

Women in Tourism

CREATING OPPORTUNITIES FOR INCLUSIVE DEVELOPMENT AND SOCIAL TRANSFORMATION

Retosa Women in Tourism Conference
Lilongwe Malawi 22-25 November 2015

SADC Tourism Report



SADC

2015 ANNUAL RESEARCH: KEY FACTS¹

2015
forecast

GDP: DIRECT CONTRIBUTION

The direct contribution of Travel & Tourism to GDP was USD20.6bn (3.0% of total GDP) in 2014, and is forecast to rise by 3.1% in 2015, and to rise by 5.2% pa, from 2015-2025, to USD35.2bn (3.1% of total GDP) in 2025.



GDP: TOTAL CONTRIBUTION

The total contribution of Travel & Tourism to GDP was USD58.2bn (8.6% of GDP) in 2014, and is forecast to rise by 3.2% in 2015, and to rise by 5.0% pa to USD97.8bn (8.8% of GDP) in 2025.



EMPLOYMENT: DIRECT CONTRIBUTION

In 2014 Travel & Tourism directly supported 2,436,000 jobs (3.1% of total employment). This is expected to fall by 0.8% in 2015 and rise by 2.5% pa to 3,084,000 jobs (3.0% of total employment) in 2025.



EMPLOYMENT: TOTAL CONTRIBUTION

In 2014, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 7.7% of total employment (6,030,500 jobs). This is expected to fall by 0.5% in 2015 to 5,998,500 jobs and rise by 2.4% pa to 7,591,000 jobs in 2025 (7.4% of total).



VISITOR EXPORTS

Visitor exports generated USD19.8bn (7.9% of total exports) in 2014. This is forecast to grow by 2.3% in 2015, and grow by 5.1% pa, from 2015-2025, to USD33.4bn in 2025 (9.7% of total).



INVESTMENT

Travel & Tourism investment in 2014 was USD9.2bn, or 6.5% of total investment. It should rise by 2.2% in 2015, and rise by 3.5% pa over the next ten years to USD13.2bn in 2025 (5.6% of total).



SA ECONOMIC LANDSCAPE

- Tourism continues to show robust growth and contributes significantly to the South African economy. Through its direct and indirect impacts, the sector contributes over 9% to our country's GDP and supports over 1.4 million jobs.
- The study found, inter alia, that although 75% of workforce comprises of women, there was a low percentage of women at board and executive management levels of large enterprises. Only 12% of large tourism enterprises achieved 50% target for management and control of tourism businesses by women.
- Given the rapidly changing business environment and tourism landscape, it is imperative to continuously review and evaluate our strategies, plans, institutional delivery framework as well as roles of different industry players to ensure accountability and effective delivery against our mandate.

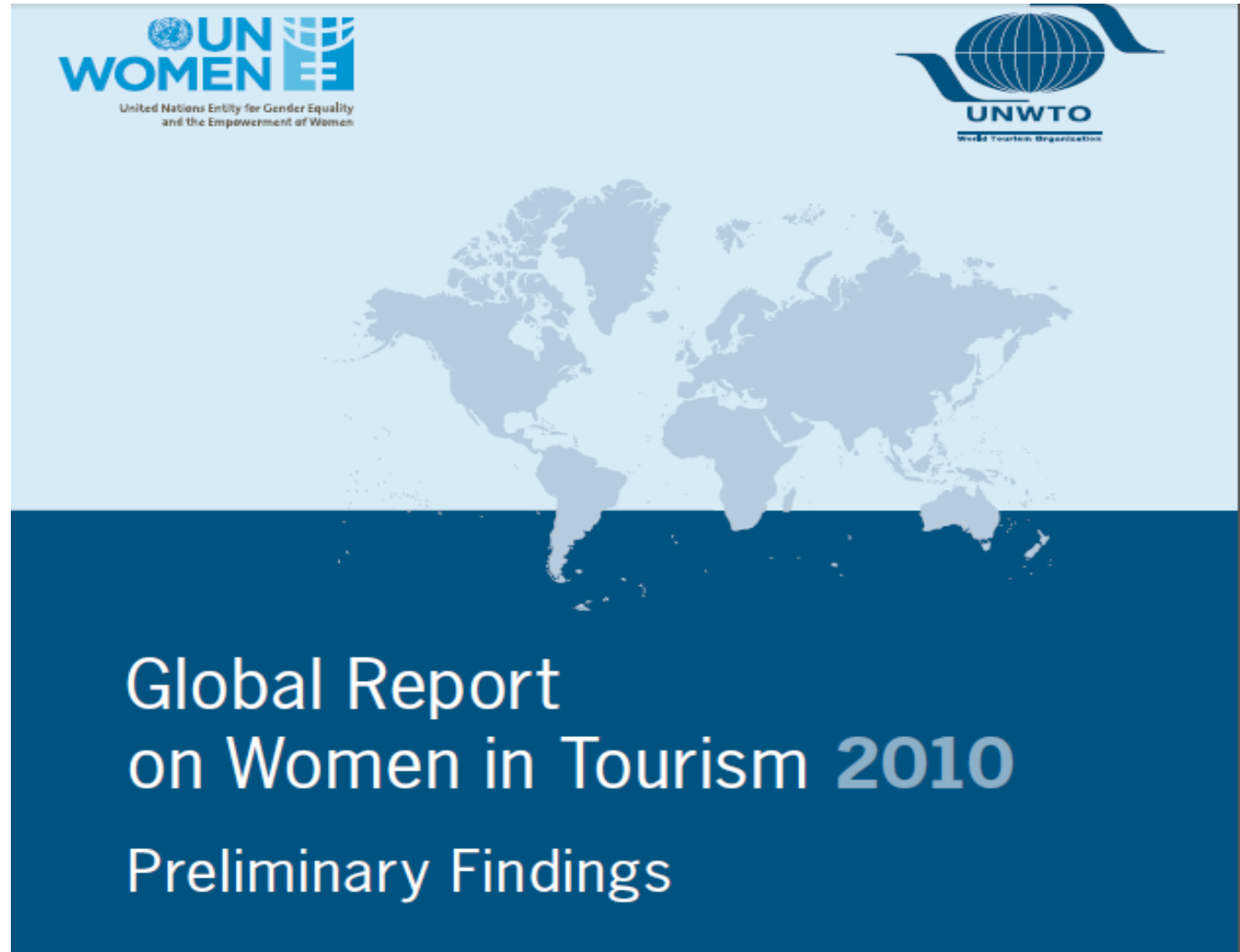
GUIDING POLICIES

- The National Development Plan (NDP) offers a long-term perspective, vision and road map to South Africa and its people.
- Its implementation has been prioritised in the Medium Term Strategic Framework (MTSF) for the next five years.
- Priorities articulated in the MTSF are embodied in the plans and targets set by the tourism industry.
- This is underpinned by the National Tourism Sector Strategy (NTSS) and the Domestic Tourism Growth Strategy (DTGS) – among others.
- The evidence of the success of tourism strategies and plans will be an inclusive, highly competitive and sustainable tourism industry contributes to job creation and economic growth.

Why Gender and Tourism

- Tourism has the potential to contribute to greater gender equality and the empowerment of women, in line with the Third Millennium Development Goal.
- The majority of people employed in tourism worldwide are women, both in formal and informal jobs. Tourism offers women opportunities for income-generation and entrepreneurship.
- However, women are concentrated in the lowest paid, lowest skilled sectors of the industry and carry out a large amount of unpaid work in family tourism businesses.
- Women are not well represented in the highest levels of employment and management of the tourism industry.

UNWTO 2010 Report



Key Findings

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 employees 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

Report Recommendations

1. **Employment** –increase awareness of women’s participation in the tourism economy and strengthen legal protection for women in tourism employment
2. **Entrepreneurship** – facilitate women entrepreneurship through provision of access to credit, land, training and other tourism development resources
3. **Education** – promote the participation of women in tourism education and training. Improve the education levels of women already working in the sector
4. **Leadership** – support women leadership at all levels, public, private, and community.
5. **Community** – ensure that community’s contribution to tourism is recognised and duly rewarded by taking into account unpaid work and monitoring tourism activities carried out in households and communities

DEPARTMENTAL PROGRAMMES

TOURISM BROAD-BASED BLACK ECONOMIC PROGRAMME (B-BBEE)

- Council established in 2012 to drive the implementation of the Tourism B-BBEE Charter
- An amended Tourism B-BBEE Sector Code was gazetted in November 2015 which is the implementation framework for the B-BBEE policy in the tourism sector
- Tourism B-BBEE Sector Codes includes new and improved targets that are more bias towards women with respect to ownership and control of tourism enterprises, skills development and supplier development

EXECUTIVE MANAGEMENT DEVELOPMENT PROGRAMME

- Department in partnership with SA Business School development an Executive Management Development Programme to further advance the empowerment of women
- The goal of the programme is to equip black female managers for Top and Senior Management (executive) positions, prepare women to become entrepreneurs who will contribute to changing the ownership patterns in the sector and to contribute to the creation of black industrialists.

SKILLS DEVELOPMENT PROGRAMME

- Through the department's Social Responsibility Initiatives Programme (SRI), young people are also being trained as chefs, sommeliers and food safety assurers, and there are skills development initiatives to change the face of travel agencies and tour guiding.
- Our investment in skills development and training is essential to create a solid base of young, well qualified black people who will be equipped with the necessary skills to both advance into management positions.

TOURISM ENTERPRISE DEVELOPMENT (TEP)

- National Department of Tourism through its partnership with the Tourism Enterprise Partnership (TEP) focuses on a number of transformational objectives, including the development of women through support programmes such as business support, market access, access to information and access to finance and others.
- The ongoing development support of the Tourism Enterprise Partnership, as indicated in the overall figures below is targeted at a minimum of 45% women and women-owned businesses. At present TEP's database of over 3 500 SMMEs consists of more than 45% women-owned businesses.
- TEP has, in partnership with the Department, developed and implemented a successful small, medium and micro enterprise development programme.

TOURISM INCENTIVE

- We have a newly- formed Tourism Incentive Programme fund aimed at creating market access towards Small, Micro and Medium-sized Enterprises and women are encouraged to use this programme.

TOURISM SERVICE EXCELLENCE PROGRAMME

- Department established the Lilizela Awards to celebrate tourism companies which are doing more to contribute to socio-economic development, transformation and responsible tourism.
- The country is seeing the rise in the number of women who continue to get top awards in the sector annually, which suggests that government transformation and empowerment initiatives are indeed beginning to bear fruits.
- The Awards are running for the

Women In Tourism (WiT)

- Established Women in Tourism (WiT) forum which is aimed at addressing the economic inequalities and challenges faced by women within the sector.
- The agenda is centred on 'Commanding Respect, ascertaining Recognition of women contribution in the sector, encouraging Representation in economic activities and leadership, and producing Results which will enhance the supply and demand for domestic tourism.
- We just had our second successful conference last week.

Conclusion

- My fellow African colleagues in tourism, I urge you to carry on doing the amazing programmes and projects for the upliftment of our women in tourism, so that we can continue to position our continent as a destination of choice. One country, one continent.
- THANK YOU