



WOMEN-FRIENDLY TOURISM FOR ENHANCE TRAVEL EXPERIENCES

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ABSTRACT

In This article, the researcher explicitly the Women-Friendly Tourism. Women are involved in the Women-Friendly Tourism project at every level, from travel guides to tour operators. Approximately 2,000 women have undergone various stages of training, and as of right now, 28 female tour operators have registered with RTM. State Responsible Tourism Mission (RT Mission), is to revolutionize Kerala's travel and tourism industry by giving women access to a convenient, safe, and empowering travel experience. Through this state-of-the-art app, women can access comprehensive information about various tourist destinations, cultural nuances, and women-friendly services across the state. Let's delve into the details of this remarkable project that is set to redefine women's travel in Kerala. The purpose also includes carefully researching and guaranteeing women's safety in various tourist destinations. Approximately 1,800 women have now finished various training programs as part of the project, and more training is planned for elected women representatives.

KEYWORDS: Women, Tourism, Travel, and Experience, etc.

INTRODUCTION

UN Women, a United Nations organization devoted to advancing gender equality and women's empowerment, is providing technical support for the implementation of an initiative of Responsible Tourism in the women-friendly project. The tourism industry is made up of many different parts, and its goals include involving 1.2 lakh women in the travel community and integrating 1.5 lakh women into the travel network, as well as offering 30,000 women direct and indirect employment opportunities. Travelers looking for peace and beauty in the natural world have always been drawn to Kerala's stunning backwaters and attractive scenery. But for a lot of women, worries about their safety frequently keep them from taking advantage of all that the state has to offer. The tourism department launched the Women-Friendly Tourism project after realizing this. After just a few months of starting in a few grama panchayats, the program was able to give women travelers confidence, and hundreds of them traveled to locations all across the state, both alone and in groups. The project's ultimate objective is to make Kerala a travel destination that appeals to women by 2025. Thirteen Grama panchayats have already joined the project, and there are already workshops, participant registration, and training sessions in progress. As part of the project's implementation, 76 places throughout the state have conducted a study.

Women are involved in the Women-Friendly Tourism project at every level, from travel guides to tour operators. Approximately 2,000 women have undergone various stages of training, and as of right now, 28 female tour operators have registered with RTM. A website and mobile app will be released in the following phase to offer details about Kerala properties that are ideal for women. In addition, as the project progresses, it plans to include women as storytellers, women drivers, women-led shikara and

country boat trips, women-only campgrounds, women-led car tours, women-friendly taxis, and women naturalists. "Even in its early stages, the Women-Friendly Tourism program has garnered a resounding reaction. More than 14,000 women from the state and 2,188 from outside have participated in it, traveling in groups or on their own. Rupesh stated that women have embraced the idea, especially those from the Malabar region. In addition, the enterprise has given rise to jobs for female entrepreneurs. With the project's assistance, Ambili M. Soman, the founder of Grassroutes Journeys, a tour company with headquarters in Maravanthuruthu, Kottayam, entered the travel sector. Monthly visits to Kanthalloor in Idukki, which are exclusively for women, are currently scheduled trips to Kasaragod and Kannur in tandem with the start of the theyyam season. She also intends to start a homestay to expand her activities.

Major attractions

Through the Women-Friendly Tourism project, women can explore a variety of career paths in the tourism business, including working as drivers, tour guides, operators, and even owners of homestays and restaurants. The RT Mission hopes to establish a comprehensive and women-friendly tourism network by bringing all these elements together. To support the State government's Women-Friendly Tourism strategy, UN Women, an organization dedicated to promoting gender equality and women's empowerment, has partnered with Kerala Tourism. In this regard, a two-day orientation session for women was organized. It covered a broad range of tourism-related activities in which women can take the lead. The session entitled "Trainer of Trainers" took place at the Kumarakom Cultural Centre and was coordinated by the Responsible Tourism Mission (RT Mission) of the State, which is the project's nodal agency. The workshop was attended by 85 women trainers in total, who

would then train other women involved in tourist efforts and related services around the State. This was the second of several training sessions that RT Mission had scheduled, covering every area of the State.

Experience sharing

The event ended up serving as a platform for experience exchange, with business owners and industry experts discussing how to effectively execute a wide range of tourism-related activities, giving guests a one-of-a-kind vacation experience. Given that Kerala was the first state in the nation to implement a women-friendly tourism strategy, it was anticipated that the training sessions would hasten the development of “Women-Friendly Tourism” and draw in more female visitors. In addition to creating an environment that encourages women to travel alone or in groups, the “Women-Friendly Tourism” project envisions women leading significant roles as professionals and entrepreneurs in the travel and hospitality industry. Women will be involved in the initiative in a variety of capacities, such as community guiding, transportation, and food and lodging. At least 10,000 new businesses, close to 30,000 employment openings, and a network of 1.5 lakh women working in the tourism and related industries are all anticipated outcomes. 1,850 women have taken part in the project’s training sessions thus far. Kerala, a beautiful state in India, has launched a smartphone app especially to meet the demands of female travelers, marking a revolutionary step towards encouraging gender-inclusive tourism. This ground-breaking program, started by the State Responsible Tourism Mission (RT Mission), is to revolutionize Kerala’s travel and tourism industry by giving women access to a convenient, safe, and empowering travel experience. Through this state-of-the-art app, women can access comprehensive information about various tourist destinations, cultural nuances, and women-friendly services across the state. Let’s delve into the details of this remarkable project that is set to redefine women’s travel in Kerala.

Empowering Women Through Tourism

Consistent with the innovative notion of “Gender Inclusive Tourism” proposed by the UN Women’s “Women-Friendly Tourism” initiative in October of last year. The government has prioritized creating a welcoming atmosphere for female visitors to the state, recognizing the growing tendency of women to travel alone or in groups to far-off places. An important step in the direction of accomplishing this goal is the upcoming mobile app for the Women-Friendly Tourism project. This software seeks to improve the entire experience of ladies discovering Kerala’s captivating wonders by providing a smooth and hassle-free interface.

Unveiling the Mobile App’s Features

The Women-Friendly Tourism smartphone app has the potential to completely transform how female tourists interact with Kerala’s tourist attractions. It functions as a thorough guide, including location-specific details, engrossing photos, and sociocultural insights into the various attractions throughout the state. 1.5 lakh Keralan women are expected to actively participate in the project, which has the backing of several organizations, including UN Women. In addition, it aims to

produce 10,000 female-led businesses and 30,000 new jobs in the tourism industry.

Women-Friendly Features at Your Fingertips

Women travelers are guaranteed access to a plethora of women-friendly experiences and services thanks to the smartphone app. It provides thorough details about reputable tour operators, women tour guides, and women-led businesses, enabling travelers to make well-informed decisions that suit their tastes. The app also features women-led businesses that produce and market handicrafts and souvenirs, boosting the regional economy and assisting female makers. Travelers can also investigate lodging options that are gender-neutral, such as hotels, resorts, homestays, and licensed houseboats that have undergone safety and quality standards inspections.

Beyond Spectacular Destinations

The Women-Friendly Tourism app does more than just highlight well-known tourist destinations and gorgeous scenery. It highlights Kerala’s colorful festivals, mouthwatering food, and exciting adventure packages. Through the provision of ethnic cuisine units, restrooms, camping sites, caravan parks, and other necessary amenities, the app guarantees that female travelers will have an immersive and unforgettable travel experience. Additionally, the app serves as a handy reference, offering priceless information about the safety protocols and safeguards put in place at different tourist destinations throughout the state.

CONCLUSION

In the Women-Friendly Tourism initiative, the release of the mobile app represents a major turning point. As the lead organization for this innovative project, The RT Mission has started a massive data collection process to create a large library of content for the app. The purpose also includes carefully researching and guaranteeing women’s safety in various tourist destinations. Approximately 1,800 women have now finished various training programs as part of the project, and more training is planned for elected women representatives.

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