



## BACKGROUND INFORMATION

**SUBJECT: DIALOGUE ON “RESPONSIBLE TOURISM – EMPOWERMENT OF WOMEN SOUTHERN AFRICA”: 13<sup>TH</sup> - 14<sup>TH</sup> FEBRUARY, 2014, SOUTH AFRICA**

Capstone Training and Development was established in 2008 as a company that provides training, consulting and development; and Destination Management, in the Tourism and Hospitality Sector. Through partnerships the company has been able to offer hands on approach to training and development. Among major projects that the company has been involved is the development of South African Hidden Treasures’ Clusters in the nine provinces; the UN ILO entrepreneurship training programs; and Gauteng Tourism Authority Responsible Tourism Strategy; Management Development Programme; and Imvelo Responsible Tourism Awards.

<sup>1</sup>Tourism is one of the fastest growth sectors of the world economy. In terms of global exports, the sector ranks fourth after energy, fuels and food. It accounts for 5% of the GDP of the world economy and 6-7% of global employment (United Nations World Tourism Organization (UNWTO), 2012). International tourist arrivals increased from 882 million in 2009 to 1035 billion in 2012 with tourism receipts improving from US\$940 billion in 2010 to US\$1030 billion in 2011 (UNWTO: Press Release January 28th 2013). In both developed and developing countries tourism has emerged as a major driver of economic and social development. It is a major creator of employment and a fast entry vehicle into the workforce for low-skilled and semi-skilled workers with a bias towards women and the youths in both urban and rural areas. In a large number of developing countries tourism is being used as a major vehicle for achieving the Millennium Development Goals especially MDG 1- Eradicating extreme poverty and hunger, and MDG 2-Promote gender equality and empowerment of women. Within the SADC region tourists arrivals have grown from a total of 20.6 million in 2006 to 21.5 in 2010 with tourist receipts standing at US \$ 12.76 billion in 2009. The sector accounted for an estimated 1.25 million direct jobs in 1999. By 2010 the figure is estimated to have reached 1.92 million (World Travel and Tourism Council (WTTTC) 2011). The continued growth of the sector in the region offers major employment opportunities for women at all levels of the industry.

Globally research shows that fewer women than men become executive managers over their careers; earn less throughout the period compared to men, hold more junior positions, and exit the occupations at a faster rate than men (Thornton, 2011; Gayle et al., 2011). Over the past 20 years, a majority of both developing and industrialized countries have initiated programmes aimed at promoting gender equity in executive management in all major sectors of the economy. However, within the tourism sector women are still under represented at executive management positions. Although the presence of women in the middle and lower levels of management of the tourism sector is perceived to be widespread, the development of women for executive management positions is rarely prioritized at both national and organizational levels. For example, Madzara (2011) in a study entitled “Economic Empowerment of Women Tourism Sector Study” assets that in

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<sup>1</sup> Shephard Nyaruwata and Leonorah Tendayi Nyaruwata : full length Research Paper: Gender equity and executive management in tourism: challenges in the Southern African Development Community (SADC) region: Academic Journals Vol. 7 (21) pp 2059-2070, 7 June 2013



Zimbabwean tourism jobs occupied by women follow the “gender pyramid” found in other sectors – where women tend to be in occupations with low career development prospects whilst managerial positions are male-dominated. Few examples exist where government policies have given systematic and strategic training support for executive management development of women in this sector. Furthermore, limited data exist on the number of women in executive management positions in the tourism sector. In particular, few gender equity and executive management studies in tourism sector have been undertaken in SADC.

African Tourism will only be sustainable if it addresses social and cultural factors and ensure the fair inclusion of women and youth. “The African Policy Framework relevant to these issues is contained in the tourism sector, such as the AU/NEPAD Tourism Action Plan, the AU Gender Policy. The findings of the Global Report on Women in tourism specific to Africa mentions that Women make up a high proportion of workers in the sector, but earn on average 10% less than men and occupy one third of all professional level positions. However, women are more likely to be own-account workers and employers in the tourism in Africa than in other sectors. While the proportion of women tourism Ministers is high, women leaders in other areas of the sector are scarce. Women carry out a high amount of unpaid work in family tourism businesses which limits the potential for empowerment in the sector. Unfortunately, equivalent data on youth participation in African tourism is not currently available”. It is against this background that the Dialogue on “Responsible Tourism: Empowerment of Women” will be held.

## AIMS AND OBJECTIVES

1. To analyse the socio-economic role of women and youth in the tourism sector in Southern Africa (economic empowerment).
2. Share challenges and best practices on Responsible Tourism from the Region.
3. To provide country-wide data on empowerment and constraints on women and youth in the tourism sector (participation and leadership).
4. To set a new tone of discussion on the Objectives of Responsible Tourism three pillars, in Southern Africa:  
*Economic:* establishes the basis for economically sustainable tourism that contributes to poverty alleviation, economic empowerment, job creation, business development and skills development  
*Social-Cultural:* establishes the basis for social and culturally sustainable tourism that enhances and protects the value of local lifestyles and heritage for tourist  
*Environmental:* establishes the basis for environmentally sustainable tourism, including minimization of resources consumption and the conservation of natural resource
5. To form institutional partnership between private, public sectors and the community for development and implementation of strategic programs elaborated on the basis of the discussions during the conference



### **The Main Themes/Topics for the Dialogue are:**

1. Keynote Speaker: Responsible Tourism – Empowerment of Women in Southern Africa (to set the tone for the dialogue)
2. Regional Policy Framework for Responsible Tourism: (Topics: (i) Regional Policy Framework on Responsible Tourism;(ii) Participation of Women in the Tourism mainstream; (iii) Gender mainstreaming)
3. The Impacts of Tourism on Local Communities: (Topics: (i) Relationship between Gender representation in the Hospitality industry and tourism entrepreneurship activities; (ii) Economic and Socio-Cultural impact of tourism on local communities; (iii) Exhibition)
4. Regional Responsible Tourism Best Practice (country specific – case studies).
5. Where do we go from here? (Strategies/actions going forward).

### **METHODOLOGY AND APPROACH**

The Dialogue is designed to provide a comprehensive review of past and current development issues and emerging challenges on “Responsible Tourism – Empowerment of Women”. There will be country-specific panels, regional discussions, and presentations.

### **DELEGATES**

The dialogue will bring together:

- Top policy-makers in Southern Africa from various sectors (ministries responsible for Women’s Affairs and Gender; Planning, Education Trade, Industry, Agriculture, Health, Justice, Tourism and Environment).
- Representatives from Tourism Boards and Tourism Associations in Southern Africa.
- Representatives of civil societies, women’s associations, private sector, NGOs, SMEs and local authorities.
- Representatives of regional organizations and international institutions
- Representatives of financial institutions

### **CONFERENCE COSTS**

1. Registration Fees: The registration fee for the dialogue is R1850.00 (one thousand eight hundred and fifty Rand) per delegate. This fee includes coffees/teas; lunches, and material. Registration closes on December 12<sup>th</sup> 2013. There is a 10% discount on registration and payment made by 30<sup>th</sup> November 2013.
2. Accommodation: Delegates will be responsible for the cost of their accommodation. A list of hotels/guest houses will be provided on request.

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