

Global Report on Women in Tourism Second Edition



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Global Report on Women in Tourism , Second Edition

Sustainable Development Goal 5

5 GENDER
EQUALITY



**Achieving gender equality
and empowering all
women and girls**

Global representation of Women in Tourism

54% of people employed in
tourism are women

39%^a of people employed in the
broader economy are women

Women in tourism earn

14,7% less

Women in broader economy earn

16,8% less

23.0% of tourism ministers
are women

20.7% of government ministers
are women



Focus on Africa

69% of the **African** tourism workforce is female



Education

Tourism skills deficit especially among women and girls

Community-based tourism

Great opportunity - successful case studies demonstrate this

Leadership

Opportunity available for women but sticky gender-based biases

Technology and digital platforms

Women underrepresented in digital platforms and technology
Digitisation is critical for women's tourism success



Key Findings



Women make up:

- 54% of the tourism workforce**
- 40% of managerial positions**
- 23% of Tourism Ministers**
- 8% of board positions in hospitality**



Global Report on Women in Tourism

Second edition | Action Plan

With the kind support of:

1. Employment

- I. Take measures to tackle the gender pay gap in tourism.
- II. Address social protection and unpaid work for women in tourism.
- III. 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.
- IV. Develop and institutionalize gender equality strategies for the tourism sector.
- V. Challenge gender-stereotypes in tourism sub-occupations.

2. Entrepreneurship

- I. Work to ensure that women's tourism businesses can become formalized, if they wish to be, and contribute to women's financial inclusion.
- II. Expand and diversify women's market access and fair trade for their tourism products and services.
- III. Support women to expand and diversify their tourism products and services.
- IV. Introduce measures to improve women's work-life balance in tourism and encourage an equal division of unpaid care work in tourism communities.
- V. Expand women's access to digital technologies, including digital tourism platforms.

3. Leadership, policy and decision-making

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

4. Education and training

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

5. Community and civil society

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

6. Measurement for better policies

- I. 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.
- II. Regularly provide data disaggregated by sex on employment in the tourism sector to UNWTO.
- III. Conduct gender analysis, consult civil society actors, integrate a gender perspective into all phases of the tourism policy and programme cycle.

We continue to live in an unequal society and there is a long road ahead until women are able to benefit from tourism as easily and freely as men.

Nevertheless, the report demonstrates a clear case for tourism's potential as an agent for change towards empowering women, and enabling inclusive benefits.

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