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Global Report on Women in Tourism 2010

Preliminary Findings



Employment



Entrepreneurship



Leadership



Education



Community

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The **Global Report on Women in Tourism 2010**, on which this document is based, was commissioned in 2009 by **UNWTO** and **UNIFEM** (now UN Women) and was carried out by Dr. Louise Twining-Ward. This Preliminary Findings document was produced by UNWTO and UN Women in collaboration with Dr. Lucy Ferguson.

We would like to thank the following contributors for providing us with their photos for this publication:

Elisabeth Bahía Parronchi (page 2, Employment); Travel Foundation (page 3, Entrepreneurship); UNWTO Technical Cooperation and Services (page 4, Education); Tanzania Tourist Board (page 4, Leadership); Duarte Morais (page 5, Community); Tanzania Cultural Programme (page 7, Case Study A); Lucy Chhetri (page 8, Case Study B) and Las Perlas (page 9, Case Study C).

Case Study C: Empowering Women through Entrepreneurship in the Galapagos Islands, Ecuador

By Aldo Salvador and Ana Garcia Pando (text edited)

Three years ago, eleven women in Santa Cruz Island, Galapagos, became bakers and business partners in the “Pearls of the Pacific” when the Association of Cruise Operator Companies in Galapagos (ASOGAL) decided increase the corporate social responsibility activities of their members by expanding their local supply chain.

With thousands of tourists to cater for, ASOGAL came to consider a bakery as a good business concept, in light of the high cost of importing frozen bread from the continent and the difficulty of time-consuming baking in cramped on-board kitchens. With a zero-interest US\$ 30,000 from ASOGAL, an initial investment from the Andean Financial Corporation (CAF), and the support of the Association, UNWTO ST-EP technicians and a hired accounting and entrepreneurial consultant firm from Quito, eleven local women embarked on this project.

In spite of initial misgivings, overwhelming pressure at home and the intense displeasure of their husbands, three of the women continued with the business venture. Learning how to tailor their product to satisfy foreign tourists, deal with their clients, and negotiate with (mostly male) logistics officers in charge of supplies, earning the admiration of their husbands and seen sales rise from a mere US\$ 200 a month to over US\$ 6,000. Making financial decisions, solving problems, assuming risks and responsibilities, repaying their loans and discussing refinancing has enabled these women to lose their initial inhibitions and discover instead their enormous capacity for endurance. As they put it, “We now run our business and our own lives”.

Factors Influencing Success and Lessons Learned

- Entrepreneurship empowered these women economically, boosted their self-esteem and helped them earn the respect and admiration of their spouses.



The global report has been several years in the making. At the ITB in Berlin in 2008, UNWTO unveiled an action plan to “empower women through tourism”. Actions included in the plan were to establish a multi-stakeholder taskforce, to put in place a data collection system, and to initiate the UNWTO and UN Women Joint Triennial Global Report on Women in Tourism.

Case Study B: Three Pioneering Nepali Sisters

By Kristie Druzca (text edited)

In response to the demand for women guides in an otherwise male-dominated sector in the Himalayas, the three Chhetri sisters founded the Three Sisters Adventure and Trekking Company in 1994 to provide a women-only trekking option for tourists. Five years later, they registered Empowering Women Nepal (EWN) as an NGO.

The Nepali company trains local women as guides and porters, while offering them ‘empowerment training’ to help them cope with discrimination. In this deeply patriarchal society, restrictions on women’s mobility render most single women housebound and most married women unemployable. Nevertheless, over the last decade, EWN has trained and motivated over 800 Nepali women to enter the tourism industry. The sisters currently employ one hundred women in their trekking company, who earn an average of 120,000 rupees per year (US\$ 1,709) once they become experienced guides.

Overcoming local scepticism through sheer determination, a clear vision of their mission, and the support of their family, the sisters have managed to break down several entrenched gender stereotypes. As one sister, Lucy Chhetri puts it: ‘We have demonstrated that women are mentally, physically and emotionally as strong as men’. Due largely to their efforts, women now make up between five and ten percent of guides and porters in Nepal, offering tourists greater choice and advancing the empowerment and economic status of Nepali women.

Factors Influencing Success and Lessons Learned

- Family support for and between women greatly bolsters their confidence, determination, and ability to succeed
- Women’s potential to succeed in tourism often goes unrealized, not due to the lack of potential, but rather due to the lack of opportunities
- Questioning restrictive traditional gender roles by male community members can support women’s freedom to pursue entrepreneurial initiatives in the tourism sector.



Introduction

Tourism is one of the world’s largest and fastest-growing industries. In many countries it acts as an engine for development through foreign exchange earnings and the creation of direct and indirect employment. Tourism contributes 5% of the world’s GDP and 7% of jobs worldwide. It accounts for 6% of the world’s exports and 30% of the world’s exports in services. In developing countries, tourism generates 45% of the total exports in services.¹ Research shows the different ways in which tourism can contribute to economic growth, poverty reduction and community development. However, less attention has been paid to the unequal ways in which the benefits of tourism are distributed between men and women, particularly in the developing world. Tourism presents both opportunities and challenges for gender equality and women’s empowerment. The **Global Report on Women in Tourism 2010** is a first attempt to develop a quantitative framework for monitoring the status of women working in tourism across the globe. Its focus is on tourism in developing regions.

The objectives of the report were to: i) 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; and ii) to use the indicators to assess the extent to which tourism is advancing the needs of women in the developing world. The overarching vision for the **Global Report on Women in Tourism 2010** is to promote women’s empowerment and protect women’s rights through better tourism work. The report is structured around five thematic areas: employment, entrepreneurship, education, leadership, and community. The results are derived primarily from analysis of ILO’s Laborsta database² and sorted by developing world regions: the Caribbean, Latin America, Africa,

Asia, and Oceania.³ The report also includes a selection of case studies which highlight success stories in tourism across the world. This summary presents some of the main findings of the report by theme and by region and offers some preliminary recommendations for stakeholder consideration.

Context

Tourism presents a wide range of income-generation opportunities for women in both formal and informal employment. Tourism jobs are often flexible and can be carried out at various different locations such as the workplace, community, and household. Additionally, tourism creates a wide range of opportunities for women through the complex value chains it creates in the destination economy.

There are also known to be challenges facing women in tourism. Women are often concentrated in low status, low paid and precarious jobs in the tourism industry. Gender stereotyping and discrimination mean that women mainly tend to perform jobs such as cooking, cleaning and hospitality. Much tourism employment is seasonal and fluctuates according to the volatile nature of the industry. In some destinations links have been found between tourism and the sex industry which could make women more vulnerable to sexual exploitation.⁴

If a strong gender perspective is integrated into planning and implementation processes, tourism can be harnessed as a vehicle for promoting gender equality and women’s empowerment at the household, community, national and global level. At the same time, greater gender equality will contribute to the overall quality of the tourist experience, with a considerable impact on profitability and quality across all aspects of the industry.

1 UNWTO statistics.

2 The majority of the data in the report is drawn from the ILO Laborsta Database. Tourism in the ILO is considered as the hotel, catering and tourism (HCT) sector. However, the Laborsta Database only includes statistics on the ‘Hotel and Restaurant’ category, so this is used throughout the report. We acknowledge that this does not cover the full range of tourism and tourism-related activities and that more data is needed. The data consulted for this report spans the period 1999-2008. Where available the most recent data has been used.

3 The breakdown primarily reflects the UN’s geoscheme of geographical regions. However, for the purposes of this report Northern America has been excluded and the Caribbean is included as a sub-region due to its status as one of the most tourism-dependent regions in the world.

4 Although this is a very important issue for the analysis of women in tourism, it is beyond the remit of the current report. For research and analysis on the link between tourism and sex tourism, see http://www.unwto.org/protect_children/campaign/en/campaign.php?op=1&subop=1.

Key Findings

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-utilized, under-educated, and under-represented; but tourism offers pathways to success.

1. Women make up a large proportion of the formal tourism workforce.
2. Women are well represented in service and clerical level jobs but poorly represented at professional levels.
3. Women in tourism are typically earning 10% to 15% less than their male counterparts.
4. The tourism sector has almost twice as many women employers as other sectors.
5. One in five tourism ministers worldwide are women.
6. Women make up a much higher proportion of own-account workers in tourism than in other sectors.
7. A large amount of unpaid work is being carried out by women in family tourism businesses.

Notwithstanding these results, there is still much to explore and analyze. For example, how do women's pay levels differ between tourism jobs; how do women's hours in tourism compare with men's; and how to define and measure women's unpaid work in family tourism businesses?

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.



Table 1 Hotel/restaurant employees who are women by region (%)

Region	Regional average
Latin America	58.5
Caribbean	55.4
Africa	47.0
Oceania	46.8
Asia	35.4
Average	48.62

Source: ILO Laborsta Database.

Table 1 shows that women make up a large proportion of formal hospitality and restaurant industry employees, with an average of 49%.⁵ Latin America and the Caribbean have the highest

⁵ Data for the equal participation of women in the workforce were available for 101 out of the 172 countries included in the research (59%). For this indicator, data were available for 40 out of 172 countries (24%). In 2001, the ILO reported that 90% of hotel and restaurant employees worldwide were women. See: International Labour Office (2001), 'Human resources development, employment and globalization in the hotel, catering and tourism sector', Report for discussion at the Tripartite Meeting on the Human Resources Development, Employment and Globalization in the Hotel, Catering and Tourism Sector, ILO, Geneva.

Case Studies

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 below 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.

Case Study A: Mulala Cultural Tourism Enterprise, Arusha, Tanzania

By Mary Lwoga (text edited)

Eight women in the Mulala village of Tanzania have united to form the Agape Women's Group, a co-operative working within the framework of the Mulala Cultural Tourism Enterprise, an enterprise established with the joint support of the Tanzania Tourist Board and the Netherlands Development Organization (SNV) with the aim of creating tourism activities that benefit local populations, alleviate poverty and offer a tourism experience to complement conventional safaris. Upon arrival, tourists are warmly welcomed by the women of Mulala, led by Mama Anna Pallangyo (Head and Co-ordinator of the Tourism Enterprise). They are encouraged to visit Mt. Meru Forest Reserve and take tours designed to showcase local cheese-making, dairy keeping, gardening and farming activities, bread-making, tailoring or coffee growing. Not only does the program directly benefit the eight families of the Women's Group, but the entire 2,500 strong Mulala community has gained by it. Every tourist makes a contribution to the Village Development Fund, which is used to improve school buildings, the local dispensary and in 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 homemade cheese. This has become another important income source for the members of the women's group, as well as for other farmers in the village, from which the women's group purchases milk to produce cheese.

Factors Influencing Success and Lessons Learned

- Local women entrepreneurs like Mama Anna took the initiative and drove this Cultural Tourism Program towards success.
- Women were supported and encouraged to participate in the project from its inception.
- Training in business skills, pricing, linking to markets and record keeping was provided to all the project participants, ensuring they were equipped with the information necessary to benefit from tourism.



- **Asia** has the highest proportion of women at the professional level in tourism. In terms of overall participation in employment and own-account work, this is high in South East Asian countries and very low in the Middle East.
- In **Oceania**, there are no women in tourism ministerial positions at the current time.

Future Challenges and Recommendations

The report makes a series of recommendations based on the areas of critical concern for promoting women's empowerment in tourism, which are summarized as follows:

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 program of action.

Leadership

Support women's tourism leadership at all levels: public sector, private sector, and community

management by establishing leadership programs at the national level and in large and small-scale tourism enterprises.

Community

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

Main Recommendations for Stakeholders

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*⁶.

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, civil society organizations 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 programs and projects dedicated to promoting gender equality and women's empowerment through tourism.

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.

⁶ See http://www.unglobalcompact.org/Issues/human_rights/equality_means_business.html.

proportion of women in the tourism industry, followed by Africa. The low figure for Asia hides a wide disparity between Middle Eastern countries such as Saudi Arabia with 2% and Thailand with 65%. These high levels of participation demonstrate tourism's potential contribution to income generation for women. However, it is important to look more closely at what kinds of jobs women are doing in tourism, as set out in Table 2.

Table 2 Women hotel/restaurant employees by occupational status, by region (%)

Region	Professional	Clerks	Service workers
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.

Source: ILO Laborsta Database.

This shows us that women's employment in the tourism industry is concentrated in the service and clerical sector. These figures vary by region, with a high proportion of women working in the clerical sector in Latin America and the Caribbean. However, within these categories there is no information on what specific jobs women and men are carrying out and whether or not these conform to gender stereotypes. In terms of the professional level, the average is similar for all regions for which data is available. This phenomenon is particularly evident in Latin America, where women's participation in the professional level jobs is almost half of that at the service and clerical level. However, in general, although women's participation in this sector is not high, there does seem to be some potential for women to reach management positions within the industry.

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.



Table 3 Women employers in the hotel and restaurant sector, by region (%)*

Region	In general	In hotel and restaurant 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

* For this indicator, data were available for 40 out of 172 countries. In order to show an average, a region needed to have data for at least 10% of the countries included.

Source: ILO Laborsta Database.

Latin America has the highest proportion of women employers in tourism, more than double the proportion in other sectors. In Nicaragua and Panama more than 70% of employers are women compared to just over 20% in other sectors. This pattern is followed to a lesser extent in all regions covered by the study. Again, the data for Asia vary substantially. While in Indonesia, Malaysia, Philippines, and Thailand more than half of tourism businesses are run by women, in Pakistan, Iran, and the Maldives there were virtually none. This demonstrates that tourism has a strong potential for promoting women's own businesses.

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.



Table 4 shows the ways in which women's participation in higher education varies by region. Within regions some countries have particularly high levels of women services graduates, such as Philippines (82.1%), Cayman Islands (80%), and Honduras (78%). In contrast in Qatar only 9% of services graduates were women.

Table 4 Women graduates in services, by region (%)*

Region	All tertiary graduates	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

* Data for the indicator on graduates in services were available for 88 out of the 172 countries included in the research. The data are most complete in Latin America and Asia.

Source: UNESCO Institute for Statistics Database.

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.

In March 2010, 21% percent of countries had a women tourism minister compared to 17% of ministerial positions in general. The highest proportion of women tourism ministers is in Africa, where one third of all tourism ministers are women. In African countries, the post of tourism minister is almost twice as likely to be held by a woman than other ministerial posts. In contrast, just 6% of tourism ministers in the Caribbean and 15% in Asia are women.

Analysis of tourist boards shows just over 20% are run by 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. Tourism associations are slightly more like to have a women chair. Twenty-three percent of tourism associations had women chairs.



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.



Table 5 shows how women's own account or self-employed activity in tourism varies by region. The highest proportion is in Latin America, where large contrasts can be seen between tourism and other sectors. In Nicaragua, for example, women occupy 40% of own-account jobs overall but 92% in tourism. In Bolivia, the figures are 44% and 95% respectively. Several African countries have high proportions of female tourism self-employed workers: 71% in Botswana and 65% in Zimbabwe 65%. The country with the lowest level is Syria, at 2%.

Table 5 Women as "own account workers" in the hotel and restaurant sector, by region (%)*

Region	In general	In hotel and restaurant sector
Latin America	39	73
Africa	38	48
Caribbean	29	42
Asia	27	33
Oceania	N/A	N/A
Average	33.25	49

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

Source: ILO Laborsta Database.

It also 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. 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 subsidizing a large proportion of community-based tourism but makes little contribution to women's empowerment.

Table 6 Women as Contributing Family Workers in the H&R Sector, by Region*

Region	In general	In hotel and restaurant 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	70.25

* Data were available for only 34 out of 172 countries. Data are most complete for Asia.

Source: ILO Laborsta Database.

Regional Variations

Some key trends by region in terms of women's participation in tourism in the five different aspects covered by the report can be highlighted as follows:

- In the **Caribbean**, women make up a high proportion of both employees and own-account workers. However, the number of women in tourism ministerial positions is low.
- Similarly in **Latin America**, the participation of women in the tourism industry is high, but there are low levels of representation of women in tourism leadership.
- There are a high proportion of women in tourism ministerial positions in **Africa** (one third of the total) and a high number of women employees and own-account workers. However, the proportion of women graduates in services is low.