

## Women Empowerment through Tourism Case study: Zahedan City

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### Abstract

Historically, women were considered as economically active forces, In various studies the Link between women with development is a process known as women's empowerment. Tourism is a very important source of employment for unskilled labor, especially women and immigrants, considering that tourism can create a lot of jobs for women and unskilled labor, Thus it can be a great help to women's empowerment and poverty reduction. So reviews empowerment (economic and cultural) of women in Zahedan through tourism is a main issue on the agenda of this study. This analytical and descriptive study population included 380 people working in the tourism sector. To collect the data Questionnaires were used, for the analysis, T-Test were used and Pearson correlation in SPSS software is used. The results suggest that, there is a significant relationship between the development of tourism and tourism-related employment of women in the economic and cultural potential.

Keywords: Women's empowerment, tourism, one sample T-test, Pearson Correlation, Zahedan.

### 1. Introduction

According to the UN report, 70 percent of the 1.3 billion world's population who live in poverty are women, Women are working more than two-thirds of the world's working hours while their share of world income is only 10 percent, and their share is less than 1 percent of the assets of the world, Also, more than two-thirds of the world's illiterates are women. (Bansal & Kumar, 2011:15). In Iran, women heads of households has increased in recent years and their unemployment rate is very high compared to men. (The tomorrow environment seminar,2014:42). Advancement of any society depends on the intended use of all forces and their human potential. As part of each community are women, considering this class in development work is important. In fact, women should participate alongside men in different fields And to facilitate the growth and development of their regions (Farhadi et al, 2012:5).

One of the ways through which women can be made to fit the economic and social, is tourism. (Goldner & Ritchie, 2009:11). With the tourism boom, many job opportunities for women and lead them to the mobility and entrepreneurship, Tourism also create jobs and income for women's economic independence and to help improve their economic and social condition. Thus to achieve sustainable development the women power must exploit in tourism activities and they have an active role like men. ( khajeh Shakuie et al., 2013: 97). Tourism is a major source of employment along worldwide. According to the World Tourism Organization estimates that about 96.7 million people are directly employed in the industry, if indirect jobs added to the economy this amount will be about 254 million jobs. (Abraham Nia et al., 2014: 18).

At the other hand, the Knowledge of societies are very reasonable and substantial in tourism revenue to the economy of a country , Has made tourism a very broad concept in various aspects of

economic, social and even environmental conditions. Many countries have this dynamic industry as the main source of income, employment, private sector growth and development of knowledge infrastructure, In this way they could make an informed and active participation in the global information and communication for the development of the country and its people bring. (Tahmasebi, Majidi, 2005:14)

Due to the high tourism potential that existed in different parts of Iran, They may cause changes in social and economic life of the inhabitants of different regions, Understanding the relationship between the increase in tourism and its role in economic development, and environmental areas of the home, need further investigation. Zahedan is one of the major cities in Iran and the capital of Sistan and Baluchistan. It's located in the South East and near to the East to Pakistan. Zahedan, with a convenient geographic position and natural attractions, has enormous historical and cultural tourism potential. Also, half of the population are women. Considering that tourism is one way of empowering women, therefore understanding how important this industry is, can be an important way to empower women. Thus, the role of tourism in host communities and particularly women's empowerment, the main research question thus arises as: Is the development of tourism has made the Economic and cultural empowerment of women in Zahedan or not?

### **1.1- hypotheses**

1. The development of tourism has made the Economic empowerment of women in Zahedan.
2. The development of tourism has made the cultural empowerment of women in Zahedan.

### **1.2- Literature Review**

Praveen and Svkan (2013) in a study as the empowerment of women through tourism in the state of Sikkim in India have concluded that, In this state, about 34 percent of women are involved in the tourism economy which is less than the state's overall labor force, The researchers believe that the first step to empowerment of women through tourism should be supported by government, banks, NGO's and private groups. Al-Mazroui (2013) in his doctoral thesis examines the empowerment of women through tourism in Oman's Musli. In this study, the issue of gender and religion in the empowerment of women, more attention has been related to tourism and the results found that women experience in this industry should be examined separately not that they consider to be similar.

Khajeh shokouhi and colleagues (2013) in their study as the role of tourism in rural women's empowerment concluded that Rural tourism on the economic empowerment is more effective than the of women empowerment culture. Changing consumption patterns and changes in rural women's increased awareness of the impacts of tourism.

The environment Seminar Tomorrow (2013) in their study of tourism as a way to empower women, found that: Despite the important role of tourism in employment and creating job opportunities and entrepreneurship for women in the world, In Iran the opportunity has not been used properly. Heidari Sareban and co-workers (2015) in a study examined the role of rural tourism in the social empowerment of rural women in the deh ziarat of Fars province. The results of this study have shown that, the development of rural tourism and the social empowerment of rural women, there was a significant relationship.

### **2. Research Methodology**

The present study in terms of type, is functional and in terms of the nature is of the analytical method. Data and information using the library and field studies (questionnaires) have been collected. Reliability of the questionnaire is 0.737, Cronbach's alpha test has been obtained. The

population of women in the tourism sector in Zahedan and the sample population is 380, Obtained using Cochran. Also for the data analysis in the T-Test and Pearson correlation test and SPSS software is used.

### 3. Case study Extents

Zahedan city in terms of geographical location is within 51 minutes and 25 seconds east longitude 60 degrees and Latitude of 29 degrees and 30 minutes and 45 seconds of North is located. The height of city is 1385 meters above sea level. This city is in the center of Sistan and Baluchistan province in the East of Iran, near Afghanistan and Pakistan. This city from north is near to the city of Zabol, From the North East to Afghanistan, From the North West to the province of South Khorasan, From the West to Kerman province, From the South West to the city of Iranshahr, From the East to Pakistan, and from the South-East is limited to the city of Khash. (Warsi et al., 145: 2009).

### 4. The analysis is based on tests used

#### 4.1- One-Sample Kolmogorov-Smirnov Test

For the Examine the hypotheses, we must first examine the data used to determine that the data follow a normal distribution or not? And then be identified based on the type of hypothesis testing.

H0: Variable distribution is not normal

H1: Variable distribution is normal

One-Sample Kolmogorov-Smirnov Test for normality assumption (ks) was used. Results of the analysis showed that, All variables used in the first questionnaire by women in the various sectors of tourism answered follow a normal distribution. Table (4-1)

Table 4-1. results One-Sample Kolmogorov-Smirnov Test

Row	Dimension	Elements (variables)	Significance level	Result
1	Employment in different parts of Tourism and economic empowerment of women	Increasing income and financial independence	0,001	H0 Rejected
2		Increasing purchasing power and contribute to the household income	0,003	Rejected H0
3		Improved housing conditions, resulting in more revenue	0,001	Rejected H0
4		Improve family welfare services, resulting in more revenue	0,001	Rejected H0
5		Reduced fertility in women's employment inside or outside the house (helping the family economy	0,010	Rejected H0
6		Household income generation through the production of local industries and crafts	0,001	Rejected H0
7	Employment in different parts of Tourism and cultural empowerment of women	Literacy levels and personal knowledge	0,006	Rejected H0
8		Social responsibility and social interaction	0,003	Rejected H0
9		Changing lifestyle	0,00	Rejected H0
10		Increasing the quality of life in terms of health	0,002	Rejected H0
11		Increasing the quality of life in terms of education (and children(	0,004	Rejected H0
12		Increasing the quality of life in terms of cultural and social	0,00	Rejected H0
13		Your satisfaction in relation to activities outside the home	0,005	Rejected H0
14		An opportunity for greater participation of women in management jobs Outdoors	0,00	Rejected H0
15		Declining birthrate and cultural promotion	0,004	Rejected H0
16		Native publicizing the culture and native industries for the development of cultural and national identity	0,00	Rejected H0

Source: author's calculations

Considering that a significant level of variables is lower than 0.05, then the HO assumption will not be accepted. And this shows that the HO assumption is accepted, it means that the variables distribution is normal.

#### 4.2- T-TEST

##### 4.2.1-Evaluation of the first research hypothesis:

According to the first research hypothesis that the development of tourism leads to economic empowerment of women in the city of Zahedan, the test is carried out. For this hypothesis, six variable or component in a questionnaire intended to further increase women's income through tourism in terms of employment. Table (4-2), shows the results of the t-test for the first hypothesis.

H0: Tourism development does not lead to economic empowerment of women in Zahedan.

H1: Tourism development leads to economic empowerment of women in the city of Zahedan.

Table 4-2 t-test (first hypothesis)

Significance level	df	t	T-test variables					Economic factors
			Confidence interval of 95%		The standard error of the mean	Standard deviation	Average	
			Maximum	Minimum				
0,00	173	41,13	4,31	3,91	0,1	0,799	4,11	1
0,00	173	39,65	4,14	3,74	0,09	0,794	3,94	2
0,00	173	38,94	4,09	3,69	0,1	0,799	3,89	3
0,00	173	39,00	4,27	3,85	0,1	0,833	4,06	4
0,00	173	38,91	4,17	3,76	0,1	0,816	3,97	5
0,00	173	43,03	4,12	3,75	0,09	0,732	3,94	6

Source: author

Considering that significance level of less than 0.05 H0 is rejected, And also there is no reason to reject the hypothesis H1, so this assumption is accepted. In other words, the development of tourism leads to economic empowerment of women in the city of Zahedan.

##### 4.2.2- Evaluation of the second hypothesis

According to the second hypothesis that the development of tourism, cultural empowerment of women in Zahedan causes, this test is done. For this hypothesis 10 or variable components in the questionnaire was considered, there were More from the perspective of increasing the level of education and health of women through tourism. Table (4-3) shows the results of the t-test for second hypothesis.

H0: Tourism development, does not lead to cultural empowerment of women in Zahedan.

H1: Tourism development, leads to cultural empowerment of women in Zahedan .

Table 4-3 t-test (second hypothesis)

Significance level	df	t	t-test variables					Cultural factors
			Confidence interval of 95%		The standard error of the mean	Standard deviation	Average	
			Maximum	Minimum				
0,00	173	41,345	4,14	3,76	0,096	0,765	3,95	1
0,00	173	41,675	4,27	3,88	0,098	0,783	4,08	2
0,00	173	47,044	4,30	3,95	0,08	0,701	4,13	3

0,00	173	43,940	4,21	3,85	0,092	0,734	4,03	4
0,00	173	41,667	4,09	3,72	0,094	0,750	3,91	5
0,00	173	27,4666	4,02	3,61	0,102	0,814	3,81	6
0,00	173	29,877	4,17	3,77	0,100	0,796	3,97	7
0,00	173	46,362	4,27	3,92	0,088	0,706	4,09	8
0,00	173	41,667	4,09	3,72	0,004	0,750	3,91	9
0,00	173	41,990	3,88	3,53	0,088	0,706	3,70	10

Source: author

Considering that the significance level is less than 0.05, the H0 is rejected, And also there is no reason to reject the hypothesis H1 , so the assumption is accepted . In other words, the development of tourism, causes the cultural empowerment of women in Zahedan.

### 4.3- Pearson correlation test

According to the normality of the data, Pearson correlation test was used.

#### 4.3.1-correlation test for the first hypothesis

In this section according to the first research hypothesis that the development of tourism in the city of Zahedan had positive role in the economic empowerment of women, we test the hypothesis H0 against hypothesis H1 , Below is a correlation assumptions:

H0: It seems that there is a significant correlation between the development of tourism in the city of Zahedan and women's economic empowerment .

H1: It seems that there is a significant correlation between the development of tourism in the city of Zahedan and women's economic empowerment . To investigate the hypothesis as listed in the table (4-4) has been shown to have been used from 6 items, Test results are significant at alpha level of 0.05 shows indices studied which From the perspective of women in various sectors related to tourism, the impact of tourism development on the 4 items approved were evaluated from 6 items, which include : income and financial independence, and help increase the purchasing power of household income, improve family welfare and women's employment outside the home, reduced fertility and help the family economy

Table 4-4-define the relationship between tourism development and economic empowerment of women

row	dimension	Variables	Pearson	Significance level	Result
1	Employment in various sectors of the tourism and economic empowerment of women	Increasing income and financial independence	0,030	0,033	Confirmed H1
2		Increasing purchasing power and contribute to the household income	0,028	0,008	Confirmed H1
3		Improved housing conditions, resulting in more revenue	0,14	0,06	rejected H1
4		Improve family welfare services, resulting in more revenue	0,008	0,005	Confirmed H1
5		Reduced fertility in women's employment inside or outside the house leads to (helping the family economy(	0,03	0,036	Confirmed H1

6		Household income generation through the production of local industries and crafts	0,13	0,09	rejected H1
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Source: author

Or according to the table above and the significance level Pearson and the 4 components of the 6 components is less than 0.05, H0 is rejected and H1 hypothesis is confirmed. In other words, there is a significant correlation between development of tourism in the city of Zahedan and women's economic empowerment.

### 4.3.2-Correlation to the second hypothesis

In this section with respect to the second hypothesis that the development of cultural tourism in the city of Zahedan has positive role in empowering women, then we test the hypothesis H0 against hypothesis H1 .

Correlation assumptions below:

H0: It seems that there is a significant correlation between development of cultural tourism in the city of Zahedan and women's empowerment.

H1: It seems that there is a significant correlation between development of cultural tourism in the city of Zahedan and women's empowerment.

To investigate the hypothesis as listed in the table (4-5) shown, 10 items is used:

Indicators studied were significant test results show that the alpha level of 0.05, From the perspective of women in various sectors related to tourism, The impact of tourism development on every 10 items checked, have been approved.

Table 4.5 explains the relationship between tourism development and cultural empowerment of women

Row	Dimension	Variables	Pearson	Significance level	Result
1	Tourism and cultural empowerment of women employed in different parts of	Literacy levels and personal knowledge	0,030	0,033	confirmed H1
2		Social responsibility and social interaction	0,028	0,008	confirmed H1
3		Changing lifestyle	0,04	0,05	confirmed H1
4		Increasing the quality of life in terms of health	0,008	0,005	confirmed H1
5		Increasing the quality of life in terms of education (and children)	0,03	0,036	H1 confirmed
6		Increasing the quality of life in terms of cultural and social	0,045	0,04	H1 confirmed
7		Your satisfaction in relation to activities outside the home	0,05	0,003	H1 confirmed
8		An opportunity for greater participation of women in management jobs Outdoors	0,047	0,004	H1 confirmed
9		Declining birthrate and cultural promotion	0,029	0,017	H1 confirmed
10		Native publicizing the culture and native industries for the development of cultural and national identity	0,023	0,012	H1 confirmed

Source: author

according to the table above and a significant level of correlation coefficient in all 10 components is less than 0.05, H<sub>0</sub> is rejected and H<sub>1</sub> hypothesis is confirmed. In other words, there is a significant correlation between development of cultural tourism in the city of Zahedan and women's empowerment.

## **5. Conclusion**

Since the empowerment of women through the creation of complementary activities, such services could increase household incomes, create jobs and encourage the production of local products and crafts, as a way to improve their social, economic and cultural development in the city, it should be considered in the planning process development.

Women, because of the lack of appropriate conditions, Have not used a lot of potential for entrepreneurship. That's why the conditions provided in any economy witnessed rapid growth rates are women's entrepreneurship. In this regard, one of the main areas in the economic and cultural empowerment of women, Appropriate and optimal utilization of tourism is potential of urban and tourism development in these areas. One of the goals of this study was to investigate the effects of tourism development on the economic and cultural empowerment of women. According to the poll conducted for the assessment of women employed in various sectors related to tourism (cultural heritage and craft organizations, museums, hotels, guesthouses, travel agencies, tour guides, the centers of handicrafts and traditional products ...) and according to test t-test and Pearson correlation analysis after determining first and second hypotheses of normality Kolmogorov test - Asmyrnoof variables were studied. T-test results indicate that the development of cultural tourism leads to economic empowerment and the empowerment of women . Also according to Pearson correlation test the impact of tourism development on the economic empowerment 4 items 6 items were approved that include: Income and financial independence, and help increase the purchasing power of household income, improve family welfare and women's employment outside the home, reduced fertility and help the family economy. In other words, there is a meaningful correlation between development of tourism in the city of Zahedan and women's economic empowerment there. According to the test results significant cultural empowerment indicators examined in the alpha level of 0.05 shows that from the perspective of women in various sectors related to tourism, the impact of tourism development on every 10 items checked, have been approved. In other words, the development of cultural tourism in the city of Zahedan and women's empowerment exists.

## **7. Offers**

According to the findings of research that leads to economic empowerment and cultural tourism. Therefore the development and strengthening of tourism in the city of Zahedan, we can provide further promote women's empowerment:

In this regard, the following recommendations are offered:

- Create harmony for optimal use of cultural attractions, historical, natural and other features of the country to introduce Iranian culture and civilization to the world And enhancing cultural identity, strengthen national unity, increasing revenue, and take advantage of the power of other devices and to enhance the industry's donations.
- providing and efficient and professional training, particularly women, through granting scholarships and graduate studies in the field of tourism development.
- With regard to the role of women in social and cultural issues and the need for their presence in the areas of culture and infrastructure facilities offered to women in service to tourists spread, So that their interaction with tourists as bearers of different cultures can be provided.

- Due to the impact of tourism on the changing lifestyle of women, recommended by raising awareness and civil society, women's life patterns and new models introduced.
- devising and implementing new procedures for notification of facilities, attractions and ... to entice and attract foreign tourists (propaganda worthy of the world).
- Government and private sector collaboration and investment in the development of tourism activities in the city
- Create residential centers and service-comfort fit and with a high standard, in the study areas for tourists
- Raising the level of accommodation and reception centers.

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