



**REPUBLIC OF ZAMBIA**  
**MINISTRY OF TOURISM AND ARTS**

**RESPONSIBLE TOURISM: PARTICIPATION OF  
WOMEN IN THE TOURISM MAIN STREAM.**

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February, 2014

**Introduction**

Tourism is one of the fastest growing sectors in the world and is a powerful vehicle for economic growth and job creation all over the world. According to the World Travel & Tourism Council (WTTC) 2011, the tourism sector is directly and indirectly responsible for 8.8 percent of the world's jobs (258 million); 9.1 percent of the world's GDP (US\$6 trillion); 5.8 percent of the world's export (US\$1.1 trillion); and 4.5 percent of the world's investment (US\$652 billion).

In Sub-Saharan Africa, WTTC estimates that 3.8 million direct jobs and 2.4 million indirect jobs could be created by the tourism industry over the next 10 years.

In terms of employment levels, Zambia recorded 44,296 in 2012 from 20,000 in 2011 against the target of 30,000.

The new Strategic plan has a target of creating 300,000 jobs in the sector by 2016, meaning that the industry has to attract over 3million tourist arrivals from the current figure of slightly over 800,000 for 2013.

### **Zambian Product**

Zambia has tremendous natural and cultural heritage to share with its citizens and the world. It has a vast wildlife estate consisting of 20 National Parks and 36 Game Management Areas (GMAs) which cover over 22.4 million hectares, 31% of the total land mass of Zambia. In addition, Zambia has over 7000 natural and cultural heritage sites which includes one of the seven natural wonders of the world, The famous 'Victoria Falls' or as known by the local people 'Mosi-oa-Tunya' which means 'the smoke that thunders'.

In the early 1990's tourism moved from being a social to an economic sector in recognition of its potential to contribute significantly to economic growth, job creation and poverty reduction. However, tourism is still realizing only a small fraction of this potential and government is addressing the challenges inhibiting the 'take off'.

### **Tourism and Empowerment**

According to the World Bank, empowerment refers to the process of enhancing the capacity of individuals or groups to make choices and to transform those choices into desired actions and outcomes. Tourism is perceived to promote the empowerment of women because in most countries, the tourism resource base is predominately in rural and marginalized areas; and as a 'service sector' has the potential to attract women.

Therefore, it stands to reason that, once women are empowered to perform various trades or own businesses then the economy gains are tremendously because of the exponential nature (multiplier effect) of this growth in tourism.

Today, it is acknowledged that development should not simply be defined by the positive changes that occur in society, but instead should be looked at in terms of sustainability and responsibility. The 2012 UN conference on Sustainable Development or Rio +20 affirmed that women have central transformative roles in sustainable development and that gender equality must be a priority for action in areas including social, economic, and political participation and leadership.

The 2002 Cape Town Declaration on Responsible Tourism in Destinations defines Responsible Tourism as one that includes the following aspects:

- Minimises negative economic, environmental and social impacts;
- Generates greater economic benefits for local people and enhances the wellbeing of host communities;
- Involves local people in decision making;
- Improves working conditions and access to the industry; and
- Provides more enjoyable experiences for tourists through more meaningful connections with local people and a greater understanding of local cultural, social and environmental issues.

It is suffice to say therefore that recognising and meaningfully involving women in tourism development constitutes responsible tourism.

### **Barriers to Empowerment**

There are many constraints that have been identified that hinder women to fully participate in the tourism sector. These include and are not limited to:

#### **I. Access to credit.**

Though it is now established that women entrepreneurs play an increasingly important role in the overall development of society as alluded to, at the Second African Women's Economic Summit held in Lagos in July, 2012, were women were recognised as the new emerging market, access to affordable financial services-especially credit and insurance- is still one of the major barriers. Women have limited access to credit especially those in the rural communities. In addition, there is a gap between available funding opportunities and the capacity of women to access information on these interventions and/or financial schemes thus limiting the opportunities that can

empower women to take charge of their lives as well as improve their social and economic equity.

In Zambia, the Citizen Empowerment Economic Commission (CEEC) from inception in 2006 to date has funded 94 tourism projects countrywide with a total disbursement of K29, 814,675.00 (US\$ 54,209) out of K173, 558,244 (US\$315,562). From the 94 tourism projects, 15 projects were headed by women (with 60% majority share in the company), giving a percent share of almost 16%.

## **II. Low income jobs.**

Worldwide, tourism is a particularly important sector for women, who make up to 46% of the tourism labour force. This percentage is higher than in the workforce in general, where 34-40% is women. The numbers of women working in the tourism sector vary greatly amongst countries-from 2% up to over 80%. And in countries where tourism is a more mature industry, women's participation is around 50%.

It has been shown through studies that there is a significant horizontal and vertical gender segregation of the labour market in tourism. Horizontally, women are placed in different occupations. Women are being employed as waitresses, chambermaids, cleaners, travel agency sales persons, flight attendants etc. where statistics show that 90 percent of the people in these occupations are women, whereas men are being employed as barmen, gardeners, construction workers, drivers, pilots and so on. Vertically, the typical 'gender pyramid' is prevalent, lower levels and occupations with few career development opportunities being dominated by women and key managerial positions being dominated by men.

## **III. Education and training**

In many destinations, the local population of women face a disadvantage for gaining entry into the formal sector because of low levels of education. Case studies have shown that there is a significant demand for education and training in the communities in and around popular destinations. Training, especially that for self-employment is an important element for success. However, most countries in Sub-Saharan Africa lack training facilities that are focused on tourism. Zambia for instance has no public university that has on offer degree programs in tourism studies. And since women are a marginalised

social group, they fare badly when there are scarce resources and limited opportunities.

According to the World Bank Report on 'Tourism in Africa: Harnessing Tourism for Growth and Improved Liveliness', Sub Sahara Africa has a large pool of young labour and more than 10 million new job seekers every year, but the average educational attainment is low and tourism employment mostly requires mid-level service sector skills. There is also a disconnect between school curricula and skills needed by tourism businesses. As a result the level of service is often inadequate.

For example, The Hotel & Tourism Training Institute Trust (HTTI) in Zambia trained, for the 2011 to 2013 period, 94 female managers and 56 male managers respectively, which is not reflected in the actual employment figures on the ground. The statistics further demonstrate that during the same period, more women were trained in Diploma Hotel/Hospitality Management levels and Advanced certificate levels in Hospitality and Food Production courses (219 females as compared with 91 males). Investment in appropriate training institutes will need to be made to reach the required skill levels.

#### **IV. Sexual Objectification of Women in Tourism**

With sex tourism being the most negative and prominent example, there is a significant amount of sexual objectification of women working in the tourism industry. Studies have shown that women are expected to dress in an "attractive" manner, to look beautiful (i.e. slim, young, and pretty) and to "play along" with sexual harassment by customers

#### **V. Lack of Systematic Information.**

There is a serious lack of systematic information on women in the tourism sector. While there is some preliminary data on women's participation from the Global Report on Women, there is still a need for detailed studies and current data.

### **GOVERNMENT INTERVENTIONS (ZAMBIA)**

The Zambian government through the Ministry of Gender and Women in Development, and other line Ministries in collaboration with the Ministry of Tourism and Arts, are all working toward the empowerment of women in the tourism sector. This is now more pronounced with the addition of the Arts and Culture portfolio which is dominated by women and youth.

Some of the interventions to promote women participation in the tourism sector are:

**1. Policy interventions ;**

At the moment Zambia is in the process of reviewing the National Tourism Policy. And part of the reason for this review was to promote the increased participation by women (and local communities) in the sector.

Some of the policy measures will include:

- Government facilitating access to micro-credit and financing, for women;
- Government also ensuring gender equality in labour practices associated with the tourism sector to the extent required under local, regional and international protocols.

**2. Appointment of Female Minister of Tourism**

The President of the Republic of Zambia, His Excellency, Mr Michael Chilufya Sata, appointed a female Minister of Tourism and Arts as another way of promoting women's participation in the sector.

**3. Promotion of Community tourism.**

A large percentage of the workforce in local communities consists of women and world-wide, about 46% of the labour force in tourism sector is controlled by big multi national brands or chain hotels, where women are often exposed to personal, financial, economic and social risks. To help mitigate against this negative trend, "Responsible Tourism" which involves local communities not only as employees but as owners of businesses, should be promoted. Programs such as the Community Based Natural Resource Management Boards (CBNRM) in Zambia and Namibia, Campfire in Zimbabwe, play a pivotal role in transforming rural communities, where benefits from wildlife are managed and shared by governments and locals.

As part of several policy measures, the Zambian Government has set aside funds in the 2014 budget to facilitate developmental projects, in the tourism sector for communities.

In addition, the Ministry of Gender and Child Development with support from UNDP is working with rural women on a training programme on crafts value addition, skills and product development. Under this programme, women are taught to create competitively high quality miniature models of Zambia's traditional products, such as the Likishi, indigenous beadwork and basketry. The Artisanal handicrafts

produced by these rural women were exhibited at 20<sup>th</sup> General Assembly of the UNWTO which Zambia successfully co-hosted.

#### **4. The Tourism Development Credit Facility**

In trying to enhance and increase local/community involvement in tourism, government had given specific attention to addressing the problem associated with funding through the Tourism Development Credit Facility (TDCF).

The TDCF is one of the livelihood strategies aimed at creating opportunities to:

- (a) Diversify the tourism product
- (b) Provide for greater participation of local Zambians or communities in the tourism sector, especially women and young people through affordable finance.
- (c) Minimize on tourism leakages and
- (d) Facilitate economic development through financing of micro, small and medium scale tourist enterprises as well as provide capital to set up and operate the same.

Between 2004 and 2009, a total of 80 loans were disbursed and of which 19 were given to women. This credit facility has since been moved from the Ministry of Tourism and Arts to another line Ministry and is now called the Citizens Economic Empowerment Commission (CEEC).

#### **5. The Citizens Economic Empowerment Commission(CEEC)**

The Citizens Economic Empowerment Commission under the Citizens Economic Act No 9 of 2006 is an organisation that was established by the Zambian Government to facilitate the empowerment of vulnerable people in society who have suffered marginalisation. In addition it is meant to level the playing field and raise the citizens to a position where they can effectively participate in national development especially the women and youth.

#### **6. Training programme.**

The Ministry of Tourism and Arts, (Department of Cultural and Arts) has a mandate to offer short term training in the tourism sector. Two (2) women from each of the 10 provinces in Zambia from different women groups were selected through a country wide audition. Twenty (20) women in total were selected for training in African cuisine and entrepreneurship. Some of the skills that were imparted in the women included business ethics, entrepreneurship skills, food preparation methods, food and personal hygiene matters, customer care and

effective communication. These women were trained in order for them to participate in the 20<sup>th</sup> Session of UNWTO General Assembly. This program will continue to run so that the skills gained can empower the women to develop sustainable businesses in the industry.

## **RECOMMENDATIONS**

The following recommendations can further enhance the participation of women “Responsible Tourism”:

- Governments, Tourism Boards and all key stakeholders should increase their support to community based tourism initiatives through adequate **funding**, in most cases left to donors.
- Governments and tourism stakeholders have a key role to play in **disseminating information** to local communities about tourism-related development plans to enable community members, especially the women, to create successful income generating activities.
- Improving access to education and improving the standard of education in destination areas should be an important long-term strategy. This is an area where partnerships between the industry, NGOs and government departments can play an important role. Education and training should focus on marketing, financial management, literacy etc. and be a high priority when supporting income generating activities of women and women's co-operatives. Training should also be provided to promote activities that are indirectly linked to tourism, such as printing, dying and folk-arts.
- Intergovernmental bodies, governments, tourism stakeholders, should take various measures towards gender sensitisation and raising awareness of gender stereotypes and traditional gender roles, particularly regarding the way they affect women's occupations, hierarchical positions, working hours and wages in the tourism industry.
- Employers should set up **programs and schemes** encouraging women to move into non-traditional occupations, invest in women's training, appoint them in managerial positions, and re-appoint them after years of less involvement due to family responsibilities
- A culture of continuous data collection should be encouraged in this field especially with regards to women in order to enhance effective planning for the future and the contribution of women to the main economic stream appreciated and supported.

## **IN CONCLUSION**

Though there is insufficient data on how responsible tourism, has improved the livelihoods of women, it can still be concluded from the few case studies available, that when all or most of the elements that make “Responsible Tourism” are implemented, the economic dynamics of the affected communities change for the better. “Responsible Tourism” should therefore be used as a model that can bring about sustainable development by empowering women and communities at large.

In Kazungula District, near Livingstone, Zambia both a luxury fishing experience for guests and a model for community involvement has the following key elements:

1. A subordinated equity loan minimised the financial risk of the community in which the project is located, funds secured from WWF;
2. The land and physical assets are owned by the community BUT the lodge is managed by a well-known tourism operator to meet the needs of the high end market;
3. The community benefits from both the bed nights and a percentage of after tax profits which gives it immediate benefits and an incentive to grow the business;
4. Funds accruing to the community are managed by a community trust and divided between community projects;
5. Though not yet used as a further incentive for communities, there is need to provide household dividends for sustainability.

Though there are few documented case studies in Zambia, I am glad to say that the new policy measures that are being put in place now will go a long way in empowering communities in general. And since Women make up the larger proportion of the population involved in tourism, developing responsible tourism will truly empower them.

THANK YOU AND GOD BLESS