

RETHINKING OF WOMEN PARTICIPATION IN LOCAL TOURISM: A CASE OF KALPITIYA, SRI LANKA.

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Abstract

The 21st century has seen more movement of people across the world to find out and experience the tourism attractions of various places. Tourism industry is on other areas that partake likely toward expand in addition develop in the following centuries in Sri Lanka. As per the Sri Lanka's Tourism Expansion Policy, sector of tourism is anticipated towards designate leading foreign exchange earner by means of 2030. The inference of the problem statement is that this will help as a specification for recognizing problems women face in the Kalpitiya area, thus could benefit local legislators and support in evidence-based policymaking. However other researches have focused on women in tourism in common, fewer researches focus on the problems of women in rural tourism. This research, unlike the literature, associates the problems of women in tourism as well as those who are not in tourism in the same place in question. The main objective of this research is to identify aspects particularly influence contribution of women's and non- contribution in sector of hospitality in Kalpitiya Pradeshiya Sabha Local Authority area in Sri Lanka. Particularly this research used a qualitative method, then primary information was composed over a questionnaire method (self-structured). Sample size was sixty women, comprising with thirty women contributed in sector of hospitality and also thirty women those who not contributed in hospitality sector, who were randomly chosen. Outcomes were investigated using descriptive statistics method. The outcomes discovered that the variances in linguistic assistances in addition problematic solving method ought to the noteworthy consequence happening women's contribution concentrating on hospitality sector. Also, day-care concerns along with absence of knowledge exaggerated women's contribution in tourism boost. The outcomes too exposed that majority group of non-hospitality labors partake linguistic issues, poor of acquaintance in relation of tourism sector, also absences of chances on the way to involve in sector of tourism. As per the outcomes, 55% of non-hospitality labors had a purpose to be contributed in the sector of tourism and the sector of hospitality in the upcoming, but specifically enduring 45% obligated poor intention as being contributed.

Keywords: tourism industry, women's participation, hospitality, linguistic, knowledge

1.0 Introduction

Tourism sector acts a vital part in growth of economy, determining imminent of the country. The tourism sector of Sri Lanka on the growth, in addition associated amenities, guidance, and employment supply are also in the position of demand. This means, there are plenty of chances for jobless for involving in sector of tourism. Specially, women's contribution in sector of tourism and sector of tourism travel was approximately 10 - 11% in Sri Lanka (ILO, 2016). Sector of tourism industry is a service producer in several countries, which similarly generates a marketplace intended for women's employ. Tourism is significant in generating novel occupation chances by way of a labour-concentrated sector. Worldwide, nearly 54% of the labour force in tourism industry is female group, nevertheless there are discriminations in wages (WTO, 2019).

The rural industrial tourism encourages farmhouse revenue through non-agricultural actions, employ chances for group of women, novel assistances for rural individuals, edifice the rural based economy, shielding landscape and flora and fauna, and enriching vital facilities in areas of rural zones (schooling, well-being, transportation, marketing), and decelerates movement of rural to urban. Rurally focused tourism is one of the active conducts of supportive women's labour power, as group of women seem in maximum rural doings, moreover directly or else indirectly. Likewise, they remain flagbearers of countryside ethos, reliable civilisations, and meals. Women stand well-thought-out as inactive workers in tourism sector of rural. Therefore, decent employ would be offered to these group of women by fetching them.

However, women group face numerous of difficulties and encounters in involving in rural based tourism actions. Focusing actions comprise inward bound industry, then approximately aspects could affect their persistence in tourism. Further, peripheral aspects might also show a part in women's decision in the direction of involve in rural tourism. Investigation examines influences upsetting the rural based women group to involve in sector of local tourism and sector of hospitality. Besides, the influences upsetting their assignation, besides limitations for their assignation, particularly in rural based tourism and homestays-based tourism, remain evaluated. Specifically, this investigation guises interested in the forces at work of participation of women by the side of several stages of the rural based holiday business lodgings and cafeterias. Which aspects influence women's participation and non-participation in the sector of tourism and sector of hospitality? Additionally, attempt to recognise appropriate approaches to intensification involvement of women's in sector of tourism and sector of hospitality. Learning will enhance to argument of purview in relation with gender and purview in relation with tourism, in setting of rural focused tourism, with distinct significance in the direction of Kalpitiya area in Sri Lanka. Consequence of the research is; particularly this will aid as a specification for recognising problems women endured in the place, therefore might advantage local legislators and support in policy direction. However additional research has fixated on gender of women cutting-edge sector of tourism industry wide-ranging, smaller amount research prominence happening the difficulties focusing on women in sector of rural tourism. Research article, distinct the literature, relates specific problems focusing on women who involve in tourism as means of those women are not involve in identical dwelling in query.

2.0 Research Question

1. How women participate in local tourism industry in Kalpitiya?
2. Which factors affect women's contribution and non-involvement in the tourism and hospitality industry in Kalpitiya?

3.0 Research Objectives

1. To investigate the factors affecting the local women to engage in the local tourism and hospitality industry.
2. To study the dynamics of women's contribution at various stages of the small-scale tourism industry.

4.0 Literature Review

4.1 Women's contribution in local tourism

Numerous studies examined problems in women group assignment in rural tourism: Brazil and Developing countries (Chant, 2005; Rinaldi & Salerno, 2020). In view of evidence in literature, and furthestmost women and men partake optimistic insurances in the direction of rural based tourism sector. Duarte and Pereira (2018) additionally recommended that group of women were not accompanying for rural tourism but harmonizing, as they are the major risks of rural tourism.

An extensive collection of employ chances remains obtainable for a variety of persons from sophisticated to less educated, as of urban to rural, aimed at both group of men and group of women as well as for disregarded group of people. Furthermore, sector of tourism delivers identical elastic employ chances, however they remain susceptible towards outside surprises. Plenty revisions had remained led on job-oriented problems in sector of tourism for together formal service and informal service. Particularly these comprised problems in working out staff or labour force (prescribed working out and non-prescribed working out), trainings, and income. Aged, knowledgeable, and sophisticated women have a habit of to start their own dealings than connection organisations, as they could grip the problems challenged through the commerce. Notwithstanding abovementioned problems, recommended that rural tourism authorises women over social connectivity. A comparable result stems since Greek country's women businesspersons tangled in the agro based tourism occupational (Koutsou et al., 2009).

Conferring in the direction of World Bank Group (2017), foremost influences clarify group of women's participations by means of tourism sector are typically individual and job-related structures (ex. setting), as furthestmost of gender limits could remain collected in these groups. Research too mostly investigates the substances and difficulties of women's participation in the context of rural tourism sector, mostly founded on these two connections. Thus, research enhances to the review of literature satisfying gap by suggestion as of Sri Lanka.

4.2 Issues faced by women in local tourism

Author Moore (2009) originated that insight aimed at older women group in the tourism sector. The aforementioned is worsened through issues like issue of age, issue of race, and issue of class. Therefore, older women group look work-related and sectoral based discrimination.

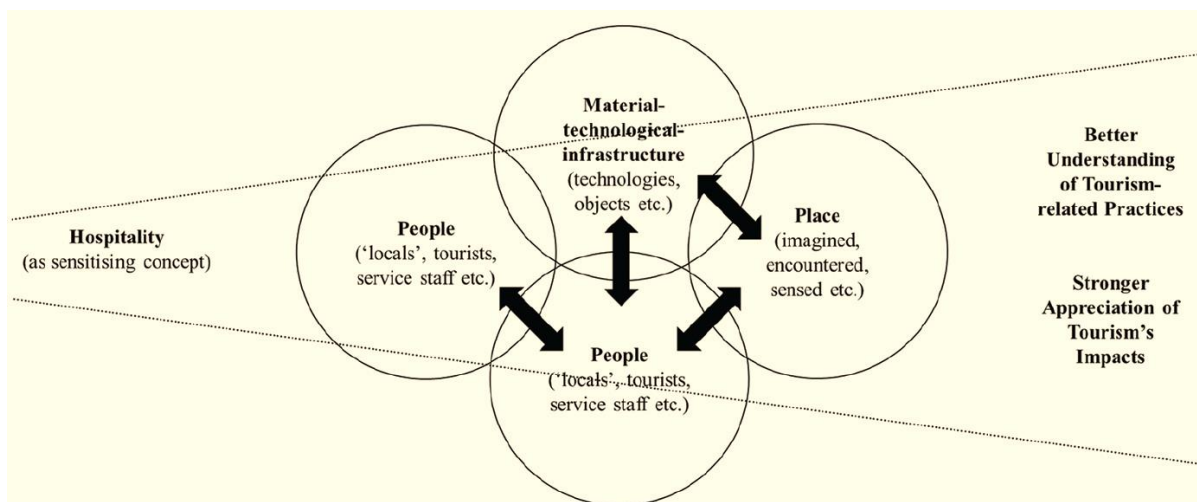
Elsewhere aforementioned influences, if the women group are from different countries or else refugees (Janta, 2011).

The group of women typically encompass themselves in the context of inexperienced sector and non-managerial sector service doings to equilibrium labour and domestic strains (Budig, 2006). Particularly situation of this might let women to uphold an appropriate equilibrium, while if women involve in advanced levels of actions, might partake to assign additional period. Better importance specifically on job would remain wanted by way of the responsibility's growth. Household causes appear toward sustenance slight to outline women's access interested in specialized besides managerial employ in the hospitality.

4.3 Modal of hospitality industry

The development of hospitality study has also aided to reconsider its association with tourism. Hospitality has often been observed as an important, albeit supporting module of the tourism 'product' (Page, 2019; Smith, 1994). Hospitality-focused query has consequently dominantly been considered in relatively narrow, useful terms, as serving to recover productivity, satisfaction and effectiveness. Though, multidisciplinary grant has lifted the possibility and focus of hospitality studies, driving it to inspect the interests and involvements of an extensive set of stakeholders, and captivating a more perilous method to evaluating hospitality's consequences. Debatably, by doing so, hospitality investigation delivers chances to improve our thoughtful of tourism as a global system and as socio-economic spectacles. This observation replicates on four thematic parts of hospitality study over the last 20 years, deliberating how such work contributes to our understanding of tourism and tourists, and it recognises a number of potential queries for future studies. As Figure 1 summarises, investigating hospitality's abstract and concrete magnitudes, and exploiting hospitality as a informing concept in studying connections between people, places, socio-material and socio-technological infrastructures, supports to healthier understand tourism's practices and gain its impacts for various stakeholders.

Figure 1: Modal for applying hospitality to study tourism



5.0 Methodology

This research was done based on qualitative methodology, then primary information was composed over a questionnaire method (self-structured). Sample size was sixty women, comprising with thirty women contributed in sector of hospitality and also thirty women those who not contributed in hospitality sector, who were randomly chosen. Outcomes were investigated using descriptive statistics method. The outcomes discovered that the variances in linguistic assistances in addition problematic solving method ought to the noteworthy consequence happening women's contribution concentrating on hospitality sector.

Research examines Kalpitiya Pradeshiya Sabah of Puttalam district to examine the women contributed to small-scale hospitality sector. The Kalpitiya Peninsula was identified as an area with economic benefits such as tourism, salt industry, wind power industry, agriculture, and fisheries. Kalpitiya could be easily get into by road through Palaviya – Kalpitiya road which take off at Palaviya Junction from the Colombo – Puttalam Main Road. Economy of Kalpitiya region begin with contribution of 65% from salt sector, 17% from fishing sector, 09% from tourism sector, 05% from power generation sector and 04% from agriculture sector. Kalpitiya has become a vastly popular tourist attraction for both foreigners and locals due to picturesque natural beauty and cultural heritages of the region and around 15,500 tourists have been recorded in 2017 period. (Urban Development Authority, 2019). Kalpitiya is exclusive due to its varied eco systems functioning close to each other because of being a narrow and lengthened peninsula with relatively a small land area. Consequently, there remain plenteous unimportant and intermediate scale of hospitality businesses as means of bulky hotels too. Meanwhile level the large-scale focused hotels are enclosed through landscape, restoration actions, and communities, zone contains of numerous limited boutiques and cafeterias which accommodate to travellers. Therefore, this particular area remained thought to remain a perfect to investigate investigation question. The country dweller, together with group of women, partake the possible to aid travellers over varied income of business doings in Kalpitiya.

Research was conducted by adopting deductive methodology. Information was composed over a preliminary-tested interviewer directed questionnaire method as of 50 women participants in Kalpitiya, by means of 25 women implicated in hospitality sector besides 25 women who remained not tookpart in industry sector. Categorization could deliver an improved thoughtful of the convulse aspects aimed at besieged women in the direction of involve in the sector focused on hospitality. The survey of questionnaire mainly included with four segments with definite and Likert measure queries. Segment comprises with socio-economic context, followed by feat aspects of resident women occupancy in tourism and approaches to develop resident women contribution in the sector of hospitality.

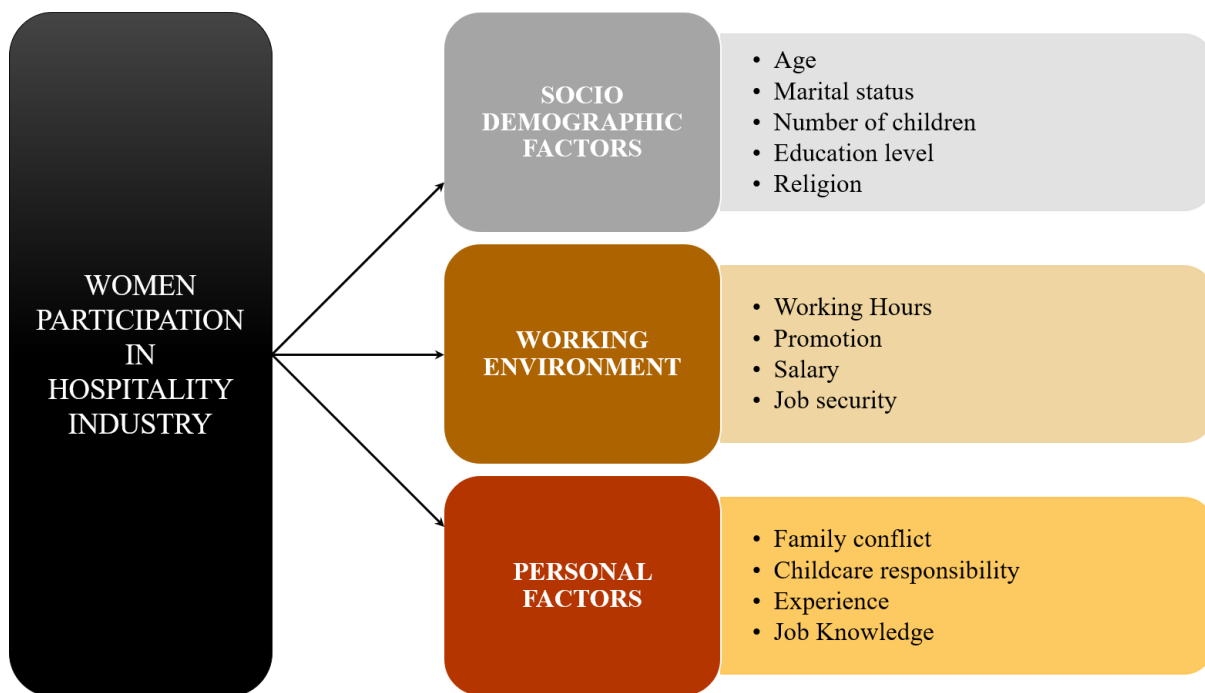
Table 1: Likert measure

Measure	Level
Likert measure: 1	extremely important
Likert measure: 2	very important

Likert measure: 3	moderately important
Likert measure: 4	slightly important
Likert measure: 5	not at all important

The investigation also comprised a deep and detail conversation with nominated samples. Conversation assisted in considerate the women’s answers in a diverse setting, and women were used to authorize and clarify the responses in the questionnaire survey. The information remained analysed using MS Office package software. The outcomes remained achieved by means of descriptive methodology and average comparisons of designated components and insight amongst women employed in tourism sector and women not tookpart in any of tourism-oriented actions. The theoretical structure of investigation could remain realised in Figure 2.

Figure 2: Illustration of conceptual framework for women participation in tourism and hospitality associated actions



Source: Author

6.0 Findings

Sample

As stated, partial of sample remained elaborate in tourism and hospitality sector, and one more partial remained not contributed. Once in view of group of women who effort in hospitality industry, most of women group (85%) were in married category, and (15%) women remained in single (unmarried) category between those who remained contributed to be focused on industry sector. Amongst persons who have not remained contributed to industry sector, 62% remained in married category, then 38% remained in unmarried category as illustrated in table 2. Evidently recommends, maximum of the women contributed in the sector of focused on tourism and focused on hospitality industry remained in the position married category. This might remain aimed at countless reasonable whys and wherefores. As overall, there remains an offensive in social order for group of women employed in tourism-oriented income-producing actions. Consequently, owing to communal rank compression, people who remained in unmarried women cluster might incline to be not as much of attentive in the occupation beginnings in specified arena. In another way, there might be additional motives for group of married women in the direction of involve in such activities. Reason is, through family members then children, expenditures of domestic might remain high, consequently women might also remain worried to effort to help the household members. One more motive could be, their male complements might previously have involved in sector of tourism-oriented source of revenue, and group of women might be aiding their spouses in their endeavors. Further, it might too remain factual that, subsequently getting marriage status, women remain not as much of worried to get their involvement into tourism industry. Especially social heaviness which was in the status of before getting marriage can be lacking after getting marriage status.

Age composition forms were alike in cooperation models as illustrated in table 2. Yet, samples were scattered fit amongst women group who remained contributed in sector of tourism and in sector of hospitality associated in the direction of individuals who remained not contributed. In previous category, typical group of women in 30% remained in 25-29 age cluster category, then 23% remained in 45< age group cluster. Breakdowns of them remained 20% in 30-34 age cluster category and 13% as of the 35-39 age group cluster. Consequently, majority of group remained in the young age which 25-29 and 30-34 age group cluster which were nearly 60%. Calculations up to the 70% group of women remained among 25 to 45 age. Minimum depiction of 9% remained from group who were less than 25 age. Consequently, there is possible of interest then capability in the direction of obtain innovative occupation knowledge in these sectors. In the last category, most of cluster of women (35%) were in 25-29 age group cluster, and 30% remained in 45< age cluster as illustrated in table: 2. Just limited women signified age cluster between 35 to 45 who remained not actively contributed. Yet, level in similar age category of cluster, there remained well depiction as of women contributed in these sectors. Focus to the context, again might stand enlightened as clusters contributed in tourism promotion related actions remain mainly in the position of married.

When considering the analysis, no considerable changes in clusters in regard to educational qualifications however refined changes were recorded. Women contributed in tourism-based actions remained practically educated status, i.e., none of them remained in the education assemblage, although there remained limited as of the not contributed cluster. Correspondingly, significant proportion of women who acknowledged higher level education was somewhat higher level in individuals who remained contributed with the tourism sector. Education status remains a moral population feature for entirely women who take part in tourism sector and hospitality sector, e.x., capability to express a dissimilar linguistic is a respectable chance for them to do well in their occupation. As soon as associating those two educational status majority of them partake secondary level schooling which remained 75%, and nearly 25% of women partake obtained diplomas and bachelors. Considering noninvolvement of women, nearly 67% of women ought to secondary level education, nearly 25% ought to higher level education, and respite had primary level education. Approximately of these women effort in government based or private based occupations, nevertheless approximately of them remain in the situation of housewives.

Table 2: Illustration of model

Variable	Group	Women who involved (N=25)	Women who not involved (N=25)
<i>Age mean age of both groups=36.05</i>	20-24	7%	9%
	25-29	30%	35%
	30-34	20%	20%
	35-39	13%	3%
	40-44	10%	3%
	45<	23%	30%
<i>Marital Status</i>	Married	85%	62%
	Unmarried	15%	38%
<i>Educational Status</i>	Primary level education	75%	8%
	Secondary level education	25%	67%
	Higher level education		25%
<i>Employment Status</i>	Meal and drink	35%	women were not active
	Visible office	12%	
	Money	10%	
	Housekeeping	15%	
	Occasion management	4%	
	Lodging	24%	
<i>Number of family members (average)</i>		3.7	3.9

<i>Number of children(average)</i>		1.6	2.05
<i>Years in tourism industry/ experience</i>	1-5	76%	women were not
	6-10	12%	active
	11-15	2%	
	16-20		
	Above 20	10%	

Rendering to this particular research study, the researchers initiate 6 key departments where women engage in the occupation in cafes and restaurants. Most of women (35%) engage in the meal and drink section. Besides, greatest minor participation (4%) is originate in event organization.

Focusing on women employee families, normal family proportion was 3.7, in addition the average quantity of children was nearly 1.6. In relations where women group are not enjoyed focusing on tourism sector, typical family size and quantity of children were nearly 3.9 - 2.05, correspondingly. Majority (76%) of women have remained in involving in tourism sector and hospitality sector within the previous 1 - 5 years; about 12% partake 6-10 years of knowledge in tourism sector. However, just 10% of women have directly above 20 years of occupation involvement in sector of tourism.

Conferring to composed information for women labors, nearly 16.6% of group of women supposed gender moves tourism-based occupations. However, furthestmost of women nearly 60% supposed there was not at all gender limit in receiving occupations linked to tourism business. Though, nearly 23.3% ought to a sensible impression approximately gender barricades.

As soon as in view of knowledge of women group who are not part take in this sector, most of them nearly 43% said there were gender limitations in tourism-based occupations. Likewise, nearly 35% of people supposed gender remained not an immense issue aimed at this tourism sector. Yet, in this set, women who grasp sensible opinions on gender barricades were about 22%, which remained pointedly sophisticated than the further women group. At this time, 14% of women group supposed the social order had a good sign around tourism-related occupations. Besides, inappropriately, nearly 29% of women supposed the social order had a bad view, and nearly 57% remained society had a sensible view concerning tourism related and hospitality related sector occupations.

Women's consciousness regarding components contributing local women's employability in the sector of hospitality.

This segment elaborates insight of women concerning aspects impact particularly accomplishment of a women's occupancy in tourism sector and hospitality sector in Kalpitiya

area. Specifically, abovementioned aspects might vary amongst those who remained contributed and those who were not contributed to tourism industry. Also, aspects that effect local occupancy of women involve in sectors like hospitality sector achievement, dispersal of 'problems in the direction of job satisfaction' was separated interested in 2 groups (Individual aspects and employed environmental aspects) to analyse diverse insights between two models obviously.

The insights arranged key achievement aspects aimed at women's occupancy in tourism sector and hospitality sector ensured not vary importantly amongst women group who remain involved and women who remain not involved. Mostly, equally groups emphasised the identical features as vital. In general, scores by women group who were involved in the tourism sector were low, sense they mostly recommended all the features were vital associated to women who were not involved in the industry. The exemption was aspects of family help and rigid. Aimed at together these characteristics, not involved women group supposed they were further vital than those involved with business.

Yet, together sets decided that a moral character is furthestmost significant aspect, real contact skills and attitudes in the direction of work. These remained furthestmost vital 3 influences. The educational status was well-thought-out the minimum vital aspect by both sets of women. The next slightest vital influences were guide care and occupation safety. One in two aspects, there remained noteworthy variations in the means, real contact skills and analytical skills. The aforementioned is remarkable equally two aspects are assistances that are frequently well-thought-out identical significant in somewhat working environment.

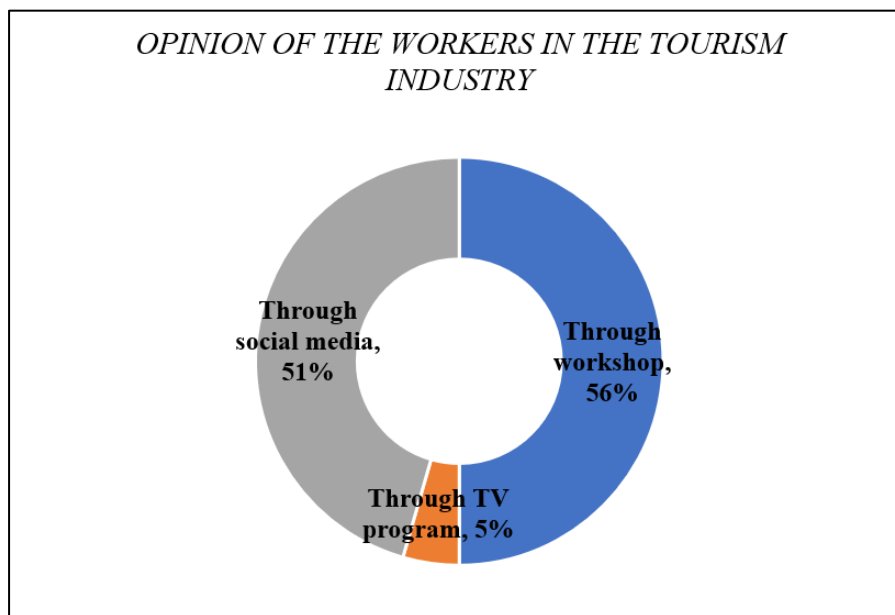
Kalpitiya is an inheritance for service sector (tourism) and generosity (hospitality) sector. Yet, 25 women disparate concerning tourism industry could partake their motive for absence of participation in tourism sector. Consequently, investigator enquires them over a questionnaire, 'why are you not take part in tourism sector and hospitality sector?' There remained 5 whys and wherefores comprised in questionnaire (Orido, 2017). Conferring to the context, nearly (33.3%) are not take part in tourism industry for the reason that of language limitations. The next main problem remained family battle. It remained nearly 23.3%. Furthermore, nearly 16.6% of women thought absence of information approximately the tourism sector remained the motive that circumvents their influence. Also, nearly 13.3% of them supposed they obligated no chances, and the respite of them supposed they were not attentive in any occupation. Though, out of specified 25 women, nearly 54% of them obligated a knowledge to encompass the tourism and hospitality in future. The respite of them nearly 46% ought to no knowledge in the direction of take in this segment.

Plans to Expand Local Women Participation focusing on Hospitality Industry in Kalpitiya

We can understand about strategies (figure 2 and 3) in regard to women interested involving in the sector of tourism and in the sector of hospitality. Majority remained involved in tourism sector recommend that specially workshops sessions and training sessions (56%) could remain favoured. Almost comprehensible as those already in tourism sector know sector necessities

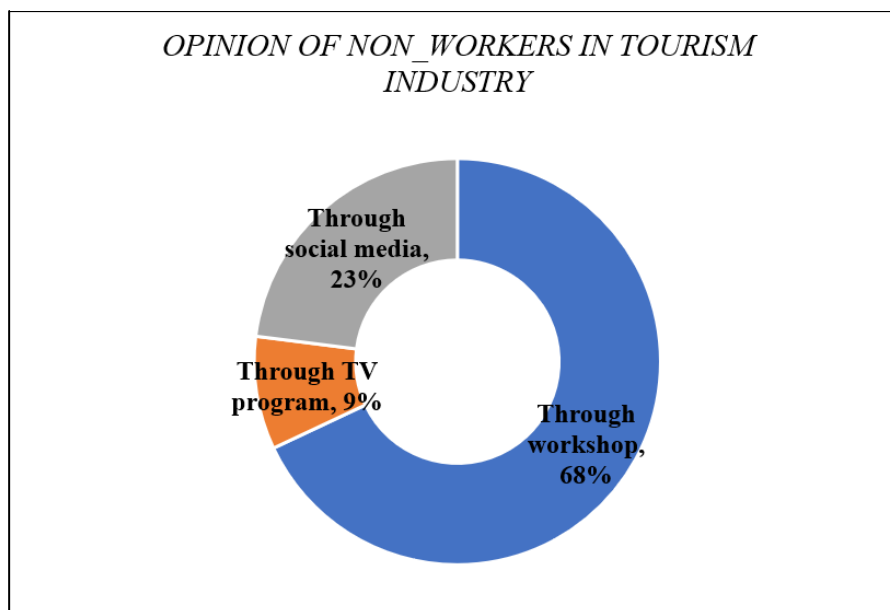
and might be crucial for recover convinced assistances through this training sessions. Between those who were not contributed in tourism sector propose that advertising plans over social media (51%) could fascinate more group of women into tourism sector. Together groups contemplate least actual plan could remain over the TV concerts. The friends, a significant quantity of accused have faith in that rising the occupations in sector of tourism and in sector of hospitality could too remain a real plan in the direction of enticement more rural base women

Figure 3: Point of view of the workers in the tourism-based industry interested in tourism sector.



Source: Author

Figure 4: Point of view of Non-workers in tourism industry



Source: Author

These limitations partake been of diverse specially focusing on group of women populations. Thus, identical limited number of females have straddled the job position focusing on tourism sector. A plenty volume of suppleness is accessible for women labours in this sector, by way of means of prescribed education system is not seems a limit. Therefore, countryside individuals with not as much of education, together with women group, could get contributed, and women group too could choose their allocation of time. Few investigations have even observed at chances for substantially diminished individuals in the sector.

7.0 Conclusions and Recommendations

This explanation has recognised numerous ways that hospitality and tourism intersect. Furthermore, the heterogenous literature discovering this connection highlights hospitality's possible as an explaining notion for researching tourism and influences. Precisely, focusing on hospitality's obvious forms, for instance the socio-material performs of welcoming, communication, affective families, service, battle, barring, identity routine etc., aids to comprehend vital scopes of the tourism experience. This comprises how women engage with spaces, other people and their infrastructures and their significances for various tourism stakeholders.

Hospitality as a sensitising perception can also aid to comprehend its important role in tourism, and beyond it. By means of hospitality as a theoretical tool delivers chances to (re)interpret the consequence of other areas of practice that may not originally seem to be associated to it. For example, studies of socio-technological infrastructures, the materiality of journey's end and foodstuffs, or involvements of harassment may not directly seem to be linked with hospitality. However, hospitality's authority as a 'device' is that its invocation requests us to question whether and how performs in and across these areas shape perceptions and interpretations. This contains how people are comprised in or excluded from activities or spaces, how they advance affective relations with and attitudes towards people and places, and how these notify their following tourism-related behaviour.

The foremost aim of study was to comprehend vital effects influencing and delaying women contribution in Kalpitiya Pradeshiya Sabah's village tourism actions in cafeterias, cafes, and insignificant guesthouses and study the possessions of the population features such by means of feature 1: age status, feature 2: educational status, and feature 3: married position happening their contribution in such actions. Furthermore, investigation procedures impulsion and pull aspects influence women's participation focusing on village-based tourism actions. Specifically, study correspondingly deliberates constrains and delivers explanations aimed at specified recognised restraints. As per the statistical analysis, 2 propositions have been verified.

Research study identified, group of women's contributions besides non-contribution in village-based hospitality could remain primarily experiential focusing on age group of year of 25-29 older women. Once in view of these as mentioned two groups, majority of the women group are in the position of marital and possessed as far as secondary level education. Majority of the group of women were engaged in virtue of relation to the meal and drink doings in sector of industries. At the end, research exposes actual contact skills and analytical skills obligated an

important connection by success of females in hospitality business. The infant care tasks besides inadequate of knowledge are wrench reasons that delay in women's contribution in the sector of tourism and in the sector of hospitality.

Few recommendations could be inferred as per the outcomes of study of research. Meanwhile this is a place for women group to produce an extra income deprived of journeying aside the rural areas, village-based tourism could remain castoff by way of an approach to ease poverty. The launching centres as day-care which could pay attention of kids throughout employed times could remain a result for group of women, as this is a twitch aspect aimed at women. Additionally, less working out in the sector of hospitality organization could offer women an opportunity in the direction of provide to the persistent requirements of the tourism and in the direction of expand their linguistic or verbal and community prosperity. This could also support in eliminating out-of-date attitude of the inhabitants' group. These undertakings could accommodate to equally local visitors and foreign visitors, women's contribution in rural based tourism could remain endorsed by way of means of recover defenceless people who struggle below poverty level outlines.

Key to hospitality's resourcefulness and usefulness is, initially, that hospitality can concurrently refer to real practice or experience, as well as abstract ideas of ethics and philosophy. Furthermore, it can also be used to study the same phenomenon through these diverse lenses. Secondly, multidisciplinary attention in hospitality as a concept and its incongruent claims will ensure that it continues to change and its transferability ranges. Hospitality's liveliness in terms of reach, complexity and impact will benefit from including further multicultural, especially non-Western perspectives.

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