

Briefing to the Portfolio Committee on Tourism on the Women in Tourism (WiT) Programme

3 March 2020

broadening horizons



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Women in tourism

WOMEN IN TOURISM: PROMOTING EMPOWERMENT & JOBS FOR SHARED GROWTH
PRESENTATION TO PORTFOLIO COMMITTEE: 3 MARCH 2020

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Background



The UNWTO Women Empowerment In the Tourism (WEiT) Sector programme

- The UNWTO WEiT Programme commenced in 2010.
- First Global Report on Women in Tourism, was released in 2010 and it highlighted the value of the Tourism sector as an engine for economic development.
- However, the report indicated that the value does not translate into an equitable distribution of economic impacts between men and women in the sector, especially in the developing economies.
- The report also indicated that tourism growth presents challenges and opportunities for gender equality and women's empowerment. With regards to opportunities.
- In addition, while tourism presents a number of income generating activities for women and the jobs are flexible and are able to be carried out at different locations, home, community and the workplace, women are faced with challenges of concentration in the low status, low paid, and precarious jobs in the sector.



The UNWTO Women Empowerment In the Tourism (WEiT) Sector programme. (Cont...)

- First Global Report with Focus on Africa culminating in a Regional Congress on Women Empowerment in Africa in the Tourism Sector in Ghana November, 2019.
- Enhance opportunities for women's participation in the workforce, women's entrepreneurship.
- Raise awareness on key issues regarding women empowerment in tourism, with particular focus on young women and identify power imbalances.
- Encourage mentoring and promote education and training for women.
- Promote and advocate for training facilities and hospitality schools.



Objectives of the UNWTO Women Empowerment In the Tourism (WEiT) Sector programme for 2020


The Global Report on Women in Tourism – Second Edition, released in 2019 provides concrete steps in the Action Plan wherein policymakers, businesses, national and local government authorities, cooperatives, international organizations and NGOs operating in the tourism sector are encouraged to implement programmes and initiatives in six (6) areas:

1. Employment
2. Entrepreneurship
3. Leadership, policy and decision-making
4. Education and training
5. Community and civil society
6. Measurement for better policies

The full report is available at: <https://www.e-unwto.org/doi/book/10.18111/9789284420384>
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South Africa: Women In Tourism (WiT) Programme

- The Women in Tourism (WiT) Programme commenced in 2013 as a platform to drive initiatives that support the development and empowerment of women in the tourism sector.
 - Main focus areas include training on personal development, supporting women to develop a competitive advantage in their businesses and provision of capacity building initiatives.
 - The WiT platform is meant to integrate women from the different backgrounds within the sector and to ensure that they converge on a set of common goals and interests within the industry.
 - The WiT initiative serves as a mechanism to drive programmes to support the development and empowerment of women in the tourism sector as well as provide networking opportunities.
 - The aim of the programme is to create a conversation platform for advancing transformation and integration of women from different socio-economic backgrounds and spectra within the sector towards ensuring that their interests converge on a common and sustainable developmental goal within the tourism industry.
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Tourism B-BBEE Code Elements: Support the WiT Programme

PRIORITY

Ownership

Management Control

PRIORITY

Skills Development

PRIORITY

Enterprise and Supplier Development

Socio-Economic Development



Guiding Principals: Amended Tourism B-BBEE Sector Code Cont....

Code Objectives:

- 30% of exercisable voting rights and economic interest in the hands of Black People; 15% (or half of the above) of exercisable voting rights and economic interest should be in the hands of **Black Women**;
- On **Management Control**, 50% target is set for black participation on Boards and 30% should be for **black female board members**.
- The Codes also require that 60% of **executive and senior management** positions should be filled by black people and half of those (30%) should be **black females**.; 80% of **middle and junior management** positions should be for black managers, half of those (40%) should be occupied by **black women**.
- **Training**: Spend 6% of their pay levy on developing black people, **including women**.
- On **Enterprise and Supplier Development** (ESD), the Codes prescribe that 80% of the Procurement spend should be on B-BBEE compliant enterprises, and 40% should be spend on enterprises which are majority owned by black people and 12% for entities which are 30% owned by **black women**.



Women In Tourism (WiT) Programme: Alignment to NTSS: 5 Pillars

NTSS Pillars	WiT Objectives	WiT Initiatives
Effective Marketing	To mobilise and create platforms to network, expand business and professional horizons.	<ul style="list-style-type: none"> - WiT Annual Conference - UNWTO Leadership Taskforce - Indaba Networking Cocktail
Broad Based Benefits	<ul style="list-style-type: none"> - To drive transformation in the tourism and hospitality sectors aligned to the targets set out in the BBB-EE Tourism Sector Code. - To lobby for government and other stakeholders on barriers for the advancement of women in tourism and hospitality sector. 	<ul style="list-style-type: none"> - EDP Programme - WiT ED Programme - WiT Chapter Capacity Building - UNWTO Pilot Project
Destination Management	To identify mechanisms that need to be put in place in order (provide a national vehicle) to address the barriers faced by women in tourism and hospitality sector.	<ul style="list-style-type: none"> - UNWTO Pilot Project - WiT/WiE: Good Green Deeds Clean-Up programme
Visitor Experience	To ensure that women who constitute the majority in the sector are Respected, Recognized, Represented, and Rewarded .	<ul style="list-style-type: none"> - Capacity Building - WiT/WiE: Good Green Deeds Clean-Up programme
Facilitating Ease of Access	To facilitate access to business resources, information and opportunities for women entrepreneurs in tourism and hospitality sector.	<ul style="list-style-type: none"> - 9 Chapters established - Jurni Platforms

Broad Objectives

“ Women in Tourism Programme ”



Broad Objectives: Women In Tourism (WiT) Programme

- To ensure that women who constitute the majority in the sector are ***Respected, Recognized, Represented, and Rewarded.***
- To drive transformation in the tourism and hospitality sectors aligned to the targets set out in the B-BBEE Tourism Sector Code.
- To mobilise and create platforms to network, expand business and professional horizons.
- To facilitate access to business resources, information and opportunities for women entrepreneurs in tourism and hospitality sector.
- To identify mechanisms that need to be put in place in order (provide a national vehicle) to address the barriers faced by women in tourism and hospitality sector.
- To align with similar organisations to better leverage opportunities.



Broad Objectives: Women In Tourism (WiT) Programme (Cont...)

- To profile, recognise, affirm and create platforms to celebrate women achievers in the sector.
- To highlight problems faced specifically by women in tourism and hospitality sector.
- To lobby for government and other stakeholders on barriers for the advancement of women in tourism and hospitality sector.
- To provide leadership and role models for young women endeavoring to enter the tourism and hospitality sectors.
- To find solutions to the social challenges through providing a platform for dialogue and sharing as well as adding their voice in calling for a non- sexist and equitable industry.
- To give expression to Regional integration in line with the AU agenda 2063 (industrialization and development) women having equal access and opportunities in all spheres of life.



Target Audience and Institutional Arrangements



Women in Tourism: Target Audience:

- Women who own and operate SMMEs and Co-operatives within the tourism and hospitality sector.
- They must be self-employed and their companies must be registered.
- Women who are engaged in informal income-generating activities but have aspirations to grow their enterprises and become formal entities in the future.
- Women who have an interest in operating businesses and Co-operatives but lack the “know-how” to start.
- Under-graduate tourism and hospitality students and persons who wish to associate themselves with the objectives of Women in Tourism.
- Key to success is partnership with the Private Sector.



WiT Concept: Institutional Arrangements

- **Department of Tourism:**
 - Concept Document: Developed and approved 2018/19
 - The Department serves as the Chair: National Coordinating Committee (NCC).
 - The NCC is comprised as follows:
 - Department: Chair and Secretariat
 - Provincial Chapters are represented by the 9 Chairpersons of each Provincial Chapter
 - Meets bi-annually
- **Role of Provincial Departments of Tourism & Tourism Agencies**
 - Support to WiT Chapters in respective Provinces:
 - Office and Workshop space
 - Budget (where available)
- **Provincial Chapters: All 9 Provinces have been set up:**
 - NPO is the predominant legal structure set-up by chapters
 - Driven by private sector
 - Students/youth are encouraged to participate
 - Annual membership fee charged



Programmes



Programmes: Women In Tourism (WiT) Programme

APP 2019/20:

1. Four Women in Tourism initiatives to empower women supported:

- WiT Annual Conference: Rustenburg, North West Province: January 2019
- May 2019: African Cuisine Networking Dinner at Indaba to showcase local cuisine and produce.
- Enterprise Development Partnership Programme for WiT
- 9 Provincial Chapters established: NPOs registered.
- 9 Chapter Workshops: Capacity Building: Governance Training for WiT Executive Structures

2. Executive Development Programme: B-BBEE Council Tourism Human Resource Development Action Plan led to the introduction of the Executive Development Programme was introduced to train women for management and executive positions in the sectors:

- To date: 20 women



Programmes: Women In Tourism (Wit) Programme (Cont..)

3. The 5th Annual Women in Tourism Empowerment Workshop was hosted by the former Deputy Minister of Tourism, Ms. Elizabeth Thabethe in Rustenburg in the North West Province, from 22 - 24 January 2019.

- The theme for the workshop; *“Promoting Empowerment and Jobs for Shared Growth”*.
- Empowerment Workshop series featured various presentations and facilitated panel discussions that encouraged reflection and discussion on:
- Accelerating the economic empowerment and progression of women in the tourism sector;
- Expanding the role of women in the tourism sector through the Women in Tourism platform; and
- Exploring new and varied business opportunities to advance women entrepreneurs and contribute to job creation.

Attended by: 190 delegates

- Welcome: Royal Bafokeng Queen Mother Dr. Semane Molotlegi
- Key Note Address: Minister of Women: Ms. Bathabile Dlamini
- Presentations: Nedbank, Institute of Directors, IDC, NTVIS & TGCSA



Women In Tourism (WiT) Programme

Tourism Empowerment Workshop (Cont...)

- **Good Stories to Tell: What does it take to be a successful entrepreneur:**
 - UNISA EDP: Professor Nelly Swart
 - Chef: Ms. Nompumelelo Mqwebu: The importance of Promoting African Cuisine
 - Ms Denise Stubbs: Thokozani Cottages and Wines (Western Cape)
 - Ms Sewela Mokoena: Eleven 83 Gin and Tours (Limpopo)
- **Panel Discussions:**
 - Pioneers in the Tourism Industry – Women in Tourism Success Stories
 - Skills Development Agenda for Women in the sector
 - Focus on Sector-related Supplier Development and The Power of Business Networking
 - Optimising Marketing and Market Access Platforms
 - Maritime Business Opportunities for Women in Tourism



WiT Initiatives

WiT/WiE Clean-Up Campaign of Tourism hotspots: Howick KZN Good Green Deeds Programme partnership with DEFF

Province	Town	Proposed dates
KwaZulu-Natal	Howick	06 December 2019
North West	Mahikeng	TBC
Northern Cape	Kakamas	TBC
Free State	Gariep Dam	TBC
Limpopo	Waterberg	TBC
Mpumalanga	Hazyview	TBC
Gauteng	Soweto	TBC
Western Cape	Langa	TBC
Eastern Cape	Umtata	TBC



Preliminary/Possible WiT Initiatives for 2020/21

- Nedbank/WiT Enterprise Development Programme: 250 Women
 - 25 women per province (Application process to take part)
 - 1 year long business development programme
 - Mentorship programme post graduation from one year programme for top 5 candidates of each Province (45 women)
 - Various Models (3-5 day workshops)
 - Business Plan development coaching/training _ Business Plan to enable applications for finance to commercial bank
- WiT Indaba Networking Cocktail: 13 May 2020
- National Mentorship Pilot: Partnership with TBCSA: in the process of finalizing deliverables
- UNWTO Pilot: Limpopo Province: 3 year project
- WiT/WiE Clean-Up Campaign: Good Green Deeds Programme partnership with DEFF
 - Limpopo
 - Mpumalanga
 - Eastern Cape



WiT Chapter Formations: Lessons Learned / Best Practices

- Memberships Drive: what will members get in return
- Annual Membership Fee
- Membership Form: Online and transparent
- Timeous feedback and regular communication
- Networking Sessions and Partnerships
- Rainbow Nation = Rainbow Chapter

CHALLENGES:

- Infighting
- Lack of governance and accountability
- No diversity
- Platform not being optimally utilised.



UNWTO: 3 YEAR PILOT PROJECT

Purpose of Women in Tourism SA Pilot Project:

- To ensure that communities benefit as participants in the tourism economy, a pilot project focusing on women in tourism within Limpopo was identified to participate in the UNWTO programme.

Deliverables of Women in Tourism SA Pilot Project:

- Conduct status quo and situational analysis of each project/site within project area.
- Establishment of a baseline in the key focus areas where possible/ as agreed upon.
- Stakeholder identification and management Plan.
- Monitoring and Evaluation Framework.

Proposed Budget: Approval pending. To be shared between Government, UNWTO and private sector donors.

- Year 1: R 2 million
- Year 2: R 2.5
- Year 3: R 3 million



UNWTO: 3 YEAR PILOT PROJECT Cont...

Objectives of Women in Tourism SA Pilot Project:

- To ascertain if the WiT Programme is achieving the desired objectives articulated in the objectives of the WiT Programme.
- To identify key gaps in the pilot area respecting the achievement of the objectives of the WiT Programme.
- To identify the gaps in respect of the programmes/projects being implemented on the pilot area achieving the desired objectives articulated in the Action Plan of Global Report on Women in Tourism – Second Edition.
- To create a basis for the Department and key stakeholders to develop key policy, strategies, and interventions to address the gaps identified above.



UNWTO: 3 YEAR PILOT PROJECT (Cont...)

The focal areas to enhance Women in Tourism SA Pilot programme:

- Leadership and Skills Development
- Supplier Development
- SMME Development
- Mentorship

Specific outputs expected of the pilot project are:

- Market Access (opening market opportunities).
- Job creation.
- Transformation (Inter-generational challenges, patriarchy, etc.).
- Sharing lessons with other Women in Tourism chapters within SA and beyond.
- Government, NGO and private sector partnerships created.
- Policy interventions required.



UNWTO: 3 YEAR PILOT PROJECT (Cont..)

Geographic Location of Pilot: Limpopo Province: Vhembe & Mopani Districts:

- The focus will be on women within the areas of the Ribola Art Route to the Rixile-Kruger Route.
- Seven (7) sites were identified within the route that will form part of the pilot project are the following business ventures:
 - Nahakwe Lodge (as centre for training etc.)
 - Twananani Textiles
 - Mukondeni Pottery Village
 - Traditional Cooking and Homestays: (existing and to be established)
 - Baobab Guardian Programme
 - Baleni Salt harvesting
 - Hihlurile Pot of Beads
 - Tour operators and guides in the area (we are in the process of identifying them)



Acronyms

AU: *African Union*

B-BBEE:

DEFF: *Department of Environment,
Forestry and Fisheries*

IDC: *Independent Development
Corporation*

Jumi Platforms

NCC: *National Co-ordinating
Committee*

NGO: *Non Governmental
Organisation*

NPO: *Non- Profit Organisation*

NTVIS:

TBCSA: *Tourism Business Council of
South Africa*

TGCSA: *Tourism Grading Council of
South Africa*

UNISA EDP

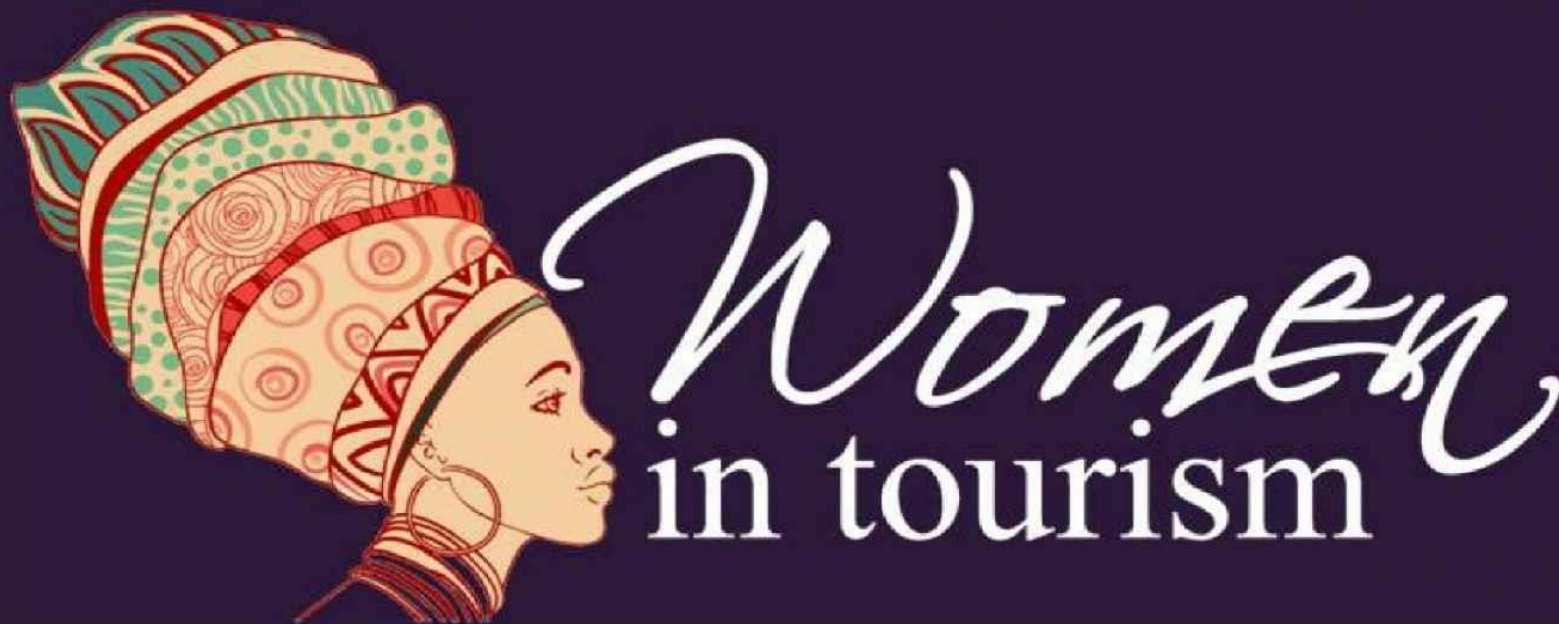
UNWTO: *United Nations World
Tourism Organisation*

WEiT: *Women Empowerment in
Tourism*

WiE: *Women in Environment*

WiT: *Women in Tourism*





RE A LEBOGA, SIYABONGA, NKOSI, DANKIE, NHAKHENSA, THANK YOU!

***CREATED FOR THE ADVANCEMENT OF WOMEN IN THE
TOURISM INDUSTRY***