

Tourism and Gender Equality

GENDER EQUALITY KNOWLEDGE NOTE



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Knowledge Note: Purpose and Application

Purpose

The NZ Aid Programme's *Gender Equality Knowledge Notes* aim to increase knowledge and understanding of gender equality and women's empowerment.

This *Knowledge Note* encourages a structural analysis of gender issues, reflected in the headings in the table on page 3: women's economic empowerment (economic), women's participation in decision-making (political), risks and security, and basic needs and strategic interests.

Application

The *Knowledge Note*, along with the [Gender Analysis Guideline](#), can stimulate thinking, discussion and analysis; it should not be seen as a definitive guide or a compliance checklist. It can be used to inform or appraise:

- Programme Strategic and Results Frameworks
- Strategy and policy formulation and implementation
- Discussions with partner governments, agencies and stakeholders
- Terms of Reference for scoping, design, evaluations etc.
- Contracting and briefing contractors
- Concept Notes, Activity Design Documents and Appraisals
- Results frameworks, evaluations and reviews
- Progress reports, field visits
- Activity Monitoring Assessments and Activity Completion Assessments

Other resources available include:

- Development Manager: Cross Cutting Issues and Gender
- *Gender Equality Knowledge Notes* ([Agriculture](#), [Sustainable Economic Development](#), [Humanitarian Relief](#))
- Principal Development Managers and DMs (sector)
- External gender or specialist consultants
- Women's Economic Opportunity Index (WEOI)
- Partner country or sector Gender Action Plans

Tourism and Gender Equality

Activity and Policy Context

Tourism does have the potential to bring opportunities and benefits to women. Many women are responding to tourism in innovative ways that benefit themselves and their communities and also enhance the sector. Tourism brings a large number of employment opportunities to women; the ILO estimates women account for 46% of wage employment in tourism globally and up to 90% if including catering and accommodation. Employment increases women's economic independence, decision-making power and social freedoms resulting in a positive, knock on effect on gender relations in the domestic and community setting. Getting in to the tourism supply chain is a real opportunity for women and family led entrepreneurs and SMEs, especially if a country's tourism strategy targets the local economy and businesses.

However tourism also brings some threats and risks to women and girls: perpetuating gender stereotypes, low pay, sexual harassment and physical threats, unwelcome cultural and attitudinal changes, increased burden of work and sexual exploitation of women and children.

Much work has been done on Pro-Poor Tourism by the International Institute of Environment and Development (IIED) and others. Given women's socio-economic position in most societies a pro-poor approach to tourism will benefit them, so integrating gender equality in pro-poor tourism strategies is an effective and sustainable approach.

Relevant areas of interest are:

- Expansion of local employment, improving terms and conditions and training, including management training
- Expansion of and support for business opportunities and entrepreneurs supplying to the tourism sector or directly to tourists
- Community ownership and control of businesses and resource management through equitable leases, revenue and profit sharing, dividends etc.
- Custodian and management of cultural and environmental assets, resources and practices
- Community/pro-poor partnerships with the private sector
- Improved access to services and infrastructure
- Participatory planning, policy and decision-making in government and the private sector, including information sharing and communication

The following table lays out how issues related to women's economic empowerment, women's participation and decision-making, risks and security and basic needs and strategic interests might be considered in four sub-sectors within the broader tourism sector: planning and design, employment and job creation, business opportunities, and capacity development.

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	Women's economic empowerment	Women's participation in decision-making - leadership, management, policies	Risks and Security	Basic Needs & Strategic Interests
Planning and Design - impact assessments	<ul style="list-style-type: none"> Women's and men's economic and productive activities identified, e.g. land uses, food production Coordination and capacity building of all (registered and informal) SMEs to engage in consultations and decision-making Development doesn't negatively impact on water table and local/domestic water needs 	<ul style="list-style-type: none"> Women participate in planning and design including community forums, reference groups, steering groups etc Women have capacity and opportunity to participate in consultations, governance and policy making including local government planning decisions support land titling/property rights for women including inheritance 	<ul style="list-style-type: none"> Women can access training; barriers include timing, seasonality, transport and accommodation, location, cultural, child care, security Cultural sensitivity: identify impacts on local customs and cultures, including attitudes to/about women Sex trade and child exploitation mitigation strategies 	<ul style="list-style-type: none"> Women participate in economic/tourism forums and networks
Employment - labour, conditions - training, capacity building - management	<ul style="list-style-type: none"> Equal and fair pay "Decent Jobs"; fair and secure labour practices; identify and promote good "family friendly" practice Women not pushed into stereotypic roles, e.g. cleaning, washing, bed making etc. Scholarships and training in hospitality, marketing, recruitment, management etc promoted and accessible to women Equitable resource and revenue allocation especially collective/community agreements, e.g. communal leases, profit sharing 	<ul style="list-style-type: none"> Women participate in activity design, implementation and monitoring. Barriers to participation identified and mitigated against. Women participate in price setting Women negotiate terms and conditions including working hours to reflect domestic and community commitments Equitable participation by women and men in resource and revenue allocation decisions especially collective/community agreements, leases, profit sharing 	<ul style="list-style-type: none"> Safe transport to and from work, especially early morning and late evening. Anti-sexual harassment strategies in work places. 	<ul style="list-style-type: none"> Human rights/labour rights promoted and violations recorded and addressed Public education on HIV/AIDS and its impact Girls kept in schools and not utilised as a source of free labour or child care Equal pay and non-discriminatory practices (e.g. ILO Convention 100 and 111)
Business Opportunities	<ul style="list-style-type: none"> Identify and supporting formal and non-formal economic opportunities: service sector, handicrafts, food/catering, tour guiding, laundry, transport, accommodation, food supply (farmers and fishers to supply hotels and food outlets) Diversify and tailor product range and markets; cooperative marketing + support Women's access to financial services, e.g. insurance, banking, loans (equitable terms, e.g. interest rates, collateral, repayments) Women and/or family led enterprises identified and can access targeted support. Non-financial services, e.g. financial literacy, budgeting, training, business skills Registration of women/family enterprises 	<ul style="list-style-type: none"> Women supported and capacity developed to participate equally in negotiations on communal/ collective agreements re: asset management, land uses, income and profit sharing etc. Support women to engage in networks and cooperatives Women able to participate in community natural resource management decisions, e.g. land use planning, water-source management Opportunities for women in local government, especially on tourism 	<ul style="list-style-type: none"> Safe and equitable access to and from food outlets and distribution centres Safe access to gardens, forests, grazing areas, water sources etc. 	<ul style="list-style-type: none"> Access to social services for women Increased women's participation in decision-making decreases corruption
Capacity development and institutional strengthening: - policy - knowledge and information - research	<ul style="list-style-type: none"> Sex disaggregated data Research includes gender analysis Market produce prices available to women Identify opportunities to promote productivity, market access, innovation and sustainability of family/women SMEs 	<ul style="list-style-type: none"> Gender balance and equity in Ministry and tourism board governance, management, staffing, policies and plans. Equality in recruitment and promotion Reduce barriers for women in research, scholarships, training, academia 	<ul style="list-style-type: none"> Research and analysis of sex tourism and sexual exploitation of women and children 	<ul style="list-style-type: none"> Ministry of Tourism has a Gender Action Plan and Activities and programmes align with it. Opportunity to implement/report against CEDAW, Beijing Platform for Action, ILO Decent Work Country Programme, MDGs especially MDG3