Opportunities for Women in Tourism:

Case Study from Zalala Beach Lodge, Mozambique
Outline of Talk

• About Zalala Beach Lodge

• Community Research: aims and key findings

• Tourism-Linked Opportunities for Women in the Community

• Two Case Studies: Esperanza and Francisca

• Equal or Unequal Opportunities: Constraints and Challenges Faced

• Conclusions and Recommendations
About Zalala Beach Lodge: Location

- Situated 40km from Quelimane, provincial capital of Zambezia
Zalala Beach Lodge: Facilities

- 10 beachfront bungalows
- Restaurant
- Swimming Pool
- Meeting Room facilities
- Marquee for Private Functions
About the Vision

- **Putting Zambezia on the Tourist Map**
- **Acting as Springboard for Tourism and Development in the Province**
- **Poverty reduction and sustainable development**
- **Enhancing Community Livelihoods**
- **Promoting Equal Opportunities for Women**
Community Research

Methods –
Community Survey (2009)
Focus Group Meetings (2010)
Personal Testimonies (2011)

Objectives –

• To provide ‘baseline’ data on current community livelihoods (pre-Lodge Opening)

• To find out impact of Tourism (better or worse off?)

• To influence Lodge policies/future fundraising efforts

• To lobby local government

• To raise community awareness of tourism potential
Key Research Findings

**LIVELIHOODS**
- Most men involved with fishing and/or salt mining
- Most women involved in agriculture and/or market-selling
- Very few people have paid employment (fewer than 5%)

**POSITION OF GIRLS AND WOMEN**
- Very low level of education: 4 out of 10 women in the sample had no education at all
- Most girls marry at 15 and have many children
- Others resort to prostitution
- Most women financially dependent on husbands

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Opportunities for Women: Access to Jobs

- Construction, road-building
- Gardening
- Office Work
- Hotel work
Access to Training

- Hotel Work (reception, bar/restaurant, pastry cooking, laundry)
- English Language classes
- Credit and Savings Training
- Business Management
Selling of goods and services

- Selling food and drinks
- Dance performances
- Pottery and Crafts for Lodge (decorations and for sale in shop)
- Renting rooms (for construction workers)
Case Study One: Esperança

Employment:

- Trained as a gardener
- She works daily 7-hour shifts doing gardening and also guards the gardening shed
- Previously, she sold cakes in the village.

Esperança told us she is better off now and she is happy for many reasons:

- She’s proud to have proven to others that she can handle ‘men’s’ work
- She is learning English so she can speak to tourists
- She has more income and with the extra income she can buy school materials, clothes, household utensils and medicines
- She can also help other family members, like her sister who is ill
- Now, her husband looks at her differently – he respects her
Case Study Two: Francisca

**Occupation:**
- Francisca owns a bar/restaurant in the village

**Business Training**
- In March, 2011, she participated in a 5-day training organised by Zalala Beach Lodge

**Francisca reported that she learnt many new things and the results have been significant -**
- Before producing a new product, she carries out market research and her sales have improved
- She learnt about stock taking and never runs out of goods
- Her profits have increased
- She has employed 3 additional helpers
- She has noticed that others have also improved their business management skills
Indirect Benefits

- **Improved Road**: more traffic to and from the town, cost of transport has fallen, increased to services in town (food and other supplies, schools, health clinics, etc).

- **Access to water sources**: Community residents use one of the wells built by the Lodge and this has eased the pressure on community water supplies (future plans to provide separate pump for community).

- **Access to firewood**: Due to reforestation in area between the community and the Lodge.

- **Increased exposure to life outside community**: For example, the Lodge funded various women’s groups to attend the Zalala Festival for the first time in their lives.
Summing up: Main Benefits for Women

• **Improved livings standards**: ability to buy non essential items and to help others

• **Increased savings**: To fall back on in emergencies and to use to supplement regular income when desired

• **Financial independence in the home**: can make choices without asking husband’s permission (eg to look after orphans)

• **Increased self-esteem**: Linked to acquiring new skills, as well as increased status and respect from others.

• **Increased camaraderie**: New friendships formed amongst women working together in groups and associations
Equal or unequal opportunities?

Despite best intentions and above benefits, women and men have not benefited equally from the jobs and opportunities provided by Zalala Beach Lodge. For example:

- **Access to permanent employment:** Out of 18 permanent employment positions created in the town office, only 3 are occupied by women.

- **Access to Training:** Of the 50 who qualified for training, only 12 were women.

- **Access to English Language:** Out of 30 who attended English language classes, only 10 were women.
Key Constraints and Challenges

**COMMUNITIES**
- Lower level of skills and training amongst women
- Lack of confidence (linked to above)
- Patriarchal attitudes and male resistance

**PRIVATE SECTOR (Lodge Management)**
- **Tensions between business and social objectives:** Excessive ‘social’ expenditure can threaten viability of Lodge operations, resulting in business failure and loss of all benefits
- **Insufficient ‘outreach’ to women in community:** men are always the first to come forward and speak at meetings, so, unless, conscious effort made to reach the women, they often remain invisible.

**GOVERNMENT**
- **Lack of policy framework:** Strong national policies on gender equality and on community involvement in tourism, but no linkages between the two
- **Over-reliance on private and NGO sectors:** this often translates into reluctance of local government to do its part to promote women’s empowerment and access to opportunities
Conclusions and Recommendations

- **Gender awareness raising in communities** to combat male resistance and build women’s confidence

- **Emphasis on skills-building and training** – training for individual women and women’s groups, as well as training on the job for lesser qualified women

- **Positive discrimination in recruitment**

- **Looking for mutually beneficial trading opportunities between communities and business managers**: eg buying pots from women for patio and bungalows; developing village walks and opportunities for guests to buy locally made crafts, etc

- **Development of government policies on tourism and gender equality**: backed up by resources

- **More public/private cooperation**: Governments, tourist operators and communities should work together to achieve common objectives
For more information, visit: www.zalalabeach.com