

TOURISM, FEMALE WORK AND WOMEN'S EMPOWERMENT AT BAHÍAS DE HUATULCO, OAXACA

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Nowadays, when tourism has been consolidated at many territories and the tourist arrivals are the constitutive part of them, we cannot dissociate the structuring capacity of the tourism fact at local communities. This refers to study the social and cultural dynamics promoted by the tourist arrivals. The situation was explored at Bahías de Huatulco Oaxaca, Mexico. This destination, device as a host core for sun and sand tourism and aimed to foreign tourists, located in an area inhabited by traditional communities, in which roles and gender status, the relationship between genders and the division of the labor by sex are clearly differenced, is a convenient circumstance to analyze the fact that the cultural contact and the probability of access into a paid work promotes the empowerment of women based in Rowland's model (1997) Because of qualitative methodology, in which 21 depth interviews were made with female workers in the tourism sector, it could be concluded that there is a greater empowerment for women who are their own bosses than women that are employees in tourism enterprises.

KEY WORDS: *tourism work, women, empowerment, Bahías de Huatulco.*