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**Accessibility of Women's Empowerment in Tourism Industry from Mandalika
Special Economic Zone**

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Abstract:

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This study aims to map the types of work, gender inequality and patterns of empowerment of female workers in the tourism service sector in the Mandalika Tourism Industrial Zone, Central Lombok. Researchers used the survey method, interviews, observation, and documentation. The results of this study found that the tourism industry in the Mandalika Tourism Industrial Zone has encouraged the growth of new types of jobs, business opportunities, and new entrepreneurs. South Lombok women who originally worked in the domestic sphere (unpaid work) slowly moved into the public-professional sphere. The wrong perceptions of the existence of women workers in the tourism sector have created gender inequality that is detrimental to the existence of women workers in the tourism sector. The empowerment of women's resources in the tourism sector requires a development approach based on culture and local wisdom of the community, namely strengthening the capacity of women workers, which includes strengthening individual capacity and strengthening entity (institutional) capacity. Empowerment includes building women's abilities, cultural changes and structural policies that are pro-women.

Keywords: empowerment; women accessibility; tourism industry, Mandalika; special economic zone.

JEL Classification: J15; J18; J17; Z32.

Introduction

The development of tourist zones in several cases in Indonesia has become a problem, both at the structural bureaucratic and cultural levels. Often in the development process there is a conflict of interest between many stakeholders, which leads to conflict and dialogue (Salahuddin and Abdillah 2022). Political issues (Winengan 2019), religious involvement (Rois and Salahuddin 2021), the cultural shifting (Firdaus 2018), gender (Jamhawi et al. 2015), environment (Jamhawi et al. 2015), economic democracy (Rois and Salahuddin 2022) and several other issues have sparked the conflict and dialogs. In systems theory, conflict and dialog are needed as a trigger for novelty (innovation and creativity) in society (Salahuddin 2012). Theoretically, innovation and creativity are the triggers for new entrepreneurs who develop the economic and social economy (Salahuddin et al. 2019, Schumpeter 2016).

The global innovation that is intensively developed today is in the tourism sector. Each region has mobilized its power to increase the number of visitors by improving infrastructure, services, destinations, culture, sports, health services, culinary, fashion, and others. Each region offers uniqueness, special services, and different treats. Indonesia, with a variety of natural resources including oceans, mountains, forests, culture, and others, is also packed for tourism development. Some areas are used as special economic zones in tourism development; one of them is the Mandalika Zone in Central Lombok Regency.

Central Lombok with an area of 1,208.40 Km², a population of 903432 people and a population of women more than men, i.e.: 427,134 males and 476,298 females (Badan Pusat Statistik 2021). The working population of 15 years and over is 428,016; agriculture 230,967, industry 52,132, trade 49,045, services 43,800 and others

52,072. The data above shows the imbalance between the carrying capacity of nature and the carrying capacity of the human resources that can lead to a number of social problems such as migration, economy, education, health, street children, unemployment and poverty. The education level of women who work in the tourism sector in the Mandalika Kuta tourism area, Central Lombok Regency, is dominated by the average education level of female workers with an upper secondary education level of 44%, higher education 25%, and lower secondary education 29% (Syafuruddin *et al.* 2020). Female workers in the Central Lombok Special Economic Zone are still dominated by unskilled labor (Bonang *et al.* 2022, Syafruddin *et al.* 2020). Unequal men-women relations, discrimination against women's resources, and exploitation are all part of the research flow. Every human resource, regardless of their sex, is considered an asset/capital in development (Irwan and Salahuddin 2020). The greater the number of people who are professionally involved in development, the faster the achievement of development goals.

From the above description, this study describes women's activities in tourism development in the Central Lombok, maps women's potency, and offers a model for empowering women workers in tourist zones. The contribution of this research is a technical policy that can be used as a reference as a model for empowering women in tourist areas. With empowerment, awareness can be developed based on knowledge and experience that can improve women's resources and living standards. Empowerment leads women workers in tourist areas to avoid the behavior of marginalization and exploitation; both economic, social, and cultural.

1. Literature Review

The presence of tourism creates business opportunities for the community. With the existence of new businesses, the need for labor is also growing. With the economic activity of the community, there is income that is used to meet the needs. The fulfillment of community needs is an indicator of welfare.

Tourism, with all the variety that exists in it, directly impacts the welfare of the community. The relationship between tourism and economic development was conducted by Jorge in 14 European countries which concluded that there was a strong correlation between tourism development and economic growth in European countries with different amounts (Pérez-Rodríguez *et al.* 2022). Rasool's investigations into tourism development investment in the Brazil, Russia, India, China and South Africa region show positive developments in long-term investment (Rasanjali *et al.* 2021). Tourism supports economic growth in Paskistan by providing jobs for the people (Manzoor *et al.* 2019). With the development of tourist destinations in Indonesia, it is clear that there is a strong and consistent correlation between tourism, employment, and economic welfare (Febriani 2016, Haryana 2020, Rahmayani *et al.* 2022). Tourism with its various businesses directly or indirectly contributes to the economic growth of the community.

Tourism business variants in Indonesia are regulated in Law Number 10 Year 2009 on Tourism. The law explains that the types of businesses that can be conducted by the community are tourist transportation, travel, culinary, accommodation, entertainment, water tourism, recreational facilities, massage/spa, tourist information, tour guides, and other services. Tourism is not only for tourism; but tourism for science, culture, religion, spirituality, economy, business, politics, conferences, and others (Cholik 2017, 51). The above fields of work are interlinked with international business where, according to (Swain 1995, 249), there is gender inequality; men identify with action, power, and ownership, while women are associated with sexual branding, hedonism, and become objects in a hierarchical division of labor. Swain's conclusion above is similar to Simone de Beauvoir's that women are the second sex; defined by men, dominated, objectified, and 'the other' (Beauvoir 1956). As Dorothy E. Smith explains that economic, political, cultural, social, and traditional relations shape the oppressive behavior of women in the context of 'patriarchal power' and capitalist modes of production (Smith 1977).

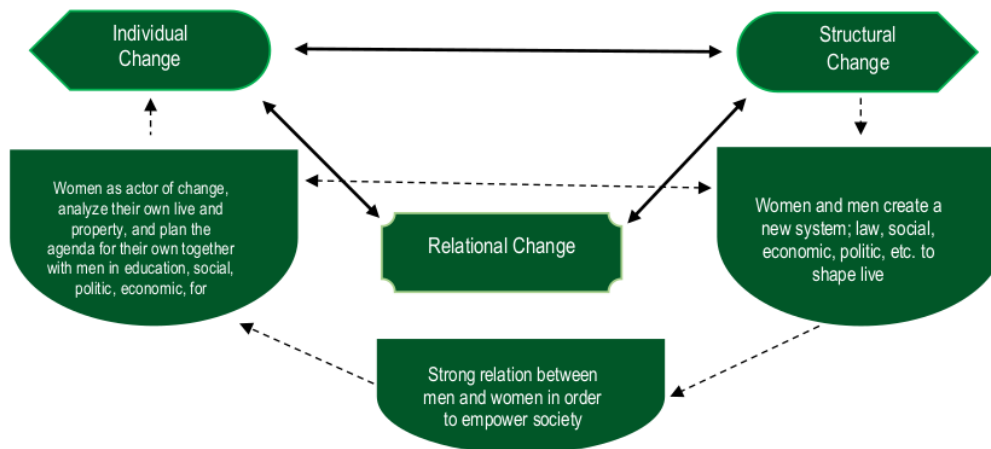
Patriarchy is a kinship model that prioritizes men over women in the social system, and is identified by sociologists as the 'standpoint' of gender inequality (Fakih 1998, Smith 1977). Gender inequality occurs in the world of education (Nurhilaliati 2019), politic, economics', law, social, etc. The manifestations of gender inequality, as identified by Faqih, are in the form of marginalization, stereotypes, and the double burden of women (Fakih 1998). Inequality in gender relations is a product of cultural and structural-functional society that produces injustice, where women do not have proper access to education, economics, politics, social, and other aspects of life (Ritzer 1996). The result is women's powerlessness, poverty, and illiteracy, which in turn reduces resources for achieving development goals.

Empowerment is a bottom-up thinking logic concept designed through building community consciousness (Freire 1993). Women, as part of society, is part of a sub-system that must be empowered for development goals. Empowerment is a concept offered as a counter attack to the concept of top-down development, where marginalized communities only get the remnants of development (trile down effect). Building from the periphery (putting the last first) is a development concept offered in the early 1990s (Chambers 2013). Empowerment is a

process of self-reliance and self-sufficiency in the form of social action that advocates the participation of people, organizations, and communities in mutual cooperation. In its development, empowerment includes either individual or collective problems, removing psychological and interpersonal barriers, carried out by agents independently or in cooperation with external agents, social support by using agents, and helping/motivating others to choose from many options (Gram *et al.* 2019). But at its essence, empowerment is an activity from the powerful to, and with, the powerless (Aziz *et al.* 2019).

Women's empowerment includes 3 aspects of change, which include individual, structural, and relational aspects. Building awareness at these three levels must be developed through equal communication and relationships between men and women (Huis *et al.* 2017). Began with raising individual and communal consciousness, dialoguing in a functional structural system, and developing relationships with sub-systems in society. The process as mentioned is as shown below:

Figure 1. Model interaction and women empowerment



The women's empowerment field, as mapped by Kangas, includes law, economy, resources, environment, governance, media, health, and citizenship (Kangas *et al.* 2014). In all of the above fields, women are sub-ordinated and under the control of the patriarchal system; women as the second sex, powerless, and marginalized. Similarly, in the field of tourism, women are objects that must be empowered (Trisanti *et al.* 2022).

2. Research Methodology

This research is a qualitative study that describes ideas, behavior, social movements, and social relations in the Mandalika Lombok tourism industry area. The methods used in data collection are survey, interview, observation, and documentation. The survey method was used to map the ideas, behaviors, and social movements of women workers in the tourist industry area of Mandalika Lombok. The interview method was used to obtain more detailed and in-depth information behind the apparent reality. The observation method was used to observe social relations, activities, and community behavior in the Mandalika Lombok tourism industry area.

The analysis model used in this research is the technical gender SWOT analysis model. This model was used to identify strengths, weaknesses, opportunities and threats in planning programs to improve women's resources. The stages of analysis begin with:

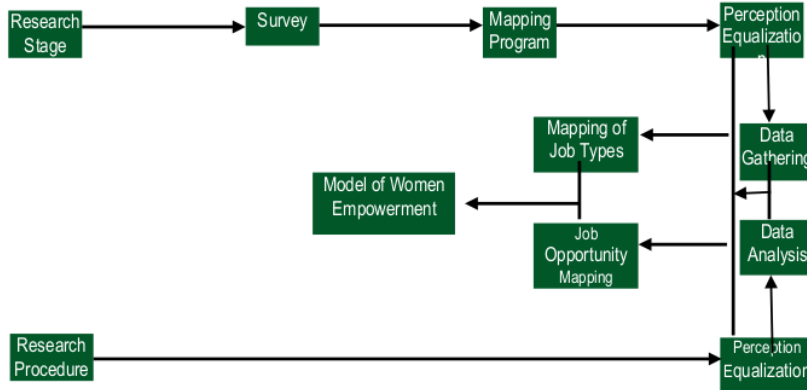
- open coding, which includes the process of breaking down, examining, comparing, conceptualizing, and categorizing data;
- axial coding stage, the results obtained from open coding are reorganized based on categories to be developed towards propositions;
- selection coding stage, the researcher classifies the process of examining core categories in relation to other categories.

The main category is found through comparison of category relationships. The next step is to examine the category relationships and finally produce conclusions that are raised to general design. This research seeks to find and map the types of work and employment opportunities for women, and the development of a model for

empowering women workers that can improve the quality and relevance of women's resources in the Mandalika Lombok tourism industry area.

The activities of this research process are as shown in the following Figure 2.

Figure 2. Research scenario



3. Result and Discussion

3.1. Mandalika Lombok Tourism Area

Mandalika is located in southern Lombok Island with a wide range of exotic beaches. In this 16 km long area there are many beach tourist destinations with their respective uniqueness; black, white and pink sand with the roaring waves crashing on the beach is the uniqueness of the beach area in South Lombok. As a tourist area, the South Lombok coastal area began to be developed in the 1980s by President Soeharto.

In the early times of development, the people of the southern Lombok region were traditional societies that depended heavily on nature. The kinship system adheres to a very strict patriarchal system, and it was closed to change. Conflict and dialog have been part of the development of this area into a tourism industry (Salahuddin and Abdillah 2022). Included in the conflict and social dialog is the question of women's involvement in the public sphere.

The development of the tourism industry requires the involvement of massive resources, including women's resources. With the Mandalika tourism industry, according to government estimates, employment in this region is 58,700 people with a total investment of 40 trillion in 2025. Hospitality, culinary businesses, art/cultural attractions, sports tourism, transportation, and other service businesses are job opportunities for the community. The involvement of women in the variety of employment opportunities above is still very minimum, and special attention is needed both socially, politically, institutionally, and intellectually.

The geographical area of the Mandalika tourism industry area, and the beach tourism destination points in the area are as follows in Figure 3.

Figure 3. Mandalika Lombok tourism industrial area



With the spread of destination areas above, the involvement of women in the workplace is no more than 16%. Furthermore, the accessibility of women in the workplace in the Mandalika Lombok industrial area is described.

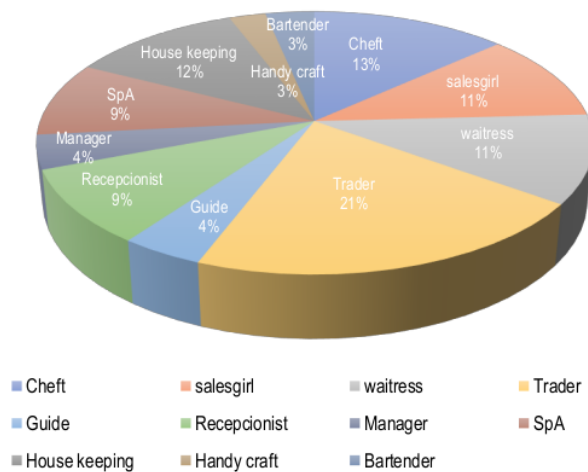
3.2. Accessibility of Women's Employment in Mandalika Tourism Area

Before the tourism industry began in the South Lombok area, women were unpaid workers; working in the domestic sphere, delivering food to the fields for male workers, and as complements in other traditional activities (interview with local leader). Meanwhile, men work in the public-professional area (paid work). The implication of the division of labor model above is that there is a stigma that men are more important than women because they earn money that ensures the survival of the family. A further implication of the above stigma is the lack of access to women in the public sphere; education, social, economic, political, and others. As a result, the quality of human resources of South Lombok women is very low when compared to men.

With the establishment of tourism in the 1980s, women were able to enter formal schools at the junior high school level. Previously, they were only allowed to study up to elementary school. It was only in the 1990s that women's access began to be opened. With the opening of access to women's education, the quality of women's resources is getting better, and job opportunities for women are being opened.

Along with the presence of tourism in the Mandalika area, South Lombok women slowly adapted to social change. Previously, women only worked in the unpaid work area (domestic) began to shift to the professional-public area. Thus, the participation and bargaining position of women in development is increasingly being considered. The distribution of accessibility of women workers in the tourism sector of the Mandalika Region is as follows in Figure 4.

Figure 4. Women's occupation in Mandalika Lombok



From the Figure 4, we can conclude the following points:

- there is a shift in the stigma and paradigm of thinking of the people of South Lombok about the division of labor based on gender; domestic women and public men. In some cases, the two roles are often exchanged proportionally in the social reality of the South Lombok community. Adjusted to their respective social roles in society (observation and Interview with local people). Religion, development, and education are strong variables that influence the shifting paradigm of thinking in South Lombok society in gender relations (interview with local leader).
- the process of the shifting paradigm of community thinking occurs naturally and peacefully, based on the awareness of change in society. Changes in the outside world gradually affect the gender relations model in South Lombok society. Mutual influence activities occur in a symbiotic and mutualistic way. The indigenous people of South Lombok changed without losing their local identity.
- simultaneously with the shifting paradigm of society, the development of the tourism industry is massively developed. Development is an opportunity for women to access more job opportunities. Due to limited resources, women in the Mandalika tourism industry area still takes a role in lower-level jobs.
- when compared to male workers, the quality of female workers must be empowered to make the quality of their work competitive, and provided an equal opportunity to innovate in their field.

Empowerment of women tourism workers in Mandalika is a necessity for several reasons; first, the involvement of all resources in development is absolutely necessary to achieve the intended goals; second, tourism is an art and humanity that is usually closer to women; third, strengthening gender relations and providing equal space for men and women to develop the quality of resources in their respective fields. Marginalization, subordination, and exploitation of women in the domestic sphere should not be transferred to the public sphere.

3.3. Women and Tourism Workers in Mandalika

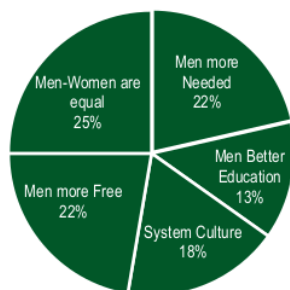
Tourism as the new leading sector in Lombok has an impact on new job and business opportunities in the community. To take advantage of these opportunities, people are needed who also have creative-innovative and visionary thinking in the current flow of change. To think creatively-innovatively requires experience through proper education and training. The opportunity for creative-innovative thinking is still dominated by men because they are given more space, both socially, politically, culturally, religiously, and economically. According to women workers in the Mandalika tourism industry area, male workers are more numerous and preferred over women for several reasons, namely:

- access, quality, and level of education of men are better than women;
- women are considered slow to work;
- the field of work in the tourism sector is not in accordance with women's nature;
- there are social/cultural rules that still do not fully release women to work in public areas, especially tourism (Interview with some women worker in Mandalika).

In the previous description, it was written that there was a paradigm shift in South Lombok society related to gender relations in the domestic, public and division of labor spaces. However, the shift did not fully occur. At the macro level it has changed, but at the technical micro level there is still (a lot of) discrimination based on sex (Observation on Mandalika). Referring to the theory of gender inequality, in a patriarchal society men and women are not only different, but the bargaining between the two is unequal in the social system. Therefore, women have lower social status, less income, less access to knowledge, and this includes in the world of work.

Related to the above, female workers respond with various perspectives on why men are prioritized in the world of work, especially in the Mandalika tourism industry as follows in Figure 5.

Figure 5. Women's perspectives on men working in the tourism sector



3.4. The Empowerment of Women Human Resources in Tourism Sector

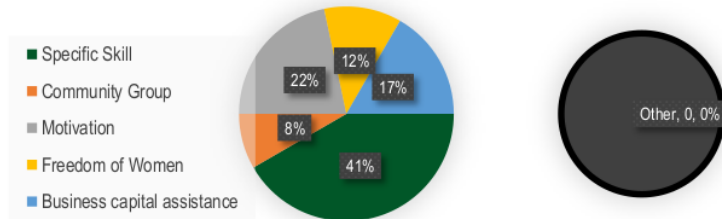
Based on the survey results and focused group discussions, there are a few factors that prevent men-women equality in the Mandalika tourism industry zone, which are:

- women are well equipped with the knowledge and skills needed in the tourism industry;
- women's potential can be managed in the shape of professional institutions;
- business capital assistance for women;
- maintaining women's motivation;
- providing more space for women to compete with the men.

Mediation and facilitators that lead to the solution of the above problems are needed, either from the institutions where the women work or outside groups; government, universities, and non-governmental organizations.

The following are the results of the survey on the needs of women workers in the Mandalika tourism industry in efforts to equality of men and women:

Figure 6. The need for women's resource development in Mandalika Tourism Industry



For the above needs, a re-orientation of development based on local wisdom, situation analysis, and tradition is required. Tradition is the daily practice of the community that comes from cultural values that become the community's praxis in words and behavior. Culture and tradition come from the value system that is believed in the community's belief system. The internalization of local cultural values in the development process as an approach to empower women workers in the Mandalika industrial area needs to be considered as inspiration and practice.

To realize a culture-based empowerment pattern, it is very important to strengthen the capacity of women workers who work in tourism sector, which includes:

- individual capacity building. Strengthening individual capacity covers: 1) personality capacity, namely physical performance, behavior that refers to culture and tradition, social norms and ethics; 2) capacity in the world of work, namely technical knowledge, managerial skills, training, internships, education, career development, communication skills, and work culture; 3) professional capacity development of workers, namely professionalism, leadership, and entrepreneurship. Based on the results of several studies, women need gradual and continuous strengthening in increasing motivation to work;
- strengthening entity (institutional) capacity. This is important because the research found that the empowerment of women workers is still faced with institutional problems and business capital assistance. Entity capacity building is more emphasized on developing organizational quality, which includes organizational culture, organizational structure, and organizational management. (Ma'ruf and Masmulyadi 2013).

Conclusion

The presence of the Mandalika Lombok tourism industry area opens a new economic space that can access thousands of workers with a variety of business opportunities. For this reason, it requires the involvement of all resources in strengthening the existence of Mandalika tourism; without discrimination of sex. South Lombok women who previously only worked in the unpaid work area have begun to be part of the professional work. In the world of professional work in the tourism sector in the Mandalika industrial area, there is an imbalance in gender relations that is influenced by social, lack of women's skills, and lower education. For this reason, empowerment is needed with a local wisdom approach to increase individual capacity and strengthen organizational capacity.

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