



ANDREW L. TAN
CENTER FOR TOURISM

Gendering the Informal Tourism Sector Towards Inclusive and Sustainable Growth: The Case Study of Boracay Island

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Background of the Study

- The rationale of the Study:
 - (1) Importance of the industry to the Philippine economy;
 - (2) The dominance of women in the tourism workforce;
 - (3) Prevalence of informal tourism workers in the sector;
 - (4) Prevalence and vulnerability of women as informal workers
- The informal economy: economic activities engaging directly or indirectly in tourism that are often not registered under government authorities, formal organizations, and associations
- Due to the prevalence and vulnerability of women as informal workers
- Research Focus: Boracay Island (around 19 thousand informal workers)



Research Problem

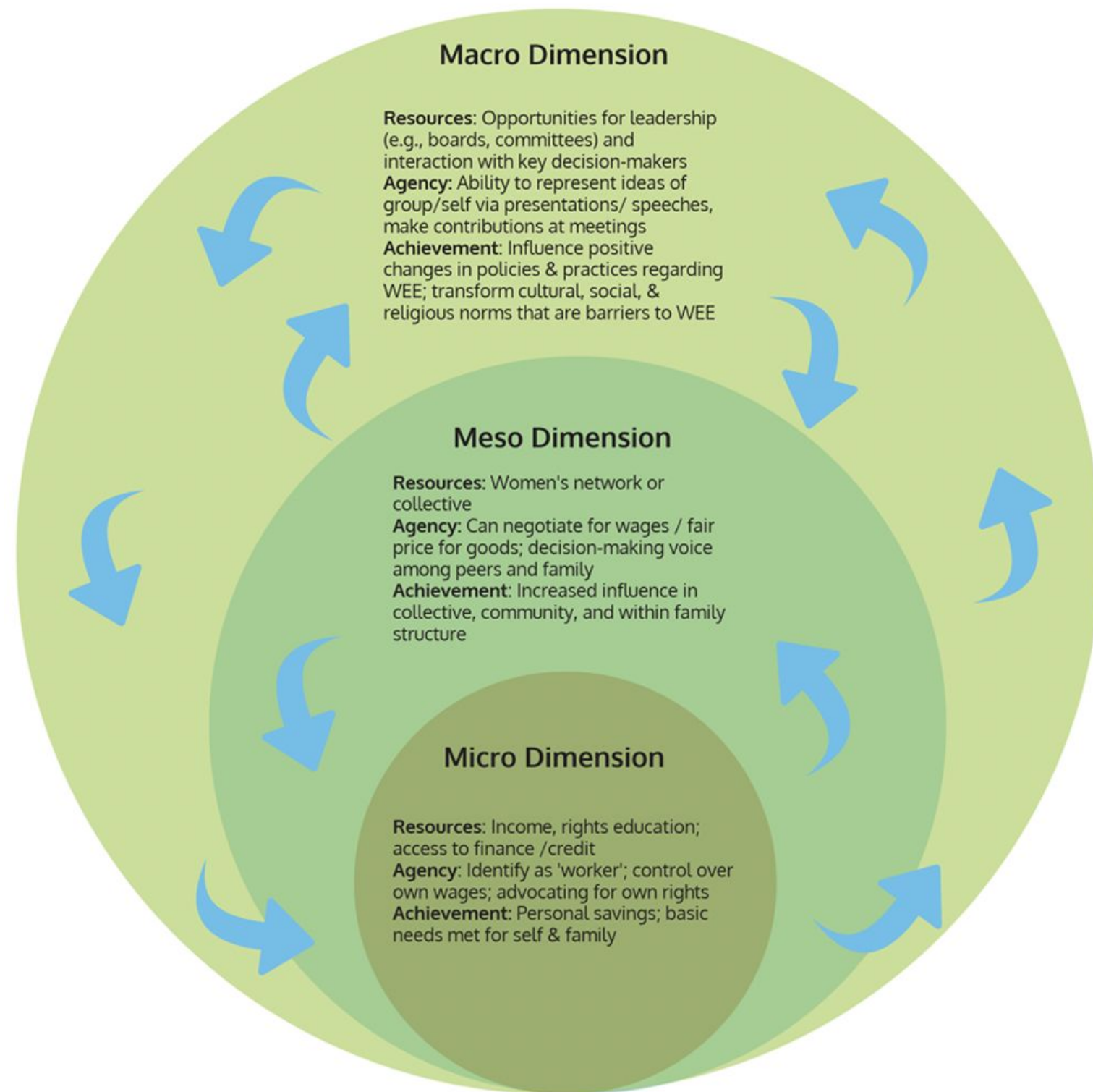
“How are women involved in the informal tourism economy in Boracay Island?”

1. What are the working conditions of women as informal tourism workers: their challenges and issues in relation to their participation in the formal tourism economy?
2. Are there existing national policies and regional frameworks on women and the informal economy in tourism?
3. How can the data that will be gathered help in the empowerment of women in the informal tourism sector?

Research Objectives

1. Map the roles of women as informal tourism workers and to understand their working environment;
2. Determine the challenges and issues of these women in relation to their participation in the formal tourism economy through the case study of Boracay Island;
3. Survey the local, national, and regional policy environments for the empowerment of women informal tourism workers; and
4. Produce case studies, strategies, recommendations, and frameworks which could be replicated in studying different informal tourism workers across the APEC region.

Framework of the Study

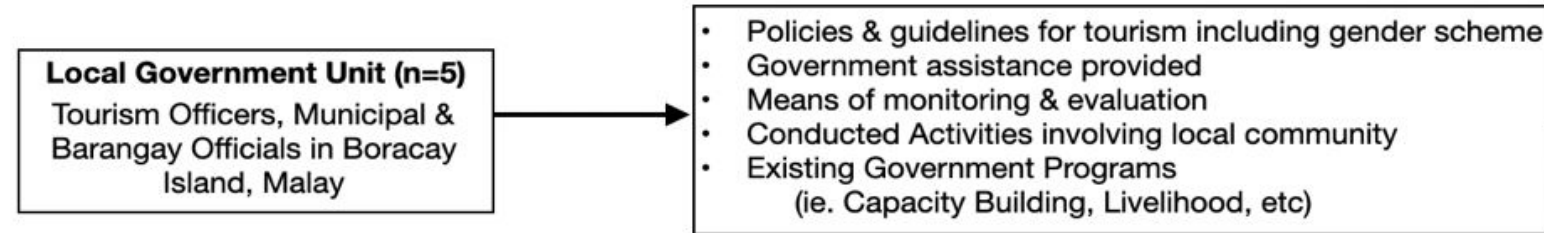


WEE Level		Data Sources
Micro-dimension	Collective	KIIs with the LGU, and FGDs with Women Informal Workers
Meso-dimension	Collective	KIIs with the LGU, and FGDs with Women Informal Workers Documents Review
Macro-dimension	Collective	KIIs with the NGAs, LGU, and FGDs with Women Informal Workers Documents Review

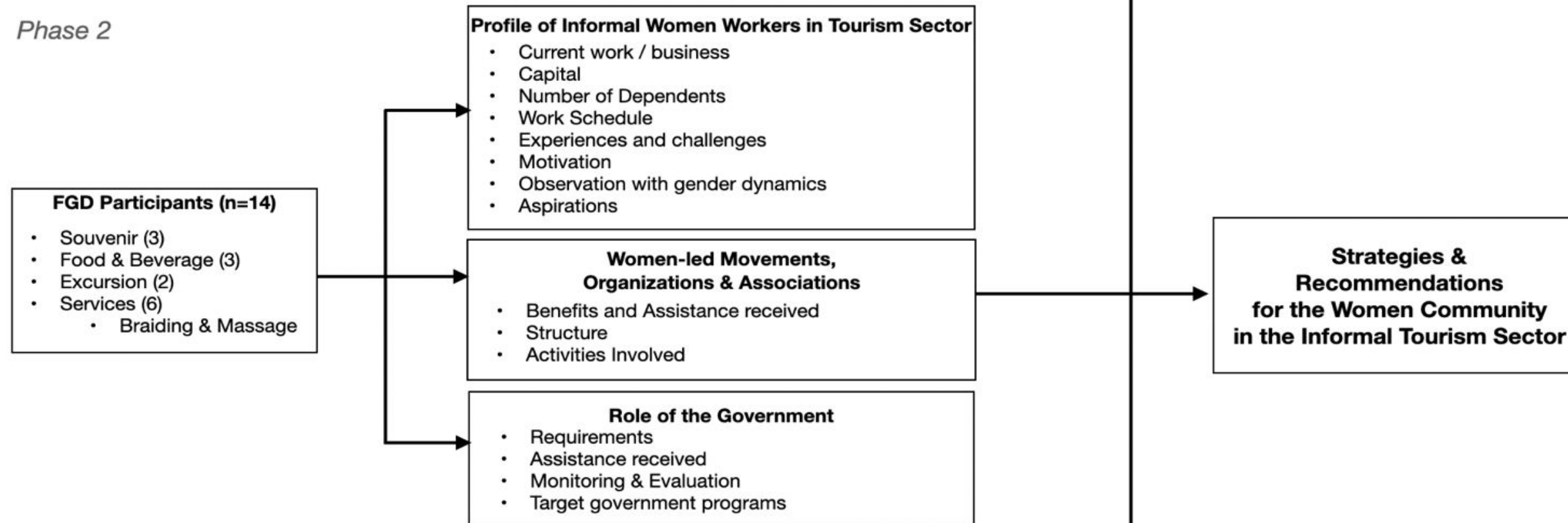
Source: Duguid and Weber (2019)

Research Design and

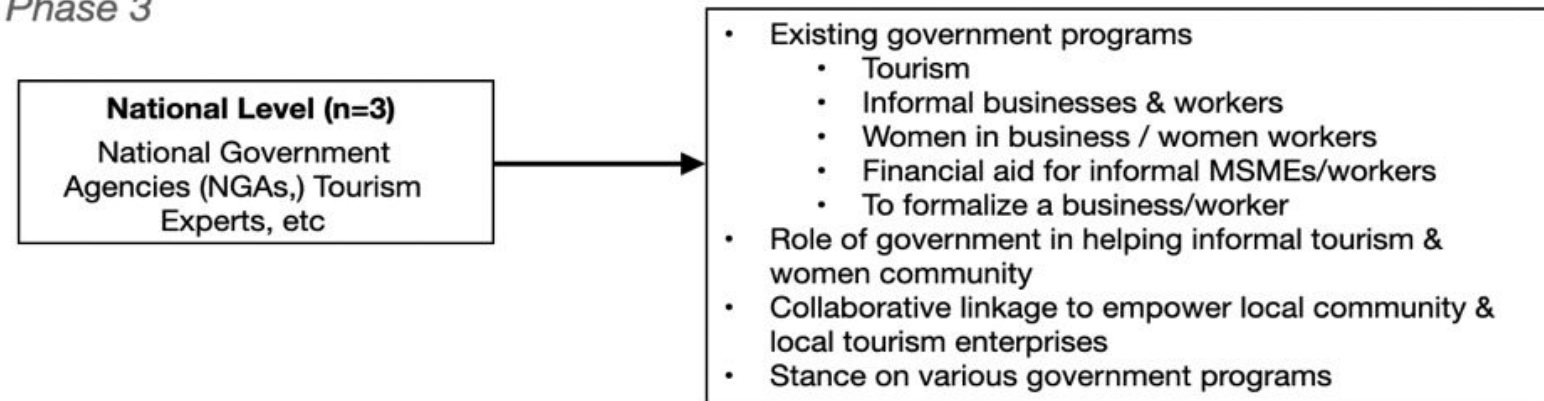
Phase 1



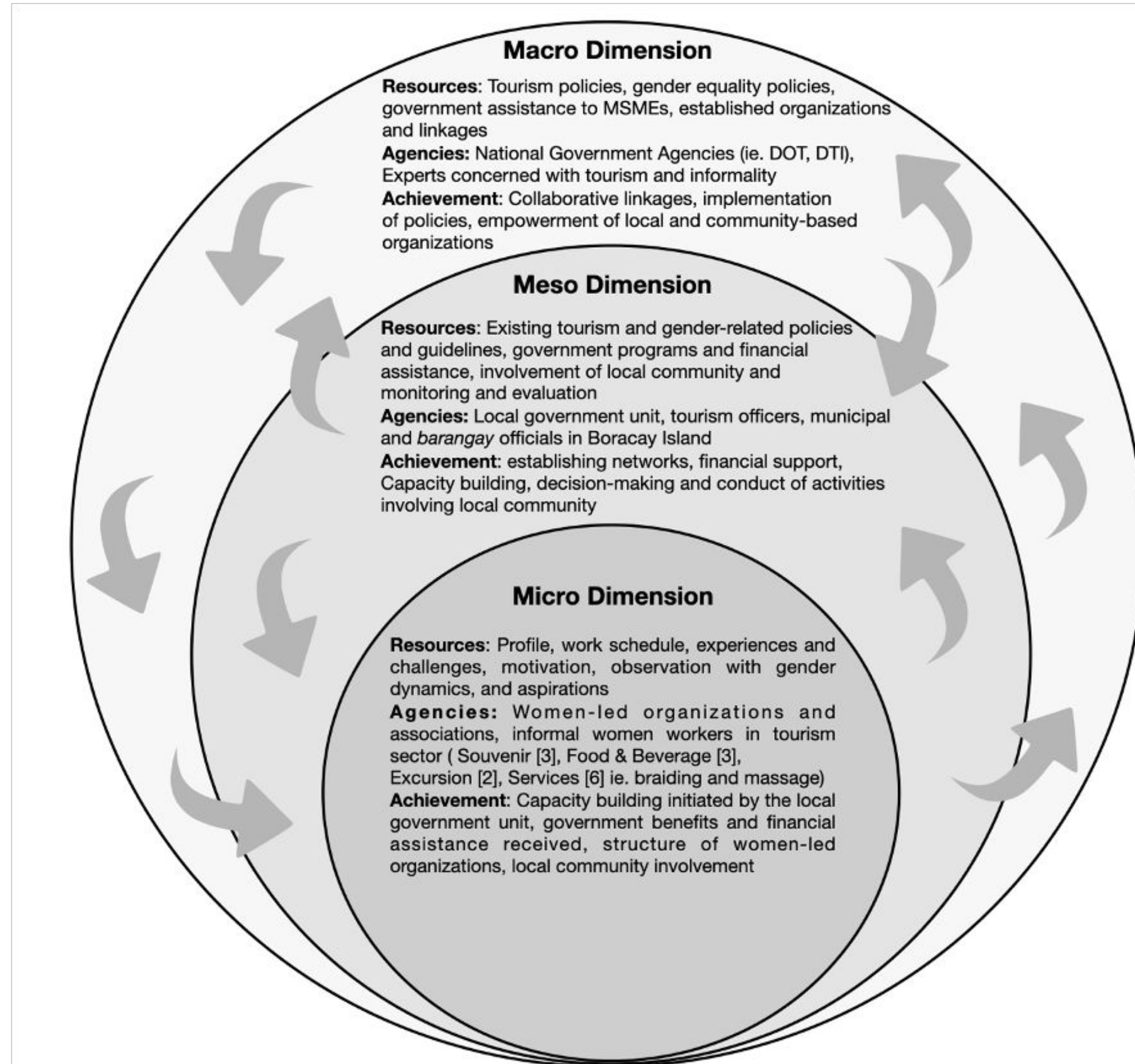
Phase 2



Phase 3



Operationalized Framework



Results and Findings (1/3)

	SOUVENIR	FOOD AND BEVERAGES	EXCURSION	SERVICES	EMERGING TOURISM SEGMENT
NATURE OF WORK	<ul style="list-style-type: none"> · Sellers of souvenirs such as keychains, accessories (e.g., bracelets, necklaces, anklets), t-shirts, bags, among others. 	<ul style="list-style-type: none"> · Often characterized as “street vendors” or “food marketers” for Paluto restaurants. · They are not required to be members of organized associations. 	<ul style="list-style-type: none"> · “Marketers” who advertise or promote activities and excursions to various land and water activities 	<ul style="list-style-type: none"> · Includes massage therapists and hair braiders on the Island: · Massage therapists are licensed professionals who require formal training prior to providing their services. · Hair braiders receive informal training from other hair braiders (e.g., often family members, friends, etc.) 	<ul style="list-style-type: none"> · Includes beach mat vendors who rent out beach mats to tourists. · An emerging tourism provider since the implementation of the 25+5 easement of Boracay Island · Considered “illegal” and “unregistered” product sellers
ESTIMATED INCOME (WEEKLY)	<ul style="list-style-type: none"> · PhP1,200 (off-peak) · PhP5,000-7,000 (peak) 	<ul style="list-style-type: none"> · Commission-based 	<ul style="list-style-type: none"> · Earns daily minimum wage and commission · PhP2,500-PhP 3,500 (off-peak) · PhP5,000 (peak) 	<ul style="list-style-type: none"> · PhP500-PhP1,000 per massage service · PhP300-PhP1,000 per hair braid 	<ul style="list-style-type: none"> · PhP500 per beach mat (unlimited use)

Results and Findings (2/3)

	SOUVENIR	FOOD AND BEVERAGES	EXCURSION	SERVICES	EMERGING TOURISM SEGMENT
CHALLENGES AND ISSUES FACED	<ul style="list-style-type: none"> · Seasonality of demand for tourism activities · Inconsistent policy implementation to unregistered/illegal workers · Competition with other souvenir providers · Designated location by government · Living expenses 	<ul style="list-style-type: none"> · Seasonality of demand for tourism activities · Competition with formal tourism establishments · Displacement of stalls 	<ul style="list-style-type: none"> · Seasonality of demand for tourism activities · Competition with unregistered freelance marketers · Designated location by government 	<ul style="list-style-type: none"> · Seasonality of demand for tourism activities · Competition with formal tourism establishments (i.e., pricing strategy) · Sexual harassment · “Looked down upon” · Threat of displacement 	<ul style="list-style-type: none"> · Seasonality of demand for tourism activities · Sexual harassment · Fear of being policed (i.e., since they are deemed illegally operating)
RELATIONSHIP WITH THE GOVERNMENT	<ul style="list-style-type: none"> · Satisfied with the support of government in improving work conditions 	<ul style="list-style-type: none"> · Have little to no interaction with government (i.e., not required to register under government) 	<ul style="list-style-type: none"> · Government’s support was felt substantially in the form of training programs, financial support, among others. 	<ul style="list-style-type: none"> · Deems government’s programs and campaigns effective in raising their awareness about their own protection from sexual harassment, domestic violence, etc. 	<ul style="list-style-type: none"> · Have little to no interaction with government (i.e., not required to register under government)

Results and Findings (3/3)

	SOUVENIR	FOOD AND BEVERAGES	EXCURSION	SERVICES	EMERGING TOURISM SEGMENT
RELATIONSHIP WITH ASSOCIATION	<ul style="list-style-type: none"> Satisfied with their involvement in their respective associations; others choose to be freelancers without memberships to associations 	<ul style="list-style-type: none"> Not required to be members of tourism associations 	<ul style="list-style-type: none"> Women were not members of some associations offering excursions (i.e., primarily deemed exclusive for men due to strength requirements and safety issues) 	<ul style="list-style-type: none"> Generally satisfied with their membership with their respective tourism associations 	<ul style="list-style-type: none"> Not required to be members of tourism associations
PERCEPTION OF FORMAL ECONOMY	<ul style="list-style-type: none"> Some degree of desire to be formally employed as “re-sellers” of souvenir items for a more stable source of income 	<ul style="list-style-type: none"> Perceives formal establishments as direct competitors. Others expressed desire to be employed under formal establishments. 	<ul style="list-style-type: none"> Expressed desire to be included in the formal economy in order to attain employee benefits and security 	<ul style="list-style-type: none"> Expressed desire to be included in the formal economy in order to attain employee benefits and security 	<ul style="list-style-type: none"> Expressed desire to be included in the formal economy in order to attain employee benefits and security

Analysis, Conclusion, & Recommendations

OBJECTIVES	RECOMMENDATIONS
Map the roles of women as informal tourism workers and to understand their working environment	<ul style="list-style-type: none">• Location• <i>Gender Sensitivity and Empowerment Training</i>• <i>Safety nets</i>
Determine the challenges and issues of these women in relation to their participation to the formal tourism economy through the case study of Boracay island	<ul style="list-style-type: none">• <i>Grievance Committee</i>• <i>Business Models and Ease of Doing Business</i>• <i>Involving the Private Sector</i>
<i>Survey the local, national, and regional policy environments for the empowerment of the women informal tourism workers</i>	<ul style="list-style-type: none">• <i>Education through Malay Colleges</i>• <i>Training and capacity-building programs</i>• <i>Facilitating the transition from municipality to cityhood of Malay</i>• <i>Utilizing technology to facilitate sustained and inclusive tourism development</i>• <i>Tailor-fitting of GAD indicators for tourism</i>• <i>Community Organizing and the Academe</i>



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**Thank You!
Maraming Salamat!**

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