review we are going to give a brief overview of the researches about this topic, because it is useful to know what is already known about it.

Swain (1990) notes in her article that generally men and women are unequally impacted by tourism. Bolles (1997) explains that women's importance in the industry is often minimized or referenced primarily in terms of sex work. He argues that 'tourism becomes a vehicle for exploring the differences and commonalities among women' (1997:84). In her article, Scheyvens (2000) describes experiences from the third world in the promotion of women's empowerment through involvement in ecotourism. Gupta & Shah's (1999) present a case where women in Himachal Pradesh, India took advantage of the tourist industry's reliance on beautiful stable mountainsides, to mobilize resistance against deforestation. The ecotourism needs enabled the women to strengthen their case. This means that their involvement in joint forest management increased. In this way they had control of how other tourism activities in the area should be ordered- not letting the male dominated accommodation enterprises deplete forests for fuel needed for the tourist's heating needs.

Fairburn-Dunlop (1994) also shows ability of the women to negotiate their way through tourism. She presents the case of Samoan women who amidst community's fear of negative impacts of mass tourism and tourists' failure to appreciate the cultural significance of *tapas*,

came up with the alternative to “print *tapa* patterns onto clothing and tie-dying sarongs for tourists”. In this case the women were able to keep producing the real culturally important items for their own use while earning from innovating materials from the tourists. The women’s courage to innovatively economic earn from tourism is testimony to how tourism creates spaces for psychological and social women empowerment. This example reveals how women, if given chance, are able to make decisions, own processes but also contribute to environmental management while obtaining incomes, which in other terms represents sustainable development.

Wearing and Larsen (1996: 119) are positive about the potential of ecotourism to promote community development, stating that ecotourism can empower local communities by giving them a sense of pride in and awareness of the importance of their natural resources and control over their own development. In many cases women have a close connection with the physical environment of their community. Maasai women, for example, have special knowledge of walking routes, craft production and useful plants, all of which can be related to the development of tourism products and services (van der Cammen, 1997). In such contexts it would seem logical that these women will get involved in managing tourism projects. Ghodsee (2003) argues that assisting economic sectors like tourism employing large percentages of women at comparatively high wages will help improve the relative economic well-being of women. In other cases however, in terms of formal employment, local women are often overlooked when lodges and other tourist sites are developed. In many contexts women miss out on formal employment opportunities in tourism because social norms continue to restrict the type of economic activities in which women may engage (Scheyvens, 2000).

Scheyvens also states that ensuring that women have some control over income derived from ecotourism is particularly difficult in societies where men control household finances. In some cases, women’s groups use tourism as a source of revenue for community projects like in Nepal, where Langtang women perform cultural dances for tourists and are using the funds raised to restore their local monastery (Lama, 1998). While commenting on tourism and women development in Nepal, Lama (2000) further reveals that tourism enterprises such as guiding and providing accommodation and food to the tourists provide the women with an opportunity to communicate and express their views. He argues that through their interaction with tourists, communication and expression, the women who have for long been kept in house chores and child rearing get empowered psychologically by learning English. Rogerson (2004) reveals

that the once white dominated bed and breakfast sector in South Africa's tourism is now dominated by black women. His research shows that among the 44 enterprises studied, 35 were operated by women. He further indicates the women's past experiences in tourism empowered them to start up the bed and breakfast enterprises.

Tourism can also have indirect results in greater local access to services, such as water supplies or health clinics. For example, when lodge owners installed water taps this benefited many village women who otherwise had to walk some way to collect water (Scheyvens, 2000). Scheyvens (2000) also mentioned that representation of women in decision-making structures is notoriously poor beyond the village level because meetings often necessitate travel. This may be a problem for women both because it can involve taking them away from their traditional roles and obligations for periods of time and because of the suspicion that a woman travelling alone will commit adultery. Swain (1990) claims that the production of ethnic art by Kuna women in Panama and Sani women in China serves as a viable way to resist cultural assimilation. Most of the women producers seems to be empowered at the household level by the production of ethnic arts. In communities where culturally and environmentally appropriate forms of tourism are occurring, and where women are involved in running or servicing tourism ventures, this often leads both to greater respect for women and a reconsideration of gender role stereotypes (Scheyvens, 2000).

3

Concept of women empowerment through tourism

After analyzing the academic literature on women empowerment in tourism, it is also useful to look at the more practical implications of it. During a conference in Berlin in March 2008 the United Nations World Travel Organization (UNWTO) implemented an Action Plan to Empower Women through Tourism (Travel Daily News, 2008). The objectives of the plan are derived from the United Nations Millennium Development Goals, which aims are to benefit poor (also through tourism), protect the environment and empower women. Tourism is an important part of world's GDP (more than 10%) and creates around 8% of world's employment. Of all people employed in the tourism sector 60-70% are women (UNWTO, 2008). There are predictions of huge annual growth in total demand coming years (World Travel and Tourism Council, 2008). It offers many opportunities to both developed and developing countries in rural, urban, regional or cultural areas. Tourism development can be a great incentive for development and thus for the empowerment of women, which makes the plan of the WTO a reasonable motivation to empower women through this sector. Despite many international agreements that were organized to evaluate and improve the rights of women UNFPA (United Nations Population Fund) claims 'they are still much more likely than men to be poor, malnourished and illiterate. They usually have less access than men to medical care, property ownership, credit, training and employment. They are far less likely than men to be politically active and far more likely to be victims of domestic violence' (UNFPA, 2008). The empowerment of women could therefore significantly contribute to reaching gender equality.

The UN defines empowerment as a critical aspect of gender equality, and defines both concepts as following (UNFPA, 2008):

'Gender equality implies a society in which women and men enjoy the same opportunities, outcomes, rights and obligations in all spheres of life. Equality between men and women exists when both sexes are able to share equally in the distribution of power and influence; have equal opportunities for financial independence through work or through setting

up businesses; enjoy equal access to education and the opportunity to develop personal ambitions. A critical aspect of promoting gender equality is the empowerment of women, with a focus on identifying and redressing power imbalances and giving women more autonomy to manage their own lives. Women's empowerment is vital to sustainable development and the realization of human rights for all.'

Tourism is seen as one of many tools that can contribute to the achievement of the MDG's. The strength of tourism is that it can help to improve livelihoods by alleviating poverty, ensure or improve environmental sustainability, and promote gender equality and empower women. This last goal is the key focus of this report: how can tourism contribute to this third MDG? There is no region in the developing world where women seem to be equal to men in terms of legal, social and economical rights. This gender gap influences the access to and control of resources, political voice, in economic opportunities, and power relations. Ultimately, the costs of these inequalities cut broadly across the society and ultimately harm everyone. So, how can tourism help? (See Mindmap for more specific dimensions, Annex 3)

- *Increasing power and control over natural resources:* Women in developing nations are usually in charge of securing water, food and fuel and of overseeing family health and diet. For this reason, they tend to put in practice whatever they have learned about preserving the environment and natural resources. Tourism development could be a tool to introduce environmental conscious practices within livelihoods by stressing the importance of conservation and sustainable practices within the environment, so that it can function as any kind of tourism supply and thus as a new income generator. Further, by learning and improving techniques of crop planting and other types of production, women can become suppliers within the value chain production for the tourism market.
- *Economic empowerment:* More women than men live in poverty (UNFPA, 2008). Much work within families and communities is unpaid and often falls on the shoulders of women. These women have to deal with discrimination in the economic sphere every day, or are struggling for some economic independence. Narrowing the gap between men and women in the economic sphere, for instance

"We know that poverty is not just about lack of money; it is also about lack of choice. This is particularly true for women. Today, many women cannot make their own choices about pregnancy and childbearing; they cannot make their own choices about seeking medical care. These choices are made for them and, in the worst cases, there simply are no choices."

—Thoraya Ahmed Obaid, Executive Director, UNFPA

through empowerment by micro-credit programs could greatly contribute to improving gender equality. Tourism can function as an instrument for economic empowerment by opening up new markets for small and medium enterprises.

- *Educational empowerment*: About two thirds of the illiterate adults in the world are female (UN, 2008). The level of education of women is strongly associated with levels of infant mortality and fertility, as well as the level of education and the economic opportunities for their offspring. Tourism can be used as a sector where women from all hierarchies in society, with all types of educational background, can be trained and educated for certain skills within the tourism industry. Women can engage in different forms of creative entrepreneurship which gives women a whole range of skills, like speaking different languages, hospitality skills, guiding tourists, managing project, and so on.

- *Political empowerment*: the equality of women to men is still not guaranteed in many social and legal institutions. This influences the quality and implementation of their basic human rights, the access and/or control over land, in employment and earnings, and in participation in decision making processes in general. During the implementation or management of tourism projects this problem could be acknowledged by including women in the planning and organizational process, with the aim of giving them a voice in the process. Tourism could empower women by giving them more power and control over what happens to their community, their livelihood.

These are just some broad examples of the many ways in which tourism can contribute to the empowerment of women. In chapter 5 many more detailed and extensive examples will be given, all related to specific regions of the world.

4

Methodology

While the Action Plan to Empower Women through Tourism is being implemented, it is important to collect and learn from 'positive examples about women empowerment through'. We, students of Master of Science in Leisure, Tourism, and Environment and Master of Science in Economics of Wageningen University, find this topic sparking our interest. Therefore, we decided to commit ourselves in doing this study for the course Academic Master Academic Master Cluster Environmental Sciences part II (AMC II), which is compulsory for the fulfillment of our Master's Degree. We are a group of nine people from different education backgrounds and disciplinary knowledge. The group is formed due to the union point of our interests in women empowerment through tourism. AMC II allows us to work professionally in an intercultural and interdisciplinary team, making it a real world case and giving a good opportunity to learn from each other within the period of eight weeks of study.

Our group consists of students from five nationalities: Cambodian, Dutch, Malaysian, Polish, and Ugandan. The mixture of students from different continents fit well with the study, which covers the successful cases of women empowerment through tourism from all around the world. The study in this report is based on desk research of information with regards to women empowerment through tourism in the following five regions: Africa, Asia, East Europe, Middle East, and Latin America. These five regions were identified because they are still in developing stages as well as their tourism industries. Initially, the concept of the study was discussed and we developed a mind mapping (See appendix 3) that helps us to see through different types and forms of empowerment.

The external world of tourism which is actually distilled into tourism studies depends crucially on what one is seeking for and how one has gone about this research. The study of tourism invites different disciplines such as sociology, psychology, economics, laws, geography, and

anthropology and so on. Therefore, the literature related to tourism is a product of multidisciplinary, interdisciplinary, and extradisciplinary approaches (Tribe 1997). According to Tribe (1997) multidisciplinary approaches describe the number of disciplinary approaches to the field, while the interdisciplinary approaches represent the combination of disciplinary tools to create new insight into external world of tourism. In this report, the emphasis is on the importance of extradisciplinary knowledge that is judged by its ability to solve particular problem, its cost effectiveness, and its ability to establish competitive advantage. Its results are often highly contextualized for a specific project (Tribe 1997:652). In this report, we use scientific literature as a starting point to develop the theoretical part. The theories also provide insight that helps us see different types of women empowerment through tourism. Besides, the extradisciplinary knowledge is also relevant because the information we get and lesson learned are from the real cases in written in the reports of some organizations and policies produced by the government and other authorities.

We started to collect positive examples or successful story of women empowerment through tourism by intensive search of academic literatures and World Wide Web for the existing information. However, specific literature or projects that exactly respond to the topic women's empowerment through tourism is quite rare. Using the internet as a tool to obtain information, we followed three steps. Previously, we simply browsed through major search engines website by typing in the four main key words 'women', 'empowerment', 'tourism' and the 'country'; but we did not hit the exactly matched results. Many of the websites are either irrelevant or insufficient in providing information. Then, we realized that the data collection should start from identifying international and local- Non Governmental Organization (NGO) which are either related to tourism or involving in women's empowerment projects. We used the website which has a list of all non-governmental organizations all over the world (see appendix). Each member looked for different countries and regions. Within the country of region, we screened for the organization that works on either women related issues, empowerment, or tourism. When we already narrowed down the result, we scanned for detail information that could fit the criteria. If the website does not provided sufficient information, we continue building the data through referrals. Subsequently, we identify further links to other NGOs whose projects are related to the study. We then identified examples which meet the framework of the study criteria. Furthermore, positive examples of women empowerment were also obtained through the liaisons with the NGO. We wrote an email to enquire the NGO that seems relevant to the topic. However, not all the NGOs were responded to our enquiries. Having spent more than six weeks searching, we found a few good cases for qualitative analysis for

each region and some organizations or projects that we listed in quantitative analysis. Our searching stopped when we have already tried the major search engines, followed the lists of NGOs in the world, written emails to NGOs, and received some of their replies. Additionally, through personal contact with the lecturers from different organization such as SNV (Netherlands Development Organization), we also tried to ask if their organization has a project on women empowerment.

Due to the time and resources, desk research about woman's empowerment through tourism suits best for retrospectively, quick and easy accessibility, spontaneity, low cost, sole source point, high quality, possibility of retesting, non-reactivity, secondary analysis and richness (Jennings 2001). On the other hand, the research which primarily based on secondary data usually has some unavoidable limitations. Firstly, according to our experience, it is not easy to locate the secondary data on the web. Although there are some projects or INGOs or NGOs working in women's empowerment through tourism, the information in the website is usually incomplete or not always addresses the exact problem of the women's empowerment through tourism. We have to search in the snowball models and contacting the relevant organization, which is a bit time-consuming but can provide more fruitful result with the complete stories. Secondly, our position as students is not powerful. Therefore, it was difficult to get in touch with the organization through. We found that some organizations were responsive while some others were not.

The main objective of our research is to collect successful stories of women's empowerment through tourism around the world in order to show the connection between tourism and socio-economic development of women. In all, fifteen example cases were collected which have been grouped into similar type of projects throughout the countries in the regions respectively. We then carried out the document analysis through both quantitative and qualitative approaches. Actually, each method has its own strength and weakness, so we hope that using both methods will complement each other in the analysis.

The main body of the report is structured in four parts. First, as we already divided the geography of study into five regions, we have also provided the macro-regional analysis for each region. In that section, we will provide general background of the regional development and tourism, some facts about women situation and the importance of tourism in empowering women. Second, we will highlight some cases that

are considered to be the 'best practice' in the qualitative analysis part. In order to make the analysis easier, we have developed six criteria listed as: fields of tourism, organization involved, type of project, type of empowerment, the keys to successful empowerment, and the way of implementation. Third, we will provide the overall world view that compares across cases, processes, and regions. Through this comparison, we will discover the overall regional performance, the most striking commonalities and the key to success in women empowerment projects. Finally, the appendices contain three parts. Appendix 1 is the quantitative analysis which is the result that we get after having search for the information and organizations whose works are relevant to women empowerment in tourism. The quantitative analysis per region consists of brief title of the project, website, email address and contact person. In the appendices, some relevant information regarding to the cases is also provided. The list of NGOs provided in the appendix 1 is useful for further study on the topic. In appendix 2, we provide table and figure about the tourist arrivals and its contribution to national GDP in Eastern Europe and Middle East. The figure states the significance of tourism in regional economy and serves as important reference in the macro-analysis of the two regions. In appendix 3, the mind mapping is developed as a result of our understanding through literature study. The mind mapping serves us a guideline that helps us look at different angles of women empowerment. For instance, some projects are not explicitly states that they used tourism as a way to empowerment women while actually women in their projects improve their status because of income from souvenir selling. Some projects are not necessarily helping women to increase their income, but they either are given vocational training or psychological consultation.

5 *Cases*

1. Africa

2. Asia

3. Eastern Europe

4. Latin America

5. Middle East



5.1 Africa

5.1.1 Macro analysis

According to statistics released by the World Travel and Tourism Organization (WTTC), Africa was the part of the world where the travel and tourism industry made the most progress in the 1990s, with international arrivals rising by 7.5%. During that decade, the number of tourists choosing to visit Africa has almost doubled, rising from 16 million to 31 million. During this same period there has been a fifty- percent increase, with a total number of 625 million tourists worldwide in 1998, according to the WTTC. However, despite this success, Africa only accounts for less than 5% of world tourism, with its share, revenue-wise, at only 2% (an estimated \$12.4 billion in 1998) out of the annual sales of close to \$4 trillion. However, the WTTO currently ranks the African Continent as one of the fastest growing destinations for international tourists. According to the WTTC many African governments support the growth of both domestic and international tourism due to the sector's immense potential for job creation, tax revenue generation, economic diversification, and foreign exchange earnings (Broadus, n.d.).

The recent trends according to the UNWTO (2008) “overall, Africa has sustained its above average tourism growth with international arrivals above 8% in 2007, representing 44 million additional travellers”. Important to the tourism sector in

Africa is the addition of the continent's long history of traditions to the initially nature dominated industry through to cultural tourism. Cultural tourism is a term, which embraces any excursion that focuses on the activities of people, rather than nature, and attempts to give a tourist an understanding of the unique traditions and lifestyles of the local people. Unquestionably, Africa is without a doubt a land of great historical interest as well as a place where different stages of the history of humankind can be seen - sometimes in still existing cultures. Many of these cultural sites are equipped with facilities and organized tours so that the interested visitor can have a first-hand experience of the location and cultural diversity of the area, often helping to support the welfare of the local people and the preservation of the significant cultural and historical sites nearby where they live. In addition, local arts and crafts represent a rapidly expanding area of the cultural tourism industry that create small businesses and jobs for many Africans as well as increases export market potential of many African nations. Classic examples of these range from the various cultural and historical sites of Nigeria to the timeless land of the Masai in Tanzania and Kenya (Broadus, n.d.). This scenario signals the great opportunities tourism presents for the African region beyond economic benefits. Especially this type of tourism is really applicable to empower women through tourism, who can tap into the industry to overcome mainly the social cultural constraints that have kept them in back doors for centuries as we discuss below.

Although different countries have, in the past decade tried to create crevices in the concrete ceiling which has suffocated African women empowerment, the situation is for human being significantly improved. The African woman is normally applauded for being industrious shouldering most of the responsibilities especially relating to mother earth, and pivotal in any country's transformation. However despite all this rhetoric, the social norms and cultural demands have hindered the African woman's visibility in society and kept her in the low profiles of the social structure. Total submission to the man is an informal societal rule and gendered roles in almost all spheres of society are still dominant in most countries. Women in Africa are constantly forced to observe the 'appropriate modes of conduct' for women. Maintaining 'respectability' is paramount and young women are policed constantly. There are constant (and consistent) reminders of appropriate parameters for women's bodies and sexuality. This is a result of the national culture of African countries. The crux of these constructs of 'tradition' and 'modernity' are women's bodies: the success or failure of the project of 'national culture' appeared to reside in the 'national family's' ability to manage and control the mobility and sexuality of women's bodies, be it through parents and kin at home, or through the police forces on the streets. In Africa, a range of sexually violent relationships - from families accepting bribes to withdraw charges for sexual

assault, to young girls (and their families) accepting money and gifts for relations with older men – are commonplace and commonly accepted. But how can you say to people: “Stop having the relationship”, when they need food on the table? Having more women is like a status symbol for every successful man. Women bodies and sexuality have become increasingly commoditized in the context of extreme economic inequality. In a country with an economy in crisis, women appear to be hardest hit by poverty, and transactional sex (by choice and otherwise) has emerged as one means of survival. To offer women economic independence and empowerment it is important to take into account the ways in which different gender and sexual relations operate (Mupotsa, 2008). An example from an African country will now be given.

Because of the often attentive rapes, the civil wars and the social unrest in Uganda, a big part of the women are widows and single mothers, whose poverty and struggle to survive force them into illicit sex, childbearing, and poor hygiene. Beginning from birth, girls in Uganda experience the ‘apartheid of gender’, where their fundamental rights to nutrition, health care, education, equality, and often survival itself are restricted or deprived. Despite the introduction of some education programs, most of the girls still do not attend school. Women spend as much as 80 percent more of their time than boys doing domestic tasks. Many health problems afflicting women begin in childhood, a result of the lower value placed on girls. Additionally, many girls in Uganda continue to be forced into early marriage, hence their higher pregnancy risks and rates of sexually transmitted infection and death. Currently, the ratio of HIV/AIDS and other STDs affecting girls to boys (15-19 years old) is at 4:1. Culturally, girls are led to believe that one’s status as a wife is proportional to the number of male offspring she has; therefore, frequent pregnancies are common, as women seek acceptance and approval. There are a lot of teenage mothers. Poor education for girls has led to poor self esteem, low paying jobs, high illiteracy rates, and a host of other problems that prevents girls and women from taking a full and equal part in society. Too often women are subjected to unfair labor practices that begin in childhood and result in fewer chances to prepare for life. Young women employed as domestic servants have no legal protection and are frequently subjected to slave-like conditions that may also include sexual abuse. Currently, women already contribute a great deal to their family’s economic development, but their contributions go undervalued or unrecognized (Church World Service, 2004).

With such a background, and given the selected cases presented in sub section 5.1.2, it is imperative to appreciate the role tourism can play to demystify the position of women in the African society. The few cases given here reflect a spill over effect where economic empowerment as the immediate outcome of women's engagement in tourism provides stepping stones for empowerment in the social, political and psychological realms. However, the fact that after a month of internet searches only few concrete cases concentrated only in one region; East Africa can be identified illuminates just how much the African woman's empowerment is lacking. This does not imply that other regions engaged in tourism do not exhibit some form of women empowerment but we suspect that they have not been adequately published especially in the mainstream networks for them to be easily found.

It is therefore worth noting that tourism has the capacity to contribute significantly to the African women empowerment mainly by breaking through the social and policy barriers. As African female writer Chimamanda Ngozi emphasises, "... knowledge is the key to empowerment and there are many factors that make it difficult for women to become knowledgeable: class, status, family, religion and education" (BBC News Africa, 2005) The cases presented in the next section show how, after obtaining knowledge in tourism needs and interests besides setting up enterprises, the women get out of the 'societal norms' closet' to openly negotiate for land, start enterprises and gain confidence and self esteem. Though still at a small scale the cases are a source of hope for tourism's contribution to women empowerment.

In Africa there is a significant number of organizations which are related to community empowerment through tourism, from which some of it have a special focus on women. It is striking that most of these organizations are located in the Middle or South of Africa. In the North and the West it is very hard to find any organization like mentioned above, even if these women do not have a much better position in society. Maybe these women are even more suppressed and the situation is not yet so far that men allow them to work outside their homes.

In the following sections four cases are presented. The first is about community tourism in Uganda, followed by a case on community tourism in Kenya. The third case also deals with a good-practice case about eco-tourism in Kenya. The last African case deals with community tourism in Uganda again.

5.1.2 Case Uganda

Field of Tourism: Community Tourism

Organization Involved:

A local non-governmental organization called Uganda Community Tourism Association (UCOTA) which was established in July 1998. To date UCOTA has grown into 50 member-groups countrywide, representing about 1200 individuals of whom 63% are women and 37% men.

Programmes:

To empower local communities in sustainable development through the provision of accommodation, guiding and cultural performances and handcraft enterprises, also known as Community Tourism. The groups operate small enterprises ranging from accommodation, guiding services, and restaurants to craft shops and music, dance and drama performances. Most of the groups fund a community project, such as clinics, schools, water sources and literacy programs.

Type of Empowerment:

Provide almost all aspects of empowerments especially in economical, socio-cultural and physical aspects

Social/cultural

- Women are trained as managers of the different facilities. 80 % of their membership is made up of women. This has given the women the opportunity to enroll in a range of administration and management trainings under the UCOTA programs.
- In the major national parks, mostly men work as the guides since women have to keep at home, taking care of the children and men's welfare. Their projects bring tourism at home through homestead tourism and village walks. Here the tourists reach their homes and the

women are paid a fee for showing them the local culture at home. In this way the women are able to work as tourists guides while taking their traditional roles. This also enables them to make international relations and exchange of development skills.

Economic

- They have started saving schemes. This ensures that they can increase their investment capacity by saving small amounts of the income they make from the tourism and crafts targeting to do household investment in a specified period of time.
- 80 % of the jobs are given to the women in the campsites
- Through the sale of foods. Since most of the women are the housekeepers and tend to depend on men economically, they are the custodians of the agro production at home. Giving them a ready market, saves them the human portage they have to use when they carry the crops to the market.
- 90 % of the crafts producers are women. They are selling the crafts made to the tourists with an increased price by 100 % compared to what they sale them to the local markets.

How is the Empowerment Implemented?

UCOTA has 5 core activities, namely:

- Capacity building through training and small in-kind grants
- Marketing of members' product and services
- Advocacy; UCOTA creates a platform for members' voices to be heard at all levels
- Networking; UCOTA creates a platform for networking with other partners and stakeholders
- Conservation; UCOTA emphasizes conservation of natural and cultural resources that communities utilize as tourism resources (attractions)

Their projects are either tourism or handicraft enterprises. The tourism enterprises involve campsites and restaurants, accommodation facilities, food sales, guide walks, traditional dances and other cultural experiences. Their craft enterprises involve the development and sale

of traditional handicraft made by the indigenous people of the different areas. All the activities are aimed at increasing the income opportunities to the local people despite their education standards. The income hence generated is reinvested back into the communities through salaries, food purchases, training, and household incomes which is then spent on basic needs such as health, education, clothing, improving housing standards and others.

Source: www.ucota.or.ug

5.1.3 Case Kenya

Field of Tourism: Community Tourism



Organization Involved:

A local tourism organization called Ol Lentille offering four holiday houses, a restaurant, pool, library and a lot of activities. They are working together with four local women's groups as one. They work with them to build and host a craft manyatta for their guests and trained the women to be the guides and keep the accounts.

Programmes:

Empowering women is a major focus for Ol Lentille, either directly through the tourism project or indirectly through the community work that the tourism business supports.

Type of Empowerment:

The project provides almost all aspects of empowerment.

Social/cultural

One local Masai woman is now acting head of the spa, fully trained, and she is the first woman to have a driving license. One woman is now at catering college and will return to them when she has her diploma and a third saved some money from her work and they are now putting her through university and they try to find a job for her with an NGO or in government eventually. She will be the first local girl with a degree (now half way complete).

Besides this empowerment, women are also getting more socially empowered. Ol Lentille have a large medical program which involves five women (as well as men) being trained as community health workers. They have had to learn to ride bicycles, to attend training sessions and

be able to go into the community to work with HIV/AIDS patients and a family planning program. Women now regularly attend HIV/AIDS awareness sessions and a few taking up VCT. Over the next two years they will add two further women groups to this program. They have recently employed a women nurse and are aiming to send a local girl to nursing college next year to give the women more power over their own health concerns. They have a senior nurse regularly speaking to the women's groups on health and family planning issues.

Part of the women's investment plan has to be that they guarantee to send their girl children to primary and secondary school. The number of girls in school has risen sharply this year. There are more girls in primary school and nursery and more are staying in secondary school. One girl is half way through university, one in college and one more due to start.

Whilst the educated women remain committed to working with the group and much work is done on a group level it is by focusing on individual women and their skills (through working for OI Lentille or other jobs on the ranch, schools, clinic etc.) that the education levels and understandings begin to change. Plans for women to build a small office to keep records are now underway and for bookkeeping sessions for secretary and treasures

Women have their own private women's manyatta (group village) where they meet weekly and discuss issues important to them. Formerly women met only in smaller groups. Many women have visited other women's projects to share experiences and a few groups have visited them.

Political

Four women groups are now working together with separate bank accounts and a shared bank account with a committee elected by them all. They also have a legal constitution.

More women are now taking up contraceptive choices (especially implants, now offered at the ranch clinic). More women are going to family planning discussions.

Economic

A part of their investment goes on micro businesses and their management. Girls are also supported positively by the Group Ranch who receives a management fee from Ol Lentille and a bed night fee from guests.

Money producing projects and substantial monies are coming in. There are audited group accounts. There become women in salaried employment, at the lodge, at schools, at the clinic, at egg projects. Formerly no women are working on the ranch outside their homes.

How is the Empowerment Implemented?

Education and training

They employ and train as many local Masai women as they can. They are trained by other men and women from outside and then promoted. They take on as many temporary trainees girls as possible to give them some skills and a start in the job market. They also offer them part time work when they are able. They give training in book keeping and in developing a women's investment plan to control the substantial monies from selling their bead work, hosting the manyatta and for their other projects. In conjunction with the African wildlife foundation they have helped the women set up an egg project to supply Ol Lentille with all their eggs and to market them elsewhere. The construction, organization, farming and marketing are the responsibility of the women. They are also discussing the possibility of the women employing a trained Masai woman from outside to help them manage their projects and develop new projects. The guests from abroad of Ol Lentille are generous in buying the women's bead work and whilst the director of Ol Lentille still handles the shipping (no administration or profit is taken by them) they are learning the processes. They are identifying talent and education levels. They aim to give assistance in some way to any girl with secondary education (via training, work with us or work locally e.g. in the schools) but they are also aiming to improve secondary scores of girls now in school using the incentive of college and university courses. They also identify bright girls with no/little education and take them on. Improving their communication skills (in Swahili and English) is a priority.

Source: www.ol-lentille.com

5.1.4 Case Kenya

Type of tourism: Ecotourism

Organization Involved:

Il Motiok Women's Group with the help of Ecotourism Kenya a local NGO, but also linking with other organizations such as Naibunga Conservancy, Laikipia Wildlife Forum, Rift Valley Adventures.

Type of Empowerment:

Social/cultural

This case reveals social and political empowerment. Scheyvens (2000:241) describes social empowerment as "... a situation in which a community's sense of cohesion and integrity has been confirmed or strengthened by an activity such as ecotourism. Strong community groups, including youth groups, savings clubs, church groups and women's groups, and good participation in community meetings, may all be signs of an empowered community". Since the women's group was able to liaise with other organisations and further diversify their activities from only accommodation to selling community manufactured items among others, it is no doubt that social empowerment not only for the women but also the community is visible.

Political

As far as political empowerment is concerned, Scheyvens (2000:242) argues that "if a community is to be politically empowered by ecotourism, their voices and their concerns should guide the development of any ecotourism project from the feasibility stage through to its implementation." Therefore, using Scheyvens' criteria for political empowerment, the project was guided by the 300 women who came

together negotiated land access which was granted, started and are managing the project. So it is evident that the women have also been empowered in the political sense.

Economical

The immediate type of empowerment is economic because the women are earning from the project.

How is the Empowerment implemented?

Empowerment is mainly implemented through employment in the lodge which leads to skills improvement/capacity building but also through partnerships and networking. The women group has established links with Ecotourism Kenya and other organizations, which exposure to different practices undoubtedly widens their horizon and network thus social capital.

Why is the Empowerment successful?

The ability of 300 women to mobilise themselves and come together strengthened their voice in the negotiation of land access rights in a country where land rights for women are usually difficult. Pooling of funds was made easy also by their joint efforts and thus successful establishment of an international standard ecotourism facility- Ol Gaboli Community Lodge. With the lodge as a focal point the women are able to link the facility with other tourism organisations to offer more diversified tourist activities such as rafting, canoeing, mountain biking and camel safaris.

Reference/Source: Ecotourism Kenya visited May 17, 2008 at <http://www.ecotourismkenya.org/view-eco-community.php?key=89>

5.1.5 Case Uganda

Type of tourism: Community based tourism

Organization(s)Involved:

The main organisation is Community Based Tourism Initiative (COBATI) a local NGO, which has managed to establish partnership with international and other local NGOs, government, private sector, development agencies, communities and individuals such as SNV Uganda, African Wildlife Foundation, International Gorilla Conservation, United Nations Development Programme/Private Sector Development Program Uganda(UNDP/PSDP), Mgahinga, Bwindi Impenetrable Forest Conservation Trust (MBIFCT) , Bushenyi District Council , Mbarara Municipality, Tourism Uganda, Uganda Private Sector Foundation, Uganda Tourism Association, Uganda Community Tourism Association, Uganda Nubian Consultative Forum, The Monitor Publications, Radio West, Shalom Club Kampala, Ashoka East Africa, Hotel Tourism Training Institute- Crested Crane Jinja.

Introduction (Background, Place, Date etc)

COBATI is a local tourism NGO which is empowering local communities and individuals to engage in community tourism as an alternative for income generation. The founder of COBATI, Maria has created a niche as a capacity developer for communities to come up with innovative ideas that generate income through tourism and that help them use their endowments that were otherwise idle. Maria is an Ashoka fellow and an advocate for increased awareness of players in the sector and of the opportunities that can be generated if Uganda linked community tourism to the main tourist circuits. She is committed beyond the call of duty and is recognized by her own right as a champion for community issues in the country.

In 1998, COBATI developed a concept for using tourism as a tool for income generation in disadvantaged rural areas that are rich with tourism resources. In 2000, the concept received recognition from the World Bank Development Marketplace as a priority area for poverty alleviation. COBATI's mission is to enhance the capacity of local people living in areas endowed with natural and cultural resources but

disadvantaged by poverty improve their livelihoods through community tourism in the framework of small-scale enterprises. COBATI's vision seeks communities that are empowered through community tourism participation and development where wealth, resources and benefits from tourism are equitably distributed between tourism operators and host communities to ensure improved livelihoods, social security and enriched tourism product in Uganda.

Type of Empowerment:

Social/cultural

Further still, the Nubian women's confidence in culture portrayed by their ability to show case it to tourists as a livelihood strategy to diversify their incomes is in consonance with Scheyvens' (2000) idea that a community's self-reliance, and pride in traditions and culture is an indication for psychological empowerment. It is no doubt that being a minority tribal group whose ability to preserve their traditions has earned them a living, the Nubian women's self esteem and well-being has been greatly elevated and possibilities of maintaining that self esteem are likely to last.

The organization has enabled some women to get out of the societal confines of a home, by their presence in international media coupled with participating in events such as the Destination Uganda Expo. The exposure and movement beyond the household chores to interact and participate in such activities puts the women in limelight thus contributing to their social empowerment.

Economical

The fact that women have found employment in COBATI's programmes and are able to sell their products to tourists and obtain incomes, is testimony to economic empowerment.

How is the Empowerment implemented?

The main way of implementing empowerment is through education and training given to the local people to acquire the necessary tourism entrepreneurial skills as a first step. The second step involves guiding the local people in establishing the hospitality enterprises and finally

linking the local people's enterprises to mainstream tourism (the market). The other way of implementation is formation of village development funds which not only ensures continued financial flows but also exposes the usually low-educated rural people to more effective ways of managing their finances.

Why is the Empowerment successful?

In COBATI the empowerment is successful due to micro level development which enables direct contacts with the communities. Training and education are given directly to the target groups in this case the Nubian women who thus develop the capacity to own, manage and benefit directly from the enterprises.

Positive developments and results:

Notable with this organisation is one among many of its projects which has greatly contributed to women of the Nubian Village. The Nubians are among the minority tribal groups in Uganda. Tourism has helped these people especially the women to generate incomes for their livelihoods.

In general various communities along major tourist circuits have benefited from micro-enterprises that offer tourism products (e.g. crafts for souvenirs and services such as accommodation and hospitality in COBATI's home stay programmes). The project is being replicated to other areas with more people benefiting both men and women.

Reference/source:

<http://www.changemakers.net/es/node/5617>, http://www.cobati.or.ug/tourism_nubian.php

5.2 Asia

5.2.1 Macro analysis

The macro-regional analysis of women empowerment through tourism development in Asia region was analyzed basically based on different parts of the region where a few countries were highlighted for better picture of the overall region. Southwest Asia which is commonly referred as Middle East would be analyzed as different region in this report.

Economic and Tourism Development

Tourism is one of the major economic activities in most of the countries in Asia region. Improved flight connections and nonstop flights have made people from all over the world easier to travel to Asia despite some destinations being bypassed and shorter lengths of stay (Choy, 1998). Northeast Asia and Southeast Asia account for over 80% of the arrivals in Asia-Pacific region from year 1990-1995 with the most rapid hotel development (Choy, 1998). The Asian financial crisis of 1997 with its destabilizing flows of funds in currencies demonstrated some risks and high cost accruing to the countries and global economy arguably as a result of neoclassical paradigm application to more complex countries' development trajectories. This ideological hegemony of the political Right has affected the way in which tourism is seen in the context of the economic development of less developed countries both by the donor agencies such as World Bank, and by the government themselves (Hampton, 2003).

China is seen as a new powerful country in the region. Since 1978, with the introduction of the openness and reform policy, the economy of China has been gradually evolving from a closed socialist economy towards a market system faced with the imperatives of economic development and modernization (Jackson, 2006). However, these policies have caused a current inequality in wealth distribution in China basically due to two reasons. First, the policies were not applied to all provinces at the same rate at the initial stage but first only to selected coastal provinces initially Guangdong and Fujian. Secondly, the inequality was resulted from the pattern of foreign investment flows only to



the east coast 'gateway' regions of China (Demurger, 2000, cited in Jackson 2006). In China, there is an increasing number of inbound travelling due to the growth of affluent population, more business travelers stimulated by the dynamic economy, changes in government policies which have loosened travel restrictions and introduction of a strict five-day working week and three weeks of annual holidays (Pine & Qi, 2004).

For the case in Central Asia, countries which are the former republics of the Soviet Union face major challenges as they move from planned economic structures to the competitive environment of the global free market (Kalyuzhnova 2003 cited in Baum and Thompson, 2007). The loss of economic and political protection from a parent superpower has forced countries in that region to seek new economic opportunities in the service sector (Baum & Thompson, 2007). Thus within the context of post-Soviet reform, international tourism development is viewed to be one of the few viable developmental paths for many parts of the region and generated a general state interest, and the inclusion of tourism within the state planning (Palmer, 2007). On the other hand, in former communist countries such as Mongolia, international travel was strictly controlled by the national government prior to political and economic reforms in 1990 (Yu and Goulden, 2006). On the other hand, tourism can be expected to develop into a significant export industry also in East Timor, with the rebuilt of the infrastructure after the independence crisis in year 1999 (Hill, 2001).

In Asia, certain type of tourism is 'highlighted' or becoming 'popular' in particular countries. For example, sex represents an important tourism attraction for many developing countries especially Thailand. The most important shaping event in the history of the Thai sex business appears to have been the Bowring Treaty of 1855, in which Thailand was opened to foreign laborers with most immigrants were young men from rural South China working for mining tin in Phuket (Leheny, 1995). It leads to the sex tourism development and stays popular in Thailand until today. Furthermore, since Korean television dramas enjoy immense popularity in Asia, film-induced tourism has became popular in Korea where the tourists visits to a destination or attraction as a result of it being featured on television soap operas, film, or video (Chan, 2007).

Women Empowerment and Tourism Development

According to Inequality in Asia – Special Report of Asian Development Bank (2007), a majority of developing Asian countries have seen increases in inequality using Gini coefficient, a popular measures of relative inequality. In most of Asian countries, women's role in the society appears to be changing in the cities but the status of the women especially in rural area is still in relatively low position.

For example in Nepal, as stated in the website Empowering Women in Nepal (2008), the majority of women who are living in the rural areas (93% of Nepal is rural) do not have access to basic facilities such as education. Daughters are treated as a burden to their family, despite the fact that they run the household and work in the fields. The rural women have little or no self-confidence and do not consider themselves on par with men. The village women's life is nothing more than that of a servant or a possession of the family and they do not know the value of their individual lives. Some Non-governmental Organizations (NGO) were established in Nepal such as Empowering Women in Nepal (EWN), to help to change these situation through empowering women with providing training and employment to women as tour guide in tourism field.

In total, five example cases were collected in Asia region i.e. in Nepal, India, Laos, Cambodia, and Sri Lanka. These five examples demonstrate best examples of women empowerment through tourism in Asia region.

5.2.2 Case Nepal

5.2.2 Asia Example Case 1 in Nepal

Field of Tourism:

Adventure Tourism, Cultural Tourism and Rural Tourism

Organization Involved:

Empowering Women of Nepal (EWN), a local non-governmental organization which was registered in 1999 under the social organization act 2034 of the Nepal Government.

Programmes:

Provide women's trekking guide trainings twice a year, tourism related education training in rural areas and setup girl children home for education and protection from child labour.

Types of Empowerment:

Provide almost all aspects of empowerments especially in economical, socio-cultural and physical aspects

How is the Empowerment Implemented?

There are four programmes carried out consist of women's trekking guide training, women advanced training, child labor rescue and mobile training as follows:

Women's Trekking Guide Training

EWN empower women through adventure. Whether the women become trekking guides/staff or go on to do something else, they have acquired knowledge, confidence, and independent spirit. EWN offer a 1-month training programme covering leadership, health, English conversation, nutrition, environment conservation practices, national history, cultural practices, and sharing traditions from different areas to aid cultural conservation. Following the training programme, EWN then offer a 5-month paid apprenticeship.

Women Advanced Training

EWN offer continuing education (most recently rock/ice climbing training) to give staff specialized skills to improve their tourism earning potential. The training is free, with food/lodging provided for women from remote areas.

Child Labor Rescue

EWN rescued young girls from tourism child labor, providing them with food, lodging, and scholarships.

Mobile Training

EWN carried out mobile training in mountainous west Nepal, introduced women to tourism, teaching them about health, hygiene, the environment, waste disposal, culture, nutrition and preparation of food using local products. Women from these areas are given priority enrollment in trekking guide training. In these remote communities, EWN are building a new system to buy locally and hire locally instead of bringing all food, supplies, and staff from urban areas (which is the current standard). EWN organized "Women's Trek for Peace and Development" in western Nepal, in conjunction to International Women's Day 2008 in March 8th, 2008. 20 Canadian women with couple of Nepalese women from different background, journalists, nurses and social workers has participated. This programme would be held continuously with different group of the women from all over the world.

Women's Trek for Peace and Development was organized in a joint effort of a Canadian Organization CECI and EWN. The main objective is to give visibility both nationally and internationally to women's hopes and creative potential for building peace and participating in development.

The specific objectives consist of the following:-

1. Promote women's participation in peace building through local empowerment and international awareness raising.
2. Promote the participation of women in economic development and the eco-tourism industry.
3. Promote women's role in the well-being of their community through improved health awareness.

3 treks were identified as Peace (*Shanti*), Livelihood (*Jibeka*) and Health (*Swasta*) as follows:-

Peace: What role can and do women play in creating and maintaining peace? What support do women need to improve this role and have more of an impact?

Livelihood: Improve the economic level of women by promoting their role in eco-tourism development and other related fields. EWN have identified an area *Jum;a-Humla*. This trek could be more of a usual trek with feedback mechanisms and more of an interchange with the women, culturally, socially etc. This could be promoted to tourism developers, development practitioners, business people or just average tourists.

Health Development: Building the skills of local health workers and raising awareness in communities on women's health issues. Trek promoted to health professionals and development practitioners.

Why is the Empowerment Successful?

The empowerment programme is viewed to be successful because there is a raise in number of woman to join the training; increase demand for the tourism related education training in rural areas; an interactive and comprehensive website in getting sustainable supports from people outside Nepal.

Empowerment from Economic Aspects

There are a lot of success examples of the women who have been empowered from economical aspects throughout the history of the programmes. EWN has had the privilege of witnessing women revitalize their lives with their newfound economic independence. With gainful employment, women are able to improve their education, their health, and their standard of living.

For example, one of the trainees from a remote village in Palpa was ineligible for college when she first joined the programme. She had failed her graduation exams due to lack of English language skills. Throughout the programme, she learned English from her trainers, supervisors, and clients. After a year, she returned to her village to re-take her exams. She passed with flying colors! Currently she is enrolled in a prestigious University in Pokhara. Her work as a trekking guide supports her studies. Four other trainees are also supporting their education through their job as a trekking guide.

Often, trainees arrive from disadvantaged areas where malnourishment runs rampant. There was an example of a long-term participant where her husband, two-year-old son and she were unhealthy and had no income when they first arrived. After she joined the programme, the family's living standards and economic status have greatly increased. She still works as a trekking guide and could afford to send her son to a quality boarding school. The son is healthy and full of promise, and she is confident and strong in her job.

The economic benefits the women gain from guide training not only enrich their own lives, but also improve the lives of their families. One client witnessed the trainee guide hand her salary to her sister, "to help educate her young niece and nephew." The trainee learned the value

of education, and wished to invest in their futures as well as her own. Other women support elderly parents, young children, and aid in improving the standard of living for their community. These results demonstrate that a small ripple extends far into the community, promoting long-term social change and improving the quality of life.

Empowerment from Socio-cultural Aspects

Secondly, the women also empowered from socio-cultural aspect. Traditionally in Nepal, a woman's role is one of sacrifice and duty. For a woman to take another path invites intense social scrutiny. Through the programme, women learn to combat social oppression with grace and courage. EWN develops women's emotional and intellectual skills to reject these limitations.

For the first time in their lives, women, suffocating under strict social rules, could finally breathe. A single mother of two children, joined the programme, and now feels like she is capable of providing a good life for her daughters and herself. "I feel like I have been let out of my prison. For the first time in my life, I have the freedom to choose how I live."

Escaping from an abusive marriage, forced to leave her children behind, one trainee had nowhere to turn. She entered the programme without education, skills, or previous work experience. Despite her families' protests to her employment aspirations, she persevered and succeeded in the programme. She has been successfully employed in the trekking field for the last six years. Reunited with her children, she supports them and their education with her income. Her husband even offers to look after the children so that she could work. Seeing her grow in so many positive ways through the training, her family's attitude has changed completely. Through their diligence and courage, these women are paving the way to social freedom.

5.2.3 Case India

Field of Tourism:

Ecotourism

Organization Involved:

Self Employed Women's Association (SEWA), a member-based organization of poor self-employed women workers mostly concentrates their work in rural area in Gujarat state, India.

Types of Empowerment:

Further empower women through ecotourism site development in women tree grower's cooperative sites and salt pans.

How is the Empowerment Implemented?

Ecotourism Site in Ganeshpura Women Tree Growers Cooperative

Through the cooperative, the women systematically planned how to make optimum use of the available land employing a multi-faceted approach. Through partnering with the local Research Station of Gujarat Agriculture University for technical assistance, they were able to maximize production and income by using scientific agriculture practices, including horticulture, agro-forestry, drip irrigation, compost pits, and rainwater harvesting techniques. They utilized low-cost methods of boosting productivity such as designing cropping patterns to enrich the soil. For example, the mung plant's root increases the soil's nitrogen content; therefore, strategic placement and alternation of mung augments subsequent crops. In all activities the cooperative encouraged participation of all village communities and women in their efforts.

This plot has now been developed as a demonstration centre for awareness raising and education to the communities from the other villages and the other districts. This site has also been developed as an eco tourism centre which will not only help in awareness generation among the community at large but at the same time will also generate income for the women farmers. This will not only be helpful to the rural communities but at the same time students from schools, the younger and the older generation, private companies from cities and urban areas can also see the example of these women of the Vanlaxmi Cooperative.

Ecotourism Site in Salt Pans

This site has been developed as an ecotourism centre which will generate awareness among the communities at large and will also be a learning experience for the school children. This will raise awareness about the salt farming process and the plight of the salt workers. This eco tourism centre will provide a pollution free and clean environment to the communities. A traditionally prepared meal will also be served which will include all the natural ingredients.

This area had been declared as Wild Ass Sanctuary in the year 1973. As of 2004 census, this place boasts of 3836 wild ass in this region. The tourists will also be taken to watch the Wild Asses. In addition to these wild assess, black bucks and a variety of migrant birds could be found in this region. This desert area is generally water logged in monsoon and gets cleared off by November or December. This will make it possible for the tourists to go to this place in December.

Planning to Develop Ecotourism in Sukhi Dam Area

In 1990, SEWA took up a three years rehabilitation project of 25 villages, which were affected due to the construction of Sukhi reservoir project. Sukhi Mahila SEWA Mandal (SMSM) was formed to take up the work of rehabilitation for the tribal people and poor women who are affected in the Vadodara District. Income generating activities like poultry and mushroom farming and nursery raising are organized in this area. In addition to economic self-reliance, women are actively engaged in the water campaign and they are also trained in hand pump

repair. They also participated in adolescent girls occupational trainings, health trainings and spread health awareness in the district. Initiatives are also being taken for establishing institutional linkages and market linkages.

This site will also be developed as an ecotourism centre. This will help in maintaining the traditional tribal culture and understanding the life of these communities. The members of the association can share their experience on how they formed the SMSM - their own association and the challenges faced by them. The traditional menu with all the natural vegetation available in this area will help the urban communities to understand their culture and life. The necessities of this community are bare minimum and they use natural options to various spices and vegetables. The tourists will also be taken to Jambughoda – a predominantly leopard and sloth bear sanctuary. Nearby, there is another interesting place to visit as it boasts of an 18-ft statue of Lord Hanuman (a Hindu deity) believed to have been made during the Mahabharata era. The tourists can also have a look at and join the tribal in their folk dance.

Planning to Develop Ecotourism in Devpura Nursery

In the district of Anand, SEWA members were given land near the canal area for raising nursery. Later on, they were asked to vacate the place by the canal authorities. This urged them to seek another plot of land for carrying on their activity and so they approached the village Panchayat. The Panchayat was ready to give only 1 acre of land. The women were shown many other lands instead. The Panchayat had no authority to allot land and it was in the hands of the District Development Officer (DDO) to allocate the same. After a lot of struggle and pleading, the Panchayat handed over the land to the DDO and consequently the SEWA members received the land where Devpura Co-operative was started.

This land given by the government to establish nursery training and demonstration centre was sloppy, uneven and undulated wasteland. Thus it was a challenging job for the establishment of nursery on such patch of land. Under the guidance of an agriculture expert and hard work of SEWA's nursery raising group it was ploughed and plots were laid out on 3 terraces. Now each plot is preserved for various specific

purposes like mother plant plot, nursery plot, green house and potted plants plot and nursery plot. Even then the fertility is much below then the desired level and therefore SEWA planned to go for green manure.

Similarly in green house temperature goes very high during summer due to power cut exhaust fans and sprinkler systems do not work. Now SEWA have provided natural ventilation by removing the upper 60 cms. Plastic cover from the side wall and now it works satisfactorily. Costly and shade loving plants are preserved in green house and leafy vegetables like fenugreek, coriander, spinach, etc. are also raised during off season which fetch good price in the market.

This site can also be developed as ecotourism centre. The tourists can also be taken to visit National Dairy Development Board (NDDB) or to the agricultural university or Amul.

Why is the Empowerment successful?

For Ganeshpura Women Tree Growers Cooperative, the empowerment programme is viewed to be successful because SEWA has assisted landless poor women in Mehsana district to form cooperative for tree growing which the areas have been developed as ecotourism site. Due to rapid industrialization and in the absence of the necessary backward-forward linkages for inputs and marketing, the small and marginal farmers and agriculture workers in Mehsana district were slowly losing most of their land and assets. In particular, excessive irrigation from bore wells dramatically reduced the water table and rendered the remaining water high in fluoride content; thus, irrigation became exorbitant and without dependable rains, many small and marginal farmers were forced to either migrate or take up casual labour. Women agriculture workers were even harder hit: they could find no alternative work and often had to walk miles to collect the necessary fodder and fuel.

SEWA organized the women agriculture workers into a co-operative. The landless agriculture workers registered as a tree growers' cooperative for growing trees on government revenue wasteland. Today, the Vanlaxmi cooperative stands as a model for the entire district

of how the landless poor can successfully implement collective agriculture. Women who used to earn just Rs. 15 as agricultural labors and, who never engaged themselves in matters of yield, sale, expenditure or market, are now recognized as farmers. They now meticulously manage their land, tracking each and every cost. The cooperative has acquired improved equipment such as a power tiller, thrasher, and a drip irrigation system. The plan also ensures full employment for the members and the land meets the fodder and fuel needs of the village. As it has been licensed as an authorized seed distributor by the Gujarat State Seed Corporation Ltd., the cooperative also provides timely and reasonably priced quality seeds to not only their own village, but to the entire area.

In second case, SEWA developed ecotourism site in salt pans which the empowerment project is considered to be a start in their effort to change the plight of the salt workers. Salt trade in Gujarat involves more than 70,000 salt workers. This is a major occupation or industry other than agriculture and cattle rearing for the rural households in the districts. The salt workers migrate and build temporary residence in the desert for 6 to 8 months of the year amidst the scorching heat or cold weather. The life of these salt workers is very difficult with no access to water and electricity supply, sanitation, credit, market, capital, transportation, storage facilities, tools, equipments, basic support services like health care and child care etc. They dig a hole in the ground, about 2/3 feet deep and build shelters in these holes. They don't have doors etc. There is only one small entrance to prevent the sand from coming into these shelters.

If the members fall ill during the salt season, they have to seek for health care facility in the nearest town which is situated 10-25km away. In that case, salt workers have to forego a day's wages which would incur their expenses and often not affordable by them. Furthermore, these salt workers are constantly exposed to the brine and their lower legs and feet develop lesions. Diarrhea, malaria, malnutrition, Vitamin A deficiency and tuberculosis are common. Besides almost all workers are afflicted to failing eyesight, as they are exposed to a continuous glare from the salt pans in the blazing sun. Furthermore, the salt workers shift to the desert with the entire family. There are no schools for the children in the desert and therefore they are deprived of education. These children then help their parents in salt farming. These children grow up and live their entire lives in the salt pans only. Ecotourism development might bring some improvements to the living condition especially in terms of facilities and infrastructure in the salt pans.

5.2.4 Case Laos

Field of Tourism:

Community-based ecotourism

Organization Involved:

SUNV is a partnership between SNV (Netherlands Development Organization) and United Nation Volunteers in Lao PDR.

Programmes:

The Ecotourism Programme Savannakhet Province commenced in December 2001, initially as a pilot phase (SUNV Sustainable Tourism Programme in Savannakhet) has continued its operation until present.. The overall goal of the programme is to contribute to poverty reduction and nature conservation in Savanakheth Province through tourism development.

Type of Empowerments:

The Ecotourism Programme Savannakhet Province aims at women's empowerment in socio-cultural and economic means. Women are empowered through providing skills and education in order to increase their economic benefits from ecotourism.

How is the Empowerment Implemented?

The Ecotourism Programme Savannakhet Province in according to the following procedures.

- ***The Ecotourism Project Savannakhet:*** This project has a focus on "product" formation (e.g. identification of village and location of trek rout) and establishment of operational infrastructure.
- ***Participation by consultation:*** Participation by consultation involves local authority and stakeholders both men and women.

- **Capacity building:** to stakeholders focus on training (English language, stakeholder analysis, market surveys, gender sensitive planning, appreciative participatory planning and action, and study tours to relevant tourist destination. Institutional set-up trust funds and guide system, and training of provincial eco-guides.
- **Division of workgroups:** People are divided and given different responsibilities in providing tourism services. The groups are local guide group, cooking group, homestay group, and culture activity group. Within this workgroup, both men and women are enrolled to work.
- **Additional projects:** *The Ecotourism Project Savannakhet also work on Conservation of the forest and wildlife in the area.*

Why is the Empowerment Successful?

The empowerment is successful due to the following practices:

- **Support from SNV:** The project are inline with SNV's focus on improving incentive structures and benefits, promotion of shared leadership in levels both internally (i.e. opportunities for women and poorer households) and externally with other stakeholder. Moreover, the project is supported by SNV's advisory services that utilize government agents as delivery channels to promote advocacy of equity and empowerment concerns at project operational level. Putting an emphasis on the gender issue is a driving force to direct the project toward empowering women by providing training and job opportunities.
- **Gender Awareness workshop:** Besides the capacity building training, the project entails gender awareness workshops which were organized for provisional stakeholders with multi-sector field survey applications (e.g. gender base-line study in two villages). The workshops put emphasis on gender issue as one of the important concern of the project, so there is an obvious effort to include women.
- **Ground of clear division of labor:** The project was built on the ground of clear division of labor and distribution of benefits between both genders. Although the division of labor reveals the demarcation in responsibilities between different genders, it provides job opportunities for women who have to do the works that are necessary and complementary to men's work. Because the project is carefully managed in a way that gives producers control income realized from customary gender-defined roles (weaving, cooking,

cultural ceremonies present an opportunity for positive benefits from gender-defined roles. Women are working in the cooking, guiding, and craft-making groups, which are highly likely to benefit most from tourism business. Therefore, they have the potential to increase their share in benefit from the project.

- ***Introducing the new farming tool:*** ecotourism, and conservation helps gradually break through the division of labor. Women have successfully got men share her responsibilities. As a result, the work is less gender-defined. Although men and women often participate together in the collection of commercial non-timber forest product, women report that trading is a female activity women are consider better at speaking Although in the past women only manage money, they had to ask their husbands for permission to purchase something. However, the condition has improved and now men are reported to have give women some rights to keep money from small scales.
- ***The effect of ecotourism:*** The effect of ecotourism intervention on socio-cultural change is a conditional positive impact on gender relations. There appears to be conditions upon which gender divisions of labor change from the norm. During tourism high season, Men have assisted women with certain tasks such as dish washing, cooking, taking care of children, in the transport of firewood using hand tractors, and sweeping and preparing beds for tourists. Women have prepared an activity profile entirely for tasks associated with participation in the ecotourism project, so they dominated individual labor tasks.
- ***Expansion of opportunity for women:*** The noticeable expansion of women opportunity includes promoting female producers to capture and control food supply market for ecotourism (the rationale being that vegetable gardening, forest food collection, small animal production are already recognized gender role); share information in trek planning with female producers so that they can align production decisions with expected high/low season flows; functional language training so that women are positioned to capture wider ecotourism opportunities.

- ***The commercialization of some domestic activities:*** The commercialization of some domestic activities such as homestay group, cooking group and so on in the formation of new employment activities and income opportunities has created a positive example for continued socio-cultural change.
- ***Handicraft and exposure to cash market:*** The value chain support for handicraft producer are examined, so women are provided more formal support to expand product base for traditional weaving (e.g. smaller, ready made functional items such as scarves, small bags, wallets); pricing information; market expansion surveys and new sales channels etc. The exposure to cash markets has meant that tourist demand has created a needed to continue weaving products. Tourists are interested to buy traditional woven sins and this money is paid directly to the weaver, which is mean to 'women'. The exposure to cash markets has increased, it has had a positive effect on production decisions and diets. Women can add more ingredients to their food when they cook as they have money to purchase items from the market.

5.2.5 Case Cambodia

Field of tourism: surviving from sex tourism to live on making souvenir and craft

Organization involved: Somaly Mam foundation

Programme:

High demand of sex tourism from both local and international market creates illegal supply of prostitute in Southeast Asia. Poverty drives a number of women and children sold to brothel. They are suppressed economically, psychologically and culturally. Cambodia is one of the countries that is infamous of sex tourism besides Thailand and Philippines.

Established in 1997, Acting for Women in Distressing Situations (AFESIP) is a Cambodian NGO based in Phnom Penh and founded by trafficking victim and ex-prostitute Somaly Mam. This organization is based in Cambodia and now has branches in Thailand and Vietnam.

Type of Empowerments: socio economic and psychological empowerment.

How the Empowerment Implemented?

In order to empower ex-sex workers, AFESIP provides the following key activities:

- **Rescue and Rehabilitation:** Over 250 children and young women in rehabilitation programs at any given time. The Somaly Mam Foundation grants money to help feed the shelter residents, support rescue operations, employ the newly reintegrated residents, and currently creating a child care center for the babies and young children of the victims.

- ***Voices for Change:*** Through various forms of media and strategic partnerships, the Voices for Change Campaign will share the stories, thoughts, and opinions of former sex slaves. The campaign will help educate the public about modern day slavery and help them understand the intricacies of the issue on a personal level. It will also empower the victims as they have the opportunity to be heard and to develop leaders in this fight against slavery.
- ***Advocacy:*** The advocacy campaign aims to globally decrease demand for child sex trafficking and the sexual exploitation of children. One of the ways it seeks to accomplish this is by pressuring governments to enact or amend legislation to address the issue more effectively and to allocate more resources towards enforcement of laws designed to combat child exploitation. The campaign aims to increase deterrence, make it more difficult and costly for perpetrators to sexually abuse children, increase the likelihood of catching perpetrators, and make prosecution faster, easier, and more efficient.
- ***Global Awareness Campaign:*** The Somaly Mam Foundation is dedicated to raising global awareness through the news, media and entertainment, celebrity voices, speaking engagements, encouraging university and high school involvement, internet communities, and other forms of communication. In Southeast Asia, the awareness campaign aims to educate the public on current and recently passed human trafficking laws, consequences of contributing to the illegal criminal industry, and how to identify and report suspicious activity.
- ***Micro-Financing:*** After girls are rescued and rehabilitated they undergo a process of reintegration back into their societies. Many times this is a difficult task as they overcome their fears of living and working on their own again. With their newly developed skills many choose to run their own micro-businesses. To do this requires an initial cash investment, which most do not have. The Somaly Mam Foundation offers micro-financing opportunities to the ambitious young women who want to start hair salons, sewing shops, stores, or utilize other skills.

- ***Providing Sustainable Employment:*** Employment in a secure and well paying job is an important aspect of successfully reintegrating victims. It is also a way to help show change in perceptions about what former victims are capable of accomplishing. Providing long term employment opportunities is a top priority of the Somaly Mam Foundation. Currently the foundation helps fund operations of hair salons in Cambodia and will soon employ reintegrated victims of the AFESIP shelters as seamstresses to manufacture scarf designs that will be sold through various outlets in the United States as a wearable way to take a stand against human trafficking and help increase awareness and global support.
- ***Language Course:*** Learning English is an important skill that can help a resident become attractive to employers who will pay a professional class wage for translation or other services involving English. Working in conjunction with Regis University in Denver, Colorado, the Somaly Mam Foundation is helping develop comprehensive English as a Second Language program that will be made available for girls in the reintegration process.
- ***Education:*** Basic education programs based on learning reading, writing and basic mathematics are provided. Many residents learn how to read and write for the first time during their stay at AFESIP centres.
- ***Vocational training:*** The ultimate objective is to enable the beneficiaries to attain self-sufficiency (especially financial independence) by providing residents with the opportunity to find employment or run their own business. Vocational training delivered by AFESIP is directly linked to local market opportunities, the development of the country and the wish of the resident. It includes: sewing, cooking and housekeeping, hairdressing, small business management, agriculture, looming, farming, handicraft, short course on various income generating trainings and social work training (with the potential for residents to be employed by AFESIP).
- ***Reintegration::*** family tracing and visits, family assessment and reunification, support for income generation opportunities for the family, Resettled independently in the community, monitor and follow up.

Why the Empowerment successful?

The empowerment is successful because:

- ***From the gloomy past to blossom future:*** The personal story of the organization director Somaly Mam who herself was sold to brothel, her successful work and her commitment in the advocacy to combat trafficking and sex tourism is the noticeable story of successful of women empowerment. She has won many awards and been interviewed by global media such as CNN, so she has earned her reputation as well as built global network in term of funding and technical support.
- ***Diversification of source of funding:*** Its source of funding and income from various ways including overseas funding, income from crafts selling to promote trafficking campaigns, and the 2-dollar online donation strategy. Two famous items of anti-trafficking scarves and 'Thank you' bracelet are available online to reach overseas supporters and tourists.
- ***Full supports:*** The sufficient funding supports the women starting from the rehabilitation until the successful reintegration. Hundreds of women and young girls have been rescued and empowered through specialized training and received psychological encouragement to pursue their future regardless of the oppression from the society. Then they have to go through vocational and language training for her future career. Finally, they received financial and advisory supports either when they decide to return home or live independently.

5.2.6 Case Sri Lanka

Field of Tourism: Sustainable community-based ecotourism

Organization Involved:

Women's empowerment is the World Bank initiative through the Japanese Social Development Fund, executed by the National Development Bank and implemented by Sewalanka Foundation, which has formed partnership between Oxfam GB and Ampara office.

Programmes:

Sewalanka Foundation knows through experience that sustainable community-based eco-tourism is dependant on benefits being generated for the environment, the community and visiting tourists.

Type of Empowerments:

Social and economic empowerment by aiming to enhance woman's sustainable participation in social and economic activities both at the domestic and community levels. Amongst other things, this project supports women in starting their own businesses.

How is the Empowerment Implemented?

Sewalanka has some key activities that contribute to women empowerment in tourism. They are described as the followings.

- **Education:** Sewalanka Foundation provides mentor and guide (social mobilization) small self-help women's groups that will play a supplementary role within CBOs in enrolling women towards successful implementation of project activities. Several kind of training is tailor-made for different small group and officials. The first small group and CBO's leaders receives training in participatory need assessment, activity planning, implementation and progress monitoring and evaluation. The second small group and CBO's officials

receives savings, credit and revolving fund management. Other CBO officials are trained in bookkeeping and financial management. Women is encouraged in initiating, implementing and managing income generation activities. Moreover, women are trained to improve farming practices in areas, especially in soil and water conservation, organic farming, integrated pest and fertilizer management, harvesting and storage, improved technologies related to farm and non-farm based enterprises such as: food processing, handlooms, handicrafts, sewing and wood products. More importantly, entrepreneurship training and counseling are provided for potential and existing women micro-entrepreneurs. For instance, livelihood support for women's society through entrepreneurship training for 414 individuals.

- **Education for the experienced:** For the experienced people, the foundation conducts exposure and experience sharing visits to and from other successful women's organizations. The foundation also works with the women Beach Vendors. Project activities included sewing training and art classes for youth, aimed at producing craft items and clothes for tourists. Enabling clothes vendors to make their own clothes increasing their profit margin. The new training centre will act as the venue for training classes. There is some special train on programs for guides, shop vendors and vendors working on the beach began. The program includes dressmaking skills, as well as art classes and print-making techniques. The first course, in basic dressmaking, ran for three months each Sunday afternoon for three hours. Initially the class was attended by 19 clothing vendors but its popularity soon grew to over 25 women regularly attending. After four classes, some of the participants were already implementing the techniques learnt. For women who are already experienced in traditional lace making, the training aimed to improve the quality of their work and develop marketable end products for consumers, including bags, serviettes, table cloths, and bed linens. Also, Introduction to improved techniques for drying and preserving fish to fishing community women is also important to let women grasp opportunity to learn and to earn.
- **Financial supports:** The foundation provides farm inputs (through CBOs) to selected individual women farmers on the basis that the project would contribute only 70% of the required inputs; limited funds (through CBOs) to selected individual to start or to improve existing non-farm micro-enterprises on the basis that the project would contribute only 70% of the required investment; assist small groups and CBOs to manage matching grants provided by the project to start or improve micro-enterprises. Besides, a credit and savings

program is planned, following by other activities such as social mobilization, institutional strengthening, micro credit/income generation activities, youth assistance, implementation of women's support services and construction of infrastructure.

- **Material Supports:** The foundation helps construct or renovate community owned agrowells in selected locations, drinking water wells in selected locations, village markets in selected locations. Moreover, the foundation successfully help five leather producer groups establish a small retail outlet. The communities are producing shoes and bags for the local market.
- **System supports:** The foundation develops systems to collectively purchase their raw materials and fill external orders. Sewalanka foundation also supported two handmade paper initiatives in 2006/07. A mother's group is recycling used office paper into greeting cards, note books, birthday cards, bags and photo frames. In October and November of 2006, the women were helped to develop a range of modern, handprinted holiday cards that quickly sold out in the boutique shops.

Why is the Empowerment Successful?

The empowerment is successful due to the following practices:

- **Structure organization:** As the first step, the WEU established a National Women's Steering Committee consisting of female staff members from each Sewalanka district office. This committee is initially engaged in identifying and selecting female-based CBOs and collecting information about their problems and needs, and their strengths and weaknesses. Having female staff in the committee inspires women groups to improve their capacities and leadership qualities.
- **Division of labor:** Division is focused on designing more women targeted projects in order to improve or rebuild the lives of those vulnerable groups of women in the country. The Social and Economic Empowerment of Women in the North and East of Sri Lanka Project is an outcome of this effort. This is a World Bank initiative through the Japanese Social Development Fund, executed by the National Development Bank and implemented by Sewalanka Foundation. The project operates in nine villages over a three-year period and aims to enhance woman's sustainable participation in social and economic activities both at the domestic and community levels. Amongst

other things, this project supports women in starting their own businesses. By utilizing the skills they learn from training, the women have gained confidence and are able to perform well in their daily business.

- **Awareness Workshop:** Specially trained officers in psychosocial programme meet villagers individually and informally through “befriending”, they conduct awareness workshops and seminars on issues including women, children and alcohol, and host also special events.
- **Partnership:** Sewalanka Foundation is very proud of the partnership formed in 2003/04 between Oxfam GB and our Ampara office. The partnership supports the strengthening the model of gender sensitive interventions across all projects and programs. This is being achieved through the employment of a Gender Project Coordinator, who works with existing field officers and volunteers to ensure issues of gender sensitivity are incorporated into their everyday work, networks with other district organisations and undertakes ongoing training.

5.3 Eastern Europe

5.3.1 Macro-analysis Eastern Europe

Countries in transition

The economic transformation in Central and Eastern Europe in the beginning of the 1990s has had enormous consequences for the everyday lives of women. After 1989, women became a majority of the unemployed, as public sector jobs disappeared. At the same time, socialist laws designed to support female workers made them less competitive in the new capitalist labor market (Ghodsee 2003). Transition economies in Europe often are grouped by geographical alignment (OECD 2007): Baltic states (Estonia, Latvia, Lithuania), Central Eastern Europe (Czech Republic, Hungary, Poland, Slovakia, Slovenia) and South Eastern Europe (Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Macedonia, Montenegro, Romania and Serbia). In the analysis below all of them are being called transitional economies or the Central Eastern European region.

After the collapse of Soviet Union and financial crisis in late 1990s, new fiscal and monetary policies were introduced in Eastern Europe countries to deal with high inflation and real interest rates. Problems of transition towards market economy are the main aspect characterizing most of the Central and Eastern Europe countries. The transition affected labor market and worsened or ignored the situation of women and issues they had to deal with: it reduced the social, economic and political opportunities for women because women lacked power in the new quasi capitalist markets (Margit 2007). Few women were concerned with what Western feminists consider empowerment, and few gender programs exist to assist women (Ghodsee 2003).

Tourism in transition?



Despite the bias against the service industry during socialism, jobs in tourism were always attractive and respected within society, because, given the circumstances, economic sectors like tourism were able to employ large percentages of women and paid relatively high wages. Thus, tourism seems to be a valuable tool for promoting women's economic and social well-being. Tourism workers benefited from professional training courses and long holidays in the off-season. As a result, the tourism labor force in most Eastern European countries was far more qualified than workers in other sectors. In addition, seasonal unemployment made tourism an attractive opportunity for women who could combine paid employment with family responsibilities, thus easing their triple burden (Ghodsee 2003).

Nevertheless, poor quality of the infrastructure like difficult access to many places because of bad road and rail system, apartment blocks, sometimes even problems with water or energy supply in some areas, create unfriendly environment for tourism development in that areas. Privatization in some areas is incomplete which results in financial problems for many industries in sectors connected with tourism. Banks are not willing to give credits which hamper the establishment of new enterprises.

Along with that come social problems. Attempts to empower

women in tourism development processes face a double burden of the legacy of half a century of general subservience, and an underlying male-oriented nature of much of Central and Eastern European society. The right to work guaranteed in Soviet Union law could be understood as a privilege and emancipation for women but on the other hand there was no room for making a decision left. Women were forced to work besides working at home. That kind of gender task division stereotypes might hamper women empowerment (Hall, 2001). How far, for example, can rural tourism shift the balance of economic power within farm households and help open up rural employment provision for women (Petrin, 1996; Siiskonen, 1996, cited from Godsee 2003)? Further, older generations in that region are not used to being rational and proactive having experienced the central planning when they were always told what to do and what kind of resources to use. The consequence of that is that there is a lack of initiative and basically not sufficient motivation for entrepreneurship in these societies amongst some groups in society.

Empowerment?

More people seem to have lost trust in the government. Rising democracies do not have much experience yet in neo-liberal politics and social inequality is still a huge problem. The dominating policy does not succeed in participatory structures appreciated especially on local levels to involve people in decision making processes. Within societies individuals need to have a feeling of power, ownership and responsibility over their livelihoods, so they could feel they do influence the environment around them. The lack of this now creates an unfriendly atmosphere neither for innovation, cooperation nor for entrepreneurship.

In an attempt to deal with the shortcomings of governments, the number of NGOs in the region has increased greatly in recent years. The problem seems to be that tourism development could highlight local and regional inequalities and conflicts in 'the community'. The activity of NGOs may mitigate or exacerbate such tensions by directly linking local and global, political and social aspirations (Wilson, 1996). The aim of individual and group empowerment, therefore, is to combine such power in synergistic collective action for the common good (Richards & Hall, 2000). Introducing the notion of generative empowerment into the transformation and sustainability debate can better contextualize the role of tourism in sustainable development in post-communist CEE (Hall 2000: 446).

In the history of tourism and recreation in communism countries the tourism sector not seemed to be a promising business to set up as it was not or only in some cases accessible to foreigners. Most holiday trips were to like-minded countries. This resulted in a strongly regulated holiday sector, with only a small season and limited tourism markets. International holiday destinations were available mostly for elites who had access to convertible currency. Before the collapse of the Iron Curtin tourism used to employ about 8% people of the region (to compare with 6,9% of employed in 2008). In spite of all this tourism background, nowadays 8,1% of Gross Domestic Product CEE is being produced by tourism and tourism related sector and its real GDP growth at the level of 5,3% (expected data for 2008, not considering European Union countries).

Looking at the transition economies region in Europe we can see there enormous potential and many possibilities for progress. Its historic importance, hospitality of people and attachment to tradition seem to create interesting tourism destinations. Tourism can therefore be an important sector that contributes to economic growth, social changes, privatization and infrastructure development in general and particularly for transition economies (Hall 2001). The best example may be Hall's analysis (2004) that highlights opportunities for rural tourism because of natural heritage of the region as the competitive advantage. What is more, it gives opportunity for self employment for women who can set up small and medium enterprises providing bed and breakfast accommodation or rural-based attractions. It of course requires some business trainings. That is an interesting case in our globalizing world as most of CEE countries are essentially rural. Transitional economies could be also considered to be 'cultural tourism' destinations. They posses an enormous cultural and historical heritage of World War II soviet times, with they operas, museums, historical buildings are being more and more appreciated in the globalized world (Hughes 2005). An example of Rehova village (south- eastern Albania) illustrates the impact of tourism related activities on gender equality and women empowerment. SNV organization introduced there trainings in tour guiding, agro-tourism and handicraft production, where at least 50 % of participants were women. By involvement in trainings women were becoming more aware of existence and potential 'entry level' jobs connected to tourism that may open for them further possibilities.

By analyzing indicators for Central and Eastern Europe we can assume that tourism is an important economic sector for countries there. Central and Eastern Europe makes up 10,8 % of world's market share of tourism destination regions, which is a significant contribution. In the

CEE region average annual growth of international tourist arrivals is faster than in Europe in general and in the world (trends in tourist arrivals presented in Table 1 – appendix). The implication could be that tourism sector becomes more and more relevant here. That may be an incentive to look at that sector as a way to implement development and along with that women empowerment.

The main destinations in the former Soviet Union region in 2006 were the Russian Federation (4,4% of the European tourism market share), Poland (3,4%), Croatia (1,9%), Czech Republic (1,4%) and Bulgaria (1,1%) (UNWTO 2007). The importance of tourism in the economy of whole CEE region may be demonstrated using Tourism Satellite Accounts (Table 2 in Appendix 2). Average difference in real travel and tourism activity for the CEE countries measured in US dollars for 2000 as a base year in the range 1989-2007 is positive for all indicators, which implies that tourism becomes larger share of GDP in that region which again gives a basis to conclude about its rising women empowerment (as employing mostly women) possibilities in former Soviet Union Countries.

Next, two case studies for Central and Eastern Europe will be discussed. The first case is about ProPoor tourism development in the Czech Republic, and the second case presents a good practice example from Bulgaria about community development.

5.3.2 Case Czech Republic

Field of Tourism: tourism and rural development

Organization Involved:

There are more NGO's involved in this project. ECEAT CZ (European Centre for Ecological and Agricultural Tourism, department Czech Republic), the national organization that is part of the European ECEAT network, initiated the program in rural areas in the Czech Republic. Coincidentally, By coincidence, another project that meets the objectives of ECEAT was implemented. It is called EU PHARE and is managed by the English not-for-profit company Ecotourism Ltd. The project was implemented in three countries –(the Czech Republic, the Republic of Slovakia and the Former Yugoslav Republic of Macedonia) and aimed to implement the Heritage Trails. Further, the national government of the Czech Republic was involved in the process. However, due to inadequate policies and a lack of support, the organizations did as much as possible themselves.

Programs:

ECEAT started tourism programs in 1995 and initially had three sub-themes:

Institutional Capacity, Training in Tourism Skills and Product Development.

- An initial program from 1995 to 1998, 'Tourism at the Service of Rural Development' (TSRD) to start building capacity, skills and products;
- A project to develop 'Heritage Trails' in rural areas, from 1998 to 2000;
- Production of a rural tourism guidebook and other materials;
- On-going political engagement, including further expansion of the Heritage Trail materials and approach.

Type of Empowerment:

Capacity building, training in tourism skills, developing new tourism products in rural areas.

How is the Empowerment Implemented?

Why was the empowerment needed in the Czech Republic? This country has an interesting and relevant background to this. Tourism development in the Czech Republic has been slightly different as in other areas in Eastern Europe according to the organization ProPoor Tourism (ProPoor Tourism, 2003), while the market was very closed during the communist regime, resulting in important implications for tourism development. Firstly, there was no basis of private entrepreneurship in tourism in CEE countries. Private ownership was not permitted during the 'communist' years, leading to the absence of entrepreneurial skills and also the complete lack of private investment capital. Thus, the creation of local quality products became a challenge. Secondly, there was a very strong feeling against the notion of 'partnerships', or working together with others. Individualism, a new competitive environment, and the legacy of state control using fellow citizens, lead to an initial distrust of both fellow members of society and the state. This also brought along coordination issues in product development and marketing, while the neighbor was often seen as the competitor.

After the initial stage of capacity building, training skills and product development was finished, they linked up several tourism facilities and products and marketed them in unity. This has been the essence of the 'heritage trails'. The aims were to design a marketable product; to increase the number of visitors and revenue; to increase synergy effects between the variety of producers; to cut marketing and administrative expenditure; and to ease access to the product. The individual enterprises within the trail remain separately owned but they now do work together on developing infrastructure, pricing and marketing. Nowadays, the trail is not a fixed product in terms of opportunities to visit it. It can be visited in part or as a whole, guided or self-guided, and by various means of transport. However, it is also sold as a package to tourist via a tour operator.

Why is the Empowerment Successful?

Even though this program was focused on community development in general, the women benefit from the projects through a number of activities:

- One important result from this project is that an institutional collaborations has been built, which was difficult to realize, but seemed to be essential for this country in transition. It has been the motive for many to start small or medium enterprises to provide income.

- The rural areas developed in terms of economics and on a social level through the creation of 'heritage trails'. This especially created jobs for women in the region, on different levels of the hierarchy.
- By providing new approaches, tools, and marketing material that could easily be replicated and taken up by others, the initial project work served effectively as a demonstration for catalyzing wider change.

Source: ProPoor Tourism, PPT working paper nr. 12, January 2003

5.3.3 Case Bulgaria

Field of Tourism: Community tourism

Organizations Involved: Bulgarian government; Ministry of Trade and Tourism, Bulgaria

Programs: State support of tourism

Type of Empowerment: Provides mostly economical empowerment.

How is the Empowerment Implemented?

The government in Bulgaria implemented privatization of 75% of all long term assets in tourism sector by the end of 1999. That action improved quality of service in hotels and restaurants and enhanced infrastructure. New law on standardizing quality of restaurants and hotels was established by Ministry of Trade and Tourism. That also gave some guidelines for small and medium enterprises so besides bureaucracy; tourism sector was still an easy business to do and to set up. The policies gave power to tourism sector, its managers, employees and employers. Job possibilities are mostly stereotyped as female jobs: waitresses, maids, receptionists, but also management in tourism is dominated by women. That was an important case for Borovets, Pamporovo, Albena and Golden Sands resorts regions, as the unemployment rates were (besides Borovets) around 25% high. The state support of tourism ended up reducing gender gap in employment and shifting local decision power to women.

Why is the Empowerment Successful?

Making tourism priority in National Economic Development Plan 2000-2006 encouraged entrepreneurs to set up business in that sector. That created new tourism related employment possibilities where two-thirds of workers are women. Targeting other sectors, like for example petro-chemical or information technology, would favor male workers. Privatization and liberalization gave more local decision making power to managers. After privatization in Borovets, Pamporovo, Albena and Golden Sands resorts women dominated high and middle level management positions with: 81%, 58%, 76%, 84% women employed as managers respectively. What is more, female managers from these resorts had worked together already before privatization. They created 'old girl's club' and still cooperate. In the club they assure that younger women are hired for managerial positions in resorts to maintain the decision power in women hands.

Reference/source:

Ghodsee, K. (2003) *State Support in the Market: Women and Tourism Employment in Post- Socialist Bulgaria*, International Journal of Politics, Culture and Society, Vol.16, No.3, Spring 2003

5.4 Latin America

5.4.1 Macro analysis

Throughout the last decades of the 20th century most Latin American countries have undergone major social, political and economical transformation that have had significant impacts on the position and status of women in Latin America and the Caribbean. Until the 70's and mid-80's the majority of the nations were reigned by socialist or dictatorial military regimes pursuing state-led politics. Under these regimes women suffered from legal and social discrimination and human right violation. However, after decades of dictatorships in some countries, democracy has not meant an end to impunity for violations of women rights. In fact, despite the formal acceptance of international human rights instruments that explicitly define women's rights as human rights, many people challenge this proposition. (Human Rights Watch, 2008)

Alongside the political transition to more democratic forms of authority most national governments have adopted neo-liberal, market-driven economic policies and subsequently opened their gates to the region and the rest of the world. These adopted neo-liberal policies were encouraged by the IMF in response to the debt crisis that Latin America suffered from during the 1980's. These policies aimed at export-oriented industrialization



strategies and they have yielded economic development in the region during the 1990's. The debt crisis is seen as one of the elements that contributed to the collapse of the dictatorial regimes in the region. Nevertheless, most of the Latin American countries still feel the burden of the foreign debts, despite the initiation of debt rescheduling and debt management programs.

During the 1990's most Latin American countries have encouraged labor force participation of formerly excluded groups, such as women and indigenous people. Ironically this led to a rise in unemployment, not only of these groups. Whereas the labor force expanded rapidly now, the labor demand grew slowly, resulting in more precarious and less secure labor markets in the region. In the 1990's youth, women and urban workers experienced higher than average unemployment, yet their share in total unemployment declined, indicating that the trend toward higher unemployment affected the labor force more broadly rather than deepening the gaps between the disadvantaged groups (youth and women) and the rest of the labor force. (IADB, social inclusion and economic development)

Latin America and the Caribbean is one of the regions in the world with the greatest ethnic, racial and cultural diversity. Because of this diversity the establishment of coherent societies has always been a major problem and under the dictatorial regimes minorities were practically excluded from public life and services. As mentioned above, although the newly installed governments have strived to erode discriminating treatment still issues such as poverty and inequality are easily recognizable in the faces of women, Afro-Americans, indigenous people, disabled people and homosexuals. (IADB; social inclusion and economic development). After the installation of democracies and adoption of neo-liberal policies, especially exclusion of women and indigenous people has become a major point on the agenda of many NGO's.

Tourism as economic contributor

Within the Latin American countries the government and (inter)national organizations share the idea that tourism can be seen as an important vehicle towards economic development and that it can contribute to the mitigation of existing problems, such as poverty, unemployment etc.(Lumdson and Swift, 2001). The macro-economic potential of tourism has been embraced by most Latin American and Central American countries along their transition from socialist regimes to neo-liberal governments aiming at trade liberalization. The opening of markets results on a micro-economic level for example in opportunities for small enterprises in rural areas. (see next part). The

latter is often disputed by skeptics (Mowford and Munt, 2003) and in individual cases they might be right, but overall the liberalization of markets have yielded a positive economic contribution to the majority of the population. Tourism currently contributes to a great extent the economic development of numerous countries in the region. For the Ibero-American countries (Central and Latin America, the Caribbean and the Iberian peninsula), totaling 22 countries, almost 93 billion US dollars were generated through international tourism representing 11% of the total exports of goods and services and 3% of the Gross Domestic Product (GDP) in 2004. (source: UNWTO)

The discussion on sustainable development, that has emerged the last decades, has dragged in other factors than just economic progress. Mowford and Munt (2003) state that tourism also can endanger sustainable development and can have a negative influence on local communities and the environment.

The position of the women in Latin America

Although it is hard to generalize aspects for the whole continent of Latin America, some general remarks can be made regarding to the role of women (and the empowerment of women) within society. In general in the most Latin America countries, there is still an attitude of “hombre de la calle, mujer de la casa”, which means the men in the street and the wife in the house. This structure is reproduced by social values and cultural norms which have been dominant in Latin American societies for along time. As mentioned above, despite the adoption of the international human rights act, women still suffer from discrimination because of these social prejudices (Dahles and Keuhne, 2002). Nevertheless, in terms of education and employment, Latin America and the Caribbean perform better than the Middle East and Africa. The number of women in the work force is twice as high in Latin America as in the Middle East and North Africa and 30% more of the girls are enrolled in primary education than in Sub-Saharan Africa. Although the Machista culture is decreasing in some countries there is still a general tendency of women taking less part in “jobs outside the house” (Dahles and Keuhne, 2002) .

This is also visible in the division of labor. In the last century in Latin America and the Caribbean the number of women entering the labor market more than tripled between 1950 and 1980. However most of them are working on low-paid, low-skilled jobs, and have insecure employment, which most of the time are combined with the household.

Nevertheless, as we have emphasized earlier, the political and economical transformations during the 1990's have turned the tides. Although the initiatives to encourage labor force participation of minority groups might not have worked out as the governments had hoped initially, it certainly has improved the opportunities for women on paid employment. The opportunities for and position of women can not be generalized for the whole region as there are notable discrepancies within and in between the countries.

The increased freedoms of women have sparked another trend. Away from the public eye, but from within the structures of stable and efficient organizations, women's groups have established nongovernmental organizations (NGOs) to pursue feminist agendas. No continent has so many movements and organizations, as small as two or three people, that strike the male dominance in any form, from the political to the economic arena.(Buvinic et al, 2004)

Women empowerment and tourism

The division of labor, like mentioned before, is also represented in the tourism sector. Kinniard and Hall (1999) state in Dahles and Keuhne (2002) the idea that employment for women and men in tourism follows the historically constructed social practices and prejudices that relates to the roles of men and women. "The different jobs therefore articulate existing patriarchal power relations". So, in general the women have jobs which represent their traditional domestic activities.

This traditional division is even stronger visible in small scale tourism and micro enterprises. Small scale tourism is important within the tourism sector in Latin-America, especially in rural areas. For example in Ecuador 54,5% of the tourist entrepreneurs are micro enterprises. (Andrade and Navarro, 2005)

A good example of the afore mentioned is agro tourism, tourist want to experience the rural areas, and stay with the "local" people, to experience their "traditional" family life. When women decide to take part in this tourism business in general they have their "traditional" jobs and their tasks are the same as before, cleaning, cooking etc. although their tasks are the same (they cook now not only for their family

but also for the guests) they see it as an improvement of their situation, because they meet many new people, and are not only within the family structure. Besides the empowerment in social terms, also the economic aspects can be positive for the women. Although it is important to keep in mind that in most cases the economic autonomy or contribution does not lead automatically to a greater influence on societal processes on the part of women (Dahles and Keuhne, 2002) .

By looking at empowerment project in tourism, one of the most studied subjects is the empowerment of indigenous communities. As mentioned, Latin America is one of the most diversified continents in terms race and ethnicity. Indigenous lifestyles are seen as one of the major selling points of tourism in Latin America, as tourists seek authentic experiences. Women play an important role in the creation of such tourism products and experiences and therefore this provides an important aspect of women empowerment through tourism. Indigenous women are often very skillful in the production of arts and souvenirs, which are sold to tourists. As a result of empowerment projects of indigenous people, women within these populations benefit because of their skills.

Beside the bottom-up type of empowerment such as the empowerment of indigenous people, another development is important contributor to the increasing empowerment of women in Latin America. These form the more broad policy developments on national or even supranational scale. A good example is the Santa Elena project in Ecuador. This project is part of a broader contextual policy document assigned by CEPAL, focusing at labor force participation of women in Latin America. The project in Ecuador is picked for its tourism potential, but in Argentina the project is directed towards healthcare (CONAMU, 2001).

Latin American organizations seem to be very involved and dedicated to empowerment programmes and changing the role of the women in society. However, it appeared to be difficult to retrieve comprehensive information about these projects. In the next section two case studies will be discussed, but these cases do not provide complete information.

5.4.2 Case Brazil

Field of Tourism: Community Based Tourism (pilot project)

Programs:

The idea of the project is to develop new tourists experiences visiting Afro-Brazilian communities where tourists can interact with local people learning more about the culture and way of life. Each “tour” will have the opportunity to engage with and observe a performance – music, capoeira, poetry, dance, theatre by an Afro-Brazilian women and youth group. The project has only run a few tours so far as most the focus up until now has been on training, capacity building helping the women and youths to understand better the UK tourist market and how they can promote their culture through the activities they do

Types of Empowerment:

- Social: Because by giving them an opportunity to perform their dances, theater etc, their situation within the community will improve and they will get more “voice”

(The project is a great help in providing a space for previously disenfranchised Afro- Brazilian women and youths to access and engage with tourism and to feel a role within their community)

- Cultural: By communicating and interacting with the tourist they are able demonstrate their own culture but they can also learn about the culture of the tourist.

Organizations Involved: The Travel foundation, works together with Estrela which is a British-Brazilian NGO that promotes cross cultural relations between the UK and Brazil

Why the Empowerment is Successful? Information not available

How the Empowerment is Implemented?

To create the new tourists experiences visiting Afro-Brazilian communities

The women and youngsters within the communities take part in a extensive training and capacity building. The communities are trained in preparing them for tourists needs, what interests' tourists and how to socialize and engage with tourists.

The Estrela community tours project works with five key Bahian grass-roots initiatives. Each group is from a different community in the close vicinity to Salvador. Through the use of art, dance, theatre, music and capoeira, the groups promote their cultural identity and tackle issues of justice and social inclusion in a fun and light hearted manner. Tourists currently have the opportunity to visit a number of different groups:

- Santa Luzia Resident's Association; a shanty residents' initiative with a primary school, anti child-labour scheme, community bank and recycled crafts cooperative.
- E Squared Youth Theatre, Dance & Percussion Group - a performing arts & citizenship initiative in a low income neighborhood, working with children and young people to generate positive opportunity and learning.
- Calafate Women's Collective – Set up by women in response to high levels of domestic violence, the collective addresses health, sexual and gender issues with girls and women and promotes income generation through fair-trading crafts and clothing.
- Popular Theatre House/Poetic; Ghetto – street theatre, circus and music venture with children at risk of turning to drugs, violence or the streets.

5.4.3 Case Ecuador

Field of Tourism: Beach tourism, nature tourism

Programs: Decrease of labor inequalities. Improved access to micro-credit programs and better opportunities for training and education.

Types of Empowerment:

- Economic: Striking wage and labor inequalities. Access to micro-credit programs.
- Social: Better employment opportunities. Training and educational facilities.

Organizations Involved: Comisión Económica Para America Latina y el Caribe (CEPAL); Consejo Nacional de las Mujeres (CONAMU); local authorities; municipality; regional tourism authorities; tourism educational institutes; trade unions; communitarian organizations.

Why the Empowerment is Successful? Information not available

How the Empowerment is Implemented? Information not available.

5.5 Middle East

5.5.1 Macro analysis

Social indicators and gender statistics reveal that women in the Arab region are on average more disadvantaged economically, politically, and socially than women in other regions (Moghadam, 2004). Given the region's oil wealth and urbanization, literacy and educational attainment rates are comparatively low, especially for the adult female population. Women also are under-represented in governance and other decision-making positions. All Arab countries have in place family laws – also known as personal status codes – that confer upon women the status of dependent and minor, with respect to marriage, divorce, child custody, and inheritance. Because of these family laws, states that have signed the Convention on the Elimination of All Forms of Discrimination Against Women have made some changes. Although the sexual division of labour operates in varying degrees in most of the world, it is particularly resilient in the Arab countries. Women remain associated primarily with their family roles, and a kind of “patriarchal gender contract” prevails across the region. The cumulative effect is gender-based discrimination and second-class citizenship for women, albeit in varying degrees across the countries of the region.



Islamic revival raised questions not only about women's rights but also about human rights. In contradistinction to "Western" conceptions of women's rights and human rights (with their emphasis on individual autonomy, choice, agency, and rights), the idea of "Islamic" women's rights and human rights has been advanced, with an emphasis on respect for family, religion, and community.¹

Countries in transition

In the Arab region there are some common characteristics, which are particularly noticeable when comparisons are made with women in some other regions. The common features are relatively high (though declining) fertility rates, gender gaps in literacy, relatively limited access to paid employment, and under-representation in the political system. The income growth of the Arab/Middle East region from 1960 to about 1985 – which surpassed that of any other developing region – did allow for the expansion of education and health, but it did not result in high levels of literacy or educational attainment, especially for women. Moreover, women in nearly all the countries of the region experience second-class citizenship due to certain provisions in Muslim family law and patriarchal cultural practices and norms.

In the 1970s and 1980s, a large literature linked the high rates of fertility, low literacy, maternal mortality and limited labour force participation observed in Muslim countries to the low status of women. This lower status was, in turn, attributed to the prevalence of Islamic law and norms in Muslim societies. It was argued that due to the continued importance of values such as family honour and modesty, women's participation in non-agricultural or paid labour carried with it a social stigma and gainful employment was not perceived as part of women's role.²

¹ This has been especially the case in the Islamic Republic of Iran.

² In fact, most of these studies were on the Arab countries. See, for example, Youssef 1978; Beck and Keddie 1978; Mernissi 1987; Abu Nasr, Khoury and Azzam 1985. See also Sivard 1985 and Boserup 1990.

Since the 1980s, the subject of women in the Muslim world has been tied to the larger issue of Islam's cultural and political reassertion. Critics and advocates of Islam have held sharply divergent views on this matter, producing a literature on the status of women in the Muslim world that may be categorized as either "misery research" or "dignity research."

Arab State responses to feminist activism have ranged from indifferent (e.g., Palestine Authority, Lebanon) to hostile (Saudi Arabia, Egypt) to receptive (Algeria, Morocco), with a number of states now actively promoting women's rights and implementing legal reforms (Algeria, Jordan, Morocco, Tunisia). Referring to the first case study of Jordan, it demonstrates the women's collective action from consensus building which have been empowered from economical aspects through the programs and start their own entrepreneurship in 5 different countries. Furthermore, in Jordan the state is now actively promoting women's rights and implementing legal reforms while the Jordan case study demonstrates this legislation of women's empowerment.

A Socio-Economic and Political Profile of the Region

Arab women constitute a diverse and heterogeneous population and their social positions within and across countries vary by social class, ethnicity, age, education, and urban/rural location. Other important factors that shape women's legal status and social positions are the country's social structure and stage of development, as well as the nature of the state and its economic, social, and cultural policies. There is no archetypal Arab Woman, but rather women inserted in quite diverse socio-economic and cultural arrangements. Economically, the countries of the Arab region comprise oil economies poor in other resources, including population (Kuwait, Libya, Oman, Qatar, Saudi Arabia, the UAE); mixed oil economies (Algeria, Iraq, Egypt, Tunisia, Syria); and non-oil economies (Jordan, Morocco, Sudan, Yemen). The countries are further divided into the city-states (such as Qatar and the UAE); the "desert states" (for example, Libya and Saudi Arabia); and the "normal states" (e.g., Egypt, Syria). The latter have a more diversified structure, and their resources include oil, agricultural land, and large populations.

Tourism and transition

By the mid 1980s most of the developing countries in the Middle East were facing economic crises, due in part to the exhaustion of their state-dominated inward-oriented development strategies and the decline of oil incomes and labor remittances.³ These crises generated internal pressures for economic liberalization and externally the International Monetary Fund and other donor agencies put pressure on these states to enact structural adjustment programmes in exchange for grant aid and loans. Such policies, however, threatened to erode these states' control over their national economies and their ability to insulate their populations from the social dislocation caused by the ongoing economic transformations. In this context, many states across the region sought to turn to tourism development as a new 'engine' of economic growth. This shift in the global tourism economy coincided with a period of acute economic crisis for most Middle Eastern states. In the 1980s, pressured on the one side by declines in external incomes (such as oil revenues and labor remittances) and on the other side by structural adjustment policies, states across the region sought to promote tourism development as part of more export-oriented, private sector-based economic growth strategies.

Tourism boosters in government and the private sector increasingly argued that the region's (territorially specific) natural landscapes, Biblically associated localities and historical monuments should be used to generate new sources of national wealth, encourage foreign investment and help their economies generate jobs and economic opportunities, therefore empower women through development and knowledge and culture flow. In the 1980s, as a consequence of increased tourism development and marketing efforts as well as the decline in oil prices, which gave a boost to the global tourism economy, tourism flows expanded across the region. International arrivals almost doubled in Egypt and Tunisia, nearly tripled in Morocco and increased more than fourfold in Turkey (trends in tourist arrivals presented in Table 1 – appendix).

In the late 1980s and 1990s, Middle Eastern destinations were also made more competitive by the devaluation of local currencies resulting from structural adjustment policies. The share of international arrivals across the region grew from 4.2 per cent of world totals in 1980 to 5.1

³ For a comprehensive survey, see A. Richards and J. Waterbury, *A Political Economy of the Middle East*, 2nd ed. (Boulder, Westview 1998).

per cent by 1990 and climbed to 6.5 per cent by the year 2000 (Table 2 - appendix). Meanwhile, the regional share of international tourism receipts, measured in US\$, grew from 3.4 per cent of world totals in 1990 to 4.3 per cent in 2000 (Table 3 - appendix). Across the region, international tourism revenues as a share of gross domestic product ranged from almost 3 per cent in Israel and Syria to around 8 per cent in Tunisia and Jordan (Tables 4 and 5 - appendix). The tourism sector generally represented a leading source of hard currency earnings and accounted for up to one in ten jobs in the formal sector. The indirect impact of tourism spending is certainly even much greater⁴ (Hazbun, 2004).

Empowerment?

In Arab countries, male citizens have few political rights, and women even fewer. In several Arab countries of the Persian Gulf, women have yet to receive basic political rights. (In the latter part of 1999, women in Bahrain, Qatar, and Kuwaiti women won the right to vote and to participate in elections in 2002 and 2003.) Arab women have always been involved in political movements (e.g., independence, national liberation, socialist, and feminist movements) but their presence in formal political structures (e.g., political parties, parliaments, and governments) has been more recent and remains limited. Most Arab countries granted women voting rights in the 1950s (Egypt, Lebanon, Syria, Tunisia), the 1960s (Algeria, Libya, Morocco, the former People's Democratic Republic of Yemen) or even later (Iraq). In Saudi Arabia, women still do not vote or do not participate in any meaningful way in the political process. Arab women's limited political participation, therefore, has partly to do with the relative novelty of elections and partly to do with the patriarchal gender system. Although women are found in the rank-and-file and sometimes leadership of political parties in some countries (e.g., Algeria, Morocco, Tunisia), they have not reached a "critical mass", and their appointment to party or government positions has been largely a form of tokenism. (Pelletreau 2002).

"Feminism" may be widely seen as a Western import and an alien concept, but many women activists in the Arab/Middle Eastern region are either self-declared feminists (e.g., the ADFT in Tunisia, the New Woman Research Group in Egypt, and those in and around the journal *Jens-e*

⁴Official tourism figures can be found at <<http://www.world-tourism.org>>, while estimates of the economic impact of tourism provided by the World Travel and Tourism Council (a tourism lobby group) can be found on their web site, <<http://www.wttc.org>>. Note: not all international arrivals can be considered leisure tourists, but the number does indicate general growth trends.

Dovvom in Iran) or *de facto* feminists. Moreover, it may be provocatively argued that feminist activities in, for example, Iran are more culturally rooted than is government ruled by clerics, which when implemented in Iran in the early 1980s was historically unprecedented. There is also evidence, as seen from recent surveys, of significant changes in attitudes and perceptions on the part of Arab and Iranian publics (see below). Certainly the growing mass of educated and employed Arab/Middle Eastern women has taken part in national-level movements and is increasingly aware of international and global developments. The Arab women's movement can be said to have "taken off" at a regional preparatory meeting for the Beijing Conference in November 1994. Organized by the UN's Economic and Social Commission for West Asia (ESCWA), the November 1994 inter-governmental meeting in Amman was preceded by a two-week gathering of representatives of women's organizations, which produced a bold document calling for women's rights (Moghadam 1998, ch. 8).

The global women's rights agenda and the UN conferences of the 1990s – especially the 1994 International Conference on Population and Development, which took place in Cairo, and the 1995 Fourth World Conference on Women, which convened in Beijing – created a favourable environment that allowed for the proliferation of Arab women's organizations and women-led NGOs. Whereas the period from the 1950s to the 1970s saw women involved almost exclusively in either official women's organizations or charitable associations, the 1990s saw the expansion of many types of women's organizations. At the same time, increasing state conservatism in some countries forced women's organizations and feminist leaders to assume a more independent stance than before.

In almost every Arab/Middle Eastern country, educated and employed women have formed women's rights organizations, have become involved in trade unions and professional associations, and are helping to change family relations from patriarchal to egalitarian. Educated and employed women are pushing for the modernization of family law, greater participation, and more equality. A "critical mass" of educated and employed Middle East and North Africa (MENA) women, with fewer children and more time for civic activities and collective action has formed women's movements that are challenging patriarchal gender relations, the neo-patriarchal state, and patriarchal family laws.

The “modernizing women” of the Arab/Middle Eastern region – who have been ignored by orientalists but targeted by Islamists – are at the center of cultural change and at the forefront of the movement for change (Moghadam 2003). They have already accomplished much, although they face numerous obstacles and constraints, and experience some tensions within their own movements. For the region as a whole, the most difficult tension may be that between a national identity based on Islamic civilization and culture, and the call for civil and political rights that may be construed as unduly inspired by Western traditions. Iran’s women’s rights movement has emerged parallel to a reform movement calling for political and social freedoms, and to a lesser extent, for separation of politics and religion. Yet, there remains a powerful official ideology that invalidates “Western” concepts and practices and relies on the politics of “authenticity”. Nationalism and Islamism, therefore, remain the major discursive frameworks.

Among the countries of the region, Tunisia seems to have crafted a national identity and legal framework that reflect its own Arab-Islamic heritage as well as social and gender rights as understood internationally, albeit within a dirigiste political environment. There and elsewhere, the women’s organizations are working to develop a framework for recognizing identities and elaborating equal rights for all, in a way that draws on history, religion- cultural understandings, and global standard.

In the following sections two cases are presented: Cultural Tourism and Urban Tourism in Jordan ; and community based tourism in Turkey.

5.5.2 Case Jordan

Field of Tourism: Cultural Tourism and Urban Tourism

Organizations Involved: The Center of Arab Women for Training and Research (CAWTAR), the International Financial Corporation (IFC) and Gender Entrepreneurship Markets (GEM).

Programs: The Centre undertakes its multi-faceted objectives through five main programs:

- Research;
- Training;
- Networking and Partnerships;
- Documentation and Databases;
- The Media and Communication.

Types of Empowerment:

Provide aspects of empowerment, mostly oriented in the economic and socio-cultural sphere.

How the Empowerment is Implemented?

There are five programs carried out consists of women's Research, Training, Networking and Partnerships, Documentation and Databases and The Media and Communication.

1. Research

The objective of the research programs is to contribute to the generation of knowledge on issues pertaining to Arab women's rights and conditions. Through these research programs the Center mainly hopes to create regional momentum for priority gender and development issues.

2. Training

The training programs are tailored to serve the Center's multidimensional tasks as a regional service-provider and a founder of special training programs. The current training priority areas are: gender mainstreaming; poverty and women's economic participation; women and decision-making; adolescence; and gender and the media.

3. Networking and Partnerships

CAWTAR's networking program is tailored to leverage the Center's advocacy campaigns and to reinforce its capacity building programs across the Arab region. This is in the view that networking is a dynamic strategy to facilitate exchange experiences, coordinate, mobilize and give support to existing and future efforts carried out by different policy players such as: Arab governmental institutions, NGOs, research and study centres, specialized trainers, journalists, and international and regional organizations active in the field of Arab women development.

4. Documentation and Databases

CAWTAR has designated the media and communication as one of its major pillars. The media is a dynamic source for promotion and awareness-raising about gender equality and development in the Arab region. The program plays a pivotal role in three ways: it engages the Arab media community in promoting gender equality and development in the Arab region. It contributes through training to reinforce the capacity of the media community to promote positive images of Arab women. Finally, it supports media products based on the Center's Arab Women Development Reports and its networking activities through partnership with different Arab media agencies.

5. The Media and Communication

The Centre's library has a rich collection of books, research material, studies, reports and technical papers published in and out of the region in the domain of gender and development. This collection comprises works in Arabic, English and French. It also contains press kits covering 250 gender issues and the economic, social and political conditions of women in Arab society.

Why the Empowerment is Successful?

Most of the empowerment programs are viewed to be successful because there a lot of women joining and participating at the projects with success. CAWTAR works together with IFC and oversaw the implementation of five national case studies of the nature of female entrepreneurship in Bahrain, Jordan, Tunisia, Lebanon, and UAE. These five case studies are all successful examples of the women who have been empowered from economical aspects through the programs. CAWTAR acts as an umbrella to revitalize the ARAB women's lives with their newfound economic independence. With employment, women are able to improve their education, their health, and their standard of living.

Reference/Source:

http://www.cawtar.org/index/Lang/en/en/Topic/Women_entrepreneurs_MENA

Regional report Women Entrepreneurs in the Middle East North Africa

5.5.3 Case Turkey

Field of Tourism: Community based Tourism

Organizations involved: UNDP Turkey (United Nations Development Programme) works in partnership with the Ministry of Culture and Tourism, the district governors/mayors and civil society organizations.

Programs: UNDP Turkey works for progress in three core areas:

1. Capacity building for democratic governance;
2. Action and advocacy for poverty reduction;
3. Environment and sustainable development.

In addition to these core areas, UNDP Turkey is emphasizing the role of women, private sector, capacity development, and information and communication technology in its policies and programs.

Types of Empowerment:

Provide multi faceted aspects of empowerment, mostly oriented in the economic and socio-cultural sphere.

How the Empowerment is Implemented?

There are three core areas; 1) Capacity building for democratic governance, 2) Action and advocacy for poverty reduction and 3) Environment and sustainable development.

1. **Capacity building for democratic governance**

Governance is a concept that involves the interactions among structures, processes and traditions that determine how power is exercised, how decisions are taken, and how citizens or other stakeholders have their say. It comprises the mechanisms, processes and institutions, through which people articulate their interests, mediate their differences and exercise their rights and obligation. UNDP brings people together within nations and around the world, building partnerships and sharing ways to promote participation, accountability and effectiveness at all levels. We help countries strengthen their electoral and legislative systems, improve access to justice and public administration, and develop a greater capacity to deliver basic services to those most in need.

2. Action and advocacy for poverty reduction

Across the world, developing countries are working to create their own national strategies to eradicate poverty, based on local needs and priorities. UNDP advocates for these nationally-owned solutions and helps ensure their effectiveness. We sponsor innovative pilot projects; connect countries to global best practices and resources; promote the role of women in development; and bring governments, civil society, investors and donors together to coordinate their efforts.

3. Environment and sustainable development

UNDP will work in partnership with the government to support new initiatives to promote the integration of sustainable development principles into national and regional development planning in line with the 6th Environmental Action Plan of the EU. Through collaboration with national, international, governmental, NGOs, academia and private sector partners, E&SD Programme will continue to support national efforts to sustain biodiversity, promote energy efficiency and natural resources' conservation. Through its support UNDP will work with governmental and NGO partners to increase their capacity for sustainable management of agriculture, fisheries, forests, and energy for a pro-poor approach to conservation. Notably, E&SD Programme will support the National Climate Change Commission and the National Sustainable Development Commission by strengthening national and local capacities to formulate and implement strategies to address risks related to climate and un-sustainable development.

Why the Empowerment is Successful?

Most of the empowerment programs are viewed to be relative successful because a lot of women participating at the projects with success. UNDP Turkey works together with the Ministry of Culture and Tourism at the central level, and the district governors/mayors/civil society organizations at the local level. UNDP acts as an umbrella and supports women to sell their products and promotional materials (handicrafts) in order to improve their awareness of the potential and their business capacities to make income out of the tourism sector.

The Eastern Anatolia Tourism Development Project:

What's the situation?

Although Turkey is a middle-income country with an approximate per capita GDP of over US\$ 5,000, there are significant disparities in terms of socio-economic development between geographical regions. Socio-economic development levels of Eastern provinces are consistently behind that of western regions. In the 12 NUTS-1 regions, the North eastern and Eastern Anatolia regions rate the lowest respectively. These areas are characterized by lower per capita GDP, a higher ratio of agriculture in economy, lower urbanization ratio and high out migration. Employment, health, education and infrastructure related indicators also contribute to the lower socio-economic development, in line with MDGs. These regions are also usually far away from the industrial regions and lack the human resource capacity and infrastructure to develop an industry.

North eastern Anatolia Region heavily relies on agricultural sector and shows relatively low capacity of efficient farming practices and low level of competitive power. Therefore, both the local stakeholders and the central government with its regional and national level development strategies promote development of new, non-agricultural sectors as a means to provide alternative income generation lines. One of these alternative sectors is community based tourism, which is considered globally to be a sector for pro-poor economic growth.

Çoruh Region, covering the districts Ispir, Uzundere, Narman, Olur, Tortum and Yusufeli has a strong potential for tourism, owing to its natural beauties. The Çoruh valley, with its high potential for summer tourism activities could bring new economic life and new opportunities to the region in the long run, despite its seasonal nature. The River Çoruh, one of Turkey's natural beauties, originates at the Mescit Mountains (3,225 m) and flows 466 km before reaching the Black Sea in Georgia. This is one of the fastest flowing rivers in the world. The

small towns and villages located along the river are impressively authentic and historically interesting. The area as a whole represents the synthesis of the cultures of Eastern Anatolia and the Black Sea, and the Kaçkar Mountains offer highly attractive possibilities for canoeing, rafting and trekking.

What's their mission?

With its existing experience on local economic development and community based tourism, and in partnership with the Ministry of Culture and Tourism, UNDP continues to strengthen the institutional structures as well as individual capacities. UNDP support both promotes the region and improves the response capacity of the local stakeholders to make maximum and sustainable use of tourism potential.

How are they doing this?

First, the organizational capacity in the Coruh region is strengthened through established Local Tourism Boards, which will act as the planning and monitoring mechanism at the local level. The action plans will be developed by the Local Tourism Boards with the support of UNDP. The tourism potential is promoted both in the region as a potential income line, and to the outside partners, which will organize trips to the region/visit Coruh Valley. This will be done through preparation of tourism products and promotional materials. Specific training programs will be designed for the local stakeholders to improve their awareness of the potential and their business capacities to make income out of the tourism sector.

How will Turkey benefit?

This project will build a demonstrative model for regional/rural development strategies of Government of Turkey. The Eastern Anatolia Region, more specifically Coruh Valley will receive support to develop income generating sectors that are alternative to agriculture and ultimately the income of the residents will increase.

Reference/Source:

<http://www.undp.org.tr/Gozlem2.aspx?WebSayfaNo=47>

<http://www.undp.org.tr/Gozlem2.aspx?WebSayfaNo=236>

<http://www.undp.org.tr/Gozlem2.aspx?WebSayfaNo=883>

6

World view

The United Nations (UN) has shown concern for women empowerment evident in the Millennium Development Goals (MDGs). To push the agenda further, the UN MDG monitor has been developed to among other things, trace the progress of women empowerment across the world and considers the following; ratio of literate women to men, 15-24 years old (UNESCO); Share of women in wage employment in the non-agricultural sector (ILO) and Proportion of seats held by women in national parliament (IPU) (UN MDG monitor 2008). Given their role in society, seven out of the eight MDGs impact on women, however, Mulama (2008) highlights that both donors and governments receiving aid overlook the need to make resources available for gender empowerment.

In general terms, the position of women in society is still low compared to their male counterparts; however, the situation is worse for developing countries. In developed countries, women talk about the glass ceiling (Hillary Clinton in BBC News, 2008) while in developing countries women still struggle with concrete ceilings dealing with the basics ranging from ability to decide number of children to engaging in employment outside home chores. Figures 1 and 2 show two of the four UN indicators for the empowerment of women. Whereas such indicators are quite revealing by making it easy to grasp the disparities, the cases we highlight in this report give a detailed and in-depth process of women empowerment through tourism which cannot be grasped by general indicators.

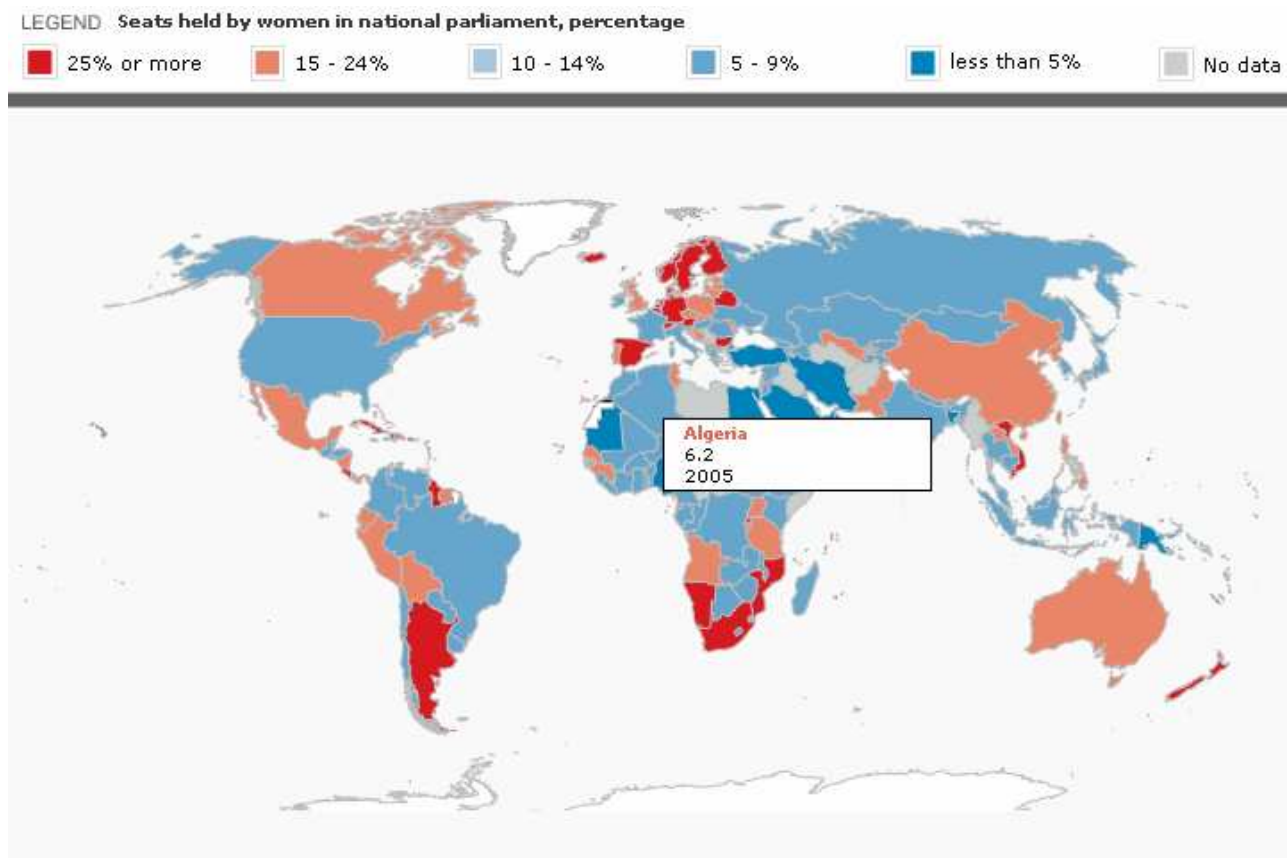


Figure 1 Seats held by women in national parliament, Year 2005

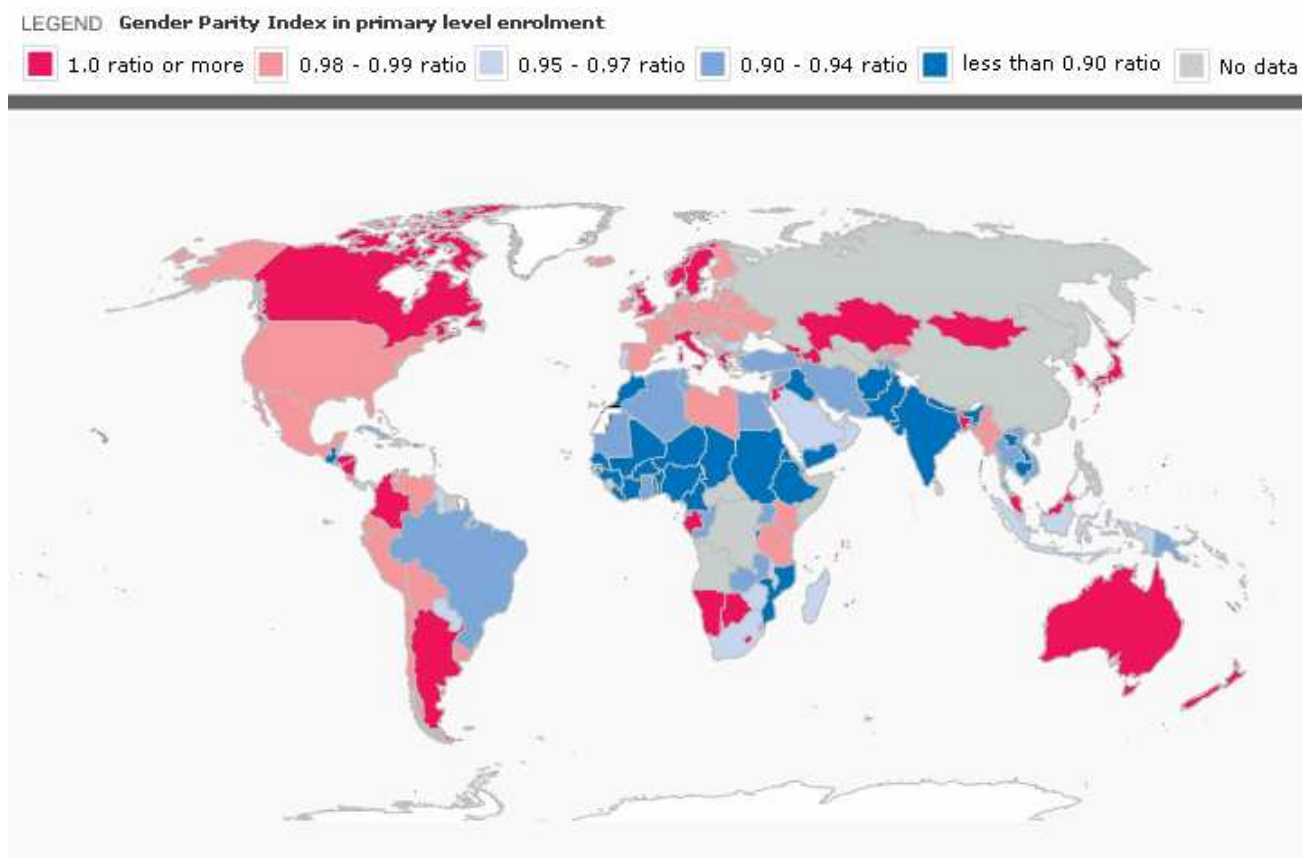


Figure 2 Gender parity index in primary school enrolment, Year 2000

The mind map (see annex 3, page 136) we developed, guided us to trace the various modes of empowerment induced by tourism which not only overlap with the indicators but can be easily obscured by using general indicators. Overlap in a sense that in almost all cases presented in this report, tourism created opportunities for women to obtain both formal and informal education through capacity building and training

programmes. Tourism enterprises also provide women with employment a part from agriculture and as a result the women are able to take the girl as well as boy child to the primary school. The women participating in tourism enterprises get out of the 'social bubble' and become politically active by engaging in decision making in village committees, which could act as a stepping stone to move higher on to the political ladder. Below we give a summary of the contribution of tourism to women empowerment for each region.

Africa

The role of tourism in empowering women cannot be underestimated as the cases presented in the qualitative analysis of this report reveal very good results. One of the women's groups in Africa has managed to look beyond their economic needs to provide for the community by supporting the establishment of a library of nature, wildlife and social studies books and a shop selling community manufactured items. Therefore their ecotourism project has not only empowered women but also had spill over effects to the entire community.

One of the managers of a women empowerment project in Kenya strongly believes that women are the future of the country and that the work must begin with the learning of good governance and business practices and by education. The strides they made in the last two and a half years have been enormous and they are very optimistic. They find it an enormously exciting project and this gives other organizations a good example of how tourism can work to empower women.

Asia

Southern Asia and Southeast Asia sub-regions appeared to be outstanding in Asia region where women are empowered intensively through tourism development. For example in Nepal, EWN empower women through training them as trekking guide who meets the needs of tourist demand and market. These NGOs also putting effort to welcomed volunteers from other countries to support their work such as teaching English, website development etc. In most cases, they setup a comprehensive website to explain in details their activities and programmes and linked to some international NGOs. Furthermore, they also linked to some online "open source" community directories and networks which maps and connects NGOs and individuals in addressing the central issues of our day such as, changemakers.net idealist.org wiser earth

etc. Besides, according to the example in Laos, international NGO's cooperate with local organization in order to empower women through community-based ecotourism.

Eastern Europe

Since the beginning of the 21 century, the economic and political system of Eastern and Central European countries shifted from capitalist, to communism (after the Second World War), and back to capitalist again. This transition had a significant influence the status of women, the role of women in the households, education and employment opportunities. In some countries unemployment is disproportional in the women case, e.g. in Bulgaria 52% of women does not have a job (2000), and in Yugoslavia the number is even higher (56%, 2000). Similar data is presented for Poland (1999) with job offers that are gender discriminating (Lohmann, 2001). Nevertheless, in some countries women are well educated 70% of high educated (university degree) people are women, but most managerial positions are taken by men. Does it mean huge change within last few years?

The case about the Czech Republic revealed structures in rural society that were dominant some years ago. Empowerment was mostly focused on community empowerment rather than women empowerment. The reason for this is that many communities in rural areas were not used to having their own enterprises, to manage their company and to brand and market it. The project of Pro-poor Tourism focused on capacity building in many rural areas throughout Eastern Europe. Probably there will be a shift from the focus on community empowerment to women empowerment, for example through micro-credit programs for women to start their own companies.

Some examples can be seen how national governments created policies that would empower women directly or indirectly, for instance by promoting tourism, which empowers women indirectly; or by making a policy that says that at least 40% of the employees should be female within a company.

Middle East

Despite the status code, tradition or religious restriction on women in Middle East, tourism is found also as a tool to empower them in various degrees. In the cases found in Middle East, women are empowered more from the aspect of economic independence through enterprise in tourism. With some success individual cases in tourism industry, the effect of women empowerment could be spread more widely in various aspects through programmes setup i.e. training, networking as per the example given in Jordan. Besides, in some cases, NGOs such as UNDP Turkey work with local government to strengthen the institutional structure of tourism and individual capacity in order to maximum sustainable use for tourism potential.

Latin America

In Latin America the focus was on the liberal market oriented policies after the dictatorships. Governments incorporated within their policy a special focus to include all groups within society like women, Afro-Americans, indigenous people etc because in many countries there was still much poverty and inequality among those groups. Moreover, last decennium the amount of NGO's increased, they proclaimed equal development. Within this development more attention is paid to local participation, empowering indigenous communities and gender empowerment. Like stated before: not any continent has so many movements and organizations, as small as two or three people, that strike the male dominance in any form, from the political to the economic arena. So within Latin America, there is a general focus on "empowering" certain groups within society and mostly the gender issue is one of the aspects.

In general in the most Latin America countries, there is still an attitude of "hombre de la calle, mujer de la casa", which means the men in the street and the wife in the house. This structure is reproduced by social values and cultural norms which have been dominant in Latin American societies for a long time. This division of labor, like mentioned before, is also represented in the tourism sector. the idea is that employment for women and men in tourism follows the historically constructed social practices and prejudices that relates to the roles of men and women. So, in general the women have jobs which represent their traditional domestic activities. Of course this is changing over time and among the different countries; especially the last decennia with the increasing amount of NGO related to (women) empowerment.

NGO's that focus on the women empowerment, in general focus on different (broad) sectors; like reproductive health, participation in policy making (see case Santa Catalena), employment etc. There is less focus on tourism, most of the time it is incorporated with community development.

As shown in this report, women involvement in tourism in developing countries obviously brings many positive impacts in terms of promoting development in economically marginalised regions, encouraging sustainable use of natural resources and enhancing the control of local people over development in their surrounding area. The examples given in this report show a great potential for tourism to promote equitable, sustainable development in marginalised Third World communities which are particularly underpinned by the process of women empowerment. However, the support of outside agencies or local NGO's will often be needed in order to equip the women with relevant skills, to expose them to the highs and lows of involvement in tourism and to provide technical assistance to deal with the dynamics. State support in terms of favourable policy environment and financial resources is also necessary to enable the women harness more benefits from tourism. We wish to re echo the idea that; empowering women results into an empowered nation, region and world. This is because it is undeniable that women uphold society by preserving culture and environment through their daily interaction with nature and society-also revealed by the cases in this report. It is on this basis that we advocate for more proactive ways to enable women empowerment by tapping into the lucrative tourism business for the benefit of the entire globe.

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Appendix

Appendix 1: List of NGO's

1a: International

1b: Africa

1c: Asia

1d: Eastern Europe

1e: Latin America

1f: Middle East

Appendix 2: Tables & figures

2a: Eastern Europe

2b: Middle East

Appendix 3: Mind map

Appendix 1: List of NGOs related to the topic

1a: International NGO's

No.	Organization	Area	Core topics*	Projects**	Contact	E-mail	Website
1	Asia Development Bank LAO People's Democratic Republic Gender, Poverty, and the Millennium Development Goals	Lao	- Small business	- Ecotourism - Cultural tourism - Community-based tourism	N.A.	information@adb.org	http://www.adb.org/Documents/Reports/Country-Gender-Assessments/lao.asp
2	International Union for Conservation of Nature (IUCN)	Gland, Switzerland (Headquarter)	- To develop conservation science - To develop and implement policy, laws and best practice. - Major environmental and sustainable development issues	- Sustainable tourism projects - Conservation led tourism activities in congress level - Work area in gender issue (women in environmental conservation, organize International Women Environmental Entrepreneur Fair) -	N.A.	webmaster@iucn.org	http://cms.iucn.org
3	MasterCard-U21Global Scholarship Program to Empower Women	- Singapore - Hong Kong	- Higher education in travel and tourism profession	- Tourism and education	Georgette Tan, MasterCard Worldwide; Priyanka	georgette_tan@mastercard.com, psivanadan@webersharnadwick.com,	http://www.u21global.edu.sg/mastercard

	in Travel and Tourism				Sivanandan, Weber Shandwick; Adeline Siaw, U21Global Jonathan Goh, Edelman,	adeline.siaw@u21global.edu.sg, jonathan.goh@edelman.com,	
4	Openmindprojects	Thailand Laos Cambodia Nepal	- Education - Language training - Wildlife conservation	- Ecotourism - Community-based tourism	Ulla Skidén Project Manager Maral Kalajian Event Manager	ulla.skiden@stockholmchallenge.se maral@stockholmchallenge.se	http://www.openmindprojects.org/ http://event.stockholmchallenge.se/project/2008/Environment/OpenmindProjects-Thailand-Cambodia-Nepal-Laos
5	SNV Netherlands Development Organisation	The Netherlands	Capacity builder for local organizations	Pro-poor sustainable tourism	Mr. John Hummel, Regional Advisor/ Network Leader	jhummel@snvworld.org	http://www.snvworld.org
6	Wetland International	The Netherlands	- Stakeholders and decision makers Awareness - Wetland sustainable development - Integrated water resource management - Conservation	Ecotourism	Alex Kaat, Communication Manager	alex.kaat@wetlands.org	http://www.wetlands.org

7	Women's World Summit Foundation (WWSF)	Geneva, Switzerland		<ul style="list-style-type: none"> - Prize for women's creativity in rural life - World Rural Women's Day 	N.A.	wwsf@wwsf.ch (Women's section)	http://www.woman.ch/home.php
No.	Organization	Area *	Core topics**	Projects***	Contact	E-mail	Website
1	Asia Development Bank LAO People's Democratic Republic Gender, Poverty, and the Millennium Development Goals	Lao	- small business	<ul style="list-style-type: none"> - ecotourism - cultural tourism - community-based tourism 	NA	information@adb.org	http://www.adb.org/Documents/Reports/Country-Gender-Assessments/lao.asp
2	International Union for Conservation of Nature (IUCN)	Gland, Switzerland (Headquarter)	<ul style="list-style-type: none"> - To develop conservation science - To develop and implement policy, laws and best practice. - Major environmental and sustainable development issues 	<ul style="list-style-type: none"> - Sustainable tourism projects - Conservation led tourism activities in congress level - Work area in gender issue (women in environmental conservation, organize International Women Environmental Entrepreneur Fair) - 	NA	webmaster@iucn.org	http://cms.iucn.org
3	MasterCard-U21Global Scholarship Program to Empower Women	<ul style="list-style-type: none"> - Singapore - Hong Kong 	-Higher education in travel and tourism profession	- tourism and education	Georgette Tan, MasterCard Worldwide; Priyanka	georgette_tan@mastercard.com, psivanadan@webershandwick.com,	http://www.u21global.edu.sg/mastercard

	in Travel and Tourism				Sivanandan, Weber Shandwick; Adeline Siaw, U21Global Jonathan Goh, Edelman,	adeline.siaw@u21global.edu.sg, jonathan.goh@edelman.com,	
4	Openmindprojects	Thailand Laos Cambodia Nepal	- education - language training - wildlife conservation	- ecotourism - community-based tourism	Ulla Skidén Project Manager Maral Kalajian Event Manager	ulla.skiden@stockholmchallenge.se maral@stockholmchallenge.se	http://www.openmindprojects.org/ http://event.stockholmchallenge.se/project/2008/Environment/OpenmindProjects-Thailand-Cambodia-Nepal-Laos
5	SNV Netherlands Development Organisation	The Netherlands	Capacity builder for local organizations	Pro-poor sustainable tourism	Mr. John Hummel, Regional Advisor/ Network Leader	jhummel@snvworld.org	http://www.snvworld.org
6	Wetland International	The Netherlands	- Stakeholders and decision makers Awareness - Wetland sustainable development - Integrated water resource management - Conservation	Ecotourism	Alex Kaat, Communication Manager	alex.kaat@wetlands.org	http://www.wetlands.org

7	Women's World Summit Foundation (WWSF)	Geneva, Switzerland		<ul style="list-style-type: none"> - Prize for women's creativity in rural life - World Rural Women's Day 	NA	wwsf@wwsf.ch (Women's section)	http://www.woman.ch/home.php
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1b: NGO's Africa

No.	Organization	Area *	Core topics	Projects**	Contact	E-mail	Website
1	GTA (Gauteng Tourism Authority)	Johannesburg, South Africa SA	Economic development	Better representation of women in tourism through training	Cawe Mahlati	lungi@gauteng.net tourism@gauteng.net cawe@gauteng.net	www.gaute ng.net
2	COBATI (Community Based Tourism Initiatives)	Kampala, Uganda CA	Community Based Tourism	Women training & employment in tourism & craft making	N.A. *** Mrs. Maria Baryamujura	community@cobati.or.ug info@cobaticommunity.org mbjura@hotmail.com	www.cobati.or.ug
3	South African Women For Women	Toronto, Ontario SA	Empowerment of women	Sharing, participation & influence in the live of women	N.A.	saw@interlog.com	http://pages.interlog.com/~saww/SAWW.html
4	Women's Net	Johannesburg, South Africa SA	Empowerment of women	To enable women to use the Internet to find people, issues, resources and tools they need for women's social activism	N.A.	women@womensnet.org.za	www.womensnet.org.za
5	WOUGNET (Women of Uganda Network)	Kampala, Uganda CA	Empowerment of Women	Develop the use of ICT among women as tools to share information and address issues collectively	N.A.	info@wougnet.org	www.wougnet.org
6	TWN Africa	Accra-North, Ghana WA	Empowerment of women	To influence economic policies and decision-making processes from a	N.A.	webjournalist@twnafrica.org	http://twnafrica.org/

				gender perspective			
7	Flame – African sisters online	N.A.	Empowerment of women	To strengthening the capacity of women through the use of ICTs to lobby, advocate and participate in the Beijing +5 process regionally and globally	N.A.	flamme@sn.apc.org	www.flamme.org/
8	FEMNET The African Women's Development and Communication Network	Nairobi, Kenya EA	Empowerment of women	Facilitate and coordinate the sharing of experiences, ideas, information, and strategies for human rights promotion among African women's organizations through networking, communication, capacity-building and advocacy at the regional and international levels	N.A.	admin@femnet.or.ke	www.femnet.or.ke
9	APC Africa-Women Association for Progressive Communications	Melville, South Africa SA	Empowerment of women	To empower African women's organizations to access and use ICTs for equity and development	N.A.	Africa@apcwomen.org	www.apc.africanwomen.org
10	Christian Volunteer Workers of Ghana	Greater Accra, Ghana WA	Empowerment of women	Empowerment of women through for example tourism	Mr. Israel Hatse	jackmawutor@yahoo.com	www.idealists.org/if/i/en/av/Org/125655-100
11	Universal Edu-Cultural Exchange Network	Accra, Ghana WA	Empowerment of women	Empowering women towards alleviating poverty through training programs in batik	Mr. Lotsu Saviour	savedela@yahoo.com	www.idealists.org/if/i/en/av/Org/12

				making, soap making, sewing and handicrafts			2742-270
12	Arusha Project, Inc.	Arusha, Tanzania EA	Empowerment of women	To build capacity for income-generating programs (anything from mango sales to tourism) with the broad goal of supporting women's empowerment	N.A.	info@arushaproject.org	www.idealists.org/if/i/en/av/Org/161459-86
13	PFPF (Partners For Productivity Foundation)	South West Province, Cameroon CA	Sustainability	Promotion of women's empowerment through eco-tourism programs	Nzene Sylvester Enongene	Pfpf_ngo@yahoo.com	www.idealists.org/if/i/en/av/Org/118656-263
14	WomenCraft	Ngara, Tanzania EA	Empowerment of women	To enable rural women to become contributing members of a successful fair-trade craft enterprise	N.A.	womencraftinfotz@gmail.com	www.idealists.org/if/i/en/av/Org/167790-300
15	UCOTA (Uganda Community Tourism Association)	Kampala, Uganda EA	Economic development	Empower local communities in sustainable development through small-scale tourism and handcraft enterprises	N.A.	ucota@africaonline.co.ug	www.ucota.or.ug
16	Umoja Uaso Women Group	Isiolo, Kenya EA	Women empowerment leading to Cultural tourism and community development	Ua - Women initiated and owned project that provides employment for women at the Uaso Cultural Centre - Support to pre-school. - Revitalisation of the	Rebecca Lolosoli	N/A	C/o www.ecotourismkenya.org

				Samburu traditions and culture offered to tourism			
17	Il Motiok Women's Group,	Laikipia district Kenya, EA	Economic empowerment of women	<ul style="list-style-type: none"> - Create employment for women by establishing a community lodge for tourists. - partnership-building - honey commercialization - Improved bead production - Range rehabilitation 	N.A.	rva@africaonline.co.ke	C/o www.ecotourismkenya.org
18	UN-Habitat East African Women	Small Enterprises in Arts and Crafts	Economic empowerment of women	Handicraft making	N.A.	lucia.kiwala@unhabitat.org sarah.gitau@unhabitat.org	http://ww2.unhabitat.org/wuf/2004/documents/flyer.pdf
19	Old Vines Wines	Cape Town, South Africa SA	Economic empowerment of women	Wine farm completely run by women and they might facilitate some wine tourism activities there.		fran@oldvines.co.za	http://www.oldvines.co.za/index.html
20	AMAGARA (Bwindi Advanced Market Gardeners' Association	Mukono Parish, Uganda EA	Economic empowerment of local communities	Local farmers are helped to produce and market foods for the tourism industry	Chris Sandbrook	csandbrook@yahoo.co.uk	http://www.ruffordsmallgrants.org/rsg/projects/chris_sandbrook
21	The Sanctuary at Ol Lentille	Nanyuki, Kenya EA	Economic empowerment of local communities	Many women from the Maasai community have developed small craft businesses, obtain job training and build a Maasai cultural village	N.A.	info@ol-lentille.com	www.ol-lentille.com

22	Esilalei Women's Cultural Boma	Esilalei, Tanzania EA	Economic empowerment of women	Creating a small enterprise that combines conservation-based tourism with opportunities for disadvantaged women	N.A.	N.A.	http://www.awf.org/content/solution/detail/3503
23	NACOBATA	Namibia	Economic empowerment of women	Creating enterprises for the sale of craft products such as clay, baskets and pottery	Olga Katjuongue	olga@nacobta.com.na	www.nacobta.com.na

1c: NGO's Asia

No.	Organization	Area	Core topics*	Projects**	Contact	E-mail	Website
1	AFESIP (Acting for Women in Distressing Situations)	Cambodia	<ul style="list-style-type: none"> - Education - Health - Youth and Women Issues 	Education, rehabilitation, and reintegration former sex workers in the sex tourism industry	Mam Somaly	somaly.mam@afesip.org	http://www.afesip.org/index.php http://www.somaly.org/
2	Association of Bhutanese Tour Operators (ABTO)	Bhutan	Representative of tourism industry in Bhutan	Assist in establishing community based tourism e.g. Nabji trail	Mr. Tek Bdr. Khatiwara or Ms. Nanda Ritsma	N.A.	www.abto.org.bt
3	China Association for NGO Cooperation (CANGO)	China	Poverty alleviation, Environmental protection and Social development	Education and training, Legal assistant, Women participation in Community Development, Leadership development	N.A.	info@cango.org	http://www.cango.org/english/index.htm
4	Development of Humane Development (DHAN Foundation)	India	<ul style="list-style-type: none"> - Mothering of Development Innovations - Promoting Institutions to reach scale - Human Resource 	Rural tourism	Palaniappan Bharathi	tourism.madurai@gmail.com	http://www.dhan.org

			Development				
5	Ecotourism Conservation Society of Sikkim (ECOSS)	Sikkim, India	<ul style="list-style-type: none"> - Ecotourism - Conservation - Primary organizer of South Asia Regional Conference on Ecotourism, 2002 	Rural home stay	Mr. R. P. Gurung, CEO	ecoss@sikkiminfo.net	http://www.sikkiminfo.net/ecoss/index.html
6	Empowering Women of Nepal	Nepal	<ul style="list-style-type: none"> - Women's trekking guide training - Women advanced training - Child labour rescue - Mobile training 	<ul style="list-style-type: none"> - Women's trekking guide training - Women advanced training 	Ms Lucky Chhetri, Co-founder	ewn@3sistersadventure.com	http://www.3sistersadventure.com/EWN/
7	The International Centre for Integrated Mountain Development (ICIMOD)	Kathmandu, Nepal	<ul style="list-style-type: none"> - To help promote the development of an economically and environmentally sound mountain ecosystem - To improve the living standards of mountain populations in 8 member countries 	Work area in gender concerns in mountain area (equality of access and participation)	N.A.	webmaster@icimod.org	http://www.icimod.org

			of Hindu Kush-Himalayas (HKH)				
8	Mongolian Women Farmers' Association	Mongolia	- Small business - Job opportunity	- Eco-tourism	N.A.	mwfa@magicnet.mn	http://www.mongolianwomenfarmers.org/2000/01/tourism.html
9	RDRS Bangladesh	Bangladesh	Rural poor empowerment through micro finance and skill training	Women right programmes	N.A.	rdrs@bangla.net	www.rdrsbangla.net
10	Self Employed Women's Association (SEWA)	Gujarat, India	Organize the women workers for full employment and self-reliance.	- Women tree grower cooperative and ecotourism - Salt worker and ecotourism	Reemaben Nanavaty, invitee	mail@sewa.org	http://www.sewa.org
11	Semelai Association for Boating and Tourism (SABOT)	Tasik Bera, Malaysia	Association for Indigenous people in tourism	Community-based ecotourism	Hashim Inolan	N.A.	N.A.
12	Sewalanka Foundation	Sri Lanka	- Education - Community-based and ecotourism -	-Training on arts, sewing, and craft	N.A.	headquarters@sewalanka.org	http://www.sewalanka.org/tourism.htm
13	Social & Economic	Laos	- Education	Assist low-income, single	N.A.	info@seda-laos.org	http://seda-laos.org/vision.htm

	Developers Association (SEDA-Laos)		<ul style="list-style-type: none"> - Health - Agriculture - Youth and Women Issues 	women through microfinance			
14	The Society for Health Environment and Women's Development (SHEWD)	Lalitpur, Nepal	<ul style="list-style-type: none"> - Healthcare provision - Sustainable environment management - Increasing employability of young people - Micro-credit programme for women e.g. Hipknit 	Micro-credit programme for women - such as knitting	Shree Krishna Maharjan, President	shewd2001@yahoo.com ; order@hipknit.com	http://www.hipknit.com/
No.	Organization	Area *	Core topics**	Projects***	Contact	E-mail	Website
1	AFESIP (Acting for Women in Distressing Situations)	Cambodia	<ul style="list-style-type: none"> - Education - Health - Youth and Women Issues 	Education, rehabilitation, and reintegration former sex workers in the sex tourism industry	Mam Somaly	somaly.mam@afesip.org	http://www.afesip.org/index.php http://www.somaly.org/
2	Association of Bhutanese Tour Operators (ABTO)	Bhutan	Representative of tourism industry in Bhutan	Assist in establishing community based tourism e.g. Nabji trail	Mr. Tek Bdr. Khatiwara or Ms. Nanda Ritsma	NA	www.abto.org.bt
3	China Association for NGO	China	Poverty alleviation, Environmental protection and	Education and training, Legal assistant, Women	NA	info@cango.org	http://www.cango.org/english/index.htm

	Cooperation (CANGO)		Social development	participation in Community Development, Leadership development			
4	Development of Humane Development (DHAN Foundation)	India	<ul style="list-style-type: none"> - Mothering of Development Innovations - Promoting Institutions to reach scale - Human Resource Development 	Rural tourism	Palaniappan Bharathi	tourism.madurai@gmail.com	http://www.dhan.org
5	Empowering Women of Nepal	Nepal	<ul style="list-style-type: none"> - Women's trekking guide training - Women advanced training - Child labour rescue - Mobile training 	<ul style="list-style-type: none"> - Women's trekking guide training - Women advanced training 	Ms Lucky Chhetri, Co-founder	ewn@3sistersadventure.com	http://www.3sistersadventure.com/EWN/
6	The International Centre for Integrated Mountain Development (ICIMOD)	Kathmandu, Nepal	<ul style="list-style-type: none"> - To help promote the development of an economically and environmentally sound mountain ecosystem - To improve the living 	Work area in gender concerns in mountain area (equality of access and participation)	NA	webmaster@icimod.org	http://www.icimod.org

			standards of mountain populations in 8 member countries of Hindu Kush-Himalayas (HKH)				
7	Mongolian Women Farmers' Association	Mongolia	- Small business - Job opportunity	- Eco-tourism	N/A	mwfa@magicnet.mn	http://www.mongolianwomenfarmers.org/2000/01/tourism.html
8	RDRS Bangladesh	Bangladesh	Rural poor empowerment through micro finance and skill training	Women right programmes	NA	rdrs@bangla.net	www.rdrsbangla.net
9	Self Employed Women's Association (SEWA)	Gujarat, India	Organize the women workers for full employment and self-reliance.	- Women tree grower cooperative and ecotourism - Salt worker and ecotourism	Reemaben Nanavaty, invitee	mail@sewa.org	http://www.sewa.org
10	Semelai Association for Boating and Tourism (SABOT)	Tasik Bera, Malaysia	Association for Indigenous people in tourism	Community-based ecotourism	Hashim Inolan	NA	NA
11	Sewalanka Foundation	Sri Lanka	- Education - Community-based and eco-	-Training on arts, sewing, and craft	N/A	headquarters@sewalanka.org	http://www.sewalanka.org/tourism.htm

			tourism -				
12	Social & Economic Developers Association (SEDA-Laos)	Laos	- Education - Health - Agriculture - Youth and Women Issues	Assist low-income, single women through microfinance	NA	info@seda-laos.org	http://seda-laos.org/vision.htm
13	The Society for Health Environment and Women's Development (SHEWD)	Lalitpur, Nepal	- Healthcare provision - Sustainable environment management - Increasing employability of young people - Micro-credit programme for women e.g. Hipknit	Micro-credit programme for women - such as knitting	Shree Krishna Maharjan, President	shewd2001@yahoo.com ; order@hipknit.com	http://www.hipknit.com/

1d: NGO's Eastern Europe

No.	Organization	Area *	Core topics**	Projects***	Contact	E-mail	Website
1	SNV Netherlands Development Organisation	Balkans	Capacity builder for local organizations	Pro-poor sustainable tourism	NA for this region	info@snvworld.org	http://www.snvworld.org
2	Women's World Summit Foundation (WWSF) UN organization	Geneva Switzerland	Empowering women, rural development, improve livelihoods	- Prize for women's creativity in rural life - World Rural Women's Day	NA	wwsf@wwsf.ch (Women's section)	http://www.woman.ch/home. php
3	ProPoor tourism	Czech republic	Propoor paradigm for tourism development	Developing rural areas in the Czech republic through tourism	International Centre for Responsible Tourism (ICRT) Harold Goodwin	harold@haroldgoodwin.info	www.propoortourism.org.uk
4	King Baudouin Foundation	CEE	Community development and heritage projects	Community development through cultural resources	NA	proj@kbs-frb.be	http://boudewijnstichting.net /index.aspx?LangType=1033

5	USAID	CEE	Economic and humanitarian assistance all over the world	Small loans, tourism project, empowerment projects	NA	tosinquiries@usaid.gov	www.usaid.gov
6	UNCRD	Bulgaria	Research and training in developing countries	Rural development through tourism	NA	rep@uncrd.or.jp	http://www.uncrd.or.jp/tr/bulgaria1.htm
7	ECEAT partnering with Civil Link Slovakia	Slovakia	Nature protection, development and empowerment	Empowerment through tourism	K. Kuitert	k.kuitert@eceat-projects.org	http://www.eceat-projects.org/html/strategies.html
8	ECEAT	Poland	Nature protection, development and empowerment	Rural tourism development for polish female farmers	K. Kuitert	k.kuitert@eceat-projects.org	http://www.eceat-projects.org/html/strategies.html

1e: NGO's Latin America

	Organization	Area *	Core topics**	Projects***	Contact	E-mail	Website
1	Travel Foundation UK	LA + CAR	Tourism Development	Afro Brazilian Women Empowerment	Rachel James	rachel.james@thetravelfoundation.org.uk	www.thetravelfoundation.org.uk
2	ProMujer	LA + CAR	Women Rights and Participation	N.A.	N.A.	guadalupeislas@promujer.org.mx	www.promujer.org
3	CEPAL/ECLAC	LA + CAR	Economic Development	Women Employment in Tourism. Santa Elena, Ecuador	María Nieves Rico	nieves.rico@cepal.org flaviamarco@gmail.com	http://www.eclac.cl/mujer/proyectos/gtz/paises/ecuador.htm
4	Comisión Inter Americana de Mujeres	LA + CAR	Women and human rights	N.A.	N.A.	spcim@oas.org	http://portal.oas.org/Default.aspx?tabid=621&language=es-CO
5	International Gender and Trade Network	LA + CAR	Gender equality in business and trade	N.A.	N.A.	enlace@generoycomercio.org	http://www.generoycomercio.org
6	REMTE	LA + CAR	Women, economy and transformation	N.A.	N.A.	remtecoordinacion@sof.org.br	http://www.movimientos.org/remte/
7	Red de Mujeres Afrolatinoamericanas y Afrocaribeñas	LA + CAR	Participation and rights of Afro-american women	N.A.	N.A.	mujerdp@racsa.co.cr	http://www.movimientos.org/mujerafro/
8	Consejo Nacional de la Mujer (Argentina)	AR	Equal social, economic, political participation	N.A.	N.A.	cnm@cnm.gov.ar	http://www.cnm.gov.ar/

			of women				
9	ISPM (Argentina)	AR	Women and human rights	N.A.	N.A.	ispm@ispm.org.ar	www.ispm.org.ar
10	Red Mujer y Habitat de Latina America	AR	Women and employment opportunities	Manual "Turismo en Igualdad de oportunidades sin explotación sexual"	Clara Guillo	claraguillo@yahoo.org	www.ciscsa.org.ar
11	Subsecretario de Mujer (Argentina)	AR	Government dept for women rights and opportunities	N.A.	N.A.	mujer@mrecic.gov.ar	www.mujer.gov.ar
12	CIDEM (Bolivia)	BOL	Women participation and rights	N.A.	N.A.	cidem@mail.megalink.com	www.cidem.or.bo
13	CEM (Chile)	CHI	Women studies and formation	N.A.	N.A.	cem@cem.cl	www.cem.cl
14	Fundación instituto de la Mujer	CHI	Women interests and equality	N.A.	N.A.	insmujer@insmujer.cl	www.insmujer.cl
15	SERNAM (Chile)	CHI	Participation, legal reformation, labor rights, violence	Reserva Costera Valdiviana; Indigenous women participation	Griselda Ilabel	Griselda.ilabel@gmail.com	www.sernam.cl http://www.reservacosteravaldiviana.cl/
16	Consería de equidad de la mujer (Colombia)	COL	Government dept for equal women rights	N.A.	N.A.	equidadmujer@presidencia.gov.co	www.presidencia.gov.co/equidad
17	Inamu (Costa Rica)	CR	Women rights	N.A.	N.A.	delegacion@inamu.go.cr	www.inamu.go.cr
18	Isdemu (El)	EL	Participation	N.A.	N.A.	isdemu@isdemu.gob.sv	www.isdemu.gob.sv

	Salvador)		and Development				
19	Fundación para la Equidad (Mexico)	MEX	Equality	N.A.	N.A.	apis@laneta.apc.org	www.ongsite.com/novedades/apis.htm
20	INMUJER (Mexico)	MEX	Government dept for equal women rights	N.A.	N.A.	inmujeres@df.gob.mx	www.inmujeres.gob.mx
21	Secretaria de la Mujer (Paraguay)	PAR	Government dept for equal women rights	N.A.	N.A.	inter@mujer.gov.py	www.mujer.gov.py
22	Flora Tristan (Peru)	PE	Women participation	N.A.	N.A.	postmaster@flora.org.pe	www.flora.org.pe
23	Cendoc Mujer (Peru)	PE	Women Documentatio n	N.A.	N.A.	cendocmujer@cendoc- mujer.org.pe	www.cendoc-mujer.org.pe
24	OPMT (Puerto Rico)	PRC	Labor participation	N.A.	N.A.	opmt25@yahoo.com	http://members.tripod.com/~opmt/

1f: NGO's Middle East

No.	Organization	Area *	Core topics**	Projects***	Contact	E-mail	Website
1	UNDP	ME (Turkey)	Democratic governance, Poverty reduction, Environment & Sustainable Development	Eastern Anatolia Tourism Development Project	N.A.	registry.tr@undp.org	www.undp.org.tr
2	CAWTAR	ME (Tunis)	Women's Rights and empowerment	<ul style="list-style-type: none"> - Women entrepreneurs in MENA - Women in ICT and engineering - Entrepreneurship development program 	N.A.	info@cawtar.org	http://www.cawtar.org/
3	The National Council for Women	ME (Egypt)	Economic, awareness of the legal rights, cultural, gender, capacity building, Political development of women empowerment	<ul style="list-style-type: none"> -Female Heads of Households Project -Multifaceted Development Project in Minia -Small Grants Project -Egyptian Women's Legal Rights Project (in electronic form) -Programs And Projects For The Cultural Development Of Women. -Gender- Sensitive Budgeting Project -Gender-Sensitive Economic Policies Project -Results-Based Management Project (RBM) -NCW Institutional Capacity Building Project -The Electronic Portal Project -The Internship Project 	N.A.	ncw@ncwegypt.com	http://www.ncwegypt.com

Appendix 2: Tables & figures

Figures Eastern Europe

Table 1: International Tourism Arrivals (in millions)

Table 2: Real Travel & Tourism activity growth (% per annum)

Figures Middle East

Table 1: international arrivals per country

Table 2: arrivals in millions

Table 3: international tourism receipts for the region

Table 4: international tourism receipts per country

Table 5: international tourism receipts as percentage of GDP

Figures Eastern Europe

Table 1: International Tourism Arrivals (in millions)

International Tourism Arrivals (in millions)							
	International Tourist Arrivals					Market Share (%)	Average Annual Growth %
	1990	1995	2000	2005	2006	2006	2000-2006
World	436.0	536.0	684.0	803.0	846.0	100.0	3.6
Europe	262.3	310.8	392.5	438.7	460.8	54.4	2.7
Central/Eastern Europe	31.5	60.0	69.4	87.8	91.2	10.8	4.7

Source: UNWTO, 2007

Table 2: Real Travel & Tourism activity growth (% per annum)

	1989	1994	1999	2004	2007	Difference(%) between 1989 & 2007
Real Travel & Tourism activity growth (% per annum)						
Personal Travel & Tourism	2.99	-30.01	0.88	7.86	4.98	-
Business Travel & Tourism	-4.47	-27.90	31.03	-5.49	11.99	-

Travel & Tourism Consumption	-3.06	-16.78	0.48	5.99	6.28	-
Travel & Tourism Demand	-3.91	-17.20	2.39	6.17	7.82	-
Travel & Tourism activity growth in US dollars (2000 – base year)						
Personal Travel & Tourism	22.413	24.511	28.425	36.088	39.168	0.75
Business Travel & Tourism	6.517	8.841	10.365	8.215	10.130	0.55
Travel & Tourism Consumption	39.617	54.774	64.574	73.107	81.665	1.06

Source: World Travel & Tourism Council

Figures Middle East

Table 1:

INTERNATIONAL ARRIVALS (THOUSANDS)			
Countries	1980	1990	2000
Egypt	1,253	2,112	5,116
Israel	1,116	1,063	2400
Jordan	393	437	1,427
Morocco	1,425	4,162	4,113
Syria		562	916
Tunisia	1,602	3,224	5,057
Turkey	920	4,799	9,587
Dubai	300	717	3,027
Above total	7,009	17,076	31,643
World	287,781	457,306	698,793
Subtotal share	2.4%	3.7%	4.5%

Source: World Tourism Organisation.

Note: 2000 data for Dubai and Syria is from 1999.

Table 2:

INTERNATIONAL ARRIVALS (MILLIONS)			
Countries	1980	1990	2000
North Africa	4.0	8.4	10.1
Arab Middle East	6.0	9.0	23.2
Israel and Turkey	2.0	5.8	12.0
Regional total	12.0	23.2	45.3
World	287.7	457.3	698.7
Regional share	4.17%	5.07%	6.48%

Source: World Tourism Organisation.

Table 3:

INTERNATIONAL TOURISM RECEIPTS (CURRENT MILLION US\$)		
Countries	1990	2000
North Africa	2.3	3.5
Arab Middle East	4.4	10.7
Israel and Turkey	4.6	7.9
Regional total	11.3	22.1
World	263.4	475.8
Regional share	4.3%	4.6%

Source: World Tourism Organisation.

Table 4:

INTERNATIONAL TOURISM RECEIPTS (CURRENT MILLION US\$)			
Countries	1980	1990	2000
Egypt	808	1,100	4,345
Israel	903	1,396	3,100
Jordan	444	512	722
Morocco	397	1,259	2,040
Syria	156	320	474
Tunisia	601	948	1,496
Turkey	327	3,225	7,636
Dubai		169	713
Above total	3,636	8,929	20,526
World	105,313	263,357	475,772
Subtotal share	3.5%	3.4%	4.3%

Source: World Tourism Organisation.

Notes: 2000 data for Dubai and Syria is from 1999, 1980 data for Jordan from 1979.

Table 5:

INTERNATIONAL TOURISM RECEIPTS AS % OF GDP (2000)	
Countries	Percentage
Egypt	4.4
Israel	2.8
Jordan	8.5
Morocco	6.1
Syria	2.6
Tunisia	7.7
Turkey	3.8

Sources: World Tourism Organisation and World Bank.

Appendix 3: Mind mapping

MIND MAPPING FOR WOMEN EMPOWERMENT