Empowering Women through Tourism- Implementation of the action plan from the UNWTO Global Report on Women

First Regional Congress on Women Empowerment in the Tourism Sector – Focus on Africa
Accra, Ghana
25 – 27 November 2019
Table of Contents

Executive Summary .................................................................................................................................................. 4

I. Introduction ....................................................................................................................................................... 5

II. Conclusions of the regional congress on Women empowerment in the tourism sector-focus on Africa, Accra, Ghana, from 25 to 27 November 2019 ......................................................................................................................... 5

III. Brief report on the 2nd meeting of the leadership taskforce on Women empowerment-focus in Africa .......... 7

IV. Implementation of the Action Plan .................................................................................................................. 8

A. Angola .............................................................................................................................................................. 8

   Introduction and period covered ....................................................................................................................... 8


   Challenges encountered .................................................................................................................................. 11

   Pilot projects/activities/workshops .................................................................................................................. 12

   Conclusion ....................................................................................................................................................... 12

   Next steps ....................................................................................................................................................... 12

B. Ghana .............................................................................................................................................................. 12

   Introduction and period covered ....................................................................................................................... 12

   Implementation of the Action Plan .................................................................................................................. 13

   Progress made Ghana ................................................................................................................................... 13

   Challenges encountered ................................................................................................................................ 13

   Pilot projects/activities/workshops .................................................................................................................. 13

   Conclusion ....................................................................................................................................................... 13

   Next steps ....................................................................................................................................................... 14

C. Mali ................................................................................................................................................................. 14

   Introduction and period covered ....................................................................................................................... 14

   Implementation of the action plan .................................................................................................................... 14

   Progress of Mali ............................................................................................................................................. 14

   Challenges encountered ................................................................................................................................ 17

   Pilot project / activities / workshops ................................................................................................................ 17

   Conclusion ....................................................................................................................................................... 18

   Next Steps ...................................................................................................................................................... 18

D. Mauritius .......................................................................................................................................................... 19

   Introduction and period covered ....................................................................................................................... 19
Implementation of the Action Plan .............................................................. 19
Women Empowerment Programme ........................................................... 20
Challenges encountered ........................................................................... 21
Pilot projects/activities/workshops ............................................................. 21
Conclusion .................................................................................................. 22
Next steps .................................................................................................... 23

E. South Africa .............................................................................................. 23

Introduction and Period Covered ............................................................... 23
Implementation of The Action Plan ............................................................. 24
Progress made by South Africa ................................................................. 24
Pilot Projects /Activities / Workshops ......................................................... 25
Conclusion .................................................................................................. 32
Next steps .................................................................................................... 32
Women of Value Africa (South Africa, private sector) .................................. 34
Introduction and period covered ................................................................. 34
Implementation of the Action Plan ............................................................. 34
Progress made by WOVA ......................................................................... 34
Implementation of the Action Plan ............................................................. 35
Challenges encountered ........................................................................... 36
Pilot projects/activities/workshops ............................................................. 37
Conclusion .................................................................................................. 37
Next steps .................................................................................................... 38

V. General Conclusion .................................................................................. 38

VI. Annexes .................................................................................................. 39

Annex 2- Minutes of the 2nd meeting of the leadership taskforce on Women empowerment in the tourism sector-focus on Africa, Accra, International Conference Center (AICC), 25 November 2019 ......................................................... 45
Annex 3- List of participants of the 2nd meeting of the leadership taskforce meeting on 25 November 2019.......... 48
Annex 4-UNWTO Masterclass .................................................................... 50
Annex 5- Reporting template ..................................................................... 51
Executive Summary

This report presents the progress on the implementation of the UNWTO Agenda for Africa: Tourism for Inclusive Growth - Empowering Youth and Women through Tourism which follows the successful hosting of the First Regional Congress on Women Empowerment in the Tourism Sector – Focus on Africa which took place in Accra Ghana from 25 to 27 November 2019.

The objective of the report is to present the conclusions of the congress whilst informing the Commission on steps and actions taken by the members of the leadership taskforce with regards to the implementation of the Action Plan based on the key findings and recommendations of the UNWTO Global report on Women in Tourism - Second edition 2019. The Action plan has been fully endorsed during the congress by the members of the leadership taskforce during its second meeting on the sidelines of the First Regional Congress.

The report is twofold:

i) To share the eight key areas of action that has emerged from the debates of the regional congress on how tourism can be a tool for women empowerment;

ii) To report on actions and steps taken from members of the leadership taskforce on the implementation of the Action Plan.

The Action plan was shared with all members of the leadership taskforce together with a reporting template to be completed by email early January 2020. As up to 3rd March 2020, completed templates from Angola, Ghana, Mali, Mauritius, South Africa and the private South African entity Women of Africa of Value were sent to the UNWTO Secretariat. It is important to mention that it is a first exercise and an ongoing process for pending replies which will be added and shared at a later stage to all the member states for more precise results.

These preliminary results show a full commitment of the members of the leadership taskforce towards the Action Plan and concrete measures to mainstream gender throughout policies are noted. Women empowerment projects are ongoing and aim to improve the livelihood of women through tourism and involve them in a practical way in the tourism value chain.
I. Introduction

1. Gender equality is vital for the prosperity and sustainable development of all countries and societies, ensuring that nobody is left behind. The importance of gender equality and the empowerment of women and girls have been underscored in Sustainable Development Goal (SDG) five of the United Nations 2030 Agenda for Sustainable Development which aims to achieve gender equality and empower all women and girls by 2030.

2. In Africa, tourism is recognized more and more as a strategic tool for inclusive development and many countries have integrated the sector into their national and socio-economic agendas. The sector has enormous potential to create employment opportunities and spur economic development. The African tourism sector has the highest female labour participation rate of all world regions (69%) and more women in high-level leadership and management positions than the broader economy. Importantly, tourism also unlocks value chains in other sectors, such as artisanal handicrafts or agriculture.

3. However, the participation of African women in tourism remains at a severe disadvantage to their male counterparts. The barriers to entry and progression are greater for women while the benefits tourism can bring are harder to access and retain.

4. In Part II, The present document gives the conclusions of the regional congress on Women empowerment in the tourism sector – focus on Africa, held in Accra, Ghana, from 25 to 27 November 2020;

5. In Part III, a brief report on the 2nd meeting of the leadership taskforce is given whereby the Action Plan was fully endorsed: and

6. In Part IV. The Implementation of the Action Plan in Africa as a first exercise conducted by the members of the leadership taskforce.

II. Conclusions of the regional congress on Women empowerment in the tourism sector-focus on Africa, Accra, Ghana, from 25 to 27 November 2019

7. Tourism is one of the leading sectors for gender equality and women’s empowerment is one of the core areas of the UNWTO Agenda for Africa – Tourism for Inclusive Growth. At the kind invitation of the Government of the Republic of Ghana represented by Hon. Barbara Oteng-Gyasi, Minister of tourism, arts and Culture, the first regional congress on women empowerment in the tourism sector-focus on Africa was held in Accra, Ghana from 25 to 27 November 2019. The African tourism sector has the highest female labour participation rate of all world regions (69%) and more women in high-level leadership and management positions than the broader economy. Importantly, tourism also unlocks value chains in other sectors, such as artisanal handicrafts or agriculture.
8. The main conclusions of the congress highlighted that the participation of African women in tourism remains at a severe disadvantage to their male counterparts. The barriers to entry and progression are greater for women while the benefits tourism can bring are harder to access and retain.

9. Discriminatory social and cultural attitudes intersect with this inherent inequality to severely limit the opportunities tourism can offer to women both in Africa and worldwide.

10. To help tackle this more, platforms should be created on gender equality to sensitize stakeholders and society at large, engaging them to create more and decent employment for women.

11. The panel debates focused on tourism as an agent for positive change and the contribution of tourism to the 2030 Agenda and the Sustainable Development Goals, in particular Goal 5 – achieving gender equality and the empowering all women and girls.

12. Eight key areas of action emerged from the discussions engaging experts from across Africa and around the world on how to further tourism’s empowering potential for women:

   **Policies to enable gender equality**: Mainstreaming gender equality considerations across tourism policy and including tourism in gender-sensitive macroeconomic policy will increase women’s empowerment in the sector;

   **Entrepreneurship**: Women’s ability to access tourism markets, to diversify tourism products and services and to formalize tourism businesses must be further enabled in order to encourage higher rates of female tourism entrepreneurship;

   **Employment**: Gender-equality within tourism employment in Africa is a long way from a reality, as in all other world regions. To address this systematic inequality, measures must be taken to tackle the gender pay-gap, address unpaid work, prevent sexual harassment and challenge gender stereotypes.

   **Financing**: Adequate human and financial resources must be made available for gender-equality programmes and policies to be effective. In parallel, improving individual women’s access to finance and financial inclusion is vital for enabling women’s empowerment through tourism.

   **Education and training**: Women’s limited access to tourism education and training impedes the opportunities available for empowerment and should be expanded. Meanwhile gender-equality training should be made available for tourism stakeholders across the private and public sectors;
Technology: Women’s access to digital technologies, including digital tourism platforms, must be expanded and accompanied by appropriate training if women are to equally benefit from the ongoing digitalization of the tourism sector;

Leadership: Action must be taken to increase female representation at the highest levels of the tourism sector. High-level training on soft-skills and networking combined with facilitating women’s career progression would contribute towards an improved gender balance at all levels;

Community and civil society: Introducing measures to improve women’s work-life balance and supporting women’s tourism networks, NGO’s and tourism cooperatives would help to strengthen women’s voices in community and house-hold decision making.

13. On the sidelines of the Congress, the second meeting of the Leadership Taskforce was held during which African Tourism Ministers, CEOs and leaders from the private sector across the tourism industry endorsed the UNWTO Action Plan for Women in Tourism.

III. Brief report on the 2nd meeting of the leadership taskforce on Women empowerment-focus in Africa

14. In the framework of the regional conference on Women empowerment in the tourism sector in Africa held in Accra on 25 November 2019, the leadership taskforce on women empowerment in the tourism sector held its second meeting. The president of the Leadership taskforce, Hon. Barbara Oteng-Gyasi, Minister of Tourism, Arts and Culture of Ghana opened the session and welcomed her fellow colleagues, Hon. Nina Walet Intalou, Minister of Handicrafts and Tourism of Mali, Hon. Memunatu B. Pratt, Minister of Tourism and Culture of Sierra Leone, Hon. Ms. Mmamoloko Kubayi-Ngubane, Minister of Tourism of South Africa, Mrs. Begoña Sanchez, Director of IE Africa Center and delegates from Ghana, Mali, Liberia, South Africa, Sierra Leone, Togo, members of the leadership taskforce and UNWTO Officials.

15. The purpose of the meeting was to review the Action Plan 2019 that has been formulated from the recommendations of the UNWTO Global report on Women in tourism, 2019 aiming at helping authorities to mainstream gender considerations across tourism policy. The plan serves as a guide for mapping a strategic path of action towards gender equality and women empowerment in the tourism sector. More commitments are needed to allow women to realize their full potential within the sector.

16. After a throughout perusal of the action plan, the leadership taskforce agreed on the different areas of the Action plan and endorsed it fully and further encourage the members to undertake pilot projects that will focus on those areas. A volunteer working group was created to permit to follow closely the implementation of the Action plan by the country members of the leadership taskforce and possibly in other countries. Ms. Morongoe Ramphele, Deputy Director-General: Tourism Sector Services Support of the Ministry of Tourism of South Africa, Ms. Dimakatso Malwela, Founder and CEO Women of Value Africa Region, and Ms. Assita Kone, Group Director, Sales & Marketing, Mangalis Hotel have been designated and working closely with the regional department of Africa for compiling information on the implementation of the Action plan.
IV. Implementation of the Action Plan

17. The UNWTO Secretariat through its regional department for Africa following the meeting of the leadership taskforce in Accra, requested the member states of the leadership taskforce to report on their advancement and share case studies of projects in line with the Action Plan. Up to 3rd March 2020, Angola, Ghana, Mali, Mauritius and South Africa reported back to UNWTO. A private entity named Women of Value Africa, representing the private sector also shared their advancement on the Action plan.

A. Angola

Introduction and period covered

18. This report prepared by the ministry of Tourism and Hospitality of Angola, combines actions undertaken and projects to be implemented in Angola, by different women organizations and associations in the country. All projects have as objective and focus the reduction of poverty, creating a value chain of actions, all running to the sustainability for communities where projects are been implemented. It covers a period that correspond the biennial 2018 -2020. The ministry collaborates as well with other stakeholders such as community local leaders (churches, villages, communes, municipalities and provinces) and ministries of health, family and social action, education and culture.
### Implementation of the Action Plan 2018-2020

<table>
<thead>
<tr>
<th>N/O</th>
<th>Project</th>
<th>Organization</th>
<th>Timing</th>
<th>Investment*USD</th>
<th>Results Targeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>SOCIAL SOUP</td>
<td>VALTURS, LDA</td>
<td>Every 15 days</td>
<td>300,00 USD/WEEK</td>
<td>Feeding each weekend 100 kids and youth between 6 months to 17 years old at Ramiros Commune in Luanda</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Private Project by a Travel Agency located in Luanda</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02</td>
<td>TRAINING FOR WOMEN FARMERS</td>
<td>FMEA – Federation of Entrepreneurs Women in Angola, one of oldest women organizations</td>
<td>Three time per year</td>
<td>5,000,00 USD</td>
<td>Conferences and Workshops in the country at different locations – provide to women more skills mostly in agriculture sector.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Each session</td>
<td></td>
</tr>
<tr>
<td>03</td>
<td>HEALTH AND CHILDWOOD CARE</td>
<td>MINISTRY OF HEALTH MINISTRY OF EDUCATION</td>
<td></td>
<td></td>
<td>Educating communities on the importance of good actions for health quality * Workshops</td>
</tr>
</tbody>
</table>

### Actions 2020

<table>
<thead>
<tr>
<th>N/O</th>
<th>Project</th>
<th>Organization</th>
<th>Timing</th>
<th>Investment</th>
<th>Results Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>Educational *Trainings</td>
<td>AWIBT Supported by Min of Tourism Min of Health</td>
<td>During 2020, starting in March</td>
<td>551,000,USD All admin needs See Note at the end fee details</td>
<td>New mind-set in community leadership and train the trainers. Provide them new skills on Communities Empowerment to implement projects that will help to eradicate poverty</td>
</tr>
<tr>
<td>Event No.</td>
<td>Description</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>-------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>02</td>
<td><strong>Events 1st</strong> AFRICAN BUSINESS CONFERENCE</td>
<td>AWIBT</td>
<td>AUGUST 2020</td>
<td>800,000,00 USD</td>
<td>Targeting to attract investors for Angola Expecting to have 400 attendees</td>
</tr>
<tr>
<td>03</td>
<td><strong>Event 2nd</strong> Official AWIBT LAUNCH</td>
<td>AWIBT</td>
<td>NOVEMBER 2020</td>
<td>300,000,00 USD</td>
<td>Expecting 250 people/ Pre Launch done in November 2019, and presentation of the full program of sustainable development for Angola.</td>
</tr>
<tr>
<td>03</td>
<td><strong>Sustainable Project for ARTESANAL DEVELOPMENT OF WOMEN FISH CLEANERS</strong> To be implemented in 3 locations: BAIA FARTA, AMBOIN AND CACUACO</td>
<td>AWIBT</td>
<td>Project to start Second period of 2020</td>
<td>1,000,000,00 USD</td>
<td>Build fish wash facilities, creating better conditions for their labour, enabling their activity stable and clean. Organizing baby care services and classes for women to learn read and writing, as well frequent workshops on daily basis problems of health and baby care.</td>
</tr>
<tr>
<td>04</td>
<td>AGRI-TOURISM UIGE – SONGO HUAMBO – CATHIUNGO MALANGE – KALANDULA CABINDA – BELIZE BIE CUITO – CATABOLA LUBANGO – HUILA BENGO</td>
<td>AWIBT FMEA</td>
<td>Starting in August 2020</td>
<td>Budget depend on each area and each project will compile agriculture, tourism, Industry and other interlinked sectors. Project will also consider to build schools and hospitals, as well training youth, providing them skills to continue with projects maintaining them for future generations.</td>
<td></td>
</tr>
<tr>
<td>05</td>
<td>YOUTH IN BUSINESS AND TOURISM</td>
<td>AWIBT</td>
<td>November 2020</td>
<td>300,000,00 USD</td>
<td>During the Launch, YOUBT, will have to be Pre Launched</td>
</tr>
</tbody>
</table>
## Challenges encountered

<table>
<thead>
<tr>
<th>CHALLENGES</th>
<th>THREAT</th>
<th>OPPORTUNITIES</th>
<th>STRATEGIES</th>
</tr>
</thead>
</table>
| ➢ FUNDINGS  | ➢ INTERNATIONAL ECONOMY SITUATION | ➢ YOUNG POPULATION  
➢ COUNTRY VIRGIN FOR EVERYTHING, NEEDS TO BE REBUILT  
➢ NEW GOV POLICIES ON PRIVATE INVESTMENT  
➢ FACILITIES AND INCENTIVES GIVEN BY GOV. TO INVEST OUT OF LUANDA | To work closely with all Women Organization existing in the country.  
To involve somehow Gov. institutions for social projects.  
Interact with other countries organizations and bring value to the country. |
Pilot projects/activities/workshops

19. The ministry of Tourism and Hospitality of Angola is planning to develop a programme for Rural Villages that incorporates some activities where it implicitly involves women. The initiative is at its development phase and more information will be shared with the secretariat in due course.

Conclusion

20. Angola, has a high need of an intervention of projects communities’ development. We understand that to be effective, we have to do it through the Tourism Sector, for it has been the only one that encompasses all sectors of the economy. Once population is instructed and oriented on the objectives and benefits for the communities involved in each project, they will collaborate and will assist on anything that we might need.

Next steps

- Phase 1 – Work on adjustment of projects, review budget.
- Phase 2 – Mobilize Funds for project implementation.
- Phase 3 – Start Training – without a proper training, nothing will perform.
- Phase 4 – Implementation of all project, starting second period of 2020

B. Ghana

Introduction and period covered

21. Ghana is a stable democracy in West Africa with a population estimated at 28 million. It experienced robust economic growth at the turn of the millennium that propelled it into the lower middle-income group of countries. Since 1992, Ghana has held seven consecutive free and fair elections and three smooth and peaceful transitions of power from one political party to another. Under this banner of political stability, gross domestic product (GDP) growth accelerated after the year 2000, averaging 6 percent per year, and reaching 14 percent in 2011 – one of the fastest growing economies in Sub-Saharan Africa that year.

22. Successive Governments in Ghana have shown commitment towards Women’s empowerment and Gender equality through development of necessary policies, regulations and strategies. While there have been significant improvements in the Gender indicators, there still remains a lot to be done if Ghana should reach Gender parity.
23. This report covers the period November, 2019 to February, 2020 and has been prepared by the Ministry of Tourism, Arts and Culture of Ghana.

Implementation of the Action Plan

24. To start with the implementation of the Action Plan, the Ministry under the able leadership of Hon. Barbara Oteng-Gyasi (M.P), Minister for Tourism, Arts and Culture decided to first review existing documents that touch on Women Equality and Involvement to see where we are and proceed from there.

25. A review of key documents including, the Ghana Tourism Policy, the Tourism Act, Act 817 and National Gender Policy suggested that although the documents have some Gender clauses in them, in all cases Gender has not been mainstreamed into Government or Public sector policies and procedures including the Tourism industry. Even in situations where Gender has been mainstreamed, it is not holistically implemented.

Progress made Ghana

26. The Ministry has made progress by preparing a Gender Inclusion Action Plan for the tourism sector, which is an innovation to mainstream Gender into the tourism industry in Ghana. This thus constitutes a giant leap forward towards achieving the action points of the Accra declaration.

Challenges encountered

27. Implementation of the activities have been capital intensive, requiring financial resources, we have therefore not been able to train as many as we had wished to train in collaboration with our partners. We have not being able to meet the demands of tourists at the site, example there is the need for a decent receptive facility to enable the tourists feel at home at the project site led by the Sirigu Women Organization for Pottery and Arts (SWOPA).

Pilot projects/activities/workshops

28. We have been working hard to tackle the areas of the action plan namely 1, 2, 4 and 5 which we believe when achieved will lead to areas 3 and 6. We worked in collaboration with the Sirigu Women Organization for Pottery and Arts (SWOPA) which was founded by Madam Melanie Kasise in 1997. The areas that we have worked on is to create employment for the youth, women and physically challenged who are marginalized in the society with the following objectives:
   i. Entrepreneurship: ensuring that women get access to markets and fair trade prices for their wares.
   ii. Education and Training: we give training to women and the marginalized in society to ensure that they get a skill to enhance their livelihood.
   iii. Community and civil society: facilitate women voice and household community decision making among others.

Conclusion

29. Following the WiTEP Conference, in Accra (in November 2019) awareness of women involvement, equality, as well as the important economic role Women play in Tourism development;
shaping attitudes on socio-cultural beliefs and stereotypes; improving the monitoring and reporting on women’s occupations, wages, and benefits; promoting and recognizing women business leaders; highlighting and sharing Women’s success stories in Tourism; and strengthening legal protection for Women in Tourism employment have been given the necessary attention.

Under the leadership of Hon. Barbara Oteng-Gyasi, Minister for Tourism Arts and Culture, the Ministry of Tourism, Arts and Culture (MoTAC) forged close collaborations with the Private Sector, International and Civil Society Organizations to promote the protection of Women’s rights in Tourism and ensure sustainable Tourism development.

Next steps

30. The next steps to be taken to implement the declaration are as follows:
   i) Establishment of a strong Gender Inclusion Plan Implementation Team at the Ministry
   ii) Design and development of a Two (2) year Work plan
   iii) Orientation Workshop for Gender Inclusion Plan implementation Team and other supporting staff, as well as implementers of pilot projects
   iv) Continue to search for technical and financial support for our Tourism activities with Sirigu Women Organization for Pottery and Arts (SWOPA), which are envisaged to empower women economically and raising their status and decision making in society.

C. Mali

Introduction and period covered

31. Mali’s report on the empowerment of women in the tourism sector deals with actions carried out from 2010, but in a non-exhaustive manner.

32. The report was prepared by the Ministry of Handicrafts and Tourism of Mali.

Implementation of the action plan

33. The action plan based on the main conclusions and recommendations of the World Report on Women in Tourism, second edition, is being implemented. For Mali, several actions predate this plan. Therefore, it would be desirable to link activities and actions to the areas of the action plan.

Progress of Mali

34. The economic empowerment of women is underway in Mali through the National Gender Policy (PNG), led by the Ministry of the Promotion of Women, Children and the Family. The formulation of the Policy Action Plan mainly takes into account the inequalities between women and men.

   The vision of the policy is to build “a democratic society which guarantees the fulfilment of all women and all men through full exercise of their basic equal rights, active citizenship and participatory and equitable access to resources, in order to make Mali an emerging country on the strength of its growth and proud of its values of justice, peace, solidarity and social cohesion”.

35. The empowerment of women in Mali is implemented through axis 3 of the action plan of the National Gender Policy and the Support Fund for the Empowerment of Women and the Development of Children.

Axis 3 of the action plan of the National Gender Policy deals with “Recognition of the contribution of women to economic development by their integration into productive circuits and equal access to employment opportunities and factors of production” through:

- **Axis 3.1:** Better balance in the access of women and men to public administration and private sector jobs;
- **Axis 3.2:** Improvement of the profitability of the work of rural women active in the productive sectors;
- **Axis 3.3:** Improving the profitability of the economic operations of women working in the informal sector and in entrepreneurship;
- **Axis 3.4:** Expanding the production support services to increase income.

36. The Support Fund for the Empowerment of Women and the Development of Children (FAFE), created by Law No. 2012-02 of January 23, 2012, is a legal support system, set up by the Government to accelerate the implementation of the National Gender Policy and the National Policy for the Promotion and Protection of Children (PNPPE). It is a response from the Government to the various requests from organizations of women, youth and children and those of civil society.

37. The fund is funded by the national budget, it has national coverage: all regions and the district of Bamako. The fund is used to finance income-generating activities (IGAs) and small and medium-sized enterprises (SMEs) proposed by women according to selection criteria.

38. The progress of Mali according to the six (06) areas of the action plan is as follows:

**Area 1: Employment**

I. Taking measures to reduce the wage gap between women and men in tourism: there is wage parity in tourism in Mali (refer to the responses from the Member States questionnaire (MSQ) for the Working Group).

II. Addressing the issue of social protection and unpaid work for women in tourism: awareness-raising work had started on the issue of social protection for workers in tourism, including women. The problem arises mainly in medium standing businesses and below. The first step was to get employers to have a written contract with the employee. The contract was subsequently to be registered and the employee declared to the social security services. The multidimensional crisis that occurred in 2012 damaged the tourism sector, leading to the closure of most businesses.

III. Adopt a systematic approach against the sexual harassment of women working in the tourism sector and the problems of harassment in tourism affecting members of the receiving populations and travellers: operators have been made aware and have acted to reduce harassment of tourists when visiting tourist sites and attractions. One of the pieces of advice to tourists on the brochures was to avoid distributing gifts (candy, etc.) during visits, especially to children. Work with the NGO ECPAT Luxembourg was carried out from 2011 on sexual exploitation in tourism. To this end, an awareness workshop for hotel managers and tourism schools was organized. Posters were placed in some hotels.

IV. Develop and institutionalize gender equality strategies for the tourism sector: in 2015, Law n° 2015-052 of December 18, 2015 instituting measures to promote Gender in access to nominative and elective functions enabled affirmative action.

V. Combat sexist stereotypes regarding tourism professions: awareness-raising to dissociate women’s trades in tourism, mainly in hospitality, from degeneracy. The training sectors in tourism are seeing registrations of young men and women. The infomercial to publicize the National Tourism Administration had enabled the population to be aware of the presence of women in positions of responsibility.
Area 2: Entrepreneurship

I. Ensure that women can declare their business activity if they wish and contribute to the financial inclusion of women: business creation is the same regardless of gender. Technical support from the national tourism administration is provided to women for the formalization of their business.

II. Broaden and diversify women's access to the market and fair trade in their products and services: the ministry in charge of Tourism supports women to improve the quality of products and professionalization in the practice of the profession.

III. Help women to increase and diversify their tourism products and services: the support of the Ministry in charge of Tourism is given to women for the acquisition of production equipment and/or participation in regional and international meetings.

IV. Put in place measures to improve the work-life balance of women in tourism and encourage equal sharing of unpaid care provision among populations living on tourism: one of the guiding principles of the Tourism Development Strategy adopted in 2010 relates to the equitable distribution of economic benefits by emphasizing a better sharing of benefits through local hiring, local purchasing and local redistribution operating revenue.

V. Increase women's access to digital technologies, including digital tourism platforms: foreseen.

Area 3: Exercise of responsibilities, policy development and decision making

I. Work for a balance between women and men in the management teams of tourism businesses: the balance between women and men is respected as much as possible, especially at the public level with Law n° 2015-052 of December 18, 2015 instituting measures to promote Gender in access to nominative and elective functions.

II. Address the insufficient presence of women in high-level positions in decision-making bodies in the private sector and in tourism entities and public sector organizations: affirmative action is carried out for women to occupy high-level positions, with equal competence to men, as far as possible.

III. Ensure compliance with ILO policies on maternity and responsibility for care: ILO policies are followed in the public sector. A study could assess the situation of the private sector which is in a situation of resilience.

IV. Actively support the representation of women and their leading role in trade union organizations: there are no known restrictions on the representation of women and their leadership role in labour organizations.

Area 4: Education and training

I. Develop training programs for women in tourism, including non-technical skills, networking and high-level skills for career advancement: foreseen according to the formulation made.

II. Provide women with targeted training so that they can use digital technologies to innovate through digital technologies in tourism: as part of the E-Tourism Programme with the United Nations Conference on Trade and Development (UNCTAD), training sessions have been organized for the private and public sector for promotion via Information and Communication Technologies (ICT).

III. Provide training in gender equality for political leaders, executives and tourism employees: foreseen.

IV. Encourage the participation of students and graduates in study and qualification programmes in tourism: depending on the programme or qualification, students (male and female) are increasingly associated with the programmes.
Area 5: Community and civil society

I. Facilitate the participation of women in decision-making at the community and household level; this participation is a function of women's awareness of the importance of their role. This realization is achieved through awareness-raising and education.

II. Ensure compliance and effective implementation of commitments at the national level with regard to equality between women and men and human rights; efforts are made with the National Gender Policy.

III. Support networks, NGOs and cooperatives of women in tourism to actively work towards more empowerment of women in the sector; networks, NGOs and women's cooperatives in the tourism value chain are supported to the extent of the resources available.

Area 6: measurement for policy improvement

I. Collect and report sex-disaggregated data on tourism employment and, where possible, on formal and informal tourism jobs, the gender pay gap, entrepreneurship, and periodically, education and training, exercise of responsibility and decision-making, timetable and work-life balance; foreseen for disaggregated data.

II. Provide sex-disaggregated employment data in the tourism sector to the UNWTO at regular intervals; existing data will now be provided to UNWTO.

III. Conduct gender analysis, consult civil society actors, ensure that gender issues are taken into account at all stages of the tourism policy and planning cycle; the gender dimension is taken into account in policies, particularly in the Multi-year Planning Document for Expenditure and Annual Performance Projects (DPPD-PAP). An in-depth study on gender issues in Tourism will be necessary.

Challenges encountered

39. Assessing Mali’s progress in the empowerment of women in tourism is a complex and long-term effort to identify the actions carried out and underway in this field, both in the public and private sectors. The information is not detailed nor the statistical data disaggregated to take into account the actions of the six (06) areas of the action plan. Traditional tourism areas are experiencing difficulties due to security problems.

Pilot project / activities / workshops

40. The support project for the empowerment of women operating in the tourism sector and related sectors of handicrafts, food and market gardening in the tourism region of Ségou (Mali) is part of the effort to revitalize the productive activities carried out by women in the economic sectors of tourism, handicrafts, food and market gardening in the urban municipality of Ségou. It is planned for a period of two (02) years or 24 months.

41. The main objective is to contribute to the sustainable social and economic promotion of women working in the tourism sector and related sectors of the food industry and produce farming through their empowerment in the tourism region of Ségou. More specifically, to:

- strengthen the capacities and professionalize the activities of women, tourism operators, in the areas hospitality and food service;
- develop and promote income-generating activities for women;
developing the local supply chain for tourism establishments with fresh and processed products by women;
- promote local products, in particular by making natural fruit juices and jams sold to tourists and tourism establishments.

42. The expected results are as follows:
- the capacities of women and their level of professionalism are improved in the hospitality and food service sectors;
- Women’s income-generating activities are developed and promoted;
- The local supply chain for providing tourism establishments with fresh and processed products by women is developed;
- Local products, in particular, the production of natural fruit juices and preserves sold to tourists and tourism establishments are promoted.

43. The target groups are:
- Women operators of hotels and restaurants in the Urban Municipality of Ségou;
- Women innkeepers of the Urban Municipality of Ségou;
- Associations of women agro-food processors from the Urban Municipality of Ségou;
- The women potters of Kalabougou;
- Women artisans working in the field of textile crafts;
- The associations of market gardening women in the Municipality of Ségou;
- Associations of women fishmongers in the Municipality of Ségou.

Areas of action plan related to the project

a. area 2 "entrepreneurship": broaden and diversify women’s access to the market and fair trade in their products and services; help women to increase and diversify their tourism products and services;

b. area 4 "education and training": develop training programmes for women in tourism, including non-technical skills, networking and high-level skills for career advancement;

c. area 5 "community and civil society": facilitate women’s participation in decision-making at the community and household level; support networks, NGOs and cooperatives of women in tourism to actively work towards more empowerment of women in the sector.

Conclusion

44. Empowerment of women in the tourism sector will take place through the value chain. In Mali, the empowerment of women in the tourism sector is underway. It will be a question of deepening the actions by ensuring equal access to training and to the labour market. Also, it would be desirable for funding to be accessible for women throughout the tourism value chain.

Next Steps

45. The recommendations for moving forward are as follows:
At the national level:
- Develop projects by region;
- Disaggregate statistical data at the national level;
- Conduct a study on the six (6) areas of the action plan to empower women in tourism.

At the world level:
- Define a reporting frequency at the global level;
- Develop a framework for global statistical data.

D. Mauritius

Introduction and period covered
46. Mauritius is internationally recognized as a quality tourism destination and has adopted a ‘top of the range’ positioning as resort destination. Tourism is one of the major pillars of the Mauritian economy. In 2019, the tourism industry has contributed 8.2% to our GDP, 10% of total employment and around Rs 58 billion in terms of revenue and foreign exchange earnings with tourist arrivals attaining 1,383,488. Over the past 9 years, women participation in the labour force in large establishments of the tourism sector has increased from 8,214 in 2010 to 10,573 in 2019 representing an increase of 28.7%. Statistics on female employment in large establishments are detailed at Annex.

47. The progress report which covers the period 2017-2019 outlines the actions and measures taken to promote women empowerment and gender equality and has been drafted by Ms J. Gopaul, Tourism Planner: Ministry of Tourism.

Implementation of the Action Plan

48. Progress of Mauritius: In its programme for 2020-2024, The Government of Mauritius has laid out its vision to build a society where gender equality is promoted to ensure a fair and adequate representation of all genders as well as the human and social development of woman in Mauritius. The Government will also strengthen governance of para-statal institutions by ensuring, among others, adequate and appropriate gender representation on their Board of Directors.

49. A Gender Unit has been set up under the Ministry of Gender Equality and Family Welfare and acts as the National Gender Machinery for the attainment of Gender Equality.

50. The Government of the Republic of Mauritius adopted the National Gender Policy Framework in 2008 which provides a framework for Governmental bodies; the private sector; the media and the civil society for an equal and gender equitable society.

51. All Ministries have formulated their sectoral gender policy statements to ensure that a gender perspective permeates within their respective sectors.

- A National Steering Committee on Gender Mainstreaming (NSCGM) was set up in June 2010 following a Cabinet decision, with a view to monitor the implementation of the National Gender Policy Framework in all sectoral Ministries.
This Committee provides a platform for representatives of Ministries to give feedback on the status of their gender policies as well as learn and share best practices on gender related issues. In the same vein, Gender Cells were set up in July 2010 in line Ministries including the Ministry of Tourism, to institutionalise a structure that is sustainable over time whilst ensuring that the concept of gender permeates in all policies and programmes of Government.

In a bid to facilitate the implementation of gender sensitive initiatives, the Ministry advocated the introduction of the Gender Responsive Budgeting Initiative (GRBI). Ministries have been allocated USD 6,000 (Rs 200,000) aimed at implementing gender sensitive measures.

To accelerate the realisation of gender equality by 2030, the Ministry of Gender benefitted from the financial support of the UNDP for the recruitment of an International Consultant for the formulation of a new National Gender Policy (2020-2029) which will provide an attainable policy statement and plausible strategies and objectives useful in designing gender equality programmes. This policy shall provide policy direction on gender equality for the public and Non-State Actors. Wide consultations have been held with various stakeholders - public and private sectors; NGOs, media, academia and this exercise has already been completed. The new framework, once published, will be used as an effective tool for all stakeholders to ensure that their sectors are gender sensitive. The policy is being finalized.

There is also a National Costed Action Plan on Gender Mainstreaming for the Public Sector (NCAPGM) that will identify strategies required over the short and medium term in addressing prevailing gender gaps in line Ministries or public sector policies which are considered to be barriers in realising the Vision 2030, This also has to be aligned with the forthcoming National Gender Policy.

During the last decades and in light of the philosophy of the NGPF of 2008, several attempts have been made to sensitise stakeholders and engage them to play a greater role in ensuring that gender is mainstreamed at all levels. However, the result was not to the expected level. There is thus now a need for a much greater, proactive and enhanced participation of all relevant stakeholders and better understanding of gender issues and mainstreaming that would contribute to the elaboration of public policies having ‘gender lenses’ and ultimately to a fairer and just society.

The publication of the National Report of the African Gender Development Index in 2017 which confirms that Mauritius has progressed well when it comes to gender equality.

Women Empowerment Programme

In line with SDG 5 that speaks of “Achieving Gender Equality and Empower All Women and Girls”, two specific projects for girls’ empowerment have been implemented:

1. The “Goal Programme” which is a joint venture with the Standard Chartered Bank;
2. The “3E’s project: Empowerment through Education and Entertainment”.

These projects are reaching out to girls from deprived regions aimed at ensuring that the latter are not left out of mainstream development. Officers of the Ministry act as facilitators to empower girls on thematics ranging from Sexual and Reproductive Health, Values, Leadership to Substance Abuse and Money Savvy. These two projects have so far empowered about 600 girls and will be sustained.
54. In the same vein, the Ministry in collaboration with the Ministry of Youth Empowerment, Sports and Recreation trained some **450 youths** on gender issues so as to sensitize them on the key concepts and definition of gender as well as issues such as stereotypes, traditional norms and attitudes that continue to impede on women’s empowerment.

- **Budgetary measures for women empowerment** –
  - Low interest loans are available to women entrepreneurs
  - Married women no longer require the guarantee of their husbands to secure loans for the setting up of small businesses
  - Grant schemes for water tanks and solar panels to women for small tourism businesses (tourist residences, guesthouses, restaurant, etc)

**Challenges encountered**

Some bottlenecks identified in the implementation of policies/strategies to address gender gaps have been summarized below:

<table>
<thead>
<tr>
<th>Bottlenecks identified in implementation of strategies/measures</th>
<th>Corrective Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of disaggregated data with regard to composition of Board</td>
<td>Amendment to “Annual Statistics Return” forms to capture data pertaining to composition of board</td>
</tr>
<tr>
<td>Lack of participation from women entrepreneurs during the holding of the SME Trade fairs</td>
<td>Loan facilities are provided to both men and women under the SME Financing Scheme</td>
</tr>
<tr>
<td>Lack of knowledge of the schemes available and of technical support being provided to prospective SMEs to better manage their businesses</td>
<td>Awareness campaigns launched with the objective to bring forward the technical support, scheme, facilities that are offered by the Government</td>
</tr>
<tr>
<td>Statistics on female employment in the tourism sector do not convey the positions held by women</td>
<td>Fine-tuning of existing statistics on employment to highlight the positions, categories and levels (executive, supervisory, middle, unskilled)</td>
</tr>
</tbody>
</table>

**Pilot projects/activities/workshops**

54. Activities and workshops organised by the Ministry of Tourism for the period 2017-2019 are as follows:

1. **Gender Mainstreaming – Financial Year 2017/18 – Workshop on Contribution of Women to the Tourism Sector**

   1.1 In the FY 2017/18, Ministries were for the first time allocated Rs 200,000 in the budget allocated to carry out a gender mainstreaming activity/project relevant to their respective sectors.
The Ministry of Tourism organised a half-day workshop on gender mainstreaming under the theme, ‘Showcasing Women’s Contribution to and Exploring Opportunities in the Tourism Sector’ on 13 June 2018.

The workshop was a success with some 80 participants including officials of the concerned Ministries, the various tourism associations, University of Mauritius, Vatel Hotel School, the National Women’s Entrepreneur Council together with women entrepreneurs, as well as women working in tourism establishments.

The workshop offered insights into the current situation and opportunities and challenges for women in the tourism sector. Women working in the sector had the opportunity to share their experience of their journey of building a career in tourism and talk about the progress and achievements and their efforts in climbing the ladder to occupy top management positions.

2. Gender Mainstreaming – Financial Year 2018/19 – Joint Project with the Tourism Employees Welfare Fund (TEWF)

In the FY 2018/19, Ministries were again allocated Rs 200,000 for gender mainstreaming and, following consultation at the level of the Gender Cell, the Ministry embarked on a joint project with the TEWF.

One of the gender gaps identified for the tourism sector was the gender imbalance in the hotel sector whereby, in general, male employees were found to be more likely to access higher management positions in hotel establishments, than their female counterparts.

Furthermore, it was found that youth, both male and female, were reluctant to join the sector due to stigma associated with working in hotels.

The TEWF had reported to this Ministry that certain hotels were facing difficulties with recruitment as a result of those constraints.

With a view to encouraging both male and female youth to join the hotel sector, the Ministry in collaboration with TEWF, sponsored internships for children of the members of TEWF in hotels of the Veranda Leisure and Hospitality Group (VLH) to expose them to the industry and the various opportunities available to eventually build up a hotel career.

By the end of the Financial Year 2018/19, a total of 13 interns were offered placements under the project. The benefits of the internship were to provide the interns with opportunity to acquire a good understanding of the work in the hotel industry and encourage them to join the sector as employees.

It was proposed that the scheme could be extended to other hotel groups in the next financial year.

Conclusion
55. The measures being undertaken by the different Ministries and Authorities show the commitment of the Government to ensure we have society where there will be a fair and adequate representation of all genders as well as the human and social development of woman in Mauritius.

Next steps

56. The Ministry of Gender and Family Welfare has benefited from the technical support from the European Union in terms of consultancy services of an International Expert for the drafting of a Gender Equality Bill.

57. Once enacted, the Bill would enshrine a high-level strategy to tackle gender inequality; and provide for structures to implement gender mainstreaming; strengthen ministerial responsibility and accountability processes.

58. In January 2020, approval has been given by Cabinet for the drafting of the Gender Equality Bill. The objects of the proposed Bill are, inter alia, to:

a) promote, protect and regulate gender equality in public and private spheres;
b) eliminate gender-based discrimination, ensure that human rights of men and women are guaranteed and acknowledged in existing as well as the proposed legislation in order to achieve gender equality;
c) provide for gender equality principles that aim at reducing socio-economic inequalities so as to achieve substantive equality in all spheres, that is socially, economically and politically;
d) provide for equal opportunities for both men and women and create responsibilities of all entities, public and private, to eliminate barriers that lead to gender discrimination; and

e) promote equality and gender balance between family roles, unpaid care work and employment for men and women.

59. For the current FY, the Gender Cell has proposed the following gender mainstreaming projects:

(a) Training of women in handicraft products, street foods and tourist guides
(b) Assisting women in production and sale of bio-products and pickles in line with sustainable tourism.
(c) Assisting youth entrepreneurs in the tourism sector by offering financial grants for their projects.

E. South Africa

Introduction and Period Covered

59. Ensuring women’s full participation within the South African economy is essential if ideals of equity, prosperity and shared and inclusive growth are to be achieved. However, women around the world have historically faced numerous barriers to their engagement in the economy. These barriers reduce their employability, constrain their ability to participate on their own terms, restrict the options available to them and limit the likelihood of utilizing their full potentials. Many of these barriers exist today and may take various forms. Source: [www.gov.za](http://www.gov.za) (Report on the Status of Women in the South African Economy).

60. Following the UNWTO and UN-Women report released in 2010, here in South Africa there was a meeting of minds under the transformation banner to rally women in the tourism sector to initiate a
discourse on the participation of women. From 2010 there were a series of annual events aimed at mobilizing women to begin focusing on pertinent issues impacting on their participation in the sector and to recognize their achievements. During these interactions challenges women put forward as barriers to their meaningful participation in the sector, were identified as follows:

- Skills and Enterprise Development
- Access to funding with favourable terms
- Lack of communication on support programmes for women in the sector (Awareness of support programmes)
- Loss of women executive leadership – succession planning absent to support women’s development and growth in the sector.

61. These interactions culminated in 2013 with the co-hosting of a Women in Travel and Tourism seminar by the Tourism Business Council of South Africa and the National Department of Tourism where resolutions were taken, chief amongst them being the formation of a structure to advance the participation of women in the sector. Following these resolutions a roundtable discussion took place to bring action to the 2013 seminar. With new found determination the Women in Tourism initiative held its first networking session at the 2014 Tourism Indaba as a precursor to the launch of the initiative in August, which annually marks the national Women’s month campaign. The period covered is 2010 when the tourism became a stand-alone department. The document was prepared by the Department of Tourism of South Africa.

Implementation of The Action Plan

Progress made by South Africa

- Measurement for Better Policies

62. The South African government has various policies addressing gender inequality in the economy. The Constitution of the Republic of South Africa serves as a base in order to level the playing fields post the old dispensation. The tourism sector is also guided by various policies, amongst which are 1996 White Paper on Tourism and the Tourism Act No 3 of 2014.

- Broad-Based Black Economic Empowerment (B-BBEE) Sector Codes for tourism, 2015 as amended,
- National Tourism Sector Support Strategy (NTSS) 2017,
- Report on the Status of Women in the South African Economy 2015,
- Annual Baseline studies to assess transformation of the tourism sector,
- Gender Policy Framework, detailing the long and short term mechanisms for determining the extent of gender justice and equality,
- The following are some examples and constitute a good basis for work on gender equality:
  - The Labour Relations Act (1996)
  - The Basic Conditions of Employment Act (1998)
  - The Employment Equity Act (1999) and
63. The B-BBEE Codes recognise women as key players in the South African economy. The Codes have set the minimum target of 30% for empowerment of black people through Ownership, and prioritise women by encouraging that half of every empowerment opportunity should be reserved for women.

64. **Ownership element**, a measured entity is required to meet the following compliance targets:
   - 30% of exercisable voting rights and economic interest in the hands of Black People;
   - 15% (or half of the above) of exercisable voting rights and economic interest should be in the hands of Black Women;

   On **Management Control**, 50% target is set for black participation on Boards and 30% should be for black female board members. The Codes also require that 60% of executive and senior management positions should be filled by black people and half of those (30%) should be black females. Whereas close to 80% of middle and junior management positions should be for black managers, half of those (40%) should be occupied by black women.

   On **Enterprise and Supplier Development** (ESD), the Codes prescribe that 80% of the Procurement spend should be on B-BBEE compliant enterprises, and 40% should be spend on enterprises which are majority owned by black people and 12% for entities which are 30% owned by black women. These are the minimum targets set to drastically push transformation in the tourism sector, which clearly shows that there is a need to support black women to own, manage and control tourism businesses, and most importantly for all buyers in the public and private sectors to support them by buying their goods and services.

**Pilot Projects /Activities / Workshops**

- Entrepreneurship

- Women in Tourism Forum

65. The forum has been facilitated by the National Department of Tourism in partnership with the Tourism Business Council of South Africa (TBCSA) and the broader women stakeholders in the sector, aimed at engaging women on issues such as economic empowerment - addressing funding constraints, establishment of support structure and incentives for women, creating a platform to celebrate women achievers and the status of women in the tourism sector. The forum’s agenda was and is still centered on commanding respect; ascertaining recognition of women contribution in the sector; encouraging representation in economic activities and leadership; and producing results, that will enhance the supply and demand for tourism.

66. The existence of this forum gave a voice to the women in the sector, and addressed challenges, gaps and issues faced by women within the sector. The primary beneficiaries of this initiative are all women in the sector as employees, students and entrepreneurs. The primary benefits for the establishment of a structure are improved linkages to development opportunities for women that become part of this network. There were also indirect benefits experienced by other women not directly involved in tourism but who can be empowered through tourism and the families of the women that are enabled to access development opportunities.

67. The 2013 Conversations
**Conversations with women in tourism.** Started in 2013 led by the Deputy Minister with women in Gauteng, the Free State and rural Kwa Hlabisa in KwaZulu-Natal. All efforts culminated in a soft launch hosted as a networking cocktail at the 2014 Tourism Indaba. Following these conversations, the Women in tourism forum was established and later on Women in Tourism 9 Chapters were launched throughout the country.

68. **Women in Tourism** – Travel Massive events were hosted in different provinces during the August month. (Travel Massive is a global platform that brings together travel and tourism insiders to collaborate and learn from each other.

69. **Women’s Month**: The South African Women in Tourism chapters across the country as established by the Department host events to celebrate Women in Tourism during August Month. The department collaborates with them on this activation to increase awareness of the programme to local and international stakeholders. The Chapters established by the department in provinces continue in a variety of ways to mobilise women in provinces so that they can continuously network, build each other’s capacities and learn in the process from each other.

70. **Conferences and Networking platforms**: The purpose of the conference and networking activities among others, is to create the following opportunities:

**Business Opportunities**: Engage a broad cross-section of the business community at the highest level and generate new leads.

**Inspiration**: For women to come away with renewed commitment to changing and advancing their businesses.

**Engagement**: Women to be involved in dynamic discussions to overcome barriers to gender empowerment.

**Networking**: Women to meet and strategise with key players in the sector who combine gender empowerment with powerful success.

**Insight**: Women to draw insights from industry leaders towards advancing women in leadership across the economy.

**Networking Platforms on an Annual Basis**
- Africa Travel Indaba every May
- Lilizela Tourism Awards every November
- Meetings Africa every February
- Tourism Trade shows international and domestically for Market Access. Market Access Support Programme offers financial support to tourism enterprises to participate in these marketing platforms and roadshows

a) **Africa Travel Indaba: Women in Tourism Networking Dinner**

71. The Africa Travel Indaba trade show takes place annually in Durban, and was identified as a strategic platform for women to network and further mobilise women behind the clarion call of **Representation, Recogntion/Reward and Respect.** The Department of Tourism has hosted the event annually which has grown from an event attended by approximately 100 women in its first year to 300 women in 2019. This year we are planning to host the event for 300 women. For the
past five years, the WiT Networking Dinner sessions have provided a unique platform for women in the tourism industry, stakeholders and experts from the tourism sector to share ideas on building strong business skills and leadership capabilities amongst women. The ultimate goal is to enhance and nurture more top leaders, entrepreneurs and industrialists in the sector.

72. During Indaba 2019, three (3) of the WiT members were given an opportunity to showcase, serve, and sell their unique products at the Networking Dinner. This is where Ghana Women in Tourism met some of the women in the wine and gin industry.

Lilizela Tourism Awards

73. The aim of the National Lilizela Tourism Awards is to recognize and celebrate tourism businesses for tourism excellence, their contribution to South Africa's global competitiveness and for growing tourism’s contribution towards GDP and job creation. Recognising and rewarding tourism players and businesses who work passionately and with pride to deliver a world-class product and service and whose delivery grows South Africa’s global destination competitiveness. Since inception of the Lilizela Awards, women who own tourism businesses, especially establishments such as hotels, guest houses and B&B have been the most recipients of the winners of these prestigious Awards.

74. In 2019, one of the Women in Tourism members from KwaZulu-Natal province, Ms. Siphokazi Thiam, the owner of Kokstad's La Teranga Accommodation and Conference group, walked away with the award for the Emerging Tourism Entrepreneurship award (ETEA).

c) Meetings Africa

75. The Department of Tourism, through its entity, South African Tourism, has for the past few years created opportunities for women in tourism to participate and exhibit their products at the Meetings Africa on annual basis. Meetings Africa - provides the perfect business platform to present tourism products, services and brands to senior decision-makers, buyers and influencers. It is a platform to meet local and international professionals from the meetings, events and business tourism and travel industry. Participants get to mingle and interact with like-minded professionals such as the following:

- Association buyers who organise international conventions
- Local corporate executives who book business travel
- Travel agencies specialising in incentive, business and conference travel
- In-house event co-ordinators
- Incentive houses
- Conference organisers
- Sales and promotion agencies
- Marketing companies
- PR agencies
- African, international and local meeting and event planners

76. Enterprise Development

Hidden Gems: This is a group of Small Medium Enterprises who are mainly supported by the National Department through the Enterprise Development programme and Tourism Incentive Programme, the former ensuring incubation, business and financial literacy empowerment and
the latter programme supporting the SMME with market access both domestically and internationally.

**Incubator provision** of needs based enterprise development support over a 3 year period (1000 days). Programme seeks to reduce business failure in selected tourism hubs by maximising trade networks, business linkages through training and development. Currently 4 incubators are existing each has 50 beneficiaries totalling to 200 SMME’s. Beneficiaries are receiving mentorship, coaching, entrepreneurial, trade networking, and business skills training.

d) **Trade Platforms and Roadshows.**

77. Through our Tourism Incentive Programme, SMMEs are supported on: **Market Access:** In the financial year 2018/19, an overall amount of R6 326 699.00 was invested in the 80 enterprises that attended 15 trade shows and roadshows in various countries. This amount includes costs for flights and accommodation reimbursed to enterprises and the exhibition/participation costs paid to the service provider/show organiser.

78. Of the fifteen (15) marketing platforms supported, the enterprises reported a total of R34 331 776.50 worth of sales. The leading region in the generation of sales was Europe with a total sales amounting to R15 750 143.30, followed by Africa region with sales amounting to R5 749 905.00. The return on investment based on the cost of the investment versus the proceeds on investment is for every R1 spent the return is R6.

79. **Leadership-Executive Development Programme (EDP) for Women in Tourism.**

In 2013 /14 financial year a study was conducted by the department in trying to ascertain the causes for there being no black women in particular at executive level within the industry, be it at the membership of boards or as company executives and the findings were that women of such calibre do not exist. Government then took a decision to try and close these gaps identified and provide the industry with these women by training them, in partnership with one of Higher Education Institutions (UNISA). The ultimate goal is that once the graduates are well equipped with the business management skills, they will also be confident to start and grow their own tourism businesses to help change the skewed ownership patterns, and create a pool of black industrialists for the growing tourism sector in the near future. The programme started in the 2016/17 financial year as a 3 year pilot. In the last 2 intakes of 60 women, 50 have graduated. The last intake of the pilot, commenced training in February 2019, and 20 women were recruited and the graduations will be held April 2020. This is a 12 month, distance learning programme with two study blocks. Over the past 2 intakes, the programme has seen the participants getting promotions to senior management levels in their various organisations.

**2017/18 Promotions**

<table>
<thead>
<tr>
<th>Name:</th>
<th>Former Positions</th>
<th>New Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms Zivumile Mgugudo</td>
<td>Branch Manager: Avis Menlyn Pretoria</td>
<td>Area Manager: Limpopo (overseeing 7 Avis rental branches)</td>
</tr>
<tr>
<td>Ms Theodora</td>
<td>Duty Manager at Sun Times Square</td>
<td>Senior Duty Manager: Pretoria</td>
</tr>
<tr>
<td>Name and surname</td>
<td>Former position</td>
<td>New Position</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------------------</td>
<td>---------------------------------------------------</td>
</tr>
<tr>
<td>Ms Sinazo Mzatsane</td>
<td>Assistant General Manager: City Lode Hotel Groups</td>
<td>General Manager : Road Lodge Kimberly</td>
</tr>
<tr>
<td>Ms Philisiwe Gumede</td>
<td>Deputy Manager: Bidvest Prestige</td>
<td>General Manager Regional (North West Hospitality Region): Bidvest Prestige</td>
</tr>
<tr>
<td>Ms Chuma Dambuza</td>
<td>Branch Manager: Illios Travel</td>
<td>Head of Operations: Illios Travel Head Office Johannesburg</td>
</tr>
<tr>
<td>Ms Precious Kholoza</td>
<td>Assistant General Manager: City Lodge Hotel Group</td>
<td>Senior Assistant General Manager: Town Lodge Grayston, Sandton</td>
</tr>
<tr>
<td>Ms Nokukhanya Sibisi</td>
<td>Assistant front office manager: Hilton Cape Town</td>
<td>Guest Relation Manager – Hilton Worldwide Luxury Brand Dubai</td>
</tr>
</tbody>
</table>

**Education, Training and Employment Youth Training Programmes**

80. The Department of Tourism implements a number of capacity building programmes for the youth in South Africa. These programmes have a bias towards young women. The Department implements skills development projects through the Working for Tourism Programme (WFT) under the auspices of the Expanded Public Works Programme (EPWP). The Working for Tourism Programme addresses the EPWP’s core objectives to significantly contribute to job creation, skills development and SMME development. These projects amongst others, form part of the Public-Private Growth Initiatives within the Tourism and Hospitality industry.
Moreover, the programmes create temporary jobs for unemployed people through implementation of EPWP, focusing on the youth, women and people with disabilities thus contributing towards poverty alleviation through the payment of a stipend.

- **Sommelier/Wine Service Training**: Learners are trained in Food and wine pairing modules and at the end of training they will write their final examination with the International Sommelier Association. To date 770 young people from three provinces, namely Western Cape, KwaZulu-Natal and Gauteng have been trained. Current only 252 learners have enrolled for the programme for the past 3 years. The learners will exit in June 2020.

- **National Youth Chef Training Programme**: The qualification offered is internationally accredited by City and Guilds of London. Professional Cookery (Chef) qualification was identified as one of the scarce skills in South Africa according to the Department of Labour (Scarce Skills document). Research has also indicated a need for redress in the field as there are few people in this profession from the previously disadvantaged groups. The project is now in its 5th phase of implementation and 2072 young people from all nine (9) provinces have benefited from this programme during the past 9 years and currently 800 of them are in the United States for further experiential training. There was an Exchange programme with the Seychelles government where 14 chefs went for experiential placement.

- **Energy Resource Efficiency Training Programme**: the programme involves the training of 180 youth in 9 provinces on the National Cleaner Production Centre (NCPC-SA) resource efficiency and cleaner production methodology. Sixty (60) youth trained in three provinces per financial year. The aim is to capacitate young people studying Tourism or Electrical Engineering at TVET colleges with the skills to conduct resource efficiency assessments.

- **Tourist Guiding**: Over the last three (3) financial years, the focus has been on improving the services of tourist guides at World Heritage Sites (WHSs) and other key attractions which are considered some of South Africa’s biggest draw-cards in terms of tourism. Over the last three (3) years, the Department funded various capacity building initiatives resulting in 218 tourist guides benefiting from the various opportunities.

- **Food Safety Assurers Programme**: The Food Safety programme is an internship/experiential hospitality training programme targeting the unemployed graduates youth of South Africa as part of the Expanded Public Works Programme. The programme covers theory and workplace training which lead to the attainment of an accredited skills programme/unit standard based module. Food safety is a scientific discipline aimed at handling, preparing, and storing food in ways that prevent foodborne illnesses. This includes a number of routines that should be followed to avoid potentially severe health hazards. The programme was piloted in 2015 with 100 learners. To date 600 learners have gone through the programme.
- **The Blue Flag**: The training programme for beach stewards is a three year programme which is aimed at improving tourism facilities and services offered at 75 Blue Flag beaches across three provinces, namely Kwazulu Natal, Western Cape and Eastern Cape. The programme ended in 2018/19 with 151 learners who graduated in April 2019 they were placed at 51 beaches.

- **Tourism Safety Monitors**: to foster public private sector partnership in addressing issues of tourist safety in a more coordinated manner in order to provide an enhanced visitor experience and in the long term to change perceptions of South Africa as a unsafe destination. Currently 1450 young people are deployed to tourist attractions. The Safety Tourism Forum came up with a strategy where currently a joint implementation with South African Police Services, industry and communities.

- **National Tourism Careers Expo (NTCE)**: The National Careers Expo is an event hosted by the Department of Tourism (The Department) in partnership with Culture Arts Tourism Hospitality Sports Sector Education Training Authority (CATHSSETA) and the host province. The purpose of the event is to promote tourism as a career and profession of choice whilst inversely the industry is given a platform to sell itself as an employer of choice to young people. The NTCE is in its 11th year.

- **Hospitality Youth Training Programme**: The objective of the training programme is to train unemployed youth to enable them to acquire skills and gain work experience to enhance their employability in the Hospitality sector and beyond. The training programme is part of the broader government intervention that involves training, mentorship. Learners are trained and placed in hotels, Restaurant and Lodges for experiential learning. The programme is now in its 9th year of implementation thus far over 7000 unemployed youth benefited.

### Table 2: Challenges encountered by Women in Tourism

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Mitigations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to information on available opportunities</td>
<td>Department runs information sessions in all provinces on programmes with other departments and state owned enterprises.</td>
</tr>
<tr>
<td>Financial and business management skills;</td>
<td>Partnerships with other financial institution to train SMMEs on business and financial management.</td>
</tr>
<tr>
<td>Appropriate training and education within the tourism industry pertaining to the accommodation sector that might adequately support their business ventures;</td>
<td>Since 2010, the department came up with training programmes, in the hospitality and tourism, the best performing being the Chef's.</td>
</tr>
<tr>
<td>Limited access to financial resources, networks and the management expertise for women to start up their own businesses;</td>
<td>The department has incubation programme to address capacity issues throughout the tourism value chain. The incentive programme for grading, energy and water efficiency and market access to various trade platforms.</td>
</tr>
<tr>
<td>Mentorship and skills development</td>
<td>Training programmes are run in the department in</td>
</tr>
</tbody>
</table>
Market Access;  
- The department has an incentive programme that helps the enterprises to access the markets.

Access to Capital and Investments  
- The department established a Transformation Tourism Fund (grant) in 2017. In 2020 the Tourism Equity Fund will be launched focusing on the development of Black Industrialists in the tourism sector.

Conclusion

82. Ensuring women’s full participation within the South African economy is essential if ideals of equity, prosperity and shared and inclusive growth are to be achieved. However, women around the world have historically faced numerous barriers to their engagement in the economy. These barriers reduce their employability, constrain their ability to participate on their own terms, restrict the options available to them and limit the likelihood of utilising their full potentials. Source: [www.gov.za](http://www.gov.za) (Report on the Status of Women in the South African Economy).

83. The challenge of attaining gender parity is highly complex and cannot be solved by governments alone. The private sector needs to play its part. To achieve gender parity, governments can set an enabling legislative framework, invest in women’s equality, and convene the partnerships (private sector) that are likely to accelerate progress.

Next steps

84. **South Africa has been chosen as a site for a pilot in the UN Women in Tourism Empowerment Programme**

The UNWTO Women in Tourism Empowerment Programme (WiTEP) sets a precedent for establishing tourism as a tool for the promotion of gender equality and women’s empowerment, using gender analysis and gender training to tackle inequality and gender-based discrimination in the tourism industry.

The overall goal of the project is to promote women’s economic empowerment in tourism through partnerships with NGOs, national departments, hotels and other sector-related stakeholders. This will involve improving employment/entrepreneurship opportunities for women and youth by facilitating their access to jobs and/or participation in supply-chain, and by creating possibilities for career advancement.

- As a result, the department proposed that the pilot be conducted in the Vhembe and Mopani Districts which include the following municipalities: Makhado which is the principal area; with Musina in the north, Giyani in the south (Mopani District), Thulamela (Vhembe District) in the east, and Molemole in the west (Capricorn District); and Giyani and Maruleng municipalities in the Mopani District.
The focus will be on women and youth within the areas of the Ribola Art Route to the Rixile-Kruger Route where there is a number of community tourism and arts and craft projects that are in need of support to ensure their sustainability and scaling up to make them commercially viable while promoting Leadership and Skills Development; Supplier Development and Market Access and also SMME Development and Mentorship.

While a detailed scoping will be done, the following projects will be considered for inclusion in the pilot:

- **VhaTsonga Cultural Village**: Departamental Project.
- **Nahakwe Lodge** links with the Ribola Art Route and its artists to set up an Experiential Art Tourism adventure for both the tourists and the locals. The Lodge is community-owned and run and the manager who is female.
  - **Ribola Art Route**: This will bring artists together in a highly visible, accessible manner through digital and welcome centre with multiple attractions e.g. dance, storytelling, sculptures, beads, cloth etc. creating a platform for communities to showcase and sell a range of different products, services and experiences into the tourism market.
  - **Create opportunities for female and youth community members with different products and skills to earn a living by offering products and services that will form part of the wider mix of product offers on the site**: Chefs, coffee baristas, coffee shop and gift shop managers, artists and crafters, producers of fresh and agro-processed produce, tour guides, story-tellers, care givers/entertainers of young children etc.
  - **Rixile-Kruger Route**: This route has 4 nodes and the success thereof is linked to the development of the Shangoni Gate which is also a EPWP project under development by the department.

- Opportunities for training, growth and development will be explored in the following areas but not only limited to the following areas:
  - **Leadership**: Management of for example Nahakwe Lodge
  - **Skills Development**: Cooperatives development, development of on-line marketing platforms;
  - **Supplier Development and Market Access**: for artists and crafters in the routes, and developing commercial opportunities in the Rixile-Kruger route
  - **SMME Development and Mentorship**: For all identified participants.

-A coordinated approach will increase business in the areas identified and bring together different players to advance sustainable tourism in both the Vhembe and Mopani districts. It should be noted that a detailed due diligence and consultation with community stakeholders will commence of the pilot area.

**Community and Civil Society**

-For the country to be able to provide guidance on how to achieve effective and meaningful participation of Communities in the Tourism economy, to deepen understanding of the challenges faced by Community Based Tourism projects, investigate and recommend measures that can be introduced to support effective Community Based Tourism projects, investigate mechanisms to improve market access for Community Based Tourism projects: the department came up with the following frameworks under Responsible Tourism:-
Responsible Tourism Standards SANS 1162: 2011, Rural Tourism Strategy, and National Heritage & Cultural Tourism Strategy

Communities can participate as suppliers in the Tourism Supply Value Chain. The State Land and the Land Restitution process could provide opportunities to initiate new Community Based Tourism Projects, better coordination of existing government initiatives can support effective Community Based Tourism.

Target: Women and Young Women

Businesses owned and managed by the women and the youth in the Tourism and Hospitality Sector.

- Financial and entrepreneurship expertise to ensure women are part of tourism value chain supply.
- This initiative extends to offering business acumen training to 25 women SMMEs which will be piloted in each of nine provinces. Thereafter, 5 SMMEs from each province will be selected for mentorship (45 SMMEs in total).

Women of Value Africa (South Africa, private sector)

Introduction and period covered

86. Women of Value is a pan Africa social enterprise registered as a Non-Profit organisation focusing on Women & Youth socio-economic empowerment issues. It is registered in South Africa and later expanded its footprint to the region. WOVA delivers its mandate through various social and economic transformation programmes, that respond to issues faced by women and youth co-ops and small, medium and micro enterprise (SMME’s) particularly in the Tourism and related sectors. We have partnered with different stakeholders including Government, Private sector and International organisations.

87. Together with its socio-economic partner, Nhlakanipho Investment (NKPI). WOVA has launched the Co-ops & SME Enterprise and Supplier Development Programme (ESD). The sub-programmes that are within the ESD Programme are currently implemented (in progress) with some completed. The progress report covers the period between 2015-2019 outlining actions and measures taken to promote women empowerment and gender equality.

Implementation of the Action Plan

Progress made by WOVA

88. WOVA launched Vision 2020 & Beyond in 2016 responding to various business challenges that negatively impacted co-ops and SMMEs. Followed by Cooperatives Accelerator 89. Programme for women and youth businesses launch. These programme’s objectives are to ensure women and youth co-ops and SMME businesses are developed and transformed into sustainable enterprises. They are already started in Gauteng’s West Rand Region with fifty (50) co-ops and fifteen (15) SMME’s.
89. WOVSA’s mission is to make an impact and a positive shift in job creation and poverty eradication within different provinces by year 2020. The focus is to create inclusivity in access to market, skills development, access to funding, mentorship & coaching as well as exporting opportunities that will bring growth to women and youth businesses.

Implementation of the Action Plan

<table>
<thead>
<tr>
<th>Action Plan: Entrepreneurship</th>
<th>Progress</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Work to ensure that women’s tourism businesses can become formalized, if they wish to be, and contribute to women’s financial inclusion</td>
<td>1. Established and facilitated registration of twenty co-operatives in FS 2. Developed their Business Plans and registered them into Sun International Enterprise Development Online Database to access funding and Skills Development Programme</td>
<td>Commitment by co-operatives members</td>
</tr>
<tr>
<td>2. Expand and diversify women’s market access and fair trade for their tourism products and services.</td>
<td>1. In partnership with Small Business Development Agency which is an agency for the Department of Small Business Development in South Africa, we host annual Entrepreneurship Summits for co-ops to exhibit and market their products. They also attend the Women in Tourism Conference hosted by the Ministry of Tourism in South Africa with the same intentions.</td>
<td>Most of the members products and services not up to the standard. Issues on funds for travelling to the events, co-ops depending on government (dependency syndrome).</td>
</tr>
</tbody>
</table>
3. Expand women’s access to digital technologies, including digital tourism platforms
   1. Co-ops were trained on how to do business through Social Media and we created the Facebook page for each of the 50 Co-ops in Gauteng.
   2. On-line store development is in progress; it will be used as the marketing tool and products and services selling platform for businesses. The online store will be launched by May 2020.
   Lack of technology knowledge is still a challenge as co-ops are underutilizing created Facebook pages.

Education and training

<table>
<thead>
<tr>
<th>Action Plan</th>
<th>Progress</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop training programmes for women in tourism, including training on soft skills, networking and high-level training for career progression.</td>
<td>Between 2018 – 2019 the following trainings were conducted; Financial Management, Business Management, Leadership, Mindset shift.</td>
<td>Not all entrepreneur’s attendance scheduled trainings and workshops due to transport fare issues.</td>
</tr>
<tr>
<td>Provide targeted training for women to ensure that they can use digital technologies to enhance their tourism business.</td>
<td>We have conducted training on digital marketing particularly Facebook.</td>
<td>Most of the members are older than 45 years and making it very difficult for them to adapt to technology</td>
</tr>
</tbody>
</table>

COMMUNITY AND CIVIL SOCIETY

<table>
<thead>
<tr>
<th>Action Plan</th>
<th>Progress</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure gender equality and human rights commitments at the national level are met and implemented effectively.</td>
<td>Stakeholders Engagement and Feedback Sessions</td>
<td>Slowness in the implementation process.</td>
</tr>
<tr>
<td>Support women’s tourism networks, NGOs and tourism cooperatives to actively work towards women’s empowerment in the sector.</td>
<td>Annual Women in Business workshops and conferences.</td>
<td>Lack of commitment from women.</td>
</tr>
</tbody>
</table>

Challenges encountered

90. Some bottlenecks identified in the implementation of policies/strategies to address gender gaps have been summarized below:

<table>
<thead>
<tr>
<th>Bottlenecks</th>
<th>Corrective Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>strategies/measures</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>--</td>
</tr>
<tr>
<td>• Lack of commitment from key stakeholders</td>
<td>• Stakeholders engagement &amp; feedback sessions</td>
</tr>
<tr>
<td>• Lack of participation from women entrepreneurs during the holding of the SME Trade fairs</td>
<td>• Facilitate Workshops for Funding opportunities</td>
</tr>
<tr>
<td>• Lack of information on available schemes and of technical support being provided to prospective SMEs to better manage their businesses</td>
<td>• Awareness campaigns launched with the objective of acquiring technical support, schemes and facilities that are offered by the Government.</td>
</tr>
<tr>
<td>• Turnaround time on funding women project by the government agencies</td>
<td>• Signing MOU with the funding agencies and set targets on the number of women-led businesses to be funded.</td>
</tr>
</tbody>
</table>

Pilot projects/activities/workshops

91. Activities and workshops organised by Women of Value 2015-2019 are as follows:

1. Gender Mainstreaming – Financial Year 2015/18 – Workshop on Contribution of Women to the Tourism Sector

   1.1 End-User computer training for 180 Women and Youth Entrepreneurs.
   1.2 Graduation Ceremony for Trained Entrepreneurs
   1.3 Vision 2020 and Co-ops / SMMEs development programme.
   1.4 Entrepreneurship Summit.

2. Gender Mainstreaming – Financial Year 2017/19 – Joint Project with Government and Private Sector

   • International Women Entrepreneurship Summit & Expo.
   • Co-ops & SMMEs Incubation Accelerator Programme
   • Gauteng fifty (50) co-ops two years incubator programme
   • Free State twenty (20) co-ops establishment programme.
   • Collaboration with key stakeholders to establish a mass production textile factory for hotel linen.

Conclusion

92. Having reported to activities implemented in the past four years. We, therefore, anticipate future partnership with the UNWTO that will seek to collaboratively bridge gaps cited on this report. This partnership will strategically expand our efforts regionally (rest of Africa), further benefiting more women and youth’s enterprises participating in Tourism fraternity and its value chain. We have successfully
configured granted resources, disseminated to intended beneficiaries and financially accounted to partners applying our industry knowledge and skills including global networks.

Next steps

1. Leveraging on the Tourism Value Chain, WOVA will launch the Textile Mass Production Factory for Hotel Groups.
2. Africa Daughters Association Launch – The association founded by the African Presidents’ Daughters to contribute to Socio-Economic issues faced by their respective countries. ADA has partnered with WOV in South Africa to host the launch.
3. Implementation of an Industrialisation Programme within the Sectors’ Value Chain
4. UWANDAE Tourism Expo - Tanzania
5. Angola Women in Business and Tourism Annual Conference
6. Registration of Women Businesses on Africa Business Portal
7. Launch of the mass production factory for hotel apparels and consumable supplies. Hosted and launch the African Women in Business & Tourism along with The Africa Traveller’s Indaba

V. General Conclusion

93. This preliminary report on the implementation of the Action Plan by the member states of the Leadership taskforce shows that there is an important engagement towards Gender equality from the tourism ministries in the tourism sector. Many undertook actions starting in 2010 on women empowerment in the tourism sector and since tourism is a cross-cutting sector, tourism ministries have been working together with other ministries related to gender, social, family and work as well as with local communities and private entities engaged in women issues. However, it is important to conclude that this first exercise demonstrates that the level of the implementation of the Action Plan differs from one country to the other and as a next step it will be critical to receive contributions from other member states of the region on the implementation of the Action Plan in order to consolidate the results at the continental level.

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
            Dr. Brenda Boonabaana (PhD), Regional Field Expert for Africa,

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
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

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 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 opportunities?

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 Kwapong, 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 Twinning-Ward, Senior Private Sector Tourism Specialist

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
Annex 2- Minutes of the 2nd meeting of the leadership taskforce on Women empowerment in the tourism sector-focus on Africa, Accra, International Conference Center (AICC), 25 November 2019

Minutes

I. **Participants** (list see attached)

**UNWTO Participants**
- Ms. Elcia Grandcourt, UNWTO Director, Department for Africa
- Ms. Marina Diotallevi, UNWTO Head, Department of Ethics, Culture and Social Responsibility
- Mrs. Lydia Bebe Kum, UNWTO Programme Officer, Department for Africa
- Mr. Benjamin Owen, UNWTO Project Specialist, Department of Ethics, Culture and Social Responsibility
- Mr. Simon Van Roost, UNWTO Regional Project Associate, Department for Africa

II. **Agenda of the meeting**

1. Welcome words by Hon. Barbara Oteng-Gyasi, Minister of Tourism, Arts and Culture of Ghana and President of the leadership taskforce
2. Introduction by Ms. Lydia Bebe Kum, Programme Officer, UNWTO Regional Director for Africa
5. Women in Tourism Empowerment Project Pilot project in South Africa
6. Report to the UNWTO World Committee on Tourism Ethics – Format and Timeline, by Ms. Marina Diotallevi, Head – UNWTO Department of Ethics, Culture and Social Responsibility
7. Discussion
8. Tentative third meeting of the leadership taskforce in the framework of the 63rd UNWTO CAF Meeting, in Victoria, Republic of Seychelles, 25-27 March 2020
9. Others

III. **Purpose of the meeting**
- to take stock of ongoing pilot projects
- to encourage countries to embark on pilot projects
- to take account of the Action plan recently published in the 2nd Global report on Women in Tourism, 2019

IV. **Proceedings**
• Minister Barbara Oteng-Gyasi, Minister of Tourism, Arts and Culture of Ghana and President of the Leadership taskforce opened the meeting and welcome all attendees.

• On behalf of the UNWTO Director for Africa, the introduction was made by Mrs. Lydia Bebe Kum, UNWTO Programme Officer. She welcomed all parties and encourage them to move forward with concrete pilot projects.

• Ms. Brenda Bonabaana, UNWTO expert, recommended actions to be implemented with regards to women in tourism in Africa and expressed the need to sensitize at the high-level of gender mainstreaming across the sector at the highest level, before implementing the Action Plan.

• Mr. Benjamin Owen, UNWTO project specialist presented that the Action Plan that has been formulated from the recommendations of the report and will help authorities to mainstream gender considerations across tourism policy. The plan serves as a guide for mapping a strategic path of action towards gender equality and women empowerment in the tourism sector. More commitments are needed to allow women to realise their full potential within the sector.

• Minister Barbara Oteng-Gyasi, Minister of Tourism, Arts and Culture of Ghana and President of the Leadership taskforce opened the meeting and welcome all attendees.

• On behalf of the UNWTO Director for Africa, the introduction was made by Mrs. Lydia Bebe Kum, UNWTO Programme Officer. She welcomed all parties and encourage them to move forward with concrete pilot projects.

• Ms. Brenda Bonabaana, UNWTO expert, recommended actions to be implemented with regards to women in tourism in Africa and expressed the need to sensitize at the high-level of gender mainstreaming across the sector at the highest level, before implementing the Action Plan.

• Mr. Benjamin Owen, UNWTO project specialist presented that the Action Plan that has been formulated from the recommendations of the report and will help authorities to mainstream gender considerations across tourism policy. The plan serves as a guide for mapping a strategic path of action towards gender equality and women empowerment in the tourism sector. More commitments are needed to allow women to realise their full potential within the sector.

• Minister Barbara Oteng-Gyasi, Minister of Tourism, Arts and Culture of Ghana proposed to review in situ by all of the action plan in order to be able to endorse it. Ghana will proceed early next year with a tourism strategy and will be the first country to implement it.

• Minister Memunatu B. Pratt, Minister of Tourism and Culture of Sierra Leone: more integrated approach at the country level, still struggling with the message “Tourism is a cross-cutting sector”. Need of gender training programme, need of gender-awareness.

• Minister Nina Walet Intalou, Minister of Handicraft and Tourism of Mali expressed her concern on the implementation action plan and wished UNWTO to take rather leadership of this action plan and provide assistance to member states on its implementation for the sake of continuity since Ministers are on office for a certain duration and face cabinet reshuffle. Also some countries may have already their own action plan.

• Minister Barbara Oteng-Gyasi, Minister of Tourism, Arts and Culture of Ghana: moved that the UNWTO Action Plan of the Global Report on Women in Tourism, Second Edition, be adopted by the leadership taskforce. The members of the leadership taskforce unanimously approved this motion.

• Mrs. Marina Novelli, (PhD), Professor of Tourism and International Development Academic Lead for Responsible Futures’ - University of Brighton, UK: Mentorship, permeating in all six points of the action plan. Playing the role of mentoring the younger or peers. Mentorship should be included in any women’s empowerment initiatives.

• Mrs. Begoña Gomez Fernandez, First lady of Spain and Director of the IE Madrid Business School of the Africa Center: cooperation between public and private sector. If you boost entrepreneurs, you generate jobs. Incorporate actions with it. Incorporate the action plan in a structure. Move all together in the same direction.

• Ms. Dimakatso Malwela, Founder and CEO Women of Value Africa Region: trade and industry to be more involved, access to market for women in tourism businesses.

• Mrs. Morongoe Ramphele, Deputy Director-General: Tourism Sector Services Support of South Africa gave and update on preparations in South Africa for a Women in Tourism Empowerment Programme: main goal, tourism to become more inclusive. Identify projects on biosphere, will promote the leadership
development, mentorship in terms of SMEs development. Skills development of cooperatives. Study on community development. Issue of finances. Duration of the project three years.

-Tangible outputs of the pilot project: allowing access to the market, transformation we led in the country. All in nine provinces, a women chapter exists but the department of tourism is in charge and supports their efforts and activities.

- Minister Barbara Oteng-Gyasi, Minister of Tourism, Arts and Culture of Ghana: would like to know more about the South African pilot project to see whether it could be duplicated in Ghana.

- Mrs. Marina Diotallevi, Head, Ethics, Culture and Social Responsibility: according to its Terms of Reference, the Leadership Taskforce needs to prepare a report of the Chair to the UNWTO World Committee on Tourism Ethics (WCTE). This report will then be part of the WCTE regular periodic reporting to the United Nations General Assembly in New York (every five years) and the UNWTO General Assembly (every two years). The Leadership Task Force report should entail actions taken individually or nationally. Deadline given to present the report to the WCTE is April or November 2020. The draft report could include the endorsement of the action plan, the progress with the pilot project in South Africa, etc.

- Questions: Togo and Mali mentioned the mechanisms in place needed for the implementation of the action plan and whether the French version would be available.

- Based on the above, the minister of Ghana requested kindly whether some volunteers would like to draft the report by April 2020.

V. Decisions taken


- Working group created composed by three volunteers namely:
  - Ms. Dimakatso Malwela, Founder and CEO Women of Value Africa Region
  - Ms. Assita Kone, Group Director, Sales & Marketing, Mangalis Hotel
  - Ms. Morongoe Ramphele, Deputy Director-General: Tourism Sector Services Support of South Africa

VI. Follow-up actions

- By UNWTO (Department of Ethics, Culture and social responsibility)
  - To share the Action plan with all UNWTO Members
  - To have a French version of the Action plan as soon as possible

- By the members of the leadership taskforce
  - Draft report to be prepared by the volunteers and to share it by March/April 2020. RDAF will liaise with the newly created working group for follow-up.
Annex 3- List of participants of the 2nd meeting of the leadership taskforce meeting on 25 November 2019

<table>
<thead>
<tr>
<th>NAME</th>
<th>COUNTRY</th>
<th>POSITION</th>
<th>ORGANIZATION</th>
<th>CONTACT DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hon. Barbara Oteng-Gyasi</td>
<td>GHANA</td>
<td>Minister and President of the</td>
<td>Ministry of Tourism, Arts and Culture of Ghana</td>
<td><a href="mailto:cog-112@hotmail.com">cog-112@hotmail.com</a> +233 0 24 425 1843</td>
</tr>
<tr>
<td></td>
<td></td>
<td>leadership taskforce</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms. Christine Dadson</td>
<td>GHANA</td>
<td>UNWTO Focal point</td>
<td>Ministry of Tourism, Arts and Culture of Ghana</td>
<td>P.O.Box GP 4386, Accra- Ghana Tel: +233 20-703-6003 +233 50-273-3869 Email: <a href="mailto:cdadson70@gmail.com">cdadson70@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Heritage Homes Restoration</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Project Coordinator,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mrs. Mai Urey</td>
<td>LIBERIA</td>
<td>Chairperson</td>
<td>Liberia National Tourism Association (LINTA)</td>
<td>+231 886510417 <a href="mailto:murey@wulkanfarm.com">murey@wulkanfarm.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms. Lisa Antoune</td>
<td>LIBERIA</td>
<td>Treasurer</td>
<td>Liberia National Tourism Association (LINTA)</td>
<td>+231 777555 561 +33617383525 <a href="mailto:libassa.ecolodge@gmail.com">libassa.ecolodge@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hon. Nina Walet Intalou</td>
<td>MALI</td>
<td>Ministre</td>
<td>Ministère de l’artisanat et du tourisme Cité Administrative- 1er étage</td>
<td><a href="mailto:d_habibatou2001@yahoo.fr">d_habibatou2001@yahoo.fr</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bâtiment 12                     BAMAKO Mali</td>
<td></td>
</tr>
<tr>
<td>Mr. Moctar BA</td>
<td>MALI</td>
<td>Directeur général adjoint</td>
<td>Agence de promotion touristique du Mali</td>
<td>Phones: +22320225541/ +223 76386540/ +22366757082 E-mail: <a href="mailto:moctarssba@gmail.com">moctarssba@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms. Angelika Mkok</td>
<td>KENYA-Spain</td>
<td>observer</td>
<td>Amadeus IT Group</td>
<td>+277 13042847 <a href="mailto:amkok@amadeus.com">amkok@amadeus.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms. Koriko Lamie</td>
<td>TOGO</td>
<td>Directrice de la planfication</td>
<td>Ministère de la culture, du tourisme et loisirs</td>
<td>+22891218167 <a href="mailto:lamie2001@yahoo.fr">lamie2001@yahoo.fr</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms. Manah Pini</td>
<td>TOGO</td>
<td>In charge of Marketing</td>
<td>Hotel Sarakawa</td>
<td>+22897143939 <a href="mailto:ventes@sarakawa-hotel.com">ventes@sarakawa-hotel.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms.Ayim Papateng</td>
<td>TOGO</td>
<td>Directeur, réglementation hôtels</td>
<td>Ministère de la culture, du tourisme et loisirs</td>
<td>+22898015 4159 +228994050519 <a href="mailto:ayimpapateng14@gmail.com">ayimpapateng14@gmail.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms. Assita Kone</td>
<td>CÔTE D’IVOIRE</td>
<td>Group Director Sales and Marketing</td>
<td>Mangalis Hotel Group</td>
<td>+34615789275 <a href="mailto:assita.kone@hotmail.com">assita.kone@hotmail.com</a></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hon. Mrs. Memunatu B. Pratt</td>
<td>SIERRA LEONE</td>
<td>Minister</td>
<td>Ministry of Tourism and Culture</td>
<td>E-mail: <a href="mailto:jallohtourism@outlook.com">jallohtourism@outlook.com</a></td>
</tr>
<tr>
<td>Name</td>
<td>Country</td>
<td>Position/Role</td>
<td>Organization/Institution</td>
<td>Contact Information</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>--------------------</td>
<td>--------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------</td>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>Mr. Mohamed Jalloh</td>
<td>Sierra Leone</td>
<td>Director of Tourism &amp; Focal Point for UNWTO</td>
<td>Ministry of Tourism and Cultural Affairs</td>
<td><a href="mailto:jallohtourism@outlook.com">jallohtourism@outlook.com</a></td>
</tr>
<tr>
<td>Ms. Brenda Boonabaana</td>
<td>Uganda</td>
<td>UNWTO expert</td>
<td>Makerere University, Kampala, Uganda</td>
<td>+256704937340 <a href="mailto:boonabrenda@yahoo.com">boonabrenda@yahoo.com</a></td>
</tr>
<tr>
<td>Ms. Marina Novelli (PhD)</td>
<td>United Kingdom</td>
<td>Professor of Tourism and International Development Academic Lead for ‘Responsible Futures’</td>
<td>University of Brighton's Research and Enterprise</td>
<td><a href="mailto:M.Novelli@brighton.ac.uk">M.Novelli@brighton.ac.uk</a></td>
</tr>
<tr>
<td>Hon. Mmamoloko Kubayi-Ngubane</td>
<td>South Africa</td>
<td>Minister</td>
<td>Ministry of Tourism, Private Bag X447 Pretoria, South Africa</td>
<td>+27 12 444 66 32 <a href="mailto:nbuso@tourism.gov.za">nbuso@tourism.gov.za</a></td>
</tr>
<tr>
<td>Ms. Morongoe Ramphele</td>
<td>South Africa</td>
<td>Deputy Director General Tourism Sector Service Support</td>
<td>Department of Tourism, Trade &amp; Industry, Private Bag x424</td>
<td>+27828052414 <a href="mailto:mramphele@tourism.gov.za">mramphele@tourism.gov.za</a></td>
</tr>
<tr>
<td>Ms. Dimakatso Malwela</td>
<td>South Africa</td>
<td>CEO</td>
<td>Founder and CEO Women of Value Africa Region</td>
<td>+27839564713 <a href="mailto:malwelas@gmail.com">malwelas@gmail.com</a> <a href="mailto:dimakatson@nkpi.co.za">dimakatson@nkpi.co.za</a></td>
</tr>
<tr>
<td>Mrs. Begoña Gomez Fernandez</td>
<td>Spain</td>
<td>Director</td>
<td>IE Business School, Madrid, Africa Center</td>
<td>+34638090472 <a href="mailto:begona.gomez@ie.edu">begona.gomez@ie.edu</a></td>
</tr>
</tbody>
</table>
Annex 4-UNWTO Masterclass

UNWTO Masterclass: Innovation in Tourism
Led by IE University

The World Tourism Organization (UNWTO) and the Government of Ghana represented by the Ministry of Tourism, Arts and Culture, are pleased to invite entrepreneurs and students to attend the UNWTO Masterclass on Innovation in Tourism within the framework of the First Regional Congress on Women’s Empowerment in the Tourism Sector – Focus on Africa, taking place from 25 to 27 November 2019 in Accra, Ghana.

11:00 – 11:30 Registration
11:30 – 11:45 Welcoming Remarks

- Mr. Kwasi Adu-Gyan, Director-General of AITI Center
- Ms. Begoña Gómez, Director of IE Africa Center
- Ms. Natalia Bayona, Director of Innovation, Investment and Digital Transformation at UNWTO

11:45 – 13:00 Masterclass

- Prof. Joe Haslam, Executive Director of the Owners Scaleup Program at IE Business School

Startup Pitching Skills

This training session will give the selected startups the possibility of practicing their pitches and receiving feedback on their presentation skills, presentations slides and business plan.

Presentation: “Who Really are the Entrepreneurs?”

Open the business pages of any newspaper and it seems that entrepreneurship is only for the very young and the very beautiful. The reality, however, is completely different. Entrepreneurs come in all shapes and sizes. In this masterclass, Prof Joe Haslam will challenge the many misconceptions of entrepreneurship and show that starting business is for everyone. In fact, the highest probability of startup success comes from the category that is the least written about.
Annex 5- Reporting template

Report Template (no longer than 7 pages please)

I. Introduction and period covered
II. Drafted by (please indicate name and organization)
III. Implementation of the Action Plan
IV. Progress made by the country (please indicate the name of the country)
V. Challenges encountered
VI. Pilot projects/activities/workshops
   - Case studies (please include a project summary & pictures, objectives, target groups, outputs, etc.)
VII. Conclusion
VII. Next steps