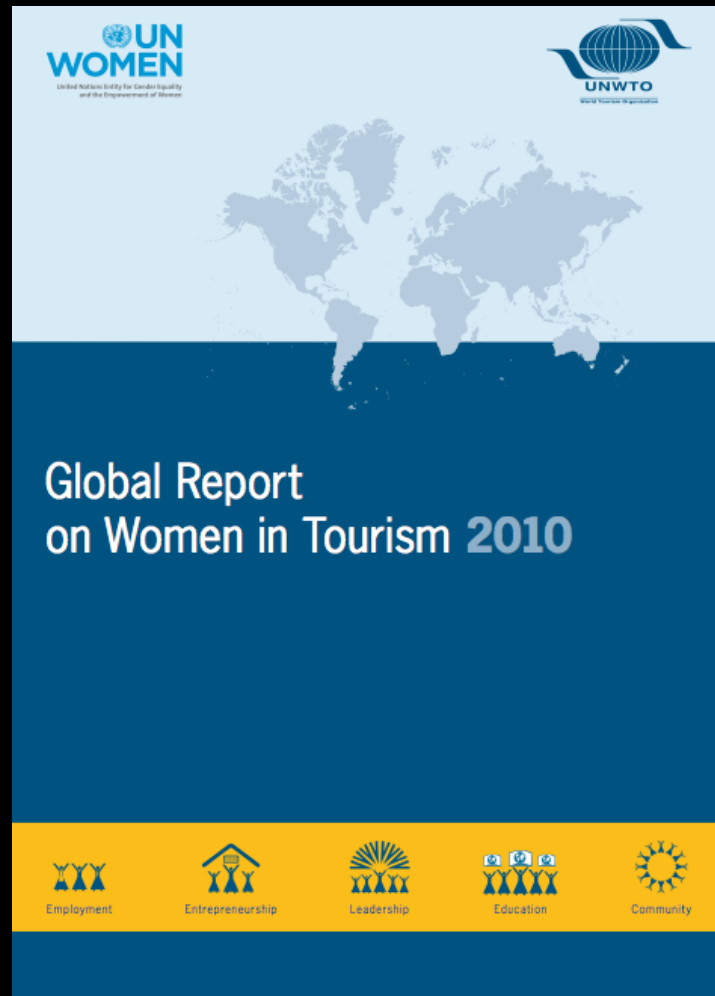


Global Report on  
**Women in Tourism**

A joint report by UNWTO and UN Women

# The Global Report on **Women in Tourism**



Establish **indicators**

**Monitor** performance

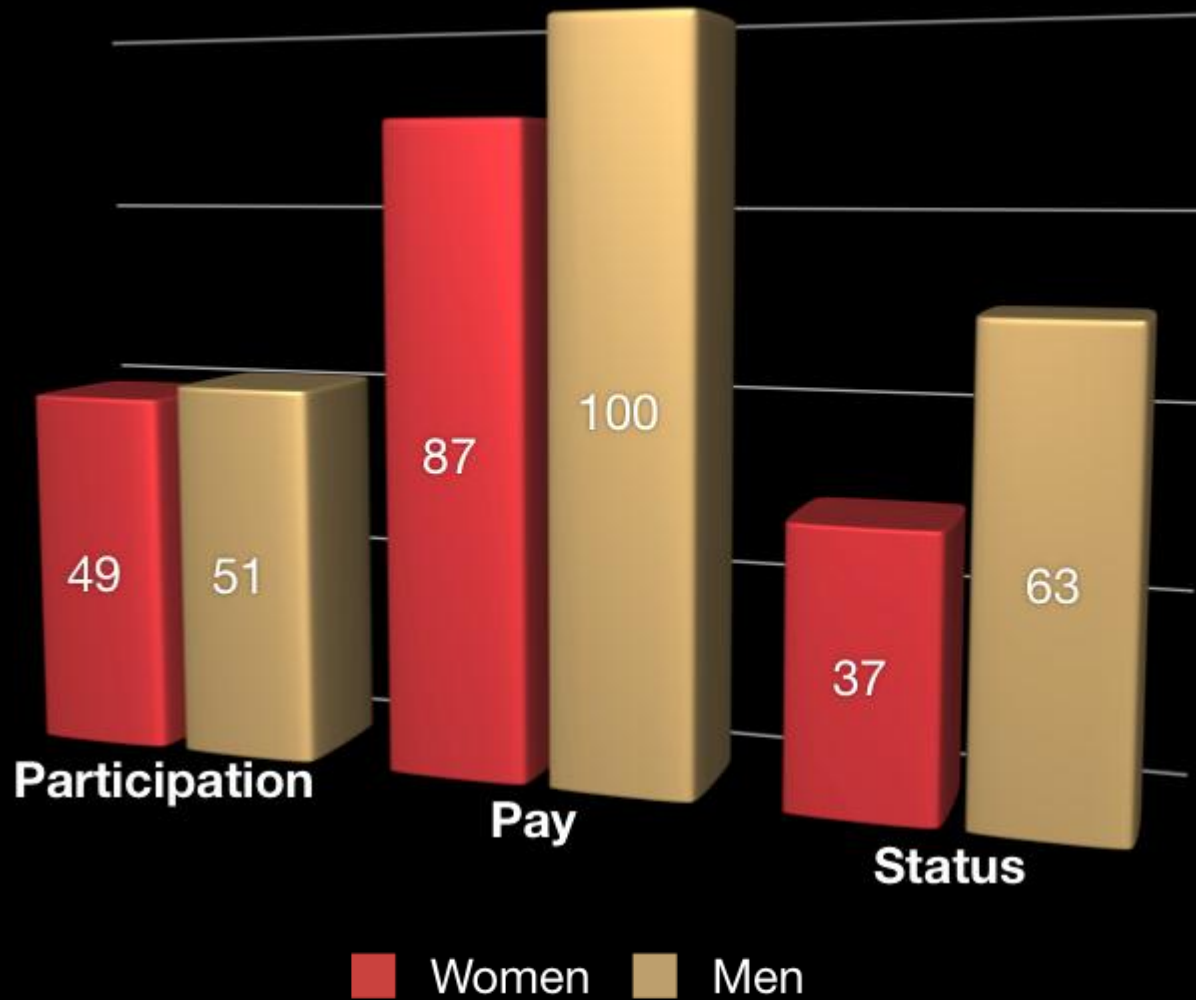
Make **recommendations**

Inspire **action**



1. Create equal opportunities for  
**women in tourism**

# Employment results (in %)



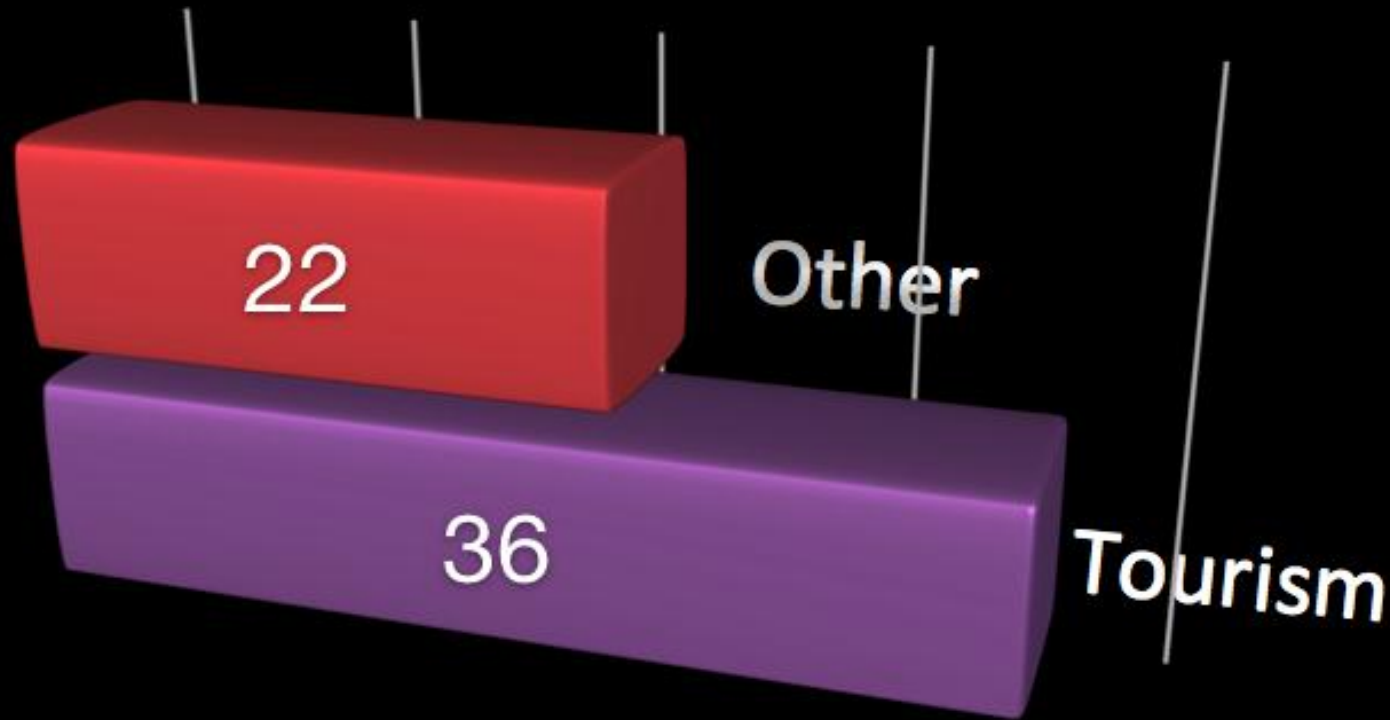
# Key Findings: Employment



*In general, women are well represented in formal tourism employment. However, women are more likely than men to be working at a clerical level, are less likely than men to reach professional-level tourism employment, and as a result, their average take-home pay is lower than men's.*

2. Inspire **women's** entrepreneurship  
in **tourism**



# Indicator: women employers (in %)



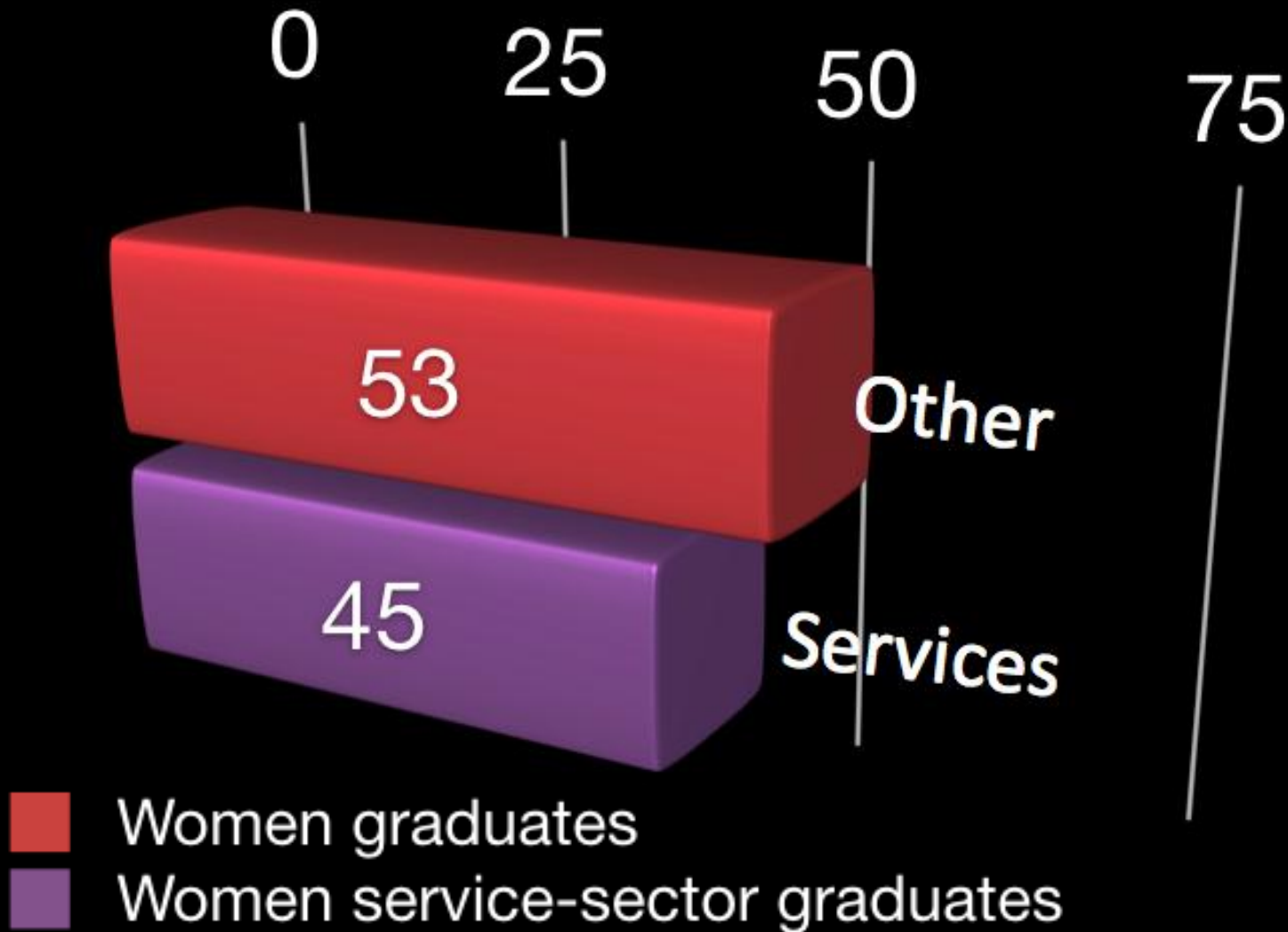
-  Women employers
-  Tourism women employers

# Key Findings: Entrepreneurship

*Tourism offers significant opportunities for women to run their own businesses. Women are almost twice as likely to be employers in the tourism industry than in other sectors.*

3. Advance **women** through  
tourism education and **training**

# Indicator: % women graduates

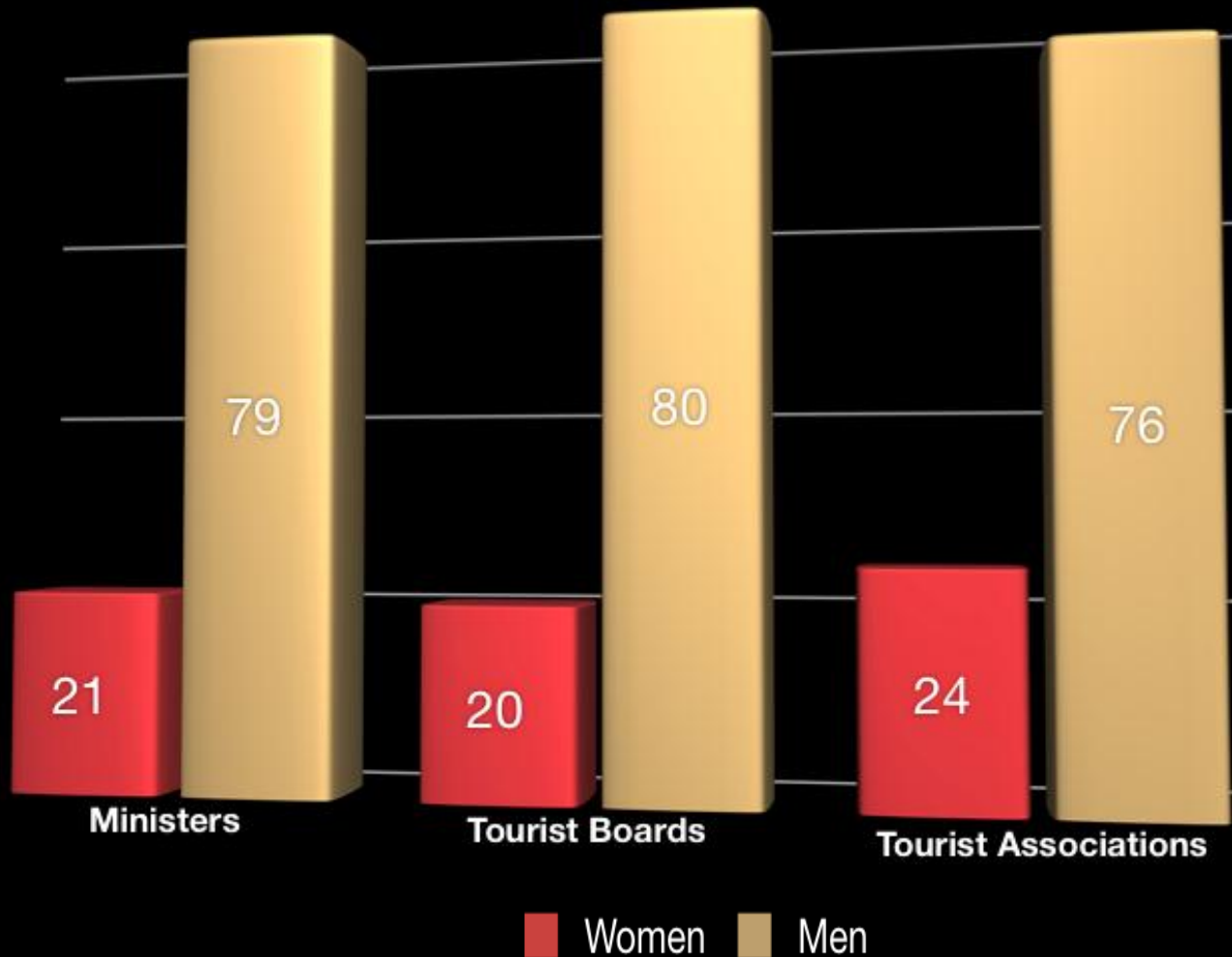


# Key Findings: Education

*Although there is very little data on the level of education of women working in the tourism industry, international data on education suggests that the proportion of women graduates in all fields is increasing. However, there are proportionally fewer women service graduates than in other fields.*

4. Encourage **women** to **lead** in tourism

# Indicator: % women in key positions



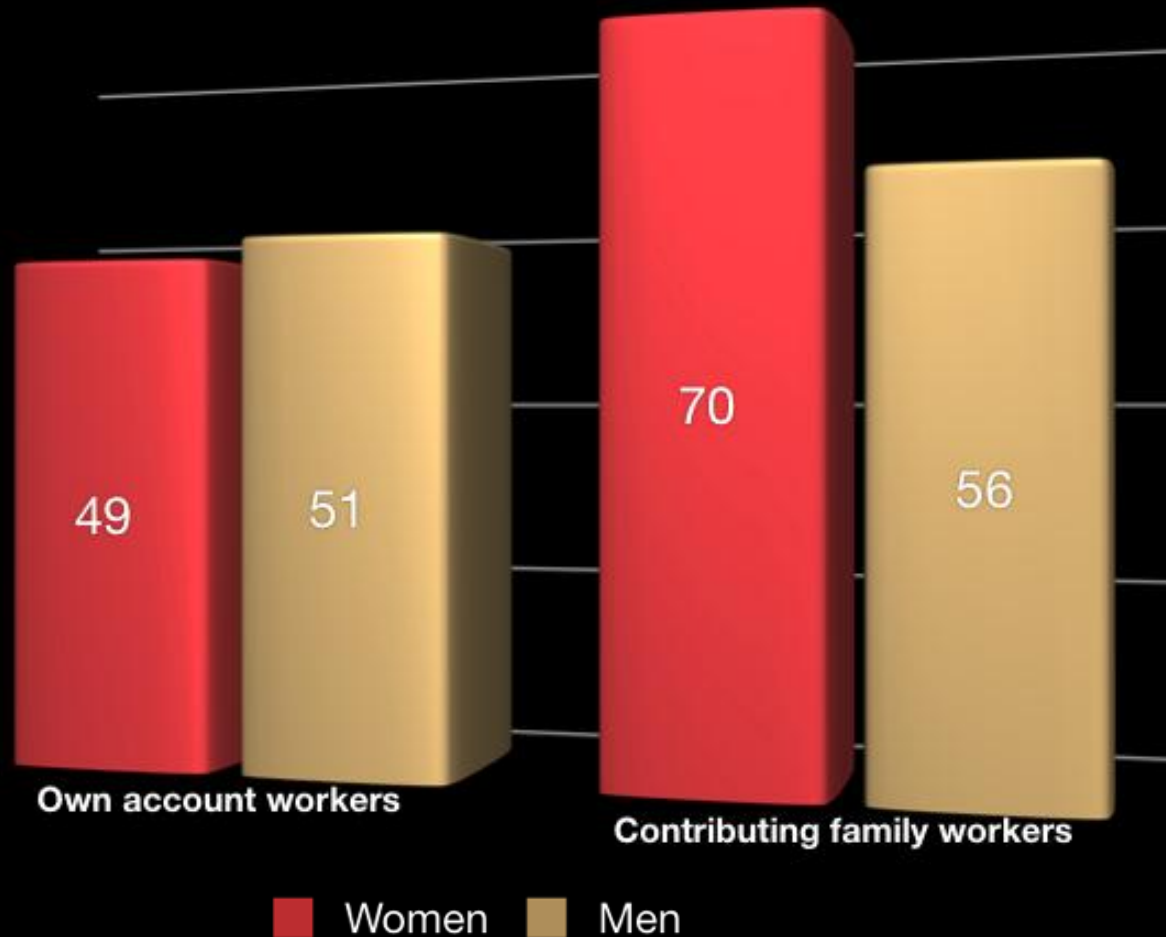
# Key Findings: Leadership

*Tourism offers women opportunities for global leadership. Women hold more ministerial positions in tourism than in any other field. Nevertheless, only one in five tourism board (NTA) CEOs are women, and only one in four tourism industry associations have a woman chair.*



5. Support **women** in **community** and  
home-based tourism enterprise

# Indicator: % women in informal businesses



# Key Findings: Community

*The formal and informal opportunities tourism provides women can have a significant impact on poverty reduction in rural communities. The proportion of women “own-account workers” is much higher in tourism than in other sectors across all regions. The report also found that women are contributing a substantial amount of unpaid labour to home-based tourism businesses as “contributing family workers.” Unpaid family workers are vulnerable to exploitation. This is one of the key areas to address in promoting gender equality in tourism.*

Better information **leads** to  
better **action**

# Jungle Jam



Photo: Travel Foundation

# Three Sisters Trekking, Nepal



Photos: Three Sisters Trekking



# Las Perlas Bakery, Galapagos



Photo: Aldo Salvador

# Pure Fiji, Fiji Islands



Photos: Pure Fiji





Legal **protection**

**Access** to resources

Participation in **education**

**Professional** development

Leadership **training**

**Informal** support

Monitoring

**Women's Empowerment Principles**

Join us in **empowering** women in  
tourism!

The *Global Report on Women in Tourism 2010*  
is now available online at:

<http://ethics.unwto.org/en/content/global-report-women-tourism-2010>

Thank you.

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