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
25-27 Nov 2019
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…

Networking, Visibility and Presence

- Namibia 2004 CBT
- Gambia 2006 Responsible T’M
- Gambia 2007 Peer2Peer
- Burundi 2009 Fragility
- Swaziland 2010 Transient T’m
- Kenya 2011 T. Philanthropy

- 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

Being a Woman in Tourism is tough!
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…
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 it is embedded in the ‘WAY WE DO’ tourism...