

**The first Regional Congress on Women Empowerment in the Tourism Sector**  
–  
**Focus on Africa**  
**Accra International Conference Center (AICC), Accra (Ghana), 25-27 November 2019**

**Programme**

**Monday 25 November 2019**

**08:00-09:00**    **Registration at Accra International Conference Center (AICC)**

**09:00-10:40**    **Opening Ceremony**  
**Speeches by:**

- **Hon. Barbara Oteng Gyasi**, Minister of Tourism, Arts and Culture of the Republic of Ghana
- **Hon. Ronald Chitotela**, Minister of Tourism and Arts of the Republic of Zambia and Chairperson of the UNWTO Regional Commission for Africa
- **H.E. Mrs. Auxillia Mnangagwa**, First lady of the Republic of Zimbabwe
- **Mr. Zurab Pololikashvili**, Secretary-General, World Tourism Organization (UNWTO)
- **H.E. Dr. Mahamudu Bawumia**, Vice-President of the Republic of Ghana
- **Official photo**

**10:40- 10:55**    **Coffee break**

**10:55-11:10**    **Keynote speech by** Mrs. Oulimata Sarr, Regional Director ai, UN Women Central and West Africa

**11:10-11:30**    **Regional Launch of the *Global Report on Women in Tourism, Second Edition 2019* and presentation of the key findings**  
Dr. Brenda Boonabaana (PhD), Regional Field Expert for Africa,  
*Global Report on Women in Tourism, Second Edition*

**Monday 25 November 2019: 11:30-13:00- UNWTO Masterclass in collaboration with IE Business School & Wakalua** (will run on the sidelines of the congress) *Venue: Ghana-India Kofi Annan Centre of Excellence in ICT, Accra, Ghana*

**11:30-13:00 Panel 1: Ministerial Session on Tourism policies to enable gender equality**

*Do government policies take into consideration and address gender inequality challenges in the tourism sector? Can a focus on gender equality within Tourism policies and investment in women empowerment projects make a destination more competitive and inclusive in the long run? What are some examples of best tourism policies focused on gender equality in Africa?*

Tourism, being one of the fastest growing economic sectors in the world which accounts for 10% of the world's GDP, is also a labor intense industry in which women make up a large proportion of the formal workforce. However, this does not yet translate in equal benefits since typically women earn 10% to 15% less than their male counterparts. Achieving gender equality and empowering all women and girls by 2030 (Sustainable Development Goal 5) requires a gender perspective to be mainstreamed across tourism policies and authorities in order to shield women's empowerment efforts from the ever shifting political landscape. This would help to create an enabling environment for women in the tourism sector, helping to reduce barriers to employment, access to finance and land as well as facilitating specific gender equality initiatives. A sound policy framework, in partnership with civil society and the private sector, together with enforceable legislation can forge an inclusive tourism sector that can impact positively the society and the competitiveness of a destination.

**Moderator:** Mrs. Anita Mendiratta, Advisor to the UNWTO Secretary-General and President and Founder of Cachet Consulting

**Panelists:**

- Hon. Mrs. Barbara Oteng – Gyasi, Minister of Tourism, Arts & Culture of Ghana
- H.E. Mrs. Nina Walet Intalou, Minister of Handicrafts and Tourism of Mali
- Hon. Mrs. Memunatu B. Pratt, Minister of Tourism and Culture of Sierra Leone
- Hon. Ms. Mmamoloko Kubayi-Ngubane, Minister of Tourism of South Africa

**13:00-14:30** Lunch break

**14:30- 16:00 Panel 2: Entrepreneurship in tourism, an effective means for women to lead in the tourism sector**

*Why is women entrepreneurship an excellent vector for women empowerment in tourism? What are some of the constraints to women's entrepreneurship in tourism? What kind of actions are needed to address these constraints? How can digital entrepreneurship help women in tourism? What can we learn from women entrepreneurs' success stories?*

Tourism offers women significant opportunities for running their own businesses. Women's entrepreneurship is particularly crucial in emerging tourism destinations. According to World Bank, Africa has a comparatively high rate of female entrepreneurship and women are also more inclined in engaging in social entrepreneurship which has large community benefits. However, women still face considerable barriers that inhibit the growth of their businesses such as lack of capital, social constraints and limited time and skills.. Inspiring role models, a supportive environment for investment and increased market access can therefore be decisive for women to venture in creating their own businesses. Success stories of aspiring business women unleashing their potential can be found from the savannahs of Upper East Ghana to the coasts of South Africa. The results of a recent survey by World Bank on women's tourism entrepreneurship in Ghana and Sierra Leone will be presented, giving an up to date insight into the situation in the region.

**Moderator:** Dr. Louise Twining-Ward, Senior Private Sector Tourism Specialist, World Bank Group

**Panelists:**

- Ms. Bridget Adongo, Director, Sirigu Women's Organisation of Pottery and Art, (SWOPA), Ghana
- Ms. Dimakatso Malwela, Chief Executive Officer, WOVSA (Women of Value SA)
- Ms. Assita Kone, Mangalis Hotel Group
- Dr. Brenda Boonabaana (PhD), Regional Field Expert for Africa, Global Report on Women in Tourism, Second Edition
- Ms. Latoya Samuels Wharton, Secretary of US-Ghana Chamber of Commerce
- Dr. Albert Kimbu, Director of Post-Graduate Research, University of Surrey

- 16:30-17:30**    **2nd Leadership taskforce meeting on women empowerment in the tourism sector-Focus on Africa (by invitation only)**
- 19:00**        **Welcome Cocktail offered by the Ministry of Tourism, Culture and Arts of the Republic of Ghana (venue: AICC)**

## **Tuesday 26 November 2019**

**10:00-11:00** **'Women Entrepreneurs Tourism Challenge' and presentations of the startup competition**

Ms. Natalia Bayona, UNWTO Senior Expert on Innovation and Digital Transformation

**Please add the title of the presentation of the startups with names and speakers**

**11:00-12:30** **Panel 3: Financing Women Empowerment Through Tourism: Challenges and the Way Forward**

*What funding programmes already exist for women empowering projects? What traditional and non-traditional funding sources are there available for women entrepreneurs? How can we attract funding for women's empowerment in the tourism sector through development institutions?*

Despite the economic significance and growth potential of tourism, as well as its frequent recognition in development policies and priorities, the level of official development assistance (ODA) aimed at the sector remains disproportionately low at 0,17% of overall ODA. Despite women's empowerment having emerged as a priority area across many funding programmes, a focus on tourism as a tool for development within this context remains elusive. Examples of investment in gender equality in the tourism sector in Africa however highlight the valuable lessons learned as well as the challenges that remain, including how an increase in financing can be achieved sustainably.

**Moderator:** Mrs. Joana A. Opare, International Consultant on Gender, Social and Peace Building

**Panelists:**

- Mr. Gerald Guskowski, Representative of the German Development Agency (GIZ)
- Mrs. Litha Musyimi Ogana, Advisor to the CEO on Gender, AUDA/NEPAD
- Mr. Abdourahamane Diallo, Head of the UNESCO Office, Ghana
- Ms. Mawuko Fumey, Development Specialist, Ghana
- Mrs. Grace Anim-Yeboah, Director Business Banking, Barclays Bank, Accra, Ghana
- Ms. Esther Owusu-Mensah, Gender Advocate of Kuapa Kokoo Cooperative Cocoa Farmers and Marketing Union

**12:30-14:00** **Lunch Break**

**14:00-14:15** **Presentation of the UNWTO Online Academy**

Ms. Natalia Bayona, UNWTO Senior Expert, Innovation and digital transformation

**14:15-15:45** **Panel 4: Education and technology as a tool for women's socio-economic advancement in Tourism**

*Why is it important to support women's access to equal education in the tourism sector? How can technology create better economic opportunities for women? How can education help women take on leadership roles in the tourism sector?*

Despite women representing 60 to 70% of the world's tourism workforce, according to ILO data (2017), women still have more limited access to training and education in tourism. Lower-skilled women are then more likely to occupy lower-qualified, more vulnerable jobs and are underrepresented in managerial and leadership positions. In addition, according to ITU (2017) just 18.5% of African women have access to the internet compared to 25% of African men. Education is one of the most important means of empowering women with knowledge, skills, self-confidence and facilitating their access to the economic opportunities that technology and digital platforms offer in the tourism sector. These are fundamental tools for women to seek a better quality of life for themselves and their families while benefiting at the same time their communities. Furthermore, education is an essential instrument to make women and their families less vulnerable to abuse and labour exploitation practices. It takes collective effort of governments; international organizations and society to create and stimulate equal access to education in order to bridge the digital gender divide and close the gender gap in the tourism sector.

**Moderator:** Mrs. Marina Novelli, (PhD), Professor of Tourism and International Development Academic Lead for Responsible Futures' - University of Brighton, UK

**Panelists:**

- Mrs. Begoña Gomez, Director, IE Business School, Africa Center, Madrid, Spain
- Prof. Olivia A. T. Frimpong Kwabong, Ag. Dean, School of Continuing and Distance Education, University of Ghana, Legon
- Mrs. Angelika Mkok, Industry Affairs, Amadeus
- Mrs. Zina Bancheikh, Regional General Manager North Africa, Peak DMC Marrakesh
- Ms. Regina Agyare Honu, CEO of Soronko Solutions
- Dr. Louise Twining-Ward, Senior Private Sector Tourism Specialist, World Bank Group

**15:45-16:00 Coffee break**

**16:45-16:50 General Recommendations of the Regional Congress**

- Ms. Elcia Grandcourt, UNWTO Director, Regional Department for Africa

**16:50-17:00 Closing remarks**

- Mr. Zhu Shanzhong, Executive Director, World Tourism Organization (UNWTO)
- Hon. Barbara Oteng Gyasi, Minister of Tourism, Arts and Culture of the Republic of Ghana

**19:00 Gala Dinner offered by the Ministry of Tourism, Arts and Culture of the Republic of Ghana (venue: Kempinski Hotel)**

**Wednesday 27 November 2019**

**08:00-15:00 Social programme offered by the Ministry of Tourism, Arts and Culture of the Republic programme of Ghana**

- Courtesy call on the Chief and elders of Akwamufie in Senkyi
- Cultural display followed by a boat ride on the Akosombo Lake