

## GOAL 5: GENDER EQUALITY



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### ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

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**ABSTRACT:** *The 2030 Agenda is a tool that rethinks sustainable development at social, economic and environmental levels. If there is no gender equality and empowerment of women, there cannot be sustainable development. To pigeonhole the work of gender and tourism solely in the tourism-related SDGs (8.9, 12, 12b, 14, and 14.7) would lead to a reduction of efforts aimed at consolidating the sustainable development of tourism. It is well-known that tourism has an impact beyond job creation, particularly in terms of environmental, social and political effects generated. Furthermore, employment analysis gives rise to a chain of multiple variables related to the economy, poverty, politics and social health, which has different effects on men and women, that has to be taken into account, if tourism wants to contribute to the achievement of Goal 5 on gender equality.*

### INTRODUCTION

#### Gender equality and women's empowerment through sustainable tourism

The 2030 Agenda is a tool that rethinks sustainable development at social, economic and environmental levels. This Agenda gave shape to the 17 Sustainable Development Goals (SDGs) in which gender equality and empowerment of women is a main issue for the next 15 years. If there is no gender equality and empowerment of women, there cannot be sustainable development. The 2030 Agenda emphasizes that “The achievement of full human potential and of sustainable development is not possible if one half of humanity continues to be denied its full human rights and opportunities” and also states that the mainstreaming of a gender perspective should be systematic and continuous. In other words, a gender analysis should not solely be limited to Goal 5, as this would only weaken gender mainstreaming in the rest of the SDGs. Thus, Goal 5 supports the mainstreaming of gender equality in each of the Agenda's objectives and goals. To achieve

genuinely sustainable/responsible tourism, all budgets, statements and expertise must be aware that gender equality and women's empowerment is a core issue. It is not an extra. On the contrary, it is integral to the initiation, the planning, the execution and the monitoring and assessment of every activity, project or programme about tourism or related to it.

Political willingness and a reappraisal of economic, social and environmental development priorities are indispensable so that the cross-cutting gender perspective is correctly channelled. The best indicator of progress is the increased orientation and investment to promote gender equality and women's empowerment at national, regional and global levels. These are facts, not only words.

### **Towards gender equality in tourism projects**

#### Documentation:

- » Gender equality included in project rationale, aims, and objectives
- » Justification provided of importance of gender equality for sustainable tourism
- » Clarity over gender terms such as gender equality and women's empowerment

#### Formulation:

- » Gender-sensitive participatory planning is conducted
- » Gender-sensitive diagnostic is conducted using gender analysis
- » Gender planning is integrated into all phases of the project
- » All members of the project team receive adequate gender training
- » A gender perspective is internalised by all members of the project team
- » Clear indication of how, what, when, and where gender will be mainstreamed
- » Provision of adequate gender expertise in project; appointment of gender focal points
- » Adequate allocation for gender mainstreaming and specific activities in overall budget

#### Implementation:

- » Sufficient time, resources, and expertise for successful gender training
- » Terms of reference for hiring gender consultants are circulated to all partners
- » Resistances to a gender perspective are addressed periodically throughout the project
- » Tensions are harnessed to explore gender issues and promote change

Ferguson and Moreno, 2015, p.14

In this sense, the 2030 Agenda produces a transformation in the development perspective, making it more humane since the SDGs in part were created because it was recognized that fostering social development is not the same as sustainable human development. This plan of action constitutes an opportunity to position gender equality and women's empowerment as an essential component in the creation and implementation of public policy. It is a chance to enhance gender equality and women's empowerment in sectors where it does not exist or is in a very initial phase, as in tourism. It may also help to end the out-dated strategy of "add women and mix" and to replace it with analysis of women and gender-based power relations when designing, proposing, creating and implementing any sort of measure – in other words: to really implement gender mainstreaming.

### Some data about women in tourism

According to the International Labour Organization (ILO), the participation of women in the hotel and restaurant service industry is approximately 55.5 percent globally, and reaches 70 percent in some regions. This percentage is 55.9 percent in Spain; 58.4 percent in Costa Rica; 58.5 percent in Mexico; 65 percent in Thailand; 76.3 percent in Peru; and 85.6 percent in Lithuania. To some extent, tourism is shaped by female work.

The Global Report on Women in Tourism 2010, jointly commissioned by the World Tourism Organization (UNWTO) and UN Women, provided a global vision of women's situation in this sector. The report concludes that "women are often concentrated in low status, low paid and precarious jobs in the tourism industry". Women are understood from a quantitative rather than a qualitative point of view.

To pigeonhole the work of gender and tourism solely in the tourism-related SDGs emphasised by UNWTO (n.d.) (>> Goal 8.9, >>Goal 12b, >> 14.7) would led to a reduction of efforts aimed at consolidating the sustainable development of tourism. It is well-known that tourism has an impact beyond job creation, particularly in terms of environmental, social and political effects generated. Furthermore, employment analysis gives rise to a chain of multiple variables related to the economy, poverty, politics and social health.

#### Equality in Tourism (EinT)

The organisation Equality in Tourism was created in 2012 with the aim of incorporating gender dimensions into tourism development. According to Equality in Tourism, a gender perspective is important in tourism: "Women are an important component of the industry's workforce. They make up almost half of the formal sector, yet they are far more likely than men to be found in lower-paid, unskilled jobs. They also tend to work exclusively with women. Such gender segregation affects pay, access to training and, hence, to better paid work. Few women are in management jobs, either in the public or private sector. Finally, much of women's work is unpaid, with women contributing to family businesses. Where women are excluded from fair inclusion in both the formal and informal sectors, they and their societies suffer."

<http://equalityintourism.org>

### MAJOR CHALLENGES

The major challenge is to increase the development of tourism from a gender perspective. It is often believed that gender analysis involves counting men and women without considering the differences between them. Working in tourism from a gender perspective entails the use of a gender analysis – critical to improving the sustainable development of tourism in itself.

### **Tourism policy from a gender perspective: the case of Cape Verde**

From 2015, UN Women - Cape Verde has strengthened the capacity of the Ministry of Tourism and the Cabo-Verdean Institute for Gender Equality to develop efficient and gender sensitive planning in the tourism sector based on gender analysis. They have identified measures and initiatives that benefit local development, impacting positively on women's revenues and productivity. The result is the first National Plan of Tourism from a Gender Perspective.

This type of analysis reveals, with the most detail possible, the differences and inequalities between women and men, their causes and consequences and the manner in which they are or are not visible. It provides a basis to foster compensation measures that diminish or eliminate gender gaps.

The development of tourism with a gender perspective implies analysing how women and men contribute, experience and are individually and collectively affected by the development of tourism, with three essential objectives:

- » Identify the causes of discrimination that occur directly and indirectly due to the development of tourism.
- » Improve tourism planning and management processes through planning concepts and tools that promote a gender perspective. In order to do this, it is necessary to align the global gender and development agenda with the analysis and proposals promoted by the tourism sector.
- » Reassess the concept of sustainability of tourism development by incorporating a women-focused analysis.

## **TANGIBLE WAYS FORWARD**

Some significant points should be considered in the SDG and tourism context with a gender perspective.

### **Implementation and monitoring of the sustainability of tourism**

Tourism at a local level needs to be designed in consideration of the power relations generated by access to and control of resources, and of the negative impacts on the capacity development of women, girls and boys. It is important to make an analysis of the gender dimensions of women's participation in different sectors linked to tourism such as agriculture, coffee, services and construction as well as a gender analysis of the private sector related to tourism, mainly multinational corporations.

### **Policies**

Governments need to implement tourism strategies with a cross-cutting gender perspective or design tourism strategies from a gender perspective that become de facto part of the country's tourism strategy and are prioritized in its budget and resources. The first step is to understand the realities of the women that live in the tourism destinations and of those who are involved in tourism as workers. Participatory tourism planning and management from a gender perspective is one of the essential principles in all policy planning and management. This must of course incorporate corporate social and environmental

responsibility, training and education. At this point, it is necessary to foster women's participation in areas where they are currently not present, but that are essential for the creation and implementation of tourism policies (>> **Goal 16 Governance**).

### **Businesses and consumption**

Gender analysis needs to be integrated into the value chain to consolidate fair trade and ensure women's participation and, especially, decision-making. Responsible consumption (>> **Goal 12**) needs to be encouraged not only in the demand for standards for visitors, but also to increase the security for women and girls living in tourism destinations and for women who travel by their own.

Decent work (>> **Goal 8**) requires a gender perspective in tourism employment policies, placing emphasis on salary gaps, sexual abuse and harassment by colleagues and tourists, and fostering female workers' participation and decision-making.

The development of tourism with a gender perspective is essential to attain excellence in the sustainability and responsibility of tourism. Furthermore, since the launch of the implementation of the 2030 Agenda effectively coincides with the UN declaration of 2017 as the International Year of Sustainable Tourism for Development, the tourism sector will be able to demonstrate its political willingness to ensure gender equality and women's empowerment.

### **REFERENCES**

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