

## **Almaty Call to Action**

### **to advance Women's Empowerment in Tourism**

The Ministry of Tourism and Sports of Kazakhstan and other Member States of UN Tourism, Almaty Tourism Bureau, representatives of destinations, the private sector, educational institutions, intergovernmental bodies, experts and leading civil society organizations representing women in tourism, met on the occasion of the *First Regional Conference on the Empowerment of Women in Tourism in Europe* on 22 and 23 October 2025 in Almaty, Kazakhstan.

The conference highlighted that tourism is not only one of the fastest-growing economic sector, it is also a powerful driver of women's economic and social empowerment. Delegates discussed the great opportunities for women's employment and entrepreneurship that tourism offers and the steadily increasing number of women seen in historically male-dominated employment over recent decades. The positive impact that women's networks have had on addressing gender imbalances was also a consistent theme.

While tourism offers huge opportunities for women's economic and social empowerment, delegates also explore key inequalities which are persisting in the sector. Women are often found in lower-paid, lower-skilled and informal employment. Advances in closing the gender wage gap, bridging the digital divide and ensuring gender parity in leadership remain limited. Overall, the sector remains far from achieving the aims of United Nations Sustainable Development Goal 5 – achieving gender equality and the empowerment of women and girls.

The delegates therefore call upon the public private sector, civil society actors to undertake the following commitments under the "Almaty Call to Action to advance Women's Empowerment in Tourism", as a catalyst of change towards gender equality and the empowerment of all women and girls, reflecting the objectives of the United Nations 2030 Agenda for Sustainable Development.

#### **I. Employment**

- Take measures to tackle the gender pay gap in tourism
- Challenge gender-stereotypes in tourism employment
- Strengthen outreach efforts and initiatives to attract women to careers in employment where women are currently underrepresented such as transport, rural guiding and technical roles
- Implement comprehensive policies that clearly define and prohibit Gender Based Violence and harassment
- Require tourism businesses to report on their progress towards gender equality.

#### **II. Entrepreneurship**

- Devise and implement initiatives that enable and support women's entrepreneurship, for example through training and education, financial capital and grants, or incentives and tax benefits

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- 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 through gender-responsive procurement
  - Expand women's access to digital technologies, including digital tourism platforms

### **III. Leadership, policy and decision-making**

- Collaborate on improving women's professional development opportunities through professional networks, mentorship programs and leadership training
- Develop policies that facilitate women's entrepreneurship, access to finance and technology, career progression
- Implement gender-mainstreaming by conducting gender analyses, consulting civil society actors and integrating a gender perspective into all phases of the tourism policy and programme cycle.
- Respecting the principles of international conventions, policies and frameworks on gender equality and decent work, including ILO Decent Work Conventions and UN Tourism Framework Convention on Tourism Ethics

### **IV. Education and training**

- Increase girl's and women's access to education and training needed to enter the tourism sector, in particular STEM education to facilitate entry into more technical employment
- Support the up-skilling and re-skilling of women throughout their careers through life longer learning
- Provide targeted training and support to enable women's progression into more senior and higher paying roles
- Implement and provide resources for gender-equality educational programmes and incentivise training participation from industry

### **V. Community and civil society**

- Introduce measures to improve women's work-life balance in tourism and encourage an equal division of unpaid care work in tourism communities.
- Ensure gender equality and human rights commitments at the national level are met and implemented effectively.
- Create and collaborate with women's tourism networks and associations to advance gender equality initiatives and support

### **VI. Measurement for better policies**

- Systematically produce and publish tourism data that is disaggregated by sex in-line with the UN Tourism 'Measuring the Sustainability of Tourism' statistical framework
- Regularly provide tourism data disaggregated by sex to UN Tourism