

Participation of Women in the Tourism mainstream

Dialogue on RT and Empowerment of Women in Southern Africa: 13-14 February 2014

Relationship between Gender
Representation in the Hospitality
industry and tourism entrepreneurship
activities

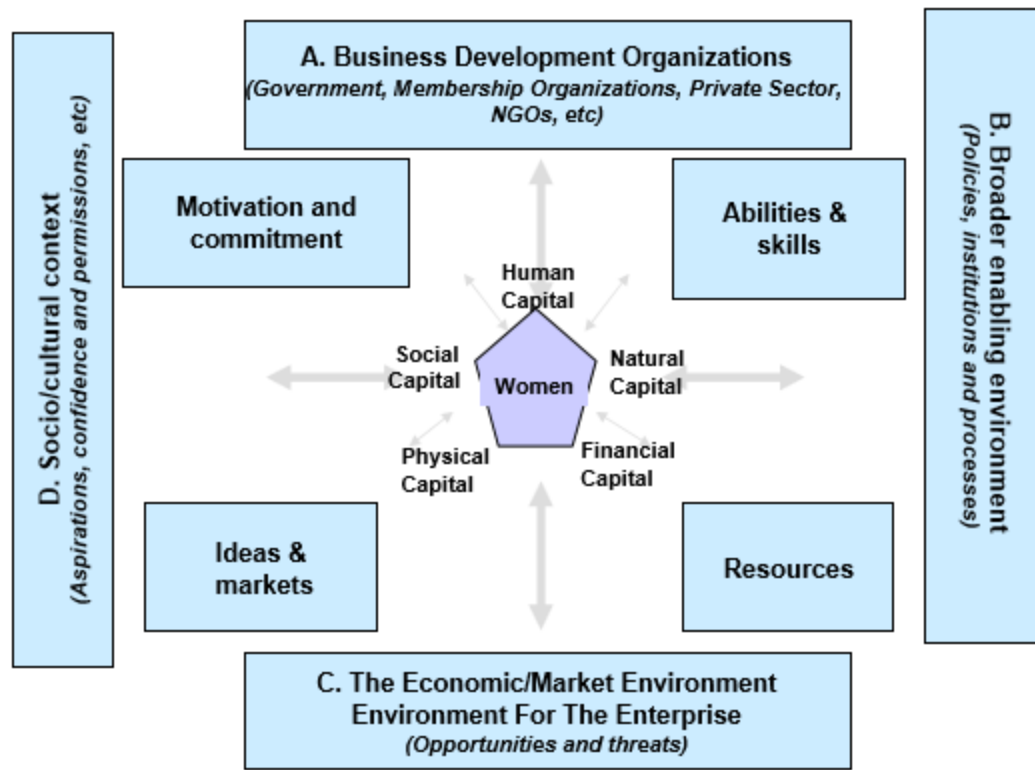
Datacomb Solutions

Program Development & Advisory services	Research & Strategy Development	Product Development	Training & Capacity Building
<ul style="list-style-type: none"> ▪ SME Mentorship ▪ Access to funding ▪ Due diligence ▪ Feasibility Studies ▪ Business Plans ▪ Compliance Monitoring ▪ Negotiating Off-take Agreements 	<ul style="list-style-type: none"> ▪ Designing & Conceptualising research studies ▪ Data collection, analysis & reporting ▪ Baseline Studies & Community Audits ▪ Market Research ▪ Strategy design & Implementation 	<ul style="list-style-type: none"> ▪ Concept Development of Livestock; Crop & Horticulture projects design and planning. ▪ Project bidding and proposal writing ▪ Project management ▪ Project Reviews & Appraisals ▪ Project Implementation 	<ul style="list-style-type: none"> ▪ Training of Land Reform Trusts (CPAs; Joint Bodies) ▪ Rural Enterprise Administration ▪ Corporate Governance ▪ Poverty Alleviation & Development of Sustainable Livelihoods

Community Development

1. How can tourism benefit communities and stimulate community development?
2. How the continued growth in the tourism sector in SA provide greater benefits for women?
3. How the tourism value chain constituents can be brought together?

Elements impacting on successful WED



1.TEP Cluster: Market Access

1. SA SMME community faces a tough hostile environment
2. The second round of the SME Growth Index (*conducted by SBP*) finds that around one third of firms/businesses report a threat to their very existence, and large majorities believe it is becoming more difficult to do business.
3. This is due to the fact that the SMME space has become more competitive and advanced

2. ILO SCORE Program (WED)

1. Implemented in Limpopo, KZN, FS,
2. Although women form the majority population in rural areas there are a number of factors that limit their entrepreneurial opportunities:
 - Adverse cultural conditions
 - Women play multiple roles
 - Generally have a lower education

3. African Ivory Route

1. Cooperatives predominantly run by women
2. Tourism offers possibly the most sustainable livelihood for rural communities as agriculture increasingly gets adversely affected by climate change and a growing requirement for large economies of scale
3. With most males out in urban areas women are the ones left to run the tourism industry
4. Women unfortunately are at the lowest levels of the value chain or the “tourism pyramid

Supply-side weaknesses

1. BDS providers lack market information on WEs
2. BDS providers are risk averse in targeting WEs
3. BDS lack the features that WEs consider important
4. BDS provision is gender blind

Demand-side weaknesses

- WEs lack market information about BDS
- WEs have difficulties recognising their business development needs
- WEs do not have the capacity to pay for BDS
- Women are risk averse to trying out new BDS