



Centre Stage Newsletter #4 | March 2022

Dear Centre Stage participants:

Following this month's **International Women's Day (IWD)**, I would like to congratulate all Centre Stage participants in Costa Rica and around the world for your commitment on making gender equality a priority in tourism.

This year, from San José to Amman we have come together under the IWD theme "**Gender equality today for a sustainable tomorrow**", and call for climate action for women, by women, as combating the climate crisis is one of the greatest global challenges of the twenty-first century .

In tourism, sustainability requires the informed participation of all key stakeholders, including an equal and inclusive political leadership. One that is willing to ensure consistent impact monitoring and react decisively, since achieving sustainable tourism is a continuous process.

Sustainable tourism should make optimal use of environmental resources, respect the socio – cultural authenticity of host communities and ensure viable, long-term economic operations. **It should provide socio-economic benefits to all stakeholders** that are fairly distributed contributing to poverty alleviation.

Women and girls must have a voice and be equal players in decision-making related to climate change and sustainability, which directly affects tourism.

At [Costa Rica Tourism Board](#), we are delighted to be accompanied by so many businesses, organizations and associations from different countries in 'Centre Stage'. **Your actions represent a step ahead in supporting the role of women in tourism, and ultimately help to amplify the role of women in decisive global challenges, such as the sustainable reactivation of tourism and combatting climate change.**

Alberto López Chaves
General Manager - Instituto Costarricense de Turismo (ICT).

CENTRE STAGE THIS MONTH



International Women's Day & Centre Stage

This month, we wish you a happy International Women's Day with images of some of the pioneering women of Centre Stage, from [Royal Jordanian](#) and [Sawwah](#) in Jordan and [Grupo Brisas](#) and [Mexitour](#) in Mexico.

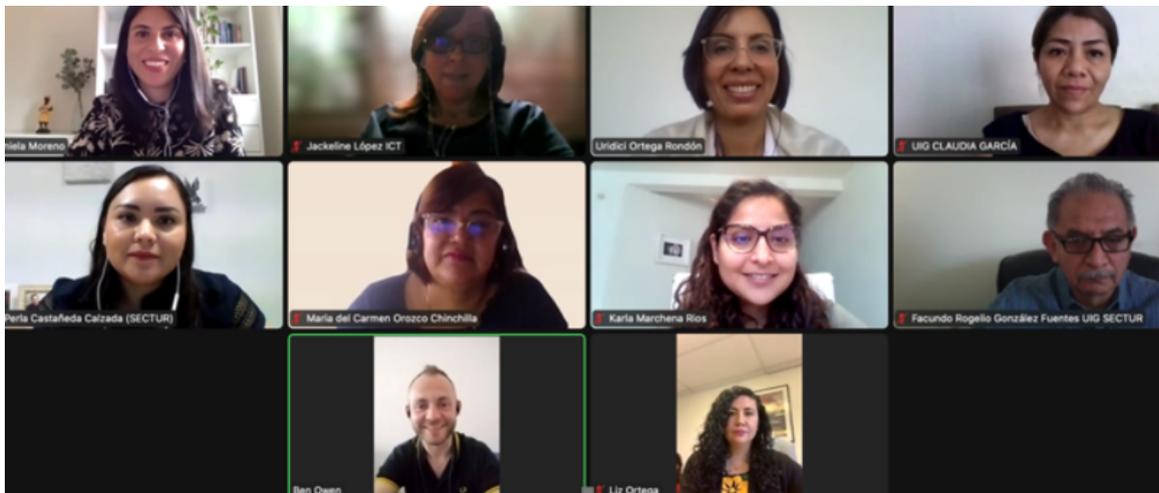
These four organizations have already taken substantial actions for equality in their organizations with **internal protocols to promote female career progression, to guarantee there are internal procedures in place against sexual harassment and to encourage procurement from women-led businesses.**

Equality in tourism is still not a reality with women representing over the **54% of the global workforce, however being paid on average 13.8% less than men in the sector.**

This year 2022, International Women's Day pays attention to the **contribution of women and girls as climate solution multipliers** through the inclusion of gender perspectives into global and national laws and policies.

Women and girls must have a voice and be equal players in decision-making related to climate change and sustainability as an essential step for sustainable development and greater gender equality in all sectors and industries, including tourism.

ACTIVITIES



Rapid Gender Assessment in Tourism Workshop for the Public Sector

A Rapid Gender Assessment paves the way for targeted, concrete actions that take into account the effects that tourism has on gender equality and women's empowerment, and vice versa.

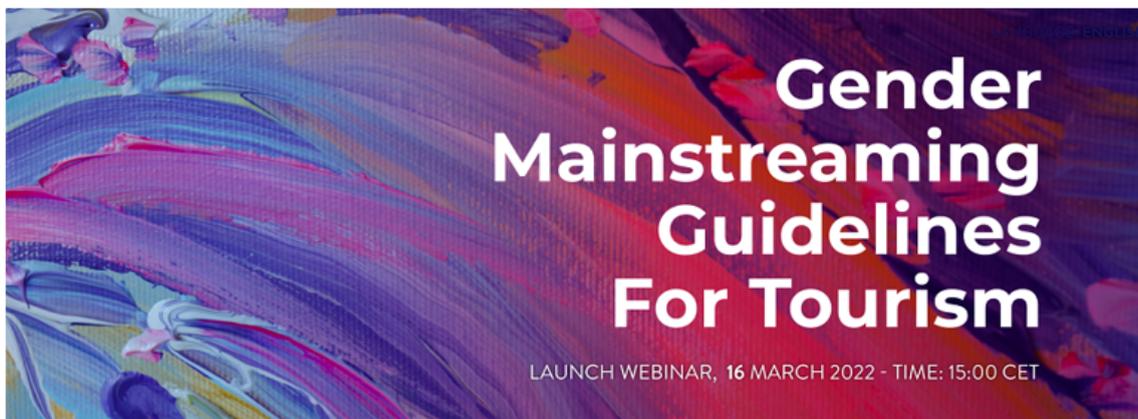
During March, the **National and Regional Tourism Administrations of Costa Rica, Dominican Republic, Jordan and Mexico**, together with Egypt, India, Saudi Arabia and Malaysia participated in this workshop to assist the public sector implement gender analysis in tourism, taking into consideration the specific inequalities between women and men, their causes, consequences and identify the barriers preventing the elimination of gender gaps that exist at the core of tourism.

In a nutshell, the Gender Rapid Assessment tries to answer to the following questions:

- **Why does gender matter in tourism?**
- **What does gender analysis in tourism entail?**
- **What are the main factors to take into consideration when developing a Rapid Gender Assessment in tourism?**

The workshops will be available on the [Centre Stage UNWTO's website](#).

TO LEARN MORE



Gender Mainstreaming Guidelines for Tourism Webinar

The event saw key experts share their experiences with gender mainstreaming, which is the **process of assessing the implications for women and men of any planned action, in all areas and at all levels, with the ultimate goal of achieving women's empowerment.**

The discussions took place across two different panels for the public and private sector.

For the **public sector**, the guidelines focus on UNWTO's framework for gender mainstreaming with a specific focus on tourism, addressing two levels; programmatic and institutional.

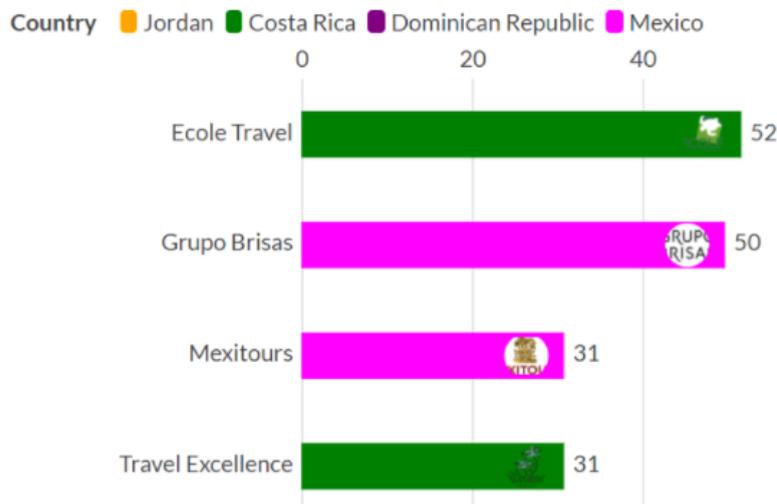
For businesses, the '**Gender Inclusive Strategy**' is centred around the UN Women WEPs, as the key gender equality guide for companies, with priority areas for tourism, tailor-made checklists and a matrix to assess progress and planning.

In case you missed it, the webinar is available [UNWTO's You Tube channel](#).

Both guidelines are available in [English](#), [Spanish](#), [Arabic](#) and will be available soon in [French](#).

PARTICIPANTS' PROGRESS

PRIVATE SECTOR



Take a look at your progress

This month, the entities that have obtained the highest score are the [Costa Rican Tourism Board](#) (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!](#)

Upcoming events

[Sex - disaggregated data workshop \(online\)](#)

April 2022

English and Spanish

[On - site workshop in Petra](#)

11 May 2022

Arabic

[On-site workshop in Amman](#)

9 May 2022

Arabic

[Women empowerment principles - WEPs workshop \(online\)](#)

25 April 2022

Centre Stage on social media:



[Tourism needs more women in leadership and decision-making spaces.](#)



[UNWTO's most recent set of guidelines provide specific tools to support tourism institutions and businesses to integrate gender considerations into their strategies.](#)



[#DYK that women make up to 54% of the tourism workforce?](#)

[Tourism has proven itself a true champion of gender equality.](#)

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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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C/ Poeta Joan Maragall 42
Madrid, 28020
Spain

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