Over the past 9 months, the 36 participating businesses have implemented the measures included in the Action Plan to strengthen equality in tourism.

**Mexitours** (Mexico) is currently leading the implementation of the Plan, through the following actions:

1. Implementation of the Principle *Equal pay for work of equal value*;
2. Strengthening of a corporate policy against sexual harassment;
3. A minimum of 14 weeks maternity leave;
4. Measures to promote female professional progression;
5. Commitment to complete the ‘Training of Trainers’;
6. Links with civil society organizations linked to women’s rights;

8. Support to the visibility and awareness campaign about women in tourism.

Along with Mexitours, Sawwah (Jordan), Ecole Travel (Costa Rica) and Grupo Brisas (Mexico), are the businesses that have reported the most progress.

We encourage all organizations to continue their efforts to implement the Plan before November!

If you have any questions about your progress or how to implement any of the measures listed in the Action Plan, please do contact us at centrestage@unwto.org
Centre Stage provides support to the 'Training of Trainers' activity.

A key target of the project is for each new trainer to train at least 20 people in gender equality for tourism.

With only 4 months left to complete their objective, on July 26 and 28, the project will offer additional support to all trainers who have doubts about how to deliver the course on gender equality.

Thanks to this activity, around 800 organizations will receive specific training in equality focused on the challenges present in the tourism sector.

To support this activity, the Ministries of Tourism of the participating countries will publish information about those organizations that reach the objective first, positioning them as an example to advance towards equality within tourism in their respective countries.

We encourage all trainers to continue delivering the course and achieve their goal!
Guidelines to implement gender equality measures in tourism

Have you already seen our guidelines to make your organization more gender-responsive?

In case you have not, we kindly remind you that both guidelines are at your disposal for free in the UNWTO e-library. They contain specific measures for tourism organizations addressing the public and private sectors particularities into two different publications:

- Gender Equality Strategy for Tourism Businesses.
- Gender Mainstreaming Guidelines for the Public Sector in Tourism.

Both guidelines are available in English, Arabic, Spanish and French.
All the sessions from the workshop held in Dominican Republic are now available online

Now access to all the sessions of the workshop 'Women entrepreneurs impacting Dominican tourism' are available at UNWTO You Tube channel.

- Session on Marketing and diversification of tourism products, presented by Shaina Alonzo, CEO of Ozeano Swimwear.

- Session on women in tourism in the Dominican Republic and Latin America, presented by Daniela Moreno Alarcón, expert in gender & tourism.

- Session on the key ideas to formalize tourism businesses, presented by Nelfi García.

- Session on practical ideas for effective business financing in tourism, presented by Soraya Rodríguez.

- Session on Networking in tourism, presented by Yadixa Álvarez.

All sessions are available in Spanish, with the possibility to enable English subtitles. You can activate this function in the 'Settings' section, within the 'Translate automatically' option, where you must manually select the language English, Arabic or any other of your choice.
Take a look at your progress

This month, the entities that have obtained the highest score are Costa Rica Tourism Board (ICT) and the Ministry of Tourism and Antiquities of Jordan (Public sector), Mexitours (Private sector) and Ammon Applied University College (Associations).

Congratulations!

Don’t forget to send your progress through the monthly 5-minute questionnaire!

*Please, note that the progress included in this section was updated as of July 24, 2022. If you sent your advances later, they will be updated during August.

Upcoming events

Virtual support workshop for trainers

July 26 (Spanish)

In-person workshop for women working in tourism in Costa Rica

20 September 2022 (Spanish)

Virtual support workshop for trainers

July 28 (English)

Centre Stage on social media:

Women deserve more visibility in tourism.

One first step is to increase the amount of data

Learn how @UNWTO supports the reporting of sex-disaggregated data and help add your country to
the list of world leaders in this data production.

Women can, did and will have a seat at the tourism table.

With the right tools, tourism can achieve #GenderEquality.

UNWTO has published two sets of guidelines with simple steps to boost women’s empowerment.

Follow UNWTO on Twitter, Facebook, Instagram and LinkedIn

#CentreStage

#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.

Follow us on Facebook, Twitter, Instagram, YouTube, LinkedIn and Flickr.

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