

Global Report on Women in Tourism 2010

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Executive Summary

Empowering women to participate in economic development at all levels and in all sectors is essential to building strong economies and stable, just societies.¹ Tourism provides significant opportunities for both women and men. According to UNWTO Highlights 2010, tourism's contribution to employment is estimated to be 6% to 7% of the overall number of jobs worldwide (direct and indirect).² One in twelve of the world's workers are employed in the travel and tourism industry. In developing countries where women have less access to education and often have greater household responsibilities, the low barriers to entry, flexible working hours, and part-time work present potential opportunities for employment.

Tourism can also help poor women break the poverty cycle through formal and informal employment, entrepreneurship, training, and community betterment. Not all women are benefitting equally from tourism development, however. In some cases, lack of education and resources may prevent the poorest women from benefitting from tourism development. While in some regions tourism helps empower women, in other regions, tourism negatively affects the lives of women and perpetuates existing economic and gender inequalities.

This report was commissioned to examine how and to what degree tourism can positively impact the lives of women in developing regions of the world. By examining the current status of women in tourism and establishing a set of indicators to monitor the impact of tourism on women on an ongoing basis, the study is designed to help provide a framework for improved policymaking concerning women and tourism in the future.

The overarching vision for the *Global Report on Women in Tourism* is to promote women's empowerment and protect women's rights through better tourism work. There are five goals: to promote equal opportunities for women working in tourism; to inspire increased entrepreneurship for women in tourism; to advance women through education and training; to encourage women to lead in tourism; to protect vulnerable women and those working in home-based tourism enterprises.

The first section of the report explains the challenges facing women in developing regions of the world and outlines the opportunities which tourism can provide these women. It also reviews the research objectives of the study, outlines the methodology, and explains its limitations.

The second section of the report describes how indicators were developed to monitor the role of women in tourism in developing regions. The indicators, which cover employment, entrepreneurship, education, leadership, and community, were the result of a five-step process. It involved research on key issues facing women in developing regions, the development of goals, and the drafting, piloting, and revising of indicators. Indicator selection was constrained by the need for employment data and economic data across the five regions included in the study. These were selected as Africa, Asia, Latin America, the Caribbean, and Oceania. Although the Caribbean is not considered a 'macro-region' in the UN's country breakdown, it has been included here due to its status as one of the most tourism-dependent region in the world.

Not all the short-listed indicators could be monitored and not all the selected indicators are perfect for the task. For example, there is no means to currently assess women's access to land or start-up capital for tourism businesses. There is also no quantitative way to assess the employment of vulnerable women or the sexual exploitation of women in tourism. It is also difficult to separate exploitive from non-

1 UNIFEM and the UN Global Compact (2010), *Women's Empowerment Principles: Equality Means Business*, UN, New York, available: http://www.unifem.org/attachments/products/WomensEmpowermentPrinciples_en.pdf.

2 UNWTO (2010), *UNWTO Tourism Highlights, 2010 Edition*, UNWTO, Madrid.

exploitive forms of informal employment. In most cases the data only cover the hotel and restaurant (H&R) sector rather than the entire tourism industry. In education, the closest indicator we could get to women in tourism education is UNESCO's data on women graduates and women teachers in tertiary-level services education. Notwithstanding the obvious data shortfalls, the resultant indicators are an important starting point for monitoring and reporting on the extent to which tourism is improving the lives of women in the developing world.

The results of the first round of monitoring are presented and analysed by region in section three. They reveal that although women are not as dominant in the hotel and restaurant sector as was thought, women's pay in the sector appear closer to men's pay than it is in other sectors; there are more women employers in the hotel and restaurant sector than there are in other sectors; there are more opportunities for women to participate in informal and self-employed home-based work in tourism than in other sectors; there are more ministerial positions in tourism held by women than in other areas.

Not all the news is good. Women are not as well represented at the professional level in the hotel and restaurant sector as men. Women are still not being paid as much as men, and they are not receiving the same level of education and training in services as men are. The results vary dramatically by region and country. The limited data available suggests that the Caribbean is doing quite well in terms of providing equal pay for women in tourism but less well at getting women in tourism ministerial positions. Latin America is doing well at training women in services but less well in having women as tourist board CEOs. Africa is doing well with women in tourism ministerial positions but the region does least well on women in tertiary teaching, women service graduates, and getting women into business leadership positions. Asia does well on the percentage of professional women in tourism, but it has the lowest overall participation of women in the H&R sector. Oceania does well on women tourism business leaders. Significant improvements are needed in the monitoring of employment information before further analysis can be undertaken.

The case studies are a collection of personal experiences which demonstrate how individual women and groups of women working together have challenged cultural stereotypes and supported their families and communities through tourism enterprise. While these case studies cannot fully describe women in tourism in all regions of the world, they do provide some useful examples and role models. The case studies also illustrate the ways in which women can work together to achieve shared community success; the power of a single change maker to engage her community and spread success to the lives of others; the determination of the women involved.

The last section of the report brings together lessons learned and makes a series of policy recommendations designed to increase the effectiveness of tourism as an empowerment tool for women in developing regions in the future.

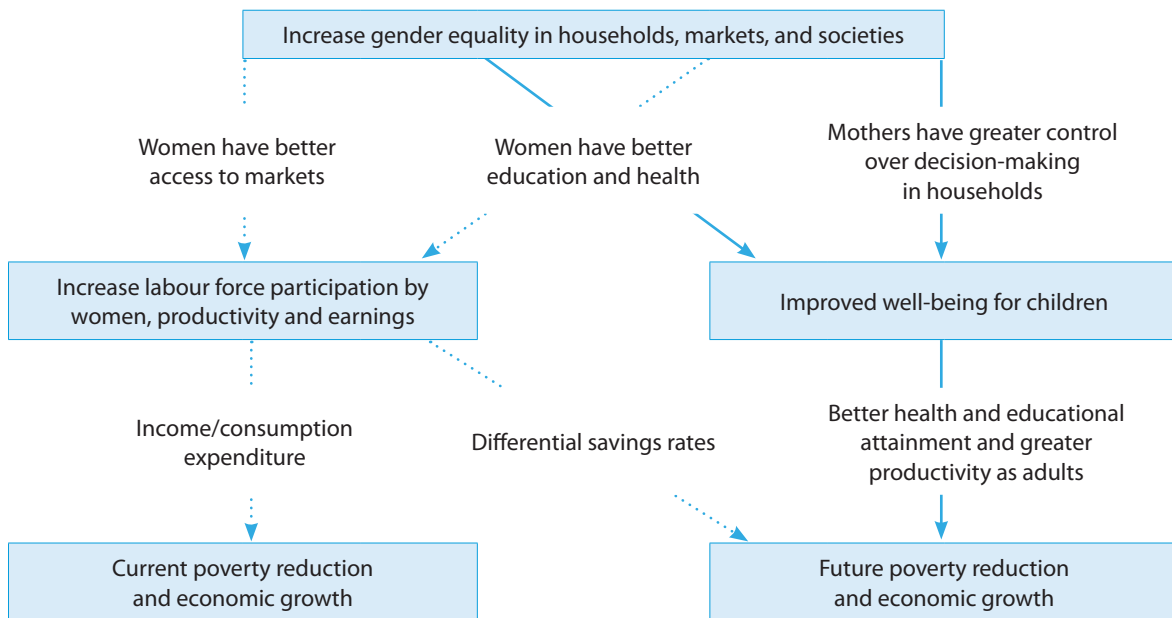
Measuring women's empowerment through tourism is not an exact science. The perception of male and female roles is often culturally determined and differ according to ethnicity, class, age, and nationality. The use of predominately quantitative data in this report is an attempt to present information on women in tourism as objectively as possible.

Introduction

Women’s rights have long been a key issue for global development and international policy. The 1948 Universal Declaration of Human Rights proclaimed the entitlement of every person to equality before the law and to the enjoyment of human rights and fundamental freedoms “without distinction of any kind such as race or sex”¹. In 1946, the Commission on the Status of Women (CSW) was established to prepare a single, comprehensive, and internationally binding instrument to eliminate discrimination against women. In 1979, the Convention for the Elimination of all forms of Discrimination Against Women (CEDAW) was created. The Beijing Platform of Action, drawn up in Beijing in 1995 and reaffirmed at Beijing+15 in New York in 2010, is the action plan for CEDAW. The plan identifies twelve critical areas of concern. Those most relevant to tourism are poverty; education and training; and the economy.

The UN Millennium Development Goals have also brought gender equality to the forefront of the international development agenda.² Five of the eight goals directly relate to the role of women in development. Gender equality and women’s empowerment are essential for achieving all the Millennium Development Goals. When women and men are more equal, societies and economies flourish, as outlined in figure 1 below.

Figure 1.1 The relationship between increased gender equality and poverty reduction



Source: Adapted from World Bank (2007), *Global Monitoring Report 2007*, World Bank, Washington D.C..

1 United Nations (1948), *The Universal Declaration of Human Rights*, UN, New York, available: www.un.org/en/documents/udhr.
 2 The UN Millennium Development Goals are a set of eight targets that outline global development goals to 2015. These include the goals of eradicating extreme poverty and hunger, achieving universal primary education, and promoting gender equality and women’s empowerment. www.un.org/millenniumgoals.

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In March 2010, the UN Global Compact/UNIFEM Women's Empowerment Principles: Equality Means Business was launched. The Principles (see box 1.1) aim to offer guidance to businesses on how to empower women in the workplace, market and community.

Box 1.1 UN Global Compact/UNIFEM Women's Empowerment Principles

1. Establish high-level corporate leadership for gender equality
2. Treat all women and men fairly at work – respect and support human rights and nondiscrimination
3. Ensure the health, safety, and well-being of all women and men workers
4. Promote education, training, and professional development for women
5. Implement enterprise development, supply chain, and marketing practices that empower women
6. Promote equality through community initiatives and advocacy
7. Measure and publicly report on progress to achieve gender equality

Tourism provides significant opportunities for women's advancement through formal, informal, and supply-chain employment. See box 1.2 for an overview of definitions. Tourism brings tourists to the place of production, often requires little start-up capital, and frequents areas that often have few other economic options (small islands, conservation areas, mountains, coastlines). Tourism can raise demand for local products and services, create investment and entrepreneurial opportunities, and improve transportation, infrastructure, and utilities. The literature on tourism and women highlights some of the benefits of tourism for women:

- Tourism has a wide employment multiplier-effect, low barriers to entry, and is more likely to employ women and minority groups than other industries.
- Tourism home-grown entrepreneurship opportunities in handicrafts, food products, tour guiding, and many other areas.
- Tourism offers part-time and shift work that can be helpful to women with household responsibilities.
- Tourism development can help improve infrastructure for resident communities. Improving roads, water supply, health facilities, electricity, and communications can make a major difference to the lives of the poor, particularly women. Tourism, when carefully managed, is sustainable and can support conservation measures, raise incomes, and provide employment without denuding the country of its resource base.

Box 1.2 Gender definitions

Gender refers to the array of socially constructed roles and relationships, personality traits, attitudes, behaviors, values, relative power and influence that society ascribes to the two sexes on a differential basis. Whereas biological sex is determined by genetic and anatomical characteristics, gender is an acquired identity that is learned, changes over time, and varies widely within and across cultures.

Gender analysis is a systematic examination of the different impacts of development, policies, programmes and legislation on women and men. It entails, first and foremost, collecting sex-disaggregated data and gender-sensitive information about the population concerned.

Gender equality describes the concept that all human beings, both women and men, are free to develop their personal abilities and make choices without the limitations set by stereotypes, rigid gender roles, or prejudices.

Gender equity means that women and men are treated fairly according to their respective needs. This may include equal treatment or treatment that is different but considered equivalent in terms of rights, benefits, obligations and opportunities.

Empowerment means that people – both women and men – can take control over their lives: set their own agendas, gain skills (or have their own skills and knowledge recognised), increase self-confidence, solve problems, and develop self-reliance.

Mainstreaming is the process of assessing the implications for women and men of any planned action, including legislation, policies, or programmes in any area and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension in the design, implementation, monitoring and evaluation of policies and programmes in all political, economic, and social spheres, so that inequality between women and men is not perpetuated.³

Data on the percentage of women in the tourism workforce are incomplete but most experts agree that women make up a large proportion of tourism workers, particularly in developing regions, and that there is greater potential for women to find positions of responsibility in the tourism sector than in other sectors of the economy. As a result, despite the inevitable risks involved, the tourism industry has become a leading engine for women's empowerment.

Tourism to developing world regions continues to grow faster than tourism to developed regions. While the average annual growth in international tourist arrivals between 2000 and 2008 was 2.8% in Europe and 0.8% in North America, it was 8.4% in central America, 6.7% in Africa, and 6.6% in Asia and the Pacific. Consequently, the ability of tourism to contribute to women's empowerment in developing regions is likely to grow in the future.

Table 1.1 International tourist arrivals by world (sub-)region, 1995, 2000 and 2005-2010

	1995	2000	2005	2006	2007	2008	Full Year 2009	Change 09/08	YTD 2010
	(million)							(%)	
World	532.7	683.0	802.0	847.0	901.0	919.0	880.0	-4.2	6.9
Advanced economies	338.7	423.0	451.0	475.0	496.0	494.0	470.0	-4.9	5.7
Emerging economies	194.1	260.0	351.0	372.0	405.0	425.0	410.0	-3.4	8.0
Europe	309.1	392.2	441.0	463.9	485.4	487.2	459.7	-5.7	2.0
Northern Europe	35.8	43.7	52.8	56.5	58.1	56.4	53.4	-5.5	-3.4
Western Europe	112.2	139.7	141.7	148.6	153.9	153.2	146.0	-4.7	4.6
Central/eastern Europe	58.1	69.3	87.5	91.4	96.6	100.0	89.5	-10.5	0.3
Southern/Mediterranean Europe	103.0	139.5	159.1	167.3	176.8	177.7	170.9	-3.8	2.5
Asia and the Pacific	82.0	110.1	153.6	166.0	182.0	184.0	181.2	-1.6	14.1
North-East Asia	41.3	58.3	86.0	92.0	101.0	101.0	98.1	-2.9	16.2
South-East Asia	28.4	36.1	48.5	53.1	59.7	61.7	62.1	0.6	12.4
Oceania	8.1	9.6	11.0	11.0	11.2	11.1	10.9	-1.8	5.4
South Asia	4.2	6.1	8.1	9.8	10.1	10.3	10.1	-1.5	14.5
Americas	109.0	128.9	134.0	136.6	143.9	147.8	140.6	-4.9	7.3
North America	80.7	91.5	89.9	90.6	95.3	97.7	92.1	-5.7	8.3
Caribbean	14.0	17.1	18.8	19.4	19.8	20.1	19.5	-2.8	4.3
Central America	2.6	4.3	6.3	6.9	7.8	8.2	7.6	-7.4	9.1
South America	11.7	15.9	19.0	19.6	21.0	21.8	21.4	-2.0	5.7
Africa	18.9	26.5	35.4	39.5	43.3	44.3	45.8	3.3	7.4
North Africa	7.3	10.2	13.9	15.1	16.3	17.1	17.6	2.5	6.4
Sub-Saharan Africa	11.6	16.3	21.5	24.5	26.9	27.2	28.2	3.7	8.0
Middle East	13.7	24.9	37.8	40.8	46.7	55.6	52.9	-4.9	20.4

YTD: Year to date

Note: Date collected by UNWTO, August 2010.

3 UNIFEM and UN Global Compact (2010), *Women's Empowerment Principles: Equality Mean Business*, UN, New York, available: http://www.unifem.org/attachments/products/WomensEmpowermentPrinciples_en.pdf.

1.1 Study Rationale

Despite the significant growth of tourism in developing regions, there is very little comparative information on the status of women in tourism in developing regions. What research has taken place on this topic is either local or sector-specific. This report attempts to address this gap in knowledge by taking the first steps toward the development of indicators and a monitoring framework that can be used to assess the degree to which tourism is advancing the needs of women in the developing world.

The study is a joint project between UN Women and UNWTO, the United Nations' specialised agency for tourism issues. UN Women is the UN's global champion for the rights of women and girls. Founded to accelerate progress in ending gender discrimination, UN Women works to achieve equality between women and men across all aspects of development, human rights, leadership and peace.

The World Tourism Organization (UNWTO), a United Nations specialised 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 as a practical source of tourism know-how. UNWTO promotes the *Global Code of Ethics in Tourism* as a set of principles aiming at maximizing the positive economic, social, and cultural benefits of tourism while minimizing any adverse impacts. A Women in Tourism agenda was launched in 2008 as part of the Organization's response to the achievement of the UN Millennium Development Goals in the field of women's empowerment.

During World Tourism Day 2007, "Tourism Opens Doors for Women", UNWTO identified the significant opportunities that tourism can provide for women's advancement (Frangialli, F., 2008). At ITB Berlin 2008, UNWTO stressed its commitment to playing a leading role in gender mainstreaming. It unveiled an action plan to "Empower Women Through Tourism". Actions included in the plan were establishing a multi-stakeholder taskforce, putting in place a data collection system, and initiating the UNWTO and UN Women *Joint Triennial Global Report on Women in Tourism*.

1.1.1 Research Objectives

The objectives of the report are: i) to establish a set of indicators and an indicator framework that could be used to monitor the performance of tourism as a tool for women's empowerment; ii) to use the indicators to assess the extent to which tourism is advancing the needs of women in the developing world.

The research is designed to address the following questions:

- What are the key issues related to the role of women in tourism?
- What indicators can be used to monitor key issues affecting women in tourism?
- Which regions and types of tourism are best at advancing the needs of women and why?
- What can be learned from examples of best practice for women in tourism?
- What policy recommendations can be made to further the role of tourism in empowering women in developing world regions?

1.1.2 Methodology

The methodology for this project has four parts: literature review, development of indicators, monitoring of indicators, and the analysis of results.

The purpose of the literature review was to collect, collate, and synthesise existing information and statistics regarding the role of women in tourism in Africa, Asia, Latin America, the Caribbean, and

Oceania. The secondary sources reviewed included the work of tourism organizations, women's organizations, universities, and NGOs, as well as government reports on the sector.⁴ The outcome of this work was a list of key issues facing women's participation in tourism along with a set of case studies illustrating best practice for women in tourism.

The purpose of the indicator development phase was to establish a monitoring framework and a set of user-friendly indicators that could be used to benchmark the extent to which tourism is advancing the needs of women in the developing world. Indicator development at the international level is constrained by the availability of reliable information across the countries included in the study. In many cases proxy indicators had to be used where data on first-choice indicators was not available. As information improves, these proxy indicators can be updated and the indicators' accuracy will be improved.

The monitoring phase of the work involved collecting and organizing statistics on the chosen indicators by region. Not all data was available for all countries and not all data is current. The use of percentage figures rather than absolute numbers assisted comparison across different years, currencies, and pay cycles. Key sources of data included the International Labour Organization's Laborsta database, ILO's Key Indicators of the Labour Market database, UNDP human development report statistics, UNESCO's *Global Education Digest*, and UNWTO tourism satellite accounts.

The final stage in the work was the analysis of results, the drafting of recommendations, and the preparation of this report.

1.1.3 Study Limitations

This study was entirely desk-based. It relied on published information, analysis of existing statistical databases, and the voluntary contributions of academics, researchers, and practitioners from around the world.

Desk-based researchers face significant challenges with regards to the availability, reliability, and quality of data. When employment data do exist they are rarely analyzed by economic sector and gender. Where employment information is organised by economic sector, the closest economic sector match was often hotels and restaurants.

As a result, caution should be used when interpreting and quoting the results in this report. While every effort has been made to ensure the most reliable data sources are used, the quality and consistency of the data collection varies from country to country and was beyond the control of the researcher. The availability of data also varies from indicator to indicator and country to country. Regional results may not be representative of all the countries in the region. Consequently, this study should be considered a starting point for further research rather than a definitive assessment of women in tourism in developing countries.

⁴ A full list of references is provided at the end of the report.

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Context

The overarching vision for the *Global Report on Women in Tourism* is to promote women's empowerment and protect women's rights through better tourism work.

Researching, collating, analysing, and publishing information on women's participation in tourism raises awareness of both the opportunities and constraints facing women, particularly in developing countries.

The following literature review draws on a combination of academic and public sector research reports on women in tourism around the world. It primarily summarises research commissioned by the UNWTO Taskforce on Women in Tourism by Peeters (2009) and Ateljevic (2009).¹ Due to the global nature of this study, international organizations were the first point of contact for the Taskforce qualitative research. In the developing world, a wide range of national, international, governmental and non-governmental organizations, development donors, and multilateral and bilateral aid agencies are involved in tourism development and/or women's empowerment. A number of bilateral donors focus on both areas of work, including SNV (Netherlands), DANIDA (Denmark), AECID (Spain) and JICA (Japan). Multilateral donors are also active in promoting tourism as a vehicle for women's empowerment. The Inter-American Development Bank (IADB), for example, funds a number of projects in this area. At the global level, the World Bank has taken a leading role in gender and tourism development, with a number of projects in Latin America and Sub-Saharan Africa focusing on women's empowerment through tourism. The World Bank's pilot initiative in this area is the *Regional Development in the Copán Valley* project.²

The studies by Peeters and Ateljevic found that very few governmental tourism authorities address gender related issues directly in their activities. Those that have a gender component to their work were mostly small-scale sustainable tourism development activities. Mauritius was the only country found to identify gender empowerment as a main programme activity (Peeters, 2009).

The main issues identified by this research were: wage differentials between men and women employees; the involvement of women in the informal sector; the hierarchical status of women in the labour force; the need for skills, training, and education; the impact of gender discrimination. The main opportunities for women in tourism identified by the taskforce were: entrepreneurship and business development; employment; community development; training and education. The authors found the majority of research discussed the positive impact of tourism employment on women. For example, small-scale community-based tourism can reduce gender inequalities by helping women to learn new skills and start their own business. Increased economic status can, in turn, result in improved education for the women's children. Similar findings are discussed by Scheyvens (2002).³ Far less research has been conducted on the implementation, enforcement, and promotion of tourism-related legislation that deals with women's employment rights. In their conclusions, these two studies stress the need for statistics on women in tourism to go much further than just the number of women who are employed in certain tourism-related sectors. They note the need to divide employers, employees, and self-employed workers

- 1 Peeters, L. W. J. (2009), *Baseline Research Agenda, UNWTO Taskforce Women Empowerment in Tourism*, Madrid, unpublished document.
Ateljevic, I. (2009), *Women Empowerment in Tourism: Analysis in Africa, Latin America and Southeast Asia*, UNWTO and Wageningen University.
- 2 See http://www-wds.worldbank.org/external/default/main?pagePK=64193027&piPK=64187937&theSitePK=523679&menuPK=64187510&searchMenuPK=64187283&siteName=WDS&entityID=000094946_03050804040121.
For a detailed analysis of gender and tourism projects and further links, see: Ferguson, L. (2011), 'Promoting gender equality and empowering women? Tourism and the third Millennium Development Goal', *Current Issues in Tourism*, April 2011, 14 (3), pp. 235-249.
- 3 Scheyvens, R. (2002), *Tourism for Development: Empowering Communities*, Prentice Hall, London.

in the data and highlight the importance of collecting information about micro credit programmes, training, education, wages, working hours, contracts and the status of women in informal employment.

Along with opportunities, tourism brings its share of risks and challenges to different groups of women. The work of Hemmati (1999)⁴ is noteworthy in this respect. Hemmati reports on the UNED-United Kingdom initiative on gender and tourism that was part of the United Kingdom's preparation for the seventh session of the UN Commission on Sustainable Development (UNCSD). The project discusses the risks and challenges of working in tourism such as low-status work, gender stereotyping, inequality, informal employment, and sexual exploitation. These are discussed in more detail below.

2.1 Low-status Jobs

Richter (1995) and several other tourism researchers describe tourism employment as a pyramid with a large number of women at the bottom.⁵ This finding is supported by academic work from the developing world.

In the Bahamas, a study by Hollingsworth (2006) found that although there are many more women than men in the tourism industry, the women earn less per week (US\$ 344) than the men (US\$ 375). Hollingsworth also observed a high degree of gender stereotyping in the tourism industry. Women mainly work in lower-paid clerical and cleaning jobs while men work as hotel and restaurant managers, machine operators, and gardeners. Similar results were found in Jamaica.⁶

In Singapore, Li and Leung (2001) found that only two females out of 77 made it to the general manager position in the hotel sector. Li and Leung identify some of the barriers to female entry in to hospitality careers such as job discrimination, gender-role stereotyping, long hours, and the difficulty of having a family while pursuing a high-pressure hospitality career. They also note that women often lack the opportunity to socialise with the top male managers and therefore do not benefit from the mentoring received by their male colleagues.⁷

In Belize, women tourism employees were frequently required to be more qualified than men in order to get the same jobs. Woods and Cavanaugh (1999) surveyed 1,555 hospitality managers and found that 40% reported sexual discrimination related to promotion and salaries. 80% of women in the study saw gender discrimination and sexual harassment as ongoing workplace problems.⁸

In Egypt, researchers observed that women are less likely to be in top managerial positions in five-star hotels and resorts; they are more likely to reach the top in smaller hotels. The barriers to women's advancement in five-star resorts in Egypt were identified as gender discrimination, relationships at work, lack of mentor support, and lack of network access.⁹

4 Hemmati, M. (1999), *Gender and Tourism: Women's Employment and Participation in Tourism*, UNED-UK's Project Report, UNED, London.

5 Richter, L. K. (1995), 'Gender, Race: Neglected Variables in Tourism Research', in Butler, R. and Pear D. (eds.), *Change in Tourism: People, Places, Processes*, Routledge, London, pp. 391-404.

6 Hollingsworth, J. (2006), *Barbados: Gender and Tourism Development*, Commonwealth Secretariat, New Delhi.

7 Li, L. and Leung, Wang, L. (2001), 'Female Managers in Asian Hotels: Profile and Career Challengers', *International Journal of Hospitality Management*, Vol. 13 (4), pp. 189-196.

8 Woods, R. H. and Cavanaugh, R. R. (1999), 'Gender Discrimination and Sexual Harassment as Experienced by Hospitality Industry Managers', *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 35, pp. 16-22.

9 Kattara, H. (2005), 'Career Challenges for Female Managers in Egyptian Hotels', *International Journal of Contemporary Hospitality Management*, 17 (2/3), pp. 238-251.

2.2 Gender Stereotyping

The airline industry is another example of a segregated sector. Women dominate sales, ticketing, and flight attendant positions, while the majority of airline CEOs, managers, and pilots are men. Change is underway, however, and out of approximately 80,000 pilots worldwide, about 4,000 are now women (5%); 450 are captains. Japan Airlines accepted its first woman pilot in 2007 and Royal Jordanian Airlines flew its first flight with an all female crew in 2009.¹⁰

In many countries, tour guiding is another area that has been hard for women to enter. Tour guiding is often regarded as a desirable profession in developing countries due to the generous tips provided by foreign tourists. In many societies, however, the profession is male-dominated, and women tour guides have faced significant discrimination.

In Malaysia, women tour guides have formed an association to protect their rights. The Malaysian Women Tourist Guides Association was established in 2007 to advocate for a safe working environment, equal job opportunities, and equal pay for women guides. For example, the recent “no room share” campaign, launched by the association in response to concerns for the safety of female guides, has had considerable success. The Ministry of Tourism recently announced that operators that continue to insist on male and female tour guides sharing rooms would have their licenses revoked.¹¹

2.3 Informal Employment

Women are overly represented in the informal sector. An estimated 60% of women in developing countries are in non-agricultural informal employment (84% in Sub Saharan Africa, 86% in Asia and 58% in Latin America).¹² Tourism has the potential to contribute to better informal employment and to provide decent opportunities for entrepreneurship. The International Labour Organization (ILO) found more than one third of all informal employment is in the service sector and much of it is in tourism-related work.

Souvenir making, catering work, janitorial work, security guard positions, and temporary agricultural work provide opportunities for unskilled women who would otherwise be unemployed. The flexibility of tourism work, such as producing handicrafts, can allow these women to continue with their traditional roles while improving their standard of living.

Informal work also carries with it a large number of risks, however. Not all informal employment is positive. For many it can be unpaid. It can also fail to result in economic or social empowerment, particularly if it reinforces the traditional gendered division of labour within the household and community.

2.4 Exploitation

Exploitation through tourism can take many different forms: poor wages, dangerous working conditions, sexual discrimination, sexual harassment, prostitution, slavery, and human trafficking. Women and children living in poverty in developing countries are particularly vulnerable to these threats.¹³ Tourism sex work might appear to provide an escape from the hardships of everyday life, but can result in far greater long-term hardships such as HIV/AIDS and other sexually transmitted diseases, social dislocation, destitution, or drug addiction.

10 International Society of Women Airline Pilots, www.iswap.org.

11 MWTGA (2009), “No Room Share” Campaign, press release by Malaysian Women Tourist Guides Association (MWTGA), Kuala Lumpur.

12 International Labour Organization (2002), *Women and Men in the Informal Economy: A Statistical Picture*, ILO, Geneva.

13 There is no internationally accepted definition of a vulnerable adult. However, it is generally agreed that a vulnerable adult is a person over 18 years of age who is in need of community care service (due to age, illness, or disability) or an adult who is unable to protect himself or herself against significant harm or exploitation.

In some areas poverty, combined with family migration and demand from wealthy tourists are the triggers. In other areas, criminal activity is involved in the kidnapping and trafficking of women and children to serve as sex slaves.¹⁴ UNICEF (2007) estimates that more than two million children annually are forced into commercial sexual practices. This occurs predominately in South-East Asia, Latin America, Africa, and eastern Europe.¹⁵

Supported by the work of ECPAT¹⁶ and The Code¹⁷, progress has been made in South-East Asia, particularly Thailand, with tighter laws and police crackdowns on illegal human trafficking. Now other parts of the world such as Kenya, The Gambia, India, and Brazil are facing considerable challenges in this area.¹⁸

2.5 Decent Work

The above discussion shows how not all employment in tourism is desirable or results in economic empowerment. In the discussions of quantitative data on employment that follow, it is important to keep in mind that the vision is not just the employment of women, or the equal treatment of women in the workplace, but 'decent' employment and 'better' work.

'Decent work' has been defined by the ILO as being productive work for women and men in conditions of freedom, equity, security and human dignity. ILO explain that decent work involves: opportunities for work that is productive and delivers a fair income; provides security in the workplace and social protection for workers and their families; offers better prospects for personal development and encourages social integration; gives people the freedom to express their concerns, to organise and to participate in decisions that affect their lives; guarantees equal opportunities and equal treatment for all.¹⁹

The concept of "better" work focuses on vulnerable workers in developing countries. The Better Work programme, a partnership between ILO and the International Finance Corporation (IFC), is working to improve compliance with labour standards in global supply chains and assist pro-poor development strategies. The protection of workers' rights and entitlements helps distribute the benefits of business to low-income workers.

It is timely to focus on workers' rights and the economic empowerment of women. The *Global Gender Gap Report* for 2010 ranks countries according to educational attainment, health and survival, economic participation and opportunity, and political empowerment. The report found that while 93% of the global education gap and 96% of the global health gap has been closed, only 60% of the economic participation and 16% of the political gender gap has been closed. The report's co-author, Saadia Zahidi comments: "If women are now starting to be as healthy and as educated as men, it makes sense to now be ensuring that they are part of the economy and part of decision-making processes."²⁰

14 Further reading is available at: http://www.unwto.org/protect_children/campaign/en/tools.php?op=1&subop=9; also see Ryan and Hall, C. M. (2010), *Sex Tourism: Marginal People and Liminalities*, Routledge, London.

15 UNICEF (no date), *Factsheet on Commercial Sexual Exploitation and Trafficking of Children*, UNICEF, available: http://www.unicef.org/indonesia/Factsheet_CSEC_trafficking_Indonesia.pdf.

16 ECPAT is a global network of organisations and individuals working together to end child prostitution, child pornography, and the trafficking of children, especially girls for sexual purposes. Since the early 1990s, ECPAT has been working with the tourism industry to raise the awareness of hotel workers, tour operators, and governments on how to prevent the sexual exploitation of children by using a globally recognised code of conduct.

17 The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (www.thecode.org) was designed by ECPAT Sweden in 1998, and operates with the support of UNICEF and UNWTO as advisory partners. As of June 2010, the Code has over 900 signatory companies in 37 countries. For more information see www.thecode.org.

18 Kibicho, W. (2005), 'Tourism and the Sex Trade in Kenya's Coastal Region', *Journal of Sustainable Tourism*, 13 (3), pp. 256-266.

19 International Labour Organization (2010), *Decent Work for All*, ILO, Geneva, available: <http://www.ilo.org/global/Themes/Decentwork/lang--en/index.htm>.

20 World Economic Forum (2010), *Global Gender Gap Report, 2010*, World Economic Forum, Geneva.

2.6 Summary

There are many issues that have been raised by tourism and gender researchers regarding women in tourism. The central argument is that as women become leaders, employers, business entrepreneurs, employees and informal household labourers, tourism opportunities can lead to economic, social, cultural and political empowerment. The key risks involved are that women are overrepresented in low-status jobs, often treated unequally or placed in stereotypical occupations, and vulnerable to sexual discrimination and exploitation. Clearly not all tourism employment results in empowerment, particularly in the informal sector.

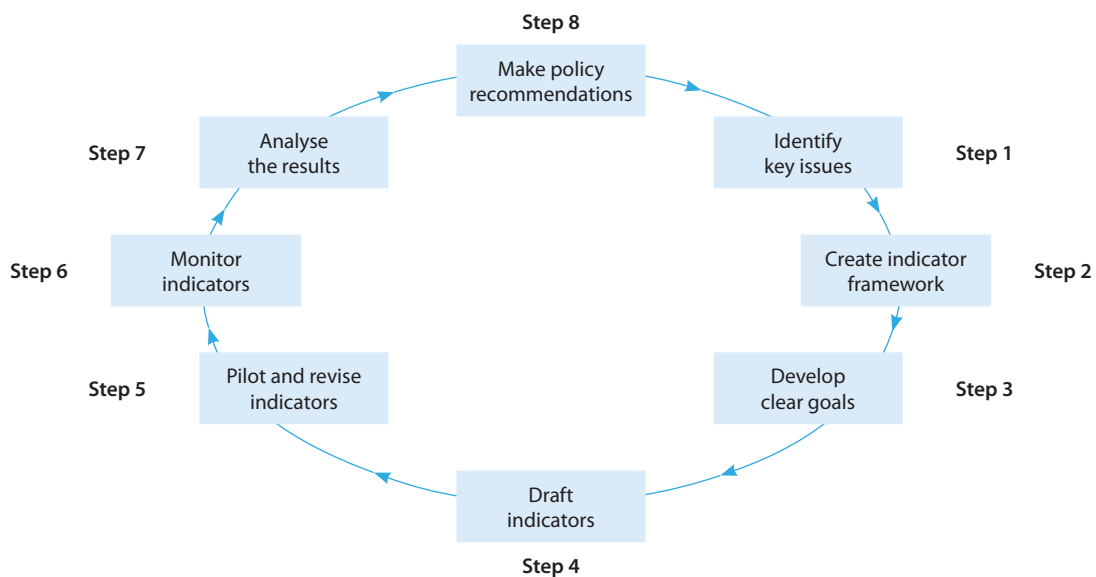
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Indicators for Women in Tourism

Monitoring is the process of systematically evaluating performance over time. Indicators are the most commonly used tool for monitoring. The development of appropriate indicators requires clear understanding of the purpose of the monitoring programme, knowledge of the availability of data, and appreciation of how the resulting data will be used. Hart (1999) explains: “an indicator is something that helps you understand where you are, which way you are going, and how far you are from your destination”.

There are many different ways to develop and organise indicators. This study adopts an adaptive goal-matrix approach to indicator development. This approach ensures that the indicators are closely tied to the issues and goals they are designed to measure, and that they can be adapted as issues change, data improve, and the monitoring framework expands.

Figure 3.1 Adaptive goal-matrix-approach to indicator development



3.1 Step 1: Identify Key Issues

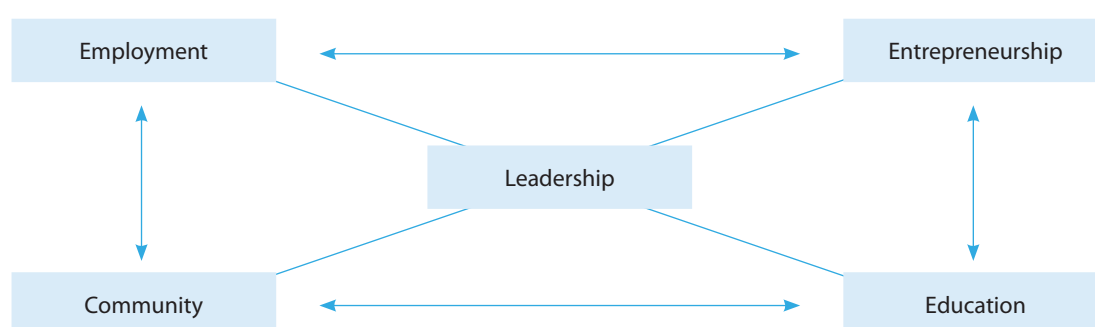
As explained in the previous section, two literature reviews were carried out in order to identify key issues for this study. The first was the *Baseline Research Agenda* undertaken by the UNWTO Taskforce on Women in Tourism in 2009. The second was the *Inception Report* prepared by Dr. Louise Twining-Ward for this study in December 2009. The *Baseline Research Agenda* was designed as a comprehensive stocktaking exercise; its purpose was to review academic databases, NGO publications, and government documents from around the world and to use the results to identify the key issues facing women in tourism and to ascertain current gaps in knowledge. The *Inception Report* built on the baseline study by reviewing recent academic papers, reports, and government documents. It also reached out to tourism researchers around the world to identify case studies of best practice in tourism entrepreneurship. The issues identified in both reports are shown in the table below.

Table 3.1 A comparison of key issues from the baseline survey and inception report

Baseline research agenda: Main issues	Inception report: Key issues to address
Women's role in the informal sector	Supporting women in the informal sector
Women's status in the labour market	Promoting equal pay for women and the promotion of women to senior positions
Women's participation in development projects	Supporting women's participation in tourism decision-making
Sexual exploitation and trafficking	Protecting women from sexual exploitation
Women's access to credit	Assisting women to access to land and microloans
Social entrepreneurship	Encouraging women to partner with NGOs
Women's access to land	Working conditions for women in tourism
Legal rights for women in tourism in employment	Helping companies improve benefits for workers with children
Community development initiatives	Promoting low-capital home-based craft industries
Skills, training, and education	Education and training for women in tourism

3.2 Step 2: Create Indicator Framework

The key issues from the table above were researched further and then clustered into five themes to provide a framework for indicator development. This thematic framework is used throughout the report to organise data, results, and analysis.

Figure 3.2 Framework for monitoring women in tourism

3.3 Step 3: Develop Clear Goals

Goals provide a yardstick against which indicator performance can be monitored. One goal was drafted for each of the framework themes. The draft goals were reviewed, adapted, and improved by the project steering committee and other experts on women in tourism before being adopted.

Table 3.2 Monitoring framework: Issues and goals

Framework themes	Key issues	Goals
Employment	<ul style="list-style-type: none"> • Equal participation of women in the tourism workforce • Equal pay for women in tourism • Equal occupational status for women in tourism • Better working conditions for women in tourism 	Goal 1: Create equal opportunities for women working in tourism
Entrepreneurship	<ul style="list-style-type: none"> • Women as tourism employers • Women's access to land and finance for tourism 	Goal 2: Inspire women's tourism entrepreneurship
Education	<ul style="list-style-type: none"> • Women's access to tourism education • Women as tourism trainers 	Goal 3: Advance women through tourism education and training
Leadership	<ul style="list-style-type: none"> • Women as tourism decision-makers • Women as tourism business leaders 	Goal 4: Encourage women to lead in tourism
Community	<ul style="list-style-type: none"> • Women working in tourism at home • Vulnerable women in tourism 	Goal 5: Support women in community and home-based tourism enterprise

3.4 Step 4: Draft Indicators

Developing indicators involves researching existing indicator databases, reviewing available data from the areas to be monitored and screening indicators based on established screening protocols.¹ More than one hundred different indicators were drafted, reviewed, and screened using the screening criteria in the table below.

Table 3.3 Screening process

Screening area	Filter questions
Relevance	Does the indicator clearly measure the key issue and goal assigned to it?
Feasibility	Is data already available for this indicator? Is it feasible to measure this in a reasonable time and at a reasonable cost?
Scope	Is the indicator national in scope?
Prospects	Can the indicator be measured on an ongoing basis?
Reliability	Is the data for the indicator objective, quantifiable, and reliable?
Clarity	Is it easy to understand?
Direction	Is it clear which trend is desirable?

There is clearly no ideal number of indicators. Just as an attempt to cover all aspects of sustainable tourism with only a few indicators is unrealistic, a list of more than 100 indicators would be impractical; individual indicators would lose their significance. The challenge was to respond to all the significant issues with the minimum number of indicators. Fewer, measurable indicators are worth a lot more than large numbers of indicators that are impossibly costly and time-consuming to research. The screening process resulted in 34 draft indicators.

¹ For further information on screening indicators see: Miller, G. and Twining-Ward, L. (2005), *Monitoring for a Sustainable Tourism Transition: The Challenge of Developing and Using Indicators*, CABI Publishing, Oxon.

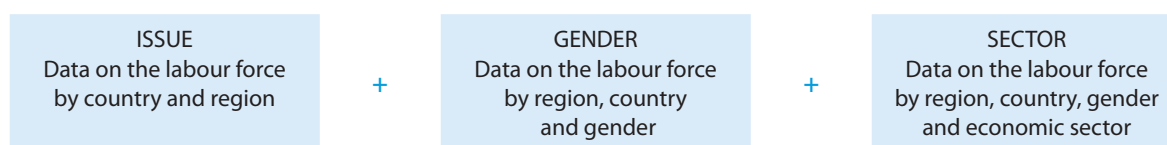
3.5 Step 5: Pilot and Revise Indicators

The focus of the monitoring exercise was on women in tourism in developing regions of the world: Africa, Asia, Latin America, Caribbean, and Oceania.² For the purpose of this study the UN list of world regions was adopted (see annex). This list includes 172 countries within the five regions. During the piloting phase of indicator development, the critical issue was the availability of data across these regions.

Assessing data availability for global indicators is very different from assessing data for national or local-level indicators. At a local and national level, questionnaires, surveys, and interviews can often be used to gather indicator data. This is normally not possible on an international scale due to the huge costs involved in global surveys. Assessing data availability for international indicators involves researching existing databases and examining their coverage of the countries being studied.

To be of use for this report, datasets needed to: be relevant to the key issues and goals to be measured; allow for the organization of data by economic sector, by gender, and by key issue; provide data for at least 20% of the 172 developing countries included in the report. This resulted in a complex data search by issue, gender, and economic sector. Data collection is further complicated by the fact that tourism is not considered an economic sector in itself, but rather a cluster of economic activities. The closest alternative is to monitor hotel and restaurant sector data as a proxy for the tourism sector.

Figure 3.3 Data complexity



The most relevant international databases are reviewed below.

Table 3.4 Review of International Databases

Data source	Review
ILO Laborsta Database http://laborsta.ilo.org	ILO's Laborsta Database was found to have the most useful data on employment, occupation, wages, and working hours for this project. Laborsta organises employment data by economic activity and occupation. The economic activity categories are based on the International Standard Industrial Classification (ISIC) revised in 1988 (ISIC Revision 3). ISIC-88 has 99 categories. The most relevant grouping for tourism is Row H: Hotel and Restaurant. Many of the tables allow for cross-tabulation by economic activity, sex, and one additional criteria such as wages.
ILO Key Indicators of the Labor Market (KILM) http://kilm.ilo.org	ILO's KILM are a consolidation of the Laborsta statistics. The database includes 20 indicators organised in six areas: participation in the world of work, employment indicators, unemployment indicators, educational attainment, wages and labour costs, performance and poverty indicators. Of particular interest to this report are tables 4, 4a, and 7. Although customised tables may be constructed, the database is not as flexible as Laborsta.
ILO Travail Database http://www.ilo.org/travaildatabase/serlet/maternityprotection	The ILO Travail Database is the main source of information on support for maternity protection in the workplace. The maternity protection database has information on maternity leave laws in 164 countries. It details the principal legislative measures that protect the health and welfare of working women during pregnancy, childbirth, and breastfeeding. The database is a useful source of information on this topic but its organization makes international comparisons difficult and there is no link to economic activity.

² Australia and New Zealand were excluded as these are considered developed countries with quite different issues facing women in tourism.

Data source	Review
UNDP Human Development Reports and Database http://hdr.undp.org/en/	UNDP-HDR reports have a detailed statistical annex which includes basic human development indicators for more than 170 countries. Each table includes multiple indicators which are organised by human development ranking: very high, high, medium, and low. Of particular interest to this report are tables J and K. The database allows users to construct their own tables but gender is an extra indicator rather than an integral component in the database and the data cannot be cross-tabulated by gender or economic sector.
UNESCO 2009 Global Education Digest (GED)	The UNESCO <i>Global Education Digest</i> is the most comprehensive compilation of international statistics relating to education. The <i>Global Education Digest 2009</i> , produced by UNESCO Institute for Statistics, includes 16 tables of data which include enrollment, graduation, flows of students, teaching staff, and public expenditure on education. Unlike the tables from UNDP, all the UNESCO indicators are sex-disaggregated. Furthermore, these tables include broad fields of education (sciences, engineering, education, humanities and arts, social sciences and business, agriculture, health, and services).
UNWTO Tourism Employment and TSA data	There are currently two initiatives underway to collect employment statistics from UNWTO: the UNWTO Employment Survey and the UNWTO Tourism Satellite Accounts (TSA). Both of these programmes are still in development but show considerable promise for supplying data on women in tourism.

After thoroughly reviewing available sources of data, the 34 indicators were reduced to a core set of eleven for which reasonable data were available.³

3.5.1 Women in Formal Tourism Employment

Employment is arguably the single most important benefit which tourism offers women in developing countries. Employment provides income, economic and social empowerment, and health benefits for women and their families across the globe. As discussed in the previous section, however, not all formal employment is of equal value in the empowerment of women. Some forms of employment are exploitative, underpaid, and promote stereotypical women's work. Other types of formal employment provide women with a real opportunity to enhance the quality of their lives.

The first indicator identified was the participation of women in the tourism work force. Due to the lack of data on tourism, hotel and restaurant sector employment was used as a proxy indicator. The second indicator identified for monitoring women in formal tourism employment was the comparative pay for women in the tourism industry. Data on rates of pay for women are complicated by differences in currencies, pay cycles, the possible exclusion of women who are on parental leave, and the scarcity of data. Once again, the H&R sector had to be used as a proxy for the tourism industry proper. Even then, only 20% of the 172 countries surveyed had data on women's pay in the hotel and restaurant sector.

The third and perhaps most important of the employment indicators is the comparative status of women in tourism employment. It is one thing to increase the proportion of women in tourism employment, but it is quite another to see that women are well represented in managerial positions. Three levels of employment status were reviewed in the H&R sector: professional, clerk, and service.⁴ Professional jobs in the H&R sector include housekeeping supervisors, chefs, and managerial positions. Clerical jobs include reception, cooks, and office staff. Service jobs include travel attendants and related workers, personal care and related workers housekeeping and restaurant service workers.

3 Often the ideal indicator cannot be used because systems to measure it do not currently exist. In this case a 'proxy' or indirect indicator must be used. Proxy indicators are indirect measures that provide an approximation of the actual data in the absence of a direct measure.

4 ILO definitions of occupation type follow International Standard Classification of Occupations ISCO-1988, available: <http://laborsta.ilo.org/applv8/data/isco88e.html>.

Other important issues affecting women in formal employment in tourism are working conditions (the number of hours women work, working benefits, and legal entitlements for mothers) and job position (to assess the degree to which women are concentrated in stereotypical “female” roles in H&R). Unfortunately, there were insufficient data on either of these issues to include them as indicators at this point. The selected indicators are identified in the table below.

Table 3.5 Recommended indicators for women’s employment in tourism

Goal 1	Draft indicator	Revised indicator based on available data
Creating equal opportunities for women working in tourism	Percentage of tourism employees who are women	Percentage of H&R employees who are women
	Average earned income for women tourism employees as percentage of men’s average earned income in tourism	Average earned income for women H&R employees as a percentage of men’s average earned income
	Percentage of women employees by tourism occupation (professional, clerk, service, craft)	Percentage of women H&R employees by occupation (professional, clerk, service)

3.5.2 Women Tourism Entrepreneurs

Entrepreneurship is the process of innovation and creation whereby an individual sees a business opportunity and takes some risks to profit from it. There are two main types of entrepreneurship: business entrepreneurship and social entrepreneurship. While business entrepreneurship involves starting, running, and growing a successful business for profit, social entrepreneurship often has wider community empowerment motives. Often the difference between the two is blurred. While larger businesses may be supported by traditional financial institutions, social entrepreneurs may look to nontraditional sources of funding and support, such as micro-credit, and NGO training for assistance.

Entrepreneurship is crucial to the economy of any country as it creates jobs, stimulates economic growth, and can reduce poverty. Women’s entrepreneurship is critical to the tourism industry. Anecdotal evidence suggests that women are more likely to employ women than men are, and that they are more likely to engage in informal social entrepreneurship which has wide community benefits.

The best indicator available on the current state of women’s entrepreneurship in developing countries is the percentage of women employers by economic sector. As with the formal employment indicators, there are no data on employers in the tourism industry, so the hotel and restaurant sector was used as a proxy indicator. The percentage of women employers in the hotel and restaurant sector assesses the proportion of all H&R businesses that are run by women.

The second key issue in entrepreneurship is access to financing. All businesses need credit and loans in order to grow. In many developing regions women face particular challenges getting access to financing often due to a lack of start-up capital. Unfortunately, however, at the present time data are not available for this indicator.

The indicators recommended for monitoring women’s entrepreneurship in tourism are included in the table below.

Table 3.6 Recommended indicators for women’s entrepreneurship in tourism

Goal 2	Draft indicator	Revised indicator based on available data
Inspiring women’s tourism entrepreneurship	Percentage of women employers in the tourism industry by sector	Percentage of women employers in the H&R sector
	Percentage of tourism loans given to women-run businesses	N/A

3.5.3 Women in Tourism Education and Training

Education and training are crucial to the alleviation of gender inequalities. Education brings increased choice, business acumen, and improved economic opportunity. To improve the status of women in tourism, it is important to stress women's participation in tertiary education, to provide support and training for women tourism entrepreneurs, and to ensure training and education are free of gender bias.

Two key issues were identified for monitoring: the proportion of women engaging in tourism education and the proportion of tourism teachers who are women.

UNESCO collects data concerning graduates from tourism courses internationally. Unfortunately, however, the data are recorded as part of "services" education which also includes transport, environmental protection, and security.⁵ As it is not currently possible to extract the tourism-only data, the number of graduates from all tertiary studies in services was used as the proxy indicator for graduates in tourism. This is not a perfect substitution. Service graduates include the military, who are predominantly men; this will affect the results. At the current time, however, this was the best available indicator for this issue.

Related to need for training and education to be free of gender bias is the need for teaching staff who are women. UNESCO records sex-disaggregated data on teachers not by subject but by teaching level. As a result, in this indicator, tertiary teachers had to be used as a proxy for tourism teachers. Again this is a far from perfect substitution. Anecdotal information suggests women are better represented in tourism studies than in other areas of tertiary education, so the results are likely to under-represent women in tourism teaching. This indicator is used as a baseline for improved measurement in the future.

The selected indicators are shown in the table below.

Table 3.7 Recommended indicators for women in education and training

Goal 3	Draft indicator	Revised indicator based on available data
Advancing women through tourism education and training	Percentage of women tourism graduates by educational achievement level	Percentage of women graduates in services
	Percentage of women tourism teachers by institution type	Percentage of women teachers at tertiary level

3.5.4 Women in Tourism Leadership

Given the significant role that women play in tourism, it is crucial that they also be well represented in tourism leadership. Leadership in tourism can empower and inspire other women to be more proactive in their pursuit of tourism business opportunities. Three types of tourism leadership positions were identified for monitoring: political leadership, national tourism leadership, and tourism business leadership.

The percentage of women in tourism ministerial positions was identified as a suitable indicator for political leadership in tourism. Although in some countries, tourism falls under the country's ministry of economic affairs, ministry of culture, or ministry of the environment, in most of the countries in the study, a ministry of tourism was identified. Internet research by country was used to identify women tourism ministers.

The percentage of tourist boards with a woman as the CEO or director was identified as the second indicator for women in tourism leadership. National tourist boards play an important role in tourism planning and development. Having a woman at the head of the tourism board can help highlight

5 According to the ISCED category definitions, services include personal services (hotel and catering, tourism, sports and leisure), transport services (shipping, air crews, postal services), environmental protection (conservation, pollution control), security services (military).

the needs of women in tourism businesses. As with the previous indicator, data were collected using country-by-country internet research.

To monitor women's participation in tourism business leadership, the number of women who are chairs of the national tourism association was identified as a suitable indicator. Tourism associations represent the business interests of tourism entrepreneurs in a country. When a woman is selected as the head of a tourism association it shows that this woman is an important member of the business community and this provides a role model for other women in business. The data for this indicator were also collected using country-by-country internet research.

The table below shows the indicators recommended for monitoring women in tourism leadership.

Table 3.8 Recommended indicators for leadership of women in tourism

Goal 4	Draft indicator	Revised indicator based on available data
Encouraging women to lead in tourism	Percentage of tourism ministerial positions held by women	Accepted as drafted; collected via internet research
	Percentage of tourist board CEO positions held by women	Accepted as drafted; collected via internet research
	Percentage tourism association chair positions held by women	Accepted as drafted; collected via internet research

3.5.5 Women in Communities Working in Tourism

Tourism provides significant opportunities for women in the informal sector. Informal work is often home-based and enables women to who are responsible for children and elderly relatives to generate income. Informal employment also provides opportunities for vulnerable women, women with less education, and those who would otherwise not be able to get jobs in formal employment. The flexibility of tourism work, such as producing handicrafts, can allow these women to continue with their household responsibilities while improving their standard of living.

Not all informal work provides positive opportunities for women, however. As explained earlier, women in informal employment are vulnerable to being exploited, treated unfairly, or underpaid. This is an area that has been identified for further research in forthcoming global reports. Collecting data on work in the informal sector is challenging because it includes home businesses that may be unregistered. However, aware of the size of the informal economy in developing regions, ILO is working on monitoring informal employment.

The first indicator measures the percentage of self-employed workers in tourism who are women. ILO categorises self-employed people as "own-account workers"⁶. In the tourism industry, this includes self-employed owners of small guesthouses, handicraft and souvenir makers, market-stall vendors, and food vendors. As with other employment indicators, data were only available for the hotel and restaurant sector so this was used as a proxy for the tourism sector.

The second indicator measures women contributing to household tourism businesses. ILO classifies these workers as "contributing family workers"⁷. They are generally unpaid family workers and may also include vulnerable women. Employment in this area may include souvenir making, catering work, dance and cultural groups, and other services. As with other employment indicators, data were only

6 ILO defines "own-account workers" as those workers who, working on their own account or with one or more partners, hold the type of job defined as self-employed and have not engaged on a continuous basis any employees to work for them during the reference period." ILO Laborsta.org.

7 ILO defines "contributing family workers" thus: "contributing family workers, also known as unpaid family workers, are those workers who are self-employed as own-account workers in a market-oriented establishment operated by a related person living in the same household" ILO, Laborsta.org.

available for the hotel and restaurant sector so this was used as a proxy for the tourism sector. The selected indicators are shown in the table below.

Table 3.9 Recommended indicators for community and home-based tourism

Goal 5.	Draft indicator	Revised indicator based on available data
Supporting women in community and home-based tourism enterprise	Percentage of women working at home who are engaged in tourism activities	Percentage of women H&R "own-account workers" out of all "own-account workers"
	Percentage of change in numbers of vulnerable women employed in tourism	Percentage of women H&R "contributing family workers" out of all "contributing family workers"

3.6 Summary

The final indicator list is a compromise between the best possible indicators and indicators for which there are currently available data. Experience suggests a short list of indicators is far more likely to be regularly monitored and reported than a long one. Eleven indicators have been selected to monitor how well tourism is empowering women. It is not the ideal indicator set, but in the absence of improved tourism-specific employment data, it provides a relatively robust starting point for monitoring women in tourism in developing regions.

Table 3.10 Final indicator list

Themes	Key issues	Goals	Selected indicators
Employment	Equal participation of women in the tourism workforce	1: Creating equal opportunities for women working in tourism	Percentage of H&R employees who are women
	Equal pay for women in tourism		Average earned income for women H&R employees as a percentage of men's average earned income
	Equal occupational status for women in tourism		Percentage of women H&R employees by occupation (professional, clerk, service)
Entrepreneurship	Women as tourism employers Women's access to finance for tourism	2: Inspiring women's tourism entrepreneurship	Percentage of women employers in the H&R sector
Education and training	Women's access to tourism education	3: Advancing women through tourism education and training	Percentage of women graduates in services
	Women as tourism educators		Percentage of women teachers at tertiary level
Leadership	Women as tourism decision-makers	4: Encouraging women to lead in tourism	Percentage of tourism ministerial positions held by women
	Women as tourism business leaders		Percentage of tourist board CEO positions held by women
			Percentage of tourism association chair positions held by women

Themes	Key issues	Goals	Selected indicators
Community	Women working in tourism at home	5: Supporting women in community and home-based tourism enterprise	Percentage of women H&R "own-account workers" out of all "own-account workers"
	Vulnerable women in tourism		Percentage of women H&R "contributing family workers" out of all "contributing family workers"

The following section provides the results of the baseline survey of these indicators.

Results

The goal of the monitoring work was to collect baseline data on the eleven identified indicators for as many of the 172 countries included in the study as possible.¹ This section provides a description of the results by indicator and by region. The data availability of each indicator is explained and the best and worst performing countries and regions under each indicator are highlighted. At the end of the section there is a summary of the results.

As this is the first time these indicators have been monitored, there is no baseline information to compare the results to. Consequently, wherever possible, the indicators for women in tourism have been compared with women in other sectors of the economy.

It is important to recognise that the indicator results are based on the relatively small number of countries in developing regions that have the required data. The most complete data is for the leadership section, where data was found for 150 out of 172 countries. The least complete data is for the community section where data was available for just 34 countries. Consequently the results cannot be scientifically relied on as representative of the regions. They do, however, provide a baseline of information on which to build in subsequent years.

4.1 Employment

In general, women are well represented in formal tourism employment. However, women are more likely than men to be working at a clerical level, are less likely than men to reach professional-level tourism employment, and as a result, their average take-home pay is lower than men's.

The indicators identified for monitoring women in tourism employment were: women's participation in the tourism workforce, women's pay in tourism employment, and women's occupational status in the tourism industry. Data on all three indicators were obtained from ILO's *Laborsta* Database.

4.1.1 Indicator 1a: Percentage Hotel/Restaurant Employees who are Women

Data for the equal participation of women in the workforce were available for 101 out of the 172 countries included in the research (59%). Latin America was the region with the most complete data (85%); Oceania had the fewest available data (39%).²

The results for this indicator show that women occupy 49% of all jobs in the hotel and restaurant sector in the countries included in the survey. The top three countries for this indicator were Mali (81.8%), Ethiopia (80.1%), and Lesotho (79.5%). The countries reporting the lowest percentage of women in the hotel and restaurant sector were Yemen (1.4%), Saudi Arabia (1.8%), and Egypt (3.3%).

1 Not all countries have data for all indicators. Where 2008 data were not available, the most recent year's data were included in its place. No data older than 2000 were included.

2 A chart showing data availability by region is included in the annex.

Table 4.1 Top 10 countries for the participation of women in the H&R sector

Rank	Country	Region	Sub-region	Women in H&R sector (%)	Year of data
1	Mali	Africa	West	81.8	2004
2	Ethiopia	Africa	East	80.1	2006
3	Lesotho	Africa	South	79.5	2000
4	Bolivia	Latin America	South America	78.8	2007
5	Nicaragua	Latin America	Central America	74.9	2006
6	Tanzania	Africa	East	73.9	2006
7	Uganda	Africa	East	73.2	2003
8	Paraguay	Latin America	South America	72.6	2008
9	Niue	Oceania	Polynesia	72.4	2001
10	Vietnam	Asia	South-East	70.4	2004

Source: Based on data from ILO Laborsta Database, 2000-2008.

Latin America has the highest participation of women (59%) in the H&R sector. Within Latin America, Bolivia and Nicaragua have the highest participation of women in the H&R sector.

The Caribbean has the second highest regional average for women's participation in the hotel and restaurant sector. The range of women's participation in the H&R sector is between 43% and 63%. Countries in the Caribbean where women have the highest participation in the hotel and restaurant sector are Jamaica (64%) and Bahamas (61%).

In Africa, 47% of H&R sector jobs are taken by women. There is great disparity across the region, however. The statistics show that in Egypt, women comprise just 3% of hotel and restaurant employees whereas in Mali they comprise 81% of employees.

In Oceania, women's average participation in the hotel and restaurant sector was 47%. Oceanic countries where women have the highest participation in the hotel and restaurant sector are Niue (72%) and Tuvalu (67%).

Asia was the region with the lowest average participation of women in the H&R sector. Women occupy on average only 35% of H&R sector jobs. The regional average is affected by the low average participation by women in the Middle East, however. While the participation of women in hotels and restaurants was 2% in Saudi Arabia, it was 65% in Thailand and 70% in Vietnam.

Table 4.2 H&R employees who are women, by region (%)

Region	Regional average of employees who are women
Latin America	58.5
Caribbean	55.4
Africa	47.0
Oceania	46.8
Asia	35.4
Average	48.62

Source: ILO Laborsta Database.

4.1.2 Indicator 1b: Average Earned Income for Women Hotel and Restaurant Employees as a Percentage of Men's Average Earned Income

Data on average earned income in the hotel and restaurant sector were available for only 35 out of the 172 countries (20%). Data were most complete for Asia (35%). There were no data for Oceania on this indicator.³ In 27 of these 35 countries, women earn less than men in the H&R sector.

In Botswana women earn just 57% of men's earnings, in Mexico women take home 73% of men's pay, and in Thailand they earn 76% of men's pay. Countries reporting women's wages as higher than men's in the sector include Bolivia (108%), Jordan (111%) and Egypt (116%). However, these figures are difficult to interpret as the data do not differentiate between job titles. At the moment, therefore, it is not possible to compare the pay of women hotel managers or reception staff with their male counterparts. It is also not currently possible to assess the impact of parental leave on earned income. These are areas that need further research in the future.

In the Caribbean, women's average pay in the hotel and restaurant sector is 95% of men's pay. In Bermuda, women take home an average of US\$ 2,607 compared to men's average pay of US\$ 2,862. In St. Lucia, women's average salary is XCS\$ 2,501 compared to XCS\$ 2,465 for men.

Women in Africa take home an average of 90% of men's pay in the H&R sector.⁴ There are large differences across the region, however. In Egypt and Madagascar, women in the hotel and restaurant sector earn slightly more than men in the same sector. In Botswana, women earn an average of only BWP 988/month compared to men who earn BWP 1,711/month.

In Latin America, women in the H&R sector earn between 73% and 108% of men's pay. Bolivian women earn a higher average wage than men in the hotel and restaurant sector. Bolivian women take home BOB 1,706 compared to the BOB 16,265 taken home by men in the sector.

Data were available for just two countries in Oceania: French Polynesia and New Caledonia. In French Polynesia men (CFP 171,493) earned more than women (CFP 132,624) in hotels and restaurants. In New Caledonia, however, women earned CFP 229,802 and men earned CFP 167,747.

Table 4.3 Average earned income for women H&R employees in comparison to men's average earned income, by region (%)

Region	Average of earned income for women in the H&R sector in comparison to men's pay *
Caribbean	94.3
Africa	90.1
Latin America	88.3
Asia	86.1
Oceania	N/A
Total Average	87.5

* Regional averages are only shown for countries where 10% or more of the countries in the region have data available.

Source: ILO Laborsta Database.

3 A chart showing data availability by region is included in the annex.

4 Data on pay in Africa is only available for five countries so the results may not be representative of the region.

4.1.3 Indicator 1c: Percentage of Women H&R Employees by Occupational Status (Professional, Clerk, Service)

Data on occupational status were available for 42 out of the 172 countries included in the research (24%). Asia was the region with the most complete data (35%). There were no data for Oceania.

This indicator is perhaps the most important of the three employment indicators as it indicates the relative level of women in H&R employment compared to men. Three levels of employment status were reviewed in the H&R sector: professional, clerk, and service worker.⁵ The results show that women are more likely than men to work at clerical level in the H&R sector and less likely than men to reach the professional level. In only seven of the 42 countries with data were there more women professionals than men in the H&R sector.

Overall, 36.8% of H&R professionals were found to be women. The top three countries for the percentage of women at the professional level in the H&R sector were Republic of Korea, Chile, and Peru. Asia was the region with the highest percentage of women at the professional level in the H&R sector but this was just 38.9%. However, there was a wide disparity in the results, with the Philippines reporting that 50% of professionals are women.

Table 4.4 Top 10 countries of women professionals in the H&R sector

Rank	Country	Region	Sub-region	Professionals who are women in the H&R sector (%)	Year of data
1	Republic of Korea	Asia	East	96.55	2007
2	Chile	Latin America	South America	86.96	2007
3	Peru	Latin America	South America	66.89	2008
4	Guatemala	Latin America	Central America	55.56	2008
5	Singapore	Asia	South-East	55.56	2008
6	Iran	Asia	South-central	50.00	2008
7	Philippines	Asia	South-East	50.00	2008
8	Indonesia	Asia	South-East	47.42	2008
9	Mexico	Latin America	Central America	46.96	2006
10	Panama	Latin America	Central America	45.45	2008

Source: Based on data from ILO Laborsta Database, 2006-2008.

In Latin America, although women take up the majority of clerical and service level positions in the H&R sector, only 36.6% of professional H&R positions are held by women. Chile has the highest level of women professionals in H&R (89%). In Columbia 84% of service-level employees in H&R are women, while in Honduras the figure is 80%.

In Africa, data were available for just seven of the 54 countries included. There is significant variation in the results, but overall, women make up the majority of clerical workers in H&R (57%) and just a third of the professional workers. However, this varies widely, with women making up 14% of H&R professionals in Egypt, compared with 33% in Morocco and 45% in South Africa.

Data on the Caribbean were only available for Anguilla, Cuba, and Barbados. These three countries show few women at the professional level. Women outnumber men at the clerical level in the H&R sector in the Caribbean. They also hold the majority of service level positions, at 58% in Barbados and 70% in Aruba.

5 ILO definitions of occupation type follow International Standard Classification of Occupations ISCO-1988, available: <http://laborsta.ilo.org/applv8/data/isco88e.html>

Table 4.5 Women H&R employees by occupational status, by region (%)

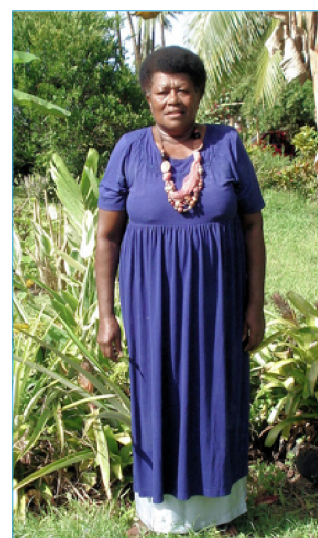
Region	Average of women professionals in H&R sector	Average of clerks in the H&R sector	Average of women service workers in the H&R sector
Asia	38.9	49.4	35.6
Latin America	36.6	62.7	65.5
Africa	34.9	56.6	34.8
Caribbean	N/A	67.3	42.9
Oceania	N/A	N/A	N/A
Average*	36.8	59.0	44.7

* In order to show an average, a region needed to have data for at least 10% of countries included.

Box 4.1 Olivia's Homestay, Nagigi

Nagigi is an indigenous Fijian village on the island of Vanua Levu, Fiji. It is set on an idyllic palm-fringed lagoon and is located on either side of the main coastal road, approximately 30 minutes from the main town, Savu Savu, the ferry terminal, and the airport. Olivia, a divorcee in her late fifties, convinced the village council that opening her home to homestay guests would benefit the village by providing additional cash income. Olivia started her homestay venture with her own capital which she had saved while providing private care for the elderly in California. The savings, together with support from the Savu Savu Tourism Association, were used to build a five-bedroom house on her inherited land in Nagigi.

Olivia's Homestay benefits many members of the village community, who provide add-on activities such as rides on *bilibili* (bamboo raft), snorkeling trips, visits to an island, lessons in Fijian cooking, massage, meke (traditional dancing), music, and mat weaving. There are also indirect benefits to other members of the community, such as the women who manage of the village shop, and those who prepare and serve food for the lovo (a traditional feast cooked in an underground oven). More direct financial benefits go to the church, where Olivia contributes generously to the fund for the pastor and to other church initiatives; to the part-time assistants she now employs; to her extended family, who receive *kere kere* (reciprocal assistance). In return for labour, they receive housing and farm produce. The sustainability of the venture depends on maintaining a delicate balance between individual entrepreneurship and conformity to a long-established system of communal village governance. Olivia has achieved this balance by using the homestay experience as a way to introduce tourists to Fijian life.



Olivia Villimaina, Olivia's Homestay

4.2 Entrepreneurship

Tourism offers significant opportunities for women to run their own businesses. Women are almost twice as likely to be employers in the tourism industry than in other sectors.

The key indicator for entrepreneurship was the percentage of women employers in the H&R sector.

4.2.1 Indicator 2: Percentage of Women Employers in the H&R sector

For this indicator, data were available for 40 out of 172 countries (24%). The most complete data were available for Asia and Latin America. There were no data available for Oceania. All the data were sourced from the ILO Laborsta Database.

The results show that although women are not well represented as employers in general (just 22% women employers) they are better represented as employers in the H&R sector (36% women employers). The countries with the highest proportion of women employers were Bolivia, Panama, and Nicaragua. The countries where the fewest women employers were reported in the H&R sector were Egypt (0.3%), Pakistan (1.1%), and Syria (2.8%).



Woman entrepreneur, Aitutaki

Table 4.6 Top 10 countries for women employers in the H&R sector

Rank	Country	Region	Sub-region	Women employers in H&R sector (%)	Year of data
1	Bolivia	Latin America	South America	78.1	2006
2	Panama	Latin America	South America	77.1	2006
3	Nicaragua	Latin America	Central America	72.9	2008
4	Ecuador	Latin America	South America	60.1	2008
5	Philippines	Asia	South-East	56.7	2008
6	Botswana	Africa	South	54.5	2008
7	Indonesia	Asia	South-East	51.9	2008
8	Ethiopia	Africa	East	50.9	2005
9	Peru	Latin America	South America	50.5	2008
10	Malaysia	Asia	South-East	49.2	2008

Source: Based on data from ILO Laborsta Database, 2005-2008.

Latin America has the highest regional average for women as employers in the H&R sector. More than half of all employers in the H&R sector were women (51%). In Nicaragua and Panama more than 70% of employers are women compared to just over 20% in other sectors. A similar pattern was found in Bolivia and Ecuador where women are far better represented as employers in the H&R sector than in other sectors.

Data on the gender distribution for employers in the hotel and restaurant industry were only available for four countries in the Caribbean: Aruba, Anguilla, Barbados, and Trinidad and Tobago. In Anguilla and Trinidad and Tobago there are almost twice as many women employers in H&R as there are in other sectors. In Aruba and Barbados the percentage of women employers is about the same in H&R as it is in other sectors.

In Africa the percentage of women employers in the H&R sector (31%) was also higher than the average number of women employers (21%). In Botswana and Ethiopia more than 50% of the businesses in the hotel and restaurant sector were run by women. In Seychelles 43% of hotels and restaurants are run by women. In Mauritius, 29% of the employers in the H&R industry are women compared with just 12% in other sectors.

In Asia, of the countries with data, 29% of employers in the H&R sector were women. In Indonesia, Malaysia, Philippines, and Thailand 50% or more of H&R businesses are run by women. In contrast, in Pakistan, Iran, and the Maldives virtually no businesses were run by women.

Table 4.7 Women employers in the H&R sector, by region (%)

Region	Average women as employers in general	Average women as employers in H&R sector
Latin America	23.2	51.3
Caribbean	26.4	32.8
Africa	20.8	30.5
Asia	17.4	29.7
Oceania	N/A*	N/A
Average	21.95	36.08

* In order to show an average, a region needed to have data for at least 10% of the countries included.

Source: ILO Laborsta Database

Box 4.2 Stella Hirji and African Trails Ltd.

Stella Hirji started her career as a biology teacher in Dar es Salaam, Tanzania. She later joined a safari company as Reservations Manager and worked her way up to Operation Manager and then Marketing Manager. With the help of a woman lawyer friend, she started her own company in 1997. She called it African Trails Ltd. The company had no office or equipment and Stella had little capital aside from some saved salary. Then, a woman renting space in the Arusha Conference centre offered her room. She saved to buy phone lines, a fax machine; she borrowed furniture; she hired a young girl to work as her assistant. Her first clients were through the conference centre; word of mouth led to more clients and the business grew slowly. African Trails has been in business for 13 years now and has one safari vehicle, one leased minibus, and four employees. Finances are a continual struggle for Stella, however. She has not been able to attract investors and is unwilling to take out a loan that would require using her house as collateral. Stella says:

“This is the story of how I started AFRICAN TRAILS LTD with no cash on hand and no financial aid! It’s difficult for small local companies to grow if financial institutions put steep conditions on loans... It’s a vicious circle because I don’t want to use my house as collateral. Seeing the credit crunch last year, what would have happened if I had a loan out from somewhere?”

Box 4.3 Community-based wildlife tourism, Namibia

In 1996, the Namibian government instituted a nationwide poverty alleviation and environmental conservation initiative called Community-Based Natural Resource Management (CBNRM). This initiative, which was set up with the financial support and input of a number of international organizations including USAID and WWF, gives indigenous people a central role in the sustainable management of wildlife on their land. Community conservancies engage in semi-cooperative entrepreneurial ventures that help to reduce poverty in the area and help to create economic incentives for wildlife conservation. The establishment of CBNRM has allowed the Namibian government to move away from its traditional role of guarding wildlife and towards a new role as enabler of community-based conservation. There are already 50 conservancies across the country. Communities interested in forming a conservancy must get organised, form and elect a representative committee, and obtain the consent of neighboring communities.

As well as improving conservation outcomes, the conservancies have also been found to improve gender equality. Government policy mandates that all conservancy committees have women officers and requires that each conservancy include a women's committee to pursue activities that address women's well-being and self-determination. Additionally, government agents and NGOs frequently implement projects to build women's productivity and leadership skills and to advise them regarding ongoing and new tourism-related ventures. Recent research comparing women in conservancies with women in non-conservancy communities revealed that women in conservancies were less likely to succumb to "last-resort" options for income generation, suggesting that involvement in tourism in conservancies is lifting women up from desperate poverty. Further, women in conservancies reported an interest in traditions such as wearing ethnic dress and body adornments. This suggests that this form of tourism development may be engendering social changes compatible with selected aspects of traditional indigenous culture.



Women's conservation meeting

Box 4.4 Sustainable and Responsible Tourism, Banesto Foundation

Created during the *Primer Encuentro España-África de Mujeres por un Mundo Mejor* (First Spanish-African Congress of Women for a Better World) which took place in Maputo (Mozambique) in March 2006, **Turismo Solidario y Sostenible** (Responsible and Sustainable Tourism) is an initiative of the *Fundación Cultural Banesto* (Banesto Foundation). Its objective is to contribute to development in Africa and Latin America by supporting women entrepreneurs in the tourism sector. Its 'end-to-end' philosophy includes market access and commercialization, training and technical assistance for women entrepreneurs, project financing, and the introduction of new technologies. Responsible and Sustainable Tourism is working to develop a network of accommodation and tourist routes which demonstrate women's participation, involve local ownership and supply, protect the environment, and uphold principles of sustainability. The Initiative identifies projects by women entrepreneurs and conducts fund-raising activities to facilitate women's access to microfinance programmes.

Source: Translated from project website www.turismo-solidario.es.

In 2010, the Foundation supported the publication of *Nacidas el 8 de marzo: El futuro de África tiene rostro de mujer* (*Born on the 8 March: Africa's Future has a Woman's Face*). This book by journalist Ana Bermejillo contains a collection of 14 case studies detailing the experiences of women entrepreneurs working with the Initiative in a number of African countries: Cape Verde, Ethiopia, Gambia, Morocco, Namibia, Senegal, and Tanzania. It is a valuable resource which recounts the stories of a diverse range of African women and their challenges and successes in the tourism sector.

4.3 Education

Although there is very little data on the level of education of women working in the tourism industry, international data on education suggests that the proportion of women graduates in all fields is increasing. There is still a shortage of women teaching at tertiary level, however, and there are proportionally fewer women service graduates than in other fields.

The indicators for monitoring education were: women graduates in services and women tertiary teachers. Data for both indicators were obtained from the UNESCO Institute for Statistics Database.

4.3.1 Indicator 3a: Percentage of Women Graduates in Services

Data for the indicator on graduates in services were available for 88 out of the 172 countries included in the research (50%). The data are most complete in Latin America and Asia. There are no data for Oceania.

Women were well represented in tertiary level service graduates. In 22 of the countries with data, more than half of all service graduates were women. The top three countries for women graduates in services were: Philippines (82.1%), Cayman Islands (80%), and Honduras (78%). The country with the lowest percentage of women services graduates were Morocco (15%), Vietnam (18%) and Mozambique (19%).

Table 4.8 Top 10 countries and territories for women graduates in services

Rank	Country	Region	Sub-region	Women graduating from services education (%)	Year of data
1	Philippines	Asia	South-East	82.1	2006
2	Cayman Islands	Caribbean	Caribbean	80.0	2008
3	Honduras	Latin America.	Central America	78.0	2008
4	Japan	Asia	East	77.2	2007
5	Trinidad and Tobago	Caribbean	Caribbean	73.0	2004
6	Hong Kong, China	Asia	East	72.8	2008
7	Bahrain	Asia	West	67.6	2006
8	Macau, China	Asia	East	67.6	2008
9	Ecuador	Latin America	South America	65.6	2008
10	Mexico	Latin America	Central America	61.9	2007

Source: Based on data from ILO Laborsta Database, 2004-2008.

Latin America was the region with the highest proportion of women services graduates (53.5%). Ecuador, Brazil, Mexico, and Honduras record a higher proportion of women graduating from tertiary studies in services than tertiary studies in other areas.

Data are only available for four countries in the Caribbean but these show the highest level of women tertiary-level graduates overall (66%) and the second highest proportion of women in services education (50%). Two of the countries, Cayman Islands and Trinidad and Tobago, show high numbers of women services graduates (both over 70%). In Cuba and Bermuda there is a smaller proportion of women graduating from services than from other studies.

In Asia, although there are more women tertiary graduates than men, only 46% of service graduates are women. Of countries with data, Japan and Jordan have the highest levels of women graduates in services.

Africa has the lowest percentage of women tertiary level graduates. Just 36.8% of tertiary graduates are women. An even lower number of women graduate from tertiary studies in services. Less than a third of all services graduates in Africa are women. Kenya and Uganda are the only countries in Africa where women outnumber men as services graduates.

Table 4.9 Women graduates in services, by region (%)

Region	Average of women graduates of all tertiary graduates	Average of women graduates of all services graduates
Latin America	59.6	53.5
Caribbean	66.2	50.3
Asia	52.2	46.3
Africa	36.8	30.8
Oceania	N/A	N/A
Average	53.7	45.3

Source: UNESCO Institute for Statistics Database.

4.3.2 Indicator 3b: Percentage of Women Teachers at Tertiary Level

Data for the indicators that were used to measure the role of women as tourism trainers were available for 113 out of the 172 countries (66%).⁶ Data were most complete from Asia. Oceania had data available for six countries.⁷

Overall, results show that women are under-represented as teachers in the tertiary sector. In the 113 countries surveyed, only 38% of tertiary teachers were women. The top three performing countries for women teachers at the tertiary level were St. Lucia, Myanmar, and Kazakhstan.

Table 4.10 Top 10 countries for women teachers at tertiary level

Rank	Country	Region	Sub-region	Women teachers at tertiary level (%)	Year of data
1	St. Lucia	Caribbean	Caribbean	86.49	2007
2	Myanmar	Asia	South-East	82.21	2007
3	Kazakhstan	Asia	South-central	68.81	2009
4	Thailand	Asia	South-East	68.07	2008
5	Maldives	Asia	South-central	66.67	2003
6	Jamaica	Caribbean	Caribbean	60.32	2006
7	Cayman Islands	Caribbean	Caribbean	58.82	2008
8	Cuba	Caribbean	Caribbean	58.69	2008
9	Kyrgyzstan	Asia	South-central	58.41	2008
10	Mongolia	Asia	East	56.57	2008

Source: Based on data from ILO Laborsta Database, 2003-2008.

The Caribbean region performs best in terms of women teachers at the tertiary level (53%). There is still a significant difference between the proportion of women teaching at primary level (86%) and those teaching at the tertiary level, however. St. Lucia has the largest proportion of women tertiary teachers

6 It should be noted that this indicator is a remote proxy. As UNESCO only collects data on teachers by teaching level, not by subject area, it was not possible to identify tertiary tourism teachers. This indicator is used as a baseline for improved indicators in the future.

7 See data availability tables in the annex.

(86%) and Trinidad and Tobago has the smallest proportion of women teachers at the tertiary level (33%).

In Latin America, most countries with data had between 30% and 50% women teachers at the tertiary level. Guyana had the highest percentage of women teachers (54%). Guatemala had the lowest percentage of women teachers (28%).

In Asia, 39% of tertiary teachers were women but there are significant geographical differences. Myanmar (Burma) has the highest level of women teachers (82%). Thailand, the Maldives, and Kazakhstan all have over 60% women teachers. The lowest levels of women tertiary teachers were found in Afghanistan (12%) and Cambodia (11%).

In Oceania, 36% of tertiary teachers are women compared to 73% at the primary level. Only in the Marshall Islands did women outnumber men in tertiary teaching (51%).

In Africa, women are particularly poorly represented as tertiary teachers. On average, only one in five tertiary teachers is a woman. Women tertiary teachers are in the minority in all of the countries for which data were available. For example, out of 1,306 tertiary teachers in Chad, just 16 were women (1%). In Guinea, out of 2,163 tertiary teachers, only 100 (4%) were women. Cape Verde showed the highest level of women tertiary teachers (43%).

Table 4.11 Women teachers at tertiary level, by region (%)

Region	Average of women teachers at primary level	Average of women teachers at tertiary level
Caribbean	85.8	53.3
Latin America	78	41.9
Asia	70.4	39.3
Oceania	72.6	36.4
Africa	44.4	19.8
Average	70.2	38.14

Source: UNESCO Institute for Statistics Database.

Box 4.5 Pioneering Sustainable Tourism in Costa Rica: Andrea Bonilla

Andrea Bonilla was born and raised in Costa Rica. She grew up on her parents' farm in Guanacaste. There she developed a strong relationship with the environment and the local culture, recognizing the benefits of sustaining and uniting people and their place. In 1992, she seized the opportunity to study Hotel Administration at Cornell University in New York State. After graduating and working in hotel management positions in Africa and central America, she founded her own tourism management company, Cayuga Sustainable Hospitality, focusing exclusively on small, upscale sustainable hotels and lodges in central America. Cayuga has been a pioneer in bringing professional management to small ecolodges and sustainable hotels traditionally managed by founder-owners. Andrea's commitment to unite sustainable practices, community development, conservation, and education are deeply rooted in her past. It helped focus her work as general manager at Costa Rica's award-winning Ecolodge Lapa Rios. She is now Managing Director at Cayuga in charge of the operation of six hotels in Costa Rica and Nicaragua. Additionally, Andrea has been instrumental in founding the non-profit Equilibrium Foundation, which funds education and biodiversity conservation programmes in countries where Cayuga Hotels operate.

4.4 Leadership

Tourism offers women opportunities for global leadership. Women hold more ministerial positions in tourism than in any other field. Nevertheless, only one in five tourism board (NTAs) CEOs are women, and only one in four tourism industry associations have a woman chair.

The indicators selected for monitoring women in tourism leadership were: percentage of women holding tourism ministerial positions; percentage of women holding tourist board CEO positions; percentage of women holding tourism association chair positions. Data for these indicators were collected individually from government websites, tourism ministry websites, and the websites of tourist boards and associations.

4.4.1 Indicator 4a: Percentage of Tourism Ministerial Positions Held by Women

Information on the gender of the tourism minister was found for 150 out of 172 countries (87%). For the remaining countries either the tourism minister was unknown or the country did not have a minister responsible for tourism.

Out of all countries with available data, there was a higher proportion of women in tourism ministerial positions than there were in ministerial positions in general. 21% of countries with data had a women tourism minister as of March 2010. In contrast, according to the 2009 Human Development Report, only 17% of ministerial positions in general were held by women. 15 countries have two of the three leadership positions in tourism occupied by women.

Table 4.12 Countries where 2 of the 3 key tourism leadership positions are held by women, 2010

Country	Region	Minister of Tourism	Head of Tourism Board	Chair of Tourist Association
Botswana	Africa		Myra Sekgororoane	Morongwa Disele
Gambia	Africa	Fatou mas Jobe-Njie	Binta Jobe	
Guinea-Bissau	Africa	Maria de Lurdes Vaz	Suzette Lopes Ferreira Soares da Gama	
Lesotho	Africa	Ms. Lebohang Ntšinyi	Mamoruti Malie	
Madagascar	Africa	Irène Victoire Andréas	Vola Raveloson	
Namibia	Africa	N. Nandi-Ndaitwah	Jacqueline Asheeke	
Rwanda	Africa	Monique Nsanzabaganwa	Rosette Rugamba	
Anguilla	Caribbean		Amelia Vanterpool-Kubisch	Sherille Hughes
British Virgin Islands	Caribbean		Hadassah Ward	Birney M. Harrigan
Netherlands Antilles	Caribbean		Evita Nita	Jeanette Bonet
United States Virgin Islands	Caribbean		Beverly Nicholson-Doty	Lisa Hamilton
Belize	Latin America		Seleni Matus	Dionne Chamberlain Miranda
Suriname	Latin America	Richel Apinsa		Melisa Redjosentono
Niue	Oceania		Ida Talagi Hekesi	Patricia Hunter
Samoa	Oceania		Matatamalii Sonya Hunter	Nynette Sass

Source: Respective Ministries of Tourism, 2010.

Africa is the region with the highest percentage of women tourism ministers. This survey found that a third of all African tourism ministers were women (18 out of 54 countries). In Africa, the post of tourism minister is almost twice as likely to be held by a woman than ministerial posts in general. There are significant differences across the region. While in East Africa eight out of 17 countries have women ministers of tourism, in North Africa there are no women ministers of tourism. Hon. Ms. Ivonne MBoissona of central African Republic is the only women Minister of Tourism in central Africa at the current time. Hon. Ms. Catherine Namugala from Zambia won the 2010 African Tourism Minister of the Year Award.

In Latin America, five women tourism ministers were identified (Honduras, Bolivia, Ecuador, Paraguay and Suriname). Hon. Ms. Nelly Jerez Caballero in Honduras is the only women Minister of Tourism in central America at the time of writing.

In Asia, just seven out of 49 countries have a woman tourism minister (15%). These countries and territories are Bahrain, Hong Kong, China; India, Jordan, Malaysia, Oman, and Palestine. Hon. Ms. Dato' Sri Dr Ng Yen Yen from Malaysia is the only woman Minister of Tourism in South-East Asia. In East Asia, the only woman tourism minister is Hon. Ms. Joey Lam of Hong Kong, China.

In the Caribbean, information was available for 19 out of the 23 countries. Just one woman tourism minister was identified, Hon. Ms. Glynis Roberts in Grenada.

In Oceania, there were no women tourism ministers at the time of the survey. However, for almost a third of the countries, there was no tourism minister or there was no information available on the minister.

Table 4.13 Tourism ministerial positions held by women, by region

Region	Women in ministerial positions (%)*	Actual number of women tourism ministers	Tourism ministerial positions held by women (%)
Africa	19	18	36
Latin America	24	5	25
Asia	9	7	15
Caribbean	21	1	6
Oceania	7	0	0
Average	17		20.7

* UNDP Human Development Report 2009.

Source: Independent Research, 2010 and UNDP Human Development Report.

Box 4.6 Women leading tourism in Tanzania

Women are generally not well represented in tourism leadership roles, but Tanzania is an exception. Tourism is Tanzania's most important economic sector, attracting 700,000 international tourists a year and generating 17% of GDP. Tanzania is working hard on gender equality. Affirmative action for gender balance is enshrined in the Constitution of United Republic of Tanzania and in the Constitution of Zanzibar. The country has improved the gender balance in primary schools and in the legislature and is on target to achieve the Millennium Development Goals for gender equality and empowerment.

Although the proportion of paid jobs taken by women is still low (30%), the number of women playing a dynamic role in the country's tourism industry has grown dramatically over the last decade. It started at the top. In May, 1998, when Tanzania hosted its first Africa Travel Association (ATA) Conference, a woman Minister of Natural Resources and Tourism, Hon. Zakia Hamdani Meghji, was at the helm. She was only the second woman to hold that post. The first was

Hon. Gertrude Mongella, who held the post from 1985 to 1988. Hon. Meghji, the longest serving Tourism Minister to date, was elected President of ATA's International Board of Directors in 2001 and led the organization until 2004. A decade later, Tanzania's second ATA conference was hosted by yet another dynamic woman, the Hon. Shamsa S. Mwangunga, who was appointed Minister of Natural Resources and Tourism in February 2008, and elected to serve as ATA president in May 2008.

Accomplished women can now be found in all sectors of Tanzania's travel industry from Director of Tourism in the Ministry (Maria Mmari) to Legal Counsel and other management positions on the Tanzania Tourist Board. Tanzania National Parks (TANAPA), have five women Chief Wardens, a traditionally male role. Out of 200 park rangers recruited in 2008 35 were women. Ngorongoro Conservation Area Authority (NCAA) appointed the first woman to hold the position as Manager of Tourism Services in 2010. Zanzibar's tourism industry is also led by a woman, the Hon. Sameer Suluhu Hassan, Minister for Tourism, Trade, and Investment. These talented women, together with their male colleagues, show the professionalism and creativity that has helped to make tourism the number one industry in Tanzania.



Hon. Shamsa S. Mwangunga, MP,
Former Minister of Natural Resources and
Tourism, United Republic of Tanzania,
Former President, Africa Travel Association

4.4.2 Indicator 4b: Percentage of Tourist Board CEO Positions Held by Women

Data on the national tourism board CEO were available for 118 out of 172 countries (69%).

The chair of the tourism board is known to be a woman in just 23 out of the 172 countries (13%). 20% of all identified tourist board chairs were women. The Caribbean was the region with the most women tourist board CEOs (35%). In seven out of the 23 Caribbean countries, the chairperson of the tourism board is a woman. These are: Anguilla, Aruba, the Bahamas, British Virgin Islands, Martinique, the Netherlands Antilles, and the United States Virgin Islands.

In Oceania, 42% of tourist boards with data were headed by a woman. The Marshall Islands, Palau, Vanuatu, Niue and Samoa all have a woman chair of the tourism board. Ms. Annie Niatu in Vanuatu is the only Melanesian woman who is the chair of a tourism board.

In Africa, 26% of countries with data had a woman tourist board CEO or director. These were: Botswana, Burkina Faso, Guinea-Bissau, Lesotho, Madagascar, Mauritania, The Gambia, and Rwanda. West Africa is the Africa region with the largest number of women tourist board heads (four out of ten countries).

In Latin America, only three countries have a woman CEO of the tourist board: Belize, Brazil, and French Guiana. Ms. Seleni Matus in Belize is the only central American woman head of a tourist board.

In Asia, just one of the tourism boards, Myanmar, is headed by a woman, Ms. Daw Su Su Tin. In all other countries the CEO or Director is a man (74%) or is unknown (25%).

Table 4.14 Leadership positions in tourism held by women, by region

Region	Actual number of women tourist board CEOs	Women tourist board CEOs (%)
Caribbean	7	35
Oceania	5	29
Africa	8	26
Latin America	3	23
Asia	1	3
Average	N/A	20.3

Source: Independent Research, 2010.

4.4.3 Indicator 4c: Percentage of Tourism Association Chair Positions Held by Women

Data on the gender of the head of tourism associations were found for 118 of the 172 countries researched (69%). Just under a quarter of the tourism associations identified had a woman chair. Oceania had the highest proportion of women tourist association chairs; Africa had the lowest.

In Oceania, data were available for eight out of 23 countries. In four countries the head of the tourism association was a woman at the time of the survey. These countries are Guam, Niue, Samoa, and Tonga. Ms. Mary Torre of Guam is Micronesia's only women tourism association chair.

In the Caribbean, seven of the 18 countries for which data were available had a woman head of the tourism association: Anguilla, Barbados, British Virgin Islands, Cayman Islands, Netherlands Antilles, Turks and Caicos, and United States Virgin Islands.

In Latin America, three countries were found to have a tourism association led by a woman: Belize, Nicaragua, and Suriname. Ms. Melisa Redjosentono in Suriname was the only South American woman head of a tourism association. In central America the position was held by Ms. Sandra Méjia in Nicaragua and Ms. Dionne Chamberlain Miranda in Belize.

In Asia, Brunei, Kazakhstan, Singapore, and Vietnam have a woman head of the tourism association. There was just one woman tourism association head in South-central Asia, Ms. Shakira Adibekova of Kazakhstan. There were no woman tourism association heads in East or West Asia. In South-East Asia three out of ten countries had a woman head of the tourism association.

In Africa, despite the high number of women tourism ministers, only two of the 19 countries with data available were found to have a woman head of the tourism association. These were Ms. Morongwa Disele in Botswana and Ms. Jacqueline Asheeke in Namibia.

Table 4.15 Tourism association chair positions held by women, by region

Region	Actual number of women tourism associations chairs	Tourism associations' chairs who are women (%)
Oceania	4	50
Caribbean	7	39
Latin America	3	25
Asia	4	12
Africa	2	11
Average	N/A	23.8

Source: Independent Research, 2010.

4.5 Community

The formal and informal opportunities tourism provides women can have a significant impact on poverty reduction in rural communities. The proportion of women “own-account workers” is much higher in tourism than in other sectors across all regions. The report also found that women are contributing a substantial amount of unpaid labour to home-based tourism businesses as “contributing family workers.” Unpaid family workers are vulnerable to exploitation. This is one of the key areas to address in promoting gender equality in tourism.

The indicators selected to monitor the impact of tourism on women in communities were the percentage of women “own-account workers” in the hotel and restaurant sector, and the percentage of women “contributing family workers” in the H&R sector.⁸ Data for both indicators were sourced from the ILO Laborsta Database. It should be noted that there are some unknown factors regarding the inclusion of informal labourers in this report. There is no way of knowing whether contributing family workers are being exploited or raising their standard of living through household-based enterprise. This is an area that will require further investigation in forthcoming global reports on women in tourism.

4.5.1 Indicator 5a: Percentage of Women “Own-account Workers” Working in the Hotel and Restaurant Sector

Data on own-account workers in the H&R sector were only available for 39 out of 172 countries (23%).

The results show that women occupy just under half of all “own-account” hotel and restaurant opportunities. The countries with the highest proportion of women own-account workers in the H&R sector were Botswana (71%), Zimbabwe (65%) and Maldives (55%). These figures were particularly low in Morocco (11%) and Malaysia (24%).

Table 4.16 Top 10 countries for the participation of women as “own-account workers” in the H&R sector

Rank	Country	Region	Sub-region	Women own-account workers in the H&R sector (%)	Year of data
1	Botswana	Africa	South	71	2008
2	Zimbabwe	Africa	East	65	2000
3	Maldives	Asia	South-central	55	2006
4	South Africa	Africa	South	54	2008
5	Ghana	Africa	West	53	2000
6	Kazakhstan	Asia	South-central	52	2008
7	Peru	Latin America	South America	52	2008
8	El Salvador	Latin America	Central America	50	2006
9	Ecuador	Latin America	South America	45	2006
10	Brazil	Latin America	South America	46	2007

Source: Based on data from ILO Laborsta Database, 2000-2008.

8 It should be noted that ILO considers all own-account workers and contributing family workers to be engaged in “vulnerable employment.” Consequently, an increase in the proportion of women in these groups may not be a positive trend. However, anecdotal evidence suggests that women who are informally employed in tourism may be better off than those informally employed in another sector such as agriculture.

Latin America is the region with the highest proportion of women own-account workers in the H&R sector. In most countries in central America there are twice as many women working as own-account workers in the H&R sector than there are in other sectors. In Nicaragua, for example, women occupy 40% of own-account jobs but 92% of H&R own-account jobs. In Bolivia, women occupy 44% of own-account jobs but 95% of H&R own-account jobs.

In Africa, there are 10% more women own-account workers in the H&R sector than there are as own-account workers. In Ethiopia, South Africa, and Madagascar women occupy more than half of all own-account H&R sector jobs.

In the Caribbean data were available for just four of the 23 countries: Anguilla, Aruba, Barbados, and Trinidad and Tobago. Trinidad and Tobago and Barbados have the most women own-account workers in the H&R sector.

In Asia, women are not as strongly represented as own-account workers in the hotel and restaurant sector as they are in Africa. In countries such as Indonesia, Kyrgyzstan, and the Philippines, women own-account workers are better represented in the H&R sector than they are on average as own-account workers. However, in countries such as Iran, Pakistan, and United Arab Emirates, the H&R sector sees less women own-account workers than the country's average.

Table 4.17 Women as “own-account workers” in the H&R sector, by region (%)

Region	Average of women as own-account workers in general	Average of women as own-account workers in the H&R sector
Latin America	39	73
Africa	38	48
Caribbean	29	42
Asia	27	33
Oceania	N/A	N/A
Average	33.25	49

Source: ILO Laborsta Database.

4.5.2 Indicator 5b: Percentage of Women H&R “Contributing Family Workers” out of all “Contributing Family Workers”

Data were available for only 34 out of 172 countries (19%). Data are most complete for Asia. There are no data for countries in Oceania.

The results show that a larger number of women are contributing family workers in the H&R sector than in other sectors. It appears that women are contributing a large amount of unpaid work to family tourism enterprises. As table 6 shows, the proportion of contributing family workers that are women is considerably higher in tourism than in other industries, with the exception of Asia. In the Caribbean, for example, 84% of contributing family work is provided by women, compared to 51% in other sectors.

Women make up 70% of contributing family workers in the H&R sector and 56% of contributing family workers overall. Countries with the highest proportion of women contributing family workers are Bolivia, Ethiopia, and Nicaragua. The lowest percentage of women as contributing family members was found in Madagascar (45%), Argentina (50%) and Ecuador (59%).

Table 4.18 Top 10 countries for women "contributing family workers"

Rank	Country	Region	Sub-region	Women contributing family workers in the H&R sector (%)	Year of data
1	Bolivia	Latin America	South America	95	2007
2	Ethiopia	Africa	East	93	2005
3	Nicaragua	Latin America	Central America	92	2006
4	Peru	Latin America	South America	92	2008
5	Costa Rica	Latin America	Central America	85	2008
6	Kyrgyzstan	Asia	South-central	82	2006
7	Panama	Latin America	South America	78	2008
8	Ecuador	Latin America	South America	72	2006
9	Mexico	Latin America	Central America	70	2008
10	Philippines	Asia	South-East	69	2008

Source: Based on data from ILO Laborsta Database, 2000-2008.

The Caribbean is the region with the highest proportion of women contributing family workers in the H&R sector but data are available for just three out of the 23 countries: Anguilla, Aruba, and Trinidad and Tobago. For all of these countries there are more women working as contributing family workers in H&R than in general. In Aruba, women occupy 100% of jobs as contributing family workers in the H&R sector.

In Africa, on average, 73% of the contributing family workers in the H&R sector are women. Mauritius (88%) and Botswana (78%) stand out as countries with a high percentage of women contributing family workers in the hotel and restaurant sector. All countries included, except Madagascar, have a higher proportion of women contributing family workers in H&R than in other sectors.

In Latin America, for those countries with available data, 70% of contributing family workers in H&R were women. In Costa Rica, women occupy 62% of contributing family worker jobs overall but 90% of H&R contributing family worker jobs.

In Asia, women make up the majority of contributing family workers but there is not a significant difference between women in the H&R sector and other sectors. Countries and territories with a high percentage of women as contributing family workers in the hotel and restaurant sector are Hong Kong, China; China and the Republic of Korea.

Table 4.19 Women as contributing family workers in the H&R sector, by region (%)

Region	Average of women as contributing family workers in general	Average of women as contributing family workers in the H&R sector
Caribbean	51.0	84.0
Africa	56.0	73.0
Latin America	53.0	70.0
Asia	64.0	54.0
Oceania	N/A	N/A
Total Average	56.0	70.25

Source: ILO Laborsta Database.

These figures are troubling for a gender analysis of the tourism industry. While women's work in family tourism enterprises clearly contributes to community development, if this work is unpaid it is subsidising a large proportion of community-based tourism but makes little contribution to women's socioeconomic empowerment.

Box 4.7 Vanuatu market vendors

Cruise ship tourism is an important industry in Vanuatu, bringing large numbers of visitors to Port Vila. These short-stay tourists take sightseeing tours around the island and purchase souvenirs, often from one of the many market stalls in the town. Establishing a market stall is an attractive option for many less educated women in Vanuatu who are generally disadvantaged when it comes to finding paid employment in the formal economy. Market stalls require only a small amount of start-up capital. The results of this investment are immediate, unlike the results of many other ventures such as farming.



Market stalls, Port Vila, Vanuatu

Some stall owners rely on family members or their own savings to start their businesses, while others use micro-credit programmes such as the Vanuatu Women's Development Scheme (VANWODS). Port Vila, on the island of Efate, has over 2,000 VANWODS members. VANWODS loans are usually small: one might borrow Vatu 5,000 (US\$ 45) to purchase fabric or Vatu 20,000 (US\$ 180) to purchase a sewing machine to make souvenirs to sell. VANWODS also provides its members with important bookkeeping skills.

Sarah is a member. She is a 43-year-old woman with four children who lives in a tin house on the outskirts of Port Vila. Her education is only up to primary school level (grade six) which makes it difficult for her to get a job in the formal employment sector. With her skills as a tailor and a Vatu 30,000 (US\$ 270) loan from VANWODS, however, she has been able to start a sewing business and earn an income for her family. She now makes bags, *pareos*, island shirts and dresses, wrap-around skirts, and other mementos for tourists that she sells at the Mamas' Handicraft Centre. The Centre was a project jointly funded by NZAID, the Kiwanis Club, and the Vanuatu government. Each *mamas* (woman) is charged about Vatu 6,000 (US\$ 50) per month for a space to display and sell their goods. During a typical cruise ship day, Sarah can earn from Vatu 5,000 to 20,000 (US\$ 52 to 210) from sales to tourists. With the money she earns Sarah is able send her children to school, help her husband pay their rent, electricity, water, and put food on the table. She has also acquired new business skills and is more confident in talking to her clients in a foreign language. Her husband also has more respect for her as she contributes to the family income.

The benefits market vendors receive from cruise ship tourism go beyond economic empowerment. Strong social networks have developed between the market stall-holders which have created a sense of community often missing in urban centers. These social networks have also been important in giving these market vendors greater bargaining power and public presence in the community.

Box 4.8 Women, agriculture, food, and tourism in the South Pacific: Making the connections to support sustainable livelihoods

Food production and consumption are an important part of the tourism industry. Enhancing linkages between agriculture and tourism presents significant opportunities for stimulating local production, retaining tourism earnings, and improving the distribution of economic benefits. Despite an abundance of locally produced foods and food products in most South Pacific island nations, much of the food served in the tourism sector is imported. This is a missed opportunity to earn income and generate employment.



Samoa, a small island nation East of Fiji in the South Pacific, has an abundance of fertile land and a tourism-dependent economy. One way of enhancing the economic benefits of tourism for Samoa would be to increase the amount of local agricultural products used in the tourism industry. Linking agricultural products to tourism demand can create informal employment, particularly for women; it also reduces leakage from the economy.

Women in Business Development Inc (WIBDI) in Samoa has developed a programme to help women and their families to generate cash from the agricultural resources available in their village. WIBDI has created a network of women farmers and has worked with them to achieve organic certification. In 2001, five WIBDI farms gained organic certification from the National Association for Sustainable Agriculture, Stirling, Australia. To date, WIBDI has assisted 350 farms to become organically certified under NASAA with 150 more farms awaiting certification in 2010.

The next step for this project is to help the women build the necessary market linkages to supply organic Samoan products to tourism operators. To do this, a partnership involving WIBDI, Oxfam, the Samoa Tourism Authority, the Samoa Hotel Association, various government ministries and two New Zealand-based consultants has been set up. This partnership is now working with both the tourism sector and the farmers to create branded "Samoa Organic Tourism Cuisine" products inspired by Samoan culinary culture.



4.6 Summary

The baseline survey of the women in tourism indicators was designed to identify how tourism is performing as a tool for the empowerment of women. The indicator framework was designed to gauge the current state of key issues facing women in tourism: employment, entrepreneurship, education, leadership and community.

The areas that show the best results for women in tourism compared to other sectors of the economy are: equal pay, women running their own business, women being public sector leaders, and women being self-employed in their homes.

- Women's pay appears to be closer to men's in tourism than in other sectors.
- Women are much more likely to be employers in the H&R sector than in other sectors.

- Women are slightly more likely to hold leadership positions in tourism than in other sectors.
- Women are more likely to be self-employed in the H&R sector than in other sectors.
- Women are more likely to work from home in the H&R sector than in other sectors.

However, it is important to note that even in areas where women in tourism perform better than women in other sectors of the economy, women still lag far behind men. These include the status of women in formal employment, the lack of women service graduates, the large number of women in the informal sector, and the comparatively small number of women tourism leaders.

- Women are concentrated in low-skill occupations in the tourism sector.
- Women are still far less likely to hold positions of tourism leadership positions than men.
- Women are more likely to be unpaid family workers.

Furthermore, there is still much missing information that is needed to complete the pictures. This includes:

- how women's pay levels differ for different tourism jobs;
- how women's hours worked and work conditions compare with men's;
- how parental and sick leave laws and regulations differ across the world;
- how successful women are at accessing credit and loans for tourism businesses;
- how women tourism employees' level of education differs from that of their male counterparts;
- how informal tourism employment impacts women's lives.

Table 4.20 Summary of indicator results (%)

Indicator	Description	Comparative scores of women in general and women in the H&R sector		Coverage of data
		Overall	H&R sector	
1a	Women in the work force	52	49	59
1b	Women's pay in comparison to men's pay	58	87	20
1c	Professional jobs taken by women	41	37	24
2	Employers who are women	22	36	24
3a	Service graduates who are women	54	45	50
3b	Tertiary teachers who are women	70	38	66
4a	Ministerial positions held by women	17	21	87
4b	Tourist board CEO positions held by women	-	20	69
4c	Tourism association chair positions held by women	-	24	69
5a	Own-account workers who are women	33	49	23
5b	Contributing family workers who are women	56	70.3	19

Source: Based on data from ILO Laborsta Database, 2000-2008.

On a regional basis, the best results were seen in the Caribbean followed by Latin America. The worst results for women in tourism were found in Arab States: West Asia and North Africa.

The Caribbean is doing well at providing equal pay for women in tourism, having women tertiary teachers, getting women in tourist board CEO positions, and providing opportunities for women to contribute to tourism work in their home. Given the importance of tourism to the region, the number of women in tourism ministerial positions is low.

Latin America is doing well at training women in services, getting women into the H&R sector, supporting women as entrepreneurs, and providing opportunities for self-employed workers. There is more work to be done in the area of tourism leadership, however.

Africa has an impressive number of women in tourism ministerial positions and many women working in tourism from home. However, there are fewer women in tourism business leadership positions in Africa. The region does least well on women in tertiary teaching and women service graduates.

Asia had very mixed results. It does well on the percentage of professional women in tourism, but it has the lowest overall participation of women in the H&R sector, due to the low levels of women's participation in the work force in West Asia/Middle East.

Oceania did not have enough data to assess on many of the indicators. It does do well on women tourism business leadership but it does not have women in tourism ministerial positions at the current time.

Table 4.21 Summary of indicator results, by region (%)

Indicator	Description	Africa	Asia	Latin America	Caribbean	Oceania
1a	Women in the work force	47.0	35.4	58.5	55.4	46.8
1b	Women's pay in comparison to men's pay	90.1	86.1	88.3	94.3	N/A
1c	Professional jobs taken by women	34.9	38.9	36.6	67.3	N/A
2	Employers who are women	30.5	29.7	51.3	32.8	N/A
3a	Service graduates who are women	30.8	46.3	53.5	50.3	N/A
3b	Tertiary teachers who are women	19.8	39.3	41.9	53.3	36.4
4a	Ministerial positions held by women	36.0	15.0	25.0	6.0	0.0
4b	Tourist board CEO positions held by women	26.0	3.0	23.0	35.0	29.0
4c	Tourism association chair positions held by women	11.0	12.0	25.0	39.0	50.0
5a	Own-account workers who are women	48.0	33.0	73.0	42.0	N/A
5b	Contributing family workers who are women	84.0	73.0	70.0	54.0	N/A

Source: Study rankings

Case Studies

Statistics on women in tourism can be used to identify trends in women’s empowerment across and between countries. But many types of empowerment, especially in the informal sector, are not measurable in quantitative terms. Compiling case studies of women who have been empowered through tourism helps address this knowledge gap. The case studies have been selected to represent the five themes of the report and also the five developing regions highlighted in this study.

Table 5.1 Case studies by report theme and region

Theme	Case Study	Regional Focus
Employment	Sun ‘n’ Sand Beach Resort in Kenya	Africa
	Women in Business in Guatemala	Latin America
Entrepreneurship	Traditional Crafts in Hainan, China	Asia
	Entrepreneurship through Cruise Tourism in the Galapagos Islands	Latin America
	Kwam eMakana Homestay project in South Africa	Africa
Education	The Three Nepali Sisters	Asia
	Women Succeeding through Tourism Handicrafts, in the Okavango Delta, Botswana	Africa
Leadership	Fijian Women Package Natural Beauty Products	Oceania
	Women in Tourism: Crisis and Recovery in Samoa	Oceania
Community	Empowerment Builds the Future in Henan Province, China	Asia
	Friendship Between Australian and East Timorese Women	Oceania
	Jungle Jams, Ecuador	Latin America
	The Mulala Cultural Tourism Enterprise in Arusha, Tanzania	Africa

Case studies provide a more personal approach to research on women’s issues. While 13 case studies cannot fully describe women in tourism in all regions of the world, or all the ways in which women participate in tourism they do provide some useful examples and role models. The case studies also illustrate the ways in which women can work together to achieve shared community success; the power of a single change maker to engage her community and spread success to the lives of others; the determination of the women involved.

The stories of women becoming income-earners for the first time, empowering their communities, protecting their cultural heritage, and creating change through leadership are inspiring and thought-provoking. The case studies illustrate the opportunities and the barriers to the advancement of women in different parts of the world. They also highlight policy interventions and stakeholder partnerships that might be replicable and key issues and challenges that need to be addressed to help women advance further.

The case studies included in this section have been written by women volunteers from around the world. Some of these women run their own tourism business. Others are tourism leaders or are involved in the work of nonprofit organizations and research institutes. Not all the case studies offered to the *Global*

Report on Women in Tourism could be included in this edition. A notable omission is that we have no case studies from the Arab world this year. This will be a particular focus for the next triennial report.

5.1 Africa

Sun 'n' Sand Beach Resort in Kenya is an example of a large woman-run tourism resort that is closely connected to the community and that has had a significant positive impact on the lives of women and children in neighboring communities. The close interdependency between the resort and the community has created a unique visitor experience. It is a smart business model.

Kwam eMakana Homestay project in South Africa demonstrates the pros and cons of government-sponsored tourism projects. Although many women have benefitted from the project, the most successful home stay projects resulted when sponsorship was combined with entrepreneurial drive and commitment of the women involved.

Women Succeeding through Tourism Handicrafts, in the Okavango Delta, Botswana, shows how women working together as own-account workers and in cooperatives can make a significant difference to their own lives and to the lives of their families. In this case, tourism is the facilitator, bringing the buyer to the producer and enabling the transfer of money from North to South.

The Mulala Cultural Tourism Enterprise in Arusha, Tanzania, demonstrates how public-nonprofit partnerships can assist women in poor communities to develop small tourism projects around their lifestyle, their farms, and their village resources.



Visitors experiencing rural life in Mulala Village

5.2 Asia

The three case studies from Asia all demonstrate the power of change makers to use tourism to improve the lives of vulnerable women.

The Three Nepali Sisters case study tells the story of three pioneering sisters who challenged the stereotypical image of male porters and broke into Nepal's trekking and mountaineering business. From small beginnings, this project touched the lives and improved the income of many women in Nepal. Their story empowers many others to break into tourism roles formerly only taken by men.



Three Sisters Trekking Company with visitors, Nepal

Empowerment Builds the Future explains how a large corporation is helping to change the lives of women living with HIV/AIDS in China. Accor, a major hotel chain, has partnered with a local nonprofit organization to develop a bag-producing workshop staffed by women living with HIV/AIDS in Hainan, China. The bags are sold at Accor hotels around the country to provide a sustainable form of income for these women. This is a useful model for other corporations.

Traditional Crafts in Hainan shows the power of a local change maker to create business opportunities for poor women. Receiving a national cultural award helped the Li weaver/entrepreneur to forge the business connections necessary to grow her weaving business. By training and employing other women in her community, she allowed her success to spread to the lives of many others.

5.3 Latin America

Three projects from Latin America provide examples of the power of donor-community partnerships and of the potential of individual entrepreneurs to advance the lives of women and their families.

Jungle Jams, a women's cooperative making organic jam in Mexico, has developed a partnership with TUI to supply jams to their hotels.

With the support of the United Kingdom-based nonprofit the Travel Foundation, the women managed to comply with safety regulations and to supply their product to nearby tourism resorts. This project shows how, with a little assistance, women's community-based enterprises can be given a huge boost through tourism.



The Women of Jungle Jams, Mexico

Women in Business Guatemala is a story of how a British woman started a travel business in Guatemala and empowered the women who worked with her. Based on sound principles of sustainable business and labour practices, the business flourished. It had a lasting impact on the women who worked there and on the communities that benefitted from the tours. This case contrasts with some of the others that have a local or indigenous focus. It demonstrates that you don't have to be local to make a difference to women's lives.

Entrepreneurship through Cruise Tourism in the Galapagos Islands shows how women can be empowered through business opportunities created by tourism. This case study reveals the challenges women face in breaking out from culturally assigned roles. The support of tourism associations, technical assistance, and loans are all helpful but are no substitute for gritty determination and the desire to succeed.



Las Perlas baker, Galapagos Islands

5.4 Oceania

Tourism is a significant source of income for the small islands of Oceania. The contrasts across the region are huge. Here are three examples of different projects that have served to empower women through tourism.

The **Friendship between Australian and East Timorese Women** case study shows how tourism can assist women in post-conflict situations to start over. The work of ETWA also shows how tourism can be the trigger for a host of other development outcomes including political empowerment and improved self-esteem.

Fijian Women Package Natural Beauty Products

demonstrates how tourism can significantly expand export opportunities for women in a destination. In this case study, locally made beauty products are sold first to resorts and spas, and then sold directly to tourists in their home countries over the internet. Tourism creates a marketing opportunity for products that would not otherwise reach western consumers. In so doing, tourism creates jobs for women in Fiji. Gaëtane Austin, the owner of Pure Fiji, made the following remark about her story:

"I hope our case study will serve its purpose in encouraging other women to establish businesses. I was greatly motivated at the beginning of this business more than a decade ago, by hearing the story of a humble woman in Nepal who started selling seeds in India. This is now a thriving company providing employment for growers, pickers and packers etc., in Nepal. It just shows, doesn't it?"

Women in Tourism: Crisis and Recovery in Samoa illustrates the struggles of tourism destinations faced by personal and natural disaster. Tai Apelu-Taufua lost 13 members of her family in the Tsunami that hit Samoa 29 September 2008. Two months later, she was rebuilding her tourism business and helping other women do the same. Tai's example shows how tourism has the power to heal and how women in business can work together to face adversity and stimulate recovery.

5.5 Case Studies

Case 1 Sun 'n' Sand Beach Resort, Kenya

Sun 'n' Sand Beach Resort (SNSBR) is located in Kikambala, Kilifi District, one of the poorest districts in Kenya. Part of the mission statement of the resort is to look after the staff and the community of more than 20,000 people who live in the vicinity of the resort. SNSBR achieves this goal through tourist donations to the Sun 'n' Sand Trust, resort donations, and by sourcing as much as possible from the local community.

The resort built the Sun 'n' Sand Community Center at its own cost. The community center houses a subsidised primary health care center, which sees 40,000 patients a year; a nursery school for 750 students; a place of worship; a free water facility supplying 5,000 l of clean water daily. Other initiatives that have been undertaken as a result of contributions from the resort guests include: adding 15 classrooms to the Kikambala village primary school; building a computer lab (in a partnership with Microsoft Consortium), a kitchen, a library, a playground, water tanks; providing uniforms, lunches, and secondary education sponsorships for 130 students. Some guests also sponsor individual women to start small vegetable or fruit stalls. The Trust facilitates this process by teaching the women basic accounting skills and keeping donors updated on the progress of the business. These donors sometimes donate more funds in order for the women to expand their businesses. SNSBR is also proactive in the area of childrens' rights. As a result of a request by the resort, UNICEF has made Kikambala Primary School a "child-friendly school" by educating teachers and students on children's rights and allocating more funding towards the construction of toilets. SNSBR was the first resort in Kenya to be a signatory to the ECPAT code to protect children against sexual exploitation in tourism. The resort owner (the author of this piece) is also on the Board of Directors of the ECPAT Code Organization.

To date, SNSBR and the Sun 'n' Sand Trust have invested almost one million US dollars on village initiatives. Many of the project beneficiaries have been young children, specifically girls who were orphaned through HIV/AIDS and currently live with extended family or are looked after by single mothers. The interventions have made a huge impact on these guardians by reducing their financial burden. The initiatives have also helped to empower the women and children of Kikambala by engaging the guests and the community in a private-public participatory partnership model.

In the future, SNSBR plans to build an HIV/AIDS testing and counseling center, start up a pilot community e-health programme, initiate a community tourism programme where guests can spend a day with a family in the village, train women community health workers, and empower women villagers to open small scale businesses in partnership with a microfinance institution.

Factors influencing success

100% of guest contributions go directly to village initiatives because the resort takes care of all the administrative costs

- Donation receipts and a record of how funds are used are emailed to the donors on a regular basis. Donors are also encouraged to visit the recipient's home
- Word-of-mouth recommendations from repeat donor guests have kept resort occupancy levels high

Lessons learned

Sustainable solutions often emerge from the people themselves. It is therefore very important to involve the community in project design and implementation. A baseline study is an essential first step to understanding community needs. A solid commitment is also needed from recipients of donor funding. Any follow-up funding should be performance-based.

Case 2 Kwam eMakana Tourism Home-stays, Eastern Cape Province, South Africa

Kwam eMakana is a home-stay pilot project developed as part of the Local Economic Development (LED) strategy for poverty reduction (PR) in 2004 by the South African Department of Sport, Recreation, Arts, and Culture (DSRAC). The initiative was built around the annual Grahamstown Arts and Culture festival. Its aim is to assist women over 40 years old from Jozi Township to enter the tourism economy. All the women involved were either previously unemployed or earned a household income of less than R 1,500 per month.

DSRAC, the National Development Agency, a local NGO, and a tourism institute provided training for the women. Participants received “starter packs” and an annual R 500 grant. During the festival, the home-stays, which function as informal guesthouses, receive guaranteed occupancy from DSRAC officers. Bookings were made through the Grahamstown Tourism Office. Women involved in the programme make between R 8,000 and R 28,000 a year. To date, 60 women have been trained. These women are changing the future of their children. The owner of KwaKwesela said, “because of my home-stay, my daughter is reading Economics at university.” These women are role models, showing their community that they too can run businesses and provide for their families. The project has not been without its problems, however. 55 homes were initially designated for the project with the intention that the most successful would graduate to become bed and breakfasts. Today, 46 remain but most have not graduated from the start-up phase. The majority of the home-stays only have occupancy for two weeks during the festival. This situation is of concern to all involved as the intention was for home-stays to graduate from “assistance receiving” to “entrepreneurially driven.”

In the neighboring Township of Port Elizabeth, a different type of home-stay project provides a point of comparison. Port Elizabeth’s home-stays were started by women on the premise of 100% entrepreneurial capital and drive. Instead of being focused on a particular event, these homestays were designed to cater to year-round cultural tourists. The women believed their culture to be unique and interesting enough for people to want to experience it without an event. The home-stays have formed business partnerships and linkages with other tourism businesses and are relatively successful.

Factors influencing success

- High level entrepreneurial spirit and self-confidence
- Ownership and decision-making resting with the women

Lessons learned

Kwam eMakana has had some positive economic impact, but the comparison with the Port Elizabeth homestays shows that no amount of training and aid can replace entrepreneurial drive. Top-down donor-driven projects can make women dependent and reduce the empowerment outcomes of the work.



Lulu Kopo in front of KwaLuLu (Lulu's Place)

Case 3 Women Succeeding through Tourism Handicrafts, Okavango Delta, Botswana¹

Botswana is classified as a middle-income country, sustained largely by the trade in diamonds through its relationship with the De Beers. Despite its significant natural resources, 40% of the population still live in absolute poverty, earning less than a dollar a day. Women are the group most severely affected by poverty.



Thitanya Kushonya, Owner of Botswana Quality Basket
www.womensworkbw.com

The Okavango Delta is the world's largest inland delta and a haven for birds and wildlife of all types. Tourists come from all over the world to admire the large expanses of wetland. As a result of this ready market, women living in the area have been able to enhance their income by selling traditional baskets and beads. Basketmaking is a traditional skill of women in the area. The women pass the art of basketmaking and beading from generation to generation through the maternal lineage. The women's baskets are made from reeds, beads, and ostrich shells. They are unique to the area and are of particular interest to tourists.

To improve their market presence, women in villages around the Delta have formed cooperatives to advocate for members' interests and train their members to produce quality products. Best available estimates indicate that there are more than 1,500 women currently benefiting from and employed in handicrafts in the Delta.

A number of programmes have been set up to help Delta basket weavers. These include marketing strategies geared towards tourists; training in book-keeping, public relations, and English; sustainable management of natural resources used for basketmaking; stock management. As a result of this support, basketmaking has become a sustainable, income-earning activity, contributing significantly to the Botswana economy. The money gained from the sale of baskets and beads is used to buy food, school uniforms for children, and clothing for the family. The economic benefits from the trade have gone a long way towards improving the livelihoods of Delta communities.

Factors influencing success

- A unique product
- Strong mother-daughter and community cooperation
- NGO assistance in marketing and training
- Botswana Craft Association exposed the baskets to a wider international market through local and international networks

Lessons learned

One of the problems of community-based organizations is their lack of business skills (marketing, financial accounting, and service culture). Providing business and marketing skills early on in the project can help women to succeed.

¹ The case study is based on a literature review of published studies on cultural tourism (Monkgogi, 2009; Mbaiwa, 204) and Haretsebe Manwa's ongoing research on "Pro-poor Tourism/Value Chain Analysis of the Botswana Tourism Industry – A Gender Perspective". The project is financed by the University of Botswana Research Board.

Case 4 Mulala Cultural Tourism Enterprise, Arusha, Tanzania

Mulala Cultural Tourism Enterprise is part of the Tanzania Cultural Tourism Programme. The programme was started in Tanzania in 1996, a joint undertaking by the Tanzania Tourist Board and the Netherlands Development Organization (SNV). The aim of the initiative was to create tourism activities that benefit local people, alleviate poverty, and offer a tourism experience to complement conventional safaris.



Visitors learning about Mulala Village

Mulala village has a typical rural setting on the slopes of Mt. Meru, surrounded by spectacular scenery. Eight women in this community have united to form the Agape Women's Group. Through this cooperative, they implement a number of income-generating projects, like the Mulala Cultural Tourism initiative.

Arriving at Mulala, visitors are warmly welcomed by the women, led by Mama Anna Pallangyo, head and coordinator of the tourism enterprise. After some refreshments, the visitors are taken on one of the following tours: local cheese-making, dairy keeping, gardening/farming activities, coffee growing, scenic vistas and the nearby Mt. Meru Forest Reserve. The guides show and explain plant species and their medicinal qualities to tourists. The cultural trail boasts colonies of fruit bats, and a demonstration of beadwork, bread-making, and tailoring. Tours range from half day to overnight.

The eight families of the Womens' Group benefit directly from the programme but the programme indirectly benefits the entire Mulala community of 2,500 people. Each tourist to the village pays a contribution to the Village Development Fund which is used to improve primary, secondary, and kindergarten school buildings, the dispensary and other community development projects. Thanks to their good contacts in the tourism sector, the Agape Women's Group has also managed to establish business linkages with tourist lodges in the area for the supply of home made cheese. This has become another important income source for farmers in the village who supply the milk to produce the cheese.

A recent visitor from Canada wrote:

"Thank you Mama Anna for the wonderful demonstration of how women can take their destiny in their own hands. With a spirit and a smile like yours, I do not doubt that your projects will all be full of success."

Factors influencing success

- The Cultural Tourism Programme is driven by entrepreneurial people like Mama Anna who has a local cheese making business
- Right from the start of the project, women were supported and encouraged to participate
- The project participants were trained in business skills, pricing, linking to markets, and record keeping

Lessons learned

It takes considerable effort, time, and financial resources to facilitate successful local business initiatives. Ownership and commitment based on expressed needs by local people determined to do something for themselves is key to the sustainability of the project. Cultural tourism has demonstrated it can play a crucial role in poverty alleviation, especially for local women.

Case 5 Three Pioneering Nepali Sisters

Prior to 1990, male guides, porters, and trekkers dominated the Himalayas. Women trekkers often recounted stories of frightening experiences with male guides when they returned to their lodge at the base of the Himalayas. The three sisters that were running the lodge had a vision for a better tourism industry for Nepal. In 1994, the Three Sisters Adventure and Trekking Company was founded to provide a woman-only trekking option for tourists. They trained local women to be porters and guides and lead foreigners through the Himalayas. The women guides and trekkers also receive empowerment training to help them cope with the multiple forms of discrimination they may face from a patriarchal society. In Nepal, restrictions on women's mobility render most single women housebound and most married women unemployable. The three sisters have broken down some entrenched gender stereotypes. As the sisters explain, "we have demonstrated that women are mentally, physically and emotionally as strong as men".



Lucky Chhetri Three Sisters Trekking Company

It was not easy in the beginning. Lucky Chhetri explains: "We had to do the tours ourselves so that women would see that it could be done. We would speak to the girl's parents and reassure them about security issues and that we had inspected the accommodation along the trail and their daughter could have a separate room. It took a while, but once women saw other women earning money from being porters and guides, more became interested and wanted to do our training programme." She goes on, "being a woman and running a business is tough. People see you differently. You need to be determined and clear on your vision and mission so nothing stops you."

In 1999, Empowering Women Nepal (EWN) was registered as an NGO by the Chhetri sisters. Over the last decade, EWN has motivated and trained 800 Nepalese women to enter the tourism industry. The Chhetri sisters now employ about one hundred women in their trekking company. Guides earn an average of R 120,000 per year (US\$ 1,709). Most begin as porters and work their way to becoming experienced guides. Thanks to these three pioneering sisters, women now make up five to 10% of guides and porters in Nepal. Now, when you visit the Himalayas, you can choose to have a woman or male guide or porter.

Factors influencing success

- Biological sisters work well together. Lucky explains, "we know each other so well and complement each other's strengths. If one feels weak then the others boost her confidence. We can also be honest with each other"
- A supportive family helps. "Our father was very great and always supported us. He felt that women should do all the same things as men. He would say to us, 'You should go to college. You should drive a car. Ride a horse.' We were never told to rely on men," explains Lucky

Lessons learned

The Chhetri sisters believe that working together for women's empowerment through cooperation is crucial to success. They also believe that women have huge potential for success in tourism. More often than not, women lack the opportunity, not the potential. The challenge is to build on women's strengths so they can reach their potential.

Case 6 Empowerment Builds the Future, Henan Province, China

Women and children are among those who suffer most in poverty-stricken communities across the globe, but those suffering from HIV/AIDS are perhaps some of the most severely overlooked. "Women often bear a disproportionate share of the burden of AIDS care, struggling to make ends meet with whatever meager income they have", said Dr. Bernhard Schwartlander, the UNAIDS country coordinator for China. "Few interventions reach women affected by AIDS."



Empowerment Builds the Future, China

In order to address this situation, Accor China connected with the Chi Heng Foundation to create a project to help these women and children support themselves. Entitled "Empowerment Builds the Future", the first year of this programme was funded by a € 20,000 donation from Accor (US\$ 27,830). The donation was used to construct a workshop for affected women in Henan Province. The workshop recruits and trains women whose families have been affected by HIV/AIDS and teaches them to produce eco-friendly bags. The bags are sold at all Accor hotels in China; Hong Kong, China; Taiwan, China; and Macau, China. To date, a pilot group of five women with HIV has been trained and has started producing bags. Five sewing machines as well as other workshop materials are in place. The proceeds from the bags, which are priced at RMB 20 each (US\$ 2.99) will be funnelled back into the distressed community and used to provide educational opportunities and scholarships administered by the Chi Heng Foundation. Accor has set a first year sales target of 1.5 bags for each hotel room that it has in its properties across the region, roughly 35,250 bags. The first 200 bags have already been produced and sold at selected hotels. At the conclusion of the first year of this programme, eco-bag sales should fund scholarships for 30 children from Henan province.

The Accor Group has been successful in implementing this project because, as a private business whose work it is to connect communities all over the world, it has an unusual ability to start dialogues between communities of various sectors. This closed loop system also ensures that proceeds and skills go to the communities and families that are most in need of support. "By participating in this programme, I get a monthly income of RMB 1000 which allows me to meet my family's needs and pay for my children's education", said one woman who works in the workshop. "I hope this programme will grow further in my hometown so that more people will be benefited like I was."

Factors influencing success

- Accor Greater China, with a network of 90 hotels in 40 cities and continuing to grow, offers a wide channel to ensure the sales volume of the bags
- Partnering with Chi Heng Foundation (CHF) was crucial. CHF has expertise in supporting AIDS-impacted people and ensures this programme benefits families that are in difficulty

Lessons learned

As neither Accor nor CHF is experienced in producing bags, experienced people were needed to train the women to ensure quality bags were produced.

Case 7 Traditional Crafts in Hainan, China

This case study is from Fan Mao Village, a Li Ethnic Minority village in the mountainous area of Wuzhishan City, Hainan Province, China. The Fan Mao Weaving Factory, a community-based workshop, was established in February 2007 by Ms. Liu, a local Li woman in her early forties. The main products are woven handicrafts, including cushion covers and bed sheets based on traditional designs. The main demand for these products is from tourists visiting Sanya, a neighboring tourist destination city. After three years of hard work, the number of employees in the Fan Mao Weaving Factory has increased from



Li Weavers, China

21 to 30. All are women from Fan Mao village and the surrounding areas. The monthly wage has also increased from ¥ 700 to ¥ 1,200 (US\$ 8.55 to US\$ 14.65). The factory has expanded its distribution channels, including opening its own stalls at the main tourism attractions in Sanya, wholesaling to big handicraft distributors, and attracting tourists to the village to experience Li Weaving first hand.

The success of the factory is very much linked to the skills of Ms. Liu who has been honored with a special title for her efforts in conserving the intangible cultural heritage of Li Weaving. Her strong networking capability has helped her to build supportive partnerships with handicraft wholesalers as well as with government institutions. Recognising the weavers' lack of experience in marketing, Ms. Li made an agreement with the handicraft wholesaler, Hainan Jinzhabei Company Ltd., to buy Li weaving products. Furthermore, Ms. Liu investigated government incentives for the promotion of intangible cultural heritage and sought support. As a result, the Cultural Centre of Wuzhishan and the Ethic Research Institute of Hainan province helped train employees in business and product design.

The support of the community has also been crucial for the successful establishment of the factory and the reduction of business start-up costs. The village committee agreed to rent the Village Cultural Center to Ms. Liu for her workshop at a reduced rate. The local government, Chongshan Xiang, provided her with some weaving machines. The remaining start-up costs were raised by Ms. Liu; she sold her pigs and her family-made wine. Her employees have great respect for her because she has conducted many training programmes free of charge for those who showed interest in learning Li weaving. She also allows the women to work flexible hours which gives them time to care for their families.

Factors influencing success

- Strong motivation, dedication, and hard work of Ms. Liu
- Assistance from government and community with training and start-up costs
- Strategic partnerships with private companies for marketing and sales
- Unique product

Lessons learned

The success of the factory is very much linked to the dedication of Ms. Liu who obtained the title of “Li Weave Intangible Cultural Heritage Treasure”, due to her excellent traditional Li weaving skills. However, the most important factor is her strong networking capability; it helped her to mobilise all available resources and to reduce risks in the establishment and the operation of a small business.

Case 8 Jungle Jams, Quintana Roo, Mexico

There are few opportunities for people from Mexico's remote Mayan communities to benefit from the tourism industry unless they leave their villages. For many women, this means a choice between earning a living and staying with their families. With help from the Travel Foundation and a local charity, Amigos de Sian Ka'an, one enterprising group of Mayan women is developing a solution to this problem through the creation of "jungle jams" to supply local hotels.

The village of Chumpon, where the women live, is in the heart of the Yucatan peninsula, a few hours' drive from the booming tourist resorts at Cancun. In the past, communities such as Chumpon have been reliant on sparse agriculture and livestock farming; now, villagers are leaving to find work in the prosperous tourist resorts along the coast.

In 2006, the Travel Foundation, a sustainable tourism charity, began supporting the women, helping them to set up Chumpon's first jam-making business with a view to supplying local tourist businesses. Under the leadership of their president, Homobona Borges Dzul, the eight women have received training in business skills, health, and hygiene, enabling them to create a quality product for the tourism industry. The official registration of their business in 2009 was no ordinary achievement for these women, many of whom are unable to read and write and whose first language is not Spanish.



Women making jam, Mexico

As well as helping the women to overcome these barriers, the Travel Foundation has created a link between the initiative and tour operator TUI United Kingdom and Ireland. TUI adopted the project in 2009 and has pledged its support for two years through contributions to the World Care Fund, a charity for customers of its sister brands Thomson and First Choice. As well as providing funding for a new jam-making kitchen in the village and new equipment to bottle the jam, TUI has provided a vital link to their Sensatori Mexico hotel, where the Jungle Jams were officially launched in December 2009. Today, visitors to the hotel are able to enjoy locally grown papaya, pitahaya (cactus fruit), and pineapple jams as part of their breakfast buffet.

The jam-making business is still young but to date, over 7000 small pots of jam and 80 larger 2 kg jars have been sold to the hotel. This has generated a small but important income for the women. The next step is to engage more hotels and increase the quantities of jam sold. In time, it is hoped that the women will earn a full-time wage from their business and that many more tourists will have the opportunity to sample Chumpon's Jungle Jams.

Factors influencing success

- Training in business skills, health, and safety to enable women to match the standards required by the industry
- Supporting the community by creating links to the tourism industry
- Commitment and determination of those involved. In this case, the women had already established their co-operative and were looking for support before the Travel Foundation came along

Lessons learned

Industry support opens doors but success for a project such as this takes time; the expectations of the project stakeholders must therefore be managed.

Case 9 Woman in Business, Guatemala

A mechanical engineer by training, Becky Harris made a gutsy career change over to the travel industry in 2002 with spectacular results not only for herself but also for the women who represent half her staff.

After traveling the globe, Ms. Harris chose the idyllic setting of La Antigua, Guatemala, as the headquarters for her Viaventure enterprise. With no formal training in tourism, Ms. Harris and her two business partners made Viaventure into a thriving international travel operation with a turnover of over US\$ 5 million a year. Sensitive to her own uncertainty about Viaventure's launch, Ms. Harris reached out to women to build her company. Also sensitive to women's standing in developing Latin American countries, she insisted on respectful, culturally sensitive practices, as well as environmentally friendly tour procedures.



Entrepreneur, Becky Harris

Today her client roster includes highly reputable international travel companies that cater to both independent travelers and incentive travelers. Her expertise has earned Ms. Harris the Condé Nast Travel Specialist Award for Belize and Honduras three years running.

At Viaventure's headquarters in La Antigua, Guatemala, women make up 50% of the company's 24 employees, including several department heads and a number of its best guides. Staff training and professional development, including men but targeting women, are priorities. Policies include: new employee training, training trips to Viaventure destinations, social events including volunteering for an NGO, professional training courses, annual and bi-annual professional reviews.

Ms. Harris and Viaventure also set high standards for respecting natural resources in their home community and tour destinations. Viaventure re-designed its tours to reduce, if not eliminate, the carbon footprint that such activities typically have. Viaventura has created the recycling programme www.guatemalagreen.com to educate suppliers and local people about recycling. Viaventure has also received Green Deal certification. Additionally, Ms. Harris started a foundation www.viaventure.org that raises money from each tour and uses it to support local education, health, micro-credit, conservation, and reforestation NGOs.

Women have benefited from new jobs as travel professionals, but perhaps the ultimate beneficiary of Ms. Harris' commitment is Guatemala itself. Through Ms. Harris' example and professionalism, Guatemala's profile has been significantly raised as a destination to trade partners across the globe.

Factors influencing success

- Attending trade-to-trade travel shows right from the start which helped networking
- Creating a unique sustainable product with excellent customer service
- Fair treatment of staff and excellent staff career support

Lessons learned

Learning best practice and keeping up to date with market needs; taking care with recruitment and continually training staff; knowing what your customers want and supporting them with information, marketing resources, and excellent customer service before, during, and after the product is delivered are all important lessons learned.

Case 10 Empowering Women through Entrepreneurship, Galapagos Islands

Three years ago, María, Jasmine, and Rosita found themselves sitting in an open-air café in Puerto Ayora, Santa Cruz Island, Galapagos, Ecuador, with eight other women. They had all answered an invitation by ASOGAL, the Association of Cruise Operator Companies in Galapagos, Ecuador. The Association wanted to increase the corporate social responsibility activities of their members by expanding their local supply chain. After brainstorming different ideas, they decided that a bakery was a good business concept. With more than 30% of the 1,700 tourist beds in the cruise industry in Galapagos Islands, the members of ASOGAL need a lot of bread every day. Baking bread in cramped on-board kitchens is difficult and time-consuming. Importing frozen bread from the continent is too expensive. A joint venture with local entrepreneurs



Las Perlas bakers, Galapagos Islands

seemed like a good option. Aided by a zero-interest US\$ 30,000 loan from ASOGAL, an initial investment from the Andean Financial Corporation (CAF), and the support of UN World Tourism Organization ST-EP Programme (US\$ 15,000 plus technical support), eleven terrified women, most of whom had always been housewives, became business partners in the “Pearls of The Pacific.”

Entrepreneurship proved too hard a test for most of the women. Being an entrepreneur is not the same as being an employee, and the pressure at home was overwhelming. Their overworked husbands, many of them fishermen, were used to long hours, dangerous conditions, plentiful money during the fishing season, and accommodating wives waiting at home. They were not happy when their wives came home with the idea of starting a bread business. They were not keen on the idea of their wives taking out bank loans, spending long months without seeing economic results, and abandoning their family and household obligations. But Jasmine, Rosita, and María held out. Supported by ASOGAL and UNWTO ST-EP technicians and a hired accounting and entrepreneurial consultant firm from Quito, they learned to bake bread as foreign tourists like it. They also learned to deal with their clients, the cruise companies, and to negotiate face-to-face with the logistics officers (mostly male) in charge of supplies. They learned to make financial and commercial decisions, to solve problems, to assume risks and responsibilities as businesswomen, to pay back their loans and discuss refinancing, and to lose their fear of failure. They learned about cost and return, management, financial issues, marketing and, above all, endurance and self-esteem.

Today, awed and supportive husbands bring lunchboxes to their busy baker wives at their workplace and they all have lunch together while their children do their homework. Today, María, Jasmine, and Rosita visit clients and suppliers, take orders, bake the bread, experiment with new breads, meet with their accountant, and smile proudly as they see their sales rising. When they started out, sales were just US\$ 200 a month. After just a year in operation they sell US\$ 6,000 bread a month and have employed two additional workers. They dream of owning a cafe and supporting a network of other micro enterprises run by women in the islands. As they put it: “We now run our business and our own lives.”

Factors influencing success

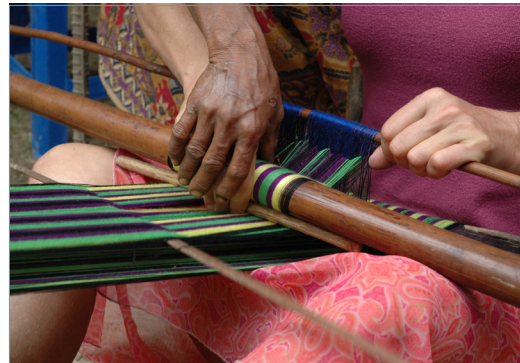
- Hands-on involvement of all parties: donors, hired consultants, and entrepreneurs
- A joint venture rather than a donation: entrepreneurial approach by all parties involved
- Tackling of managerial issues, rather than production skills

Lessons learned

Skills can be learned but empowerment takes nurturing. Things happen along the way. Patience is required and workers' expectations need to be managed.

Case 11 A Friendship between Australian and East Timorese Women

Following East Timor's fight for independence between 1999 and 2002, war widows needed to pick up their lives and develop income-generating opportunities. Australian activist Debra Salvagno wanted to help. "I first visited in 2003 and worked with a handicrafts project supporting widows of the occupation. I was inspired by the resilience and the living sense of community, so I mobilised a few friends and we started the East Timor Women's Association (ETWA) to support the women."



Two-handed weaving, East Timor

Over the past five years, ETWA volunteers have assisted the three East Timorese weaving collectives that make up the Cooperative for Tais, Culture, and Sustainable Development (CTKDS). CTKDS members are from remote communities on the eastern tip of East Timor. For CTKDS and ETWA, traditional textiles are a medium for poverty reduction and cultural maintenance. Ecotourism is an effective, low-cost development mechanism for CTKDS women to sell their products and build their self-confidence. International tourists visit remote villages and learn weaving with the women. Ms. Salvagno explains, "this facilitates cross cultural exchange and empowers Timorese weavers as teachers rather than passive aid recipients." The women share the "culture of cloth" and village lifestyle with tourists from developed nations. There have been two tours each year since 2007, with about nine tourists on each trip. A two-way information exchange takes place as the villagers learn about the tourists' lives.

The outcome of ETWA's assistance is manifold: seats in the 2009 village elections were won by CTKDS members and the women have started their own literacy programme and a micro-credit programme. Jobs are also generated for approx 55 CTKDS members plus drivers and translators for each weaving tour. Ms. Salvagno explains ETWA's plans for the future: "helping women move from a position of vulnerability to one of security and economic self-sufficiency". To achieve this, ETWA is helping CTKDS to build Sustainable Weaving Centers, expanding tourism opportunities, and diversifying the products and services offered. Debra will commence a two-year volunteer placement with CTKDS in July 2010.

Factors influencing success

- Empowerment and capacity building are crucial. ETWA passes on their skills to CTKDS members and ensure the women are prepared to receive tourists. In 2010 there will be no need for intensive preparatory visits as CTKDS members are well equipped
- Cultural norms should be respected and integrated. Fulidai-dai is a social system that encourages reciprocity and is part of CTKDS's governance model so the enterprise operates in a culturally acceptable paradigm

Lessons learned

CTKDS and ETWA know too well the challenges of doing business in a post-conflict country. Timely communication and transportation, critical to successful tourism, continue to be major hurdles for the entire country. But as primary income earners, women receive greater freedom and respect in their communities and are able to participate in community planning. Women's involvement in tourism leads to a range of other long-term development outcomes.

Case 12 Fijian Women Package Natural Beauty Products

In the space of a few years, Pure Fiji, a producer of natural body products, has grown from a small cottage industry to become a multi-million-dollar international business selling its products to hotels, spas, and tourists worldwide. Pure Fiji was set up in a family kitchen. It was started with the idea of making body products using local coconuts. The first batch of twelve bars of soap was purchased by one of Fiji's prominent retailers. Within weeks the orders grew to 24, then to 100, and then to 500. Then demand grew so rapidly that the company struggled to keep up. Now the company has two factories and has plans for a third.



Gaëtane Austin, Owner Pure Fiji

The growth of tourism in Fiji, and increased consumer interest in natural and organic products, has provided a ready market and demand for the cosmetics. Now Pure Fiji supplies amenities to most of the major hotels and upmarket spas across Fiji. Air Pacific, the national airline, uses Pure Fiji fragrance sprays and towels on its aircraft and offers Pure Fiji products in its in-flight shopping catalogue. Pure Fiji's online sales send its products across the globe. Pure Fiji employs 76 women in its soap factories. An additional 500 women are employed in the collection of herbs and flowers and in the preparation of packaging.



Pure Fiji Factory, Fiji

Pure Fiji has two proprietors, Gaëtane Austin and her daughter Andréa Austin. Gaëtane is the proud mother of seven children and has been widowed twice, a fact which precipitated her need to establish a business capable of supporting and educating her large family. Three of the children are employed in the company.

It has not always been easy operating a women-run enterprise, however. Director Gaëtane Austin comments: "in a fairly patriarchal society, it was quite a challenge to prove that we were capable, efficient, and honorable! Our bankers were very supportive". Gaëtane's plans for the future involve, among other things, the streamlining of production and processing, the sourcing of more local components, the use of more traditional plants, and the expansion of international marketing.

Since 1997, Pure Fiji has won 24 awards including Exporter of the Year 14 times, Excellence in Tourism four times, and a Business Woman of the Year Award. The company is committed to the sustainable use of natural resources in the manufacture of its cosmetic and beauty care products.

Factors influencing success

- Passion and tenacity
- An ability to work very hard
- Determination to succeed

Lessons learned

Gaëtane Austin advises: "Never be daunted by any project. Joy, pride, pleasure play a big part in success."

Case 13 Women in Tourism: Crisis and Recovery in Samoa

Samoa, a small island state in the South Pacific, is known for its strong tourism industry. Visitors to Samoa can choose to stay in a conventional hotel or in traditional beach fale (huts) on one of Samoa's many white sand beaches. Beach fale are small family businesses; many are run by local women. The determination and courage of these women was poignantly highlighted in the aftermath of the tsunami of 29 September 2009.

The tsunami was a result of an undersea earthquake that occurred midway between Samoa and American Samoa and measured 8.3 on the Richter scale. The tsunami hit Lalomanu, a small village on the south east of Upolu island, particularly hard. Lalomanu is a one of the most popular beach fale locations in Samoa. The pristine beaches, calm seas, and the warm hospitality attract both local and international travellers. Following the tsunami all that remained was devastation. The fale were gone, wooden houses and concrete bathrooms were destroyed, and the tsunami left gashes in the cliff face as evidence of its power. The women of this region are leading the recovery efforts, as well as providing emotional and economic support to their families. Tai Apelu, owner of Taufua Beach Fale offers a prime example of this courage and support. When the tsunami hit at 6:48 a.m. local time, Tai was on the beach with family members. From the time the sea emptied from the beach to the time the wave hit the resort, only three minutes elapsed, barely time to acknowledge the severity of the threat and flee. In the panic and confusion not everyone managed to escape: 13 members of Tai's immediate family perished and the entire resort was destroyed. Tai and her husband were injured and spent six weeks in the hospital recovering.

When he had recovered from his physical injuries, Tai's husband took the remaining staff and family to New Zealand to help them heal emotionally. Tai preferred to remain in Lalomanu and work on getting the resort operational again. Quitting was never a serious option. As Tai's husband remarks, "there is a special thing about women; they work together to help each other." In the rebuilding process, Tai employed ten women from the community to weave the thatch roof and blinds for new fale, in keeping with Samoan design. "These ten women have all lost someone in the tsunami," Tai notes. She wants to help these women by keeping them busy as well as by paying them a wage. Getting the resort operational as soon as possible is helping her deal with the mental anguish. "The sea has taken from the families in this disaster", she says, "but the sea is also the cure".

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Conclusion

Women occupy a significant position in the tourism industry worldwide. The capacity of tourism to empower women socially, politically, and economically is particularly relevant in developing regions where women may face the greatest hardships and inequalities. This report highlights the important role that tourism plays in challenging cultural stereotypes, empowering women politically and economically, and providing income-generating opportunities for women. The case studies demonstrate the potential of tourism to stimulate domestic business opportunities, to provide opportunities for technical assistance, and to help women recover from times of crisis.

This report identifies five key areas for women's participation in tourism: employment, entrepreneurship, education, leadership, and community. A goal was crafted for each of these themes, and eleven indicators were developed to monitor the current status of women in tourism. The results reveal that although women are not as dominant in the hotel and restaurant sector as was envisaged, women's pay in the sector is closer to men's pay than it is in other sectors.¹ There are more women employers in the hotel and restaurant sector than there are in other sectors. There are more opportunities for women to participate in informal and self-employed home-based work in tourism than in other sectors. There are more ministerial positions in tourism held by women than in other areas.

The case studies are a collection of individual experiences which demonstrate how individual women and groups of women working together challenged cultural stereotypes and supported their families and communities through tourism enterprise. While these case studies cannot fully describe all regions of the world, or all the ways in which women participate in tourism, they do provide some useful examples of women in tourism across the globe. They also illustrate the ways in which women can work together to achieve shared community success. They also show the power of a single entrepreneur to improve the lives of others.

Not all the news is good, however. Women are not as well represented at the professional level as men. Women are still not being paid as much as men and they are not receiving the same level of education and training in services as men are. The results vary dramatically by region and country.

The Caribbean is doing well at providing equal pay for women in tourism but less well at getting women in tourism ministerial positions. Latin America is doing well at training women in services but less well in having women as tourist board CEOs. Africa is doing well with women in tourism ministerial positions but the region does least well on women in tertiary teaching, women service graduates, and getting women into business leadership positions. Asia does well on the percentage of professional women in tourism, but it has the lowest overall participation of women in the H&R sector. Oceania does well on women tourism business leaders. Significant improvements are needed in the monitoring of employment information before further analysis can take place.

¹ It should be noted that as there is no information on women's pay by occupational status or job title, these results do not yet provide a full picture of wage differences

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Main Recommendations

By Theme

Employment

Increase awareness of the important economic role that women play in the tourism industry. Strengthen legal protection for women in tourism employment; such protections include minimum wage regulations and equal pay laws. Improve maternity leave requirements, flexible hours, work-from-home options, and arrangements for childcare.

Entrepreneurship

Facilitate women's tourism entrepreneurship by ensuring women's access to credit, land and property as well as providing appropriate training and resources to support women's enterprises.

Education

Promote women's participation in tourism education and training and improve the educational level of women already working in different areas of the industry through a targeted and strategic programme of action.

Leadership

Support women's tourism leadership at all levels: public sector, private sector, and community management by establishing leadership programmes at the national level and in large and small-scale tourism enterprises.

Community

Ensure that women's contribution to community development is properly recognised and rewarded by taking into account women's unpaid work and by monitoring tourism activities carried out in the home and in the community.

By Stakeholder Groups

Private sector

Promote gender equality and women's empowerment as fundamental components of Corporate Social Responsibility activities, in line with the Global Compact – *UN Women's Women's Empowerment Principles*¹

Public sector including tourism policy-makers

Take proactive steps to mainstream gender in tourism policy, planning, and operations.

International organizations and civil society

Call on governments, the international community, and the private sector to protect women's rights in tourism and to monitor progress in the empowerment of women through tourism. Collaborate with UNWTO/UN Women to develop programmes and projects dedicated to promoting gender equality and women's empowerment through tourism.

1 See: http://www.unglobalcompact.org/Issues/human_rights/equality_means_business.html

Detailed Recommendations

Analysis of the results of this study has led to the following recommendations which are directed to National Tourism Authorities (NTAs), policy-makers, and the international community.

8.1 Employment

Formal employment in tourism provides greater economic security, increased social status, and improved standard of living for women and their families. Increasing the proportion of women in formal tourism employment will require:



Employment

- increasing awareness of the important economic role that women play in the tourism industry;
- strengthening legal protection for women in tourism employment;
- making greater efforts to implement minimum wage regulations and equal pay laws;
- creating greater social acceptance of women in business;
- encouraging women in business to form associations and cooperatives that can lobby government on behalf of women workers;
- strengthening lobbying for safe and healthy working environments for women in tourism;
- implementing maternity leave requirements, flexible hours, work-from-home options, and arrangements for childcare;
- improving the monitoring of women in tourism, particularly by job title, wage, and benefit level.

Recommended actions for the private sector

- 1.1 Develop programmes to assist women to advance their careers and progress to leadership roles
- 1.2 Create policies to ensure a safe working environment for women

Recommended actions for public sector and tourism policy-makers

- 1.3 Develop awards and recognition for tourism companies that have advanced women and provide a woman-friendly work environment
- 1.4 Assist hotels and restaurants to develop linkages with local food producers. Provide incentives to tourism operators buying and using local products
- 1.5 Develop a “women in tourism” code of practice that covers working conditions, equal employment opportunities, and career pathways for women
- 1.6 Improve the monitoring and reporting of women’s occupations, wages, and benefits

Recommended actions for international organizations and civil society

- 1.7 Use the results of this study to increase awareness of the important role that women play in the tourism industry
- 1.8 Lobby ILO to work on a separate listing for tourism employment and to monitor wages by job title as well as occupation level

8.2 Entrepreneurship

Women entrepreneurs in tourism can have a lasting positive impact on the lives of their families and their communities. In many countries it is extremely challenging to be a women tourism entrepreneur. Encouraging and facilitating women's entrepreneurship requires:

- making it easier for women in tourism to access credit and loans;
- ensuring women in tourism are not disadvantaged in access to loans due to lack of start-up capital;
- ensuring women in tourism have equal access to land;
- encouraging women in business to form associations and cooperatives that can lobby government on behalf of women workers;
- highlighting and sharing women's success stories in tourism;
- using media to raise the profile of women's entrepreneurship;
- increasing the number of women tourism business advisors and loan specialists;
- ensuring information on promoting women in business is readily accessible;
- improving the monitoring of women in tourism entrepreneurship.

**Recommended actions for the private sector**

- 2.1 Develop programmes to facilitate women's access to credit and loans for business
- 2.2 Promote and recognise women business leaders

Recommended actions for public sector and tourism policy-makers

- 2.3 Develop entrepreneurial award programmes for women and use media to highlight success stories of women in tourism
- 2.4 Support business associations that are designed for women in tourism and that create networking opportunities for women in tourism
- 2.5 Promote the concept of credit and loans by merit of operation
- 2.6 Promote the development of women-only business loans and loan officers

Recommended actions for international organizations and civil society

- 2.7 Work on improved definitions of women tourism entrepreneurs
- 2.8 Develop a standardised system of monitoring women tourism entrepreneurs

8.3 Education

Education provides the pathway to formal employment in tourism. Without specialised training, it is difficult for women to reach professional, managerial, and leadership positions in tourism businesses. At the current time there is a severe lack of international data on women graduating from tourism courses and the proportion of women teaching tourism. Anecdotal evidence suggests women may be better represented in studying and teaching tourism than current results show. But women are clearly not yet making it to the professional level in tourism in sufficient numbers. Improvements in education outcomes will require:



Education

- increasing the monitoring and collection of sex-disaggregated information on tourism education and teaching;
- increasing the information provided to girls and women about tourism-related studies at the tertiary level;
- providing stronger tourism-related career pathway advice to girls in high school;
- encouraging women in tourism to guest lecture at tourism education institutes;
- providing incentives for women to study tourism and hotel and restaurant management;
- increasing the career-tracking of women tourism graduates;
- developing a gender checklist for informal NGO tourism project training;
- supporting the development of part-time and flexible study opportunities for working women and women caring for young children or elderly relatives;
- establishing special programmes for mature women to study tourism and management;
- increasing opportunities for women to study tourism and craft production in rural areas.

Recommended actions for the private sector

- 3.1 Develop incentives for women to participate in in-house training
- 3.2 Provide opportunities for external training with scholarships for women

Recommended actions for public sector and tourism policy-makers

- 3.3 Establish a programme for successful women in tourism to visit local schools and colleges
- 3.4 Provide specialised career guidance and support for women in tourism
- 3.5 Ensure equal opportunities for women in all tourism and hospitality training courses
- 3.6 Examine opportunities to provide training for mature women engaged in informal tourism activities

Recommended actions for international organizations and civil society

- 3.7 Develop an international database to collect sex-disaggregated information from tourism schools and colleges
- 3.8 Work with UNESCO to improve the disaggregation of tourism-related education information

8.4 Leadership

Encouraging women to lead in tourism is perhaps the most important goal overall as this is the area likely to have most significant impact on all the other areas. Women tourism ministers can help ensure laws are in place to support women in the workforce, to enable women to access credit and education, and to achieve business success. To better understand the factors that facilitate women reaching leadership positions in tourism, the following steps are recommended:

- conducting research on the career paths and factors leading to the success of women tourism leaders;
- increasing the recognition given to women who have achieved leadership positions in tourism;
- highlighting countries where women have achieved significant success in tourism leadership;
- creating a network of women's tourism associations;
- emphasizing the need for role models in women's tourism leadership;
- providing increased recognition for women in tourism leadership roles.



Leadership

Recommended actions for the private sector

- 4.1 Create mentorship programmes for women tourism professionals
- 4.2 Establish leadership programmes for women in large and small tourism enterprises

Recommended actions for public sector and tourism policy-makers

- 4.3 Establish a programme for successful women in tourism to speak at national tourism events
- 4.4 Ensure women in tourism are well-represented on public-private tourism councils, committees, and advisory boards
- 4.5 Monitor and publish annually the number of women in tourism leadership positions in the country

Recommended actions for international organizations and civil society

- 4.6 UNWTO/UN Women to conduct a study/collection of case studies of women in tourism leadership
- 4.7 UNWTO/UN Women to create an annual award for outstanding women in tourism leadership

8.5 Community

Community and home-based tourism enterprise provide informal opportunities for women and their families to generate additional income and improve their standard of living. The key question for policymakers is how to improve opportunities and income for women in community and home-based tourism and ensure such opportunities do not lead to exploitation. The first step is improved information. The informal sector is poorly documented; it is often a grey area in tourism statistics. Further work is needed to identify the scale of informal community and home-based enterprise, to help women transition from the informal to the formal sector, and to support the inclusion of vulnerable women in the tourism economy. Recommended steps include:



Community

- increasing understanding of the components of the informal tourism economy in different countries and the opportunities for expansion;
- improving the monitoring of women in the informal tourism economy;
- increasing opportunities and programmes for disabled and sexually exploited women in tourism;
- supporting programmes to provide training and micro-credit to self-employed women.

Recommended actions for the private sector

- 5.1 Research tourism supply chains to ensure companies are not supporting exploitive working practices
- 5.2 Protect the rights of family workers by ensuring they receive the same benefits as other employees

Recommended actions for public sector and tourism policy-makers

- 5.3 Conduct value-chain assessment of the informal tourism economy
- 5.4 Develop a support programme specifically for vulnerable women working in tourism
- 5.5 Identify ways to increase access to credit and training for self-employed women working in tourism
- 5.6 Develop a means of monitoring vulnerable and disabled women working in tourism

Recommended actions for international organizations and civil society

- 5.7 Conduct research into different types of informal employment in tourism
- 5.8 Work with ILO to improve monitoring of informal employment of women in tourism

8.6 Summary of Recommendations

These tables provide a summary of the recommendation for women in tourism at NTA, policy-maker and international community level. The priority region is an initial suggestion only. All recommendations are applicable to all regions. Tables with recommendations organised by region are included in the Annex.

Table 8.1 Summary of recommendations for policy-makers

Theme		Recommendation	Priority region
Employment	1.1	Develop programmes to assist women to advance their careers and progress to professional positions	Latin America Asia
	1.2	Create policies that ensure a safe working environment for women	All regions
Entrepreneurship	2.1	Develop programmes to facilitate women's access to credit and loans for business	All regions
	2.2	Promote and recognise women business leaders	Asia Africa

Theme		Recommendation	Priority region
Education	3.1	Develop incentives for women to participate in in-house training	Africa Oceania Asia
	3.2	Provide opportunities for external training with scholarships for women	Africa Oceania Asia
Leadership	4.1	Create mentorship programmes for women tourism professionals	Caribbean Oceania Asia
	4.2	Establish leadership programmes for women in large and small tourism enterprises	Africa Asia Latin America
Community	5.1	Research tourism supply chains to ensure companies are not supporting exploitive working practices	All regions
	5.2	Protect the rights of family workers by ensuring they receive the same benefits as other employees	All regions

Table 8.2 Summary of recommendations for the public sector and tourism policy-makers

Theme		Recommendation	Priority region
Employment	1.3	Develop awards and recognition for tourism companies that have advanced women and provide a woman-friendly work environment	Oceania Africa
	1.4	Assist hotels and restaurants to develop linkages with local food producers. Provide incentives to tourism operators buying and using local products	Asia
	1.5	Develop a “women in tourism” code of practice covering working conditions, equal employment opportunities, and career pathways for women	Asia Caribbean
	1.6	Improve the monitoring and reporting of women’s occupations, wages, and benefits	Latin America Oceania Caribbean
Entrepreneurship	2.3	Develop entrepreneurial award programmes for women and use media to highlight success stories of women in tourism	Asia
	2.4	Support business associations that are designed for women in tourism and that create networking opportunities for women in tourism	Asia
	2.5	Promote the concept of credit and loans by merit of operation	Oceania Africa Latin America
	2.6	Promote the development of women-only business loans and loan officers	Africa Asia Caribbean

Theme		Recommendation	Priority region
Education	3.3	Establish a programme for successful women in tourism to visit local schools and colleges	Latin America
	3.4	Provide specialised career guidance and support for women in tourism	Caribbean
	3.5	Ensure equal opportunities for women in all tourism and hospitality training courses	Latin America Asia
	3.6	Examine opportunities to provide training for mature women engaged in informal tourism activities	Africa Oceania
Leadership	4.3	Establish a programme for successful women in tourism to speak at national tourism events	Caribbean
	4.5	Ensure women in tourism are well-represented on public-private tourism councils, committees, and advisory boards	Latin America Caribbean
	4.6	Monitor and publish annually the number of women in tourism leadership positions in the country	Oceania Africa
Community	5.3	Conduct a value-chain assessment of the informal tourism economy	Africa Caribbean Oceania
	5.4	Develop a support programme specifically for vulnerable women working in tourism	Africa Latin America
	5.5	Identify ways to increase access to credit and training for self-employed women working in tourism	Africa Latin America
	5.6	Develop a means of monitoring vulnerable and disabled women working in tourism	Africa Asia

Table 8.3 Summary of recommendations for the international community and civil society

Theme		Recommendation	Priority region
Employment	1.5	Use the results of this study to increase awareness of the important role that women play in the tourism industry	All regions
	1.6	Lobby ILO to work on a separate listing for tourism employment and to monitor wages by job title	All regions
Entrepreneurship	2.5	Work on improved definitions of women tourism entrepreneurs	All regions
	2.6	Develop a standardised system of monitoring women tourism entrepreneurs	All regions
Education	3.5	Develop an international database to collect sex-disaggregated information from tourism schools and colleges	All regions
	3.6	Work with UNESCO to improve the disaggregation of tourism-related education information	All regions
Leadership	4.5	UNWTO/UN Women to conduct a study/collection of case studies of women in tourism leadership	All regions
	4.6	UNWTO/UN Women to create an annual award for outstanding women in tourism leadership	All regions

Theme		Recommendation	Priority region
Community	5.5	Conduct research into different types of informal employment in tourism	All regions
	5.6	Work with ILO to improve monitoring of informal employment of women in tourism	All regions

8.7 Closing Note

This report has made a first attempt to establish a conceptual framework and indicators for monitoring women in tourism in developing regions. Five key areas have been examined and eleven indicators have been developed.

Although much information is still missing, the results of this initial survey suggest that tourism is worth investing in; it has the potential to be a vehicle for the empowerment of women in developing regions. Tourism provides better opportunities for women's participation in the workforce, women's entrepreneurship, and women's leadership than other sectors of the economy. Women in tourism are still underpaid, under-utilised, under-educated, and under-represented; tourism offers pathways to success.

A series of recommendations have been made which are designed to increase the effectiveness of tourism as an empowerment tool for women in developing regions in the future.

In order to assess how effective policy actions are in improving the situation of women in tourism, it is important to re-evaluate these indicators at least every three years. This year's baseline will provide a yardstick against which to evaluate future results.

8.8 Further Research

This study has made a start but it has also revealed the great need for improved information on a monitoring of women in tourism at a national level. Key information shortfalls and areas for further research include:

- the need to separate tourism activities from other economic sectors during labour force monitoring;
- the need to monitor women in tourism by job titles not just occupational status;
- the need to assess gender-related pay differences by job title not just by sector;
- the need for greater information on women in the Middle East and North Africa;
- the need for more information about the implementation and enforcement of tourism-related legislation on women's employment rights;
- the need for more understanding of the dynamics of the informal tourism economy and its impact on women's empowerment or exploitation.

There are currently two initiatives underway to collect employment statistics from UNWTO: the UNWTO Employment Survey and the UNWTO Tourism Satellite Accounts (TSA). Both of these programmes are still in development but show considerable promise for supplying data on women in tourism for forthcoming global reports.

I. Case Study Contributors

Tai Apelu is the joint owner (with her brother) of Taufua Beach Fales on Lalomanu Beach, on the Island of Upolu, Samoa.

Gaëtane Austin is the director of Pure Fiji, a family business producing natural body products in the Islands of Fiji.

Tracy Berno, Ph. D. is a tourism academic and consultant who has lived and worked in the South Pacific region for over 20 years. She was Head of the Department of Tourism and Hospitality at the University of the South Pacific (USP) from 1999 to 2007. Dr. Berno has undertaken research in a range of areas related to sustainable tourism, including the relationship between local agricultural production and the tourism and hospitality industry in the South Pacific region.

Andrea Bonilla is Vice President of Operations and co-owner of Cayuga Sustainable Hospitality. She was born and raised in Costa Rica. Her passion for service and the hotel industry led her to Cornell University where she got a BS in Hotel Administration. Andrea is also a member of Women of the Osa, a group of volunteers supporting the conservation of the Osa Peninsula.

Anne Campbell, Ph. D. is Associate Professor of Education at the University of Canberra, Australia. Dr. Campbell's current research focuses on leisure activities in the lives of older women, the "baby boomers" who are nearing retirement and are active participants in volunteering. Anne has worked as a consultant in Fiji, Hawaii, Vietnam, Japan, and China.

Georgina Davies is the PR Manager of the Travel Foundation, an independent United Kingdom charity that works to improve the well-being of destination communities, protect the environment, and enrich the tourism experience now and into the future. The Foundation funds and manages over 30 projects in 16 destinations around the world. It provides resources to help travel companies take effective, practical action on sustainable tourism.

Kristie Durcza is SNV Nepal's gender, governance, and social inclusion adviser for business development. She works on mainstreaming these issues into value chain development and inclusive business opportunities. She is Asia's representative for SNV's global project. Kristie has a gender-specialised master's degree in participatory planning and applied anthropology from the Australian National University. She believes women's economic empowerment is crucial to gender equality.

David Fisher is a Senior Lecturer in Tourism at Lincoln University, New Zealand. He has an ongoing interest in researching tourism in the Pacific, including the representation of indigenous people in tourism and tourism in developing countries.

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II. Countries Included

The United Nations Geoscheme identifies five macro geographical regions – Africa, Americas, Asia, Europe and Oceania. For the purposes of this report, Europe has been omitted from the statistics. The Americas have been broken down further in order to exclude northern America. In addition, the sub-region of the Caribbean has been separated due to its exceptionally high level of tourism dependency.

Table II.1 Full breakdown of countries included in the report by region and sub region

Africa				
Algeria	Angola	Benin	Botswana	Burkina Faso
Burundi	Cameroon	Cape Verde	Central African Rep.	Chad
Comoros	Congo (Brazzaville)	Cote d’Ivoire	Congo, Democratic Republic of	Egypt
Equatorial Guinea	Eritrea	Ethiopia	Gabon	Gambia
Ghana	Guinea	Guinea-Bissau	Kenya	Lesotho
Liberia	Libya	Madagascar	Malawi	Mali
Mauritania	Mauritius	Morocco	Mozambique	Namibia
Niger	Nigeria	Reunion	Rwanda	Sao Tome and Príncipe, Democratic Republic of
Senegal	Seychelles	Sierra Leone	Somalia	South Africa
South Africa	Sudan	St. Helena	Swaziland	Tanzania
Tunisia	Uganda	Western Sahara	Zambia	Zimbabwe
Latin America				
Argentina	Belize	Bolivia	Brazil	Chile
Colombia	Costa Rica	Ecuador	El Salvador	Falkland Islands
French Guiana	Guatemala	Guyana	Honduras	Mexico
Nicaragua	Panama	Paraguay	Peru	Suriname
Uruguay	Venezuela			
Caribbean				
Anguilla	Antigua and Barbuda	Aruba	Bahamas	Barbados
British Virgin Islands	Bermuda	Cayman Islands	Cuba	Dominica
Dominican Republic	Grenada	Guadeloupe	Haiti	Jamaica
Martinique	Netherlands Antilles	Puerto Rico	St. Kitts and Nevis	St. Lucia
Trinidad and Tobago	Turks and Caicos	United States Virgin Islands		

Asia				
Afghanistan	Armenia	Azerbaijan	Bahrain	Bangladesh
Bhutan	Brunei Darussalam	Cambodia	China	Cyprus
Democratic People's Republic of Korea	Georgia	Hong Kong, China	India	Indonesia
Iraq	Iran	Israel	Japan	Jordan
Kazakhstan	Kyrgyzstan	Republic of Korea	Kuwait	Lao
Lebanon	Macau, China	Malaysia	Maldives	Mongolia
Myanmar	Nepal	Oman	Pakistan	Palestine
Philippines	Qatar	Saudi Arabia	Singapore	Sri Lanka
Syria	Tajikistan	Thailand	Timor-Leste	Turkey
Uzbekistan	United Arab Emirates	Vietnam	Yemen	
Oceania				
American Samoa	Cook Islands	Federated States of Micronesia	Fiji	French Polynesia
Guam	Johnston Island	Kiribati	Marshall Islands	Nauru
New Caledonia	Niue	N. Mariana Isles	Palau	Papua New Guinea
Pitcairn	Samoa	Solomon Islands	Tokelau	Tonga
Tuvalu	Vanuatu	Wallis and Futuna		

III. Data Availability

Table III.1 Availability of data on women's employment

Region	Equal participation in workforce		Equal pay		Occupational status	
	Number of countries with data available	N/A	Number of countries with data available	N/A	Number of countries with data available	N/A
Africa	22	32	5	49	7	46
Asia	35	14	19	30	17	32
Caribbean	16	7	3	20	3	20
Latin America	19	3	6	16	14	8
Oceania	9	14	2	21	0	23
Total	101	70	35	136	42	129
Average	59.1%	40.9%	20.5%	79.5%	24.6%	75.4%

Source: ILO Laborsta Database.

Table III.2 Availability of data on women employers

Region	Women as employers in general		Women as employers in H&R sector	
	Number of countries with data available	N/A	Number of countries with data available	N/A
Africa	11	43	7	47
Asia	24	25	18	31
Caribbean	7	16	4	19
Latin America	16	6	11	11
Oceania	0	23	0	23
Total	58	113	40	131
Average	33.9%	66.1%	23.4%	76.6%

Source: ILO Laborsta Database.

Table III.3 Availability of data on women in tourism education

Region	Women's access to services education		Women as tourism trainers	
	Number of countries with data available	N/A	Number of countries with data available	N/A
Africa	13	41	38	16
Asia	26	23	42	7
Caribbean	4	19	12	11
Latin America	12	10	15	7
Oceania	0	23	6	17
Total	55	116	113	58
Average	51.5%	48.5%	66.1%	33.9%

Table III.4 Availability of data on women's tourism leadership

Region	Tourism Minister info available		Tourist Board info available		Tourism Association info available	
	Number of countries with data available	N/A	Number of countries with data available	N/A	Number of countries with data available	N/A
Africa	50	4	31	23	19	35
Asia	46	3	37	12	33	16
Caribbean	19	4	20	3	18	5
Latin America	20	2	13	9	9	13
Oceania	15	8	17	6	8	15
Total	150	21	118	53	87	84
Average	87.7%	12.3%	69.0%	31.0%	50.9%	49.1%

Source: ILO Laborsta Database.

Table III.5 Availability of data on women and tourism in communities

Region	Women as own-account workers		Women as contributing family workers	
	Number of countries with data available	N/A	Number of countries with data available	N/A
Africa	7	47	7	47
Asia	17	32	14	35
Caribbean	4	19	3	20
Latin America	11	11	10	12
Oceania	0	23	0	23
Total	39	132	34	137
Average	22.8%	77.2%	19.9%	80.1%

Source: ILO Laborsta Database.

Table III.6 Summary of recommendations for Africa

Theme		Recommendation
Employment	1.1	Develop awards and recognition for tourism companies that have advanced women and provide a woman-friendly work environment
Entrepreneurship	2.3	Promote the concept of credit and loans by merit of operation
	2.4	Promote the development of women-only business loan and loan officers
Education	3.4	Examine opportunities to provide training for mature women engaged in informal tourism activities
Leadership	4.5	Monitor and publish annually the number of women in tourism leadership positions in the country
Community	5.1	Conduct value-chain assessment of the informal tourism economy
	5.2	Identify ways to increase access to credit and training for self-employed women working in tourism
	5.4	Develop a means of monitoring vulnerable and disabled women working in tourism
	5.6	Develop a support programme specifically for vulnerable women working in tourism

Table III.7 Summary of Recommendations for Asia

Theme		Recommendation
Employment	1.2	Assist hotels and restaurants to develop linkages with local food producers, and provide incentives to tourism operators buying and using local products
Entrepreneurship	2.1	Develop entrepreneurial award programmes for women and use media to highlight success stories of women in tourism
	2.2	Support business associations that are designed for women in tourism and that create networking opportunities for women in tourism
Education	3.3	Ensure equal opportunities for women in all tourism and hospitality training courses
Community	5.4	Develop a means of monitoring vulnerable and disabled women working in tourism

Table III.8 Summary of recommendations for Caribbean

Theme		Recommendation
Employment	1.3	Develop a “women in tourism” code of practice covering workers’ conditions, equal employment opportunities, and career pathways for women
	1.4	Improve the monitoring and reporting of women’s occupations, wages, and benefits
Entrepreneurship	2.4	Promote the development of women-only business loan and loan officers
Education	3.2	Provide specialised career guidance and support for women in tourism
Leadership	4.1	Establish a programme for successful women in tourism to speak at national tourism events
	4.4	Ensure women in tourism are well-represented on public-private tourism councils, committees and advisory boards
Community	5.1	Conduct value-chain assessment of the informal tourism economy

Table III.9 Summary of recommendations for Latin America

Theme		Recommendation
Employment	1.4	Improve the monitoring and reporting of women’s occupations, wages, and benefits
Entrepreneurship	2.4	Promote the concept of credit and loans by merit of operation
Education	3.3	Ensure equal opportunities for women in all tourism and hospitality training courses
Leadership	4.1	Ensure women in tourism are well-represented on public-private tourism councils, committees and advisory boards
Community	5.2	Identify ways to increase access to credit and training for self-employed women working in tourism
	5.6	Develop a support programme specifically for vulnerable women working in tourism

Table III.10 Summary of recommendations for Oceania

Theme		Recommendation
Employment	1.4	Improve the monitoring and reporting of women’s occupations, wages, and benefits
Entrepreneurship	2.3	Promote the concept of credit and loans by merit of operation
Education	3.4	Examine opportunities to provide training for mature women engaged in informal tourism activities
Leadership	4.5	Monitor and publish annually the number of women in tourism leadership positions in the country
Community	5.1	Conduct value-chain assessment of the informal tourism economy

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List of Acronyms and Abbreviations

ASOGAL	Association of Cruise Operators in Galapagos
CEO	Chief Executive Officer
CSR	Corporate Social Responsibility
CSRМ	Centre for Social Responsibility in Mining
ECPAT	End Child Prostitution, Child Pornography and Trafficking of Children for Sexual Purposes
GDP	Gross Domestic Product
GDI	Gender Development Index
GEM	Gender Empowerment Measure
H&R	Hotel and Restaurant Sector
ILO	International Labour Organization
IMF	International Monetary Fund
NGO	Non-governmental Organization
ODI	Overseas Development Institute
OECD	Organization for Economic Co-operation and Development
TTCI	Travel and Tourism Competitiveness Index
UNDP	United Nations Development Programme
UN-enable	United Nations Programme on Disabilities
UNICEF	United Nations International Children's Emergency Fund
UNEP	United Nations Environment Programme
UNESCO	United National Educational, Scientific, and Cultural Organization
UNIFEM	United Nations Development Fund for Women (UN Women)
UNWTO	World Tourism Organization
WEF	World Economic Forum
WTTC	World Travel and Tourism Council

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