CENTRE STAGE THIS MONTH

Stories of Women in tourism

After interviewing several participants of the 'Centre Stage' project in the Dominican Republic, **UNWTO has published a series of videos gathering the different**
perspectives on the role of women in our sector.

The videos show different experiences of women in tourism in the Dominican Republic, focusing on issues such as: business informality, decent employment conditions, examples of successful community associations or the benefits for large businesses that support local entrepreneurs.

The interviews feature both Jaqueline Mora (Technical Vice Minister) and Tammy Reynoso (Vice Minister of Tourist Destinations), who detail the work of the Ministry of Tourism in relation to the empowerment of women within tourism.

You can access all the interviews through the UNWTO You Tube channel.

ACTIVITIES

Next Centre Stage in-person workshop will take place in San Jose

The workshop 'Women entrepreneurs and tourism in Costa Rica' is being organized in collaboration with the Costa Rican Tourism Board (ICT) and will include priority topics for women working in tourism such as:

- **Business planning** and market analysis;
- **How to add value to businesses**;
- **Formalization** of tourist businesses;
- **Communication** and storytelling tools.

Following the success of the workshops in Jordan and the Dominican Republic, this workshop will give participants in Costa Rica the opportunity to acquire practical tools relevant to their context, which can be applied to their tourism businesses.

For more information, access the event website.
The first forum about women's empowerment and tourism to be launched in Mexico

On September 22, a forum organized by Siranda Group Tour, a Centre Stage participant in Mexico, will take place in the city of Mérida (Yucatán), including two presentations and two panels covering key issues for women in tourism, such as violence and gender equality, professional progression or equal pay.

Nearly 300 people are expected to attend, including students, entrepreneurs, businesswomen and other key players linked to tourism. It is also expected that the forum will become an annual event that will create a culture of empowerment in women linked to the sector.

For more information, access this link.

RESOURCES
The Women Empowerment Principles (WEPs) workshop is now available online

If you missed the virtual workshop on the WEPs, you can now access the different sessions available in English and Spanish through the UNWTO You Tube channel.

The WEPs are one of the key resources for the Action Plan of the Centre Stage project, thanks to their tools to identify gender gaps, all types of businesses can analyze how they are doing in terms of gender equality and what additional actions they can take.

The participating businesses of the Centre Stage project are encouraged to use this tool to develop or improve internal procedures that allow the professional progression of their female workers, which is one of the objectives listed in the Action Plan.

Watch the online workshop here.

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**PARTICIPANTS’ PROGRESS**

<table>
<thead>
<tr>
<th>Country</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egypt</td>
<td>87</td>
</tr>
<tr>
<td>SAWWAH</td>
<td>81</td>
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<tr>
<td>Ecole Travel</td>
<td>73</td>
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<tr>
<td>Grupo Brisas</td>
<td>57</td>
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</tbody>
</table>

**Take a look at your progress**

This month, the entities that have obtained the highest score are the Ministry of Tourism.
of Dominican Republic (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 August 30, 2022. If you sent your advances later, they will be updated during September.

Upcoming events

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

20 September 2022 (Spanish)

Centre Stage on social media:

Reminder!

Women represent the majority of the tourism sector.

So we must:
Promote women’s leadership
Offer equal opportunities
End all forms of discrimination against women
And women are leading the way.

UNWTO continues supporting a tourism that offers equal opportunities for men and women.

Support women’s leadership.

The tourism sector is turning the old normal around, including more women in decision-making processes.
The Action Plan for Women in Tourism is the roadmap to achieve greater GenderEquality in our sector.

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#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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