IMPACT OF TOURISM ON GENDER AND HEALTH – A PILOT STUDY IN CUBA

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Purpose: to develop a methodology for identifying how global forces affect social organization and health in communities, so that policy implications and options can be considered and comparative studies conducted to monitor vulnerabilities and the effectiveness of health-promoting policies.

Bringing together researchers and community representatives from Cuba, Canada and Mexico, this project examines how the expansion of tourism in coastal communities directly and indirectly affects gender and health.
Our **OBJECTIVES** are to:

• Develop a **conceptual framework** to explain pathways that link the impact of tourism to direct and indirect effects on the health of women and men across the lifespan (through impacts on social organization).

• Develop a **cross-country consensus on indicators and research / measurement protocols** based on a comprehensive review of existing evidence on these issues, results from previous studies in which our team has been involved, and especially the original field research conducted in Cuba.

• Develop **preliminary consensus on the policy implications and policy options of insights** that can be gained regarding the impacts of globalization on health among policy-makers, researchers and community leaders.
• WHY COASTAL COMMUNITIES?

• WHY TOURISM?

• WHY GENDER AND HEALTH?
METHODS for conducting the pilot study:

• Literature review
• Focus groups discussions and interviews
• Key informant interviews
• Review of secondary data group

This are used in a Cuban coastal community already affected by considerable tourism development (Cárdenas) and in a Cuban community just embarking on tourism development (Caibarién)
WORK PLAN ACTIVITIES

1. Compile and circulate a synthesis of published knowledge on the impact of tourism on social organization, gender and social determinants of health.

2. Refine a preliminary conceptual model of the direct and indirect impacts of globalization on health, identifying pathways and indicators that link upstream influences and tourism and community level gender and health impacts.

3. Collect insights from researchers’ other studies on this theme.

5. **Field research** in Caiberién and Cárdenas. Focus groups and key informant interviews, observational studies and analysis of existing data on the indicators identified.

6. **Mid-term progress report.**

7. **Synthesis meeting** to prepare report.

8. Preparation of **final report** and publications; and preparation of a full research program grant proposal.
THEORETICAL FOCUSES

MANAGING IMPACTS ON HEALTH

HEALTH IMPACT: Change in the state of health or in a determinant of this, attributable to an action or activity in a project. A determinant of the state of health is a factor that has potential for causing changes in the health of an individual or group. The change can be measured through indicators of environmental health.

HEALTH IMPACT ASSESSMENT: Estimate of the effects of a specific action on the health of a defined population and the valuation of its acceptability.
STAGES OF THE PROCESS FOR MANAGING THE HEALTH IMPACTS OF TOURISM:

1. Identification and description of the related activities of tourism development with risks for health. (Action).

2. Evaluation of the Environmental State under the influence of the tourism-related activities: Environmental Situation, according to determinant of the state of health. (Changes and Environmental Impacts).

3. Determination of the potential human exposure to the environmental risks associated with the state of health.

4. Evaluation of the effects for health and acceptability of the impacts.

GENERAL LOCATION: CUBA
THE CASE OF THE COASTAL COMMUNITY OF CAIBARIÉN
Jardines del Rey
Tourist Destination