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United Nations Entity for Gender Equality
and the Empowerment of Women

Introduction to Women's Economic Empowerment in the Tourism Sector

Session 2 – Case studies and good practices

Maylene Broderick

Chief Director: Enterprise Development and Transformation
Ministry of Tourism, South Africa



Dr Catheryn Khoo

Associate Professor at Griffith Institute for Tourism,
Special Advisor to World Women Tourism,
Editor-in-Chief of Tourism Management Perspectives



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What works?

1. Targeted interventions by public, private and civil society actors – such as promoting equal pay, tackling sexual harassment and recruiting women into high-level employment – help to promote decent work for women in tourism.
2. Gender-sensitive legal and macroeconomic policies at the national level increase women's economic empowerment in the tourism sector when they are implemented effectively.

What works?

3. Investment in skills training for women – including training on soft skills and awareness raising on available training opportunities – and gender equality training across the sector, lead to greater outcomes for gender equality.
4. Gender equality strategies for the tourism sector are vital for women’s empowerment and must be backed by institutional and budgetary support. E.g., Albania, Cabo Verde - addressed in Session 3

What works?

5. Women can be empowered politically and socially through tourism when links are made with the broader community and civil society organizations.
6. When targeted gender-sensitive training is provided and women have access to appropriate technology, the digitalization of tourism can offer exciting new opportunities for women's innovation and empowerment.

What works?

7. The availability of sex-disaggregated tourism data allows for better targeted gender equality interventions in the sector and leads to greater women's empowerment.

Questions for guest speakers

- ★ Please tell us about your experiences of promoting women's economic empowerment in the tourism sector.
- ★ What do you think are the key successes that have been achieved in this area?
- ★ What do you think are the main challenges for promoting women's economic empowerment in the tourism sector?
- ★ What do you think are the key lessons learned from your experience that other IORA countries could benefit from?

Questions for Speakers



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Reflections and Closing



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