

Education and technology as a tool for women's socio-economic advancement in Tourism



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**The First Regional Congress on
Women's Empowerment in the Tourism
Sector**

- Focus on Africa -



Accra, Ghana
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The Second Global Report on Women in Tourism tells us that:

- 1. The majority of the tourism workforce worldwide is female:** 54% of people employed in tourism are women compared to 39% in the broader economy
- 2. The wage-gap is smaller in the tourism sector:** Women in tourism earn 14.7% less than men compared to 16.8% in the broader economy
- 3. Tourism offers women more opportunities for leadership roles:** 23% of tourism Ministers are female compared to 20.7% of Ministers overall

3 Provocations:

- *Being a Woman in Tourism is tough...*
- *Stories of Women Empowerment are not enough...*
- *Shifting the Narratives about Women Empowerment (in Tourism) is a must...*



I certainly cannot complain, BUT...



Namibia 2004
CBT



Gambia 2006
Responsible T'M



Gambia 2007
Peer2Peer



Burundi 2009
Fragility



Swaziland 2010
Transient T'm



Kenya 2011
T. Philanthropy

Networking, Visibility and Presence



ITB Berlin 2017
Transforming T'm



Fitur Madrid 2018
Conserv. vs Dev.



ITB Berlin 2018
CB Conservation



WTM London 2018
WA Integrated Travel



Accra 2018
ATLF Research Impact Award

Being a Woman in Tourism is tough!

The 'GOOD'

- Creativity
- Learning
- Development
- Impact

The 'BAD'

- Rejection
- Determination
- Resilience
- Overload

The (Occasionally) 'UGLY'

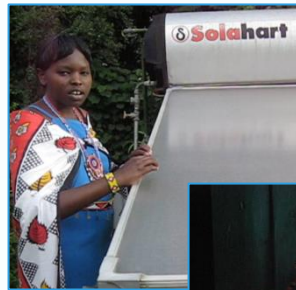
- Jealousy
- Bullying & Harassment
- Personal life
- Fellow women

Stories of Women Empowerment are not enough...

Women empowerment through tourism beyond 'the Big 5'...

Tourists bring rubbish and we even found a way to sell it back to them!

Agnes, Tour Guide at Basecamp Maasai Mara, 2011



Shifting narratives about Women in Tourism is a must...



Wangarĩ Muta Maathai

Kenyan social, environmental and political activist and first African woman to win the Nobel Prize In 1977. Maathai founded the Green Belt Movement



Judy Kepher-Gona

20 years' experience in Sustainable Tourism, she leads on STTA Kenya. Winner - Forbes Woman Africa -Sustainable Citizen Award 2019



Joana Choumali

photographer from Ivory Coast, has become the first African artist to win the 2019 Prix Pictet recently announced at the Victoria and Albert Museum in London



Carmen Nibigira

She started as a housekeeper. Former regional Coordinator of the East Africa Tourism Platform and Director General of the Burundi National Tourism Office and much more...

A thatched beach umbrella made of palm fronds stands on a sandy beach. The umbrella's frame is made of two wooden poles. In the background, the ocean waves are visible under a clear sky. The text is overlaid in the center of the image.

Education and technology is indeed a tool for women's socio-economic advancement. However, it remains a responsibility of providers and users to make sure is is embedded in the 'WAY WE DO' tourism...