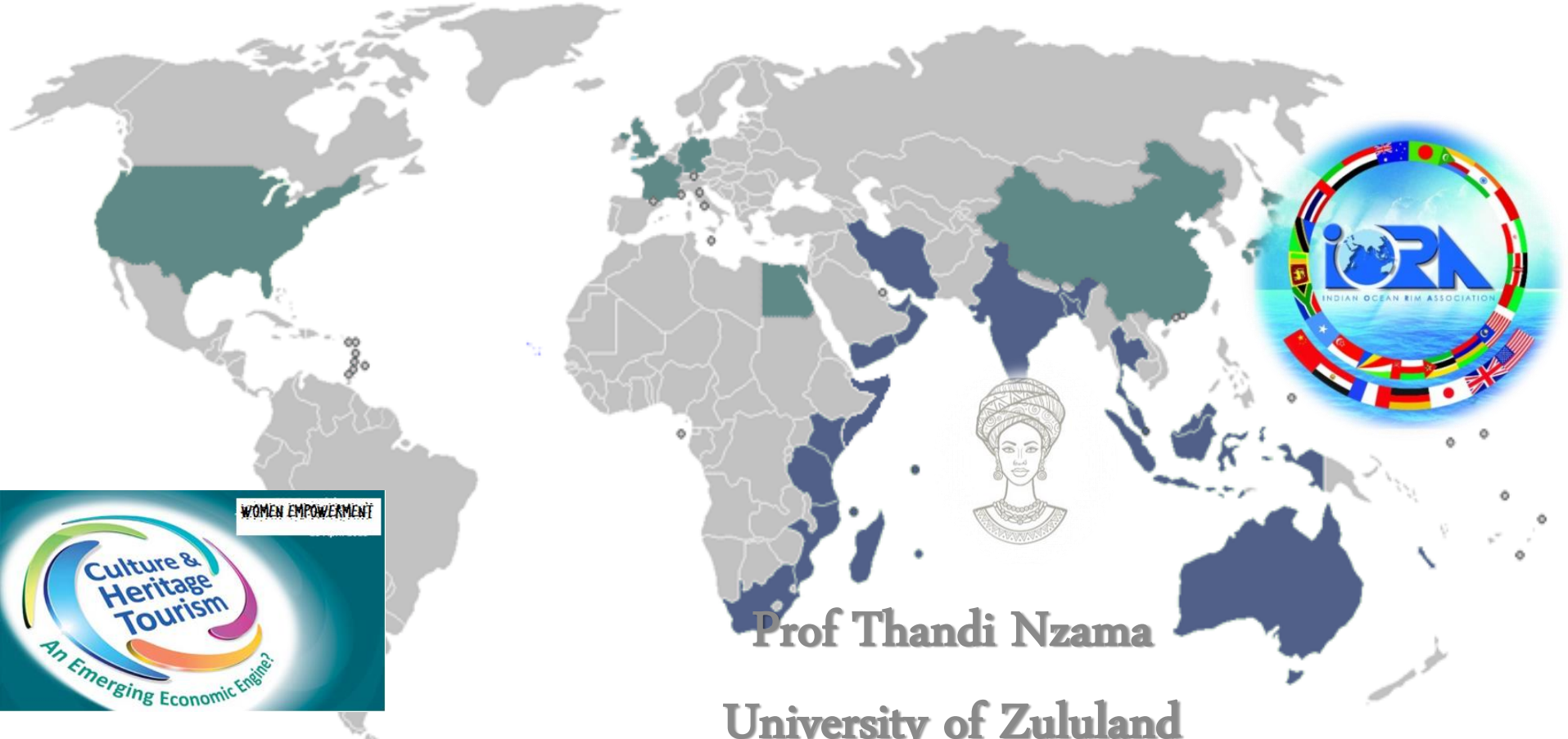


EMPOWERMENT OF WOMEN THROUGH CULTURAL HERITAGE TOURISM



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INTRODUCTION

- Tourism and cultural exchanges is one of the priorities reflected on the IORA Action Plan 2017 – 2019.
- This study seeks to establish **the ways in which cultural heritage tourism can be used as a means of fostering cultural exchanges between and among IORA member countries and also as a vehicle of empowering women** so that they can contribute economically to the development of their communities.

INTRODUCTION

- Tourism is arguably the easiest and most profitable sector for female entrepreneurs as it allows women to make a business out of skills they already possess.
- It is also an ideal sector for women to express themselves and their cultures, or educate tourists about the diverse cultural heritage of their countries.
- Through tourism women can harness the cultural and heritage components of their societies or places as resources and products to attract tourists (Chang 1997; 47).

INTRODUCTION

- Cultural heritage tourism is regarded as one of the largest and fastest growing sectors of the tourism industry as there is a growing number of people who visit cultural and historical resources thus creating opportunities for cultural exchange (Timothy & Nyaupane 2009:3).
- As such, cultural heritage tourism lands itself as one of the forms of tourism with a potential of creating entrepreneurial opportunities for women so that they can contribute to the economic development of their local communities regardless of their geographic locations.

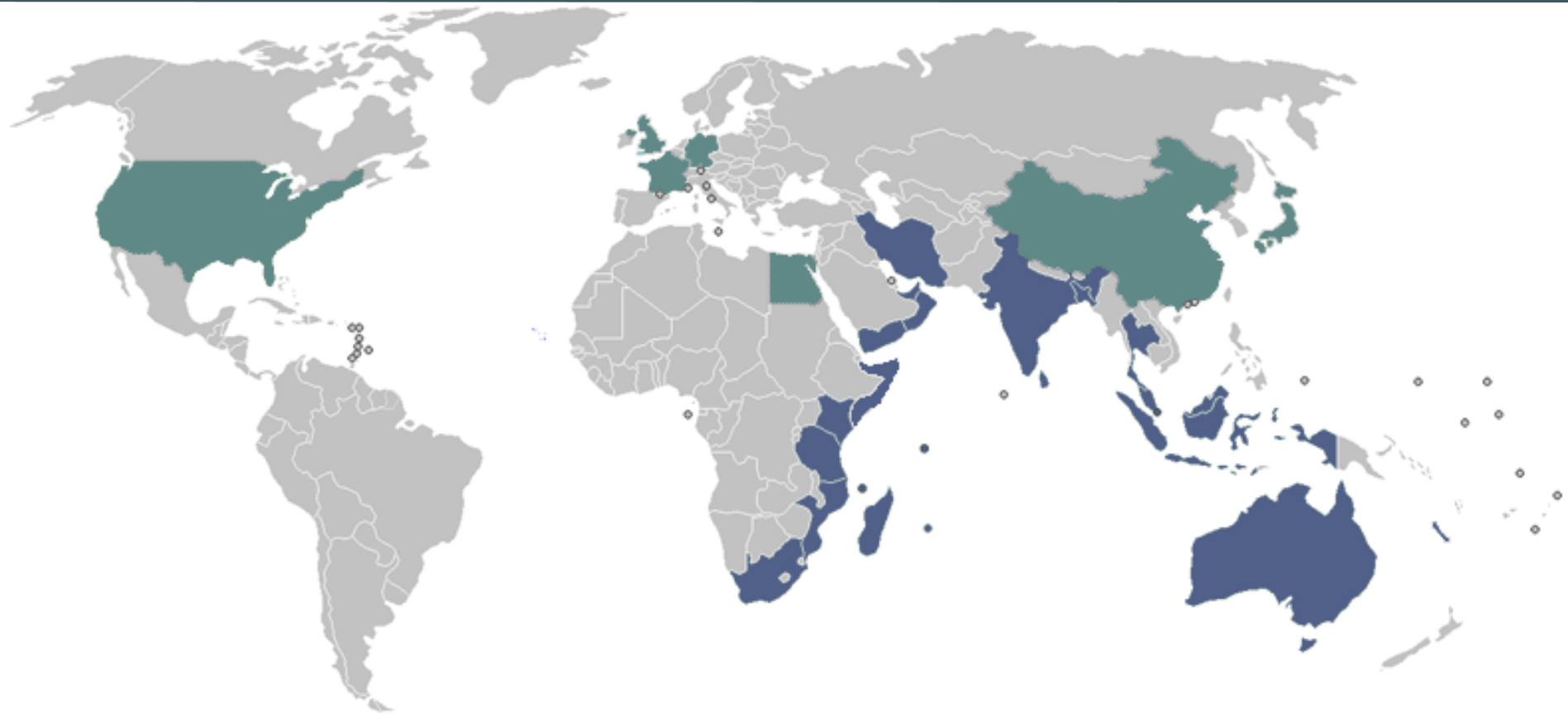
THE PURPOSE OF THE STUDY

- The purpose of this study is two pronged.
- (1) how **cultural heritage tourism can be used to foster cultural exchanges** and
- (2) how **cultural heritage tourism can be used as vehicle of empowerment for women in South Africa and within the IORA member states.**

THE PURPOSE OF THE STUDY

- The purpose of the study was narrowed down to the following objectives:
- To establish the extent to which women are involved in cultural heritage tourism development in their local communities within the study area.
- To explore entrepreneurship opportunities that are available for women in cultural heritage tourism.
- To recommend the enabler mechanisms that would facilitate opportunities for cultural exchange and participation of women in cultural heritage tourism within the study area.

STUDY AREA



IORA member countries :

South Africa, India, Australia, Indonesia, Comoros Madagascar, Oman, Tanzania, United Arab Emirates, Kenya, Bangladesh, Seychelles, Malaysia, Mozambique, Singapore, Sri Lanka, Thailand and Somalia.

DEFINITION OF CONCEPTS

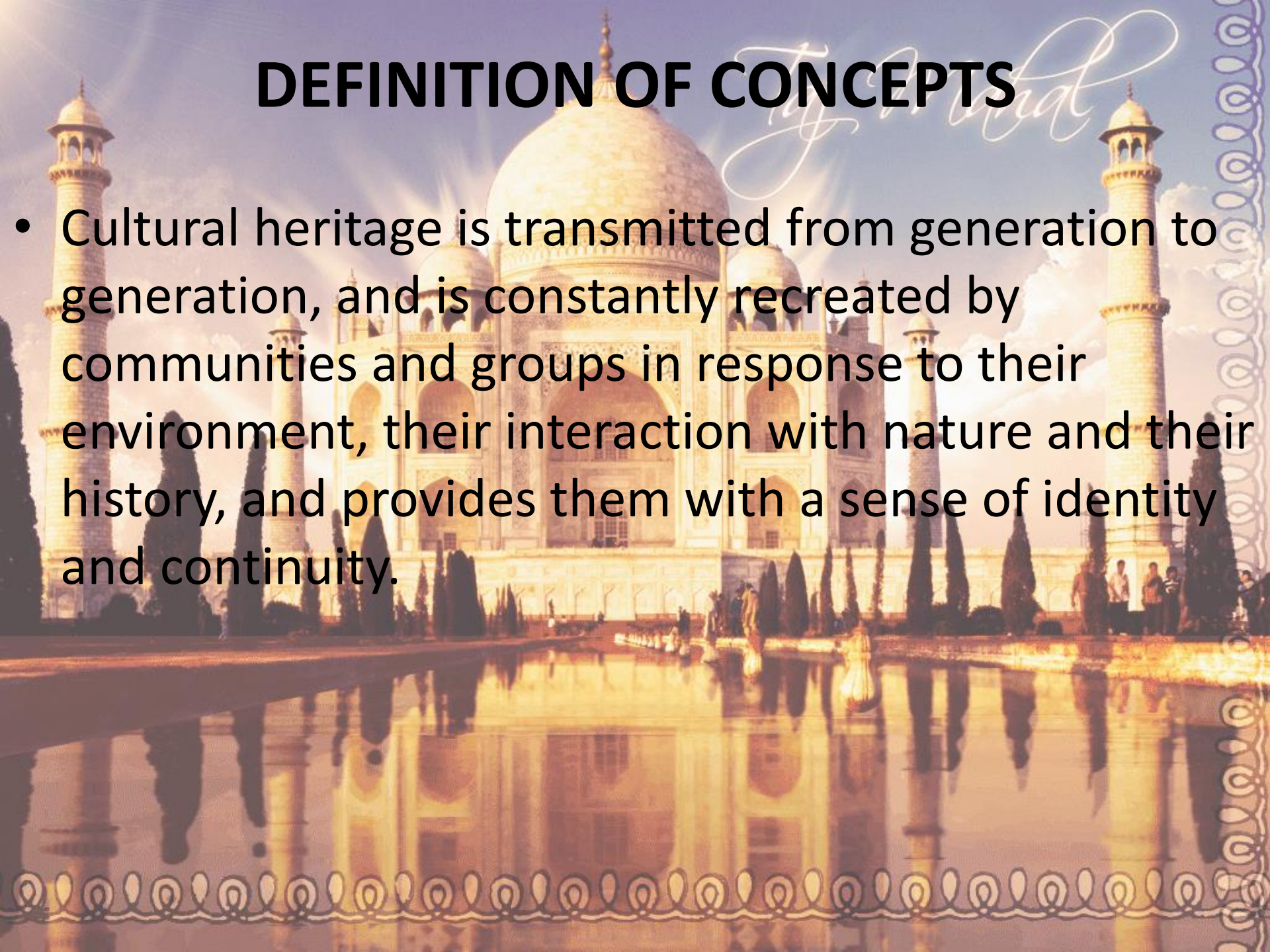
- According to the 2003 UNESCO Convention on the Safeguarding of Intangible Cultural Heritage, cultural heritage means **tangible and intangible elements** which include **practices, representations, expressions, knowledge, skills, objects, artefacts, cultural spaces and attractions, built heritage (historic and architectural) archaeological heritage and socio-cultural heritage** – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.



DEFINITION OF CONCEPTS

City of the World

- Cultural heritage is transmitted from generation to generation, and is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity.



T TYPOLOGY OF CULTURAL HERITAGE REOURCES

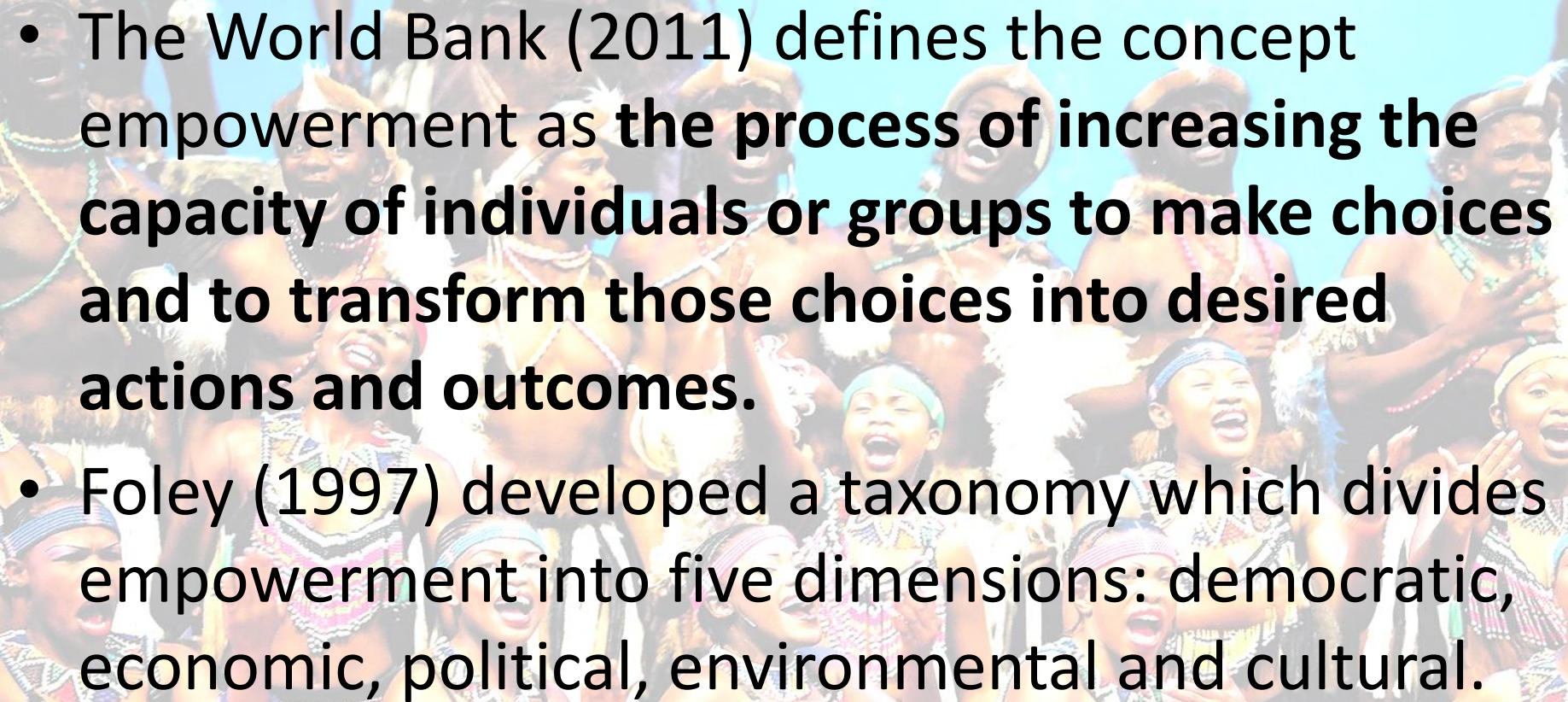
(Source: National Heritage Resources Act 1999)

TANGIBLE	INTANGIBLE
Historical Buildings and Places	Oral History and Traditions
Declared Heritage Sites	Ind Knowledge Systems
Cultural Objects and Collections	Rituals and Cultural Performances
Artefacts and Crafts	Art Performances and Creative Arts
Fine Art	
Cultural Landscapes	Skills and Techniques
Geological evidence	Belief Systems
Paleontological remains	Cultural Festivals
Sacred and spiritual sites	Popular Memory

CULTURAL HERITAGE TOURISM

- **Cultural Heritage Tourism** - is the movement of people that is motivated wholly or in part by interest in cultural attractions, historical and artistic manifestations, unique lifestyles, cultural and heritage offerings of a community, region, group or institution and in the process of gathering new information and experiences to satisfy their cultural and heritage needs (McKertcher 2001; Ivanovic 2008;77).

WOMEN EMPOWERMENT

- 
- A large group of women, likely from a traditional African or Caribbean culture, are shown in the background. They are wearing vibrant, multi-colored beaded dresses and headpieces. Many of the women have their mouths open as if they are singing or shouting, creating a sense of energy and community. The background is a bright, clear blue sky.
- The World Bank (2011) defines the concept empowerment as **the process of increasing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes.**
 - Foley (1997) developed a taxonomy which divides empowerment into five dimensions: democratic, economic, political, environmental and cultural.

METHODOLOGY

- A qualitative approach was adopted for this study. The reason for selecting this approach is that the study is exploratory in nature and it sought to collect descriptive data with an intention to understand the issues that relate cultural heritage tourism and women empowerment.
- Data was collected with an assistance of one research assistant.

THEORETICAL FRAMEWORK

This study focuses on the opportunities and the capacity of women within the AORA member countries to participate in cultural heritage tourism as way of fostering cultural exchanges and also as a platform for economic empowerment.

Of significance is paying attention to how this can be achieved and what needs to be done in order stimulate cultural exchange and empower women economically through participation in cultural heritage tourism within and among the IORA member countries

THEORETICAL FRAMEWORK

Studies depict tourism as a tool for regional and local economic growth and employment creation.

Recently, its potential role has been expanded to address global-scale developmental issue and challenges (Ashley & Mitchell, 2005; Bolwell & Weinz, 2008).

Many international bodies, non-governmental organisations and scholars have begun to highlight the potential of tourism in the context of the Millennium Development Goals.

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THEORETICAL FRAMEWORK

- Cultural heritage tourism is regarded as one of the largest and fastest growing sectors of the tourism industry as there is a growing number of people who visit cultural and historical resources (Timothy & Nyaupane 2009:3).
- As such heritage tourism lands itself as one of the forms of tourism that has a potential of contributing to the local development of local communities regardless of their geographical location.
- Cultural heritage tourism depends on living and built elements of culture as well as on the cultural and heritage resources which may be tangible or intangible that are readily available within any country, region or area (Ivanovic 2008:111)

THEORETICAL FRAMEWORK

- These studies and many others unfortunately do not indicate how tourism can empower women so that they become significant role players in the economic development of their communities yet
- women constitute more than 50 percent of the world's population and 70 percent of the world's poor which is estimated to be 1.3 billion (Wallerstein, 2006).
- Two- thirds of the world's illiterate people are women, which accounts for more than 500 million in developing countries (Jahan, 1996; Oxfam GB, 1998).
- Women perform 66 percent of the world's work and produce 50 percent of food, but earn 10 percent of income and own 1 percent of property (UN Children's Fund [UNICEF], 2007).

SHIFTING FOCUS TO WOMEN IN TOURISM

Studies have indicated that women are essential for local, national, and global development and they generally participate in their local economies (Clark, 2013).

Empowering women to participate fully in the economic life across all sectors is essential to build stronger economies, achieve internationally agreed goals for sustainable development.

Tourism has the potential to contribute to greater gender equality and the empowerment of women, in line with the Third Millennium Development Goal.

The majority of people employed in tourism worldwide are women, both in formal and informal jobs.

SHIFTING FOCUS TO WOMEN IN TOURISM

- The international call was made in 1975 by the United Nations to celebrate International Women's Year which was the first step toward recognizing the social and economic challenges faced by women.
- Since that call a number of women's initiatives have emerged and almost every country has established policies, programmes, and government ministries to address the issues facing
- women (Ghorayshi & Belanger, 1996).

Initiatives meant to empower women... through tourism

There are a number of initiatives that are meant to empower women through tourism within the IORA member countries and beyond such as the ff:

- Women in Tourism Empowerment programme (WITEP)
 - UNWTO’s initiative on gender and tourism with a focus on women’s economic empowerment.
- RETOSA which is a the tourism implementing agency of the Southern Africa Development Community (SADC) is facilitating and promoting tourism growth and development in Southern Africa by targeting women as a critical component in the sustainable development of tourism in the region.

Initiatives meant to empower women... through tourism

- In SA - then Deputy Minister of Tourism established the **Women in Tourism platform (WiT)** in 2014 as a platform that brings women together to find solutions to the economic challenges that hinder their entrepreneurial progress in the sector.
- The establishment of the Women in Tourism (WiT) forum is aimed at addressing the economic inequalities and challenges faced by women within the sector



RECOMMENDATION



RECOMENDATIONS



- In order to put a thread through ORGA member countries through cultural heritage it is recommended that
- (1) The enabler mechanisms that would facilitate opportunities for cultural exchange and participation of women in cultural heritage tourism within the study area be put in place.
- (2) These countries share their experiences using formalised government structures that deal with Women in tourism with a focus on cultural heritage tourism.
- (3) Establish channels through which best practice can be shared.
- (4) Form partnerships – where countries share similar experiences.
- (5) Organise exchange programmes in order to experience cultural heritage products in each /selected countries

CONCLUSION



- In conclusion it is believed that if this project is properly implemented IORA member countries has a potential of not only bringing the IORA member countries together but also contribute to greater gender equality and the empowerment of women, in line with the Third Millennium Development Goal.