

# Model of Gender Equality in International Chain Hotels to Support Sustainable Tourism in the Nusa Dua Tourism Area

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# Model of Gender Equality in International Chain Hotels to Support Sustainable Tourism in the Nusa Dua Tourism Area

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**Abstract**—Gender equality is a crucial issue in sustainable tourism which is also always a reference in the development of tourism throughout the world. The awareness of the tourism industry, local community, and tourists, in supporting sustainable tourism development is increasingly sounding as a discourse to improve the welfare of the community. This research uses the approach of cultural studies and tourism which will be studied with postmodern critical theories. The specific objectives of this study (1) to find out gender equality in international chain hotels in the Nusa Dua Tourism Area of Bali, (2) to design a gender equality model in international chain hotels in Nusa Dua Tourism Areas. The research method used is interpretative qualitative method to explore gender equality more comprehensively. Data collection techniques that will be carried out are observation, in-depth interviews and questionnaires (Google form) with all HR Managers in the International Chain Hotel in the Nusa Dua tourism area. Interviews were also conducted with female staff found at the hotel. The results showed that almost all international hotels have implemented gender equality in their hotel operational practices. The gender equality model can be implemented to provide guidelines for hotels in improving and maintaining the sustainability of gender equality, especially in international chain hotels and hotels in general.

**Keywords**—gender equality, international chain hotels, sustainable tourism

## I. INTRODUCTION

Gender is an issue that is very important in the tourism industry, especially if it is related to sustainable tourism. Gender issues are also included in the 17 goals of the Sustainable Development Goals initiated by the United Nations, where gender equality is a goal of 5 of the 17 goals. Sustainable tourism in a broader sense contains at least 5 elements as described in the Muller magic pentagon, namely economic wealth, guest satisfaction, healthy culture, protection of natural resources, and wellbeing of the local community [1]. The five elements are interconnected in maintaining the sustainability of a tourism destination or tourism area. Gender

involvement is also studied in sustainable tourism. Why gender? Because in the ideology of development, all parties must get the benefits of this development, especially if it is related to sustainable development. As stated before, sustainable tourism has not been realized if gender equality has not been implemented [2]. Research on gender in the tourism sector has actually been widely researched by several researchers around the world in connection with several power relations phenomena that view men as still dominating most of the work, especially at the decision-making level. The involvement of Balinese women in tourism development has also been studied since 1996 [3]. From this research, it is said that Balinese women are already involved in tourism, but female workers earn less than men at the same level [4,5]. Research on gender equality, especially tourism graduates who work in the hospitality sector, has also been researched [6] where there is no different treatment received by female workers who work in hotels. However, international chain hotels that have received awards both locally and globally are thought to be more gender responsive than those that do not participate in accreditation or award recipients, thus it is better if all hotels are encouraged to take certification so that gender equality is more realized. Several studies on gender equality around the world still question the equality obtained by women in terms of salary, position, job opportunities, and the facilities that should be their right [7].

Sustainable tourism will not be realized if one of the elements from the socio-cultural perspective (local community) is not involved fairly and equally, both men and women. For this reason, every tourism business, especially hotels, which absorbs a lot of workforce, must also pay attention to the percentage of women's involvement in its operations [8,9]. International chain hotels in the Nusa Dua tourism area can be used as models for gender equality, because these hotels have participated in many certifications and received awards, both global (earthcheck) and local (THK Award) [10].

The Nusa Dua tourism area is a tourism area as stipulated in Law No. 10, Year 2009 concerning Tourism [11]. According

6 to the law, a strategic tourism area is an area that has the main function of tourism or has the potential for tourism development which has an important influence in one or more aspects, such as economic, social and cultural growth, empowerment of natural resources, environmental caring capacity, as well as defense and security. In addition, in the Republic of Indonesia Government Regulation or PP. 50, 2011 concerning the National Tourism Development Master Plan for 2010-2021 the Kuta and Nusa Dua tourism areas are also included in the National Tourism Strategic Area (KSPN). In attachment III of PP No. 50/2011, Nusa Dua is included in the KSPN serial number 41, namely Kuta-Sanur-Nusa Dua. Based on the above background, it is important to identify gender equality and formulate model of gender equality in hotel industry, that can be implemented as a guidance for tourism industry for the realization of sustainable tourism.

## II. RESEARCH METHODS

This study used qualitative-interpretative analysis [12,13], approached by cultural studies, sustainable tourism and gender theory. Data was collected through observation in Nusa Dua Tourism Area. The research instrument was the researchers themselves assisted with research instruments in the form of voice recorders to conduct in-depth interviews with respondents. Then data collection techniques used in this study were observations, documentations, and in-depth interviews with all of HR manager of international chain hotel and hotel staff in Nusa Dua Tourism Area. Beside that in order to complete data and information of interview to the respondents, online questionnaires was also distributed through Google Form which was sent via WhatsApp to the HR Managers and also to hotel staff of international chain hotel. The analysis technique was related to qualitative analysis procedures as stated by Miles and Huberman [13], such as data reduction, data display, and conclusion or verification.

## III. RESULTS AND DISCUSSION

The Nusa Dua Tourism Area is an area managed by Indonesia Tourism Development Cooperation (ITDC) (formerly BTDC). It was originally built as an enclave area that was built separately, with the aim of reducing contact with local residents who were considered unfamiliar with the development of large-scale, capital-intensive, and large-scale tourism areas. Centrally controlled from the center. In this area specially built five-star hotels, most of which use international chain hotel management or brands. All the international chain hotels (award recipients) used as research samples through direct observation and conducting interviews, as well as viewing and taking documentations, it can be described as follows.

### A. Gender Equality at International Chain Hotel in Nusa Dua Tourism Area

20 Gender equality or gender equality is a derivative of the Sustainable Development Goals (SDGs). Empowering women and promoting gender equality is essential to accelerating

sustainable development. End all forms of discrimination against women and children, because women are not only a fundamental human right, but also have a dual effect in all other areas of development. Since 2000, UNDP together with UN partners and other global communities have made gender equality a centerpiece of study, and its success has been seen. In fact, more girls are currently in school than 15 years ago, and most regions have achieved gender equality in basic education. Women now generate up to 41 percent of paid workers outside of agriculture, compared to 35 percent in 1990 [14,15]. The Sustainable Development Goals (SDGs) are to build achievements and ensure that discrimination against women ends. There are still many inequalities in accessing paid work in some regions, and there are still significant gaps between men and women in the labor market. Sexual violence and exploitation, unequal distribution in caring for and doing unpaid domestic work, and also there is still discrimination in decision making, access to economic resources, and this will be an important target to achieve this goal. Now there are more women in public office than ever before, encouraging more women leaders in all regions will help strengthen policies and laws for gender equality.

Based on the SDGs above, every institution, institution, company should pay attention to the practice of gender equality, in order to realize these global goals. The company in question is an international chain hotel that employs both male and female employees in all operations. The results of the study were obtained from interviews with all of Human Resources Managers and hotel staff of international chain hotel in Nusa Dua Tourism Area, as well as the responses given by HRD staff identified as follows.

1) *Use of hotel facilities:* In using hotel facilities, at the international chain hotels in the Nusa Dua tourism area, men and women are completely indistinguishable. The facilities referred to are office use, meeting rooms, telecommunication equipment, parking, toilets, lockers, health clinics, sports centers, places of prayer, and many others. All facilities at the hotel are nothing specifically for men and women. Except for facilities for which the designation is differentiated, such as toilets and lockers.

2) *Equal opportunities to occupy positions:* From interviews conducted with some HRD managers and hotel staff, both men and women, there are no rules and practices that have been implemented to differentiate gender for certain positions. All positions in hotels can be held by men and women according to the work experience, leadership, competence (skills, knowledge, attitudes) of the hotel employees themselves. In addition, to occupy a position in a hotel is also seen from the dedication, communication and honesty in managing the given job.

3) *Employee hotel salary:* According to statistical data both globally and nationally, the salary between men and women (gender pay gap) received from companies is said to be different. Although from year to year there has been a decline.

However, overall from the results of the questionnaire and interviews conducted with HR Managers and several male and female staff, it was confirmed that the salaries they received were the same. Salaries are applied at hotels based on basic salary (based on minimum wage, years of service, competitors, hotel performance and capabilities), fixed transportation, and service charges (10% of services imposed on hotel products such as rooms, bars and restaurants, laundry, spa, business center sport activities and other facilities).

4) *Consider sexuality issues on employee leave:* Regulations regarding employee leave in all hotels studied, mostly included in the regulations of the Collective Labor Agreement between Hotel Management and the Hotel Unit Tourism Union Federation concerned, for the example of the Collective Labor Agreement between Melia Bali Management and the Melia Bali Tourism Workers Union Federation. The regulations stipulate employee leave including maternity leave and menstrual leave. Maternity leave for female workers for 3 months is divided into one and a half months before and one and a half months after giving birth. They are entitled to a doctor appointed by the company. Not only for female workers, the wives of male workers also get appointed doctors. For women workers menstruation leave, it can be submitted to direct supervisor or division manager after filling out the leave form.

5) *The facilities provided are gender responsive:* Gender responsive in terms of facilities, has been implemented in every international chain hotel, as evidenced by the availability of separate lockers between men and women. In addition, some of the existing facilities in the hotel, such as women's toilets, are also equipped with a place to put things (bags) or at least there are hangers on the women's toilet. Other facilities available are a baby cradle in a lady's toilet, as well as a lactation room set up in one of the rooms in the hotel. Although sometimes there are hotel lactation rooms that are still joined by women's workplaces. For child care, it has not been provided at the hotel considering the distance between the hotel and the residence of the female workers is quite far. However, services for children and hotel guests' playgrounds are available in almost all the hotels studied.

6) *Participation in decision making:* In international chain hotels in discussions and decision-making in the work sector, women workers are also involved. There is no discrimination for them in making decisions related to hotel operations. The issue of women's participation is also closely related to equal opportunities for women to occupy higher levels of work. They also get the same opportunity to express their opinions on their respective fields of work. There are no restrictions for women to participate in decision making, the same is true when submitting opinions in formal and non-formal discussions in various hotel meetings.

B. Gender Equality Model in International Chain Hotel in Nusa Dua Tourism Area

Gender equality must be fought for the realization of Sustainable Development Goals (SDGs), especially goal number 5 regarding gender equality. One of the ways to achieve this is by ordering strictly through various regulations in every government and private institution, organization, company and other institutions. In addition, it is also necessary to make a model as a guideline and policy for the company to be practiced in a sustainable manner (Figure 1).

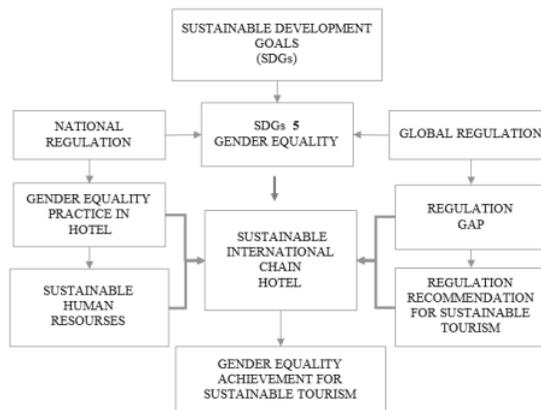


Fig. 1. Gender equality model in hotel.

1) *Sustainable Development Goals:* Sustainable Development Goals (SDGs) are an umbrella for all the goals that have been designed by the United Nations which are often referred to as a global development agenda that is broader and more inclusive than the Millennium Development Goals (MDGs) which ended in 2015. Different from the MDGs which are the results of the thinking of experts from member countries of the Organization for Economic Co-operation and Development (OECD) and several international institutions, the SDGs are the result of an agreement by 193 UN member states involving the participation of civil society and various stakeholders. It is not surprising that the SDGs target more diverse and detailed issues, and target the entire population of all age groups and backgrounds by promoting the principles of equality and anti-discrimination.

2) *Sustainable Development Goals (SDGs 5):* The 5th Sustainable Development Goals (SDGs) is Gender Equality or "achieve gender equality and empower all women and girls". Gender equality is not only a fundamental human right, but is the foundation needed to achieve a world that is peaceful, prosperous and sustainable. There has been progress over the past few decades with more girls attending school, fewer girls being forced to marry early, increasing women serving in parliament and leadership positions, and laws being reformed

to advance gender equality. Despite these achievements, many challenges remain: discriminatory laws and social norms remain pervasive, women continue to be underrepresented at all levels of political leadership, and 1 in 5 women and girls between 15 and 49 years of age reported experiencing physical sexual violence by partner in a period of 12 months. The effects of the COVID-19 pandemic also reverse the limited progress that has been made on gender equality and women's rights. The coronavirus outbreak is exacerbating existing inequalities for women and girls in every area, from health and the economy, to security and social protection. Women are playing a disproportionate role in responding to the virus, including as front-line health workers and home caregivers. Unpaid caring for women has increased significantly as a result of school closures and the increasing needs of the elderly. Women have also been hit harder by the economic impact of COVID-19, as they are working disproportionately in an unsafe labor market. Nearly 60 percent of women work in the informal economy, which places them at greater risk of falling into poverty. The pandemic has also caused a sharp increase in violence against women and girls. With lockdown measures, many women are stuck at home with their abusers, struggling to access services that suffer cuts and restrictions [16].

3) *International regulations:* Global or international regulations on gender equality can be seen in several important regulations made by the United Nations. One of the most relevant is the CEDAW Convention (Convention On The Elimination Of All Forms Of Discrimination Against Women) dated 18 December 1979, adopted by the General Assembly of the United Nations. It entered into force as an international treaty on September 3, 1981 after the twentieth country ratified it. By the tenth anniversary of the Convention in 1989, nearly one hundred countries have agreed to be bound by its provisions. The convention is the culmination of more than thirty years of work by the United Nations Commission on the status of women, a body established in 1946 to monitor the situation of women and to promote women's rights. The convention was also ratified by Indonesia into the Law of the Republic of Indonesia Number 7 of 1984 concerning Ratification of CEDAW [17].

4) *National regulations:* Article 27 paragraph (1) of the 1945 Constitution, which explains the recognition of the principle of equality for all citizens without exception. This principle of equality eliminates discrimination, therefore every citizen has the same rights before the law and government regardless of religion, ethnicity, sex, position and class.

- Law No. 39 of 1999 concerning: Human Rights, of course, contains the meaning of there is no discrimination both women and men.
- Law Number 23 Year 2004 concerning Elimination of Domestic Violence.

- Law Number 21 of 2007 concerning the Eradication of the Crime of Trafficking in Persons (PTPP).
- Presidential Instruction Number 9 of 2000 concerning Gender Mainstream. It provides an indication of the seriousness of the government in its efforts to eliminate forms of discrimination in all aspects of state life. In the preamble to this Presidential Instruction, two things are mentioned, namely: a. Whereas in order to improve the position, role and quality of women, as well as efforts to realize gender equality and justice in family, community, national and state life, it is deemed necessary to implement a gender mainstreaming strategy in the entire national development process; b. Whereas gender mainstreaming in the entire development process is an inseparable part of the functional activities of all government agencies and institutions at the central and regional levels; This Presidential Instruction is the basis for a gender perspective for all national development policies and programs, without exception. Both national and regional policies must have a gender perspective, otherwise the policy must be changed.
- Presidential Decree No. 181 of 1998 concerning the Establishment of the National Commission on Violence against Women or *Komnas Perempuan* as amended by Presidential Decree Number 65 of 2005. The National Commission on Violence against Women is a national mechanism for upholding human rights of Indonesian women. *Komnas Perempuan* was born from the womb of the Indonesian women's movement and is the Indonesian government's response to the women's movement's demands for the state to be responsible for cases of violence against women during the conflict and riots in May 1998. President Habibie inaugurated the formation through Presidential Decree No. 181 of 1998, which later amended by Presidential Decree Number 65 of 2005.

5) *Policy recommendations:* The existing regulations, both international and national, have not yet become a reference for international chain hotels in the Nusa Dua tourism area. Therefore, researchers need to recommend a model for the hotel to adopt all regulations related to gender equality in all forms of work related to hotel operations. Although there have been several regulations from the parent hotel management that initiated, such as the program launched by Marriot, namely "Women's Leadership Development Initiative" which contains 3 things:

- The challenge is that female leadership is a critical business that is critical to Marriott's success and we have established workplace policies and practices to ensure and demonstrate our commitment to attracting, developing and retaining female leaders.
- The action undertaken, from 1999, the Women's Leadership Initiative focused on developing gender

responsive leadership, networking and guidance, and workplace policies. The platform focuses its efforts on developing and building a strong pathway of future women leaders, providing wider opportunities and forums for women to network and build mentoring relationships, and promote work integration. All of these women's leadership programs at Marriott are focused on the following 3 areas:

- Increase the presence of women at the highest management levels and in other important decision-making positions;
  - Enhance the career development process at Marriott;
  - Developing a senior management role to play in ensuring that women progress; and
  - Leveraging the current supply of female leaders to drive organizational success by strengthening internal and external educational opportunities, strategic partnerships, retention programs, and work / life effectiveness initiatives.
- Results, As a result, women constitute 54% of the total workforce, hold some of the most significant P&L and policy-making positions in the Marriott company, and represent 50% of the CEO's direct reports, the goal is that by 2025 it will be able to achieve gender equality for the entire team corporate global leadership [18].

6) *Achieving gender equality to achieve sustainable tourism*: The realization of sustainable tourism is indeed the hope of all countries and nations in the world that develop tourism. Although who knows when it will be realized, the efforts and strategies of every institution, organization, company engaged in the tourism sector must be committed to realizing that dream. One of the components of tourism, as previously discussed, is the hotel (international chain), which has very many human resources. If gender equality can be started from here, then gender justice will also be realized, and will gradually reduce discrimination against women workers. Finally, all employees and management will understand about gender equality for the future of the company they work for, and directly support sustainable tourism from an economic, social / cultural and environmental perspective.

#### IV. CONCLUSION

From the results of the discussion that has been described, it can be concluded that gender equality that is practiced in international chain hotels in the Nusa Dua tourism area is generally in accordance with gender equality, and gender responsive. It can be seen from in terms of access to all facilities available at hotels, do not differentiate between men and women. The opportunity to occupy a job position, providing employee salaries, employee leave, and the facilities provided at hotel reflect gender responsiveness, and also in making decisions in hotel work there is no discrimination

between men and women. It's just that there are still some facilities that have been provided in hotels such as lactation rooms, but these are not used by female employees for impractical reasons, and have been given formula milk as a substitute.

To realize sustainable tourism, one of which is from the accommodation sector (hotels), it is necessary to create a gender equality model in international chain hotels that represent hotel groups. The hotel sector (international chain) employs the most human resources because it has many rooms and food and beverage services as well as other facilities and services. Hotel groups with branding that are very well known and absorb a lot of workforce, can be used as a model for the implementation of labour regulations including gender equality, for the realization of the sustainable development goals (SDGs), especially the goal of gender equality that has been announced by the UN agency.

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