

Centre Stage Newsletter #5 | April / May 2022



CENTRE STAGE THIS MONTH



Women: the future leaders of tourism in Jordan

UNWTO and the Ministry of Tourism and Antiquities of Jordan (MoTA) have organized two in-person workshops in Amman and Petra addressing the challenges and opportunities for women in tourism.

These are the first in-person activities of the Centre Stage project after the lifting of COVID-19 restrictions. During the workshops, the women attending learned about the potential tourism can offer specifically to them, different ways to boost their professional growth, their labour rights and networking skills while changing the current negative societal perception about this important economic sector for Jordan.

The Secretary-General of the Ministry of Tourism and Antiquities of Jordan (MoTA) Dr. Emad Hijazeen stressed the importance of providing the necessary conditions at institutional level to facilitate gender-sensitive tourism, to **overcome the challenges that**

impede women’s economic participation in the tourism sector, and to break barriers that exclude women from obtaining equal job opportunities.

Ms. Basmah Al-Mayman, the UNWTO Regional Director for the Middle East also highlighted that Jordanian women have proven to succeed, in the opportunities they have had access to, by becoming ministers , ambassadors, senior officers, pilots, and exceptional tour guides and they must continue to excel during the restart of tourism, in order to see **a new generation of women leading this sector towards a prosperous, sustainable and more equal future.**

Find more information about these workshops held in Jordan [here](#).



As part of its visit, the Centre Stage Team visited and interviewed some of the participating businesses in Jordan.

Our special thanks to [Viavii](#), [Royal Jordanian](#), [Marriott International](#), [Abeer Namamari](#), [Sawwah](#), [Petra National Trust](#), [Mövenpick](#) and [AAUC](#) for inviting UNWTO to visit their offices and learn more about their progress towards gender equality in tourism.

ACTIVITIES



Introductory workshop on women's employment data in tourism: measurement, challenges and solutions

As part of the Centre Stage project, UNWTO is reinforcing its commitment to provide support to increase the production and reporting of sex-disaggregated tourism data in different regions.

UNWTO publications on women working in tourism have consistently found that there is **an acute lack of available, sex-disaggregated data on employment in the tourism sector** and an urgent need to improve the collection of comparable tourism data and gender statistics across world regions. Sex-disaggregated data is particularly critical for developing evidence-based policies and programmes to strengthen the tourism sector's contribution to the achievement of gender equality and women's empowerment as the sector recovers from the COVID-19 pandemic.

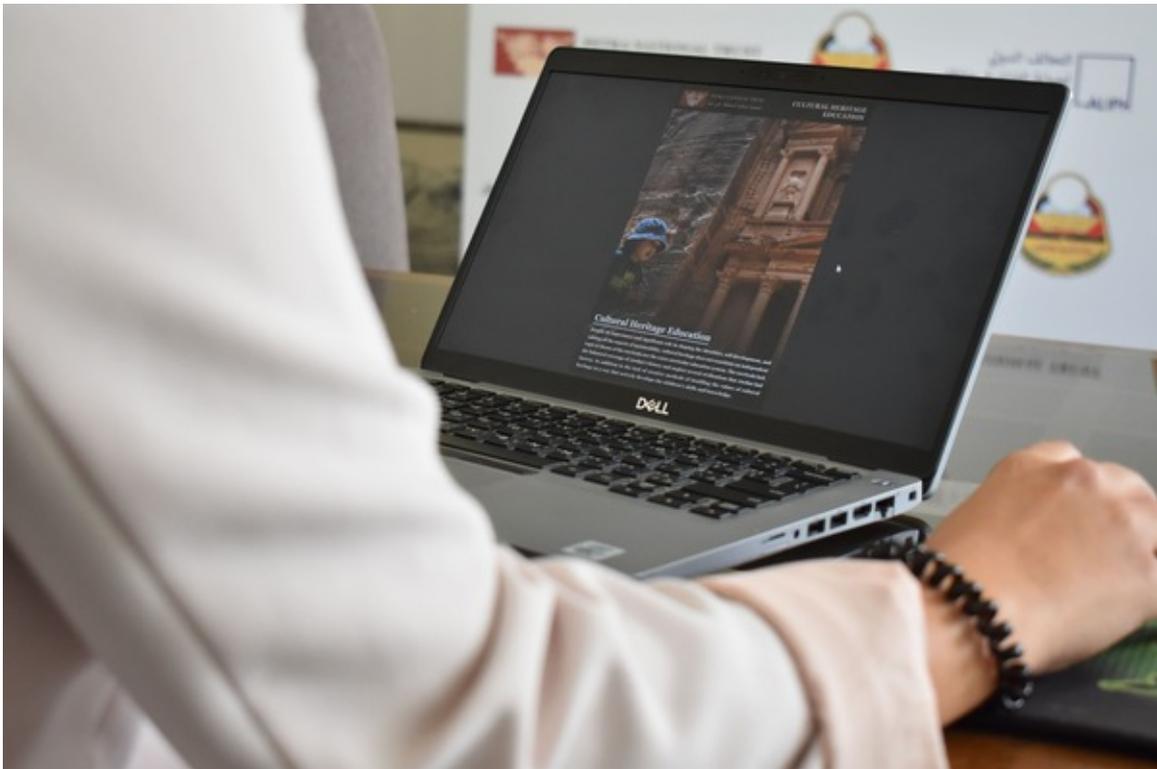
This training aimed to help attendees understand the **complexity of measuring tourism employment, the different approaches to produce sex-disaggregated data on tourism employment and to structure their own's country approach** to start producing this data for tourism.

The workshop has been specifically oriented to the public sector, in particular to:

- **National Tourism Administrations**
- **National Statistics Authorities**
- **National Employment Authorities**
- **National Gender Mechanisms**

The sessions are available in Spanish in [UNWTO's You Tube channel](#), and it will be available in [English](#) next month.

TO LEARN MORE



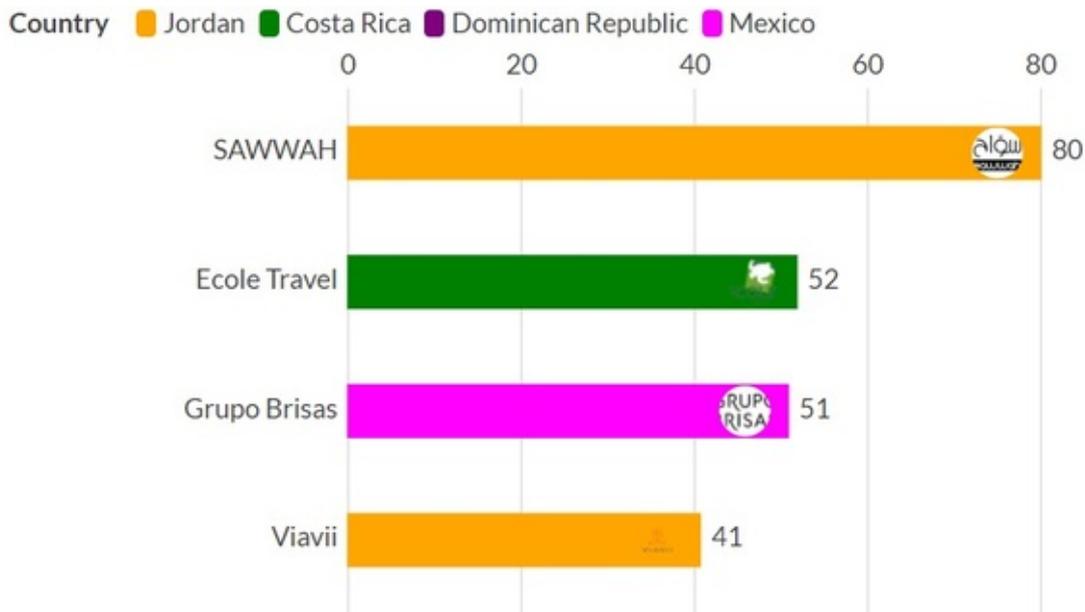
Virtual Workshop ‘Applying the Women Empowerment Principles’ (WEPs)

UNWTO is organizing, in collaboration with UN Women, this **virtual workshop oriented to all kinds of tourism businesses** to guide them in the application of the Women Empowerment Principles (WEPs), the key guiding framework for gender equality in the private sector.

After attending this workshop, **businesses will get practical tips on how to apply the WEPs, have the opportunity to exchange ideas with different organizations and learn good practices on gender equality** and women’s empowerment that affect specifically to tourism businesses.

The workshop will take place in English and Spanish and the recording will be available at [UNWTO’s You Tube channel](#) and [UNWTO’s website](#).

PARTICIPANTS’ PROGRESS



Take a look at your progress

This month, the entities that have obtained the highest score are the [Costa Rican Tourism Board](#) and [MOTA](#) (Public sector), [Sawwah](#) (Private sector) and [Ammon Applied University College](#) (Associations).

Congratulations!



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

Upcoming events

[Virtual Workshop 'Applying the Women's Empowerment Principles in the Tourism Sector \(WEPs\)](#)

[Introductory Workshop 'Women's employment data in tourism:](#)

31 May 2022 (Spanish)

measurement, challenges
and solutions'

Virtual Workshop 'Applying the Women's
Empowerment Principles in the Tourism Sector (WEPs)

1 Jun 2022 (English)
On-site workshop in Santo
Domingo (Spanish)

1 June 2022 (English)

22 June 2022

Centre Stage on social media:



Women lead the recovery of tourism in Jordan!



Women lead the recovery of tourism in Jordan!



Women lead the recovery of tourism in Jordan!

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#CentreStage

#womenempowerment

#genderequality



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