



Australian Government

Department of Foreign Affairs and Trade



United Nations Entity for Gender Equality
and the Empowerment of Women

Introduction to Women's Economic Empowerment in the Tourism Sector

Session 3 – Implementation and Next Steps
Workshop A, 13th May 2021

Recap - Challenges and good practices



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Recommendations

- ★ Take measures to tackle the gender pay gap in tourism.
- ★ Address social protection and unpaid work for women in tourism.
- ★ Systematically address the sexual harassment of women workers in the tourism sector, as well as issues of harassment in tourism communities against community members and travelers.
- ★ Develop and institutionalize gender equality strategies for the tourism sector.
- ★ Challenge gender-stereotypes in tourism sub-occupations.

Recommendations



- ★ Work to ensure that women's tourism businesses can become formalized, if they wish to be, and contribute to women's financial inclusion.
- ★ Expand and diversify women's market access and fair trade for their tourism products and services.
- ★ Support women to expand and diversify their tourism products and services, as well as linking up to supply chains through gender-responsive procurement
- ★ Introduce measures to improve women's work-life balance in tourism and encourage an equal division of unpaid care work in tourism communities.
- ★ Expand women's access to digital technologies, including digital tourism platforms.



Recommendations

- ★ Work towards gender balance in senior management of tourism companies.
- ★ Address the lack of high-level women's leadership in decision-making spaces in private sector and public sector tourism bodies and agencies.
- ★ Ensure ILO policies on maternity and care responsibilities are respected.
- ★ Actively support women's representation and leadership in trade unions.



Recommendations

- ★ Develop training programmes for women in tourism, including training on soft skills, networking and high-level training for career progression.
- ★ Provide targeted training for women to ensure that they can use digital technologies to innovate through digital technologies in tourism.
- ★ Provide gender equality training for tourism policy-makers, managers and employees.
- ★ Encourage the participation of female students and graduates in tourism studies and qualifications.



Recommendations

- ★ Facilitate women's voice in community and household decision-making.
- ★ Ensure gender equality and human rights commitments at the national level are met and implemented effectively.
- ★ Support women's tourism networks, NGOs and tourism cooperatives to actively work towards women's empowerment in the sector.



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Measurement for better policies

- ★ Regularly collect and report data that is disaggregated by sex on employment in the tourism sector and, where possible, formal and informal tourism employment, gender pay gaps, entrepreneurship, education and training, leadership and decision-making, time use and work-life balance.
- ★ Regularly provide data disaggregated by sex on employment in the tourism sector to UNWTO.
- ★ Conduct gender analysis, consult civil society actors, integrate a gender perspective into all phases of the tourism policy and programme cycle

Activity: Action Plans

- ❖ Please review the recommendations and select which are relevant and realistic for your country context (pick 3-5 from across the five thematic areas, plus measurement)
- ❖ What might be the challenges for implementing these recommendations?
- ❖ What further support do you need to be able to work on women's economic empowerment in the tourism sector?

Evaluation and Closing

- Exit Questionnaire
- Final Reflections
- Webinar 28th May
- Closing by UN Women