



TOURISM AND SDG 5 GENDER EQUALITY

Tourism can empower women in multiple ways, particularly through the provision of jobs and through income-generating opportunities in small and larger-scale tourism and hospitality related enterprises. As one of the sectors with the highest share of women employed and entrepreneurs, tourism can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society.

Achieving the SDGs through tourism: Toolkit of Indicators (TIPs) publication will allow users to explore tourism's role in achieving SDG 5 and discover links and connections

tourism have with selected SDG 5 targets.

Each chapter in Part II of TIPs is dedicated to one SDG. In the chapter for SDG 5, users will be introduced to selected targets and potential indicators (note: Indicators are non-exhaustive and adaptable) for tourism projects that can contribute achieving gender equality and empower all women and girls.

Selected SDG 5 Targets : 5.1 | 5.2 | 5.5 | 5.a | 5.b | 5.c

There are six targets within SDG 5 that are deemed to have a stronger and direct link for tourism to achieve gender equality and empower women and girls to reach their full potential. These targets have been selected to base the potential project indicators.

In the following pages, you will find:

- A visual aid which illustrates the connection between the selected SDG 5 targets with various themes, sub-themes and connection with other SDGs and targets.
- Snapshot of the tourism-related SDG 5 targets including short elaboration of its connection with tourism, together with examples of potential indicators.



5.1 END ALL FORMS OF DISCRIMINATION AGAINST ALL WOMEN AND GIRLS EVERYWHERE

The tourism sector is largely labour intensive and provides jobs for many people, including those who have difficulties in finding jobs elsewhere such as newcomers to the labour market, young people, migrants and women with family responsibilities who can only work part-time and workers with little or no qualifications in general. Therefore, the tourism sector, especially private businesses, needs to be more actively committed to issues such as gender equality and women's economic rights and take concrete steps to ensure that tourism provides decent work for women, respecting the rights of women workers and providing equal opportunities for entrepreneurship, training and career progression.

Potential indicators in this target are grouped by the following

Theme and *sub-theme*:

Legal frameworks, policies and rule of law / *Tourism human resources policy*

Women's empowerment / *Pro-women legislation and support programmes*

Employment / *Decent Work*

Tourism value chain / *Supplier code of conduct*

Examples of potential indicators:

- Whether tourism is mentioned in policies and strategies (where applicable) that set up a minimum wage and equal pay/ regulating discrimination in the workplace/ regulating parental leave (Yes/No)
- Number of gender equality and women's support programmes targeting the tourism sector
- Number of businesses in the tourism industry which have gender equality policies and targets

And more..

5.2 ELIMINATE ALL FORMS OF VIOLENCE AGAINST ALL WOMEN AND GIRLS IN THE PUBLIC AND PRIVATE SPHERES, INCLUDING TRAFFICKING AND SEXUAL AND OTHER TYPES OF EXPLOITATION.

Modern slavery happens in all countries and in many industries around the world. Several factors make the tourism sector especially vulnerable to sexual harassment, human trafficking and modern slavery compared to other sectors, such as the frequent changeover of clients in hotels and airports, increasing automation of operations, the common practice of using subcontractors for different tasks, such as construction, maintenance, security or cleaning.

Potential indicators in this target are grouped by the following

Theme and *sub-theme*:

Legal frameworks, policies and rule of law / *Human trafficking*

Education and training / *Awareness raising*

Violence and harassment / *Harassment*

Tourism value chain / *Supplier code of conduct*

Examples of potential indicators:

- Whether there are anti-human trafficking policies in the tourism sector (Yes/No)
- Number of awareness campaigns on human trafficking for tourism workers/ stakeholders and/or tourists
- Whether the tourism businesses have an explicit, well publicized policy of zero tolerance towards gender-based violence and harassment (Yes/No)

And more..

5.5 ENSURE WOMEN'S FULL AND EFFECTIVE PARTICIPATION AND EQUAL OPPORTUNITIES FOR LEADERSHIP AT ALL LEVELS OF DECISION-MAKING IN POLITICAL, ECONOMIC, AND PUBLIC LIFE.

Target 5.5 recognizes that women could play a critical role in driving economic development throughout the world. Achieving gender equality and providing equal opportunities to women at all levels in the tourism sector would result in more benefits for all. The tourism sector can contribute to this target by facilitating a gender-sensitive economic environment to support women's tourism businesses so that women's effective participation and equal opportunities for leadership could lead to women's economic empowerment.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

Women's empowerment / *Women in directive positions*

Tourism value chain / *Supplier code of conduct*

Examples of potential indicators:

- Percentage of women in a leadership position in the sector
- Number of women entrepreneurs in the tourism sector (as company owners)
- Whether there is a creation/revision of tourism businesses' supplier policy/code that address effective participation of women and equal opportunities for leadership along the value chain (Yes/No)

And more..

5.A UNDERTAKE REFORMS TO GIVE WOMEN EQUAL RIGHTS TO ECONOMIC RESOURCES, AS WELL AS ACCESS TO OWNERSHIP AND CONTROL OVER LAND AND OTHER FORMS OF PROPERTY, FINANCIAL SERVICES, INHERITANCE, AND NATURAL RESOURCES, IN ACCORDANCE WITH NATIONAL LAWS.

Women's equal rights are intrinsically linked to sustainable development and key to economic growth and security. In this regard, the tourism sector offers job opportunities for women, and women make up the majority of the tourism workforce (54%) and are often concentrated in low skilled or informal work, which affords them less access to social protection and puts them in a precarious position. Empowering women economically can lift entire families and communities out of poverty. Tourism businesses must be compliant with national labour legislation, including on equal pay, periodic equal pay reviews, parental leave and non-discrimination rules. Information on the earnings that employees receive in exchange for their work is crucial to provide an indication of their purchasing power and living standards; it also offers an insight into the quality of employment and employees' working conditions.

Potential indicators in this target are grouped by the following **Theme** and *sub-theme*:

Women's empowerment / *Gender-responsive policies*

Tourism value chain / *Supplier code of conduct*

Education and training / *Capacity building*

Examples of potential indicators:

- Number of women working in the tourism sector under the appropriate terms of the labour laws
- Number/percentage of products and/or services provided/ owned by women
- Percentage of women who obtained qualifications through training or programmes in tourism development projects

And more..

5.B ENHANCE THE USE OF ENABLING TECHNOLOGY, IN PARTICULAR INFORMATION AND COMMUNICATIONS TECHNOLOGY, TO PROMOTE THE EMPOWERMENT OF WOMEN.

Target 5.b seeks to promote empowerment of women through technology. Information and communication technologies (ICT) offer tools that can be applied to raise entrepreneurship and improve access to financing and real-time market information. ICT is one of the key drivers that can facilitate the efforts of women's empowerment. With the advancement of new technology, and the widespread use of mobile phones and social network services both in developed and developing countries, ICT is an important enabler to help women overcome their barriers and become creative and innovative in their life. Digital access to ICT and getting information through it is a major challenge for many tourism business owners who cannot properly use the advantage to link to the market and tourists to sell their product.

Potential indicators in this target are grouped by the following

Theme and *sub-theme*:

Education and training / *ICT training*

Business development / *Innovation*

Examples of potential indicators:

- Number of training/education programmes supporting upgrading or reskilling of women tourism workers in the use of enabling technologies
- Number of mobile phone owners who are women working in the tourism sector
- Number of new tourism products by women MSMEs

And more...

5.C ADOPT AND STRENGTHEN SOUND POLICIES AND ENFORCEABLE LEGISLATION FOR THE PROMOTION OF GENDER EQUALITY AND THE EMPOWERMENT OF ALL WOMEN AND GIRLS AT ALL LEVELS

In line with this target is tourism's potential for advancing women's empowerment by developing and implementing adequate tourism policies and strategies to advance the training and leadership of women in the sector and to break the barriers for women in gaining access and contributing to the sector. National and local administrations should promote and guarantee gender equality and the empowerment of all women and girls, in all economic sectors, including tourism, through investing in further gender analysis to ensure a gender perspective is integrated into all phases of the tourism policy and programme cycle.

Potential indicators in this target are grouped by the following

Theme and *sub-theme*:

Legal frameworks, policies and rule of law / *Human trafficking, Child protection, Tourism destination security*

Education and training / *Awareness raising, Capacity building*

Tourism value chain / *Supplier code of conduct*

Examples of potential indicators:

- Whether there is labour legislation with specific mention of tourism (where applicable), setting up a minimum wage and equal pay/regulating discrimination in the workplace/ regulating parental leave (Yes/No)
- Number of gender equality and women's support programmes targeting the tourism sector
- Number of gender equality trainings in tourism sector

And more...



Photo by Norbert Braun

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