



**UNWTO**

Organisation mondiale du tourisme



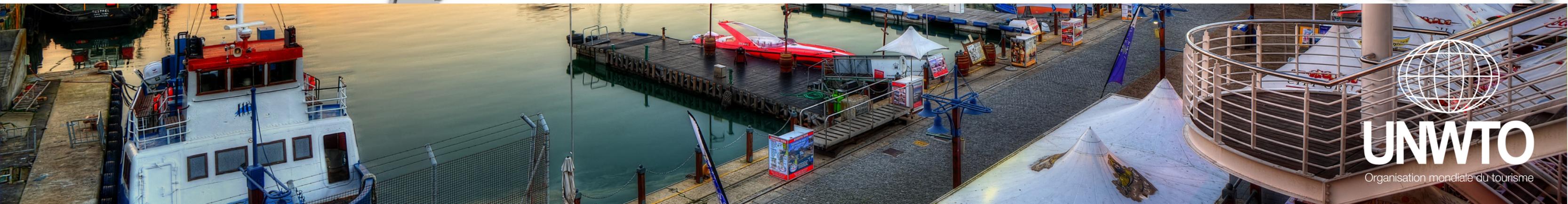
**Best Practices Workshop Cape Town, South Africa, 08 March 2023**

**The case for Women, Youth and Community Participation in the Tourism Sector- A global perspective**

**Mrs. Lydia Bebe Kum, UNWTO Programme Officer**

# Content

- **UNWTO's Vision & Priorities**
- **Tourism, a Game Changer**
- **Current state of Women, Youth and Local Participation**
- **UNWTO's Actions towards Recovery**
- **Rethinking Tourism-Women, Youth and Communities at the core**
- **Conclusion**



# UNWTO's Vision

## 5 Priorities



**Making Tourism  
smarter**



**Investment and  
entrepreneurship**



**More and better jobs**



**Resilience & safe and  
seamless travel**



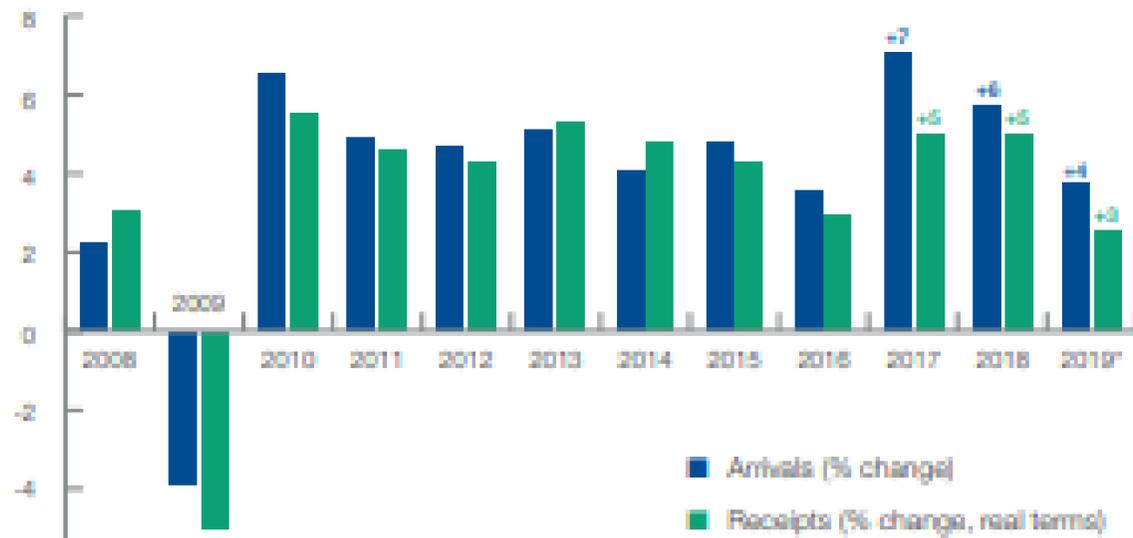
**Protect our Cultural and  
Natural Heritage**



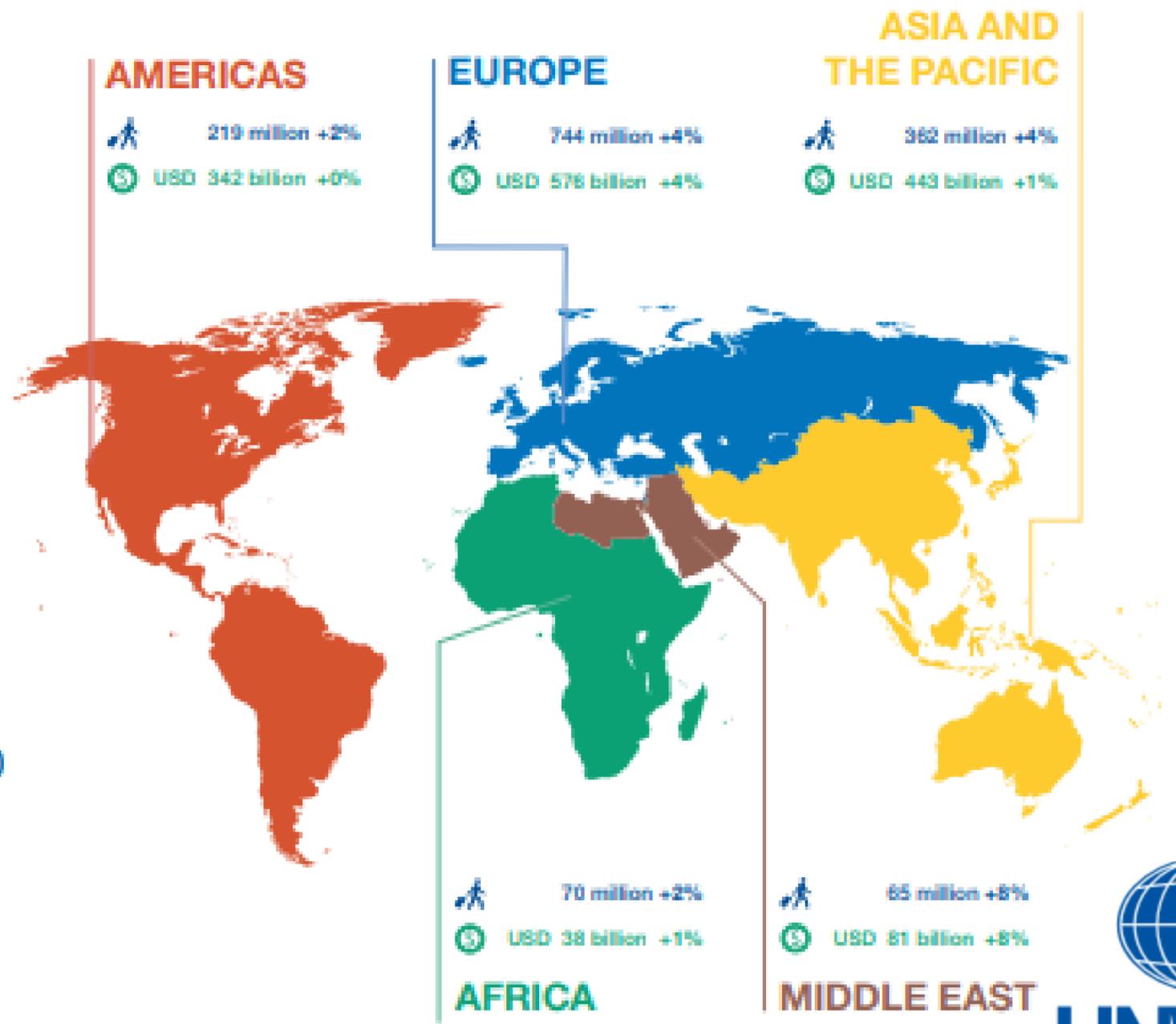
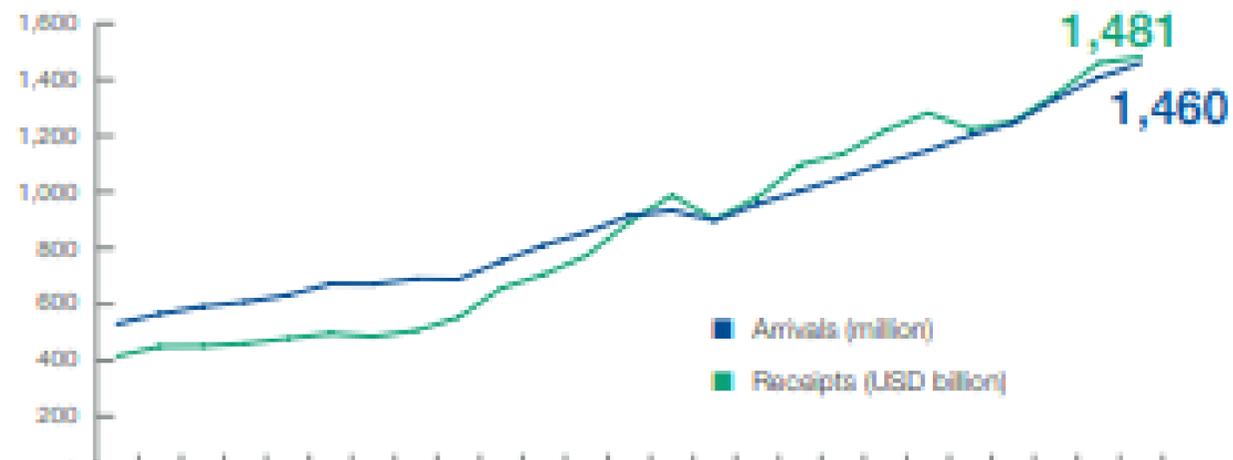
# Tourism- a Game Changer

https://www.e-unwto.org/doi/book/10.18111/9789284423406 - Sunday, February 26, 2023 12:12:08 PM - IP Address:81.34.223.83

Tourism has seen continued expansion over time, despite occasional shocks, underlining the sector's strength and resilience

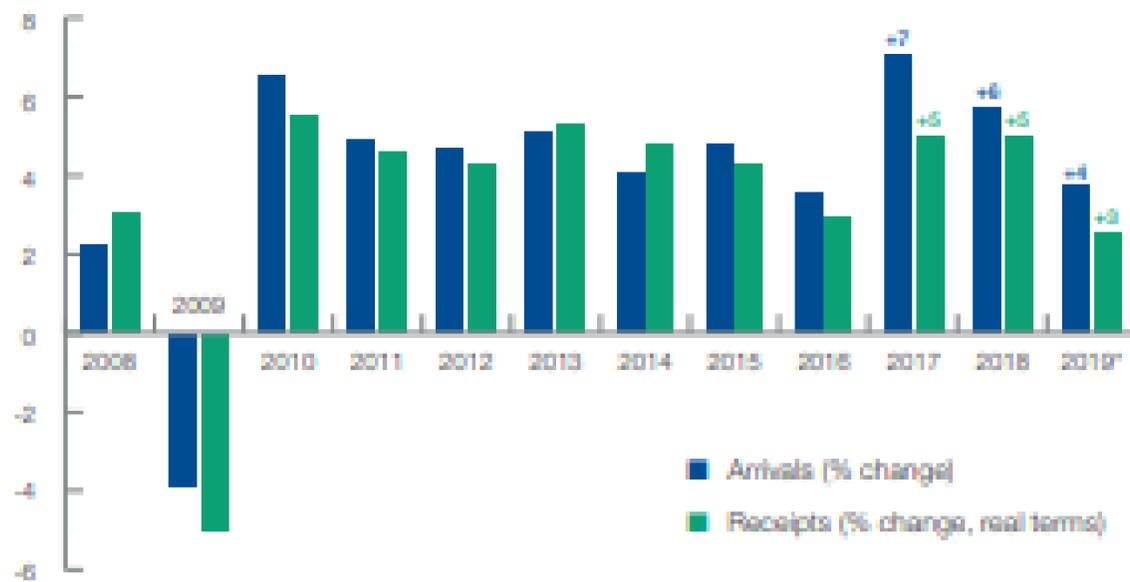


International tourist arrivals and tourism receipts (% change) Source: World Tourism Organization (UNWTO). Data as of November 2020. \* Provisional data.



# Tourism Total exports: USD 1.7 trillion in 2019

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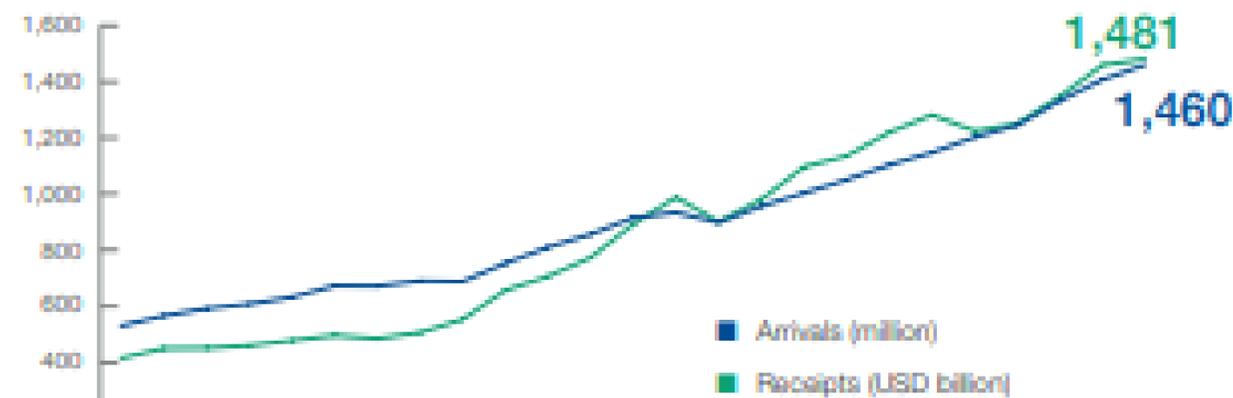


International tourist arrivals and tourism receipts (% change)

Source: World Tourism Organization (UNWTO).

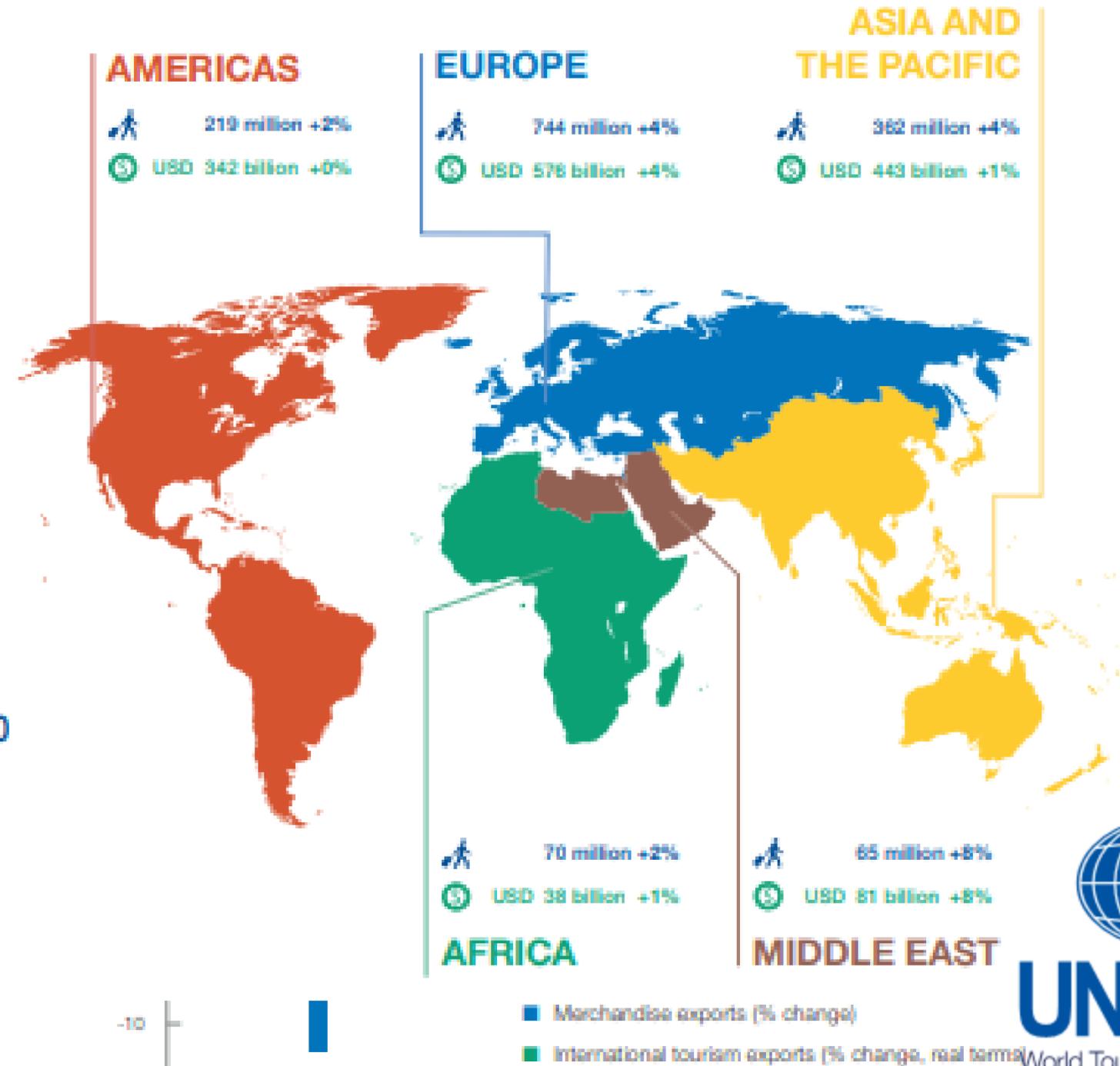
Data as of November 2020.

\* Provisional data.



of global exports

of world's services exports



Merchandise exports (% change)

International tourism exports (% change, real terms)

# Tourism- a resilient sector, onwards scenarios

World: International tourist arrivals, 2020-2022 and Scenarios for 2023 (monthly % change over 2019)



Source: UNWTO (January 2023)

# UNWTO Agenda for Africa - Tourism for Inclusive Growth



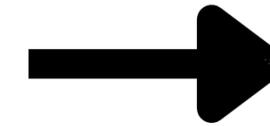
## UNWTO agenda for Africa

Tourism for  
inclusive growth

1. Advocating the Brand Africa  
SDGs 8, 10, 11, 14, 15
2. Promoting Travel Facilitation (Connectivity / Visa)  
SDGs 8, 9
3. Strengthening Tourism Statistics Systems  
SDGs 8, 15, 17
4. Expanding of Capacity Building incl. Training Facilities  
SDGs 4, 8, 10
5. Promoting Innovation and Technology  
SDGs 8, 9
6. Fostering Resilience (Safety + Security, Crisis  
Communication)  
SDGs 8, 12, 13, 16
7. Unlocking Growth through Investment Promotion and  
Public Private Partnerships  
SDGs 8, 9, 12, 17
8. Empowering Youth and Women through Tourism  
SDGs 5, 8, 10
9. Advancing the Sustainability Agenda (esp. Biodiversity)  
SDGs 12, 13, 14, 15
10. Promoting Cultural Heritage  
SDGs 8, 16

# Current state of Women, Youth in Tourism

**740 million women work in the informal sector (UN Brief)**



**54% of Tourism workforce**

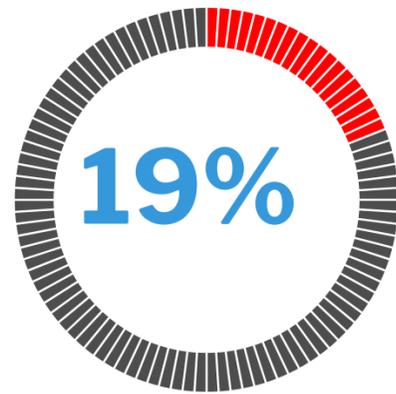
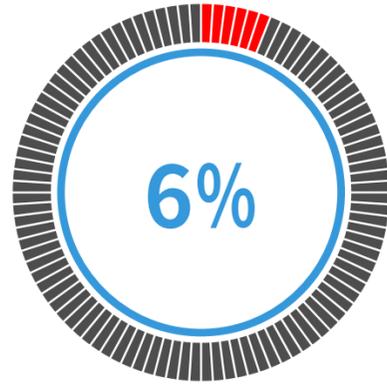
**Earn 14, 7% less than men**

**70 million youth unemployed (ILO)**



**50% under the age of 25**

# Indigenous Communities in Tourism



**of the Global population**

**of the extreme poor**

**Keepers of the world remaining  
biodiversity**



# Indigenous Communities in Tourism



**Get Support from  
Government**

**Respect cultural  
values**

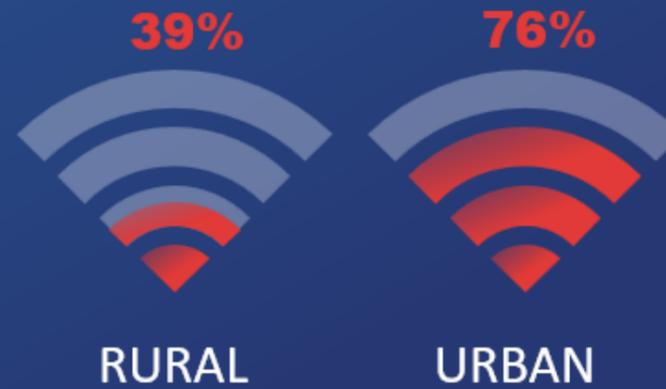
**Equitable  
partnerships**



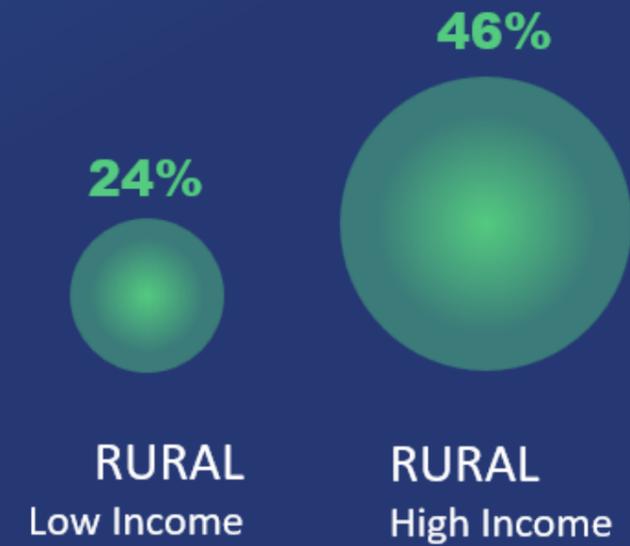
# Local communities



The number of **people with no electricity access** is 5 times higher in rural areas. Similar gaps occur for other infrastructure services.



**Access to digital world** is almost half in rural compared to urban.

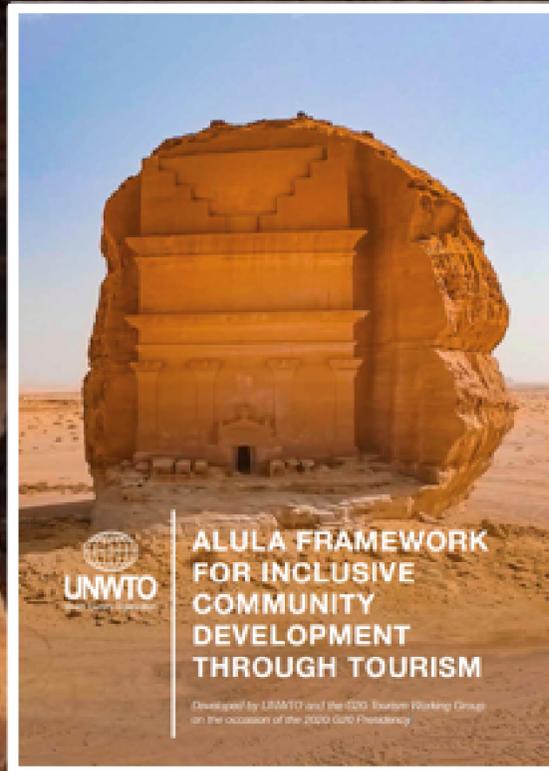


**Gaps between rural and urban youth in education or training** are greater in low-income economies.

Sources: ILO, UN Department of Economic and Social Affairs, WHO, UNESCO, ITU.



# Empower Local communities

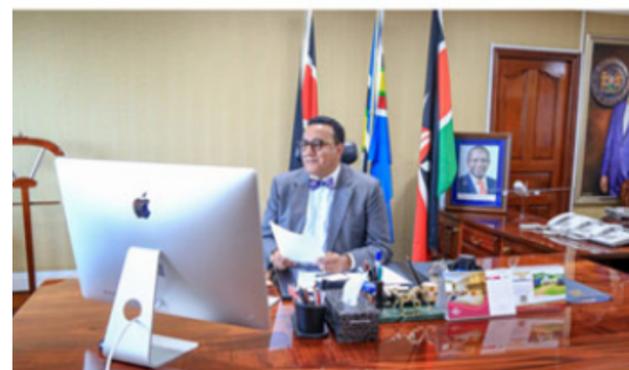


**ALULA FRAMEWORK FOR INCLUSIVE COMMUNITY DEVELOPMENT THROUGH TOURISM**  
*Developed by UNWTO and the G20 Tourism Working Group on the occasion of the 2020 G20 Presidency*



# UNWTO Recovery strategies

## Global Tourism Crisis Committee



# Tourism Recovery

## International tourist arrivals by region

(% change vs. 2019)

### World

2021: -69%  
2022: -37%

### Americas

2021: -63%  
2022: -35%

Source: UNWTO  
(Data as of Jan. 2023)



### Europe

2021: -59%  
2022: -21%

### Africa

-72%  
-35%

### Middle East

-66%  
-17%

### Asia Pacific

-93%  
-77%



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# Rethinking Tourism- Women at the forefront

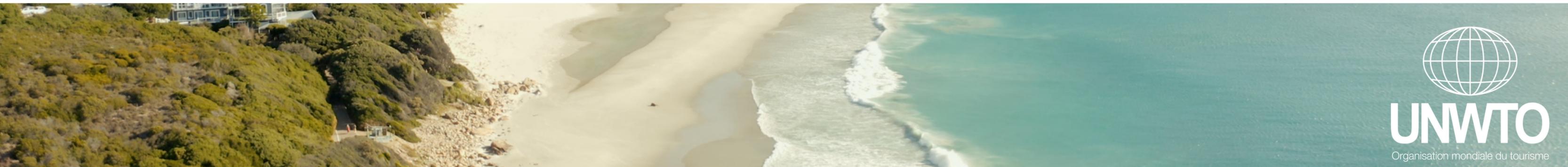
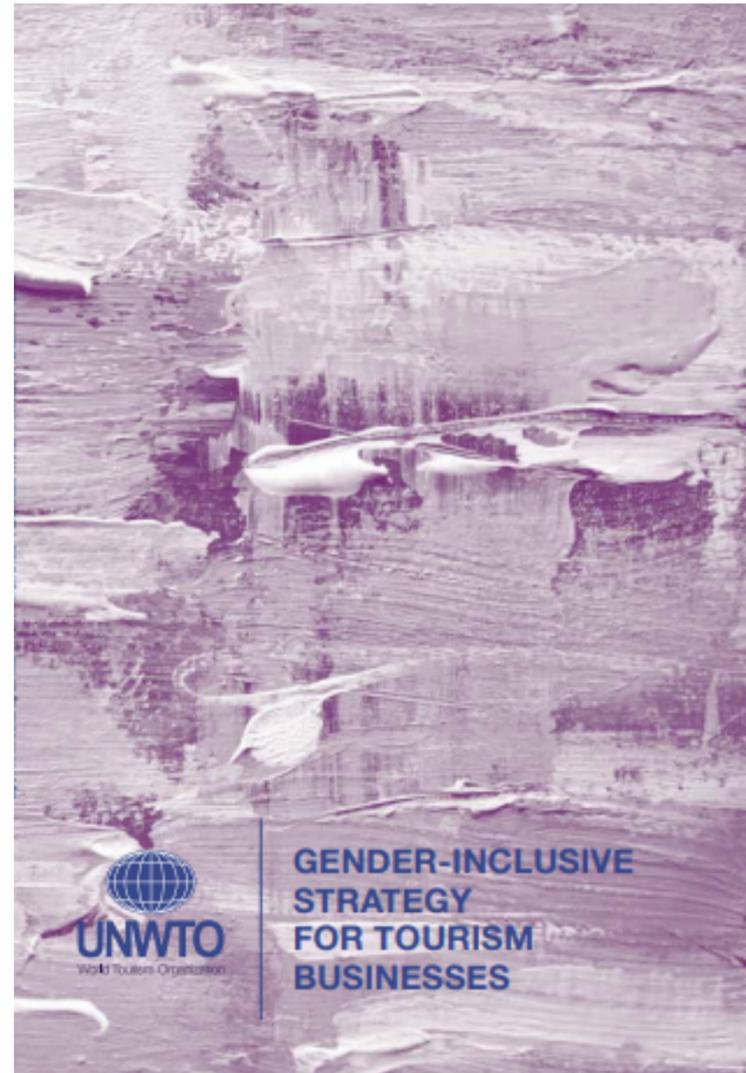
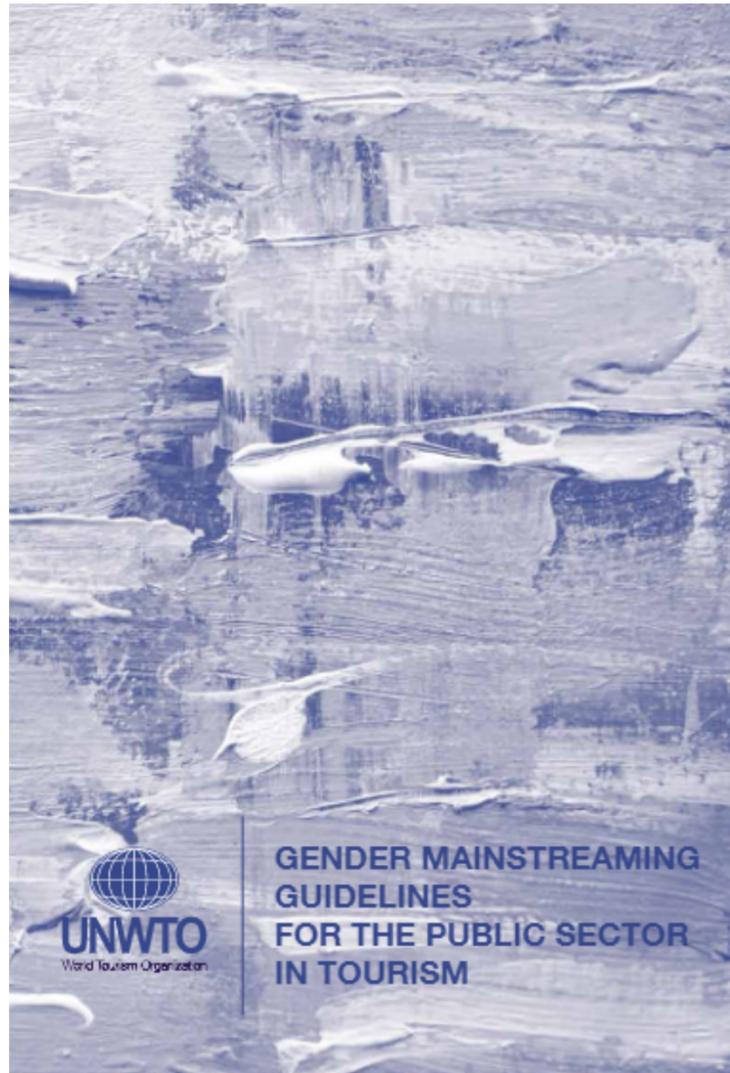


**UNWTO Inclusive Recovery Guide**  
Sociocultural Impacts of COVID-19  
Issue 3: Women in tourism

**Limpopo  
Women in  
Tourism**



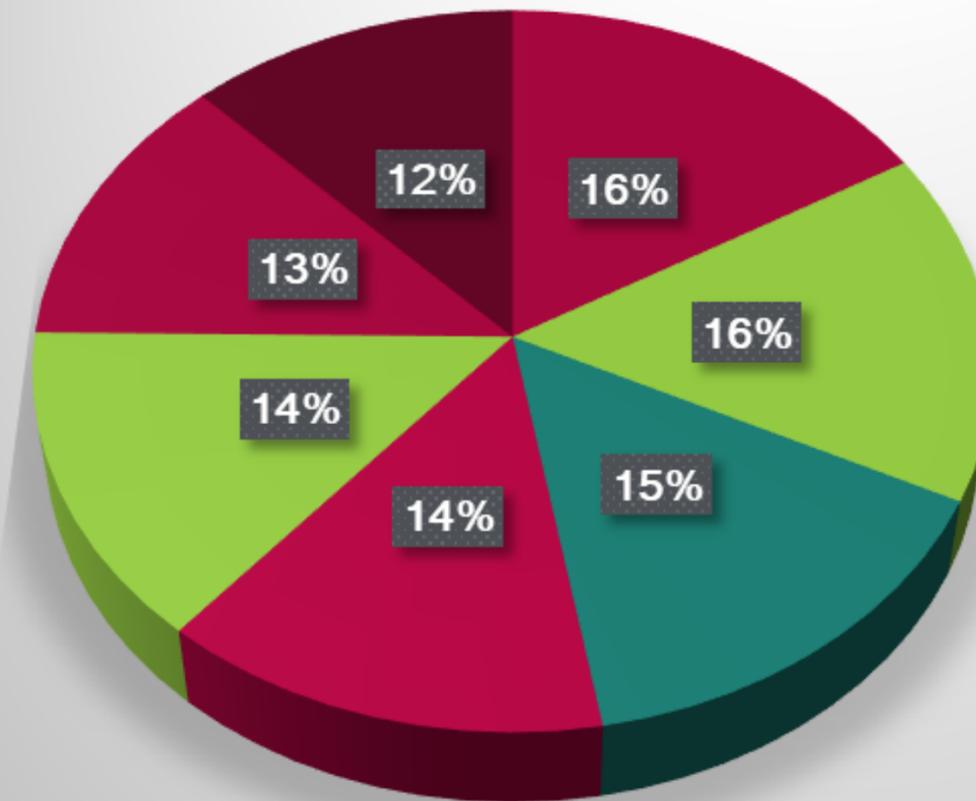
# UNWTO championing Gender Equality



# Women in Tourism Africa Leadership Committee (WITLAC)

## Results of the survey

### Top key areas



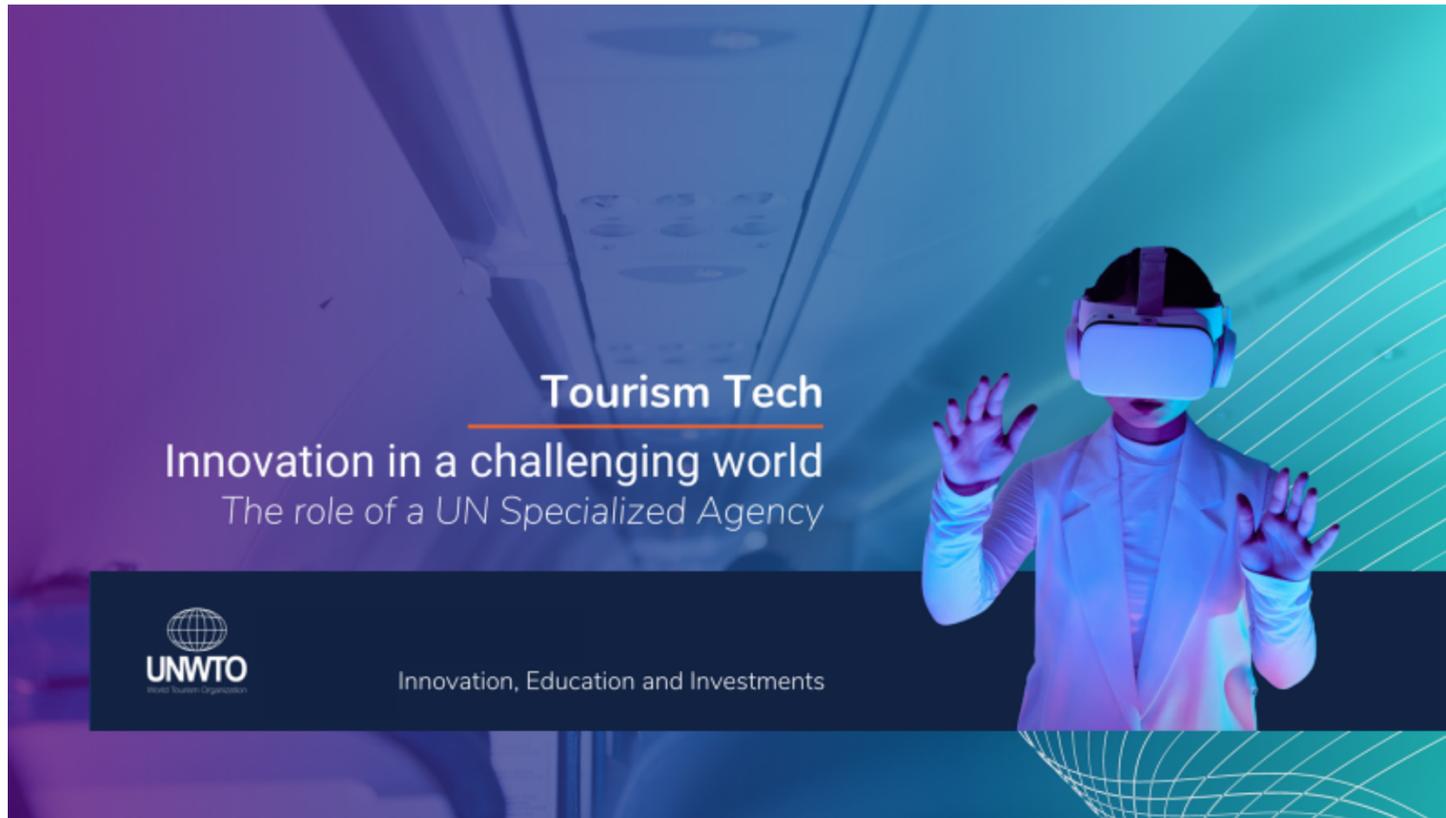
- Capacity-building & Mentorship programmes
- Leadership & Decision-Making
- Women tourism entrepreneurship
- Access to finance and micro-credit's mechanisms
- Employment
- Policies to enable gender equality
- Digitalization and technological development



Regional Report on Women in Tourism in Africa  
*Towards repositioning Women post COVID-19*



# UNWTO Committed to the tourism leaders of tomorrow



# Manifesto of the UNWTO Global Youth Tourism Summit



# UNWTO Rural Development Programme



# Best Tourism Village Global Network



## Best Tourism Villages Global Network

📍 76 villages

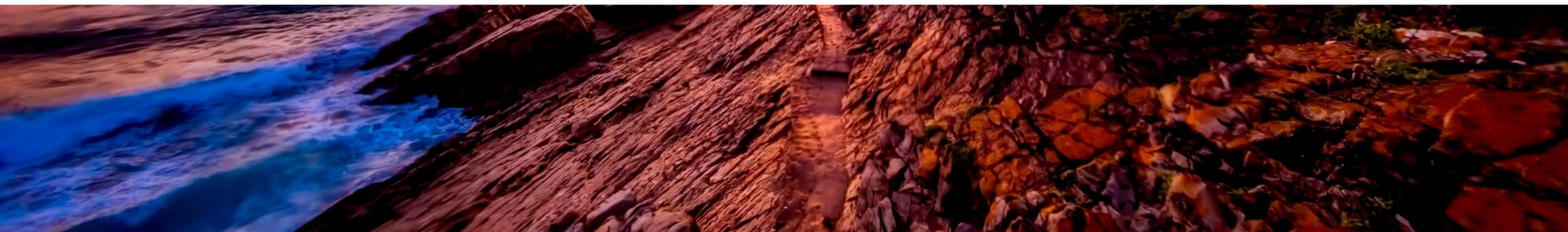
🌐 41 countries

🌍 5 regions



- ♻️ Practice sharing
- ⚙️ Skills development
- 🤝 Industry meeting
- 🌐 Networking

**+40** Villages part of the Upgrade Programme (in 35 countries, in 5 regions)



# Sustainable Tourism, key driver for rural development

**II edition, Saudi Arabia  
12-14 March 2023**

**Weaving Recovery Project  
Guatemala, Mexico and Peru**



**Direct  
Beneficiaries**

**150+**

**Indigenous  
Women**

**Indirect  
Beneficiaries**

**700+ Families**



**The Respect for Rights  
Values and Culture**



Looking ahead...

# Innovation, Education and Sustainability

**—AWAKE—**  
**TOURISM**  
CHALLENGE

Powered by:  
  
**UNWTO**

## Youth in Africa



# Thank you for your attention



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