

ABSTRACT

The emergence of sustainable tourism has given rise to a new tourism concept called ecotourism. Ecotourism has the principle of environmental conservation and the welfare of local communities that have a significant impact on indigenous communities in the area. This is because local communities are involved in the management of sustainable tourism. Women who are part of the community have the same opportunities as men in accessing opportunities from tourism activities. Based on the results of empirical research, tourism activities create alternative jobs for women to be more economically independent, including the fact that women's participation in tourism activities has a positive impact on them socially. Women's empowerment is an important part of community welfare efforts in the scope of tourism, so women's empowerment is important in the tourism development process. This study aims to analyze ongoing women's empowerment, what factors are driving and inhibiting and empowerment strategies in the Texas Wonocolo Geopark seen from six dimensions (economic, social, political, and psychological, cultural and environmental). A mixed method approach has been used in the study. It was found that the level of women's empowerment in the Texas Wonocolo Geopark has shown a fairly good score with the highest average score in the economic dimension of 3.56, where economically women have received a positive impact from the Texas Wonocolo Geopark. The lowest average score in the psychological dimension with a value of 2.72. Women are still not psychologically aware that their role is important for the sustainability of Geopark Texas Wonocolo tourism. For the social dimension, the average is 2.75, and the political dimension is 3.44, where women feel empowered socially and politically quite well. The average score for the cultural dimension is 2.81 and the environment is 2.78, where culturally and environmentally they do not yet have a sense of importance for the sustainability of tourism. The main driver of women's empowerment is the opportunity and permission from their families to participate in tourism activities. The main obstacle to women's empowerment is low self-confidence due to skills that are not yet optimal.

Keywords: Women Empowerment, Gender, Tourism, Wonocolo Texas Geopark