The Effect of Cultural Barriers on the Representation of Women in the Employment of Tourism Sector

The Case of Marsa Matrouh

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ARTICLE INFO	Abstract
	Gender equality is the fifth United Nations Sustainable Development Goal (SDG) which meets Sustainable Development Strategy (SDS), Egypt Vision 2030. Although tourism in Matrouh governorate has a great potential for being one of the promising generating income sectors for the local community, there is a disproportionate value of the representation of women in the employment of tourism sector in the city of Marsa Matrouh. The current study highlights the challenges that cultural barriers put confronting the gender equality in tourism employment. The objective of the study is to assess the effect of cultural barriers on the representation of women employment in tourism sector in Marsa Matrouh. It provides a basis for deconstructing the present gender inequities in tourism employment in the city. Results stated that gender equality in tourism employment in Marsa Matrouh necessitates a change in the traditional cultural values. According to the findings, decision makers in the tourism sector should collaborate with the other stakeholders in order to rule out the cultural barriers that hinder women from entering the tourism sector in Marsa Matrouh.

1. Introduction

Gender equality is an important indicator for the socio-cultural sustainability in tourist regions. Decent work in tourism for women involves opportunities for productive work, protection for families, social integration and equality of economic opportunities (UNWTO, 2022).Women empowerment is in line with 2030 universal agenda for sustainable development and it is highlighted as one of the seventeen sustainable development goals (SDGs). In this case, the role of women in tourism employment is important to study (Jolly,2002; Jamhawi, et al., 2015; UNWTO,2019 ; UNWTO, 2020; Tristanti, 2022). Although, women in tourism are still less than men in some jobs, There are also found in the lower ranks and low-skilled jobs of the organizational hierarchy. Unfortunately, COVID-19 changed the positive impact of tourism on enterprises and workers especially for women unprecedentedly. In other words, women became with limited social protections and low income. (ILO, 2013; Domecq and Perez, 2020; Ferry, 2020; Calvet, 2021; UNWTO, 2021; Tristanti, et.al.2022).The objective of the study is about the investigation of women socio-cultural status and its relationship with tourism employment in Marsa Matrouh. The theoretical importance of the study that it is one of the least studied gender-oriented studies concerned with women access to tourism employment in Egypt, particularly in a pristine destination like Marsa Matrouh. Practically, the contribution of this

study is to develop a road map for eliminating these barriers, consequently it will upgrade women standard of living. This paper deals with the following domains; the current status of women employment and the cultural barriers for women empowerment in Marsa Matrouh. The next part is the explanation of the methodology and managerial implications for gender equality in tourism employment and future researches were mentioned.

2. Literature Review

Gender inequality and employment in tourism sector

Since the human desire to travel is universal, the social and economic impact of tourism also should be available to everybody in the host community (UNWTO, 2016; UNWTO, 2021).Tourism sector is one of the least gender inequality sectors; so that gender equality, as the fifth sustainable development goal, could be realized through women involvement in tourism sector. In other words, Tourism can empower women through decent work either by provision of direct job creation or income-generation from SMEs in tourism and hospitality and related industries (Huis, Hansen and Lensink, 2017; Vila, Carles and Brea, 2021; UNDP). Although, wages of women are still less than men in some jobs. They are also found in the lower ranks and low-skilled jobs of the organizational hierarchy. Unfortunately, COVID-19 changed the positive impact of tourism on enterprises and workers especially for women unprecedentedly. In other words, women became with limited social protections and low income.(ILO, 2013; Domecq and Perez, 2020; Ferry, 2020; Calvet, 2021; UNWTO, 2021; Tristanti, et.al.2022). Globally, women represent about forty eight percent of working –age population in the workforce and fifty four percent of workers in hospitality and tourism sector are women and they are also about sixty percent of employment in services (ILO, 2020). In the Middle East, Women tourism employment represents about only eight percent and Number of women employed ($\times$ 1, 000) is three hundreds and ten and this is the least number in comparison with other UNWTO regions (UNWTO, 2022). In South Africa, women make up nearly 70% of the workforce but poorly represented at professional levels and earn ten to fifteen percent less than men. In Saudi Arabia, women increased from twenty in late 2018 to thirty three percent by the end of 2020. In Bulgaria, seventy one percent of managers and administrators in tourism are women compared to twenty nine percent in the country. In Egypt, women employment represents about twenty percent of the broader economy and about less than five percent of tourism workforce. The earnings of women in tourism are twenty five percent less than men (World Bank, 2017; UNWTO, 2019; ILO, 2020; UNWTO, 2020; Alshareef, and AlGassim, 2021; UNWOMEN). Airlines are still focusing on feminine employment in cabin crew (Smith, et al., 2021). According to De Smet, and Boros,S. (2021), women empowerment is a multi-dimensional social cultural process. It is also about women understanding their roles in all fields of life and the fair distribution of economic development returns. So that governments and local communities take steps towards equality between men and women and their access to labor market (Arbarini, Desmawati and Budiartati, 2019). low-income countries with low levels of tourism development could not derive the benefits of tourism's potential in reducing gender inequality (Mitra, Chattopadhyay and Chatterjee, 2022). In tourism managerial positions in Egypt; Of the 100 tourism companies surveyed, women are twenty four percent of middle managers and fifteen percent of the high-level ones. Adding to that, around fifty seven percent of tourism companies continue to specify the gender of their preferred candidates in job vacancies even though legislation prohibits it. (Sanchez, et.al. 2015; UNWTO, 2020).

 Cultural barriers for gender inequality

The traditional values in many cultural localities may affect women participation in tourism sector in many aspects (Jamhawi, et al., 2015; Papadopoulou, 2021).The definitions of culture

are not only about creative products, music or traditions, but it includes the way of life in the matter of spiritual and intellectual characteristics of a distinctive social group of people. It can affect individual behaviors depending on social values because they are deeply rooted in a social norms, practices and institutions (Jolly,2002; Deen, Harilal and Achu, 2016; han and Mazhar, 2017).

Gender is an integral part of culture and identity referring to the social, cultural and psychological aspects in life. While sex is based on nature, gender is based in culture and has an impact on beliefs, behavioral expectations and personal characteristics. In all types of societies women take care of children and the household tasks, while they take the work responsibility especially in crises such as Covid-19 and its impacts which prevents her career progress (Gilbert and Rossman, 1992; Jamhawi, et al., 2015; Vila, Carles and Brea, 2021; UNWOMEN). The traditional values play a vital role in gender inequality and they are indicators for the socio-cultural sustainability. Cultural barriers can be caused by confusion or discomfort about how to express oneself (Harappa,2021). Cultural barriers were studied in many tourist destinations and from different socio-cultural perspectives either for tribal, rural or urban societies. Acccording to Menhas, et. al., (2013), there are some barriers for women empowerment; male dominancy, low education, injustice, misinterpretation of religion, female presentation by media. As stated by Lyer, (2020), work place is one of the domains of gender inequality caused by patriarchal society, son preference, dress codes and special activities for girl children, low status of women, early marriages, giving birth at early age, reproductive health system, lack of knowledge sexual rights, cultural superstitions like child marriages, powerless role in the family, glass ceiling , less implementation of property rights for women, male ordered food practice in the home, dependency, lack of knowledge on legal rights or power to make decisions, the illiterate women still under control of the patriarchal system. In the work place gender inequality is about discrimination in many aspects ; wages, unequal pay for equal work, dual work both at home and at workplace, equal opportunities and promotion in work place, sexual abuse and harassment and occupation level regardless women qualifications, which is called glass ceiling. Sticky floor is an expression of discrimination that keeps women working at the lowest levels of the jobs (Macrthur and samblanet,2010; Ali, et al., 2010; Fleetwood, 2010;Lyer2014; Kakati, 2014; Akhunzada, Akhunzada, Kahattak and Ashraf, 2020; Calvet,2021). According to Aboushouk, Manaa and El Baz, (2021), among three Arab countries the United Arab Emirates followed by Egypt and then Oman, perceptions of women's work in tourism and women's entrepreneurship are significant predictors of women's empowerment in the tourism sector. In Madaba, Jordan, cultural values and beliefs are the main reason for the inequality in tourism sector as well as in the other sectors beliefs (Jamhawi, et.al.2015). The fifth axis of the structural reform program for develops the Egyptian tourism development sector that was declared 2019 and the gender equality seal was committed in order to set procedures that enable tourism firms to support women and equality. The United Nations Development Program (UNDP) grants the equality seal to the establishment that achieves equality between men and women in its activities as an encouraging tool to urge government agencies and the private sector to take into account the concepts of equality (National Council of Women, 2019; Ministry of Tourism,2019). Roles of women in tourism sector are also determined by factors such as education, family background, physical condition, language, and the ability to set one's own criteria. Families also have crucial role players in shaping the lives of women with giving support(K.C.S,2012).

The City of Marsa Matrouh

The city of Marsa Matrouh is located 290 km west of Alexandria and 524 km from Cairo. It is the capital of the Matrouh Governorate, as it is a small port on the Mediterranean. The population density is rather low, and more than a third of the governorate's population lives in

the city of Marsa Matrouh. According to the Population Hour of the Egyptian Population Census(2022) which was published by the official website of the Central Agency for Public Mobilization and Statistics, the population of Egypt is estimated at 103.2 million until May 2022.The total population of Matrouh Governorate in January 2022 is estimated at 520, 430, It is less than 1% of the size of Egypt's population, while the area of the governorate is about 17% of the total area of Egypt. Women constitute about 47.8% of the total population of the governorate, with a population of 249, 352. The data ofJuly 2021 indicate that the inhabited area is only 1% of the governorate area. The urban part constitutes 62.7% with a population of 267, 078 people in 2017, which has developed to about 64.4% in January 2022. The city of Marsa Matrouh is famous as the resort of the Egyptian family and trade and hotels represent eighteen percent of economic activities. In addition, tourism sector is planned to have nine percent of investments beyond 2032 about 24700 million Egyptian Pounds. According to the strategic plan of Matrouh Governorate, women empowerment is a vital participatory axe for sustainable development. Bedouins constitute more than 90% of the population of the province and are spread around the cities and villages and depend on agriculture and raising sheep and camels. It should be noted that they have special customs and culture especially for women (GOPP;SIS; Ministry of Environment,2008; CAPMAS,2021).

3. Methodology and study instruments

The objective of this study is to explore the relationship between gender inequality in tourism employment and cultural barriers in Marsa Matrouh. The researcher adopts a descriptive analytical methodology depending on a quantitative approach. Questionnaire was chosen as one of the best tools for collecting and analyzing data. The distribution of questionnaire was to gain reliable and beneficial data and to realize the cultural barriers hindering women representation in tourism employment. All the questions are closed for not leading to bias. The questionnaire included four parts; first, the warm-up part that explained the study objectives whereas the second was for the demographics. Third part, was about the reality of women's representation in tourism sector in Marsa Matrouh. Finally, the last part included the cultural barriers for women empowerment in tourism employment. The researcher affirmed the confidentiality of the responses and the fidelity of using them for scientific purposes. The questions were developed from tourism literature (Ali, et al., 2010; Menhas, et al., 2013; Khan and Mazhar, 2017; Iyer, 2020; Calvet, et al., 2021; Akhunzada, Kahattak and Ashraf,2020) and some indicators of the women's 2030 Egyptian strategy axes, the axes of economic empowerment and social empowerment, which support the idea of the study. The pilot study was conducted in March 2022.The researcher sent the questions to some academics and the final version of the questionnaire edited some questions and was launched during April and May, the low season of the domestic tourism of Marsa Matrouh which depends on atypical recruitment; and all questionnaires were conducted in Arabic. Some of the questionnaires were Face-to-Face and over telephone allowing the interviewer to explain and probe out questions and it also involves convenient time/place for respondents.

Population and Sample

Random sample was used for choosing the officials at different administrative levels in tourism public sector in Marsa Matrouh; The Central Administration for Tourism and Resorts, Ministry of Tourism and Antiquities, Matrouh Antiquities District and the antiquities museums in the city. Convenience sampling was conducted for private sector. This type of improbability sample was selected and designed according to some reasons; first, the low population of Matrouh Governorate, as it does not exceed approximately 521000 people. Second, the limited number of hotels employees during the period of the study. Third, the few number of the hotels that fall under the umbrella of the Ministry of Tourism and Antiquities. Fourth, unwillingness of

workers in the tourism private sector for information provision. And finally, the modernity of tourism field studies about the city of Marsa Matrouh. So that, seventy questionnaires were distributed to workers in the public and private tourism sector and the number of valid forms was fifty with a response rate of about seventy one percent. (**Patton**,2015; Elmusharaf, K.,2016).

Validity, reliability of the scale and data analysis techniques

Validity was tested as questions were presented to specialized professors in order to identify their suitability for the research objectives and this was verified. Alpha Cronbach's test was used and its result was .87. Cronbach's alpha was used to determine the internal consistency (Bhattacherjee, 2012).Using SPSS 17, Descriptive statistics such as frequency, percentage, were calculated in order to define the demographic information about respondents. The "chi-square-test" was used to identify the relationship between some demographic factors, and respondents' perception of the effect of cultural barriers on the representation of women in tourism employment.

4. Results and Discussion

H1-There is an effect of cultural barriers on the representation of women in the employment in public tourism sector

> H1a-There is an effect of cultural barriers on the representation of women in the employment in public tourism sector.

> H1b- There is an effect of cultural barriers on the representation of women in the employment in private tourism sector.

Table (1) The effect of cultural barriers on the representation of women in the employment in public and private tourism sector

Cultural barrier		Public sector		Private sector	
Patriarchal society		y_10	x_23	y_10	x_23
	Chi-Square	32.360[a]	.360[b]	1.600[a]	21.160[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.549	.809	.000
Preference for men over women		y_10	x_24	y_10	x_24
	Chi-Square	32.360[a]	.040[b]	1.600[a]	14.440[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.841	.809	.000
Dress code		y_10	x_25	y_10	x_25
	Chi-Square	32.360[a]	.040[b]	1.600[a]	17.640[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.841	.809	.000
Early marriage		y_10	x_26	y_10	x_26
	Chi-Square	32.360[a]	14.440[b]	1.600[a]	17.640[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.000	.809	.000
Giving birth at early age		y_10	x_27	y_10	x_27
	Chi-Square	32.360[a]	4.840[b]	1.600[a]	9.000[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.028	.809	.003
The reproductive health of women		y_10	x_28	y_10	x_28
	Chi-Square	32.360[a]	4.840[b]	1.600[a]	14.440[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.028	.809	.000
The ignorance of women about their rights		y_10	x_29	y_10	x_29
	Chi-Square	32.360[a]	.360[b]	1.600[a]	6.760[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.549	.809	.009
The misinterpretation of religion		y_10	x_30	y_10	x_30
	Chi-Square	32.360[a]	.040[b]	1.600[a]	4.840[b]

	df	5	1	4	1
	Asymp. Sig.	.000	.841	.809	.028
Female presentation by media		**y_10**	**x_31**	**y_10**	**x_31**
	Chi-Square	32.360[a]	1.000[b]	1.600[a]	6.760[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.317	.809	.009
Sticky floor		**y_10**	**x_32**	**y_10**	**x_32**
	Chi-Square	32.360[a]	1.000[b]	1.600[a]	9.000[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.317	.809	.003
Lost Inheritance rights		**y_10**	**x_33**	**y_10**	**x_33**
	Chi-Square	32.360[a]	3.240[b]	1.600[a]	.040[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.072	.809	.841
Man dominance at home		**y_10**	**x_34**	**y_10**	**x_34**
	Chi-Square	32.360[a]	1.000[b]	1.600[a]	6.760[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.317	.809	.009
Dependency on man		**y_10**	**x_35**	**y_10**	**x_35**
	Chi-Square	32.360[a]	.360[b]	1.600[a]	17.640[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.549	.809	.000
Harassment		**y_10**	**x_36**	**y_10**	**x_36**
	Chi-Square	32.360[a]	.040[b]	1.600[a]	6.760[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.841	.809	.009
No educated women		**y_10**	**x_37**	**y_10**	**x_37**
	Chi-Square	32.360[a]	.360[b]	1.600[a]	6.760[b]
	df	5	1	4	1
	Asymp. Sig.	.000	.549	.809	.009

* a. 6 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 4.2.

*b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.

According to table (1), there is an effect of the patriarchal society of Marsa Matrouh on the representation of women in the tourism private sector, where the tabular value of chi-square was 21.160b at a degree of freedom of 1 with statistical significance.000. The previous results are consistent with the study of Fathizadeh, et.al., (2022) which confirmed that patriarchy prevents women participation in rural tourism. Inthe contrary, for the public sector the statistical significance is .549, so that this barrier is not considered as a cultural barrier where the tabular value of chi-square was .360b at a degree of freedom of 1.The office manager of the Ministry of Tourism and Antiquities in Marsa Matrouh stated that the society have been slightly changed in the latest ten years.

There is an effect of the preference for men over women affects the representation of women in the tourism private sector where the tabular value of chi-square was 14.440b at a degree of freedom of 1 with statistical significance.000. Some of hotel managers justified that because of the conservative society in Marsa Marouh and others said that some of the jobs in the hotels is not suitable for women especially for catering jobs. The study of Menhas, et al., 2013, affirms also that women take many household responsibilities. In the contrary, the tabular value of chi-square was .040[b] and at a degree of freedom of 1 and the statistical significance .841, so that it is not effective for the representation of women in the public sector.

- There is an effect of the dress code of women in Marsa Matrouh on the representation of women in the tourism private sector where the tabular value of chi-square was 17.640[b] at a degree of freedom of 1 with statistical significance.000. Many of women in Marsa Matrouh are veiled and the majority of hotels don't approve them in their jobs. The study of Al-Balushi and Atef (2019) confirmed that in Oman the cloths of women prevent them

from employment in hotels. For public sector dress code is not significantly effective at .841 and the tabular value of chi-square was .360b at a degree of freedom of 1.

- For the public sector there is an effect of the early marriage of women in Marsa Matrouh on the representation of women in the tourism as the tabular value of chi-square was 14.440^b at a degree of freedom of 1 with statistical significance.000.The same result was for private sector where the tabular value of chi-square was 17.640^b at a degree of freedom of 1 with statistical significance.000.

- There is an effect of giving birth at early age in Marsa Matrouh on the representation of women in the tourism private sector where the tabular value of chi-square was 9.000^b at a degree of freedom of 1 with statistical significance.003. The same result was for public sector where the tabular value of chi-square was 4.840^b at a degree of freedom of 1 with statistical significance.028.

- There is an effect of the reproductive health of women in Marsa Matrouh on the representation of women in the tourism private sector where the tabular value of chi-square was 14.440^b at a degree of freedom of 1 with statistical significance.000. The same as the previous result the reproductive health of women is not a cultural barrier for public sector where the tabular value of chi-square was 4.840^b at a degree of freedom of 1 with statistical significance.028.

- There is an effect of the ignorance of women about their rights of in Marsa Matrouh on the representation of women in the tourism private sector where the tabular value of chi-square was 6.760^b at a degree of freedom of 1 with statistical significance.009.In contrast, there is no ignorance of the rights of women in public sector as the tabular value of chi square is.360 ^{b} at a degree of freedom of 1 with statistical significance .549.

- There is an effect of the misinterpretation of religion in MarsaMatrouh on the representation of women in the tourism private sector where the tabular value of chi-square was 4.840^b at a degree of freedom of 1 with statistical significance.028. For the public sector, there is no misinterpretation of religion on the representation where the tabular value of chi-square was $.040^b$ at a degree of freedom of 1 with statistical significance.841.

- There is an effect of the female presentation by media on the representation of women in the tourism private sector where the tabular value of chi-square was 6.760^b at a degree of freedom of 1 with statistical significance.009.but for the public sector the presentation of women on media is with no effect on the representation of women as the tabular value of chi-square was 1.000^b at a degree of freedom of 1 with statistical significance .317.

- There is an effect of the sticky floor on the representation of women in the tourism private sector where the tabular value of chi-square was 9.000^b at a degree of freedom of 1 with statistical significance 003. It has no effect in public sector as the tabular value of chi-square was 1.000^b at a degree of freedom of 1 with statistical significance .317. Many of hotel managers stated that most of women are mainly employed in housekeeping and the leadership positions of women are mostly in front office and housekeeping .Pastore (2020) stated that women are generally in unskilled low paying and low productivity jobs, such as cooking and cleaning. Cave and kilic2010 also confirmed that previously. Job segmentation of reason by gender was stated as a cultural barrier by Calvet, et al.(2021). In addition, Tekeli (2019) stated that working shift requirement and non-flexibility in working hours are challenges of women employment in tourism sector. As a result the sticky floor

- Lost inheritance rights and man dominance are also significant barriers for women workforce in public sector. Harassment is significant women representation in both segmented tourism sector. Dependency and no educated women are significant cultural barriers for women in public sector.

H2-There is a statistically significant relationship between gender and the perceived effect of cultural barriers on the representation of women in tourism sector in the city of Marsa Matrouh.

H2a-There is a statistically significant relationship between gender and the perceived effect of cultural barriers on the representation of women in tourism public sector in the city of Marsa Matrouh.

Table (2) The gender and respondents perception about the effect of cultural barriers on the women employment in the public sector

Cultural barriers		Public sector		Private sector	
Patriarchal society		y_10	x_23	y_10	x_23
	Chi-Square	.360ᵃ	4.840ᵃ	4.840ᵃ	21.160ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	0.028	.028	.000
Preference for men over women		y_10	x_24	y_10	x_24
	Chi-Square	.360ᵃ	.040ᵃ	4.840ᵃ	14.440ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.841	.028	.000
Dress code		y_10	x_25	y_10	x_25
	Chi-Square	.360ᵃ	.040ᵃ	4.840ᵃ	17.640ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.841	.028	.000
Early marriage		y_10	x_26	y_10	x_26
	Chi-Square	.360ᵃ	14.440ᵃ	4.840ᵃ	17.640ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.000	.028	.000
Giving birth at early age		y_10	x_27	y_10	x_27
	Chi-Square	.360ᵃ	4.840ᵃ	4.840ᵃ	11.560ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.028	.028	.001
The reproductive health of women		y_10	x_28	y_10	x_28
	Chi-Square	.360ᵃ	4.840ᵃ	4.840ᵃ	14.440ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.028	.028	.000
The ignorance of women about their rights		y_10	x_29	y_10	x_29
	Chi-Square	.360ᵃ	.360ᵃ	4.840ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.549	.028	.009
The misinterpretation of religion		y_10	x_30	y_10	x_30
	Chi-Square	.360ᵃ	.040ᵃ	4.840ᵃ	4.840ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.841	.028	.028
Female presentation by media		y_10	x_31	y_10	x_31
	Chi-Square	.360ᵃ	1.000ᵃ	4.840ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.317	.028	.009
Sticky floor		y_10	x_32	y_10	x_32

	Chi-Square	.360ᵃ	3.240ᵃ	4.840ᵃ	9.000ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.072	.028	.003
Lost inheritance rights		**y_10**	**x_33**	**y_10**	**x_33**
	Chi-Square	.360ᵃ	1.000ᵃ	4.840ᵃ	.040ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.317	.028	.841
Man dominance at home		**y_10**	**x_34**	**y_10**	**x_34**
	Chi-Square	.360ᵃ	1.960ᵃ	4.840ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.162	.028	.009
Dependency on man		**y_10**	**x_35**	**y_10**	**x_35**
	Chi-Square	.360ᵃ	.360ᵃ	4.840ᵃ	17.640ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.549	.028	.000
Harassment		**y_10**	**x_36**	**y_10**	**x_36**
	Chi-Square	.360ᵃ	.040ᵃ	4.840ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.841	.028	.009
No educated women		**y_10**	**x_37**	**y_10**	**x_37**
	Chi-Square	.360ᵃ	.360ᵃ	4.840ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.549	.549	.028	.009

* a. 6 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 4.2.

*b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.

There is a significant relationship between gender and respondents perception about the effect of patriarchal society, early marriage, Giving birth at early age, the reproductive health of women, sticky floor on the representation of women employment in the public sector (see Table.2 and Table.3).Results indicated that about71% of the females are in favor of the effect of the patriarchal society and productive health on the representation of women in public sector and about 36% of them consider sticky floor also effective. It was also found that about 91% of the number of males in the sample is in favor of the effect of early childbearing on the representation of women in private sector.

> H2b-There is a statistically significant relationship between gender and the perceived effect of cultural barriers on the representation of women in tourism private sector in the city of Marsa Matrouh

For the private sector, There is a significant relationship between gender and respondents perception about the effect of all cultural barriers on the representation of women in private sector except for lost inheritance rights (see Table. 2 and Table. 4).

Table (3) The relationship between gender and respondents perception about the effect of cultural barriers on the representation of women employment in the public sector

	Public sector			
Cultural barriers	**Female**	**%**	**Male**	**%**
Patriarchal society	10	71.42857	9	36
Preference for men over women	8	57.14286	4	36.3636
Dress code	6	42.85714	7	63.6364
Early marriage	12	85.71429	10	90.9091

Giving birth at early age	9	64.28571	9	81.8182
The reproductive health of women	10	71.42857	7	63.6364
The ignorance of women about their rights	8	57.14286	6	54.5455
30 The misinterpretation of religion	7	50	6	54.5455
Female presentation by media	7	50	3	27.2727
Sticky floor	5	35.71429	3	27.2727
lost inheritance rights	4	28.57143	6	54.5455
Man dominance at home	7	50	9	81.8182
Dependency on man	7	50	7	63.6364
Harassment	7	50	6	54.5455
No educated women	5	35.71429	5	45.4545

Table (4) the distribution of the opinions of the sample members (according to gender) in the effect of cultural obstacles on the representation of women in the employment of the tourism private sector

Cultural barriers	**Private sector**			
	Female	**%**	**Male**	**%**
Patriarchal society	7	100	17	94.44444
Preference for men over women	7	100	15	83.33333
Dress code	7	100	16	88.88889
Early marriage	7	100	16	88.88889
Giving birth at early age	7	100	14	77.77778
The reproductive health of women	7	100	15	83.33333
The ignorance of women about their rights	6	85.71429	13	72.22222
The misinterpretation of religion	6	85.71429	12	66.66667
Female presentation by media	6	85.71429	13	72.22222
Sticky floor	7	100	13	72.22222
Lost inheritance rights	4	57.14286	8	44.44444
Man dominance at home	6	85.71429	13	72.22222
Dependency on man	7	50	7	63.6364
Harassment	7	50	6	54.5455
No educated women	5	35.71429	5	45.4545

H3-There is a statistically significant relationship between education level and the perceived effect of cultural barriers on the representation of women in tourism public sector in the city of Marsa Matrouh

H3a- There is a statistically significant relationship between education level and the perceived effect of cultural barriers on the representation of women in tourism public sector in the city of Marsa Matrouh.

Table (5) the relationship of the opinions of the sample members (according to level of education) in the effect of cultural obstacles on the representation of women in the employment of the tourism private sector

Cultural barier		**Public sector**		**Private sector**	
Patriarchal society		**y_10**	**x_23**	**y_10**	**x_23**
	Chi-Square	8.240[a]	4.840[b]	17.640[a]	21.160[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.028	.000	.000
Preference for men over women		**y_10**	**x_24**	**y_10**	**x_24**

	Chi-Square	8.240[a]	.040[b]	17.640[a]	14.440[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.841	.000	.000
Dress code		**y_10**	**x_25**	**y_10**	**x_25**
	Chi-Square	8.240[a]	.040[b]	17.640[a]	17.640[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.841	.000	.000
Early marriage		**y_10**	**x_26**	**y_10**	**x_26**
	Chi-Square	8.240[a]	14.440[b]	17.640[a]	17.640[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.000	.000	.000
Giving birth at early age		**y_10**	**x_27**	**y_10**	**x_27**
	Chi-Square	8.240[a]	4.840[b]	17.640[a]	11.560[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.028	.000	.001
The reproductive health of women		**y_10**	**x_28**	**y_10**	**x_28**
	Chi-Square	8.240[a]	4.840[b]	17.640[a]	14.440[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.028	.000	.000
The ignorance of women about their rights		**y_10**	**x_29**	**y_10**	**x_29**
	Chi-Square	8.240[a]	.360[b]	17.640[a]	6.760[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.549	.000	.009
The misinterpretation of religion		**y_10**	**x_30**	**y_10**	**x_30**
	Chi-Square	8.240[a]	.040[b]	17.640[a]	4.840[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.841	.000	.028
Female presentation by media		**y_10**	**x_31**	**y_10**	**x_31**
	Chi-Square	8.240[a]	1.000[b]	17.640[a]	6.760[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.317	.000	.009
Sticky floor		**y_10**	**x_32**	**y_10**	**x_32**
	Chi-Square	8.240[a]	3.240[b]	17.640[a]	9.000[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.072	.000	.003
Lost inheritance rights		**y_10**	**x_33**	**y_10**	**x_33**
	Chi-Square	8.240[a]	1.000[b]	17.640[a]	.040[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.317	.000	.841
Man dominance at home		**y_10**	**x_34**	**y_10**	**x_34**
	Chi-Square	8.240[a]	1.960[b]	17.640[a]	6.760[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.162	.000	.009
Dependency on man		**y_10**	**x_35**	**y_10**	**x_35**
	Chi-Square	8.240[a]	.360[b]	17.640[a]	17.640[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.549	.000	.000
Harassment		**y_10**	**x_36**	**y_10**	**x_36**
	Chi-Square	8.240[a]	.040[b]	6.760[a]	6.760[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.841	.009	.009
No educated women		**y_10**	**x_37**	**y_10**	**x_37**
	Chi-Square	8.240[a]	.360[b]	17.640[a]	6.760[a]
	df	2	1	1	1
	Asymp. Sig.	.016	.549	.000	.009

* a. 6 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 4.2.

*b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.

Table (6) the distribution of the opinions (according to level of education) and the effect of cultural barriers on the representation of women employment

Cultural barriers	Public sector					
	Secondary school	%	University degree	%	Post graduate	%
Patriarchal society	3	75	9	75	6	100
Preference for men over women	1	25	6	25	5	83.33333
Dress code	1	25	8	25	4	66.66667
Early marriage	3	75	13	75	6	100
Giving birth at early age	2	50	10	50	6	100
The reproductive health of women	3	75	10	75	5	83.33333
The ignorance of women about their rights	1	25	8	25	2	33.33333
The misinterpretation of religion	1	25	8	25	4	66.66667
Female presentation by media	1	25	5	25	4	66.66667
Sticky floor	1	25	3	25	4	66.66667
Lost inheritance rights	1	25	6	25	3	50
Man dominance at home	1	25	11	25	2	33.33333
Dependency on man	3	75	5	75	2	33.33333
Harassment	3	75	7	75	3	50
No educated women	1	25	5	25	1	16.66667

There is a significant relationship between level of education and respondents' perception about the effect of patriarchal society, early marriage, Giving birth at early age, the reproductive health of women, and sticky floor on the representation of women employment in the public sector. 100% of post graduates see that patriarchal society, early marriage, Giving birth at early age and about 83% of them realize that reproductive health of women have the effect on the representation of women in the employment of public sector and about 67% of them consider the effect of sticky floor. (See Table. 5 and Table.6).

Table (7) the distribution of the opinions of the sample members (according to level of education) in the effect of cultural obstacles on the representation of women in the employment of the tourism private sector

Cultural barriers	Private sector			
	Secondary school	%	University degree	%
Patriarchal society	2	100	22	95.65217
Preference for men over women	2	100	20	86.95652

Dress code	2	100	21	91.30435
Early marriage	2	100	21	91.30435
Giving birth at early age	2	100	19	82.6087
The reproductive health of women	2	100	20	86.95652
The ignorance of women about their rights	1	50	18	78.26087
30 The misinterpretation of religion	1	50	17	73.91304
Female presentation by media	1	50	18	78.26087
Sticky floor	0	0	20	86.95652
Lost inheritance rights	0	0	12	52.17391
Man dominance at home	1	50	18	78.26087
Dependency on man	2	100	21	91.30435
Harassment	2	100	17	73.91304
No educated women	1	50	18	78.26087

H3b- There is a statistically significant relationship between education level and the perceived effect of cultural barriers on the representation of women in tourism private sector in the city of Marsa Matrouh

There is a significant relationship between level of education and all cultural barriers and its effect on the representation of women in the employment ofprivate sector except for lost inheritance rights (see Tables 5 and Table.7).

H4-There is a statistically significant relationship between city of origin and the perceived effect of cultural barriers on the representation of women in tourism sector in the city of Marsa Matrouh

H4a- There is a statistically significant relationship between city of origin and the perceived effect of cultural barriers on the representation of women in tourism public sector in the city of Marsa Matrouh

H4b- There is a statistically significant relationship between city of origin and the perceived effect of cultural barriers on the representation of women in tourism public sector in the city of Marsa Matrouh.

Table (8) the relationship between the opinions (according to city of origin) and the effect of cultural obstacles on the representation of women in tourism sector

Cultural barier		Public sector		Private sector	
		x12	vv23	x15	vv23
Patriarchal society	**Chi-Square**	1.000ᵃ	4.840ᵃ	3.240ᵃ	21.160ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.028	.072	.000
		x12	vv24	x15	vv24
Preference for men over women	**Chi-Square**	1.000ᵃ	.040ᵃ	3.240ᵃ	14.440ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.841	.072	.000
		x12	vv25	x15	vv25
Dress code	**Chi-Square**	1.000ᵃ	.040ᵃ	3.240ᵃ	17.640ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.841	.072	.000
		x12	vv26	x15	vv26
Early marriage	**Chi-Square**	1.000ᵃ	14.440ᵃ	3.240ᵃ	17.640ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.000	.072	.000

		x12	vv27	x15	vv27
Giving birth at early age	**Chi-Square**	1.000ᵃ	4.840ᵃ	3.240ᵃ	11.560ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.028	.072	.001
		x12	**vv28**	**x15**	**vv28**
The reproductive health of women	**Chi-Square**	1.000ᵃ	4.840ᵃ	3.240ᵃ	14.440ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.028	.072	.000
		x12	**vv29**	**x15**	**vv29**
The ignorance of women about their rights	**Chi-Square**	1.000ᵃ	.360ᵃ	3.240ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.549	.072	.009
		x12	**vv30**	**x15**	**vv30**
The misinterpretation of religion	**Chi-Square**	1.000ᵃ	.040ᵃ	3.240ᵃ	4.840ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.841	.072	.028
		x12	**vv31**	**x15**	**vv31**
Female presentation by media	**Chi-Square**	1.000ᵃ	1.000ᵃ	3.240ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.317	.072	.009
		x12	**vv32**	**x15**	**vv32**
Sticky floor	**Chi-Square**	1.000ᵃ	3.240ᵃ	3.240ᵃ	9.000ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.072	.072	.003
		x12	**vv33**	**x15**	**vv33**
Lost inheritance rights	**Chi-Square**	1.000ᵃ	1.000ᵃ	3.240ᵃ	.040ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.317	.072	.841
		x12	**vv34**	**x15**	**vv34**
Man dominance at home	**Chi-Square**	1.000ᵃ	1.960ᵃ	3.240ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.162	.072	.009
		x12	**vv35**	**x15**	**vv35**
Dependency on man	**Chi-Square**	1.000ᵃ	.360ᵃ	3.240ᵃ	17.640ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.549	.072	.000
		x12	**vv36**	**x15**	**vv36**
Harassment	**Chi-Square**	1.000ᵃ	.040ᵃ	3.240ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.841	.072	.009
		x12	**vv37**	**x15**	**vv37**
	Chi-Square	1.000ᵃ	.360ᵃ	3.240ᵃ	6.760ᵃ
	df	1	1	1	1
	Asymp. Sig.	.317	.549	.072	.009

* a. 6 cells (100.0%) have expected frequencies less than 5. The minimum expected cell frequency is 4.2.

*b 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.

There is a significant relationship between city of origin and respondents' perception about the effect of patriarchal society, early marriage, Giving birth at early age, the reproductive health of women, and sticky floor on the representation of women employment in the public sector. (See Table. 8)

There is also a significant relationship between city of origin and all cultural barriers and its effect on the representation of women in the employment of private sector except f Lost inheritance rights rules (see Table.8).

5. Conclusions, limitations and managerial implications
Culture is not static so that it changes over time according to political, social and economic updates. Consequently, Awareness and willingness to retreat the circumstances can be effective in eliminating cultural barriers for women empowerment. The results verified the hypotheses

of the study and indicated to the effect of cultural barriers on the representation of women either for public or private tourism sector. The results also indicated that the private sector is more affected with the barriers. There is also a significant statistical relationship between gender , level of education and the city of origin of the respondents and their opinion about the barriers and tourism employment. Gender equality became an urgent sustainable development requirement. Individuals and organizations need to challenge cultural stereotypes. There are four directions should to move towards; education, legislative amendments, tourism awareness and reshaping policies of human resources management in tourism private sector in Marsa Matrouh and provision of new services with gender tourist and gendered host. There is a need of promoting quality tourism education, the fourth UN (SDG), and a suitable training particularly for women by the faculty of tourism and hotels. Training programs should links education programs with the requirements of the labor market. Gradually, the job opportunities for females will be increased, diversified and not discriminated .Although this paper is relatively small in scale, it highlights the cultural barriers of gender equality in workplace of Marsa Matrouh as a critical issue within tourism research, recognizing that women should have the same opportunities for tourism employment. It emphasizes the need of changing culture in such a city. The current study concluded that public sector is more capable to provide more job opportunities for women than the private sector.The conclusions and recommendations of this study are designed trying to eliminate the cultural barriers for job creation intourism sector not only in the city of Marsa Matrouh but also in the governorate at all. The gender equality seal should be activated inhotels.So that, Ministry of tourism should motivate private sectorwith economic incentives such as reducing taxes for a period of time. For example, free promotion campaigns by Egyptian Tourism Authority. Organized awareness-raising meetings inside mosques by qualified Azhar preachers should be held in order to spread the correct Islamic values that clarify women's rights and their position in Islam. Same meetings should be heldthrough media, General organization of cultural palaces, General Library in MarsaMatrouhby Azharpreachers and tourism lecturers should organize tourism awareness campaigns in the elementary, preparatory and secondary schools in order to retreat false stereotypes about tourismand shedding lights on its importance.These meetings should be organized in cooperation betweenAL- Azhar, Matrouh University; Faculty of Tourism and Hotels; Matrouh Governorate and Ministry of Education.

There is a need for provision of Female-only tourist services and it will be more acceptable from women families and society of Marsa Matrouh and the National council of Women in the city should be a mediator with lectures and State Information Service (SIS). It should be indicated that this was purely an exploratory study, and due to its small sample size, it has obvious limitations. Furthermore, the risk of bias is also acknowledged, based on the limited sample size. The current research that was conducted in May 2022 should be developed in summer season of domestic tourism. For more future researches, studies should investigategendered domestic tourists; gendered tourism entrepreneur; gendered power and tourism; gendered marketing and communication in tourism. Barriers for women entrepreneurship should be also studied.This study should be replicated in other cities in Egypt investigating the mediating role of quality education. It should be also specified and segmented for tour guides, travel agencies, ground attendants in harbors and airports, and production and selling of craft souvenirs.

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أثر العوائق الثقافية علي تمثيل النساء في العمالة في القطاع السياحي

ملخص البحث	معلومات المقال
تعتبر المساواة بين الجنسين هي الهدف الخامس من اهداف الامم المتحدة للتنمية المستدامة ، و التي تتوافق معها استراتيجية التنمية المستدامة" رؤية مصر ٢٠٣٠". وعلي الرغم من أن السياحة في محافظة مطروح تحمل افاقا كبيرة من أجل ان تصبح واحدة من القطاعات الواعدة المولدة للدخل للمجتمع المحلي بالمحافظة ؛ الا أن هناك تمثيلا غير ملائم للمرأة في العمالة داخل القطاع السياحي بمدينة مرسي مطروح. وتلقي الدراسة الحالية الضوء علي التحديات التي تضعها العوائق الثقافية أمام المساواة بين الجنسين في العمالة السياحية. ان هدف الدراسة هو تقييم أثر العوائق الثقافية علي تمثيل النساء في القطاع السياحي بمدينة مرسي مطروح. تقدم الدراسة أساسا لهدم التفاوتات الحالية بين الجنسين في العمالة السياحية بالمدينة. أشارت النتائج الي أن المساواة بين الجنسين في العمالة السياحية بمرسي مطروح تتطلب تغييرا في القيم الثقافية التقليدية . بناء علي النتائج ، فان صانعي القرار بالقطاع السياحي يجب أن يتعاونوا مع باقي أصحاب المصلحة من أجل ازالة العوائق الثقافية التي تحول دون دخول المرأة للقطاع بمدينة مرسي مطروح.	**الكلمات الدالة:** تمثيل المرأة مرسى مطروح العوائق الثقافية المساواة بين الجنسين تمكين المرأة