



Centre Stage Newsletter #3 | FEB 2022

Dear Centre Stage participants:

On behalf of the [Ministry of Tourism and Antiquities of Jordan \(MoTA\)](#), I would like to extend our kindest regards to all of you in Costa Rica, Dominican Republic, Mexico and Jordan, whose contributions are essential for the objectives of this initiative.

We are aware of the wide possibilities provided by tourism to generate employment and economic benefits for families and individuals. In the case of women, MoTA has been working to include gender on the political agenda and increase of their participation in the sector.

According to the World Bank, **an increase female labor-force participation to the levels of men could boost regional Gross Domestic Product (GDP) by 47 %**. In the case of Jordan, the International Labour Organization (ILO) estimates that by increasing women's labor force participation by just 25 percent, the GDP would grow by 10 percent. Moreover, according to the second Global Report of Women in Tourism by UNWTO, **diverse and gender equitable organizations perform better**.

In this regard, MoTA is fully committed with the Centre Stage project and the implementation of its action plan, which clearly aligns with our internal policies towards the recovery of tourism in our country.

We would like to take this chance to also **congratulate and encourage the commitment from the participants of the private sector**, in Jordan and our counterpart countries, for the restart of a better tourism for all.

Ansam Malkawi

Minister's Advisor/ Director of Communications and International Cooperation at the Ministry of Antiquities and Tourism of Jordan (MoTA).

CENTRE STAGE THIS MONTH

Ecole Travel from Costa Rica

This business from Costa Rica has positioned itself as a **leader in the implementation of the Action Plan for the private sector**.

Ecole Travel has already implemented different measures, such as:

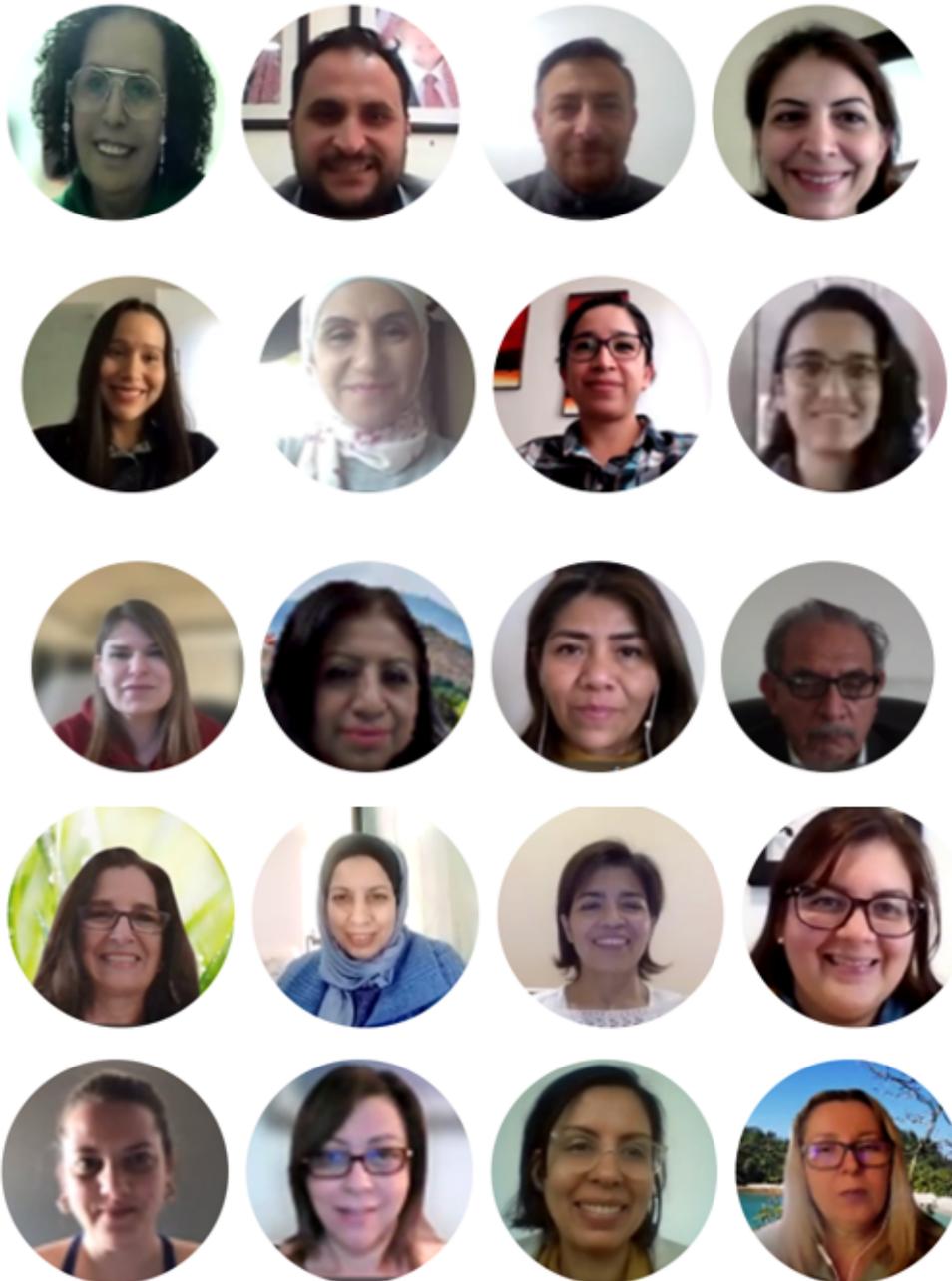
- Restructuring to promote **female career progression**;
- Collection of **data disaggregated by sex**;
- Plan to encourage **acquisitions of companies led by women**;

- Implementation of the **principle 'equal pay for work of equal value'**, and
- The dissemination of the **survey** to obtain data on women and tourism in relation to the pandemic.

Founded in 1993, Ecole Travel is characterized by its efforts to make tourism a sustainable activity, offering its clients the possibility of traveling without leaving an ecological footprint and actively collaborating with the achievement of the Sustainable Development Goals (SDG).

Thanks to its participation in Centre Stage, Ecole Travel continues its work as a socially responsible company, reaffirming its commitment to **equal tourism**.

ACTIVITIES



Centre Stage has now more than 40 trainers

This month, the Training of Trainers virtual workshop has been completed in the four participating countries.

With **more than 40 trainers committed to train 20 people by November 2022**, Jordan, Costa Rica, the Dominican Republic and Mexico will see how different organizations receive specialized coaching in equality and tourism.

The final goal is that **at least 800 people receive this training**, promoting awareness about the needs of the sector to move towards equality and providing the specific measures can be applied, such as the UNWTO Action Plan on Women in Tourism.

UNWTO has provided all participants who completed the training with a certificate and the necessary materials to deliver the '**Women's empowerment in the tourism sector**' course during the year 2022.

TO LEARN MORE



The Gender Mainstreaming Guidelines for tourism are now available

Guidelines for both the **public and private sectors** have been prepared with the aim of supporting tourism administrations and companies, of all types and sizes, to **develop effective programs for gender equality across all their operations**.

Their publication is part of a growing movement for equality and the empowerment of women, both; in the private sector, with measures such as the **Women's Empowerment Principles**, or measures for the public sphere, like the implementation of the **Sustainable Development Goals (SDGs)**, in particular **Goal 5 'Gender equality and empowerment of women'**.

Please, access the guidelines by visiting UNWTO's Virtual Library in the following links:

English

- [Link to Gender Inclusive Strategy for Tourism Businesses](#)
- [Link to Gender Mainstreaming Guidelines for the Public Sector in Tourism](#)

Arabic

- [Gender Mainstreaming Guidelines for the Public Sector in Tourism \(AR\)](#)
- [Gender Inclusive Strategy for Tourism Businesses \(AR\)](#)

The elaboration of both guidelines has been possible thanks to the support of Deutsche Gesellschaft für Internationale Zusammenarbeit (**GIZ**) on behalf of the German Federal Ministry for Economic Cooperation and Development (**BMZ**) and **UN Women**.

PARTICIPANTS' PROGRESS

Take a look at your progress

This month, the entities that have obtained the highest score are the [Ministry of Tourism of the Dominican Republic](#) (Public sector), [Ecole Travel](#) (Private sector) and [Ammon Applied University](#) and [Irada](#) (Associations).

Don't forget to send your advances through the [monthly 5-minute questionnaire!](#)

The Centre Stage website is now available in Arabic



Send us your stories!

UNWTO is looking for photos, video, text and related content about your organization and your work on women's empowerment. Please, send your suggested content to centrestage@unwto.org at any time during the implementation of the project!

شكراً

Gracias!
Thank you!

Upcoming events

[Rapid Gender Assessment – Training for the public sector \(online\)](#)

3 and 9 March 2022

English and Spanish

[Launch Webinar 'Gender Mainstreaming Guidelines' \(online\)](#)

16 March 2022

English

On-site workshop in Jordan

(Petra and Amman)
May 2022

Centre Stage on social media:

[#DYK The tourism sector can offer greater opportunities for women's entrepreneurship.](#)



[With participants such as Chocolala in DR, the Centre Stage project is supporting women entrepreneurs to expand and diversify their tourism products and services.](#)

[#DYK The tourism sector can offer greater opportunities for women's entrepreneurship.](#)



[With participants such as Chocolala in the Dominican Republic, the Centre Stage project is supporting women entrepreneurs to expand and diversify their tourism products and services.](#)

[Women's full and equal participation at all levels is a fundamental right.](#)



[The #CentreStage project works with Jordan, Costa Rica, Dominican Republic and Mexico developing rapid gender assessment to provide information about the different needs of women in tourism.](#)

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#buildbackbettertourism

#womenempowerment

#genderequality



The [World Tourism Organization](#) (UNWTO), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 159 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

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