



tourism

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA



## WOMEN IN TOURISM PROVINCIAL CHAPTERS

### 1. BACKGROUND

In 2010, the United Nation World Tourism Organisation (UNWTO) released the Global Report on Women in Tourism, highlighting the value of the sector as an engine for economic development through foreign exchange earnings, and the creation of direct and indirect employment.

The report further elucidates that this value, however, 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 specified that tourism growth present challenges and opportunities for gender equality and women's empowerment. Concerning opportunities, 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. However, women are faced with challenges of concentration in the low status, low paid, and precarious jobs in the sector.

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. This platform recognised the challenges faced by women entrepreneurs who are often found at the bottom end of the tourism economic value chain and identify interventions that will assist in realising the WiT agenda. Its focus areas included training on personal development, supporting women to develop a competitive advantage in their businesses and the provision of capacity building initiatives.

The pillars of the NTSS have guided the institutional arrangements for the WiT. The 5 pillars are namely - Effective Marketing, Broad Based Benefits, Destination Management, Visitor Experience and Facilitating Ease of Access.

### WOMEN IN TOURISM PROGRAMMES

The WiT Initiatives include but are not limited to:

- The Women Executive Development Programme
- The Nedbank Programme
- Institute of Directors of Southern Africa: Certified Directors Designation
- Annual WiT Conference

## 2. WOMEN IN TOURISM PROVINCIAL CHAPTERS

The Women in Tourism (WiT) Provincial Chapters are a key mechanism of engaging with women in the tourism sector.

The WiT Provincial Chapters are created in collaboration with Provincial Departments of Tourism and Tourism Marketing Agencies to mobilise women in the industry, and to address identified challenges in the tourism value chain.

The Provincial Chapters drive the objectives of the WiT programme, and ensure the establishment of committees to oversee the process of Transformation, Skills Development, Marketing and Fundraising.

### WIT PROVINCIAL CHAPTERS - EXECUTIVE COMMITTEE STRUCTURE

The Executive Committee is comprised of the following coordinating members:

- One (1) Representative from the Provincial Departments of Tourism
- One (1) Representative from the local or district municipality
- Two (2) Representatives from the Tourism and Hospitality sector nominated by the members of the Provincial Chapter.

### MEMBERSHIP CRITERIA AND FEES

Membership is open to all women who meet the following criteria:

- Women who are business owners or employees in the tourism and hospitality sector.
- Associate membership will be open to undergraduate tourism and hospitality students and persons who wish to associate themselves with the objectives of Women in Tourism.
- Application for membership shall be on the prescribed form obtainable from the provincial department / WiT Chapter or National Department or via email.
- An annual membership of R500 must be paid to the relevant WiT Provincial Chapter.

#### Definitions:

- **A member** is defined as the person recorded as such in the membership register as specified in the membership criteria, who have been accepted into membership by the WiT Chapter.
- Any women-owned business engaged in tourism or hospitality sector, who on application and on payment of the membership fee and all or any other fees or payments due and applicable, may be admitted to membership of the WiT.
- **Associate members:** An associate member is any individual, or group, or organisation of women who is currently not entrepreneur, but aspire to follow such a profession in the field of tourism and hospitality. In the event of any individual, group or other organisation being eligible for associate membership of the organisation and wishing to be designated an associate member; she/they must apply to the organisation, and upon acceptance of such application, shall be subject to the rules governing associate members and not ordinary members. Associate members will not be eligible for all organisation (WiT) benefits.

### 3. SERVICE OFFERINGS:

#### EMPOWERMENT AND CAPACITY BUILDING

##### Quarterly Provincial Empowerment Workshops:

The quarterly provincial empowerment workshops will focus on skills development to accelerate women's economic empowerment and the development of women-owned enterprises. The focal areas will explore the following:

- Financial Management
- Marketing
- Negotiations skills
- Operations Management
- Entrepreneurship and Innovation
- Networking, Communications and Presentation skills
- Leadership, Personal Mastery
- Taxation, Legal and Compliance
- Coaching and Mentorship support
- Development of comprehensive business plans
- Business Models and Strategy Development

Each province will host one workshop per quarter for its members. The workshops will be interactive and will feature experts that will unpack the above listed focal areas.

#### WOMEN IN TOURISM ANNUAL CONFERENCE

The Women in Tourism Annual Conference is hosted annually over a period of two (2) days in a nominated province.

The WiT conference provides women an opportunity to:

- a) **Business Opportunities:** Engage A Broad Cross-Section of the business community at the highest level and generate new leads.
- b) **Inspiration:** For women to come away with renewed commitment to changing and advancing their businesses.
- c) **Engagement:** Women to be involved in dynamic discussions to overcome barriers to gender empowerment.
- d) **Networking:** Women to meet and strategize with key players in the sector who combine gender empowerment with powerful success.
- e) **Insight:** Women to draw insights from industry leaders towards advancing women in leadership across the economy.

#### MARKET ACCESS PLATFORMS:

Women who participate in the WiT programme are encouraged to access support under the following developmental initiatives of the Department:

##### **Tourism Incentive Programme (TIP)**

- International Market Access Support Programme (IMASP);
- Hidden Gems Initiative/ Domestic Market Access Support;

- Tourism Grading Support Programme (TGSP);
- Tourism Transformation Fund (TTF); and
- Green Tourism Incentive Programme (GTIP).

**Enterprise Development**

- Business advisory services and training;
- SMME's Financial Support Instruments.
- Online information portal; and
- Tourism Incubators.