

UN Tourism Mentorship Programme for African Women, implemented with the support of WITLAC

2026

Terms and Conditions

1. Introduction

- a. The World Tourism Organization (UN Tourism) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.
- b. As the leading international organization in the field of tourism, UN Tourism promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.
- c. The UN Tourism Mentorship Programme (the “Programme”) will be launched and implemented by UN Tourism, which shall act as Secretariat of the Programme and be responsible for its overall coordination and implementation in accordance with its rules, regulations and procedures.
- d. The Women in Tourism Leadership Africa Committee (WITLAC¹) shall provide technical support to the Programme through its Steering Committee, in particular by providing strategic guidance and assisting with outreach support.
- e. The Mentors, subject to prior selection by UN Tourism in accordance with its rules and regulations, will consist of members of the WITLAC Steering Committee and their extended networks, offering a wide range of expertise in tourism, leadership, entrepreneurship, academia, and technology from both the public and private sectors.
- f. The Programme will empower selected Mentees through mentorship in the following five core areas:
 - Leadership Development
 - Business Management and Entrepreneurship
 - Technological Innovation and Integration
 - Personal and Professional Growth
 - Advocacy and Sectoral Representation

¹ WITLAC: Women in Tourism Leadership Africa Committee. This committee was created in 2019 by African Women ministers, in the framework of the 1st UN Tourism Regional Congress on Women Empowerment in Tourism in Africa, Accra, Ghana with the main objectives to elevate the role of women in tourism, dismantling structural barriers and accelerate their full equal integration as leaders in the tourism sector.

2. Eligibility

- a. The Programme is open to women across Africa, eager to advance their careers in tourism. These may include prior or current experience in the tourism sector, academic qualifications, demonstrated leadership potential, and engagement in their communities, particularly for those living in rural areas.
- b. Individuals must be 18 years of age or older at the time of entry to be considered eligible to participate in the Programme. The following age groups, professional backgrounds, or levels of experience are prioritized: young talents, emerging leaders, mid-career professionals or entrepreneurs (under 40).
- c. Applicants must not be employees of UN Tourism or any member of the Women in Tourism Leadership Africa Committee (WITLAC), nor hold an offer of future employment with these entities.
- d. The Programme will be implemented through the UN Tourism website.
- e. Individuals wishing to submit their applications must duly fill in and submit the Online Mentee Application Form by the deadline indicated on the [Programme webpage](#). No other form of application will be considered. Applications that are incomplete or received after the deadline will not be considered.
- f. No purchase or payment of any kind is required to apply to the Programme.
- g. Whenever an applicant needs to be contacted in connection with the application process, the contact information provided by the applicant in the application form will be used. UN Tourism is not responsible for incomplete or incorrect contact information provided.
- h. The information included in the Online Mentee Application Form is the full responsibility of the applicant and must be true, current and complete. UN Tourism shall not be liable for any false, inaccurate, obsolete, incomplete or erroneous information submitted by the applicants.
- i. The Organization does not provide the equipment or technical/communication infrastructure necessary to participate, create and submit an application to the Programme.
- j. All applications must be submitted in English. Information in any other language will not be considered.
- k. A maximum of one application may be submitted per applicant.
- l. None of the above actions shall entitle any applicants to any right or claim whatsoever for damages, expenses incurred. Etc. against UN Tourism.

3. Evaluation:

The applications will be assessed based on the following criteria / areas of evaluation as outlined in the Mentorship Toolkit available on the [Programme webpage](#).

1) Demonstrated Interest in the Tourism Industry

Women Applicants must be currently working in, studying, or aspiring to build a career in the tourism sector in Africa. Women living in rural areas are strongly encouraged to apply.

2) Early to Mid-Career Women

Ideal candidates are in the early to mid-stages of their career (1-15 years of experience). Age is not a strict limitation, but applicants should demonstrate they are in a growth phase of their professional journey. The following age groups, professional backgrounds or level of experience are prioritized: young talents, emerging leaders, mid-career professionals or entrepreneurs (under 40).

3) Commitment to Personal and Professional Development

Applicants should be open to feedback, engage in constructive dialogue, and maintain a professional mentor-mentee relationship.

4) Clear Goals and Vision

Applicants must have defined career or business aspirations, with a strong desire to build leadership skills. They should articulate how the mentorship programme will support their growth objectives.

5) Willingness to Contribute

Ideal candidates are interested in giving back to their local communities and future Mentorship Programme cohorts.

6) African Citizenship and Focus

Applicants must be able to demonstrate citizenship in one of the 51 African Member States (refer to the [full list](#)). The programme encourages inclusivity and diversity from all sub-regions and countries.

4. Mentee Selection Process

- a. Mentee applications will be reviewed by the UN Tourism Secretariat to verify compliance with the eligibility criteria and the completeness and adequacy of the application process.
- b. UN Tourism reserves the right to verify the eligibility of all applications and to exclude any entries that do not comply with the present Terms and Conditions.
- c. UN Tourism reserves the right not to accept or to remove from the initiative, at any moment and without prior notice, any application that acts fraudulently, in an abusive manner, or in a manner contrary to the spirit of the initiative, the principles of the UN Tourism, the Global Code of Ethics for Tourism or the United Nations or the applicable law, third-party rights and/or good faith. Likewise, any application, whose actions may

be contrary to the reputation or good name of the UN Tourism, or the United Nations will be removed.

- d. Eligible applications will then be evaluated by an independent Advisory Board which will assess the information provided and advise UN Tourism accordingly:
 - The Advisory Board is a multidisciplinary external body integrated by recognized experts from different areas relevant to the Programme. Members of the Advisory Board are selected and appointed by UN Tourism in accordance with its applicable rules, regulations, and policies, for a term of one year/edition of the Programme. The Board will contribute to ensure the technical standards, impartiality, and transparency of the Programme.
 - The Advisory Board will evaluate all eligible applications and advise the UN Tourism Secretariat on the list of possible Mentees.
 - In order to protect the independence of the evaluators, no information on the identity of the members of the Advisory Board is provided until the end of their mandate. Candidate Mentees are required not to exert any influence or lobby during the selection process. Any contact or attempt to contact the members of the Advisory Board will result in immediate dismissal from the Programme.
 - To avoid potential conflicts of interest, members of the Advisory Board shall not simultaneously serve as members of WITLAC, given that WITLAC members act as Mentors within the Programme.
- e. The final decision on the selection of the Mentees will lie within UN Tourism, following the evaluation and recommendations of the Advisory Board. Decisions of UN Tourism are final and without appeal.
- f. Selected Mentees of the Programme (2026 edition) will be announced at the 69th Meeting of the UN Tourism Commission for Africa (Seychelles, 2 – 4 July 2026). UN Tourism will notify the selected Mentees via email prior to the announcement.

5. Commitments and Benefits

- a. Selected Mentees shall commit to actively engage in activities pertaining to the Programme, including one virtual mentoring session per month over a six-month period. They are expected to actively participate in all scheduled mentoring sessions and programme activities. Failure to attend sessions without prior notice or valid justification may result in removal from the Programme.
- b. Selected Mentees may be requested to complete surveys, progress reports, or feedback forms to support Programme evaluation and improvement.
- c. Selected Mentees shall conduct themselves in a professional, respectful, and ethical manner throughout the Programme. Harassment, discrimination, or inappropriate conduct of any kind may result in immediate exclusion.
- d. Selected Mentees may withdraw from the Programme by providing written notice to the UN Tourism. The Organization reserves the right to replace withdrawn participants where feasible.

- e. Each selected Mentee will have the opportunity to attend online learning sessions throughout the mentorship period.
- f. Each selected Mentee will receive a certificate of achievement upon completion of the Programme, signed by the UN Tourism Secretary-General and the WITLAC Chair.
- g. Selected Mentees will benefit from strong online visibility via the UN Tourism website and social media, including one feature article in the UN Tourism Africa newsletter and Voyages Afriq.

6. Intellectual Property and Protection of Personal Data

- a. UN Tourism owns all intellectual property rights, including title, copyright, trademarks and patent rights in relation to or resulting from the Programme.
- b. In case the processing of personal data is necessary for the running of the Programme, the Organization assumes the following commitments:
 - a. To use the data communicated solely for the purpose of the Programme.
 - b. To ensure that the persons authorized to process personal data shall undertake to respect confidentiality and that the data will not be communicated to unauthorized third parties.
 - c. To take all necessary measures to provide a level of security appropriate to the risk that may arise from the processing of personal data and ensure the safety and integrity thereof, as well as to prevent their alteration, loss, accidental or unlawful destruction, treatment, disclosure or unauthorized access.
 - d. If there is another entity in charge of processing, to impose the same protection obligations established in the applicable regulations.
 - e. The applicant may exercise his/her rights of access, rectification, cancellation and opposition by sending an email to the Organization, indicating the right that the participant wants to exercise and attaching a copy of the participant's Passport, National Identity Document (DNI) or equivalent documentation.
- c. By submitting their application, applicants expressly grant their consent to use his/her name in connection with the programme and the recording and maintenance of related files.
- d. UN Tourism shall not be liable for any direct, indirect, incidental, special or consequential damages arising out of or in connection with the use by UN Tourism or by any of the third parties of any type of material provided as part of the application.
- e. UN Tourism shall not claim any property on the information submitted or any other intellectual property, copyrights or trademarks contained in the application. Applicants do not cede UN Tourism intellectual property rights arising as a result of their applications
- f. Participants agree to respect the confidentiality of all personal, professional, or organizational information shared during mentoring sessions.

7. Use of the Name, Emblem and Logo

- a. Applicants shall not, in any manner whatsoever, use the name, acronym, emblem or official seal of UN Tourism or of the United Nations in relation to their activities or otherwise without the prior written permission of UN Tourism, to be provided at the sole discretion of UN Tourism in each instance.
- b. Under no circumstances shall authorization be provided to use the name, emblem or official seal of UN Tourism or the UN, or any acronym of the name of UN Tourism or the UN, for commercial purposes. This obligation does not lapse upon termination of the Programme.

8. Limitation of Liability and Indemnity

- a. Under no circumstances shall the Organization be responsible to the Mentees and Mentors for any loss, direct, indirect, incidental, special or consequential damage, liability or expense incurred or suffered that is claimed to have resulted from or in connection with the Programme.
- b. By entering this Programme, applicants agree to indemnify and hold harmless the Organization from and against any and all legal liability, claims, losses, actions, damages and expenses that may occur, directly or indirectly, from or in relation to this Programme, including, without limitation, any infringement of the intellectual property rights, of the personal data or other rights of any third party relating to their participation in the Programme and the contents of their submissions.

9. Applicable Law and Dispute Settlement

- a. These Terms and Conditions shall be interpreted in accordance with the general principles of international law, to the exclusion of any specific national law.
- b. Nothing in these Terms and Conditions or in relation to them shall be construed as a waiver of the privileges and immunities of the UN Tourism under national or international law, and/or submitting UN Tourism to any national court jurisdiction.

10. Final Considerations:

- a. By submitting their application, applicants acknowledge their acceptance of the entire content of these Terms and Conditions. Failure to accept or comply with any of the provisions of the preset Terms and Conditions supposes non-participation in the Programme.
- b. The Organization reserves the right in its sole discretion to disqualify any submission which does not comply with the present Terms and Conditions.

- c. UN Tourism, at its sole discretion, may adjust these Terms and Conditions at any time and in any way deemed necessary in order to carry out the procedures herein established.
- d. The Organization is not responsible for lost, late, corrupted, mutilated or misdirected submissions, or submissions not received in time for judging.
- e. Applicants in the Programme are not allowed to use the titles, acronyms and logos of the Organization or other branding elements on material that was produced by them.
- f. The Programme does not constitute employment, consultancy, or financial support, nor does it create any contractual relationship between participants and the Organization.
- g. The Organization shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Programme without any future obligation, by notifying the applicants via an announcement on the Programme webpage.
- h. The Organization reserves the right to make all final decisions.