

Gender and Ecotourism: Implications for Myanmar

Golam Rasul, Theme Leader, Livelihoods

International Centre for Integrated Mountain Development

Kathmandu, Nepal

Outline

- Socioeconomic conditions
- Role of tourism
- Integrating women in tourism
- Way forward

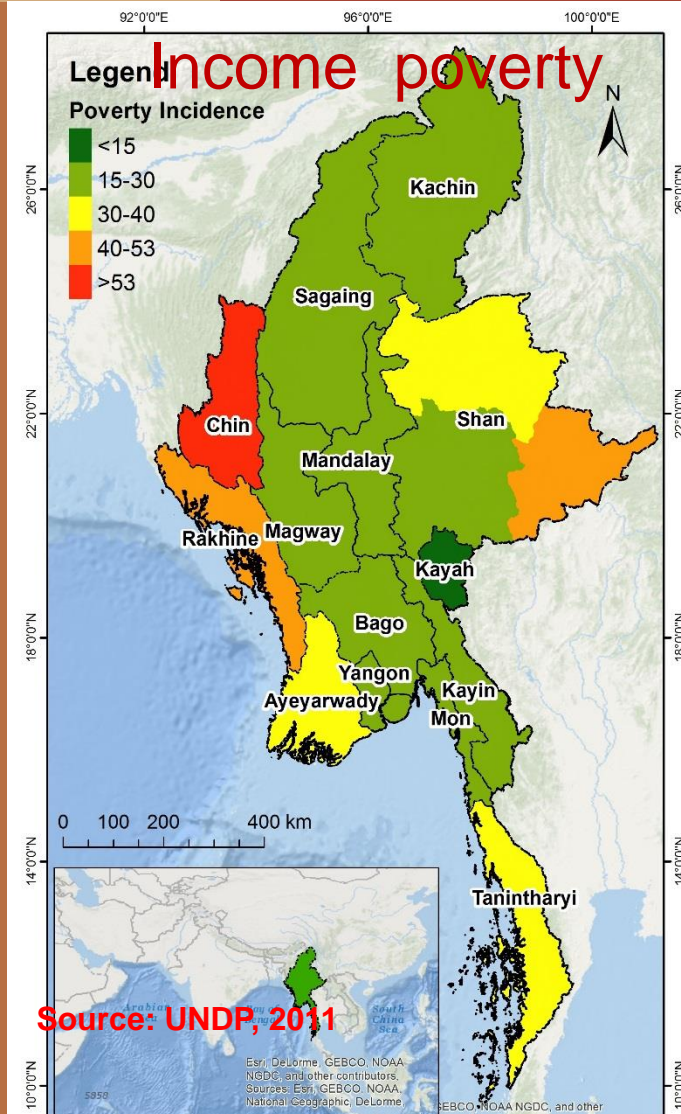
Socioeconomic Conditions

- Economy growing fast
- Despite recent growth, poverty widespread

Food poverty

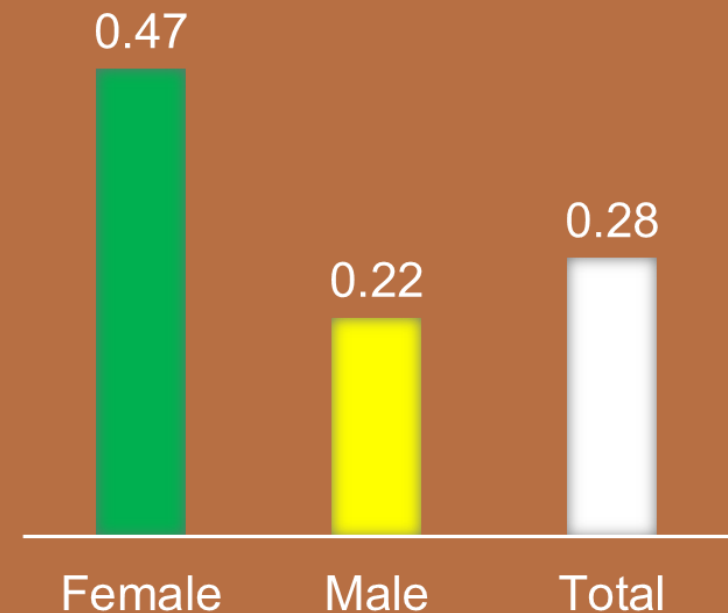


Source: UNDP, 2011



Poverty: Male & Female

- Rural poverty higher than urban poverty
- Poverty higher in female headed HHs
- 70% labour force engaged in agriculture

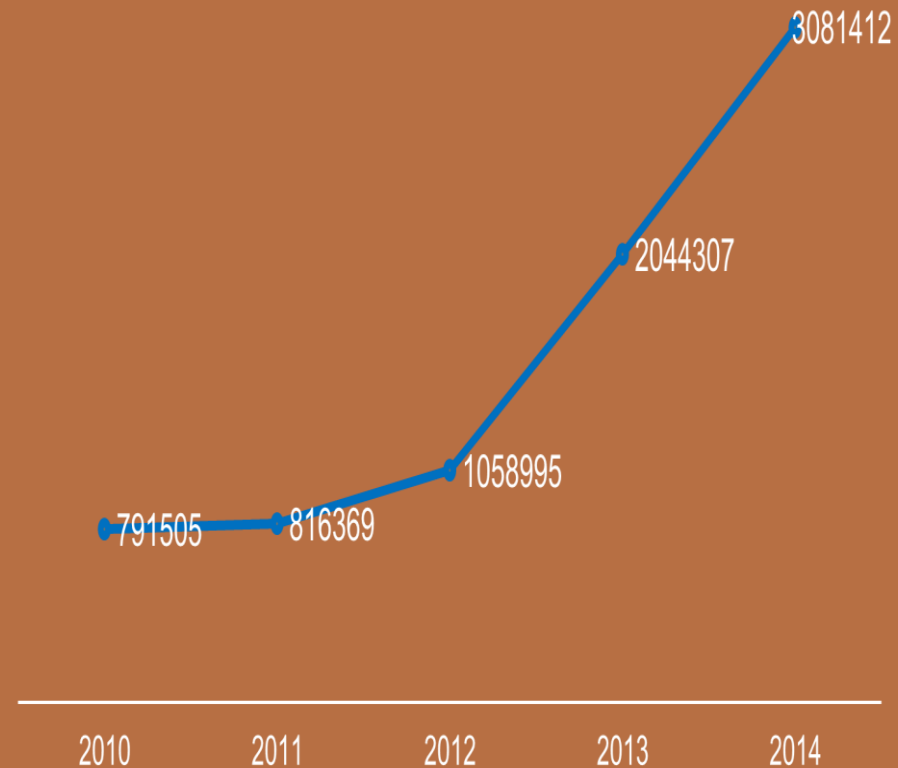


Poverty: Male & Female cont.

- About 50% rural population do not own land
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- Women's participation in labour force relatively low, 50% against 80% of men
- Female labour force 70% involved in agricultural work

Tourism

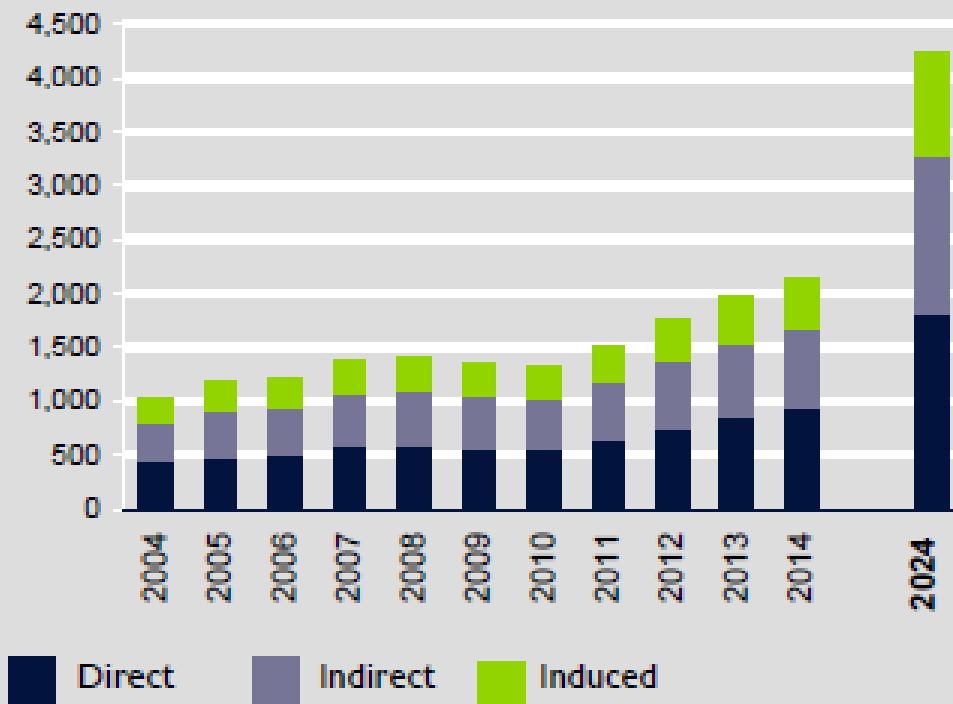
- Tourism contributes
 - GDP: 3.7%
 - Employment: direct 338,500 jobs, 1.2% of total employment (in 2013)
- Tourism a priority economic sector
- Tourism potential growing



Contribution to GDP & Employment

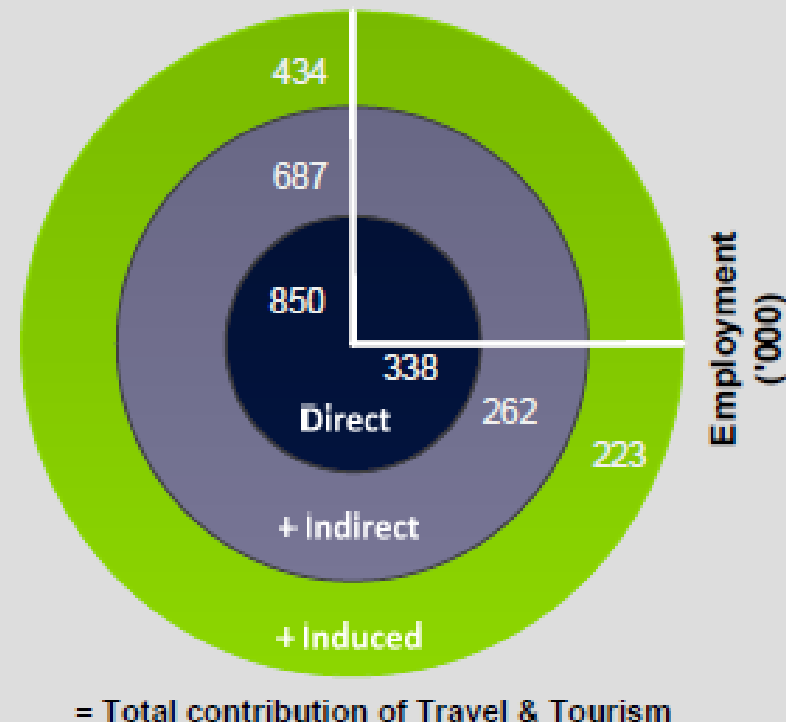
Total Contribution of Travel & Tourism to GDP

2013 MMKbn



Breakdown of Travel & Tourism's Total Contribution to GDP and Employment 2013

GDP (2013 MMKbn)



Tourism and Gender in Myanmar

- Tourism brings new opportunities & challenges for women
- How can women get equal opportunities & benefits from tourism



Gender in Myanmar's Policy

- **Constitution:** provides equal rights for women
- **National Plan of Action for the Advancement of Women 2011–2015:** outlines a comprehensive strategy for women's empowerment, equal rights for women in relation to employment, credit, resources, assets, & economic benefits

Gender in Myanmar's Policy cont.

- **Tourism Master Plan:** Men & women to have equal access to economic opportunities, employment
- Myanmar a signatory to the **Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW)**



Opportunities

- Participation in paid economic activities
- Livelihood diversification
- Improved access to productive resources
- Skills development
- Increase in capabilities, knowledge & agency
- Economic empowerment



Challenges

- **Social:** move into paid employment, social norms, barriers, gender division of labour
- **Technical:** Need new skills, knowledge
- **Economic:** Access to resources - financial, training, information
- Balancing paid & unpaid work, subsistence & cash work



Way Forward

- Integrating the gender dimensions in tourism development
- Provide equal opportunities to women
- Putting women & men into the centre of development plan
- Developing adequate mechanisms to ensure women & local communities receives adequate benefits
- Strengthen women's skills & knowledge to participate in planning & decision making
- Strengthen women's groups, networks, partnerships & leadership

Thank you

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