



**UNWTO**  
World Tourism Organization

# **GENDER-INCLUSIVE STRATEGY FOR TOURISM BUSINESSES**

### Key resources

Step 1: Women's Empowerment Principles (WEPs)

Step 2: Gender Gap Analysis Tool

Step 3: Global Report on Women in Tourism, Second Edition: Action Plan

Step 4: Centre Stage: Action Plan for Businesses

Procurement:

The Power of Procurement: How to Source from Women-Owned Businesses.<sup>2</sup>

# Introduction

These guidelines are intended to support private sector tourism enterprises of all types and sizes to achieve effective and consistent strategies and programmes for gender equality across their operations. This is in line with a growing movement for gender equality and women's empowerment in the private sector, through initiatives such as the **Women's Empowerment Principles** (WEPs), Environmental, Social and Governance (ESG) reporting, and legislation on due diligence in supply chains. A number of tourism companies of all sizes across different sub-industries have already adopted the WEPs and are working to enhance their contributions to gender equality and women's empowerment in the workplace, marketplace and community. In 2021, for example, close to 6,000 companies in 141 countries had committed to the WEPs. However, there are still many more opportunities for companies to strengthen gender mainstreaming in their operations.

The UN Women's Empowerment Principles, as the leading global programme for private sector engagement with gender equality, serve as steering framework for the present guidelines for a Gender-inclusive Strategy in tourism. Integrating gender considerations and implementing gender equality actions is essential for the private sector to contribute to the achievement of the **Sustainable Development Goals** (SDGs), particularly **SDG 5** (gender equality and empower all women and girls) and **SDG 8** (full and productive employment and decent work for all). Multiple and intersecting forms of discrimination and vulnerability of different groups of women and men should also be considered.

In terms of tourism more specifically, these guidelines aim to support the private sector in implementing the **Action Plan** developed in the **Global Report on Women in Tourism – Second Edition**.<sup>1</sup> As demonstrated by the impact of the COVID-19 pandemic, gains in gender equality and women's economic empowerment can be easily lost if they are not embedded in private sector operations.

The benefits of advancing gender equality for private sector enterprises are well documented. For the tourism sector in particular, these benefits are amplified due to the high proportion of women working in the sector, and the large number of women-owned businesses.

In order to apply gender mainstreaming in practice, companies of all sizes and types can follow four key steps:

**Figure 1:** Steps for gender mainstreaming in tourism companies



**Notes:** When implementing a gender-inclusive strategy, it is important for companies to take into consideration all applicable legislation in the country or territory that they are operating in.

Concrete actions for each step are set out below. Companies who have already signed up to the WEPs can skip step 1 and move straight to step 2.

# STEP 1

## Secure high-level support for gender equality and commit to the Women's Empowerment Principles (WEPs)

The Women's Empowerment Principles (WEPs) are a set of Principles offering guidance to business on how to promote gender equality and women's empowerment in the workplace, marketplace and community.

The WEPs are made up of seven principles, as shown below.

Figure 2: The seven Women's Empowerment Principles

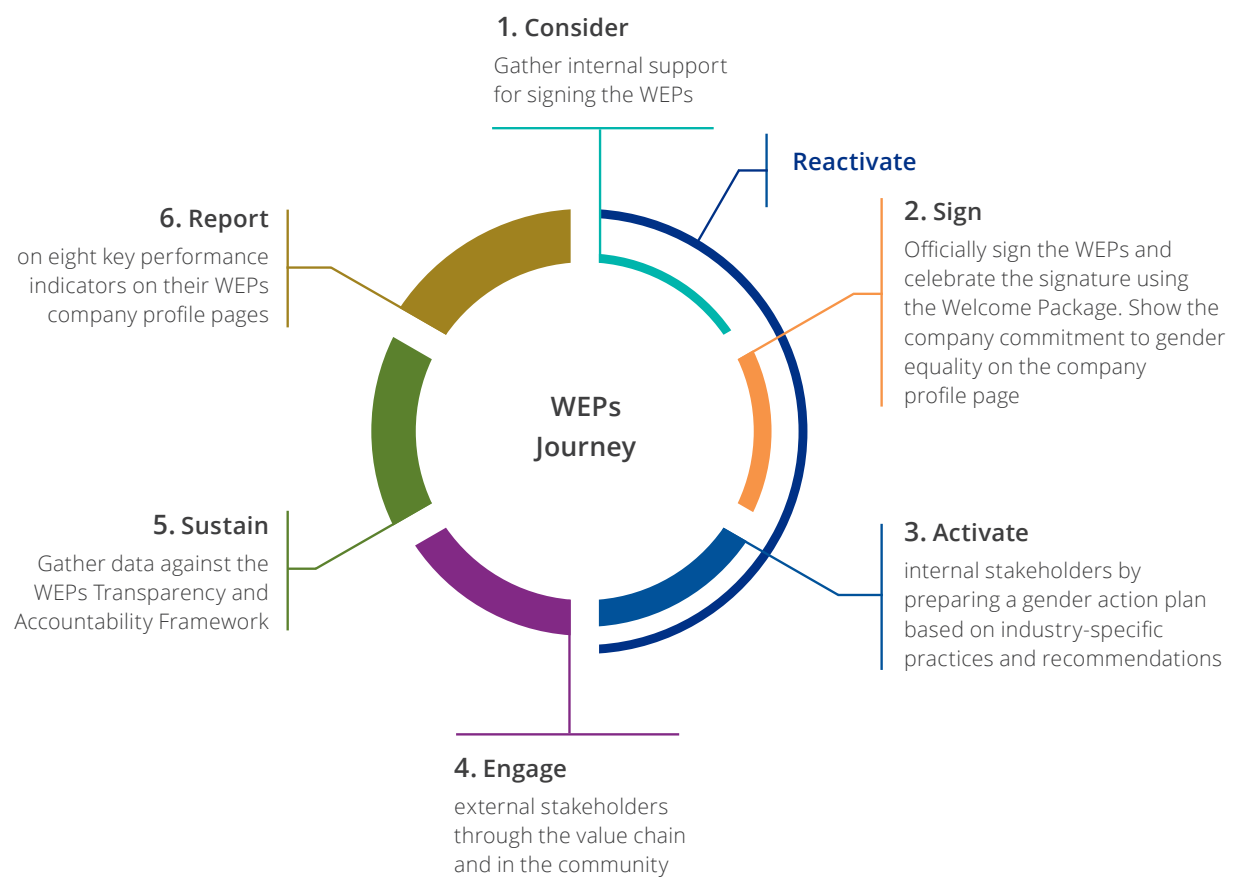
Principle 1		Establish high-level corporate leadership for gender equality
Principle 2		Treat all women and men fairly at work – respect and support human rights and non-discrimination
Principle 3		Ensure health, safety and well-being of all women and men workers
Principle 4		Promote education, training and professional development for women
Principle 5		Implement enterprise development, supply chain and marketing practices that empower women
Principle 6		Promote equality through community initiatives and advocacy
Principle 7		Measure and publicly report on progress to achieve gender

Source: Women's Empowerment Principles: [www.weps.org](http://www.weps.org) [20-12-2021].

Tourism companies committed to advancing gender equality can embark on the “WEPs Journey” – a continuous journey of six main stages, as recommended in figure 3.<sup>3</sup>



Figure 3: The Women’s Empowerment Principles (WEP) journey



Source: Women’s Empowerment Principles: [www.weeps.org](http://www.weeps.org) [20-12-2021].

Companies should also take into account how to tackle all forms of discrimination and be aware of how women in the tourism sector may experience multiple and intersecting forms of discrimination based on different factors such as age, ethnicity, disability, sexual orientation and gender identity.

**For more information, please see:**

Women’s Empowerment Principles (2021), *Understanding intersectionality: targeting all forms of discrimination in the world of work – Guidance note*, UN Women, online available at: <https://www.weeps.org/resources> [20-12-2021].

More guidance on the WEPs can be found in:

UN Women (2021), *Equality Means Business – WEPs Brochure, third edition*, online available at: <https://www.weeps.org/resources> [20-12-2021].

## STEP 2

### Assess current progress on gender equality

Once companies start the WEPs process, they should use the Women's Empowerment Principles Gender Gap Analysis Tool (WEPs Tool)<sup>4</sup> in order to assess their current level of commitment and practice in gender equality. It is a business-driven tool designed to help companies from around the world assess gender equality performance across the workplace, marketplace and community, and by 2021 has been completed by 4,742 Companies across 137 countries.

Companies can use the tool to:







- > Assess the company's strategic approach to gender equality;
- > Identify gaps and opportunities for continuous improvement;
- > Learn about best practices on gender equality globally;
- > Set concrete goals and targets, and measure progress over time;
- > Benchmark against peers and industry standards;
- > Leverage global gender equality resources to guide future actions; and
- > Contribute to the UN Sustainable Development Goals by investing in women and girls and Making Global Goals, Local Business.

# STEP 3

## Review current progress on thematic areas for women in tourism

Once a company has an understanding of its current status in gender equality, the results of the self-assessment process can be used as a basis for developing concrete goals and targets specific to the kind of tourism company and national context. Five thematic areas make up the UNWTO approach to mainstreaming gender perspectives in tourism, each with its own overarching goal. The WEPS and thematic areas are complementary, as shown below. Each Principle can be mapped clearly against a thematic area.

**Table 1:** How the private tourism sector can contribute to gender equality

Private sector contribution on women in tourism thematic areas		Women's Empowerment Principles (WEPS)
 <b>Employment</b>	<b>Private sector contribution:</b> Decent work for women	<b>Principle 2:</b> Treat all women and men fairly at work – respect and support human rights and non-discrimination.  <b>Principle 3:</b> Ensure the health, safety and well-being of all women and men workers.
 <b>Entrepreneurship</b>	<b>Private sector contribution:</b> Women-owned businesses have sustainable market access and linkages	<b>Principle 5:</b> Implement enterprise development, supply chain and marketing practices that empower women.
 <b>Leadership, policy- and decision-making</b>	<b>Private sector contribution:</b> Women are represented and influential in decision-making in tourism enterprises and private sector bodies	<b>Principle 1:</b> Establish high-level corporate leadership for gender equality.
 <b>Education and training</b>	<b>Private sector contribution:</b> Professional development and training promote gender equality and women's economic empowerment	<b>Principle 4:</b> Promote education, training and professional development for women.
 <b>Community and civil society</b>	<b>Private sector contribution:</b> Tourism companies address gender inequalities in communities	<b>Principle 6:</b> Promote equality through community initiatives and advocacy.
 <b>Measurement</b>	<b>Private sector contribution:</b> Companies collect data to support knowledge and analysis on women's participation in the sector	<b>Principle 7:</b> Measure and publicly report on progress to achieve gender equality.

**Note:** For relevant thematic guidance please consult: WEPS (2020), *Call to Action on Leveraging the WEPS Framework to Target Racism and Discrimination in the World of Work*, UN Women, online available at: <https://www.weps.org/resource-category/weps-guidance>.

**Sources:** WEPS Guidance: <https://www.weps.org/resource-category/weps-guidance>  
WEPS Toolkit: <https://www.weps.org/resource/weps-toolkit>

The relevance of each thematic area will be different for different kinds of companies – depending on the type of business, number of employees, multinational or national, buyer or supplier, etc. Nevertheless, it is useful for all companies to understand the different challenges for gender equality across the tourism sector. Companies should also work to target racism and other forms of discrimination against women in all their diversity.

The following priority actions have been identified for the private sector in each thematic area. For complementary actions by the public sector, please consult the *Gender Mainstreaming Guidelines for the Public Sector in Tourism*.<sup>5</sup>

## Priority actions for the public sector for thematic areas



### Employment

- > Take measures to **tackle the gender pay gap** across different groups of women workers in tourism and promote gender parity across all employment levels.
- > Systematically **address sexual harassment of women workers** in the tourism sector, as well as issues of harassment in tourism communities against community members and travellers.
- > Ensure **compliance with international labour standards and ILO Conventions** on freedom from violence and sexual harassment in the world of work (C190), equal pay for work of equal value (C100), and the right to paid maternity and care leave (C183).<sup>6</sup>
- > **Challenge gender-stereotypes** in tourism work. In particular by promoting and supporting the participation of women in non-traditional roles in the sector, such as tour guides and tour leaders.
- > **Use procurement as a mechanism** to encourage existing and new suppliers to become more gender responsive and incorporate diversity in their employment practices.



### Entrepreneurship<sup>7</sup>

- > **Implement gender-responsive procurement** by increasing the number of women-owned businesses and proportion of procurement spend that goes to women-owned businesses throughout the supply chain.
- > **Encourage the expansion and diversification of direct and indirect tourism products and services** from women-owned businesses.
- > Actively **support women's engagement with digital tourism platforms**, taking into account differences between women in terms of access to ICTs.





### Leadership, policy and decision-making

- > Work towards **gender balance and diversity in senior management and on executive boards** of tourism companies, through the use of targets or quotas.
- > Consult or recruit **specialists on gender equality, diversity and inclusion in tourism** in order to support the implementation of gender-, diversity- and inclusion-oriented policies and initiatives.



### Education and training

- > Develop **targeted training programmes for female employees**, based on an assessment to identify training needs, key skills and knowledge gaps for different groups of women, for example digital technologies.
- > **Provide gender equality training for all staff and enhance awareness of gender inequality at work**, including senior managers.
- > **Deliver gender equality training for key suppliers**, to ensure they uphold gender equality principles and practices.



### Community and civil society




- > **Engage with the concerns and needs of women living in tourism destinations**, by establishing networks and consultation mechanisms with women's organizations and other social justice organizations in the community.



### Measurement for better policies

- > **Ensure employee data is sex-disaggregated** and data is available for all levels and types of employment, including data on salary and pay.
- > Ensure **supplier databases include sex-disaggregated information on the ownership, management and control of suppliers**.
- > **Collect information on the gender equality commitments and practices of all suppliers** and track these regularly.

**Table 2:** Checklist on implementation of thematic areas

	Yes	No	In progress
<div>  <b>Employment</b> </div>			
Do you take measures to tackle the gender pay gap in tourism?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a protocol for sexual harassment and abuse?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you encourage women to participate in non-traditional roles in the company?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you use gender-responsive procurement to encourage existing and new suppliers to become more gender responsive in their employment practices?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<div>  <b>Entrepreneurship</b> </div>			
Do you have measures to increase the number of women-owned businesses and proportion of procurement spend that goes to women-owned businesses throughout the supply chain?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have initiatives to encourage the expansion and diversification of tourism products and services from women-owned businesses?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have any initiatives to support women's access to and engagement with digital tourism platforms?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<div>  <b>Leadership, policy- and decision-making</b> </div>			
Do you have targets or quotas for increasing women's representation in senior management and on executive boards?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have specialist experts on gender equality within the company, and/or do you engage experts to support the implementation of initiatives?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your senior management aware of a gender (in)equality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are other employees aware of a gender (in)equality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



## Education and training

Yes

No

In  
progress

Do you have targeted training programmes for female employees?

☐
☐
☐

Do you provide gender equality training for all staff, including senior managers?

☐
☐
☐

Do you deliver gender equality training for key suppliers?

☐
☐
☐


## Community and civil society

Yes

No

In  
progress

Do you engage with the concerns and needs of women living in tourism destinations?

☐
☐
☐

Have gender analysis and research been conducted on women's participation in communities engaged with the tourism sector, and have priority actions been identified?

☐
☐
☐


## Measurement

Yes

No

In  
progress

Do you collect sex-disaggregated employee data for all levels and types of employment?

☐
☐
☐

Does your supplier database include sex-disaggregated information on the ownership, management and control of suppliers?

☐
☐
☐

Do you collect information on the gender equality commitments and practices of all suppliers?

☐
☐
☐

## STEP 4


### Develop and implement an Action Plan for Gender Equality in Tourism

Completing the self-assessment questionnaire above will provide companies with information on how to integrate gender equality into their work. The final stage is to complete and implement the Action Plan. This allows for flexibility for different kinds of companies. Companies should identify realistic and achievable goals based on progress already made, as identified by the WEPs Tool and the self-assessment questionnaire.


The completion of the Action Plan should be a **participatory process**, engaging key departments and staff across the company. It is particularly important that the senior management team is involved in this process, to ensure accountability and ownership. Using fictitious examples, the table below shows how such a process can be started by any private sector company. Depending on the size and type of the company, some thematic areas may be more relevant than others.

The following example represents a large tourism business with operations in multiple countries and shall serve only as an illustrated case. Companies can find empty tables at the end of these guidelines for constructing their own Action Plans.

**Table 3:** Action Plan for Gender Equality (example of a large tourism business, operating in multiple countries)

 <b>Employment</b>					
Objective	Actions	Budget	Timeline	Responsible staff	Indicators
Example: <b>Increase women's employment in non-traditional roles, such as tour leaders</b>	Actively recruit and train women to work as tour leaders	- \$x for headquarters - \$x per country office Equal pay for work of equal value	Two years	- Human Resources - Country offices	Number of statements and commitments by Head of the institution

 <b>Entrepreneurship</b>					
Objective	Actions	Budget	Timeline	Responsible staff	Indicators
Example: <b>Increase the proportion of women-owned businesses in the supply chain</b>	Develop and implement gender-responsive procurement processes and practices	- \$x for headquarters - \$x per country office Equal pay for work of equal value	Five years	Procurement	- Proportion of suppliers that are women-owned businesses - Proportion of procurement spend on women-owned businesses



## Leadership, policy- and decision-making

Objective	Actions	Budget	Timeline	Responsible staff	Indicators
Example: <b>Increase the number of women on the executive board</b>	<ul style="list-style-type: none"> <li>- Set a target for increasing women board members</li> <li>- Conduct activities and recruitment to meet this target</li> </ul>	<ul style="list-style-type: none"> <li>- \$x for remuneration of executive board member(s)</li> <li>- Equal pay for work of equal value</li> </ul>	Ten years	<ul style="list-style-type: none"> <li>- Human Resources</li> <li>- Executive board</li> </ul>	Proportion of women on executive board



## Education and training

Objective	Actions	Budget	Timeline	Responsible staff	Indicators
Example: <b>Train all staff on gender equality at all levels</b>	Develop and implement gender equality training for all staff	<ul style="list-style-type: none"> <li>- \$x for headquarters</li> <li>- \$x per country office</li> </ul>	One year	Human Resources	Number of staff trained on gender equality, per year



## Community and civil society

Objective	Actions	Budget	Timeline	Responsible staff	Indicators
Example: <b>Ensure women in destination communities benefit from company activities</b>	Support local women's NGOs in destination communities	\$x per country office	Ongoing	Corporate social responsibility	Proportion spent on women's NGOs per country per year



## Measurement

Objective	Actions	Budget	Timeline	Responsible staff	Indicators
Example: <b>Improve sex-disaggregated data collection</b>	<ul style="list-style-type: none"> <li>- Collect data on women employees at all levels of the company operations</li> <li>- Salaries</li> <li>- Professions</li> </ul>	<ul style="list-style-type: none"> <li>- \$x for headquarters</li> <li>- \$x per country office</li> </ul>	Ongoing	Human Resources	Proportion of company data that is disaggregated by sex

Implementation requires collaboration between differing stakeholders. Specialist expertise should be drawn either from inside or outside the company to support the process of implementing the actions. It is also important to train and build the capacity of all staff to understand the importance of gender equality for the company, and that this is a clear consistent message from senior management. As set out in the table above, any action needs an adequate budget, as well as the accompanying human resources necessary to ensure the target is achieved.



# Glossary of key terms

Note: all definitions are taken from UN Women Training Centre Glossary,<sup>8</sup> unless otherwise specified.

**Decent work:**<sup>9</sup> Decent work is the availability of employment in conditions of freedom, equity, human security and dignity. According to the International Labour Organization (ILO), decent work involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men.

United Nations Economic and Social Council has also given a General Comment that defines decent work and requires satisfaction of Article 6 of the International Covenant on Economic, Social and Cultural Rights.

**Gender discrimination:** Gender discrimination is defined as: “[...] any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on the basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field.”<sup>10</sup>

Discrimination can stem from both law (de jure) or from practice (de facto). The Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) recognizes and addresses both forms of discrimination, whether contained in laws, policies, procedures or practice:

**De jure discrimination:** E.g., in some countries, the law states that women (citizens) who marry foreign men lose their citizenship and/or property rights. On the other hand, men (citizens) married to foreigners do not lose their citizenship and/or property rights.

**De facto discrimination:** E.g., the practice of many immigration officials in various countries is to find a woman travelling alone with her minor children “suspicious” while men travelling with their children are seldom questioned.

**Equal pay:**<sup>11</sup> Equal pay for work of equal value means that women and men receive the same pay when they do identical or similar jobs, and also when their roles are different but have similar working conditions or demand the same level of skill, training, effort or responsibility. This means that when women and men perform work that differs in content but is determined to be of equal value based on objective criteria (qualifications, effort, responsibility and working conditions) they should receive equal remuneration. Applying the principle of equal pay for work of equal value is critical to address the conscious and unconscious biases in determining the value of work and eliminating gender-based discrimination towards the achievement of gender equality.

**Gender equality:** This refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. Equality does not mean that women and men will become the same but that women's and men's rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration, recognizing the diversity of different groups of women and men. Gender equality is not a women's issue but should concern and fully engage men as well as women. Equality between women and men is seen both as a human rights issue and as a precondition for, and indicator of, sustainable people-centered development.

**Gender mainstreaming:** Gender mainstreaming is the chosen approach of the United Nations system and international community toward realizing progress on women's and girl's rights, as a sub-set of human rights to which the United Nations dedicates itself. It is not a goal or objective on its own. It is a strategy for implementing greater equality for women and girls in relation to men and boys.

Mainstreaming a gender perspective is the process of assessing the implications for women and men of any planned action, including legislation, policies or programs, in all areas and at all levels. It is a way to make women's as well as men's concerns and experiences an integral dimension

of the design, implementation, monitoring and evaluation of policies and programs in all political, economic and societal spheres so that women and men benefit equally and inequality is not perpetuated. The ultimate goal is to achieve gender equality.

**Gender parity:** Gender parity is another term for equal representation of women and men in a given area, for example, gender parity in organizational leadership or higher education. Working toward gender parity (equal representation) is a key part of achieving gender equality, and one of the twin strategies, alongside gender mainstreaming.

**Gender-responsive procurement:**<sup>12</sup> Gender-responsive procurement is the selection of services, goods and civil works that considers their impact on gender equality and women's empowerment.

**Gender stereotypes:** Gender stereotypes are simplistic generalizations about the gender attributes, differences and roles of women and men. Stereotypical characteristics about men are that they are competitive, acquisitive, autonomous, independent, confrontational, concerned about private goods. Parallel stereotypes of women hold that they are cooperative, nurturing, caring, connecting, group-oriented, concerned about public goods. Stereotypes are often used to justify gender discrimination more broadly and can be reflected and reinforced by traditional and modern theories, laws and institutional practices. Messages reinforcing gender stereotypes and the idea that women are inferior come in a variety of "packages" – from songs and advertising to traditional proverbs.

**Multiple discrimination:**<sup>13</sup> The concept of multiple discrimination recognises that discrimination can occur on the basis of more than one perceived characteristic. For example, a person who is discriminated on the grounds of their ethnicity may also be discriminated on the grounds of gender, sexual orientation, age, and so on.

**Sex-disaggregated data:** Sex-disaggregated data is data that is cross-classified by sex, presenting information separately for men and women, boys and girls. Sex-disaggregated data reflect roles, real situations, general conditions of women and men, girls and boys in every aspect of society. For instance, the literacy rate, education levels, business ownership, employment, wage differences, dependants, house and land ownership, loans and credit, debts, etc. When data is not disaggregated by sex, it is more difficult to identify real and potential inequalities. Sex-disaggregated data is necessary for effective gender analysis.

# Annex: Action Plan template



## Employment

Objective	Actions	Budget	Timeline	Responsible staff	Indicators



## Entrepreneurship

Objective	Actions	Budget	Timeline	Responsible staff	Indicators



## Leadership, policy- and decision-making

Objective	Actions	Budget	Timeline	Responsible staff	Indicators



## Education and training

Objective	Actions	Budget	Timeline	Responsible staff	Indicators



## Community and civil society

Objective	Actions	Budget	Timeline	Responsible staff	Indicators



## Measurement

Objective	Actions	Budget	Timeline	Responsible staff	Indicators

## End notes

- 1 World Tourism Organization (2019), *Global Report on Women in Tourism – Second Edition*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284420384>.  
Note: The *Global Report on Women in Tourism – Second Edition. Action Plan* is online accessible at: <https://www.e-unwto.org/doi/book/10.18111/9789284420384> [03-12-2021].
- 2 Chin, K. (2021), *The power of procurement: How to source from women-owned businesses*, UN Women, New York, online available at: <https://www.unwomen.org/en> and <https://www.unwomen.org/en/digital-library/publications> [20-12-2021].
- 3 See: Women's Empowerment Principles (n.d.) 'About the WEPS Gender Gap Analysis Tool', online available at: <https://weps-gapanalysis.org/about-the-tool/> [20-12-2021].
- 4 <https://weps-gapanalysis.org/about-the-tool/>
- 5 World Tourism Organization (2022), *Gender Mainstreaming Guidelines for the Public Sector in Tourism*, UNWTO, Madrid, DOI : <https://doi.org/10.18111/9789284423248>.
- 6 International Labour Organization (1951), *C100 – Equal Remuneration Convention, 1951 (No. 100)*, ILO, Geneva, online available at: [www.ilo.org](http://www.ilo.org)  
International Labour Organization (2000), *C183 – Maternity Protection Convention (No. 183)*, ILO, Geneva, online available at: [www.ilo.org](http://www.ilo.org)  
International Labour Organization (2019), *C190 – Violence and Harassment Convention, 2019 (No. 190)*, ILO, Geneva, online available at: [www.ilo.org](http://www.ilo.org)
- 7 For additional reading on entrepreneurship please consult: World Tourism Organization (2021), *UNWTO Investment Guidelines – Enabling Frameworks for Tourism Investment*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284422685>.
- 8 UN Women Training Centre (n.d.), 'Gender Equality Glossary', online available at: <https://trainingcentre.unwomen.org> [20-12-2021].
- 9 International Labour Organization (n.d.), 'Decent work', ILO, Geneva, online available at: [www.ilo.org](http://www.ilo.org)  
United Nations – Economic and Social Council (2006), 'General comment No. 18', *The right to Work*, Committee on Economic, Social and Cultural Rights, Thirty fifth session, 7–25 November 2005, Geneva.
- 10 United Nations (1979), Article 1, 'Convention on the Elimination of all Forms of Discrimination Against Women', Resolution A/ RES/34/180 adopted on 18 December 1979, online available at: [www.un.org](http://www.un.org)
- 11 Women Empowerment Principles (2021), *Closing Gender Pay Gaps to Achieve Gender Equality at Work – Guidance Note, Principle 2*, online available at: <https://www.weps.org/resources> [03-12-2021].
- 12 UN Women (n.d.), 'Gender-responsive procurement', online available at: <https://www.unwomen.org/en/about-us/procurement> [20-12-2021].
- 13 Council of Europe (n.d.), 'Intersectionality and Multiple Discrimination', online available at: <https://www.coe.int/en/web/gender-matters> [20-12-2021].  
United Nations (1995), *Report of the Fourth World Conference on Women, Beijing, 4–15 September 1995*, includes the 'Beijing Declaration', online available at: <https://www.un.org/en/conferences/women/beijing1995> [20-12-2021].

## Useful links

(accessible as of December 2021)

**CEDAW – Convention on the Elimination of all Forms of Discrimination Against Women** (United Nations Resolution A/RES/34/180 adopted on 18 December 1979): [www.un.org](http://www.un.org) and <https://www.un.org/womenwatch/daw/cedaw/>

**Centre Stage Project:** [www.unwto.org](http://www.unwto.org) and <https://www.unwto.org/centre-stage-project-womens-empowerment-during-the-covid19-recovery>

**C100 – Equal Remuneration Convention, 1951 (No. 100):** [www.ilo.org](http://www.ilo.org) and [https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100\\_ILO\\_CODE:C100](https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_ILO_CODE:C100)

**C183 – Maternity Protection Convention (No. 183):** [www.ilo.org](http://www.ilo.org) and [https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100\\_ILO\\_CODE:C183](https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_ILO_CODE:C183)

**C190 – Violence and Harassment Convention, 2019 (No. 190):** [www.ilo.org](http://www.ilo.org) and [https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100\\_ILO\\_CODE:C190](https://www.ilo.org/dyn/normlex/en/f?p=NORMLEXPUB:12100:0::NO::P12100_ILO_CODE:C190)

**Tourism 4 SDGs:** <https://www.unwto.org/tourism4sdgs>

**Sustainable Development Goals (SDGs):** <https://sdgs.un.org/goals>

SDG 5 – Gender equality: <https://sdgs.un.org/goals/goal5>

SDG 8 – Decent work and economic growth: <https://sdgs.un.org/goals/goal8>

**Women's Empowerment Principles (WEPs):** <https://www.weps.org/>

Gender Gap Analysis Tool: <https://weps-gapanalysis.org/> and <https://weps-gapanalysis.org/about-the-tool/>

Guidance: <https://www.weps.org/resource-category/weps-guidance>

Join the WEPs: <https://www.weps.org/join>

Toolkit: <https://www.weps.org/resource/weps-toolkit>

## Publications

**Call to Action on Leveraging the WEPs Framework to Target Racism and Discrimination in the World of Work:** <https://www.weps.org/resource-category/weps-guidance>

**Equality Means Business – WEPs Brochure:** <https://www.weps.org/resources>

**Gender Mainstreaming Guidelines for the Public Sector in Tourism:** <https://doi.org/10.18111/9789284423248>.

**Global Report on Women in Tourism – Second Edition:** <https://doi.org/10.18111/9789284420384>.

**Action Plan:** <https://www.e-unwto.org/doi/book/10.18111/9789284420384> [03-12-2021].

**The power of procurement: How to source from women-owned businesses:** <https://www.unwomen.org/en/digital-library/publications> [20-12-2021].

**Understanding intersectionality: targeting all forms of discrimination in the world of work – Guidance note:** <https://www.weps.org/resources> [20-12-2021].



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### Gender-inclusive Strategy for Tourism Businesses

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The business case for advancing gender equality are well documented. In tourism, the benefits are further amplified due to the high proportion of women working in the sector. The *Gender Inclusive Strategy for Tourism Businesses* contains tools to support private sector tourism enterprises of all types and sizes achieve effective and consistent strategies and programmes for gender equality across their operations.

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