

Agenda item 1
Supplementary provisional agenda

CE/114/1 prov.supp.
Madrid, 27 November 2021
Original: English

Note by the Secretariat

By virtue of Rule 4(5) of the Rules of Procedure of the Executive Council, Spain has requested the inclusion of a new agenda item on “Empowering Women in Tourism” in the provisional agenda of the 114th session of the Executive Council.

The Secretary-General, in consultation with the Chair of the Executive Council, has therefore prepared the present supplementary provisional agenda to be examined together with the provisional agenda of the 114th session.

Action by the Executive Council

DRAFT DECISION¹

The Executive Council

Having examined the supplementary provisional agenda together with its provisional agenda,

Decides to consider the supplementary question on “Empowering Women in Tourism” proposed by Spain as item 5 of its agenda.

¹This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

Supplementary agenda item proposed by Spain

1. Empowering Women in Tourism (document: *Madrid Declaration: Empowering Women in Tourism*)

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MADRID DECLARATION: EMPOWERING WOMEN IN TOURISM

Madrid, 30 December 2021

We, the Ministers responsible for the tourism of xxxx, xxxx, xxxx, xxxx, Spain, xxxx, xxxx, and xxxx, meeting in the city of Madrid in the context of the 24th General Assembly of the World Tourism Organization,

Affirm that the tourism sector, as a key sector synonymous with the generation of prosperity in contemporary societies, has historically stood as one of the most dynamic areas in terms of employability, with a very substantial potential for transforming society in its orientation towards sustainable and quality tourism.

Note that the progressive incorporation of women into the labour market during the last decades has contributed significantly to promoting the sector in such that, at present, women account for 54% of the people employed in tourism, compared to just 39% in the economy in general.

Reaffirm that the presence of women constitutes a strength of the sector, not only because they hold positions in all the occupations and subsectors of tourism, but also because of their significant presence in the faculties and schools of hospitality and tourism.

Recognize the differences in working conditions that are also present in the sector despite efforts to equalize conditions for men and women. Albeit with some positive factors, such as the lower wage gap in the sector compared to all other economic sectors, the overall problems that affect women are also visible in tourism-related work.

Underline that traditional gender roles and stereotypes continue to influence the division of tasks in the sector, with the feminization of precarious jobs being a reality that women face.

Consider that the existence of a “glass ceiling” hinders the accession of women to leadership positions, contributes to the wage gap and the gap in pensions, and continues to be linked to the doubled working days -on the job and in the family- as a result the unequal distribution of domestic tasks, as well as social factors such as prejudices regarding the leadership capacity of women compared to men.

Recall that the pandemic has been especially hard for women and has been a reflection of the disproportionate impact that crises have on workers in the sector, highlighting the deep structural inequalities that exist between men and women, intensifying the invisibility of “unpaid work” and even threatening the consolidation of women's rights, especially when racial or ethnic origin, migrant status, disability, age or other social and personal factors intersect with gender, thus increasing the vulnerability of women.

In light of the above and with a view to the recovery of the tourism sector, we

Affirm and celebrate that it is important to reinforce the “UNWTO Action Plan”, drawn up on the basis of the 2019 “Global Report on Women in Tourism”, as well as the recently announced “Centre Stage” project aimed at promoting the empowerment of women and addressing the gender inequalities accentuated after the crisis generated by the pandemic in the tourism sector.

Therefore, ***the undersigned Ministers declare the importance of continuing to promote the potential of tourism to empower women by:***

- ***Making visible and recognizing*** the preeminent role of women in the tourism sector, by placing them at the centre of future public policies and developing gender equality strategies in the tourism sector, in line with the achievement of the Sustainable Development Goals of the 2030 Agenda.
- ***Pushing*** to ensure that these public policies generate incentives for the entire society to advance towards gender equality objectives, paying special attention to intersectional discrimination to favour the empowerment of the most vulnerable women.
- ***Working*** to continue improving the labour conditions of women, reducing the wage gap, supporting the actions and initiatives of women entrepreneurs, making visible their “unpaid work”, guaranteeing equal pay between men and women in the tourism sector and breaking the “glass ceiling”.
- ***Preparing*** ourselves for the future scenario, by promoting digitization as a vehicle for training, education and entrepreneurship for women, as well as an instrument for improving the collection of disaggregated data and analysis of the sector with a gender perspective.

And within this framework, we commit to:

Resuming with greater force our efforts to equalize men and women in the tourism sector, to recognize the work of women on an equal basis and achieve a more inclusive, fairer and more egalitarian sector that serves as the engine of development and transformation of our societies and that fosters the pride of all the women who work in it in forming part of a collective project of shared well-being.

Signatures of ministers
