



Tourism and Women Empowerment in Developing Economies: Systematic Literature Review

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ARTICLE INFO

Article History:

Received: April 26, 2022
Revised: June 27, 2022
Accepted: June 28, 2022
Available Online: June 29, 2022

Keywords:

Tourism
Women Empowerment
Database
Employment
Systematic Review

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

ABSTRACT

Employment, gender equality, and women's empowerment can boost tourism's sustainability. The tourism business is dominated by women, but it still has a lot of serious imbalances. To identify solutions, it's important to study women's empowerment research. This article examines how academic research addresses women's empowerment in tourism. Systematic review of papers on empowerment of women in tourism published in google scholar and science direct was employed to attain this purpose. Despite an increase in publications about empowerment of women in tourism from one year to the next, the study shows that there are still very few studies on this issue, and that these studies have only lately been related to the family. The study demonstrates that few journals and authors focus on women's empowerment in tourism.

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Citation: Mahwish, S., & Nawaz, A. (2022). Tourism and Women Empowerment in Developing Economies: Systematic Literature Review. *iRASD Journal of Management*, 4(2), 390-399.
<https://doi.org/10.52131/jom.2022.0402.0086>

1. Introduction

The freedom to make decisions about their choices in social, economic and political life is termed as women empowerment (Abbas et al., 2021). This is characterized by the participation of women in those decisions which affect their lives. This can be achieved through leadership preparation, training, consulting, and the endowment of supporting apparatuses for women to lead within their groups, areas, and countries (EIGE, 2018). The process through which women achieve their desired goals such as to earn money on their choice or, to choose health facility of their choice or to get their children educated at their will can be termed as empowerment for women (Hunt & Samman, 2016). This phenomenon has received significance since recognized by the United Nation World Tourism Organization (UNWTO, 2021).

The United Nations sustainable development goals (UN-SDGs) include universal challenges being faced by the global community. These challenges include starvation, poverty, gender disparity, environmental change, environmental devastation, justice and harmony. Making women empowered and achieving gender equality is the 5th United Nations Sustainable Development Goal. This objective not only serves as one of the primary human right but also, but also an indispensable source for a world of harmony, prosperity, and sustainability (Abou-Shouk et al., 2021). There are some targets set by United Nations to achieve women empowerment. One of the main targets is to provide equal opportunities to women not only in economic sphere but also socially and politically. The next main aim is to provide them equal opportunity to get the economic resources and right of possession.

Another objective is to implement laws and device such strategies which empower women and guard their human rights at all levels (UNWTO, 2021).

The discussion and debates about women empowerment is on the rise around the globe in general and the developing world in particular. Women are more vulnerable in developing world due to many reasons which also includes, low paid jobs and limited financial access (Vukovic et al., 2021). Female household usually tends to be poorer in almost all the developing countries. Another sad picture which add misery to the women is the death of the male partner or divorce. As number of economic opportunities available to the women are scarce and are of menial nature, mostly they are left with extreme poverty. Even they cannot access the credit from financial institutions as they have no source of income to show as the mean for repayment. The gender disparity in such patriarchal societies is evident from the fewer opportunities for women to participate economically, socially and even politically. Prevailing such situation generates an eminent need to induce programs giving access to women in the economic sphere to make them economically empowered and developed.

1.1 Women Empowerment and Tourism

Tourism is considered to be one of the significant sectors that can assist to empower the women in developing countries (Bank World, 2017). Tourism creates employment, reduces poverty, improves investment and inflow of foreign exchange earnings and hence leads to financial improvement. Tourism has been documented by some multinational financial agencies as an active instrument for employment generation and poverty reduction. UNWTO and United Nations Conference on Trade and Development (UNCTAD) named it as 'Sustainable Tourism for Eliminating Poverty' (STEP); World Bank and Asian Development Bank reviewed their strategies and increased their financing for tourism. Tourism has the potential to increase employment, reducing poverty and enhancing women empowerment (UNWTO, 2021).

These are some of the issues that are addressed in the UNWTO's Action Plan, which is titled "To Empower Women through Tourism." The United Nations World Tourist Organization (UNWTO) is dedicated to play a significant part in the monetary advancement of females in the tourism industry. The UNWTO's tripartite commitment objectives, as well as the Universal Code of Integrity for Tourism and the Millennium Development Goals (MDGs), must all be considered when evaluating the Action Plan's significance. The impoverished, the protection of the environment, and the development of women should all be priorities for the tourism industry. According to Tinker (2006), tourism has the potential to greatly contribute to both the economic growth and the empowerment of women. Therefore, if women were to be given the opportunity to work in the tourism industry, they would obtain higher managerial posts in emerging nations, which would result in the fifth sustainable development goal of the United Nations being met. They will not only be able to gain access to economic resources, but they will also have opportunities to participate in decision making as a result of gaining employment (The World Bank 2018). Developing countries' economic and social progress will be accelerated if women are given the opportunity to participate in growth opportunities. 90% of working women's income is returned to their families, resulting in better health and education for the next generation. As a result, a vicious cycle of poverty alleviation is set in motion. (Aziz et al., 2020).

The primary objective of this study is to undertake a systematic evaluation of the different studies on the impact of tourism on empowerment of women. The rise of tourism has an impact on women's empowerment as well, according to several literature reviews. The quantity of studies on women empowerment continues to be disproportionately low, despite the fact that there has been a large surge in research connected to tourism, notably in the aftermath of the Covid-19 pandemic. Because of this, it is really intriguing to watch how the study into women empowerment is developing over time.

2. Material and Methods

This research will make use of a method called a systematic review. Such a study will be carried out as it is an indispensable instrument for precisely and consistently

summing up the available evidence (Liberati et al., 2009). In compliance with the PRISMA Statement (Page et al., 2021), the PRISMA 2020 checklist has been finished, and a flow diagram has been provided in this paper. It has been determined to carry out a systematic review with the assistance of the following primary methodologies: evaluative methods and relational methods (Benkendorf, P, 2013., Koseoglu et al. 2016). In order to carry out the systematic review, a detailed analysis of studies has been examined. Linkages between study disciplines, new research ideas and methods, or the patterns of co-citation and co-authorship can be studied using bibliometric relational tools (Koseoglu et al., 2016). Categorical content analysis was the specific kind of content analysis that was used in this particular study. Categorical content analysis involves disassembling the texts into components, or types, according to pre-established principles (Bardin. 2021). This form of analysis is an influential technique for discovering key-themes in systematic articles, according to Molinos, Mesquita, and Hoff's perspective.

For the selection of literature, keywords such as "women empowerment and tourism" are used in the current study. Articles that are written in English and published in the Google Scholar and Science direct database are selected. The time period covered by this search is between January 2015 and May 2022 to analyze the most recent studies on the topic. Google scholar and Science direct was selected as a data source because it has the internet's largest collection of citation data and high-quality abstracts of material that has been peer-reviewed (Gusenbauer, 2019). Further the search was limited to works that featured the phrases "women empowerment and tourism" in their title, abstract, or keywords. This helped to reduce the total number of studies that were found to be relevant to the topic. All this presented in the following PRISMA chart.

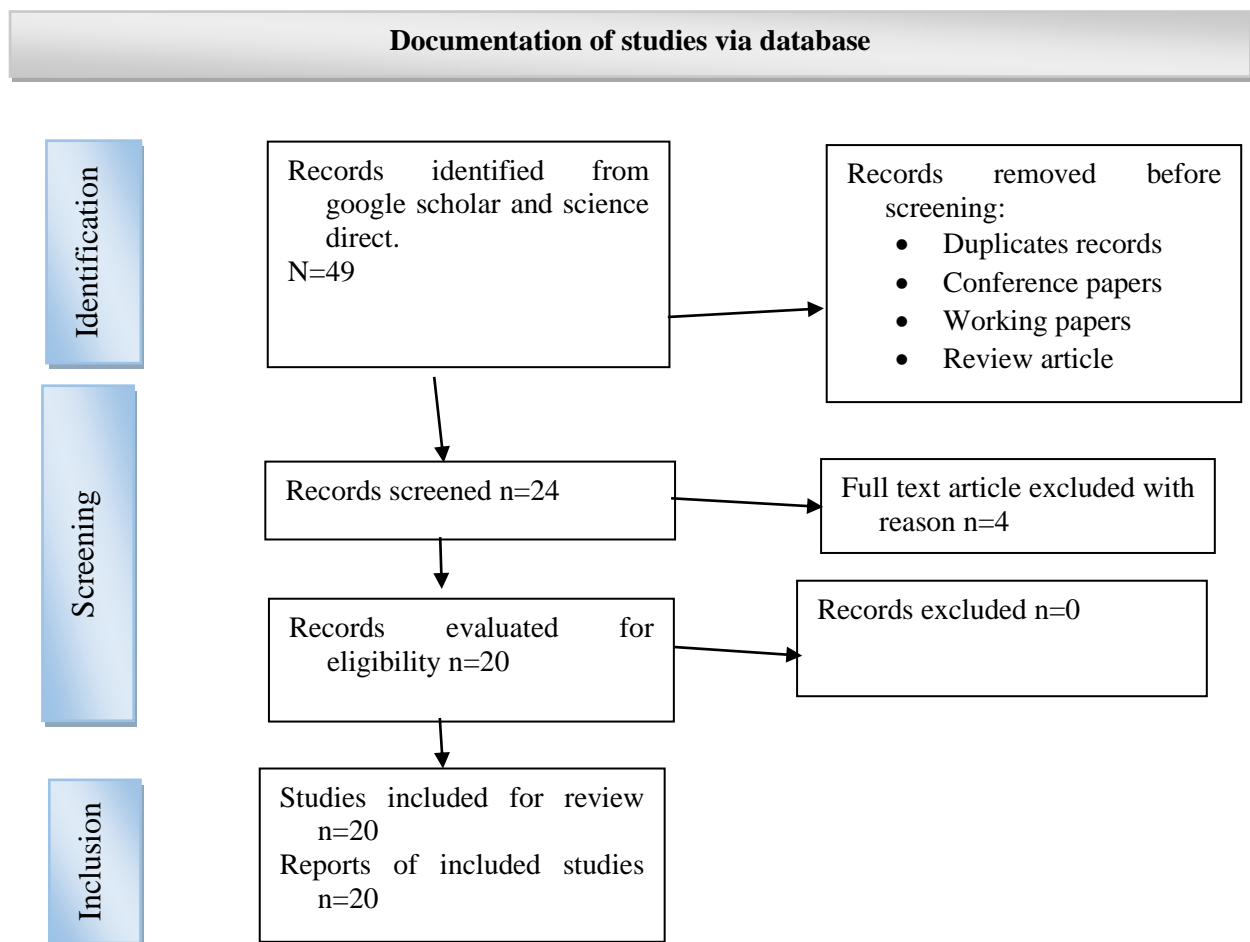


Figure 1: PRISMA Chart for systematic review included searches for databases

According to the PRISMA chart (Figure 1), 49 records have been identified. After removing duplicates, conference papemrs, review articles 24 were left. 04 papers were excluded after screening of full text review, because women empowerment and tourism were not the main variables, leaving the sample of 20 studies for data extraction.

3. Results

The findings of this study point to an upward trajectory in the efforts made to promote women empowerment in the tourism industry, particularly since 2015. In the year 2021, a total of 06 papers were submitted, which brought the value to its highest point to that point in time.

Table 1
Academic Publication of Women Empowerment and Tourism

Year	No of Publication
2022	01
2021	05
2020	02
2019	03
2018	04
2017	01
2016	03
2015	01
Total	20

The result analyzes increasing trend in number of publications on the topic. Maximum number of studies published in year 2021.

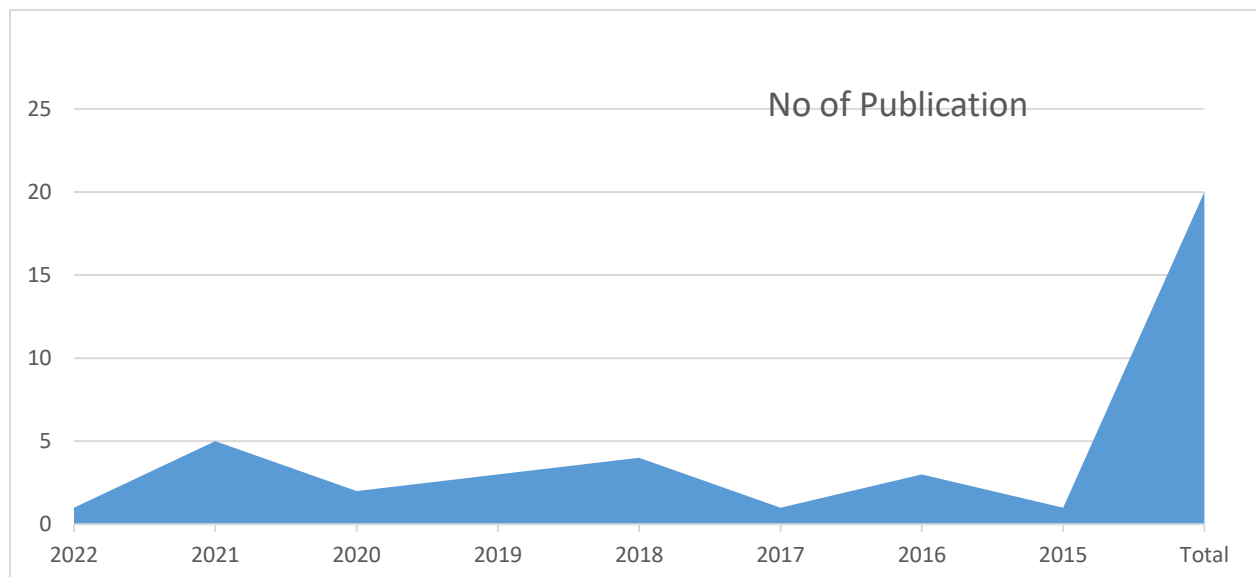


Figure 2: No of publication in academic year between January 2015 -May 2022

Table 2
Most Publishing Journal Contributing to the Area "Tourism and Women Empowerment"

Journal	No of Publication
Annals of tourism research	2
Tourism Management Perspective	4
Journal of Policy Modeling	1
Annals of tourism Research Empirical insights	1
South Asian Research Journal of Business and Research	1
Journal of Tourism futures	1
African Journal of Hospitality, Tourism and Leisure	1
The Journal of Nepalese Business Studies	1
Annals of Tourism Research Empirical Insights	1
Advances in global services and retail management	1
Sustainability	2
Women's Studies International Forum	1
Tourist Studies	1
International Journal of Heritage, Tourism and Hospitality	1
Atna Journal of Tourism Studies	1

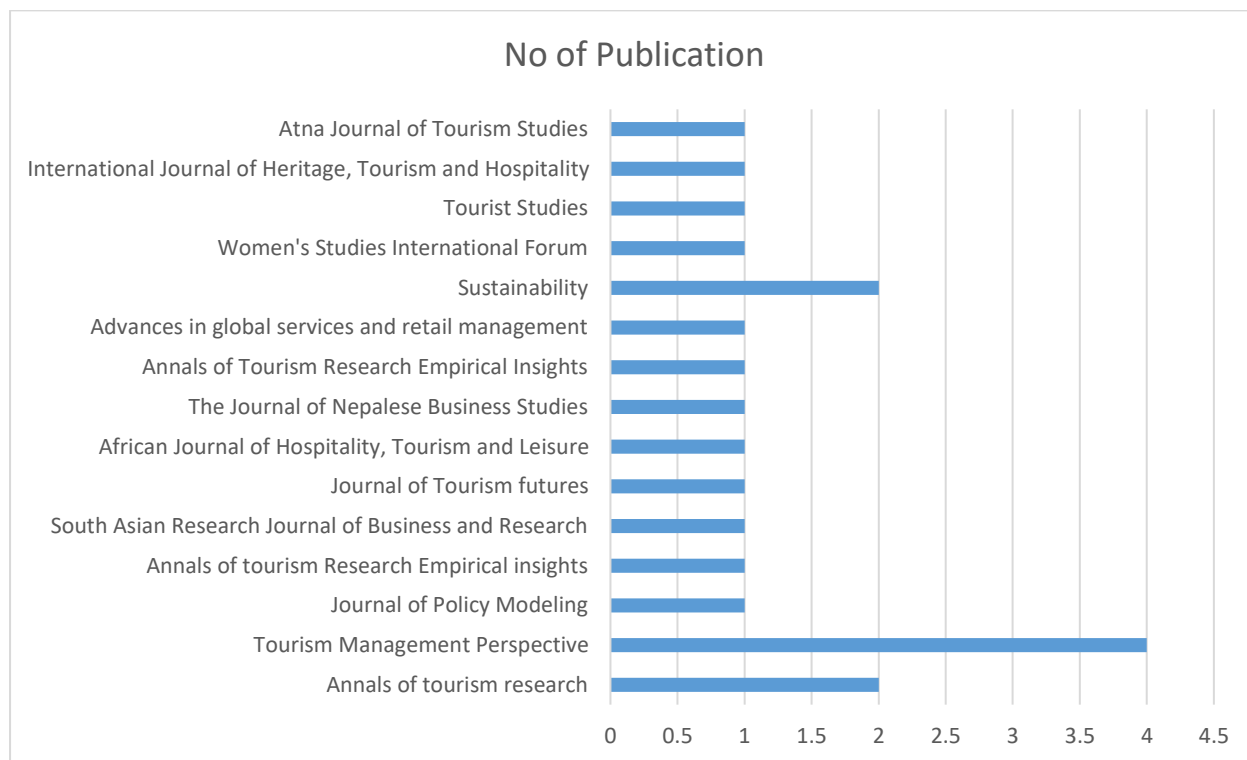


Figure 3: Most Publishing Journal Contributing to the Area "Tourism and Women Empowerment"

In terms of journal efficiency, maximum number of studies published in Tourism Management Perspective (4), followed by Annals of Tourism research (2) and sustainability (2).

Table 3
Top Subject Categories of Journals Published Articles on "Tourism and Women Empowerment"

Subject Area	No of Publication
Business, Management and Accounting	07
Social sciences	06
Arts and Humanities	02
Economics, Econometrics and Finance	05

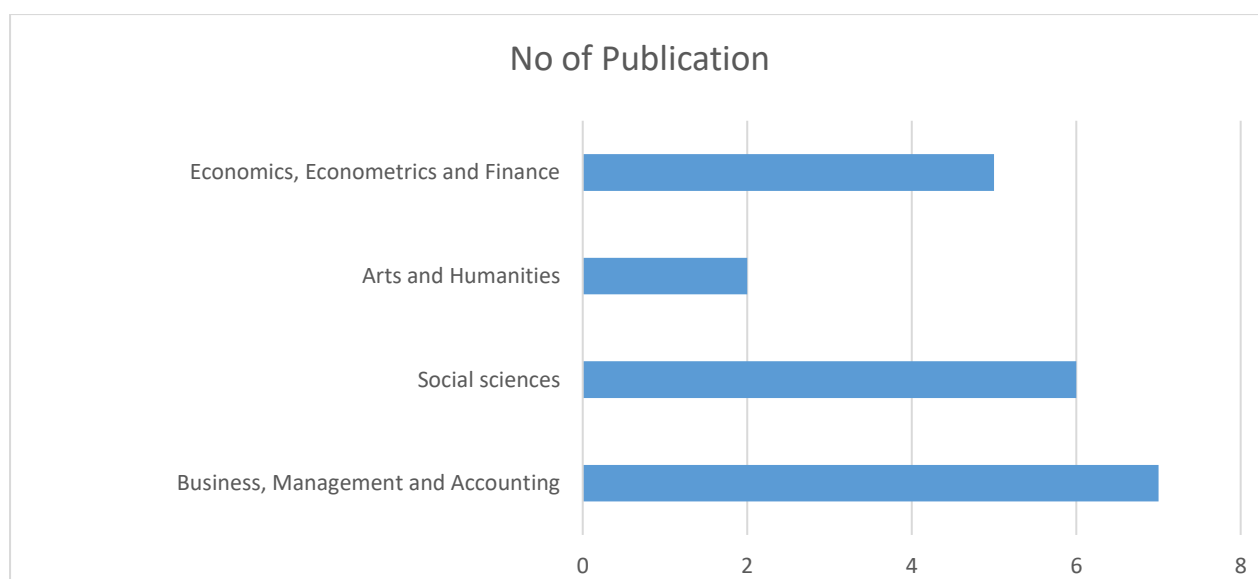


Figure 4: Top Subject Categories of Journals Published Articles on "Tourism and Women Empowerment"

The study analyzed that top subject category which published articles on this area is Business, Management and accounting (7), followed by social sciences (6).

3.1 Discussion

There has been a rise in the number of publications dealing with women empowerment in the field of tourism on an annual basis, particularly starting in 2015. In spite of this, the current investigation discloses that there are still very insufficient studies that concentrate on women empowerment in the field of tourism. According to the results of a systematic study that was conducted, the majority of the articles concerning women empowerment and tourism that are indexed in google scholar and science direct have been published, for the most part, in the "Tourism Management Perspective". "Business, Management and Accounting" is the theme grouping of the journals in which the majority of the studies were published, followed by "Social Sciences" as the next most common category. Content analysis is also performed to find out how the different authors conceptualize their themes (see appendix).

Recent studies have focused the impact of tourism on women empowerment. Through tourism, women are given the opportunity to use their cultural and natural resources, as well as their knowledge and skills, to help others. To put it another way, in developing economies, tourism can serve as the primary source of income and an effective way to alleviate the problem of poverty.

With regard to poverty alleviation, it had the most profound effect on rural areas due to its allure. The result of this is that more and more tourist destinations, particularly those run by local communities, are embracing the idea of involving women in tourism projects. Women's empowerment in tourism also has a significant impact on mitigating gender bias and inequality, according to research. Women-owned tourism businesses have been found to help conserve natural resources while also reducing poverty.

4. Conclusion

The travel and tourism business have some of the most egregious gender discrepancies of any industry. Women are disproportionately harmed by the working conditions in an industry that is characterized by frequent employment churn, seasonality, insecure contracts, and part-time labor. These factors combine to make for less secure working conditions. In addition to this, they are obligated to bear the burden of not only the poor conditions of the industry as a whole, but also the failures of the governmental administrations in their respective countries. Taking care of the responsibilities of the household in addition to the care of relatives and dependents can be a hindrance to women for their progress, empowerment and advancement, particularly during times of global crisis.

Gender is a major barrier for women who want to get involved in tourism because only men have a real say in economic matters and how tourism-related income is distributed. In the tourism industry, women's primary roles include tour guiding and catering. In order to develop their abilities and knowledge, they must first undergo training. To gain a comprehensive understanding of tourism as a business, they should be involved in the planning and execution of tours from the outset. The concept of women's empowerment is broad and understanding its multi-dimensional nature is necessary before planning interventions. It is not a fixed point to which women may one day arrive. It is an on-going process and can continue for a lifetime. Further, in developing economies, resource scarcity, high rate of unemployment, lack of health facilities and lack of infrastructure etc. have resulted in a poor quality of life. So, the tourism industry can provide more inclusive and valuable insights to policymakers for their planning process and to address and narrow the gender gap.

5. Policy Recommendations

- The government should impose minimum requirement of female employees to support them economically before granting permission to open new motels in the potential tourism areas.

- Tax relief and other subsidies may be provided to the entities with more female employees in the tourism sector.
- Women should be prioritized in debt financing and to reduce the risk, the loan amount can be secured through insurance mechanism which will increase the confidence of the lending entities to advance loan to the females.

6. Limitations and Future Research Directions

The primary shortcoming of this investigation is that only a limited amount of work can be analyzed using the particular database that was chosen, which is Google Scholar and Science direct. There may be additional works that have been overlooked because they are not indexed in this database, despite the fact that this is the most comprehensive databases and contains the greatest number of technical and theoretical publications. The keywords that were chosen in order to filter the works, is the second limitation. Although the examination has been expanded to include titles, abstracts, and key words, the most significant words for this study are "women empowerment and tourism," and while these words have been used in the search, it is possible that there are other works related to the subject that do not clearly use these types of words.

In light of these two constraints, the following avenues of investigation have been suggested as potential future examination: primarily, a study that increases the number of articles investigated by making use of databases, such as Scopus, Web of Science. Extend your searches further by using a variety of different word combinations as filters (equality, women's rights, disparity, women).

In addition to this there are numerous additional areas for further research. Future research can begin by conducting a systematic review to identify contributions such as writers, institutions, and nations. Secondly, the quality of bibliometric studies can be evaluated through the development of scales that measure the quality of research. Thirdly, the performance of bibliometric studies can be evaluated by measuring their citation and/or co-citation impacts in order to acquire a deeper understanding of the area. Fourth, collaboration and the social network should be mapped and/or depicted in bibliometric investigations. Fifth, bibliometric analysis of tourism-related bibliometric studies in developed and emerging nations should be explored. Sixth, future research should investigate how methodological procedures have been implemented in bibliometric studies.

Authors Contribution

Sadia Mahwish: Introduction, Research design, data collection, data analysis and interpretation and conclusion.

Muhammad Atif Nawaz: Supervision, Conceptualization, Formal analysis, Final proofreading.

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest w.r.t the research, authorship and/or publication of this article.

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Appendix

Table 4
Content Analysis of Most Recent Studies

Author	Title	Methods	Purpose	Result
Fadhila Hassan Abdalla, Asnarulkhad Abuu Samah, Ahmad Hariza Hashim, Moh'd Roslan Rosnon (2022).	Relationship between Participation and Women Empowerment in the tourism industry: A Structural Equation Modeling approach	survey method	To analyze the connection between participation and empowerment of women in tourism industry in zanzibar region.	Women's participation in tourism boosts their finances, self-esteem, and confidence. This helps responders close the social welfare-satisfaction gap.
Mohamed A. Abou-Shouk, Maryam Taha Mannaa, Ahmed Mohamed Elbaz, (2021)	Women's empowerment and tourism development: A cross-country study	Quantitative	To check the impact of women empowerment on tourism progress in three Arab countries, Egypt, Oman and UAE.	tourism development significantly promotes women empowerment.
Ibrahim Elshaer , Mohamed Moustafa, Abu Elnasr Sobaih, Meqbel Aliedan, Alaa M. S Azazz (2021)	The impact of women's empowerment on sustainable tourism development: Mediating role of tourism involvement	Quantitative	To examine the direct and indirect effect of empowerment of females on sustainable tourism expansion in saudi Arabia.	Tourist participation partially mediates the connection between psychological and political empowerment and Sustainable tourism growth. And It fully mediates social empowerment and sustainable tourism development.
Burcu Türkcan (2021)	Tourism and Women Empowerment: Empirical Findings From Past Experience and Predictions for the Post-COVID Era	quantitative	To find the long run relationship between female labor force participation and tourism industry.	Tourism industry reduces female unemployment in all over the world.
Darko B. Vukovic, Marko Petrovic, Moinak Maiti and Aleksandra Vujko (2021)	Tourism development, entrepreneurship and women's empowerment – Focus on Serbian countryside	quantitative	To check the effect of Self Help Groups on female entrepreneurship and empowerment of women in tourism sector.	By the development of tourism strategies women empowerment and female entrepreneurship can be enhanced in rural areas of Serbian region.
Safdar Ullah Khan , Arthur H. Goldsmith , Gulasekaran Rajaguru (2021)	Women's empowerment over recreation and travel expenditures in Pakistan: Prevalence and determinants	Quantitative	To give information regarding women family expenses over travel and recreation and their empowerment level.	Married women are more empowered in their travel expenses if they are more educated, employed and have more children.
Yeganeh Aghazamani*, Deborah	Women's perceptions of empowerment in	Qualitative	To explore the Iranian women's perception of	Tourism sector contributes in the empowerment of

Kerstetter, Pete Allison (2020)	Ramsar, a tourism destination in northern Iran		empowerment in tourism sector.	women..
Abdelmohsen A. ,Nassani A, Abdullah M. A., Moinuddin Q. A , Talat I , Khalid Z. (2019)	Women's empowerment and tourism development: A cross-country study	Quantitative	To analyze the relationship between women empowerment and tourism expansion through mediating role of financial intermediaries	The study found the role of financial mediators to empower women through tourism development.
Claudia Gil Arroyo , Carla Barbieri , Sandra Sotomayor ,Whitney Knollenberg (2019)	Cultivating Women's Empowerment through Agritourism: Evidence from Andean Communities	Qualitative	To identify the role of agritourism to empower Andes women	Agritourism contributes social, psychological, economic and political empowerment.
Mirjana Radovi'c- Markovi'c, and Branko Živanovi' (2019)	Fostering Green Entrepreneurship and Women's Empowerment through Education and Banks' Investments in Tourism: Evidence from Serbia	Qualitative and Quantitative	To analyze the potential for empowerment of women in tourism sector and gender equality in green economy.	Tourism contributes in women empowerment. Need is to give them financial support and financial tools.
Amin Palikhe (2018)	Women Empowerment in Tourism: Special Reference to Pokhara Metropolitan City	quantitative	To find the impact of tourism on women empowerment.	Women are involved in tourism related business and are empowered.