

GOVERNMENT OF INDIA
MINISTRY OF TOURISM

RAJYA SABHA
UNSTARRED QUESTION NO.147
ANSWERED ON 20.07.2023

SHARE OF WOMEN IN THE TOURISM SECTOR

147 DR. FAUZIA KHAN:

Will the Minister of **TOURISM** be pleased to state:

- (a) whether a MOU between Travel Agents Association of India (TAAI) & FICCI Ladies Organization (FLO) to promote sustainable livelihood model for women's economic empowerment has been signed in the recent past;
- (b) if so, the details and the salient features thereof;
- (c) the percentage of female share of employment in travel and tourism to that of the total economy over the last three years;
- (d) the details of plans that Government has come up with to address the low share of female employment to that of the total economy and the wide gender pay gap; and
- (e) the situation of rural women in the tourism sector?

ANSWER

THE MINISTER OF TOURISM

(SHRI G. KISHAN REDDY)

(a): Yes, Sir. Ministry of Tourism, Government of India has signed a MoU with Travel Agents Association of India (TAAI) & FICCI Ladies Organisation (FLO) on 21st August 2020 to promote tourism as sustainable livelihood model for women's economic empowerment.

(b): The MoU was signed with the objective of increasing the participation of women in the tourism sector. The State Chapters of FLO and TAAI will create awareness, along with state tourism departments and state tourism corporations, to highlight the vital role, the tourism industry can play as a model for sustainable livelihood for women and ensure their economic upliftment. Some of the main components proposed under the initiative are:

- (i) Encourage travel to at least 15 destinations within the country under the Dekho Apna Desh initiative.
- (ii) Conduct community-based tourism activities around one Iconic Monument or Tourist Landmark in each state. Women will be the tour guides, run food stalls, souvenir stalls with their own arts & crafts, handle the overall accounts and running of the landmark.
- (iii) Women to be engaged and sensitised about the Atithi Devo Bhava motto through workshops to be organised by NGOs, implementing agencies, travel industry associations etc.
- (iv) Create community-driven and women-led initiatives for rural and urban homestays to provide livelihood opportunities for women.
- (v) Create awareness about the Incredible India Tourist Facilitator (IITF) Certification Programme.

(c): Data on gender wise employment in Travel and Tourism sector is not maintained. However, as per estimation in accordance with 3rd Tourism Satellite Account (TSA), the contribution of tourism to employment of the country for year 2017-18 to 2021-22 is given below:

	2017-18	2018-19	2019-20	2020-21	2021-22
Share in jobs (in %)	14.78	14.87	13.50	12.91	12.66
Direct (%)	6.44	6.48	5.89	5.63	5.52
Indirect (%)	8.33	8.38	7.61	7.28	7.14
Direct + Indirect jobs due to tourism (in million)	72.69	75.85	69.44	68.07	70.04

Note: NCAER computations from respective rounds of Periodic Labour Force Survey.

(d): To encourage the share of female employment, a 50% concession in course fee is being extended to all women applicants/candidates towards the enrolment fee for the Incredible India Tourist Facilitator Certification Programme, which is a digital initiative of Ministry of Tourism aimed at creating an online learning platform with the objective of creating a pool of well trained and professional Tourist Facilitators across the country, including in remote areas with tourism potential. The candidates can pursue these online courses from anywhere and at any time and at their own pace. The programme is being conducted by the Indian Institute of Travel and Tourism Management (IITTM) w.e.f 01.01.2020.

(e): Ministry of Tourism has formulated a National Strategy and Roadmap for Development of Rural Tourism in India in consultation with line Ministries including Ministry of Women & Child Development, all State Governments and Industry Stakeholders. The Strategy document aims at convergence of various schemes relating to, inter alia, empowerment of women so that opportunities in rural tourism are availed by women and tourism is able to act as a vehicle for development and empowerment of women.

Apart from the above, Ministry of Tourism has also formulated a National Strategy for Promotion of Rural Homestays which, inter alia, envisages the role of Self-Help Groups for Women in running Rural Homestays.
