

Social Effect of Tourism on Women in Madhya Pradesh

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Abstract

The contribution of women in the business world has increased in recent years, although women are underrepresented in management and leadership. Many studies have considered the role of women in the workplace but there is less work on the position of women in tourism employment. In the tourism industry, the number of women who work in the industry is high, but their function is dominated by unskilled, low-paid jobs. The objective of the article is to examine the amount to which gender segregates men and women both horizontally, in terms of types of work, and vertically, by promotion prospects. In general, women are paid less than men and fill situations which are seen as a lower level of task. In developing countries the position of women in management is of a lower status still than in the developed countries. This article will demonstrate that such differences cannot be attributed to differences in levels of educational attainment or work experience alone.

Keywords :Religions, Visitor, Women Tourism.

Introduction

The participants of the co-operations in the initial period were the operators and proprietors of the attractions – so in a number of cases local governments or organisations owned by the local governments – to which later on the enterprises of the competition sector joined as well. Besides this, to the lower level of hierarchy the co-operation with only marketing functions is characteristic. In this case the aim of the given characters is the increasing of the efficiency of the advertisements besides the reduction of the specific advertisement expenses. On the higher organization level of co-operations with extended activities a standardisation process is experienced with creating a common image. The manifestation of such a supply supposes the formation of travel packages as well due to the connecting attractions.¹

The interaction of women with tourists is minimal. Socio-structural and cultural factors prevents women from taking up employment in large hotels. Lack of education and skills needed in embroidery, handicraft, and food processing prevent them from cashing on the opportunities made available by tourism.² Their culinary skills, too, are so modest that they themselves are passim Istle about marketing their products. Poverty has habituated them to cook with meagre oil and spices. Not many tourists prefer to eat such bland food.

Importance

One of the significant advantages of ethnic tourism is that this structure of travel can be experienced and studied in almost every part of the world providing a great prospect for the maintenance of culture and heritage and also as tourism is the ‘industry of peace’, people’s tolerance and cultural understanding could lead to a more peaceful approach to modern life and the negative impacts of globalisation as well. We also would like to stress that one of the most important aims

and objectives of this form of tourism is to get to know other’s culture without disturbing and negatively effecting the local population because there is a threat in the development of this form of tourism that it leads to mass tourism with all its negative effects on the local culture and population.³

Stability of country is essential for development of tourism industry. Political disturbances hamper tourism. India can reap benefits from this industry, can add to own coiffure, earn foreign money if tourists are attracted to Buddhist stupors, Hindu temples, Mughal, Rajput palaces, forts, and victory towers, rock-cut caves, elaborately laid our gardens. Adventure sports i.e. skating, trekking, rafting in turbulent rivers, canoeing, gliding, mountaineering are other attractive attributes available here.⁴ Galore of cultural differences resultant in varieties of cuisines to please diverse tongues, textiles, artificial, handicrafts pleasing eyes are other gifts. In spite of all these allocate of Indian tourism is only a little portion of the world tourism industry. So we must use all potentialities by financing acquiring experience, planning, packaging marketing, and boosting creativity, make outstanding appeal to travellers and seek help from private entrepreneurs. India's untapped tourist potential is an opportunity lost for the economy from the snow clad mountains in the North to the desert areas of Rajasthan to the beaches of Goa India is a land of diversity. Diversity of culture, religion, language, food, occupation. In fact diversity is synonymous to that of India. Being the birth place of many religions like Buddhism, Jainism and Hinduism India also is an ideal place for religious tourism. Places like Shirdi, Bodhgaya, and Hrishikesh are thriving coz of religious tourism. It is presently growing at around 30% per annum. Its varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists.⁵

Types of tourism

1- Domestic Tourist:

A familial tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis.

Purposes

- * Pleasure (holiday, leisure, sports, etc.);
- * Pilgrimage , religious and social functions;
- * Business conferences and meetings; and
- * Study and health.

The following are not regarded as domestic tourists

- Persons inward with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
- Persons approaching to establish more or less permanent residence in the State/Centre.
- Persons visiting their native or hometowns places on leave or a short visit for meeting relations and friends, attending social and religious functions etc. and staying in their own homes or with relatives and not using any sight -seeing facilities.
- Foreigners resident in India.

2 - Foreign Tourist :

These are receipts of the country as a effect of consumption expenditure, i.e. payments made for goods and services obtained, by foreign visitors in the economy out of overseas currency brought by them.6

Visitors

International Visitors

Any individual who travels to a country other than that in which is his/her usual dwelling, but outside his/her usual environment, for a period not more than 12 months and whose main purpose of visit is other than the do exercises of an activity remunerated from within the country visited.7

International Visitors (Include)

- * Tourists : Visitors who stay at least one night in a joint of private accommodation in the country visited.
- * Same Day Visitors: Guests who do not use a night in a private or collective somewhere to live in the nation visited. This definition includes passenger of cruise ships who return to the ship every night to sleep on board even though the ship remains in port for several days. Also in this group are, by owners, extension or passengers of Yachts, and passengers on a group tour accommodated in a train.

*** TABLE 1.1**

*** FOREIGN TOURIST ARRIVALS (FTAs) IN INDIA, 2000-2012**

Year	FTAs In India	Annual Growth (%)
2000	2649378	6.7
2001	2537282	-4.2
2002	2384364	-6.0
2003	2726214	14.3
2004	3457477	26.8
2005	3918610	13.3
2006	4447167	13.5
2007	5081504	14.3
2008	5282603	4.0
2009	5167699	-2.2
2010	5775692	11.8
2011	6309222	9.2
2012	6577745	4.3

Source – BUREAU OF IMMIGRATION, INDIA

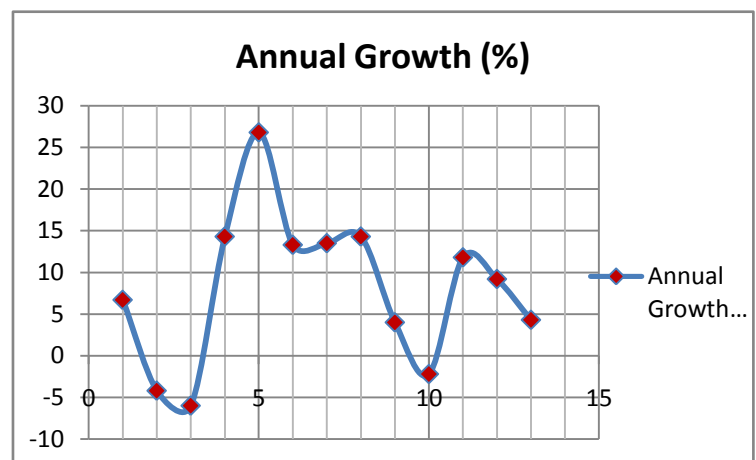
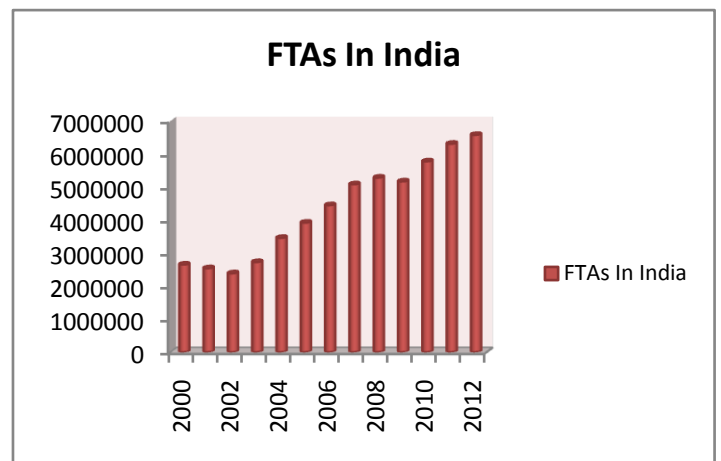
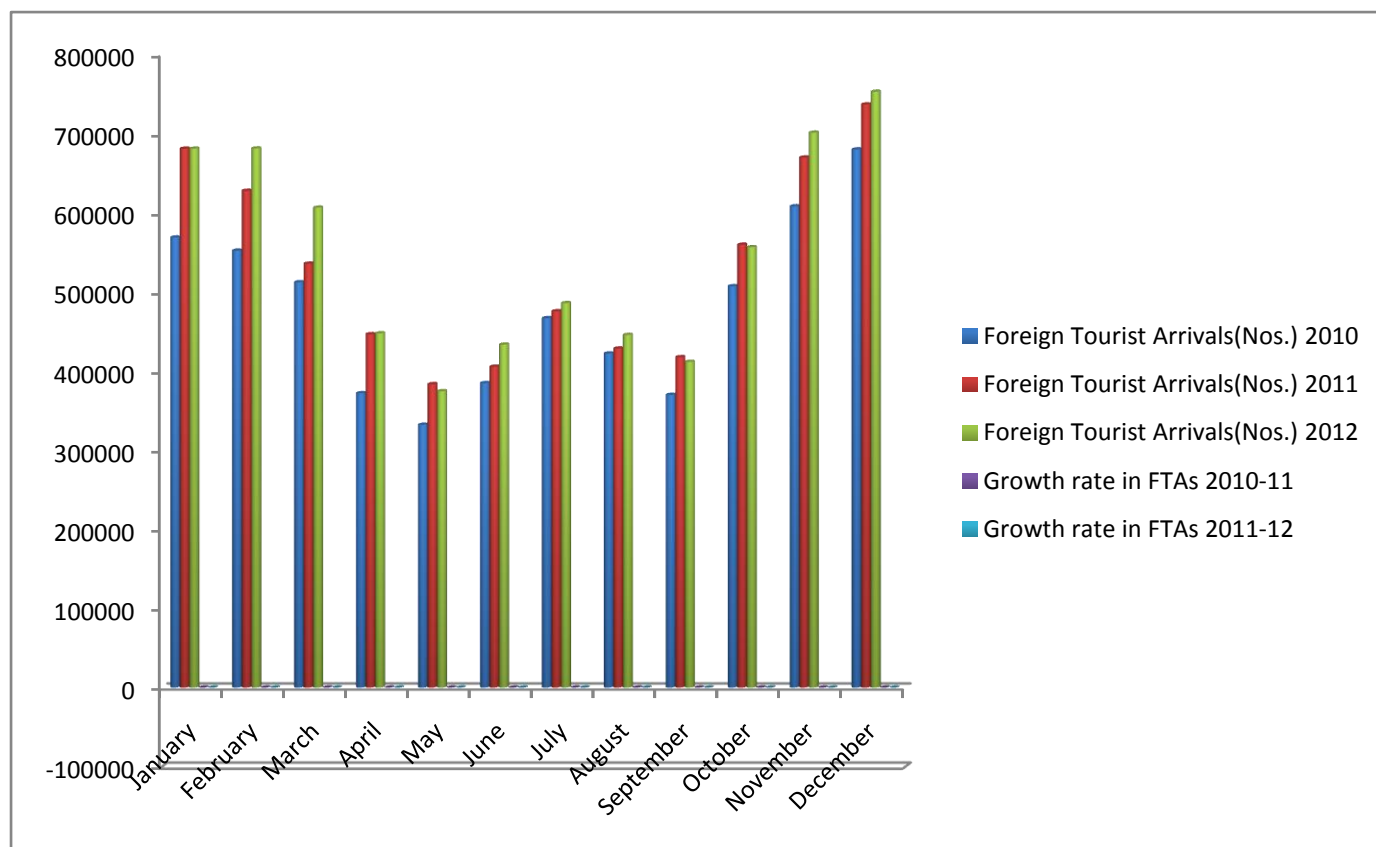
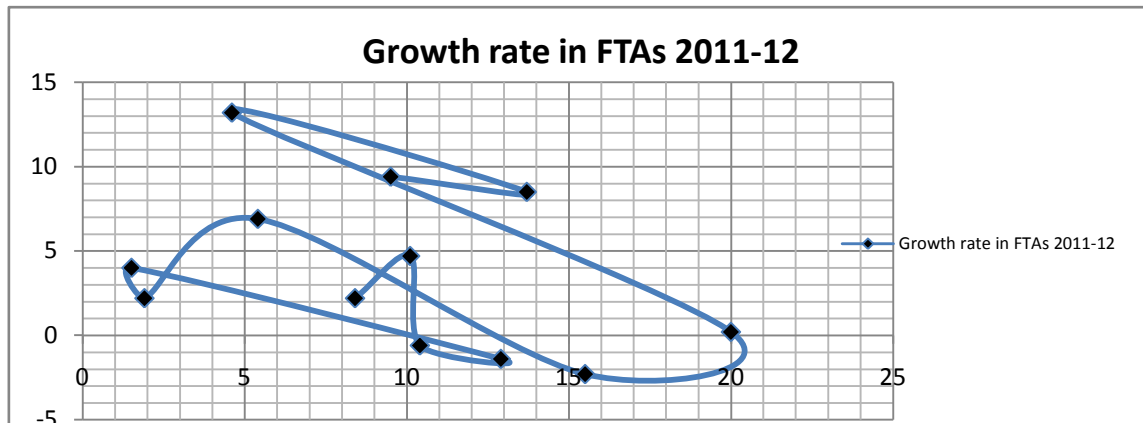


TABLE 1.2
Month - Wise Number & Percentage Share of Ftas In India During 2010-2012

Month	Foreign Tourist Arrivals(Nos.)			Growth rate in FTAs		Percentage Share		
	2010	2011	2012	2010-11	2011-12	2010	2011	2012
January	568719	681002	681002	9.5	9.4	9.8	9.9	10.3
February	552152	627719	681193	13.7	8.5	9.6	9.9	10.3
March	512152	535613	606456	4.6	13.2	8.9	8.5	9.2
April	371956	446511	447581	20.0	0.2	6.4	7.1	6.8
May	332087	383439	374476	15.5	-2.3	5.7	6.1	5.7
June	384642	405464	433390	5.4	6.9	6.7	6.4	6.6
July	466715	475544	485808	1.9	2.2	8.1	7.5	7.4
August	422173	428490	445632	1.5	4.0	7.3	6.8	6.8
September	369821	417478	411562	12.9	-1.4	6.4	6.6	6.3
October	507093	559641	556488	10.4	-0.6	8.8	8.9	8.5
November	608178	669767	701185	10.1	4.7	10.5	10.6	10.7
December	680004	736843	752972	8.4	2.2	11.8	11.7	11.4
TOTAL	5775692	6309222	6577745	9.2	4.3	100	100	100

Source – Bureau of Immigration, India





Tourist Hotels Approved Hotels:

Hotels which do the accepted thing to certain laid down standards on standards of facilities, physical features and other services are approved by the Tourism Departments of State and Central Governments and are known as approved hotels. These are ranked variously as five star deluxe, five star, four star, etc. OCCUPANCY RATE:

The habitation rate refers to the ratio between available capacity and the extent to which it is used. Occupancy is worked out on the basis of number of rooms engaged by both domestic and international tourists.

Accommodation Establishments:

Spaces in which rooms are provided to tourists for stay, and classified as hotels, travelers lodges, tourist bungalows, youth hostels, etc.

**Table 1.3
Madhya Pradesh Domestic and Foreign Tourist Visits, 2011-2012.**

S. No.	State/ UT	2011		2012		% Growth (2012/11)	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
	Madhya Pradesh	44119820	269559	53197209	275930	20.57	2.36

Socio Effect of Tourist:

A woman's role is still strictly defined, circumscribed and structured by the agricultural economy of Khajuraho. Maintaining strict codes of conduct before male members of the family, she lives a life of immurement, cooking food on primitive mud ovens by burning large chunks of firewood; washing, drying, and storing grain (food grains) in large mud containers designed by herself, grinding, and husking rice and pulses; preparing kaiida (cowdung cakes); looking after the cattle, and the frequent repair and maintenance of Kutchha houses. Each home has a spade which is frequently used by women and children to dig earth and use the same for repair of their houses and allied purposes. I seldom came across a woman with clean hands. She is always smeared with mud, chuimitti, (a variety of soil) or cow dung. So common are women's masonry duties, that I felt that living in concrete structures would bring major changes in their lifestyles. This proved to be wrong because women, whose husbands were allotted staff quarters by the

government, were equally busy making at/aris (play houses) for children and additional kitchen for themselves, since the staff-quarters did not make adequate provision. for outlet of smoke emanating from firewood, and were designed essentially for modern cooking techniques. The entrance to their concrete houses were also painted with chuimitti and cow dung, and small enclosures were made of mud and broken bricks. The spade was still an important feature in their daily lives. Above all these duties are, of course, a woman's role as a mother.

Conclusion :

There are no family extended hotels in Khajuraho and only two modest looking wayside eating houses are run by a husband and wife team. The exclusion of women from tourism related occupations implies least exposure to tourists and hence, minimal exploitation - a feature not commonly noted in other tourist resorts. Another effect of such minimal exposure is that women's role is

not drastically affected and the normal rhythm of family life concerning women and her activities is least disrupted by tourism.¹⁰

Tourism is very powerful to develop of many civilization in across the country. Madhya Pradesh are effected very significance of culture and economic sector Sanchi, Kharujaho, Gwalior fort, Chitrakoot are many places comes in foreign and domestic visitor comes. So these places residence people are earned the money and empower of increase in emplacement sector.

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