



WOMEN'S EMPOWERMENT AND IAAPA ALLIANCE





Global Report on Women in Tourism

Second edition

Key Findings



1. Employment

Goal: Tourism provides decent work for women



Findings:

- Women continue to make up the majority of the tourism workforce worldwide but remain concentrated in low-level employment.
- The gender pay-gap is narrower in tourism than it is in the broader economy at the global level.
- Tourism employment is comparatively lower-paid for both men and women than mean wages across the broader economy.



2. Entrepreneurship

Goal: Women's tourism businesses lead to women's economic empowerment



Findings:

- The tourism sector can offer greater opportunities for women's entrepreneurship than the broader economy.
- While women make up the majority of the self-employed workforce in the broader economy they do not make up the majority of the self-employed workforce in tourism.
- A conducive legal environment leads not only to increased women's entrepreneurship; but also that increase is higher in the tourism sector than in the broader economy.



3. Education and training

Goal: Tourism education and training promote gender equality and women's empowerment in the sector



Findings:

- Investment and training for women, and across the sector in general, leads to greater outcomes for gender equality.
- There is segregation between men and women in their access to tourism-related education and training, which disadvantages women.
- Women have few opportunities for high-level tourism training that are critical for career progression.



4. Leadership, policy and decision-making

Goal: Women are leaders in the tourism sector and are represented and influential in decision-making spaces



Findings:

- Female leadership in tourism across the private and public sectors is higher than the average but women remain substantially underrepresented as leaders.
- Structural barriers, including discriminatory laws and institutions, limit women's options to pursue careers as politicians or private sector leaders.
- Gender equality strategies and policies for the tourism sector increase women's empowerment.

5. Community and civil society

Goal: Tourism empowers women to work collectively for justice and gender equality



Findings:

- Women around the world have developed collective community and civil-society based solutions to address the impacts of tourism.
- Tourism affects the lives of women living in tourism destinations, whether or not they are tourism workers.
- Women around the world play a key role in supporting their communities.



This report demonstrates a clear case of **tourism's potential** as a **vehicle to contribute** towards the UN Sustainable Development **Goal 5** – Achieving Gender Equality and Empowering all Women and Girls.

UNWTO is committed in its programme of work for 2020/2021 to produce gender mainstreaming recommendations for national tourism administrations (NTAs) of its Member States.



Women's Empowerment Principles are a set of principles for business offering guidance on how to empower women in the workplace, marketplace and community.

They are the result of a collaboration between the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) and the United Nations Global Compact.

WOMEN'S EMPOWERMENT PRINCIPLES



Principle 1



Establish high-level corporate leadership for gender equality.

Principle 2



Treat all women and men fairly at work – respect and support human rights and nondiscrimination.

Principle 3



Ensure the health, safety and well-being of all women and men workers.



Principle 4



Promote education, training and professional development for women.

Principle 5



Implement enterprise development, supply chain and marketing practices that empower women.

Principle 6



Promote equality through community initiatives and advocacy.

Principle 7



Measure and publicly report on progress to achieve gender equality.



