



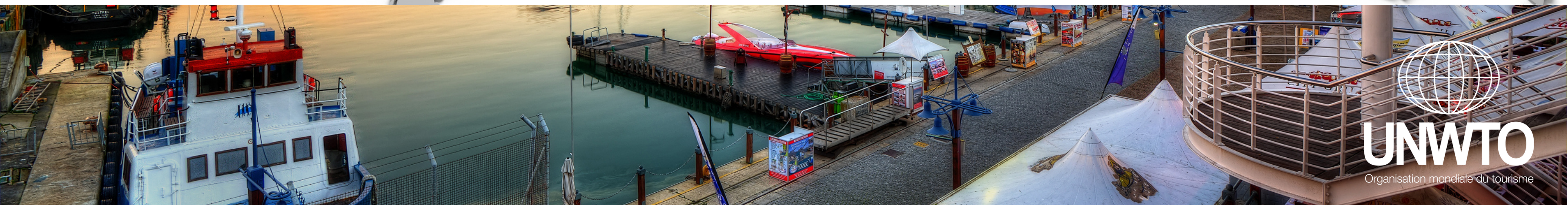
Best Practices Workshop Cape Town, South Africa, 08 March 2023

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**

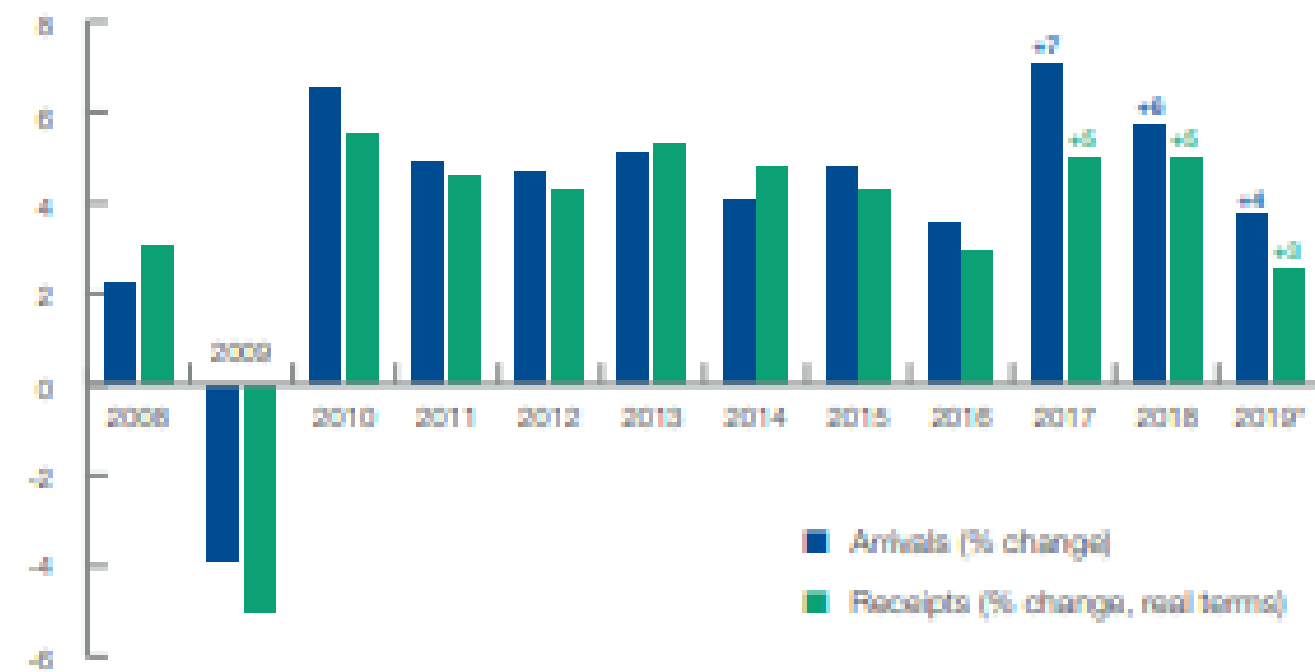


**Protect our Cultural and
Natural Heritage**



Tourism- a Game Changer

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

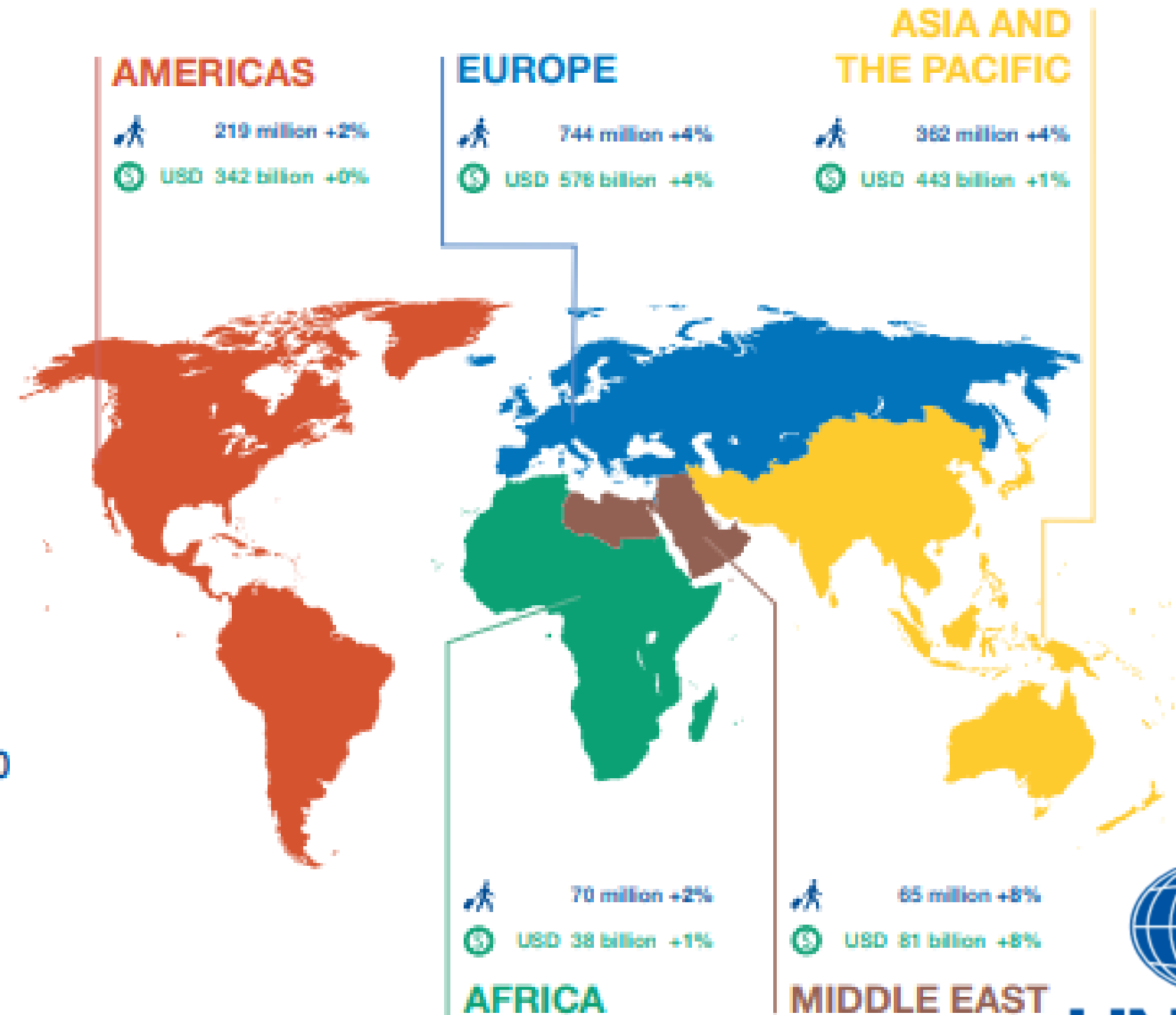
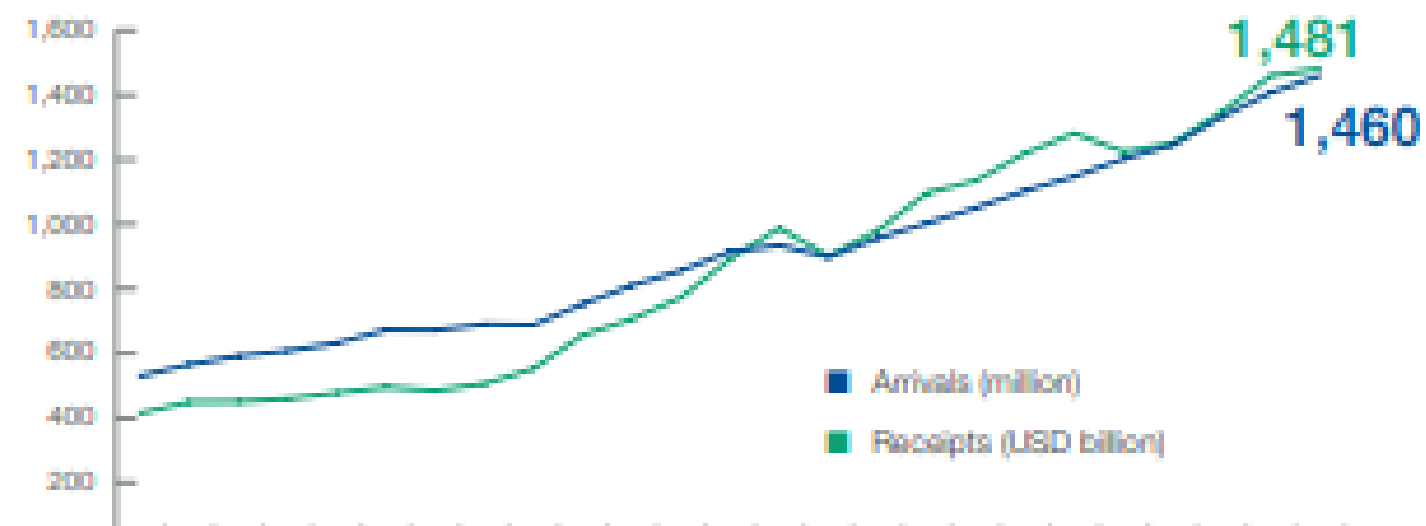


International tourist arrivals and tourism receipts (% change)

Source: World Tourism Organization (UNWTO).

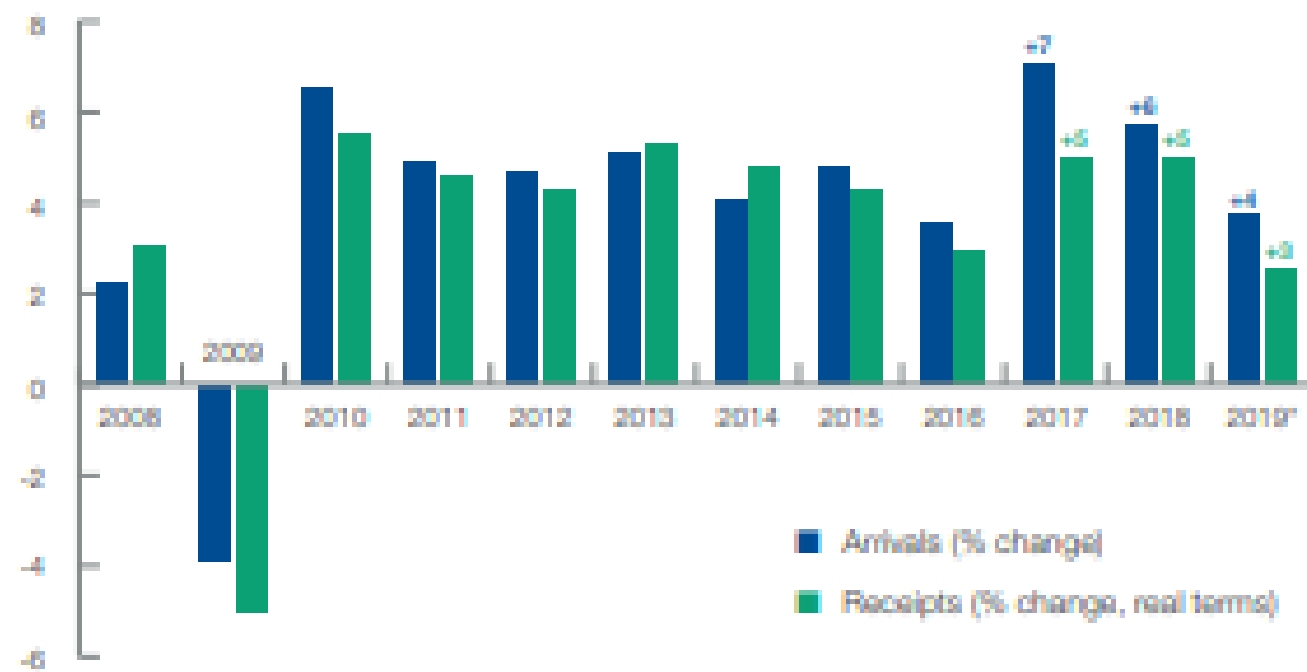
Data as of November 2020.

* Provisional data.



Tourism Total exports: USD 1.7 trillion in 2019

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

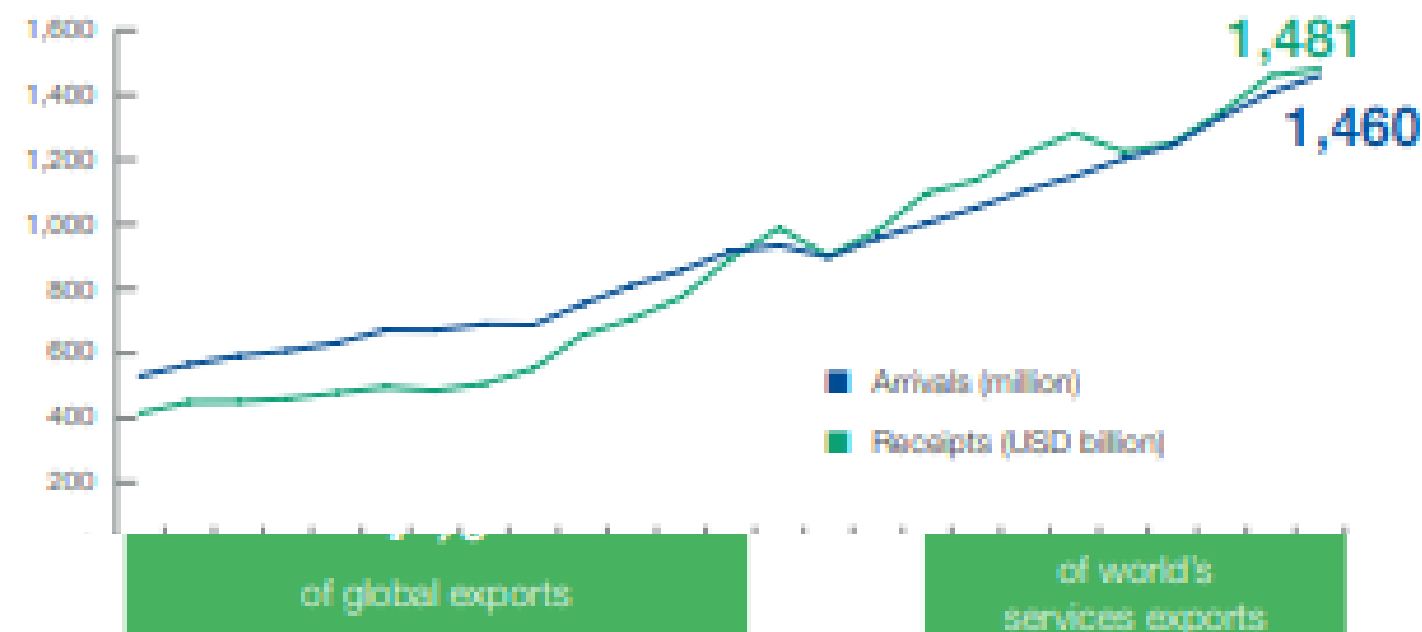


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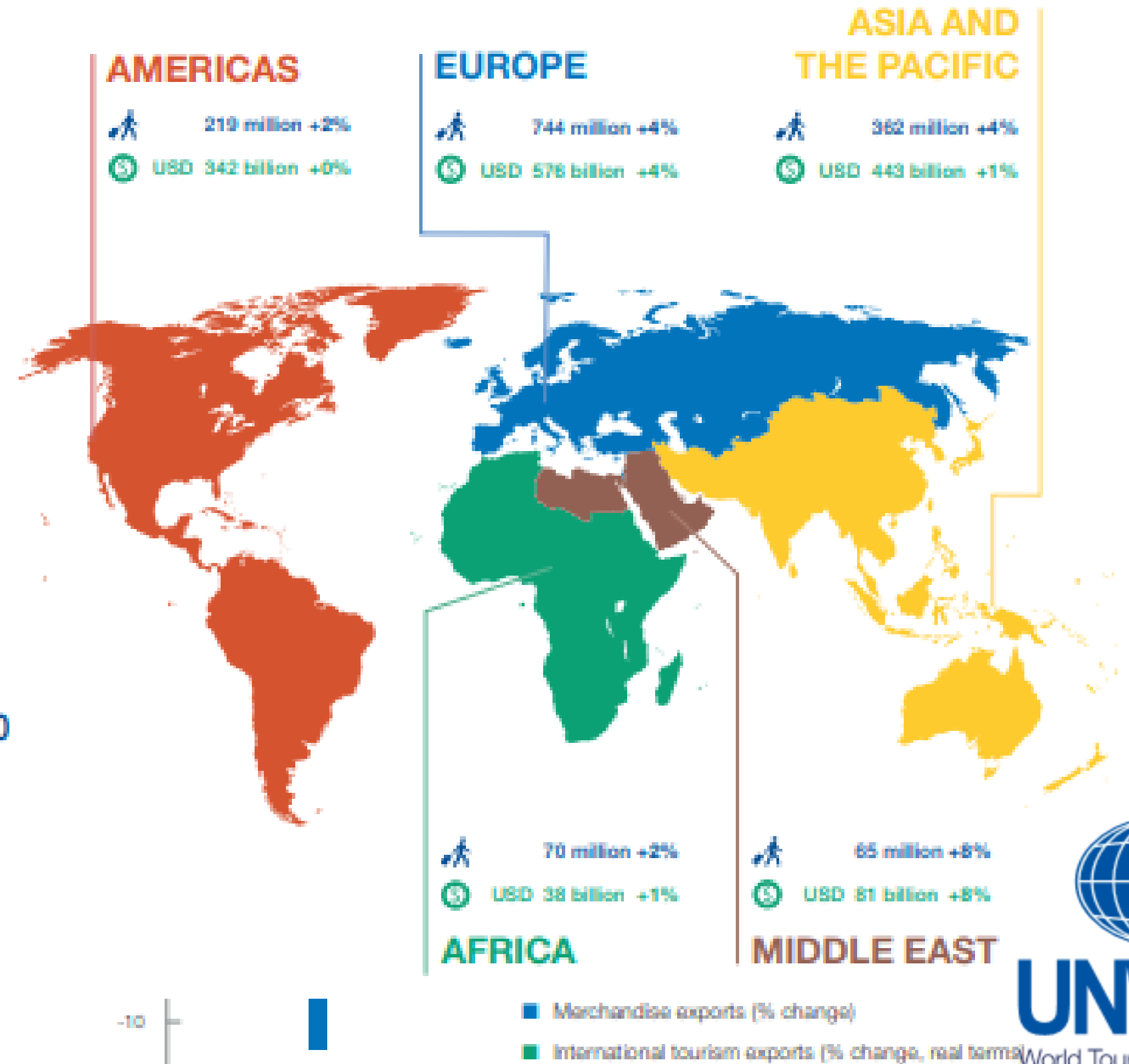
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of global exports

of world's
services exports

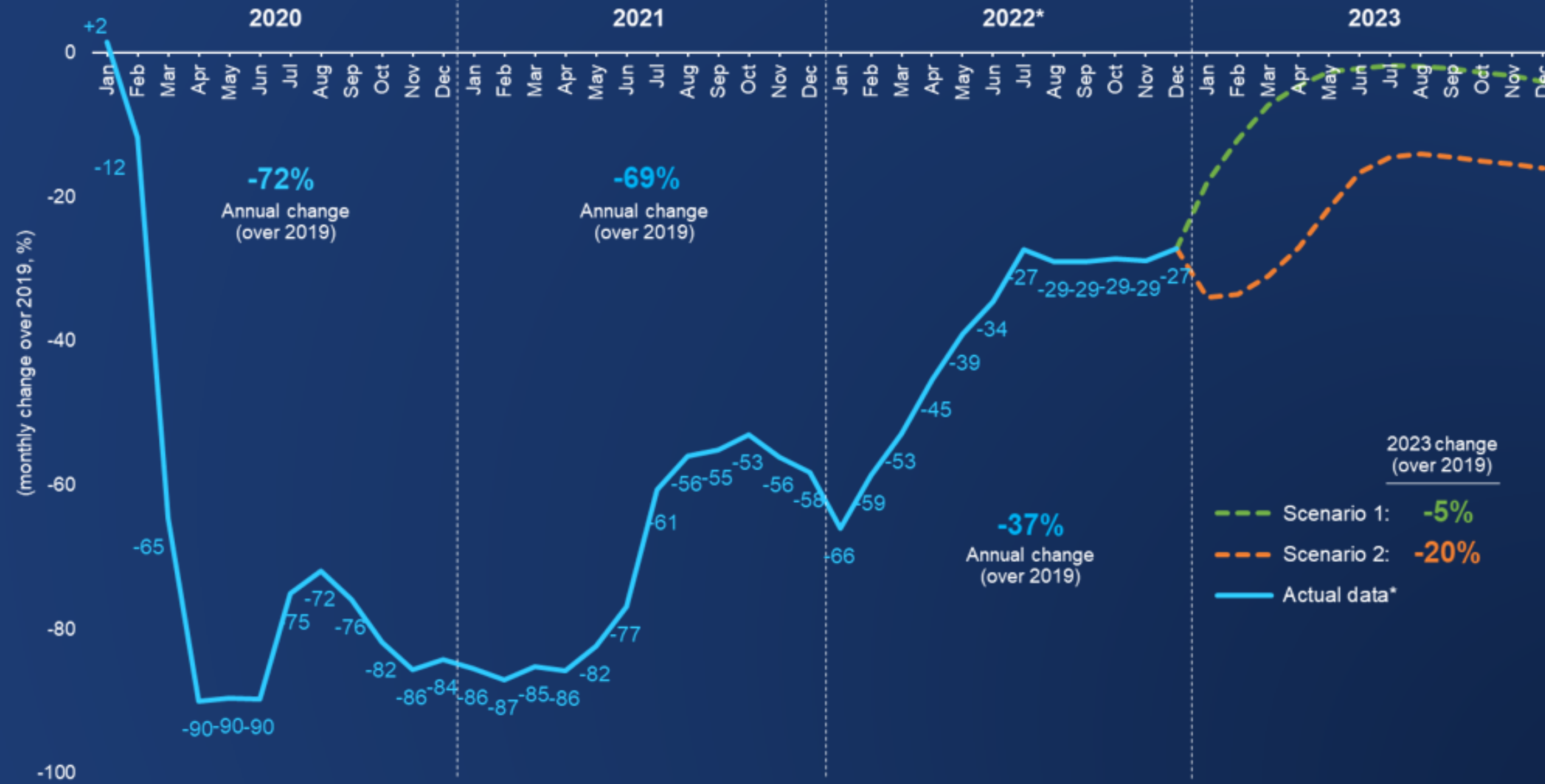


UNWTO

World Tourism Organization

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**

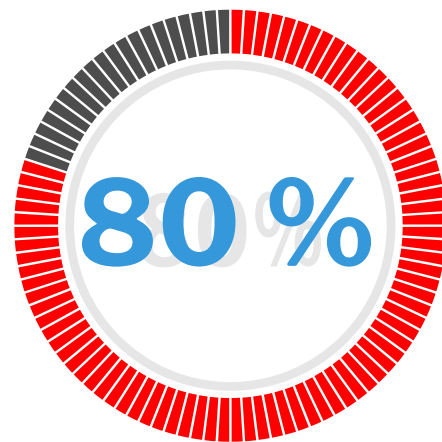
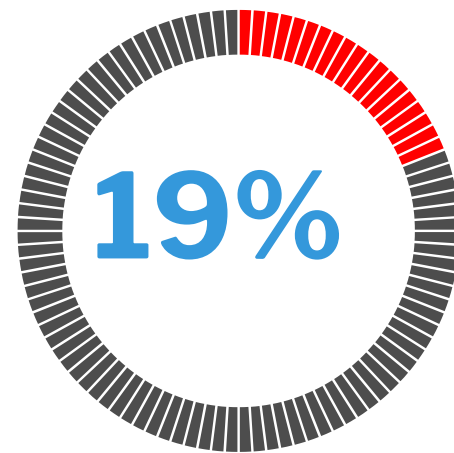
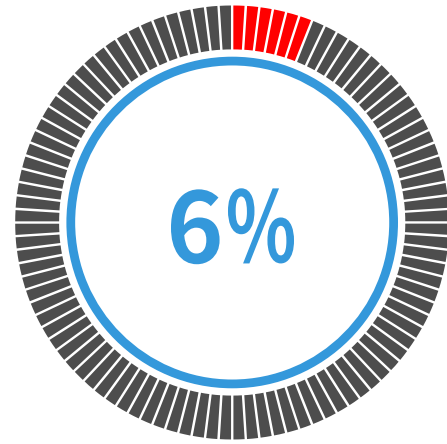
**Earn 14, 7% less than
men**

**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**

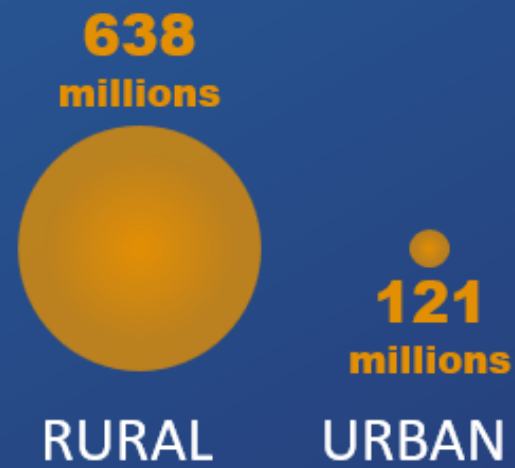


**Respect cultural
values**

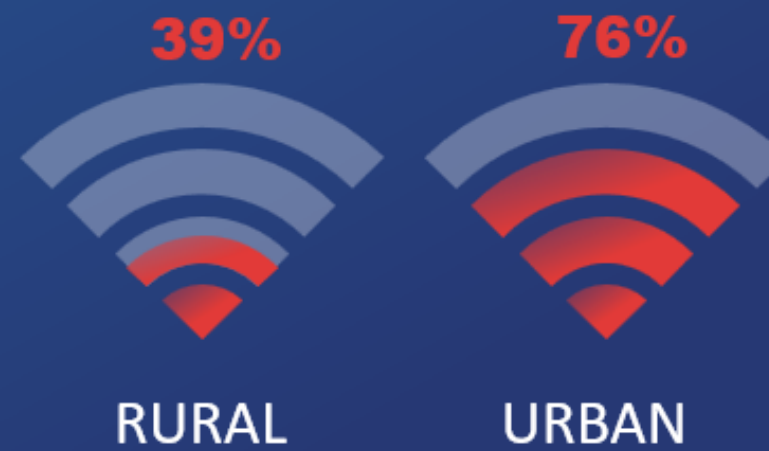
**Equitable
partnerships**



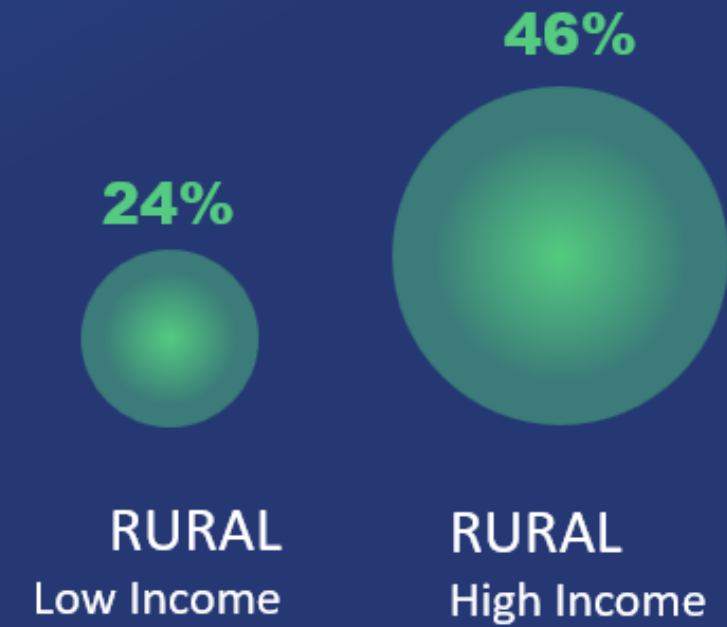
Local communities



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%

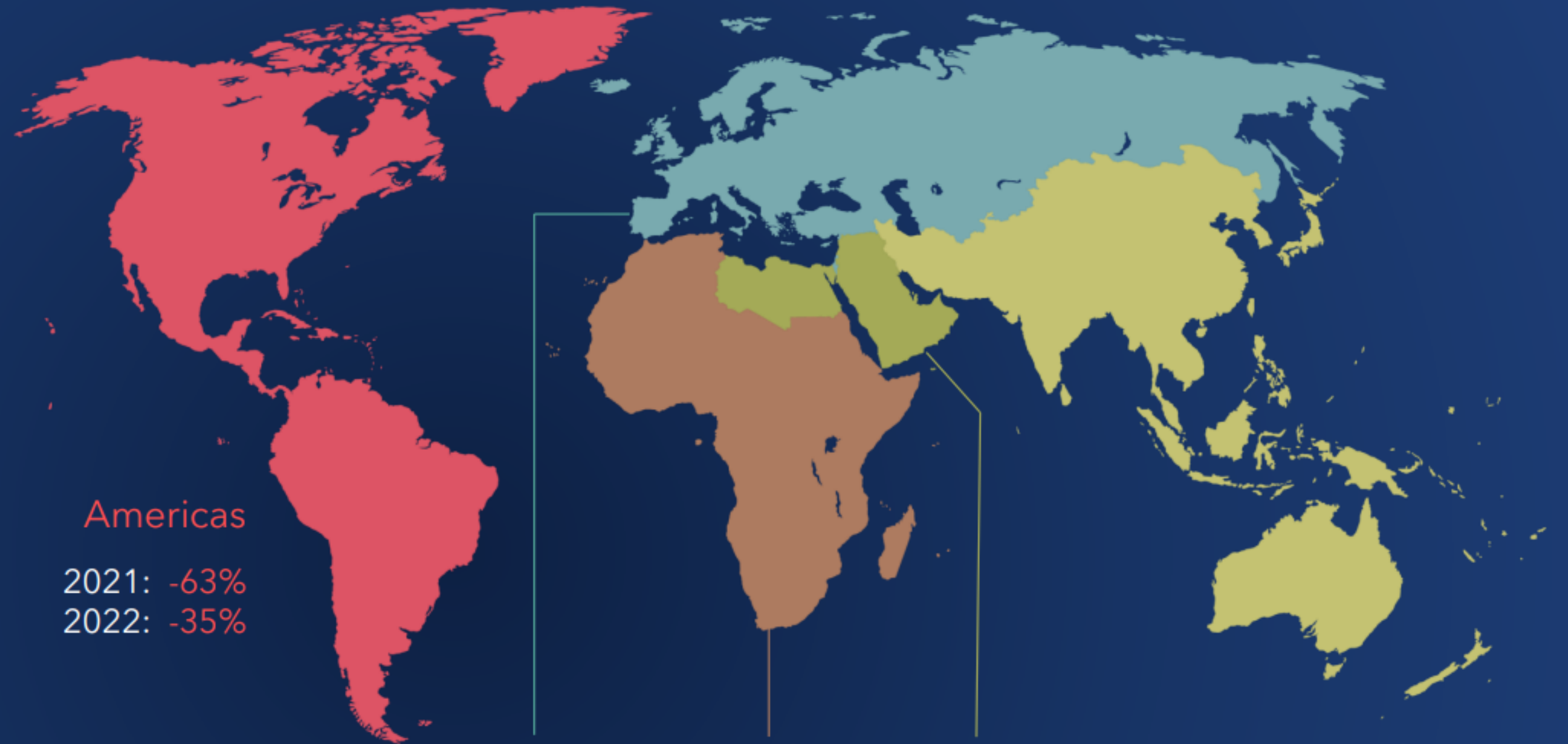
Americas

2021: -63%

2022: -35%

Source: UNWTO

(Data as of Jan. 2023)



Europe

2021: -59%

2022: -21%

Africa

-72%

-35%

Middle East

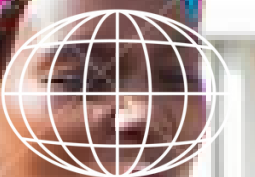
-66%

-17%

Asia Pacific

-93%

-77%



UNWTO

Organisation mondiale du tourisme

Rethinking Tourism- Women at the forefront

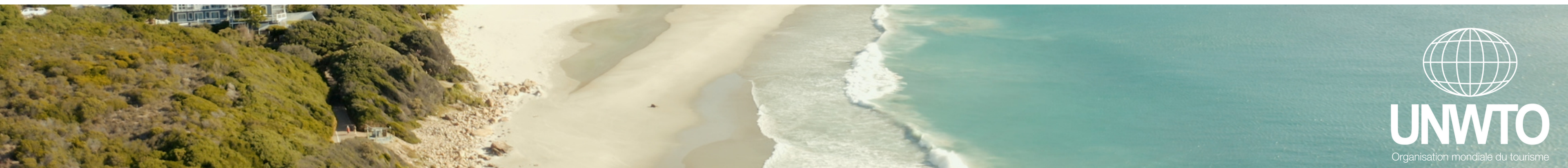
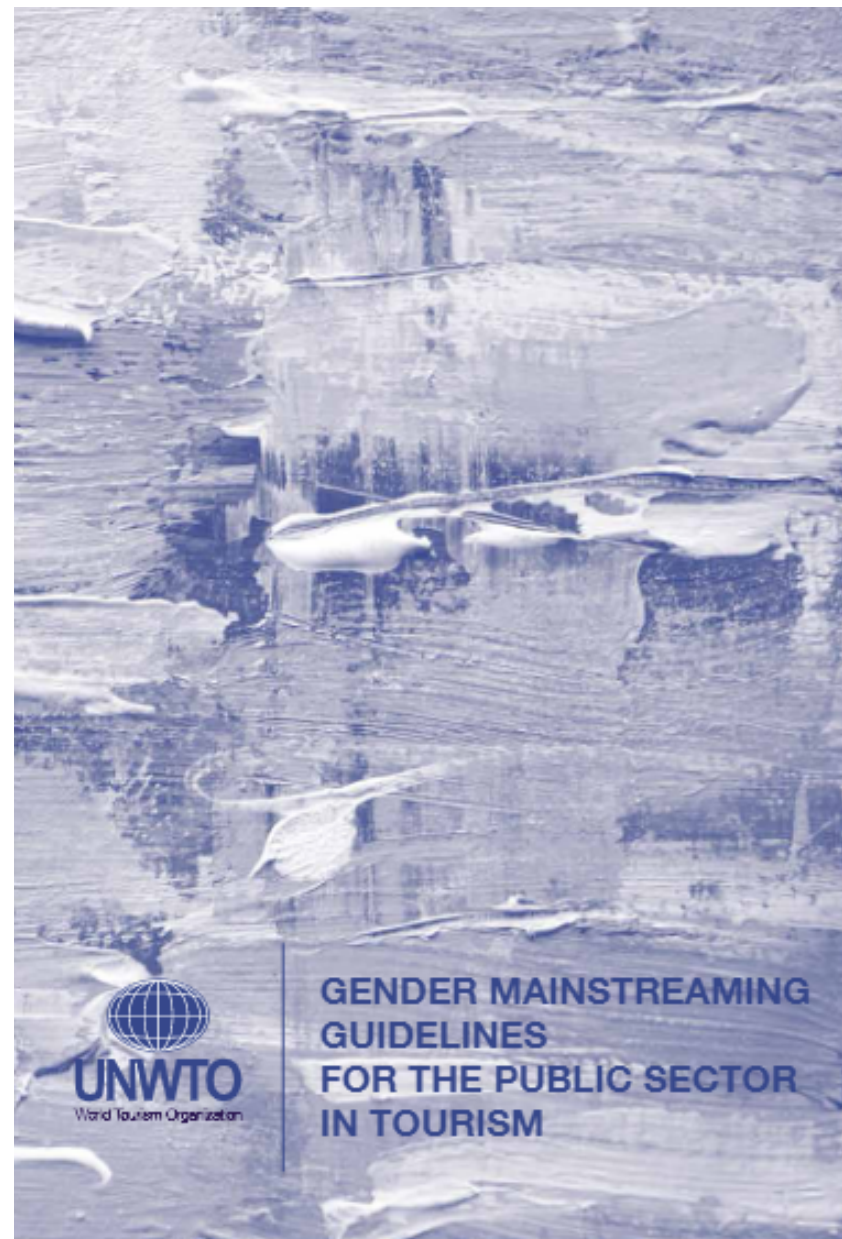


UNWTO Inclusive Recovery Guide
Sociocultural Impacts of COVID-19
Issue 3: Women in tourism

**Limpopo
Women in
Tourism**



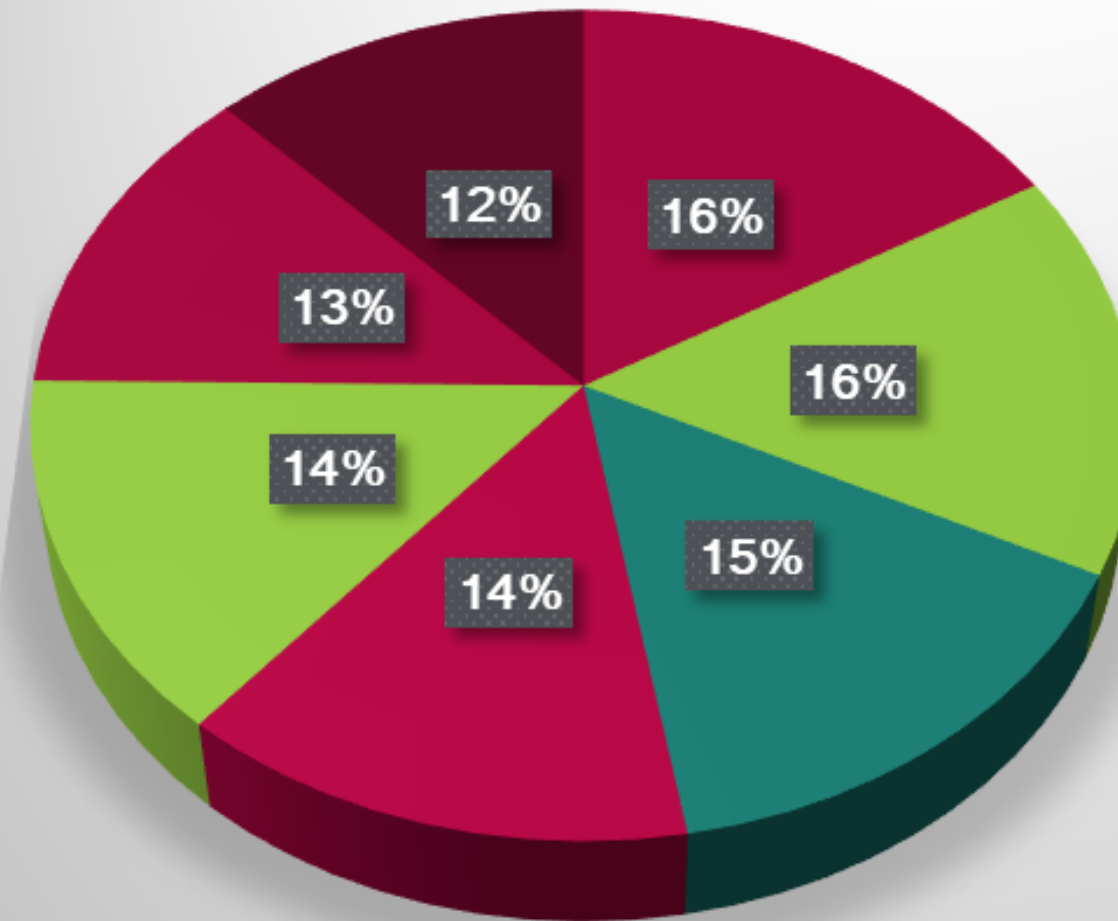
UNWTO championing Gender Equality



Women in Tourism Africa Leadership Committee (WITLAC)

Results of the survey

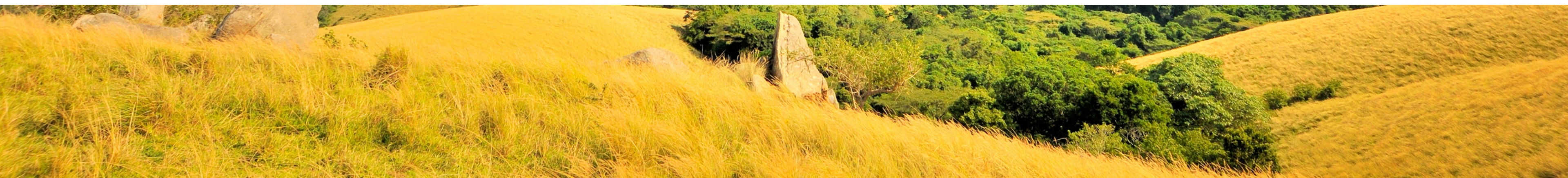
Top key areas



- 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

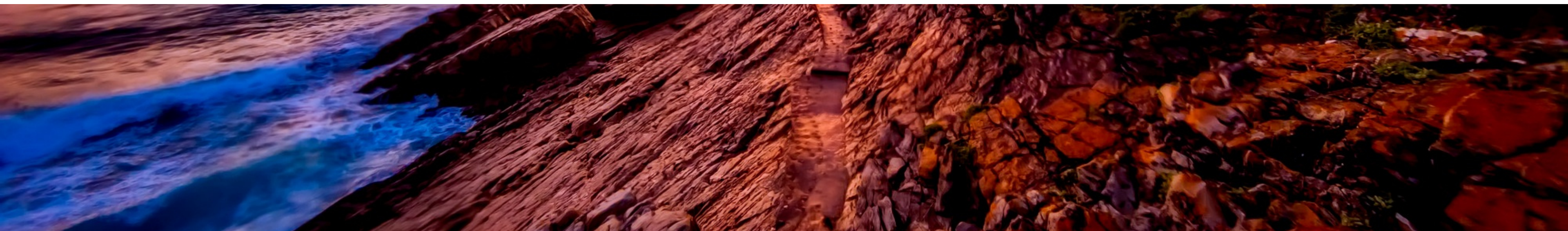
 Skills development

 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**



Looking ahead...

Innovation, Education and Sustainability

—AWAKE—
TOURISM
CHALLENGE

Powered by:
UNWTO

Youth in Africa



Thank you for your attention



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