



Scoping Study of Safety of Women Tourists in A Special Context to Safe Tourism Destination for Women Project Initiated in Madhya Pradesh, India



Manoj Kumar Singh^{a*}; Swati Pramar^b

^aSkill & Responsible Tourism Mission, Madhya Pradesh Tourism Board, Tourism Department, Government of Madhya Pradesh, India; ^bExpert-Social Management Framework and Gender, National Rural Economic Transformation Project under SRLM, Madhya Pradesh, India

*Correspondence: manojksingh1965@gmail.com

Received 20 January 2023; Revised 09 June 2023; Accepted 24 July 2023

ABSTRACT: The safety of women in tourism destinations is a very important aspect that is not given much attention in the policies and programmes of the government. This study extends the previous literature by investigating the motivations and obstacles faced by women travellers in a specific context. The analysis focuses on the special project initiated by the Government of Madhya Pradesh called "Safe Tourism Destination for Women in Madhya Pradesh." All activities planned under the project include capacity building of tourism stakeholders, involvement of the local community to ensure project sustainability, maximising women's workforce in tourism-related jobs and enterprises, self-defence training to build confidence in girls and women, convergence with other government departments, formation of peer pressure groups and clubs, involvement of Community-Based Organisations and Non-Governmental Organisations in implementation, development of a support system for women traveller, and awareness generation for the safety of women tourists. These efforts have been adopted under the project. The results of the project study suggest that women's safety cannot be considered completely resolved in the given area or geography. Behaviour-change methods, regular awareness among tourists, involvement of the local community and other stakeholders, as well as sufficient arrangements for safety and security in terms of hardware and software, are key factors in addressing the safety issues of women travellers. Additionally, having a support system in place after any incident occurs is crucial. The mapping of the current state of knowledge indicates several directions for future research in this context and the response to the safety of women travellers.

KEYWORDS: women safety in tourism sector; gender; tourism; India; Madhya Pradesh; safe tourism destination for women in Madhya Pradesh project

Introduction

Tourism can be defined as the processes, activities, and outcomes that arise from the relationships and interactions among tourists, tourism suppliers, host governments, host communities, and the surrounding environments involved in attracting and hosting visitors. The status of women is changing in society, albeit at a slow pace. Positive changes are being

reflected as women gain better access to education, healthcare, livelihood opportunities, and employment. With improving economic and social status, women are seeking better quality life beyond basic necessities, and tourism is becoming one of those needs. It is projected that women's participation in tourism will continue to grow, particularly in the Asia-Pacific region, with an estimated 400% increase by 2030 (eGlobal Travel Media, 2014).

Nowadays, women are not only travelling with family and friends, but they are also engaging in exclusive women's groups and solo travel. They are not only travelling within their own country but also venturing global geographies. During the pandemic COVID-19, people spent significant time in isolation, confined within closed walls, and witnessed the uncertainty of life. As a result, the life priorities of individuals have changed, which now include cross-country travel, experiencing different cultures, exploring new areas, and meeting new people.

In a country like India, people are now focusing on improving their quality of life instead of solely saving money. This shift in mindset has brought new dimensions to the tourism industry, which was greatly affected by the pandemic. A new term, "revenge tourism", has emerged, indicating a surge in travel as individuals seek to make the most of life's ephemeral nature. This has led to the development of tourism in new areas, the introduction of different tourism products, alternative tourism options, and unique experiences. This has also led to increase in women's interest in these fields.

Considering the anticipated boom in the travel industry, predicted by various reports and tourism industry experts, there will be a need for better services, infrastructure, and support systems for travellers. Female travellers are largely contributing to contemporary travel market and women's participation in tourism is booming in the emerging market. Hence, understanding the needs and priorities of Asian female travellers would be an important underpinning for tourism marketing initiatives (Yang, Khoo-Lattimore and Arcodia, 2016).

With the increasing global mobility, considerable attention has been paid to safety, security, and risk related to tourism. Risk perception can be categorised into four dimensions namely sociocultural, socio-demographic, psychographic, and biological (Yang, 2014). Risk is not necessarily something to be avoided (Korstanje, 2009). Reisinger and Mavondo (2005) pointed out that safety, security, and particularly, stress-free travel are pivotal factors that influence future travel intentions. It is important that women should feel safe and comfortable while travelling and enjoy tourist destinations. This feeling and mindset is of utmost importance to boost the confidence of women during travel. "by virtue of their social position, female travellers are most vulnerable to violence" (Qi et al., 2009, p. 61); "the influence of socialisation whereby some females have learned not to take as many risks as their male counterparts" (Lepp and Gibson, 2003, p. 618); "women's fear of male violence and a sense of self-consciousness in light of the sexualised gaze are frequently constructed as gendered constraints and expressions of patriarchy in women's leisure and tourism experiences" (Berdychevsky and Gibson, 2015, p. 307). The fear of crime against women affects women travellers, restricting their ability to travel independently to tourist destinations. Some gender stereotypes persist today and continue to impact the travel experiences of Asian women (Zhang, 2005; Zhang and Hitchcock, 2014). This results in limited mobility for women seeking leisure, adventure, and peace. Even a single instance of violence against women is enough to intensify the fear of further violence. Fear often significantly influences women's experiences, access to resources, and mobility. Tourism space is more than a physical construction; it is a site for power negotiation (Aitchison, 2001). It is crucial to establish an environment and conditions that allow women to move safely, without the fear of violence or assault. Despite this awareness

of risk, some women undertake solo adventures in search of a sense of empowerment, autonomy, and freedom (Cockburn, 2016; Jordan and Gibson, 2005; Wilson and Harris, 2006). More importantly, while the body of risk research in tourism is growing (Yang and Nair, 2015) and a recent review by Yang, Khoo-Lattimore, and Arcodia (2017) reported that 70% of existing tourism risk literature has identified gender differences in risk perception—for instance, several studies found that female travellers perceived a greater physical risk compared to males (Reichel et al., 2007; Park and Reisinger, 2010). Sexual harassment/assault and discrimination have emerged as the two most prominent types of risk affecting the solo travel experiences of Asian women (Yang, Khoo-Lattimore, and Arcodia, 2017). Therefore, in order to create higher levels of safety and comfort, it is necessary to address both actual instances of violence and the fear of violence.

Statistics on gender and tourism: India

The National Crime Records Bureau statistics for 2021 in India show that a total of 4,28,278 cases of crime against women were recorded (as compared to 3,71,503 cases in 2020), indicating a rise of 15.3 % in reporting of such crimes compared to the previous year. The total percentage of registered rape cases is 7.4%. The crime rate registered per lakh women population is 64.5 in 2021 in comparison with 56.5 in 2020.

Rajasthan reported the highest number of rape cases in the country in 2021, with an increase of more than 19% in comparison to 2020. Of the total 31,677 rape cases registered across the country last year, 6,337 were reported in Rajasthan, followed by 2,947 in Madhya Pradesh and 2,845 in Uttar Pradesh. Maharashtra (2,506) was the only other state which reported more than 2,000 rape cases in 2021. (Data Source: National Crime Records Bureau statistics – Crime in India – 2021 and 2020.)

Gender analysis of the tourists reveals a predominance of males. During the year 2019, the gender-wise distribution of Foreign Tourist Arrival (FTA) comprised 58.9% males and 41.1% females. The male-female break-up of FTAs in 2017 was 59.4% and 40.6%, respectively. (Data Source: India Tourism Statistics 2020 and 2019, Ministry of Tourism, Government of India)

Methodology

A combination of quantitative and qualitative method was employed in this study to achieve its objective. The research involved a documentary analysis of secondary data obtained from institutional databases, including the project document "Safe Tourism Destination for Women in Madhya Pradesh (STDW-MP)," project reports, Management Information System (MIS) data, administrative reports, statistics, and data published by the Ministry of Tourism, Government of India, and Madhya Pradesh. Secondary data related to schemes such as the Nirbhaya Scheme of the Ministry of Women and Child Development Department, and other schemes related to the safety of women were also analysed.

Primary data was captured through two tools, semi-structured interviews with stakeholders of tourism, such as travel agencies, tour operators, guides, taxi drivers, hotel staff, NGOs, local vendors, restaurant staff, and security guards; and participatory direct observation in focus groups. These primary data collection tools aimed to analyse the need for and effectiveness of the project.

Motivation to travel

There is a very popular push-pull theory (Dann, 1977), to examine travel motivation (Yoon and Uysal, 2005; Khoo-Lattimore et al., 2019). According to this theory, individuals are intrinsically motivated by socio-psychological needs that “push” them and are extrinsically motivated by destination-related factors that “pull” them to travel (Jang et al., 2009; Mohammad and Som, 2010). In one study, Crompton (1979) identified seven push factors (escape, self-exploratory, relaxation, prestige, regression, kinship-enhancement, and social interaction) and two pull factors (novelty and education). In a rapidly changing world, several other factors have affected the motivation to travel i.e., tourist demographics such as age, marital status, income, education, and health status (Zimmer et al., 1995; Sangpikul, 2008; Hanafiah et al., 2010), nationality (Jang and Cai, 2002; Hikmah et al., 2013), and destination (Park et al., 2010; Yousefi and Marzuki, 2015).

Travel experiences vary according to gender (Wilson and Little, 2008). The needs and travel preferences of women differ from men (Junek et al., 2006), as do their tourist experiences (Brown et al., 2020). Thus, their motivations to travel also vary and need examination (Chiang and Jogaratnam, 2006; McNamara and Prideaux, 2010).

With the increase in women’s income and educational status, their decision-making abilities have also improved, directly influencing their travel choices. Current trends indicate that women are travelling both in groups and solo. Motivational factors, concerns, and limitations of travel vary based on income group, gender, and personal interests. Key motivational factors include religious beliefs, destination popularity, accessibility, affordability, and safety.

Religious tourism refers to the practice of visiting pilgrimage sites based on religious beliefs, where travellers seek to worship and fulfil spiritual aspirations. Certain religious obligations require individuals to visit specific religious places, making it essential for them to undertake such journeys at least once in their lifetime. Popular destinations also attract people who seek to explore and witness their wonders firsthand. Destinations that are easily accessible in terms of distance, transportation facilities, connectivity, available services, and infrastructure tend to attract more tourists.

Well-managed and safe infrastructural facilities in natural and historical sites, monuments, religious places, national parks, sanctuaries, and adventure activities also influence travel decisions. Additionally, affordable destinations tend to attract a higher number of travellers, regardless of their economic, social, cultural, or physical conditions.

One critical factor that emerged is the security and safety of women in tourist destinations. When families, women’s groups, or solo female travellers plan a trip to any destination, they inquire about the safety of women. The higher rates of crime against women and girls, incidents of eve-teasing, harassment, child abuse, cases of theft, and other forms of misconduct significantly impact the desire and demand for travelling to such places.

Special project for the safety of women implemented in Madhya Pradesh, India

In order to enhance safety and comfort, it is crucial to address both actual instances of violence and fear of violence. The government plays a pivotal role in formulating tourism policies, facilitating development, promoting destinations, and implementing safety measures. To address the safety concerns of women travellers, the Madhya Pradesh Tourism Board (MPTB)

under the Tourism Department, Government of Madhya Pradesh, India has developed a special project called "Safe Tourist Destination for Women in Madhya Pradesh (STDW-MP)." This project is partially funded under "Nirbhaya Scheme" of Ministry of Women and Child Development, Government of India.

The STDW-MP project is designed to create an enabling environment for women tourists by involving the local community, stakeholders of the tourism industry, and convergence with various government departments.

The vision of the project is to provide safe tourist destinations for both international and national tourists, especially women, allowing them to enjoy their visits fearlessly and independently.

The mission of the project is to "Transform tourist destinations of Madhya Pradesh to increase women tourist footfall by creating an enabling environment and ensuring women-friendly support systems". The Madhya Pradesh Tourism Board is primarily focusing on achieving the following objectives to develop a safe and enabling environment for women tourists: 1. Provide safe, secure and women-friendly environment in and around Tourist Destinations; 2. Enhance women's confidence and desire to visit tourist destinations without any fear of violence and safety; 3. To identify the infrastructural gaps and convergence with the concerned government departments for gaps filling; 4. Provide information and advisories about available resources and timely support services using technology; 5. Provide self-defence training to women and girls, 6. Promote women workforce participation in tourism activities through orientation and skill enhancement programmes, 7. Provide job opportunities to women through employment and self-employment activities in tourist destinations for maximisation of women workforce; 8. Promote community participation and awareness on women safety; 9. Formation of legal bodies and federations to organise local community intended for safety of women; 10. Strengthening the concept of "Atithi Devo Bhava" (The guest is equivalent to God) to build the belief in safety among all women tourists visiting the state.

The STDW-MP project aims to establish an enabling environment where women travellers feel safe and secure. The project targets the following outcomes: increased numbers of women tourists including solo travellers, enhanced utilisation of public spaces by women, raised awareness and reduced acceptance of sexual harassment among the general public, decreased incidents of sexual harassment against women and girls in the intervention tourism destinations, and increased participation of women in the tourism workforce.

These objectives collectively contribute to creating a favourable environment for women travellers and fostering a sense of safety, thereby promoting the growth of women's tourism in Madhya Pradesh.

Implementation strategy of the project

Under the guidance of Department of Tourism, Madhya Pradesh Tourism Board initiated this project on 18th November 2021 in 50 selected tourist destinations within the state of Madhya Pradesh, India. The project has a duration of three years. For effective on-ground implementation, Community Based Organisations (CBOs) have been engaged. These 50 identified destinations are divided into 20 clusters, and each cluster is assigned to a specific CBO responsible for implementation.

Madhya Pradesh Tourism Board provides continuous support, guidance, and funding to the CBOs to facilitate project implementation at the grassroots level. Furthermore, the Madhya Pradesh Tourism Board closely monitors the progress of the project to ensure its successful execution.

One of the remarkable aspect of this project is its convergence with other stakeholder departments. For destinations where greater risks of discrimination (differentiated service and unfriendly attitude) prevail, local governments and tourism councils can organise campaigns and training of tourism operators to raise awareness of cultural sensitivity and foster a friendly destination climate (Yang, Khoo-Lattimore, and Arcodia, 2017). It has been recognised that the issue of safety cannot be effectively addressed in isolation or by a few stakeholders alone. It requires a multidimensional approach and collaboration with all relevant stakeholders, including various government departments, local community, and individuals involved in the tourism industry. Departments such as Police Department, Women and Child Development Department, Urban Development Department, Education Department, Transportation Department, Tribal Development Department, and Rural Development Department, among others, have come together to provide support in addressing the safety concerns.

The project has garnered appreciation from UNWOMEN, New Delhi, India, which has signed a Memorandum of Understanding (MoU) with the Madhya Pradesh Tourism Board to provide technical support to the STDW-MP project. UNWOMEN contributes exclusive human resources to support the project and assists in designing information, education, and communication (IEC) materials. They provide specialised training on gender issues, crimes against women, literacy related to women's rights under Indian law and provisions in the constitution to stakeholders such as hoteliers, Madhya Pradesh Tourism Board staff, travel agencies, tour operators, guides, taxi drivers, NGOs, rural tourism stakeholders, homestay owners, and their staff. UNWOMEN actively engages in discussions on women traveller safety across various platforms and forums to raise awareness and promote sensitisation.

Major interventions implemented under the project “STDW-MP, India: The activities are designed to create safe and enabling environment for women tourists : -

Target group-wise orientation, sensitisation, training, and capacity-building programmes are being organised for different tourism stakeholders. For example, police are being trained in women's safety issues including providing a supportive response to victims. Workshops and brainstorming sessions are being conducted with school teachers, principals, and students to discuss ways to create safer environments within and around schools and tourist places for girls and women. Efforts are being made to strengthen gender issues, including the circulation of simple guidelines to educational institutions to improve their physical environment and amenities. Gender sensitisation training programmes are also being conducted for officials of Urban Development Department and members of Urban Local Bodies, organising sensitisation of the local community on women's safety through regular briefings, as well as special workshops, advocating with the local community to encourage them to include women's safety issues in their day-to-day activities and concerns, and using IEC materials on women's safety (posters, booklets) for display and distribution in tourism destinations. Sensitisation of Market Trader Associations (MTA), encouraging them to take steps to ensure women's safety in market areas, and advocacy efforts targeted at representatives of MTAs from markets that are frequented by large numbers of women. Conducting training sessions for bus and taxi drivers

and conductors on the vitality of ensuring women's safety, direct impact on their livelihood, and proposed actions while handling reported incidents of sexual harassment.

Strengthening the safety system is another aspect included in the project. Safety audits of tourism destinations are conducted to identify gaps in infrastructure such as street lights, maintenance of pathways and footpaths, public toilet facilities, proper doors and lighting in public toilets, presence of women attendants in public toilets, CCTV cameras, and identification of hotspots for women's safety. The project also focuses on raising awareness about the use of safety mobile applications, providing an inquiry system, offering support in foreign languages, disseminating information about emergency contact numbers, installing signposts with city maps and location information, providing contact details of local administrations, distributing brochures with emergency contact details, making safety audit reports available at all tourism destinations, sharing information through websites, and regularly updating the information on the website.

Maximising the women workforce in tourism destinations is another innovative and practical concept incorporated into this project. Risk is perceived in a wide array of places within a destination and well beyond the hotel walls (Yang, Khoo-Lattimore, and Arcodia, 2017). The gender composition of people in a place influence women's safety. Having a greater presence of women in tourist destinations enhances feelings of safety and reduces the possibility of violence and harassment against women. Limited representation of women in the tourism workforce hinders easy access for women travellers and restricts opportunities for women to travel frequently and fearlessly. Tourism is a vital platform for women's employment and entrepreneurial opportunities (Figuerola-Domecq et al., 2015). Yet, tourism employment depicts a mixed picture of women empowerment and exploitation (Hutchings et al., 2020). For one, women comprise 54% of tourism workforce; however, they are under-represented in management roles and earn 14.7% less than men (UNWTO and UN Women, 2019). Women are over-represented in part-time, casual and seasonal jobs and likely to experience exploitation and poor working conditions (Santero-Sanchez et al., 2015).

Gender perspective plays a vital role in the tourism sector. The STDW-MP project recognises the issues impacting the employability of workers in the tourism industry and addresses skill gaps, employment challenges, and self-employment opportunities. To promote the socio-economic empowerment of women and girls, the project provides skill development training, vocational training, functional literacy, leadership programmes, legal support, and self-defence training. In the tourism sector, various job opportunities such as front office roles, guest-house managers, guides, e-rickshaw drivers, taxi drivers, city explorers, location managers, shopkeepers, street vendors, hawkers, security guards, job workers, naturalists, tour experts, cooks, stewards, ticketing/billing staff, housekeeping personnel, and handicraft artisans are available. These non-conventional job roles for women open new dimensions of life for the women workforce of this project.

The concept of promoting greater representation of women in the workplace is rooted in the idea that it can enhance safety and security for women tourists, thereby creating a more comfortable and welcoming environment. By increasing the number of female workers in the tourism industry, will foster a sense of reassurance for women travellers. Women workers can offer additional support and guidance to female guests, including tips on safe places to visit or recommendations for female-friendly activities. The presence of women employees not only contributes to a more positive work atmosphere but also has the potential to improve customer service and create a more inclusive ambiance for women tourists.

Furthermore, empowering women workers to report incidents of harassment or violence results in increased accountability and the implementation of effective prevention measures. This proactive approach contributes to the establishment of safer spaces for everyone involved. Ultimately, by striving for a workplace in the tourism and hospitality sectors that prioritises the safety and well-being of women, will enable fostering an industry that is more equitable, inclusive, and welcoming. This positive transformation benefits both workers and tourists, enhancing the overall experience for all.

Within a destination, the participants identified a number of places and times that were perceived as having strong risk, or in some cases where unfortunate incidents took place. These places include streets, tourist attractions, entertainment venues, public transportation, and both paid and non-paid accommodation. While most participants agreed that they perceived greater risks in the evening when moving around at the destination, some participants suggested that other times of the day could be risky as well (Yang, Khoo-Lattimore, and Arcodia, 2017). It is evident that, lack of public infrastructure restricts mobility and safety of women. They feel a sense of fear in toilets that are dark and dirty, with broken doors, no attendants and poorly lit public and tourist areas. Therefore, convergence with concerned responsible department to ensure proper installation of street lights, high mask light at critical junctures, maintenance of pavements, regular maintenance of public toilets, and installation of CCTV cameras is proposed. It is crucial to integrate a gender-sensitive perspective into infrastructure from planning and designing phase and to consider the gendered impact of any intervention. Gaps in the above infrastructure are being identified under this project and getting fulfilled through convergence with the concerned government departments.

Another initiative under this project is self-defence training of young girls of school and colleges and women workforce under skilling component. Two month training on self-defence is imparted not only to protect themselves difficult circumstances but also enhance their physical and mental confidence and motivate them to aspire to big dreams. This would strengthen socio-psycho development of girls and women. Young girls and women meet police officers, sports officers, administrative officers of the district and get motivated and encouraged to do better in future which will break the barriers of gender norms and aspirations arises to choose non-conventional career options. It is recommended to assess the impact of this activity after completion of the project. After completion of two months of training, it is encouraged to form girls' club which mandatorily to meets once in a month for free expression of their thoughts, good and bad experiences, and practice and show their self-defence training techniques and skills.

Increased civic awareness and partnership with local CBOs are one of the ways in which sexual harassment in tourist places can be dealt with in the long term. Under this project, Non-Governmental Organisations (NGOs)/ CBOs are engaged to ensure the mobilisation of the community to take ownership, social responsibility and participate actively in women's safety project. Participation and involvement of the local community in the whole process is the key to ensure the sustainability of the project. Peer pressure groups such as local taxi driver groups, vendor groups, and hawker groups are formed to provide a local support system for the safety of tourist women.

For ensuring effective communication with target groups information, education, and communication activities are run to address issues of women safety. It includes a mass media

campaign, posters, banners, street plays, brochures, leaflets, guidelines, advertisements etc. Certification of safe taxi, drivers, guides, and hotels are also included in this project.

Challenges

Industry, not just a few luxury hotels but the tourism and hospitality industry as a whole, to recognise the gender differences at risk, and to identify and subsequently address the social and physical environments that contribute to these risks (Yang, Khoo-Lattimore, and Arcodia, 2017). The challenges faced while implementing the STDW-MP project are cultural resistance to gender equality, limited awareness about women safety, limited resources for infrastructure development, and the need for strong collaboration among stakeholders. The following challenges are reflected in the implementation of the project:

1. The STDW-MP project recognises the importance of collaboration and convergence with different departments to ensure the safety of women tourists in the tourism sector. However, one of the significant challenges lies in achieving effective coordination between these departments. While each department has its own responsibilities and expertise, it is crucial to foster seamless coordination to establish comprehensive and sustainable security arrangements. Strengthening interdepartmental coordination is crucial for successful implementation of project and the creation of safe travel destinations for women.
2. One of the major challenges of STDW-MP project lies in selection of women candidates for skill training, who can actively contribute to the tourism industry and enhance women participation in tourism destinations. It is crucial to identify women candidates who possess the required skills, willingness, commitment, and motivation to engage in tourism-related work. Furthermore, counselling is necessary not only for women candidates themselves but also for their family members, in order to promote longer retention in the workforce and reduce attrition rate.
3. In STDW-MP project, it is crucial for women candidates who are skilled in the project should understand the expenses and linkages related to their chosen employment or business ventures. This understanding helps them make informed decisions based on their individual circumstances. By providing comprehensive information about the industry's financial aspects and interconnections, skilled women candidates can assess the feasibility and suitability of their employment/business ventures effectively.
4. An essential aspect of the STDW-MP project is encouraging girls and women who have undergone self-defence and skill training to recognise the significance of forming their own clubs or network. This initiative will foster long-term connections among them, allowing for the sharing of experiences, stories, successes, and challenges. By establishing such a club, participants can support and empower each other, contributing to the creation of safe and secure tourism destinations. Their collective efforts will enhance the overall safety measures and create a supportive community that actively works towards the well-being of women travellers.
5. In the context of the STDW-MP project, the presence of a capable and experienced project implementation team, as well as engagement with reliable CBOs, is critical. The team should possess the necessary skills and expertise to ensure successful execution

of the project. Additionally, a strong policy framework is essential to guide the implementation process effectively. It is important for the project team and CBOs to be self-motivated and committed to maximising their efforts within the limited time duration. By ensuring these factors, the project can achieve its objectives efficiently and make a meaningful impact in creating safe and inclusive tourism destinations for women.

6. Timely availability of funds is crucial for the successful implementation of the STDW-MP project. As a time-bound initiative, it is essential to have uninterrupted access to funds to ensure the completion of tasks within the designated timeframe. However, securing and maintaining a steady flow of funds can be a significant challenge. Overcoming this challenge requires effective financial planning, clear communication with relevant stakeholders, and proactive measures to address any potential delays in fund allocation. By ensuring timely availability of funds, the project can progress smoothly and achieve its objectives within the specified timeframe.
7. In order to effectively achieve the objectives of the STDW-MP project, it is essential for the CBOs and engaged human resources to develop a comprehensive understanding of tourism, gender dynamics, and women empowerment. This knowledge will enable them to adopt a balanced approach and implement strategies that promote inclusivity and empowerment. To ensure a continuous improvement in their understanding and skills, it is necessary to organise regular workshops, orientations, and training. These sessions will provide opportunities for capacity building, knowledge sharing, and staying updated with emerging trends and best practices. By investing in ongoing learning and development, the project stakeholders can enhance their effectiveness and contribute to the long-term success of the initiative.
8. Deriving gender-wise segregated data on domestic and foreign women tourists poses a significant challenge. The availability of segregated data for male and female tourists is crucial for evaluating the impact of the project accurately. To address this challenge, it is necessary to establish mechanisms that ensure the collection and documentation of gender-disaggregated data. This data will enable a comprehensive pre-evaluation and post-evaluation of the project's impact on women tourists. Efforts should be made to collaborate with relevant stakeholders, such as tourism authorities, research institutes, and data collection agencies, to develop standardised methodologies for gender-wise data collection. By improving data collection practices, the project can gain valuable insights into its effectiveness and make informed decisions to enhance the experiences of women tourists.
9. To mitigate the potential challenge of changing priorities with leadership transitions in government departments, it is essential to incorporate provisions that ensure the uninterrupted implementation of the project. This can be achieved by establishing clear guidelines and protocols that bind the department to continue the project without delay or interruption, regardless leadership changes. It is crucial to secure the committed support of key stakeholders within the department to maintain the project's momentum. Additionally, fostering strong partnerships with higher-level decision-makers and advocating for the project's importance and impact can help safeguard its continuity. By proactively addressing these concerns, the project can navigate leadership transitions smoothly and maintain its progress toward achieving its objectives.

Addressing these challenges necessitates a comprehensive approach that encompasses community engagement, policy reforms, and sustained efforts to promote gender equality and create a safe environment for women in tourist destinations. By eliminating or controlling these challenges, the project can achieve its objectives and yield improved outcomes.

Suggestions for the STDW-MP Project

There has been an apparent dearth of investigation on tourists from developing and emerging nations where international travel is flourishing, such as China and India (Yang, Khoo-Lattimore, and Arcodia, 2017). As per the project document of the STDW-MP Project, here are some suggestions for future projects or studies in the context of creating safe tourism destinations for women:

1. **Long-term project duration:** Consider extending the project duration to at least 10 years to effectively address gender issues, promote behaviour change, and facilitate the shift in social norms. Short-term projects may not allow sufficient time to observe and measure sustainable impacts and transformational changes in attitudes and behaviours. A longer duration would provide ample opportunity for continuous interventions, monitoring, and evaluation, leading to substantial and lasting outcomes.
2. **Timely availability of funds:** Ensuring the timely availability of funds is crucial for the successful implementation of the project, as it relies on funding from central and state governments. Timely disbursement of funds will enable the project to operate smoothly and efficiently, ensuring that activities and interventions are executed as planned. This requires establishing efficient processes and clear communication channels between project stakeholders and funding authorities to minimise delays and bureaucratic hurdles. Securing timely funding will provide the necessary resources to support project activities and maintain momentum towards achieving the desired outcomes.
3. **Engaging qualified and motivated human resources:** The successful implementation of the project relies on the involvement of dedicated, qualified, and motivated human resources. It is essential to attract and engage professionals who possess the necessary expertise, skills, and passion to effectively contribute to the project objectives. Emphasising the recruitment and selection of individuals with a deep understanding of gender issues, tourism, and women empowerment will ensure a strong foundation for project implementation. Additionally, efforts should be made to create a conducive work environment, offer competitive compensation packages, and provide opportunities for professional growth and development to enhance the retention of talented personnel. By prioritising the engagement and retention of capable individuals, the project can benefit from their expertise and commitment, leading to successful outcomes.
4. **Identification and engagement of high-quality CBOs:** Since the project is implemented through CBOs at the ground level, it is essential to identify and engage CBOs that demonstrate high quality and experience. This requires a comprehensive assessment of potential CBOs, considering their track record, expertise, capacity, and commitment to gender equality and women empowerment. By selecting CBOs with a proven record of successful community engagement, effective programme management, and strong grassroots connections, the project can leverage its local knowledge and networks to

ensure impactful implementation. Regular communication, training, and capacity-building initiatives should be provided to the engage CBOs to enhance their effectiveness and sustainability. Establishing strong partnerships with these CBOs will facilitate the project outreach, maximise community participation, and ensure the successful achievement of project objectives.

5. Knowledge dissemination to local stakeholders and sustainability: It is essential to facilitate knowledge dissemination and ensure a comprehensive understanding of the entire project among all stakeholders, including HR, CBOs, and implementers. This process is crucial to ensure the project success. Government departments where officers and higher management might be transferred to other departments, there is a risk of losing project-specific knowledge and momentum. Therefore, proactive measures should be taken to document project details, best practices, lessons learned, and institutional knowledge. This information should be effectively shared with new officers and team members to maintain continuity and ensure the project objectives. Regular trainings, orientations, and handover processes should be conducted to empower new team members and enable them to effectively contribute to the project implementation. By promoting knowledge transfer and continuity, the project can mitigate the risks associated with personnel changes and maintain its progress toward achieving its goals.
6. Incorporating self-defence and gender sensitisation training in schools and colleges: In order to address the safety concerns of women travellers, it is advisable to integrate self-defence training into the regular curriculum of all schools and colleges. These trainings should be imparted to both girls and boys, alongside gender sensitisation sessions. By doing so, educational institutions can equip students with the necessary skills and knowledge to protect themselves and promote a culture of respect, equality, and safety. The inclusion of self-defence and gender sensitisation training as a core component of education helps foster a safer environment and empowers individuals to actively contribute to the safety and well-being of women travellers. It is crucial to design age-appropriate training modules that cater to the specific needs and concerns of these girls and boys, ensuring their active participation and the application of learned techniques in real-world scenarios.
7. Selection and counselling of women candidates for skill training: The process of selecting and counselling women candidates for skill training is crucial for maximising the women workforce in tourist destinations. Proper counselling ensures that potential women workforce and their families have a clear understanding of the opportunities and responsibilities associated with skill training. Informed decision-making is facilitated, leading to long-term engagement and empowerment of women in their chosen fields. Family involvement in the counselling process creates a supportive environment. This approach, tailored to individual needs, contributes to the project goal of empowering women in tourism destinations.
8. Providing ongoing support and mentoring to women in new job roles: Recognising that women entering new job roles may face unique challenges, it is crucial to offer regular handholding support and counselling throughout their journey. In particular, when women enter male-dominated job roles, they may encounter resistance and a lack of support from their male counterparts. Therefore, it is essential to provide extra support and guidance to help women establish themselves and navigate these unfamiliar

challenges. This can be achieved through mentorship programmes, where experienced professionals can offer guidance, share insights, and provide advice on overcoming barriers and building resilience. Regular check-ins, training sessions, and networking opportunities should be facilitated to foster a supportive community and provide a platform for women to share experiences and seek assistance when required. By empowering women with relevant skills, knowledge, and a strong support system, the project can bolster their confidence and enhance their ability to thrive in new job roles.

9. Organic creation of new job opportunities for women and girls: An important outcome of project implementation is the spontaneous creation of new job roles for women and girls. Empowering and equipping women with skills, the project contributes to expanding the employment landscape and fostering gender inclusivity in the tourism industry. As women demonstrate their capabilities and contribute to the sector, new opportunities are propelled by the recognition of their valuable contributions. This organic growth not only benefits individual women but also creates a more diverse and inclusive workforce, enhancing the overall productivity and sustainability of tourism destinations. By promoting gender equality and providing avenues for women economic empowerment, the project paves the way for the emergence of new job roles, ensuring a brighter future for women and girls in the tourism sector.
10. Availability of flexible funding for enhanced project implementation: To ensure more effective implementation of the project, it is crucial to have access to untied funds that can be utilised for unforeseen or unpredictable activities. Unanticipated challenges or opportunities may arise during the course of the project, requiring flexible financial resources to address them. By having untied funds at their disposal, project implementers can adapt and respond to emerging needs promptly, without being constrained by rigid funding restrictions. This flexibility enables timely decision-making, allowing the project to seize new opportunities or overcome unexpected obstacles more efficiently. Additionally, untied funds provide the necessary support to explore innovative approaches, implement pilot initiatives, or scale up successful interventions, enhancing the overall impact and sustainability of the project.
11. Establishment of a state-level resource group: The project incorporates the formation of a state-level resource group, which plays a vital role in providing support and guidance throughout the planning and implementation process. Comprising diverse stakeholders and experts, this group offers valuable insights and expertise to ensure the project effectiveness and continuous improvement. The state-level resource group actively engages in strategic discussions, shares feedback, and provides recommendations for enhancing the project outcomes. By leveraging the collective knowledge and experience of its members, the group contributes to the betterment of the project, fostering collaboration and synergy among key stakeholders. The formation of the state-level resource group underscores the project commitment to transparency, accountability, and stakeholder engagement, ultimately leading to the development of sustainable and impactful interventions in the tourism sector.
12. Streamlined convergence activities for timely support and implementation: Efficient coordination and prompt support from all relevant departments crucial to ensure the smooth implementation of convergence activities under this project. Timeliness in decision-making and action is essential to avoid unnecessary delays and maintain momentum. By fostering a culture of collaboration and proactive engagement,

departments can effectively align their efforts and resources toward achieving the project objectives. Clear communication channels, regular meetings, and streamlined processes should be established to facilitate quick and effective decision-making. This will enable seamless integration of activities and ensure that the project progresses efficiently. Emphasising the importance of timely support and implementation among all departments involved will contribute to the successful implementation of the project and maximise its impact on women empowerment in the tourism sector.

13. Regular awareness and sensitisation initiatives to foster community engagement: To effectively promote the concept and encourage active participation from the local community and other stakeholders, regular awareness and sensitisation initiatives are essential. These initiatives aim to educate and engage individuals about the project objectives, their roles, and responsibilities in creating a safe and inclusive tourism environment. Through targeted awareness campaigns, workshops, and interactive sessions, community members and stakeholders can gain in-depth understanding and significance of gender equality, women empowerment, and safety in tourism. These initiatives also provide a platform for open dialogue, allowing concerns and perspectives to be shared and addressed collaboratively. By fostering a sense of ownership and shared responsibility, the project can build a strong network of individuals who are committed to promote safe and inclusive tourism culture. Regular awareness and sensitisation efforts will ensure a sustained and positive impact on the community and stakeholders, contributing to the long-term success of the project.
14. STDW-MP project document reflects that the project aims to create safe tourism destinations for women and considers and addresses the needs and concerns of the traditional binary gender spectrum. Project and policy documents should strive to be inclusive of diverse gender identities and explicitly address the concerns and needs of non-binary individuals. This can involve promoting gender-neutral facilities, training staff to be sensitive to gender diversity, and ensuring that safety measures and support services are accessible and tailored to all genders. Additionally, engaging with non-binary individuals and LGBTIQ+ organisations during the policy development process can help ensure their perspectives are considered and incorporated effectively.
15. Promoting replication and adaptation of the project for lasting impact: To create a significant impact on women's safety in the tourism sector, it is recommended that other states also take initiatives in alignment with the principles of the STDW-MP project. Each state can modify activities and strategies to address its specific needs and requirements, ensuring that the project is customised to the local context. By encouraging replication and adaptation of successful practices, the project impact can extend beyond its initial implementation, leading to a wider transformation of the tourism industry. Sharing best practices, lessons learned, and providing technical support to other states will facilitate the successful implementation of similar initiatives and foster collaboration among different regions. This collective effort will enhance the overall effectiveness and sustainability of efforts to create safe tourism destinations for women. Ultimately, the real success of the project lies in its ability to inspire and catalyse similar actions across different states, leading to a comprehensive and nationwide improvement in women's safety in the tourism sector.
16. For creating prominent impact on women safety in tourism sector, it is suggested that other States also to take initiatives in similar lines and modify activities and strategy

according to state specific need and requirement, that will be a real success of STDW-MP project.

17. Formation of an ambassador group for awareness generation: Recognising the significance of disseminating information about the STDW-MP project to other states and countries, a dedicated group is established to act as ambassadors and raise awareness about the project objectives and achievements. This group, aptly named "Friends of Madhya Pradesh", serves as a platform to promote the efforts made by the state and share the success stories and best practices implemented under the project. The ambassadors, representing different regions and backgrounds, play a crucial role in highlighting the initiatives taken to enhance women's traveller safety and provide a fearless environment for travel experiences. Through various channels such as conferences, seminars, social media, and networking events, the ambassador group ensures that the accomplishments and impact of the STDW-MP project reach a wider audience. By engaging with other states and countries, this initiative not only shares valuable knowledge and experiences but also fosters collaboration and the exchange of ideas for the betterment of women's safety in the tourism sector.

Conclusion

The importance of creating a mechanism that provides for safe, equal, and responsible tourism should be emphasised. Travelling to an unknown destination can be overwhelming for people due to linguistic and cultural barriers. This is amplified in the case of women who often find it difficult to access reliable and hospitable amenities. However, no mechanism can operate without an infrastructural support structure to anchor it. These include amenities such as transportation, electrified women's bathrooms, safe accommodations, and CCTV cameras in key locations, among others. Here, the need arises for gender-responsive measures that assure women and girls of a system that prioritises their safety.

This path-breaking project is a first-of-its-kind initiative designed with the objective of raising awareness of women's safety while simultaneously encouraging greater female employment in the tourism sector.

Women travellers must have an equal opportunity to travel alone without any lingering fear or insecurity regarding their physical safety. By prioritising the needs of women and girls, this project aims to build and facilitate a gender holistic approach within the tourism sector. Consequently, this initiative places emphasis on the specific but varied needs of women travellers. The project is also anchored in a community-led safety model to create women-friendly tourism destinations, encouraging equal participation of local communities and stakeholders in creating safe tourist spaces. It stems from the need to transform tourist destinations by creating an enabling environment and ensuring women-friendly support systems. Additionally, the project seeks to create an ecosystem to facilitate women tourist, and maximises women work participation at tourism destinations.

Revenues from tourism are increasing in the growing economies of countries. Similarly, travelling fosters a sense of freedom and independence among women. Women's social, political, and economic participation is strongly linked to their travel decisions. When a woman makes her own decision, she seeks to enhance her mobility, but safety and security become her foremost concern. Women feel comfortable visiting places where they can enjoy their visit

without worrying about their safety, which is essential for all tourist destinations. To ensure the safety of women and girls, there should be adequate arrangements in place at all tourist sites. Firstly, there should be zero tolerance for violence and harassment against women at any tourist location. However, if any incident occurs, there should be a support system in place to provide the required medical, legal, psychological. The new and highly ambitious initiative taken by the Madhya Pradesh Tourism Board, under the Madhya Pradesh Tourism Department, titled "Safe Tourism Destination for Women in Madhya Pradesh," is a milestone in this regard. It has brought discussions on gender and the safety of women in the tourism industry to the forefront. Its consequences will have far-reaching effects, but it is incorrect to assess its impact in a short period. It should be regarded as a starting point. It can be implemented according to the local needs of each tourist destination, based on the demands of the time and circumstances. The safety and security of women cannot be compromised at any time or place. It is anticipated that the ongoing efforts will pave the way for many other new initiatives and dimensions in the long term.

References

- Aitchison, Cara. (2001). Theorizing Other Discourses of Tourism, Gender and Culture: Can the Subaltern Speak (in Tourism)? *Tourist Studies* 1 (2):133-47. doi: 10.1177/146879760100100202
- Anand Avinash (2008). *Tourism Perspective in the 21st Century*. India: Shubhi Publications. ISBN-10 : 8182901219
- Berdychevsky, Liza, and Heather J. Gibson. (2015). Phenomenology of Young Women's Sexual Risk-Taking in Tourism. *Tourism Management* 46:299-310. doi: 10.1016/j.tourman.2014.07.008. Santero-Sanchez, R., Segovia Pérez, M., Núñez, Rosa. B. C. and Figueroa, C. (2015). Gender differences in the hospitality industry: A Job quality index. *Tourism Management* Volume 51:234–246. doi:10.1016/j.tourman.2015.05.025
- Brown, L., de Coteau, D., and Lavrushkina, N. (2020). Taking a walk: The female tourist experience. *Tour. Stud.* 20, 354–370. doi: 10.1177/ 1468797620930036
- Charles R. Goeldner, and J. R. Brent Ritchie. (2009). *Tourism: principles, practices, philosophies—Eleventh Edition*. New Jersey: John Wiley & Sons. ISBN 978-0-470-08459-5
- Chiang, C. Y., and Jogaratnam, G. (2006). Why do women travel solo for purposes of leisure? *J. Vacat. Mark.* 12, 59–70. doi: 10.1177/1356766706059041
- Cockburn, Paige. (2016). "Viajosa: Women Defend Solo Travelling in Wake of Backpacker Murders in Ecuador." ABC News, March 15. Retrieved from <http://www.abc.net.au/news/2016-03-14/women-defend-solo-overseas-travel-vijasola/7246064>.
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Ann. Tour. Res.* 6, 408–424. doi: 10.1016/0160-7383(79)90004-5
- Dann, G. (1977). Anomie, ego-enhancement and tourism. *Ann. Tour. Res.* 4, 184–194. doi: 10.1016/0160-7383(77)90037-8
- Dube, Rajiv (1987). *Tourism in the Economy of M.P.* New Delhi: Daya Publishing House. ISBN-10 : 9788170350293
- eGlobal Travel Media, (2014). Retrieved from <https://eglobaltravelmedia.com.au/>

- Figuerola-Domecq, C., Pritchard, A., Segovia-Pérez, M., Morgan, N., and Villacé-Molinero, T. (2015). Tourism gender research: A critical accounting. *Annals of Tourism Research*, 52(0), 87-103. doi: 10.1016/j.annals.2015.02.001
- Hanafiah, M. H. M., Othman, Z., Zulkifly, M. I., Ismail, H., and Jamaluddin, M. R. (2010). Malaysian tourists' motivation towards outbound tourism. *J. Tour. Hospitality Culinary Arts* 2, 47-55.
- Hikmah, N. Z., Afandi, S. H. M., Zaiton, S., and Ahmad, S. (2013). Push and pull factors influencing domestic visitors to Kilim karst Geoforest Park, Langkawi. *Malaysian For.* 76, 109-116.
- India Tourism Statistics 2019, Ministry of Tourism, Government of India. Retrieved from (<https://tourism.gov.in/sites/default/files/2020-04/India%20Tourism%20Statistics%202019.pdf>)
- India Tourism Statistics 2020, Ministry of Tourism, Government of India. Retrieved from (<https://tourism.gov.in/sites/default/files/2021-05/INDIA%20TOURISM%20STATISTICS%202020.pdf>)
- Jain, Anurag and Mittal, Alok. 2019. "Measuring Effectiveness of Marketing Strategies of Madhya Pradesh Tourism on Promotion of Tourism: A Brief Study". *International Bulletin of Management and Economics Volume - XI| September 2019 (Special Issue) 40 ISSN: 2349-7165*
- Jang, S., and Cai, L. A. (2002). Travel motivations and destination choice: A study of British outbound market. *J. Travel Tourism Mark.* 13, 111-133. doi: 10.1300/J073v13n03_06
- Jang, S., Bai, B., Hu, C., and Wu, C. M. E. (2009). Affect, travel motivation, and travel intention: A senior market. *J. Hosp. Tour. Res.* 33, 51-73. doi: 10.1177/1096348008329666
- Jordan, Fiona, and Heather Gibson. (2005). We're Not Stupid...But We'll Not Stay Home Either": Experiences of Solo Women Travellers. *Tourism Review International.* 9 (2):195-211. doi: 10.3727/154427205774791663
- Junek, O., Binney, W., and Winn, S. (2006). All-female travel: what do women really want? *Tourism* 54, 53-62.
- Khoo-Lattimore, C., and Prayag, G. (2018). Understanding Asian and Western women on girlfriend getaways: The relationship between motivation and accommodation performance. *J. Hosp. Mark. Manag.* 27, 239-259. doi: 10.1080/19368623.2017.1342177
- Khoo-Lattimore, C., Prayag, G., and Disegna, M. (2019). Me, my girls, and the ideal hotel: segmenting motivations of the girlfriend getaway market using fuzzy C-medoids for fuzzy data. *J. Travel Res.* 58, 774-792. doi: 10.1177/0047287518778154
- Korstanje, M. E. (2009). Re-visiting risk perception theory in the context of travel. *e-Review of Tourism Research*, 7(4), 68-81.
- Krishan K. Kamra, and Mohinder Chand (2007). *Basics Of Tourism : Theory, Operation And Practice*. India: Kanishka Publishers Distributors ISBN-10 : 8173916705
- Lepp, A. and Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of Tourism Research* 30(3). pp. 606-624
- Madhya Pradesh Tourism Department Administrative report. Annual Report Tourism 2021-22.

- Madhya Pradesh Tourism Department, MP Tourism Policy 2016 Madhya Pradesh Tourism Department, MP Tourism Policy 2016 (Revised 2019) Retrieved from (<https://tourism.mp.gov.in/mptbproperty/UploadDocument/Notice/231019184934Tourism%20Policy%202016%20-%20amended%202019.pdf>)
- Mathieson, A, and Wall G (1982). *Tourism: Economic, Physical and Social Impacts*. London: Longman. ISBN 0 582 30061 4
- National Crime Records Bureau statistics – Crime in India - 2020. Retrieved from (<https://ncrb.gov.in/sites/default/files/CII%202020%20Volume%201.pdf>)
- National Crime Records Bureau statistics – Crime in India - 2021. Retrieved from (https://ncrb.gov.in/sites/default/files/CII-2021/CII_2021Volume%201.pdf)
- McNamara, K. E., and Prideaux, B. (2010). A typology of solo independent women travellers. *Int. J. Tour. Res.* 12, 253–264. doi: 10.1002/jtr.751
- Mohammad, B. A. M. A. H., and Som, A. P. M. (2010). An analysis of push and pull travel motivations of foreign tourists to Jordan. *Int. Bus. Manag.* 5, 41–50.
- Park, K., and Reisinger, Y. (2010). Differences in the Perceived Influence of Natural Disasters and Travel Risk on International Travel. *Tourism Geographies* Vol. 12, No. 1, 1–24. doi.org/10.1080/14616680903493621
- Qi, C. X., Gibson, H. J., and Zhang, J. J. (2009). Perceptions of risk and travel intentions: The case of China and the Beijing Olympic Games. *Journal of Sport & Tourism*, 14(1), 43-67. doi: 10.1080/14775080902847439
- Reichel, A., Fuchs Galia and Uriely Natan. (2007). Perceived Risk and the Non-Institutionalized Tourist Role: The Case of Israeli Student Ex-Backpackers. *Journal of Travel Research*. 46(2):217-226. Doi : 10.1177/0047287507299580
- Reisinger, Y. and Mavondo, F.T. (2005). Travel anxiety and intentions to travel internationally: Implications of travel risk perception. *Journal of Travel Research*, 43(3), pp. 212–225
- Sangpikul, A. (2008). Travel motivations of Japanese senior travellers to Thailand. *Int. J. Tour. Res.* 10, 81–94. doi: 10.1002/jtr.643
- Shankar, Arun Kumar and Dhar, (Ran y 1998). *Indian Tourism – Economic Planning and Strategies*. New Delhi : Kaoushik Publication
- The Market Research Division Department of Tourism Ministry of Tourism and Culture, Government of India (2003). *Twenty Years Perspective Plan of Tourism for the State of Madhya Pradesh*. Retrieved from (<https://tourism.gov.in/sites/default/files/2020-04/MP.pdf>)
- Wilson, E., and Little, D. E. (2005). A “relative escape”? The impact of constraints on women who travel solo. *Tour. Rev. Int.* 9, 155–175. doi: 10.3727/154427205774791672
- Wilson, E., and Little, D. E. (2008). The solo female travel experience: Exploring the ‘geography of women’s fear’. *Cur. Issues Tour.* 11, 167–186. doi: 10.2167/cit342.0
- Wilson, Erica, and Candice Harris. (2006). Meaningful Travel: Women, Independent Travel and the Search for Self and Meaning. *Tourism* 54 (2):161-72.
- Yang, E. C. L., Khoo-Lattimore, C., and Arcodia, C. (2016). A Narrative Review of Asian Female Travellers: Looking Into the Future Through The Past. Griffith Business School Department of Tourism, Sport and Hotel Management, Griffith University. doi:10.1080/13683500.2016.1208741

- Yang, E. C. L., Khoo-Lattimore, C., and Arcodia, C. (2017). A systematic literature review of risk and gender research in tourism. *Tour. Manag.* 58, 89–100. doi: 10.1016/j.tourman.2016.10.011
- Yang, E. C. L., Khoo-Lattimore, C., and Arcodia, C. (2018). Constructing space and self through risk taking: A case of Asian solo female travellers. *J. Travel.* 57, 260–272. doi: 10.1177/0047287517692447
- Yang, Elaine Chiao Ling, and Vikneswaran Nair. (2015). Tourism at Risk: A Review of Risk and Perceived Risk in Tourism. *Asia-Pacific Journal of Innovation in Hospitality and Tourism* 3 (2):1-21. doi: 10.7603/s40930-014-0013-z.
- Yousefi, M., and Marzuki, A. (2015). An analysis of push and pull motivational factors of international tourists to Penang, Malaysia. *Int. J. Hospitality Tour. Admin.* 16, 40–56. doi: 10.1080/15256480.2015.991987
- Zhang, Yang, and Michael John Hitchcock. (2014). The Chinese Female Tourist Gaze: A Netnography of Young Women's Blogs on Macao. *Current Issues in Tourism*. Published online June 9. doi: 10.1080/13683500.2014.904845.
- Zimmer, Z., Brayley, R. E., and Searle, M. S. (1995). Whether to go and where to go: Identification of important influences on seniors' decisions to travel. *J. Travel Res.* 33, 3–10.



All papers are published under the Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0). For more details, visit <https://creativecommons.org/licenses/by-nc/4.0/>.