



## UN Tourism and Almaty put Kazakh women Centre Stage of tourism development

**Almaty, Kazakhstan, 1 October 2025** - Women's empowerment is being placed at the heart of tourism development through a new collaboration between UN Tourism and the Almaty Tourism Bureau.

Kazakh women have historically played a strong role in society, from Nomadic times to the 21st century, and currently make up a large segment of the tourism workforce in the Almaty region. However barriers still remain in the way of their full participation and advancement in the sector, most notably a lack of financial investment, training and equal representation in leadership positions.

To address this, UN Tourism has welcomed Kazakhstan to its flagship 'Centre Stage' initiative. Centre Stage provides targeted support to governments and tourism businesses, creating more opportunities for women's empowerment and their professional development. In the new collaboration, the city of Almaty, local tourism businesses and civil society organizations will undertake a series of activities to give visibility to the huge contribution of women to the Kazakh tourism sector and implement measures aimed at providing more opportunities for economic empowerment and career progression.

Zoritsa Urosevic, Executive Director of UN Tourism, says "Women are shaping the future of sustainable tourism in Kazakhstan and across the region. Through the Centre Stage programme, UN Tourism is empowering women entrepreneurs and professionals in Almaty with the skills, support, and confidence they need to lead and succeed."

Diyar Askarov, Director of Almaty Tourism Bureau, says "Almaty is proud to be a hub where tourism and sustainability come together, and where women play a growing and vital role across all sectors of our industry. Empowering women in tourism is essential for driving innovation, inclusivity, and sustainable growth, and their leadership makes a real difference for communities and for the city as a whole. Through our partnership with UN Tourism, we are committed to supporting women professionals and entrepreneurs, ensuring they have the opportunities and resources they need to thrive. Together, we are shaping Almaty's future as a centre of opportunity, global connection, and shared progress"

Within the framework of the Centre Stage initiative, UN Tourism and Kazakhstan will partner around key initiatives, including:

- Regional Conference on the Empowerment of Women in Tourism in Europe (22-23 October)
- 3-month training programme with up to 200 tourism professionals
- Awareness raising campaign
- Almaty 'Call for Action' for women in tourism

The Almaty 'Call for Action' for women in tourism will contain measures supporting women-owned businesses, introducing gender-responsive budgeting, more training opportunities and promoting women's leadership in decision-making roles.

## Related Links

[Centre Stage Programme](#)

[1st Regional Conference on the Empowerment of Women in Tourism in Europe](#)

[2025 Training Course – Women's Empowerment in Tourism](#)

[UN Tourism and Women's Empowerment](#)

[Gender Mainstreaming Guidelines for the Public Sector in Tourism](#)

[Gender Inclusive Strategy for Tourism Businesses](#)

['Gender Equality in Tourism Training' 1-hour online course](#)