

# Gender in tourism

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# Contents

<b>1. Relevance of gender in the policy area.....</b>	<b>3</b>
<b>2. Issues of gender inequalities in the policy area .....</b>	<b>5</b>
Gender segregation in the labour market.....	5
Unpaid work in family businesses.....	5
Women’s low representation in decision making within tourism businesses.....	5
Gender stereotypes and travelling.....	6
Risks of gender-based violence in tourism.....	6
<b>3. Gender equality policy objectives at the EU and international levels .....</b>	<b>8</b>
EU level.....	8
International level.....	10
<b>4. How and when? Tourism and the integration of the gender dimension into the policy cycle .....</b>	<b>11</b>
Define.....	11
Plan .....	15
Act.....	16
Check.....	17
<b>5. Practical examples of gender mainstreaming in tourism .....</b>	<b>18</b>
<b>6. Want to know more?.....</b>	<b>19</b>
<b>7. Current policy priorities at the EU level .....</b>	<b>20</b>
Resources .....	21

# 1. Relevance of gender in the policy area

Tourism is the third largest socioeconomic sector in the EU. Research <sup>(1)</sup> shows that tourism has become one of the main income generators in both developed and developing countries, with business volumes that equal or surpass oil exports, food products or the car industry. The United Nations World Tourism Organisation (UNWTO) estimates the impact of tourism in the world economy as 9 % of the world's gross domestic product.

While its contribution to economic and social development is widely acknowledged in the literature <sup>(2)</sup>, over the years little attention has been paid to how the tourism industry benefits women and men, as well as to the relation between tourism and gender equality. According to the UNWTO, tourism presents both opportunities and challenges for women, which makes the gender equality perspective highly relevant <sup>(3)</sup>.

From the opportunities perspective, tourism can contribute to gender equality in several ways.

**1. Offering important employment possibilities <sup>(4)</sup>.** According to the International Labour Organisation (ILO), tourism represents an entry point into the labour market, especially for women, young people, migrant workers and rural populations, particularly in developing or less developed countries. In fact, worldwide, women make up between 60 % and 70 % of all workers in the tourism industry <sup>(5)</sup>. In 2011 in the EU-28, women's participation

in the overall tourism workforce stood at 56 %, compared to a participation rate of 46 % in the EU economy as a whole <sup>(6)</sup>. Furthermore, tourism is closely linked to other sectors (transport, food, environment, local handicrafts, etc.) and can create more jobs in these areas. Moreover, numerous tourism jobs are flexible and can be carried out at different locations, such as the home, the workplace or in the community. Tourism also offers part-time and shift work, which can support work-life balance <sup>(7)</sup>.

**2. Increasing women's participation in community life and decision making.** Some studies <sup>(8)</sup> reveal that women's participation in tourism enterprises not only contributes to decreasing individual and household poverty but can also change the way decisions are made at work and in the community. Women, who previously felt lacking in status and power, gain increased standing and self-esteem within society through their economic empowerment and access to decision making.

**3. Increasing women's economic empowerment and access to resources.** The tourism sector has considerable potential for the development of entrepreneurial activity, especially because most tourism businesses are small and medium-sized enterprises (SMEs). In addition, cooperation between sustainable rural tourism and arts and craft trades can be established, which can help to preserve cultural heritage and develop local economies. Funding entrepreneurship initiatives targeting women artists and craftswomen could be a policy measure aimed at promoting women's empowerment and, at the same time, contributing to the preservation of cultural heritage. Many women are experts in specific crafts that are typical of certain regions in a country, but lack knowledge on how to transform this activity into a profitable business. Supporting them in organising their own small business would create an opportunity to generate income and give visibility to the cultural heritage of the country.

<sup>(1)</sup> Baum, T. and Cheung, C., *Women in tourism and hospitality: unlocking the potential in the talent pool*, 2015, White paper; European Parliament, *Tourism and the European Union, recent trends and policy developments*, 2015, [http://www.europarl.europa.eu/thinktank/en/document.html?reference=EPRS\\_IDA\(2015\)568343](http://www.europarl.europa.eu/thinktank/en/document.html?reference=EPRS_IDA(2015)568343); European Parliament, *Tourism in the EU economy: briefing*, 2014, <http://www.europarl.europa.eu/EPRS/140843REV1-tourism-in-the-EU-economy-FINAL.pdf>; UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folletto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folletto_global_report.pdf).

<sup>(2)</sup> Baum, T. and Cheung, C., *Women in tourism and hospitality: unlocking the potential in the talent pool*, White paper, 2015; European Parliament, *Tourism and the European Union. Recent trends and policy developments*, 2015, [http://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140749/LDM\\_BRI\(2014\)140749\\_REV1\\_EN.pdf](http://www.europarl.europa.eu/RegData/bibliotheque/briefing/2014/140749/LDM_BRI(2014)140749_REV1_EN.pdf); European Parliament, *Tourism in the EU economy: briefing*, 2014, <http://www.europarl.europa.eu/EPRS/140843REV1-tourism-in-the-EU-economy-FINAL.pdf>; UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folletto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folletto_global_report.pdf).

<sup>(3)</sup> UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folletto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folletto_global_report.pdf).

<sup>(4)</sup> UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folletto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folletto_global_report.pdf).

<sup>(5)</sup> ILO, *International perspectives on women and work in hotels, catering and tourism*, 2013,

[http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms\\_209867.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms_209867.pdf); European Parliament, *Tourism in the EU economy: briefing*, 2014, <http://www.europarl.europa.eu/EPRS/140843REV1-tourism-in-the-EU-economy-FINAL.pdf>.

<sup>(6)</sup> UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folletto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folletto_global_report.pdf).

<sup>(7)</sup> UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folletto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folletto_global_report.pdf).

<sup>(8)</sup> Vargas, M. and Aguilar, L., *Gender makes the difference. Tourism: factsheet*, published as part of the Third World Conservation Congress of the International Union for Conservation of Nature, 2004; Male, A. and Costa, C., *Fostering gender equality in tourism community participation*, 2014, <https://www.ua.pt/ReadObject.aspx?obj=34919>.



The tourism sector faces several challenges that can negatively affect women's presence in this sector. In particular, as in many sectors, labour market segregation in the tourism industry is a challenge: women are concentrated in low-paid jobs. In addition, women's presence in decision-making positions is not particularly high. As beneficiaries of the tourist industry, women are more likely than men to declare that they are not planning to go on holiday due to personal or financial reasons, or that, when they go on holiday, they visit friends and relatives. Furthermore, several studies <sup>(9)</sup> reveal links between tourism and the sex industry, which could make women more vulnerable to sexual exploitation.

The following gender gaps need to be addressed:

- gender segregation in the labour market;
- women's low representation in decision making within tourism businesses;
- gender stereotypes and travelling;
- risks of gender-based violence.

<sup>(9)</sup> UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folleto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folleto_global_report.pdf); Ferguson L., *Analysing the gender dimensions of tourism as a development strategy*, 2009, [http://eprints.ucm.es/10237/1/PP\\_03-09.pdf](http://eprints.ucm.es/10237/1/PP_03-09.pdf).

## 2. Issues of gender inequalities in the policy area

### Gender segregation in the labour market

Women are well represented in the tourism labour market. In the EU in 2013, women represented over 50 % of the workforce in travel agencies or tour and accommodation/food services, and over 25 % of workers in the air transport sector<sup>(10)</sup>. However, women are more represented than men in low-skilled and poorly paid jobs. For instance, women are over-represented in lower-skilled and lower-paid areas of hotel, catering and tourism (HCT) work, particularly in areas such as housekeeping and some customer service areas. On the other hand, they are under-represented in kitchen work and in areas such as engineering and security<sup>(11)</sup>.

Women are also more often employed in part-time and temporary jobs<sup>(12)</sup>. Furthermore, both ILO and UNWTO studies on women's employment in the tourism field reveal that women tend to perform unpaid activities in the tourism sector such as cleaning and cooking, especially in family businesses (e.g. bed-and-breakfast establishments in family homes).

### Unpaid work in family businesses

Women carry out a large amount of unpaid work in family tourism businesses. This type of work reflects stereotypical gender roles within the family. Besides the burden that a tourist family business might place on a woman, unpaid and undeclared activities performed informally by women do not provide legal protection or allow women access to social protection and health measures (e.g. there are no social benefits attached to the activities and, in the event of

an accident, it will not be considered as an injury caused by a work activity)<sup>(13)</sup>.

According to the ILO and UNWTO, women in the tourism sector are employed in jobs that generally replicate gender segregation in domestic work and family care. For instance, some managers in the hotel and accommodation industry report that 'women working carrying out cleaning jobs had been performing this work for many years in their own homes and that they were highly proficient workers'. These managers believed that male room attendants would be inclined to possess less experience and would be less efficient than their female counterparts<sup>(14)</sup>.

### Women's low representation in decision making within tourism businesses

The segregation of women in the labour market also impacts negatively on their participation in the decision-making process: women make up only 21 % of the board members of EU businesses<sup>(15)</sup>. This gap is even wider in the tourism sector. For instance, a survey covering 78 tourism companies with information publicly available (including international tour operators, airlines and cruise ships, hotel groups and international professional associations and certification bodies) indicates that women make up 18.5 % of all board members, i.e. 99 women out of a total of 526 positions<sup>(16)</sup>. Furthermore, in the hospitality industry, women hold less than 40 % of all managerial and supervisory positions<sup>(17)</sup>.

<sup>(10)</sup> European Parliament, *Tourism in the EU economy: briefing*, 2014, <http://www.europarl.europa.eu/EPRS/140843REV1-tourism-in-the-EU-economy-FINAL.pdf>.

<sup>(11)</sup> UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folleto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folleto_global_report.pdf); ILO, *International perspectives on women and work in hotels, catering and tourism*, 2013, [http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms\\_209867.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms_209867.pdf); Baum, T. and Cheung, C., *Women in tourism and hospitality: unlocking the potential in the talent pool*, White paper, 2015.

<sup>(12)</sup> ILO, *International perspectives on women and work in hotels, catering and tourism*, 2013, [http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms\\_209867.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms_209867.pdf).

<sup>(13)</sup> ILO, *International perspectives on women and work in hotels, catering and tourism*, 2013, [http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms\\_209867.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms_209867.pdf); UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folleto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folleto_global_report.pdf).

<sup>(14)</sup> ILO, *International perspectives on women and work in hotels, catering and tourism*, 2013, [http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms\\_209867.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/---gender/documents/publication/wcms_209867.pdf); UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folleto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folleto_global_report.pdf).

<sup>(15)</sup> European Commission, *Board members database*, 2015, [http://ec.europa.eu/justice/gender-equality/gender-decision-making/database/business-finance/supervisory-board-board-directors/index\\_en.htm](http://ec.europa.eu/justice/gender-equality/gender-decision-making/database/business-finance/supervisory-board-board-directors/index_en.htm).

<sup>(16)</sup> Equality in Tourism, *Sun, sand and ceilings: women in the boardroom in the tourism industry*, 2013.

<sup>(17)</sup> Baum, T. and Cheung, C., *Women in tourism and hospitality: unlocking the potential in the talent pool*, White paper, 2015.

The failure to use women's talent to the best effect within the hospitality industry is considered to be one of the main challenges in this field <sup>(18)</sup>. However, the same remark can be extended to the entire tourism sector.

A combination of factors prevents women from progressing to executive positions in tourism:

- Cultural traditions that prescribe traditional gender roles and responsibilities at home and in the workplace, that see women segregated into low-paid jobs and prevent them from progressing to executive levels within companies;
- Workplace culture that reinforces these stereotypes;
- Discrimination against women at all stages of the recruitment process, despite the existence of equal opportunity laws <sup>(19)</sup>.

## Gender stereotypes and travelling

Travel decisions are largely related to gender, life cycle and economic status. Factors such as work, and family and household obligations determine the amount and quality of time available for leisure and tourism and, in some instances, act as constraints for certain individuals <sup>(20)</sup>. Research on gender and tourism reveals that these constraints are higher for women than for men <sup>(21)</sup>. Economic resources, care duties and societal norms are the most relevant factors that influence women's travel and its quality. The 2013 Eurobarometer survey reveals that women are more likely than men to mention financial reasons (49 % v 43 %) among the main reasons for not travelling <sup>(22)</sup>.

Women also declare more often than men (26 % v 20 %) that they do not travel for personal reasons. Men are more likely not to travel for career-related reasons (5 % v 10 %) <sup>(23)</sup>. This reflects gender imbalances in family care and domestic work. The 2014 European Commission report *Gender equality in the workforce: reconciling work, private and family life in*

Europe underlines that the transition from the man-breadwinner/woman-carer model towards a model based on the equal division of family and domestic work has not yet taken place. Furthermore, the European Commission study points out that, given the multiple roles women still have in societies, they spend a large amount of time engaged in domestic work even when they are the sole earner <sup>(24)</sup>.

## Risks of gender-based violence in tourism

Sexual exploitation and trafficking in human beings sometimes occurs in the tourism industry, putting girls and women at particular risk of violence and abuse <sup>(25)</sup>. Several studies conducted on gender-based violence in the tourism sector in northern Europe reveal that women are more subject to sexual harassment and other types of gender-based violence than men in this sector.

- A 2015 survey of 1,650 members of the hospitality industry in Denmark points out that 24 % of all workers had experienced sexual harassment in the previous 12 months, of which 27 % were women and 19 % men.
- In Finland, a 2015 survey on sexual harassment in the tourism sector reveals that 38 % of the respondents had experienced sexual harassment from customers (45 % of these respondents were women, and 16 % were men). Furthermore, the survey shows that certain occupations, such as bartenders, waiters and hotel cleaners, are highly vulnerable to sexual harassment, as are workers who do not have fixed employment contracts.

<sup>(18)</sup> Baum, T. and Cheung, C., *Women in tourism and hospitality: unlocking the potential in the talent pool*, White paper, 2015.

<sup>(19)</sup> Baum, T. and Cheung, C., *Women in tourism and hospitality: unlocking the potential in the talent pool*, White paper, 2015; *Equality in tourism, Sun, sand and ceilings: women in the boardroom in the tourism industry*, 2013.

<sup>(20)</sup> Khan, S., *Gendered leisure: are women more constrained in travel for leisure?*, 2011, [http://www.chios.aegean.gr/tourism/VOLUME\\_6\\_No1\\_art06.pdf](http://www.chios.aegean.gr/tourism/VOLUME_6_No1_art06.pdf).

<sup>(21)</sup> Khan, S., *Gendered leisure: are women more constrained in travel for leisure?*, 2011, [http://www.chios.aegean.gr/tourism/VOLUME\\_6\\_No1\\_art06.pdf](http://www.chios.aegean.gr/tourism/VOLUME_6_No1_art06.pdf); Hudson S., 'The segmentation of potential tourists: constraint differences between men and women', *Journal of Travel Research*, Vol. 38, No 4, 2000, pp. 363-368, <http://jtr.sagepub.com/content/38/4/363.abstract>.

<sup>(22)</sup> European Commission, *Eurobarometer 370: attitudes of Europeans towards tourism*, 2013, [http://ec.europa.eu/public\\_opinion/flash/fl\\_370\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf).

<sup>(23)</sup> European Commission, *Eurobarometer 370: attitudes of Europeans towards tourism*, 2013, [http://ec.europa.eu/public\\_opinion/flash/fl\\_370\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf).

<sup>(24)</sup> European Commission, *Gender equality in the workforce: reconciling work, private and family life in Europe*, 2014, [http://ec.europa.eu/justice/gender-equality/files/documents/140502\\_gender\\_equality\\_workforce\\_ssr\\_en.pdf](http://ec.europa.eu/justice/gender-equality/files/documents/140502_gender_equality_workforce_ssr_en.pdf).

<sup>(25)</sup> UN Women/UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/foleto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/foleto_global_report.pdf).



- In Norway, a study on working conditions in the bar and restaurant sector reveals that 20 % of women workers in the industry had experienced some form of sexual harassment in the previous 12 months, mainly on the part of customers, and out of these, 5 % had been absent from work due to sexual harassment.
- According to official health and safety statistics in Sweden, 11 % of workers in the hotel and restaurant industry had experienced sexual harassment on the part of customers in the previous 12 months, while 6 % had experienced sexual harassment on the part of colleagues or managers <sup>(26)</sup>.

Sexual harassment in the workplace and other types of gender-based violence in the tourism sector can have serious consequences, which can be categorised as societal, organisational and individual. Research carried out by the European Institute for Gender Equality (EIGE) on gender-based violence shows that the cost of gender-based violence to the EU can be estimated at EUR 225 billion <sup>(27)</sup>.

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<sup>(26)</sup> Nordisk Union Hotel, Restauration, Catering og Turisme, *Not on the menu! Sexism and sexual harassment in the Nordic tourism industry*, 2015, <http://www.nikk.no/wp-content/uploads/Not-on-the-menu-brochure.pdf>.

<sup>(27)</sup> EIGE, *Estimating the costs of gender-based violence in the European Union: report*, 2014, <http://eige.europa.eu/sites/default/files/documents/MH0414745EN2.pdf>.

### 3. Gender equality policy objectives at the EU and international levels

#### EU level

The EU makes mention of tourism in its treaties of 1992. Article 3 of the Treaty on European Union foresaw that the EU could take measures in the areas of energy, civil protection and tourism. Furthermore, the Treaty on the Functioning of the European Union (Article 195) states that EU action in tourism should focus on creating a favourable environment for tourism sector development and promoting cooperation between Member States. The EU can only support, coordinate and/or supplement actions of Member States in this sector. However, it should be noted that, as a sector, tourism is influenced by and/or related to other sectors (e.g. competitiveness, transport, agriculture, culture, regional development, etc.) in which the EU has exclusive competences or shares powers with Member States. The EU thus legislates on issues that are unrelated to tourism (in the strict sense of the term), but which directly or indirectly affect tourism development <sup>(28)</sup>.

#### European Commission

Even though European Commission action on tourism does not directly tackle gender issues, its intervention in other fields is particularly relevant for mainstreaming gender in the tourism sector.

One of the most relevant Commission actions that impacts upon gender equality in the tourism sector relates to entrepreneurship policies, as acknowledged by the 2003 Commission Communication *Basic orientations for the sustainability of the European tourism*: 'EU action to promote entrepreneurship and SMEs, such as business support measures and networks, access to finance and measures in favour of small businesses and specific target groups, can help foster sustainable tourism enterprises' <sup>(29)</sup>. The main European Commission gender equality objectives in entrepreneurship support are deployed within the instruments listed below.

- The 2008 Small Business Act <sup>(30)</sup>: better access to finance for women; development of entrepreneurial networks for women and targeted support measures.
- Regulation no 800/2008 <sup>(31)</sup>, which extends the granting of state aid to new enterprises created by women and has supported the creation of networks of women entrepreneurs.
- The entrepreneurship 2020 action plan <sup>(32)</sup>, adopted in 2012, urges Member States to design and implement national strategies for women's entrepreneurship, aiming to increase the share of women-led companies; to collect sex-disaggregated data and produce annual updates on the state of women entrepreneurs nationally; to continue and expand the existing networks of female entrepreneurship ambassadors and mentors for women entrepreneurs; and to implement policies enabling women to achieve an adequate work-life balance.
- Within the priority 'equal economic independence', the EU *strategy for equality between women and men 2010-2015* <sup>(33)</sup>, adopted in 2010, includes references to women entrepreneurship.

Regional development, and in particular EU funds, is another intervention area where the Commission priorities indirectly tackle gender equality in the tourism sector. Tourism is a specific objective of the European Regional Development Fund (ERDF), which also promotes social infrastructure aimed, inter alia, at ensuring a better work-life balance.

<sup>(28)</sup> European Parliament, *Tourism and the European Union. Recent trends and policy development*, 2015, [http://www.europarl.europa.eu/thinktank/en/document.html?reference=EPRS\\_IDA\(2015\)568343](http://www.europarl.europa.eu/thinktank/en/document.html?reference=EPRS_IDA(2015)568343).

<sup>(29)</sup> Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions, *Basic orientations for the sustainability of European tourism*, SEC(2003) 1295, <http://ec.europa.eu/transparency/regdoc/rep/1/2003/EN/1-2003-716-EN-F1-1.Pdf>.

<sup>(30)</sup> Communication from the Commission to the Council, the European Parliament, the European Economic and Social Committee and the Committee of the Regions, *Think small first — a 'small business act' for Europe*, SEC(2008) 2101; SEC(2008) 2102; 25/06/2008, COM(2008) 394 final.

<sup>(31)</sup> Commission Regulation (EC) No 800/2008 of 6 August 2008 declaring certain categories of aid compatible with the common market in application of Articles 87 and 88 of the Treaty (General block exemption regulation), <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2012:0795:FIN:EN:PDF>.

<sup>(32)</sup> Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions, *Entrepreneurship 2020 action plan: reigniting the entrepreneurial spirit in Europe*, 9/01/2013, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2012:0795:FIN:EN:PDF>.

<sup>(33)</sup> European Commission, *Strategy for equality between women and men 2010-2015*, 2010, [http://ec.europa.eu/justice/gender-equality/files/strategy\\_equality\\_women\\_men\\_en.pdf](http://ec.europa.eu/justice/gender-equality/files/strategy_equality_women_men_en.pdf).

This is relevant to women in the tourism sector, considering the traditional gendered care roles and the specificities of the sector (e.g. working hours).

Gender equality and tourism development in rural areas are two of the objectives of the European Agricultural Fund for Rural Development (EAFRD). The European Commission regulation for the EAFRD<sup>(34)</sup> specifies that: (1) projects that bring together agriculture and rural tourism, through the promotion of sustainable and responsible tourism in rural areas, and natural and cultural heritage, should be encouraged; and (2) projects focused on women's entrepreneurship in rural areas should be encouraged and that sub-programmes funded by the EAFRD should also focus on women in rural areas.

Furthermore, gender equality is at the centre of the European Social Fund (ESF). The main European Commission gender equality priorities promoted by ESF funding and relevant for gender equality in the tourism sector are as follows: increasing the sustainable participation and progress of women in employment; reducing gender-based segregation; combating gender stereotypes in the labour market; and promoting the reconciliation of work and personal life for all as well as the equal sharing of care responsibilities between men and women in the case of the ESF<sup>(35)</sup>.

It is also worth noting European Commission action against gender-based violence, which can contribute to fighting tourism-related sexual violence against women and children. Some of the most relevant actions taken by the Commission in this field are:

- The Communication *A strengthened commitment to equality between women and men — a women's charter*<sup>(36)</sup> COM(2010) 78<sup>(37)</sup> on, inter alia, the fight against gender-based violence;

- EC Directive 2011/99 of the European protection order and Regulation 606/2013 on mutual recognition of protection measures in civil matters<sup>(38)</sup>;
- EC Directive 2011/92/EU on combating sexual abuse and sexual exploitation of children and child pornography<sup>(39)</sup>;
- Directive 2012/29/EU on common minimum standards on the rights, support and protection of victims of crime (including women)<sup>(40)</sup>;
- The 2014-2020 justice programme and the rights, equality and citizenship programme 2014-2020, promoting gender equality and gender mainstreaming and the fight against gender-based violence<sup>(41)</sup>.

### European Parliament

The European Parliament's resolution on the Commission's Communication to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions on working together for the future of European tourism (COM(2001) 665 — C5-0077/2002 — 2002/2038(COS)) can be considered as an intervention to support gender mainstreaming in the tourism sector. In this resolution, the European Parliament emphasises the need to make good use of all human resources and to adopt policies to encourage disabled people, older people and women to participate in and have access to the tourism labour market, in particular by creating social infrastructures (such as nursery schools) for working mothers of children aged between 0 and 3 years. It also calls on the Member States to adopt positive tax measures to encourage entrepreneurship among women and young people, family firms, micro-businesses and SMEs and to encourage their access to new technologies and 'learning areas'<sup>(42)</sup>.

<sup>(34)</sup> European Commission, Regulation (EU) No 1305/2013 of the European Parliament and of the Council on support for rural development by the European Agricultural Fund for Rural Development (EAFRD) and repealing Council Regulation (EC) No 1698/2005, 2013, <https://ec.europa.eu/digital-agenda/en/news/eu-regulation-rural-development-eafrd>.

<sup>(35)</sup> [http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L\\_.2013.347.01.0470.01.ENG](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2013.347.01.0470.01.ENG)

<sup>(36)</sup> European Commission, *Strengthening the commitment to equality between women and men: a women's charter*, <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=URISERV:em0033&from=EN>.

<sup>(37)</sup> Communication from the Commission, *A strengthened commitment to equality between women and men: a women's charter*: declaration by the European Commission on the occasion of the 2010 International Women's Day in commemoration of the 15th anniversary of the adoption of a Declaration and Platform for Action at the Beijing UN World Conference on Women and of the 30th anniversary of the UN *convention on the elimination of all forms of discrimination against women*, <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=URISERV%3Aem0033>.

<sup>(38)</sup> Regulation (EU) No 606/2013 of the European Parliament and of the Council of 12 June 2013 on mutual recognition of protection measures in civil matters, <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32013R0606>.

<sup>(39)</sup> Directive 2011/92/EU of the European Parliament and of the Council of 13 December 2011 on combating the sexual abuse and sexual exploitation of children and child pornography, and replacing Council Framework Decision 2004/68/JHA, <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32011L0093&from=EN>.

<sup>(40)</sup> Directive 2012/29/EU of the European Parliament and of the Council of 25 October 2012 establishing minimum standards on the rights, support and protection of victims of crime, and replacing Council Framework Decision 2001/220/Jha, <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2012:315:0057:0073:EN:PDF>.

<sup>(41)</sup> Directorate-General for Justice, Rights, equality and citizenship programme 2014-2020, [http://ec.europa.eu/justice/grants1/programmes-2014-2020/rec/index\\_en.htm](http://ec.europa.eu/justice/grants1/programmes-2014-2020/rec/index_en.htm).

<sup>(42)</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52003DC0152>.



## International level

At the international level, UNWTO has taken several actions to promote gender equality in the tourism sector, as detailed below.

### United Nations (UNWTO)

Article 2 of the UN Global Code of Ethics for Tourism <sup>(43)</sup>, a resolution adopted in 2001 by the General Assembly, mentions that tourism activities should respect the equality of women and men.

Furthermore, through its *ethics and social dimensions of tourism programme* <sup>(44)</sup>, and in partnership with UN Women, UNWTO has been working to make gender issues visible in the tourism industry by promoting gender equality and women's empowerment and encouraging Member States to mainstream gender issues in their respective tourism policies. This commitment resulted in the promotion of a specific action plan on gender in tourism <sup>(45)</sup>. The plan aims to develop two specific programmes: a gender mainstreaming programme for the public and private sectors of the tourism industry and the *women in tourism empowerment programme* (WITEP). The latter <sup>(46)</sup> focuses on the following issues: employment skills, supply chains, career advancement and gender awareness.

UNWTO has also taken action to prevent sexual harassment and violence against children in tourism. These measures, set out below, are highly relevant for girls, who are more often victims of tourism-related sexual violence.

- In October 1995, UNWTO took a stand against the sexual exploitation of children in tourism by unanimously adopting the statement on the prevention of organised sex tourism.
- In August 1996, at the Stockholm congress against commercial sexual exploitation of children, UNWTO introduced its agenda for action, which urged all participants to mobilise the business sector, including the tourism industry, against the use of its networks and establishments for the commercial sexual exploitation of children, to promote better cooperation, and to encourage the establishment of national and international coalitions to this effect.

- In 1997, UNWTO launched a task force against child sex tourism, which went on to launch the international *No child sex tourism* campaign to combat the commercial sexual abuse of children in tourism by raising awareness of this unacceptable phenomenon. During its first phase (1997-2007), the focus of the task force was the prevention of sexual exploitation of children in tourism. In March 2007, the mandate of the task force was extended to cover all forms of exploitation of minors in tourism, including child labour and child trafficking. In 2011 its name was changed to World Tourism Network on Child Protection.
- In 1998, UNWTO supported the drafting of the code of conduct for the protection of children from sexual exploitation in travel and tourism.

<sup>(43)</sup> United Nations/UNWTO, *Global code of ethics for tourism: for responsible tourism*, <http://ethics.unwto.org/en/content/global-code-ethics-tourism>.

<sup>(44)</sup> UNWTO, *Gender and tourism*, <http://ethics.unwto.org/content/gender-and-tourism>.

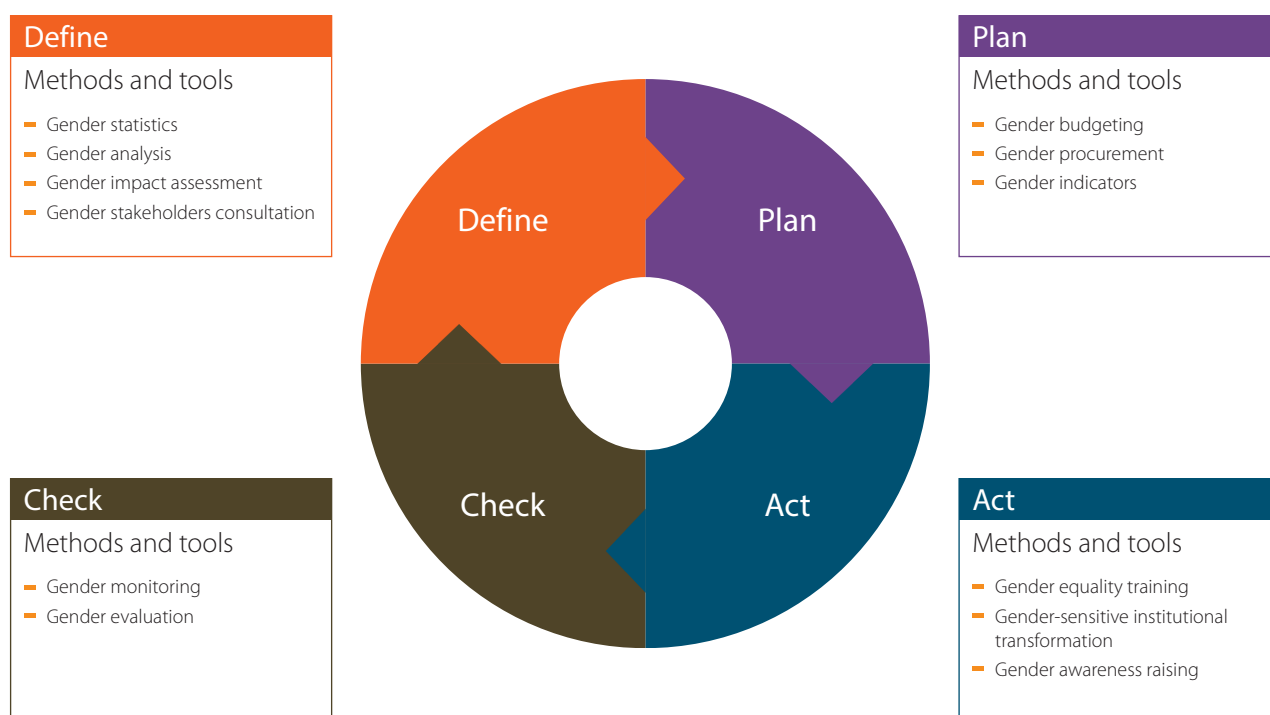
<sup>(45)</sup> [http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/report-women\\_empowerment\\_through\\_tourism\\_by\\_irena\\_ateljevic\\_2008.pdf](http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/report-women_empowerment_through_tourism_by_irena_ateljevic_2008.pdf)

<sup>(46)</sup> UNWTO, *Women in tourism empowerment programme (WITEP)*, <http://ethics.unwto.org/content/women-tourism-empowerment-programme-witep>.

## 4. How and when? Tourism and the integration of the gender dimension into the policy cycle

The gender dimension can be integrated in all phases of the policy cycle.

Below, you can find useful resources and practical examples for mainstreaming gender into regional development. They are organised according to the most relevant phase of the policy cycle they may serve.



### Define

DEFINE PLAN ACT CHECK

In this phase, it is recommended that information is gathered on the situation of women and men in a particular area. This means looking for sex-disaggregated data and gender statistics, as well as checking for the existence of studies, programme or project reports, and/or evaluations from previous periods.

### Examples of gender and tourism statistics

Gender in tourism has only recently arisen on academic agenda. Data on gender aspects in the tourism sector are,

thus, missing or are not systematically collected <sup>(47)</sup>. For instance, at the EU level only four indicators (number of trips, number of nights spent in a destination, expenditure and employment by type of contract) <sup>(48)</sup> are collected by sex, while sex-disaggregated data is missing, for instance, on aspects such as training, education, wages, working hours, self-employed people, leadership positions and businesses in the tourism sector. Furthermore, where statistics are collected they mainly refer to the hotel and restaurant

<sup>(47)</sup> UNWTO taskforce on women empowerment in tourism, baseline research agenda, 2009, [http://cf.cdn.unwto.org/sites/all/files/pdf/report-baseline\\_research\\_task\\_force\\_women\\_empowerment\\_by\\_linda\\_wj\\_peeters\\_2009.pdf](http://cf.cdn.unwto.org/sites/all/files/pdf/report-baseline_research_task_force_women_empowerment_by_linda_wj_peeters_2009.pdf); Equality in tourism (n.d.), *Why gender matters*, <http://equalityintourism.org/why-gender-matters/>.

<sup>(48)</sup> Data on employment in tourism: employed persons and employees by sex and full-time/part-time activity (NACE Rev. 2).



business<sup>(49)</sup>. Other activity fields particularly important for tourism (e.g. transport) are not considered by tourism statistics.

However, the following are examples of gender and tourism statistics.

#### Eurostat

Eurostat provides harmonised data collected by the Member States in concerning European statistics on tourism. Available statistics include data on residents' (for the population aged 15 years and over) tourism demand: participation, trips, nights and expenditure. The database on tourism includes sex-disaggregated data on employment in the tourism sector (employed in accommodation and food service activities) and tourism performance (nights spent). All tourism nights are those spent by residents, aged 15 or over, outside their usual environment for personal or professional/business purposes. A tourism night (or overnight stay) is each night that a guest actually spends (sleeps or stays) or is registered (his/her physical presence there being unnecessary) in a collective accommodation establishment or in private tourism accommodation.

<http://ec.europa.eu/eurostat/web/tourism/data/database>

## Examples of studies, research and reports

Baum T. and Cheung, C., 2015

*Women in tourism and hospitality: unlocking the potential in the talent pool.*

This White paper — *Women in tourism and hospitality: unlocking the potential in the talent pool* — was produced by the Hospitality Industry Pipeline Coalition, which brings together leading members of the industry and non-government organisations to identify, share and promote best practice in recruitment, employment, diversity and inclusion, and to address shortages in the talent pipeline. The White paper analyses the barriers to gender diversity in tourism and hospitality and develops recommendations to unlock the potential that women offer within the sector's talent pool. The paper also examines the two primary propositions for gender equality within the tourism and hospitality sector (the moral imperative and the business case) and aims to demonstrate the financial gains associated with providing more opportunities for women in leadership positions in this sector.

[https://www.diageo.com/Lists/Resources/Attachments/2704/Women\\_in\\_Tourism\\_\\_\\_Hospitality\\_Factsheet.pdf](https://www.diageo.com/Lists/Resources/Attachments/2704/Women_in_Tourism___Hospitality_Factsheet.pdf)

Munar, A.M., Biran, A., Budeanu, A., Caton, K., Chambers, D., Dredge, D., Gyimóthy, S., Jamal, T., Larson, M., Lindström, K.N., Nygaard, L. and Ram Y., 2015

*The gender gap in the tourism academy: statistics and indicators of gender equality.*

This study is part of an ongoing research project entitled *While Waiting for the Dawn*, which explores the role that gender plays in the lives of women scholars and students in the tourism academy. This report maps gender equality in the tourism academy through a series of key indicators that reflect leadership in the field.

[http://research.cbs.dk/files/45082310/ana\\_maria\\_munar\\_the\\_gender\\_gap.pdf](http://research.cbs.dk/files/45082310/ana_maria_munar_the_gender_gap.pdf)

Nordisk Union Hotel, Restauration, Catering og Turisme, 2015

*Not on the menu! Sexism and sexual harassment in the Nordic tourism industry.*

The aim of the report is to provide information and strategies on how to raise awareness and combat sexism and sexual harassment at the workplace.

<http://www.nikk.no/wp-content/uploads/Not-on-the-menu-brochure.pdf>

World Travel & Tourism Council, Oxford Economics, 2014

*Gender equality and youth employment: travel and tourism as a key employer of women and young people.*

In order to better understand the role that women and youth play in the travel and tourism industry, World Travel & Tourism Council and Oxford Economics conducted an analysis of employment in this sector relative to the overall economy on the bases of gender and age. Considering that unemployment is usually most pronounced among women and young people, a close examination of travel and tourism's employment composition can illustrate how the industry meets key employment needs in various global markets. The research focused on five countries: Australia, France, Germany, South Africa and Turkey as they cover a wide geographic range, represent both mature and emerging tourism markets and for each there is also sufficient data availability to allow accurate and comparable analysis.

[https://www.wttc.org/-/media/files/reports/policy-research/gender\\_equality\\_and\\_youth\\_employment\\_final.pdf](https://www.wttc.org/-/media/files/reports/policy-research/gender_equality_and_youth_employment_final.pdf)

<sup>(49)</sup> <http://ec.europa.eu/eurostat/web/tourism/data/database>;

European Commission, 2014

*Economic impact and travel patterns of accessible tourism in Europe.*

The main aim of the present study is to better understand demand for accessible tourism in order to guide policymaking in this field. For this purpose, five main research objectives were identified: to examine the current and future demand for accessible tourism in Europe and beyond; to investigate the travel patterns and behaviours of, and information provision for people with access needs; to evaluate the tourist experience across different tourism sectors from demand and supply-side perspectives; to estimate the current and future economic contribution of accessible tourism and its impact on employment; and to propose recommendations and success factors to improve the supply of accessible tourism offers. The report includes a specific section on gender.

[http://ec.europa.eu/enterprise/sectors/tourism/accessibility/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/accessibility/index_en.htm)

Baum, T., 2013

*International perspectives on women and work in hotels, catering and tourism.* International Labour Office, Bureau for Gender Equality Sectoral Activities Department, Working paper 1/2013.

This working paper highlights the structural and cultural issues that determine the roles that women play within the HCT workforce and the strategies which can make a difference to their status and opportunities within the industry. Some of these issues relate to occupational sex segregation, wage parity, career opportunities, and the role of women within micro-enterprises and the informal hotel/catering/tourism economy.

[http://www.ilo.org/wcmsp5/groups/public/---dgreports/--gender/documents/publication/wcms\\_209867.pdf](http://www.ilo.org/wcmsp5/groups/public/---dgreports/--gender/documents/publication/wcms_209867.pdf)

Equality in tourism, 2013

*Sun, sand and ceilings: women in the boardroom in the tourism industry.*

The report addresses four key questions: What is the problem? Why does this matter for the tourism industry? Why does this problem exist? What is being done to tackle the problem? The report closes with a series of recommendations on how gender balance in the boardrooms of tourism companies can be improved.

[http://equalityintourism.org/wp-content/uploads/2013/07/Sun\\_Sand\\_Ceiling\\_F.pdf](http://equalityintourism.org/wp-content/uploads/2013/07/Sun_Sand_Ceiling_F.pdf)

European Commission, 2013

*Flash Eurobarometer: attitudes of Europeans towards tourism.*

The survey was designed to explore a range of aspects surrounding holidays in 2012 and 2013, in particular: respondents' motivation for going on holiday in 2012; information sources and tools used to research and organise holidays; respondents' travel profile, preferred destinations and holiday types; satisfaction with various aspects of holidays in 2012; and plans for holidays in 2013, including the potential impact of the current economic crisis on those plans. The study offers a brief picture of gender differences in tourism patterns.

[http://ec.europa.eu/public\\_opinion/flash/fl\\_370\\_en.pdf](http://ec.europa.eu/public_opinion/flash/fl_370_en.pdf)

Khan S., 2011

*Gendered leisure: are women more constrained in travel for leisure?*

This paper focuses on examining how factors like family responsibilities, the dominance of the spouse and/or family and employment status, are perceived by males and females as constraints in making decisions related to travel for leisure. The main research question addressed in this research is whether gender affects decision making related to leisure travel.

[http://www.chios.aegean.gr/tourism/VOLUME\\_6\\_No1\\_art06.pdf](http://www.chios.aegean.gr/tourism/VOLUME_6_No1_art06.pdf)

Ferguson, L., 2011

*Promoting gender equality and empowering women? Tourism and the third millennium development goal (MDG3).*

The article analyses the claim that tourism can contribute to MDG3 by reviewing the research on the impact of tourism employment on gender relations and the tensions and complexities this presents. The paper presents a critical overview of global gender and tourism policies, focusing on the World Tourism Organisation and the World Bank. It concludes by arguing that while tourism development may, in theory, contribute to gender equality and women's empowerment, a substantive reframing of policies is required in order to be able to maximise this potential.

<http://www.tandfonline.com/doi/pdf/10.1080/13683500.2011.555522>

Peeters, W.J.L., 2009

*Baseline research agenda, UNWTO taskforce on women empowerment in tourism.*



The report analyses the main issues and gaps in gender equality in the tourism sector. The report also includes a database of professional and academic literature on gender equality in the tourism sector.

<http://ethics.unwto.org/publication/baseline-research-agenda-unwto-task-force-women-tourism>

Ferguson, L., 2009

*Analysing the gender dimensions of tourism as a development strategy.*

Combining literature reviews, analysis of policy documents and primary research, the article aims to provide an overview of the potential of tourism to gender equality and women's empowerment, and of the tensions and complexities this presents. It concludes by offering some tentative policy recommendations and an agenda for future research. Using MDG3 — gender equality and women's empowerment — as its focus, the paper explores this theme from a critical perspective informed by feminist approaches to development.

[http://eprints.ucm.es/10237/1/PP\\_03-09.pdf](http://eprints.ucm.es/10237/1/PP_03-09.pdf)

Global report on women in tourism, 2010

The UNWTO *Global report on women in tourism* <sup>(50)</sup> presents a set of indicators that can be used to monitor tourism policies from a gender perspective. The overarching vision for the global report on women in tourism is to promote women's empowerment and protect women's rights through better tourism work. This report attempts to address the gap in knowledge by taking the first steps towards the development of indicators and a monitoring framework that can be used to assess the degree to which tourism is advancing the needs of women in the developing world.

[http://www2.unwto.org/sites/all/files/pdf/folleto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folleto_global_report.pdf)

## Examples of gender analysis

Canadian International Development Agency (undated)

Gender and development checklist for tourism.

The checklist provides indications on how to analyse gender aspects in the tourism field.

<http://www.neda.gov.ph/wp-content/uploads/2015/07/HGGT%20Final.pdf>

Philippine commission on women, protected areas and wildlife bureau, Department of Environment and Natural Resources, 2013

Gender-responsive toolkit on ecotourism planning and management.

The toolkit provides a checklist for gender analysis in the ecotourism field with a particular focus on entrepreneurship policies in this sector.

[http://library.pcw.gov.ph/sites/default/files/gender\\_responsive\\_toolkit\\_ecotourism.pdf](http://library.pcw.gov.ph/sites/default/files/gender_responsive_toolkit_ecotourism.pdf)

## Example of a gender impact assessment

Department for Culture, Media and Sport (DCMS) of the UK Government, 2008

Equality impact assessment, *Winning: a tourism strategy for 2012 and beyond*

This equality impact assessment (EIA) covers the six strands of diversity (race, disability, gender, sexual orientation, religion and belief, and age) and reviews DCMS' tourism functions and interventions. The EIA focuses primarily on DCMS' direct interventions and annual spend in 2008 of some GBP 55 million. However, it takes account of the work of other government departments with responsibilities for policies and legislation impacting on the industry. Partners in the public and private sector are also subject to equality legislation, as both employers and providers of good services and facilities.

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/84158/Tourism\\_EIA\\_June\\_2008c.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/84158/Tourism_EIA_June_2008c.pdf)

## Examples of stakeholders that can be consulted

World Tourism Organisation (UN body in charge of implementing the UN programme on women empowerment in tourism)

<http://ethics.unwto.org/content/ethics-social-responsibility-programme>

Gender-responsible tourism (network of experts on gender and tourism)

<http://www.g-r-t.org/index.php/en/about-us/our-vision>

<sup>(50)</sup> UN Women and UNWTO, *Global report on women in tourism 2010*, 2011, [http://www2.unwto.org/sites/all/files/pdf/folleto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folleto_global_report.pdf).



## Plan

DEFINE PLAN ACT CHECK

In this phase, it's appropriate to analyse budgets from a gender perspective. Gender budgeting is used to identify how budget allocations contribute to promoting gender equality. Gender budgeting brings visibility to how much public money is spent for women and men respectively. Thus, gender budgeting ensures that public funds are fairly distributed between women and men. It also contributes to accountability and transparency about how public funds are being spent.

## Example of gender budgeting in tourism

Council of Europe, Gender budgeting: practical implementation, 2009

The focus of this publication is to act as a guide to the practice of gender budgeting. This handbook assumes an understanding of gender, the objectives of a gender equality strategy, the ways in which gender inequality is manifest, the need for structural change in order to tackle unintentional gender bias and the basics of gender mainstreaming as a strategy to address gender equality. Even though not referring only to tourism, this sector is one of the fields used as an example for applying gender budgeting.

[https://www.coe.int/t/dghl/standardsetting/equality/03themes/gender-mainstreaming/CDEG\(2008\)15\\_en.pdf](https://www.coe.int/t/dghl/standardsetting/equality/03themes/gender-mainstreaming/CDEG(2008)15_en.pdf)

Council of Europe, Gender budgeting, 2005

The report includes a detailed analysis of the gender budgeting methodology as well as examples of public authorities implementing a gender budgeting process. Among the public authorities considered, some focus on tourism (e.g. Sport division in Culture Tourism and Sport within the Scottish Executive or the Industry, trade and tourism department within the Basque Executive).

[https://www.coe.int/t/dghl/standardsetting/equality/03themes/gender-mainstreaming/EG-S-GB\(2004\)RAPFIN\\_en.pdf](https://www.coe.int/t/dghl/standardsetting/equality/03themes/gender-mainstreaming/EG-S-GB(2004)RAPFIN_en.pdf)

## Examples of indicators for monitoring gender and tourism

Percentage of employed people in tourism sector by sex

Women's participation in the overall tourism workforce in the EU-28 is relevant. The figure may be derived from the percentage of women employed in accommodation and food services activities, based on Eurostat data. According to recent data (2014), tourism activities in the accommodation and food services sector accounted for almost 10 million jobs, or 4.5 % of total EU employment. Women involved in the accommodation and food services activities in the EU-28 represented 54 % of the total. In addition, around 400 000 women are involved in travel agency, tour operator reservation services and related activities, around 63 % of the total employed.

Data are available from the Eurostat database: Eurostat database on Tourism, table *Employed persons and employees by sex and full-time/part-time activity* (NACE Rev. 2) (online code: *tour\_lfs6r2*), and Eurostat, EU-LFS, table *Employment by sex, age and detailed economic activity* (from 2008 onwards, NACE Rev. 2, 2-digit level) — 1 000 (online code: *lfsa\_egan22d*).

[http://ec.europa.eu/eurostat/data/database?node\\_code=tour\\_lfs6r2](http://ec.europa.eu/eurostat/data/database?node_code=tour_lfs6r2)

[http://ec.europa.eu/eurostat/data/database?node\\_code=lfsa\\_egan22d](http://ec.europa.eu/eurostat/data/database?node_code=lfsa_egan22d)

Number of nights spent by sex

The figures refer to the nights spent by residents, aged 15 or over, outside their usual environment for personal or professional/business purposes. A tourism night (or overnight stay) is each night that a guest actually spends (sleeps or stays) or is registered (his/her physical presence there being unnecessary) in a collective accommodation establishment or in private tourism accommodation. It provides a measure of the performance of tourism activity.

In 2013 in the EU-28, women spent around 3.2 million nights for travel, representing 51 % of the total nights spent for travel. 96 % of the nights are spent for personal reasons (for men the figure is 88.5 %), while only 4 % are spent for professional reasons (11.5 % for men). Data are available from the Eurostat database on Tourism (Eurostat, table *Number of nights spent by sex* (online code: *tour\_dem\_tnsex*)).

[http://ec.europa.eu/eurostat/data/database?node\\_code=tour\\_dem\\_tnsex](http://ec.europa.eu/eurostat/data/database?node_code=tour_dem_tnsex)



## Example of procurement

European Commission, 2010

*Buying social: a guide to taking account of social considerations in public procurement.*

The purpose of this guide is (a) to raise contracting authorities' awareness of the potential benefits of socially responsible public procurement (SRPP) and (b) to explain in a practical way the opportunities offered by the existing EU legal framework for public authorities to take into account social considerations in their public procurement, thus paying attention not only to price but also to the best value for money. SRPP means procurement operations that take into account one or more of the following social considerations: employment opportunities, decent work, compliance with social and labour rights, social inclusion (including people with disabilities), equal opportunities, accessibility design for all, taking account of sustainability criteria, including ethical trade issues and wider voluntary compliance with corporate social responsibility. Even though not specifically designed for tourism, it can be also used in the tourism sector.  
<http://ec.europa.eu/social/BlobServlet?docId=6457&langId=en>

### Act

DEFINE PLAN **ACT** CHECK

In the implementation phase of a policy or programme, ensure that all who are involved are sufficiently aware about the relevant gender objectives and plans. If this is not the case, set up briefings and capacity-building initiatives according to staff needs. Think about researchers, proposal evaluators, monitoring and evaluation experts, scientific officers, programme committee members, etc.

## Examples of capacity-building initiatives about gender in tourism

Malta Tourism Authority (2013)

*Diversity management practices: training handbook.*

This handbook is part of the strategic response to develop the skills and build the needed competencies within the tourism industry to deal with diversity. Even though the guide does not focus purely on gender, gender is considered to be one of the diversity factors. Therefore, the guide includes different indications on how to ensure gender equality within the tourism industry.

Malta Tourism Authority (2013)

*Managing diversity. A manual for the tourism sector.*

The manual aims to support the development of diversity management training across the whole spectrum of tourism establishments. The manual considers gender as one of the primary dimensions of diversity in the tourism sector and, thus, pays particular attention to how to consider it in management policies and practices in this sector.

Women Entrepreneurs in Rural Tourism training handbook, 2012

The guide was produced within the project Women Entrepreneurs in Rural Tourism (WERT) involving partners from Cyprus, Greece, Norway and the United Kingdom. The WERT training programme was specifically developed in order to enhance the business and managerial skills of women entrepreneurs in rural tourism. The handbook includes the following training units: how to develop your business through marketing; how to use financial information to manage your business; how to develop a sustainable business; and ideas from Europe.

The guide is available through subscription to the WERT community.

<http://europe.nortcoll.ac.uk/wert/index.html>

[http://vle.nortcoll.ac.uk/europe/course/index.php?category\\_id=6](http://vle.nortcoll.ac.uk/europe/course/index.php?category_id=6)

[http://csti-cyprus.org/?page\\_id=69](http://csti-cyprus.org/?page_id=69)

ILO, 2011

Toolkit on poverty reduction through tourism.

The aim of this toolkit is to highlight how tourism can be a driver of poverty reduction. The toolkit outlines the background to poverty reduction approaches and summarises recent developments in tourism and provides a vision for a more inclusive, pro-poor tourism industry. The toolkit includes a specific section on women in the tourism sector and how tourism can empower women.

[http://www.ilo.org/sector/Resources/training-materials/WCMS\\_162289/lang--en/index.htm](http://www.ilo.org/sector/Resources/training-materials/WCMS_162289/lang--en/index.htm)

UNWTO, 2011

*Sustainable tourism for development.* Guidebook.

The guidelines provide indications on how to enhance capacities for sustainable tourism for development in developing countries. Even though not referring exclusively to gender, gender issues are considered to be an essential component of sustainable tourism.

[http://www.provincia.pisa.it/uploads/2013\\_11\\_7\\_09\\_48\\_11.pdf](http://www.provincia.pisa.it/uploads/2013_11_7_09_48_11.pdf)

World Tourism Organisation, 2001

*Protection of children from sexual exploitation in tourism.* Tourism training module.

The purpose of this tourism training module is to assist educators in integrating the subject of sexual exploitation of children in tourism into existing curricula of higher tourism education and training institutions. Both modules are designed to be adaptable to local needs, not only where language is concerned; they are above all meant to be flexible in content and implementation. The training module also tackles gender issues.

[http://www.unicef.org/lac/code\\_of\\_conduct.pdf](http://www.unicef.org/lac/code_of_conduct.pdf)

## Examples of gender language in tourism

GenTour: awareness-raising campaign on gender differences in tourism

Within the project GenTour, directed by the University of Aveiro in Portugal and involving different EU (e.g. Spain, Portugal, United Kingdom) and non-EU countries (e.g. Brazil), an awareness-raising campaign was produced. This campaign, disseminated across several media in the project countries, was aimed at raising awareness not only of the tourism sector but also of society at large about gender equality issues. [http://www.genderintourism.com/gentour2/material\\_en.html](http://www.genderintourism.com/gentour2/material_en.html)

Malta Tourism Authority (2013)

*Diversity management within the Maltese tourism industry — work-life measures.*

The video aims to raise awareness on work-life balance in the tourism industry in Malta. Since women constitute the largest share of employees in the tourism sector in Malta <sup>(51)</sup> and considering their role in family care and domestic work, the video is particularly relevant for promoting gender in the tourism sector.

<https://www.youtube.com/watch?v=UfNSMFwNAIL>

<http://ec.europa.eu/DocsRoom/documents/6158/attachments/1/translations/en/renditions/native>

## Check

DEFINE PLAN ACT CHECK

A policy cycle or programme should be checked both during — monitoring, and at the end — evaluation, of its implementation.

Monitoring the ongoing work allows for the follow up of progress and for remedying unforeseen difficulties. This process should take into account the indicators delineated in the planning phase and realign data collection based on those indicators.

At the end of a policy cycle or programme, a gender-sensitive evaluation should take place. Make your evaluation publicly accessible and strategically disseminate its results to promote its learning potential.

## Example of monitoring and evaluation on gender in tourism

UN Women and UNWTO, 2011

*Global Report on Women in Tourism 2010.*

The Global report on women in tourism 2010 is a first attempt to develop a quantitative framework for monitoring the status of women working in tourism across the globe. Its focus is on tourism in developing regions. The objectives of the report were to: (i) establish a set of indicators and an indicator framework that could be used to monitor the performance of tourism as a tool for women's empowerment; and (ii) to use the indicators to assess the extent to which tourism is advancing the needs of women in the developing world.

[http://www2.unwto.org/sites/all/files/pdf/folleto\\_global\\_report.pdf](http://www2.unwto.org/sites/all/files/pdf/folleto_global_report.pdf)

<sup>(51)</sup> Malta Tourism Authority, *Research studies on career paths of tourism students and diversity management*, 2013.



## 5. Practical examples of gender mainstreaming in tourism

### United Nations (UNWTO)

WITEP sets a precedent for establishing tourism as a tool for the promotion of gender equality and women's empowerment, using gender analysis and gender training to tackle inequality and gender-based discrimination in the tourism industry. The overall goal of the programme is to promote women's economic empowerment in tourism through partnerships with hotel chains and other stakeholders. This involves improving employment/entrepreneurship opportunities for women by facilitating their access to jobs and/or participation in supply chains, and by creating possibilities for career advancement. WITEP has four main components: employment skills, supply chain, career advancement and gender awareness.

<http://ethics.unwto.org/content/women-tourism-empowerment-programme-witep>

### Iceland

The city of Reykjavík undertook different measures to sustain gender mainstreaming in the tourism sector, among which was an analysis of the city's website *Better Reykjavík* from a gender perspective and awarding grants for culture and tourism from a gender perspective. Furthermore, it also promoted a gender budgeting process, also tackling the tourism sector.

[http://reykjavik.is/sites/default/files/gender\\_budgetin\\_in\\_the\\_city\\_of\\_reykjavik.pdf](http://reykjavik.is/sites/default/files/gender_budgetin_in_the_city_of_reykjavik.pdf)

At national level, in 2006 the Ministry for Economic and Social Affairs promoted the project *Gender budgeting: where justice and fairness go hand in hand with economic wellbeing*. The project includes a gender budgeting of the funds allocated to different ministries, among which are energy, industry and tourism. The project has been running since 2006.

[http://eng.fjarmalaraduneyti.is/media/utgafa/GB\\_in\\_Iceland\\_Fact\\_Sheet2012.pdf](http://eng.fjarmalaraduneyti.is/media/utgafa/GB_in_Iceland_Fact_Sheet2012.pdf)

### Italy

The pink route programme, promoted by the Committee of Female Entrepreneurs of the Chamber of Commerce of Piacenza, enhanced women's support in the tourism sector. The programme offered support to women wishing to enter the sector, starting from the project idea creation until its implementation and dissemination.

<http://www.g-r-t.org/index.php/en/best-policies-2/380-the-case-of-pink-route>

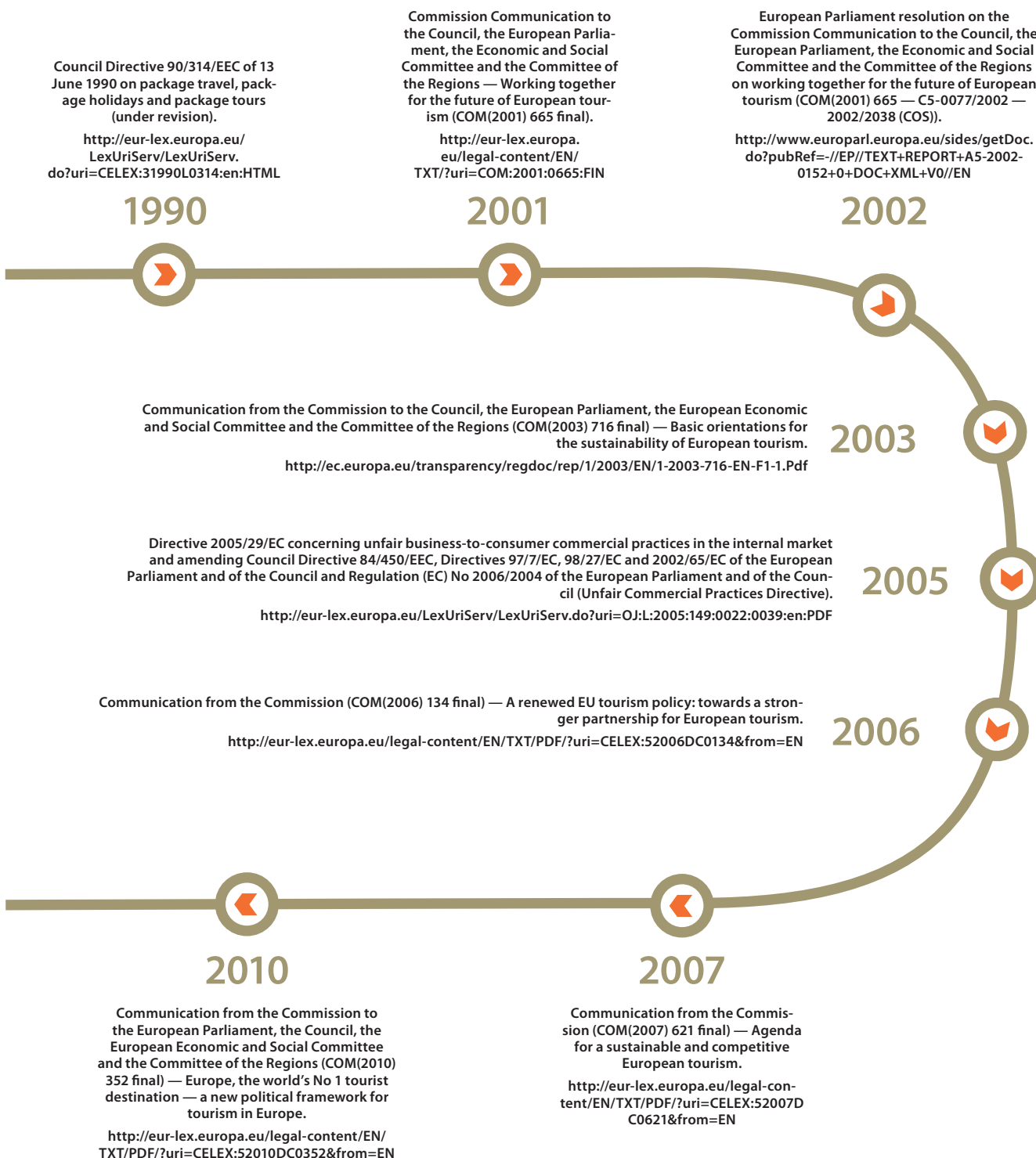
### Austria

The apprentice coaching programme was launched in some regions in 2012. The purpose of this professional external monitoring is to reduce the apprenticeship dropout rate and increase the success rate. Apprentices and trainers are accompanied and advised by external coaches. In 2013, a new support for adult apprenticeships was implemented in the form of subsidies for companies that took on adult apprentices. Following a positive evaluation, the programme was extended nationwide in 2014, with plans to provide specific support to young people from migrant backgrounds, young women in non-traditional jobs, and SMEs.

<http://www.oecd-ilibrary.org/docserver/download/5js4rv0g7s7r.pdf?expires=1447867224&id=id&accname=guest&checksum=C241B9153FF78A635EA6D8524DDF6F62>

## 6. Want to know more?

### Timeline



## 7. Current policy priorities at the EU level

The European Commission 2010 Communication *Europe, the world's No 1 tourist destination — a new political framework for tourism in Europe* <sup>(52)</sup>, includes the main priorities for EU action in the tourism field:

- stimulate competitiveness in the European tourism sector;
- promote development of sustainable, responsible, high-quality tourism;
- consolidate Europe's image as a collection of sustainable, high-quality destinations;
- maximise the potential of EU financial policies for developing tourism.

Tourism policy is directly or indirectly influenced by a large number of other European policies, such as transport, competition, internal market, taxation, consumer protection, environment, employment and training, culture or regional and rural development. Therefore, the European Commission aims at ensuring the better integration of tourism into its various policies and guaranteeing that the proper application of the legislation in force releases the sector's full competitive potential. Efforts will be made to coordinate the various policies concerned in order to ensure that the interests and needs of the tourism industry are fully taken into account when formulating and implementing its policies.

An implementation rolling plan of the Tourism Action Framework <sup>(53)</sup> has been developed in order to outline major tourism-related initiatives to be implemented in collaboration with national, regional and local public authorities, tourism associations and other public/private tourism stakeholders. In 2015, the Commission is expected to adopt a new Communication on tourism defining the future priorities in the tourism sector. The Communication draft was discussed at the Spain Global Tourism Forum in January 2015. The priorities on which the next EU strategy in the tourism field is expected to focus are:

- simplify and streamline the regulatory and administrative frameworks for tourism;
- promote the digitalisation of tourism SMEs;
- improve professional skills in the tourism sector;

- promote sustainable and responsible tourism
- reduce tourism seasonality;
- promote multimodality and transport connectivity;
- contribute to the joint promotion of Europe as a tourist destination, in particular in third countries;
- improve tourism governance.

Many of these are a continuation of the previous priorities, while some are reflecting the changes in the sector.

It should be underlined that tourism is not a standalone sector, but is a sector made of different subsectors. Therefore, strategies/programmes promoted by the EU in other sectors are also relevant for tourism development. Among the most relevant, it's worth recalling the following.

- The EU programme for competitiveness of enterprises and small and medium-sized enterprises <sup>(54)</sup> which also targets tourism. The main aim of the programme is to improve framework conditions for the competitiveness and sustainability of EU enterprises, and in particular SMEs, including those in the tourism sector. In 2015, the programme allocated EUR 9 million for the following objectives in the tourism sector: increase tourism demand; diversify the tourism offer; enhance tourism quality sustainability; improve accessibility; develop skills, information and innovation; increase the visibility of Europe as a tourism destination as well as the diversity of its destinations; and improve socioeconomic knowledge.
- The EU 2011 White paper *Roadmap to a single European transport area — towards a competitive resource efficient transport system* <sup>(55)</sup> aims to improve travel in the EU through making travel more sustainable, safe, secure and efficient. Furthermore, it also aims to increase the capacity to carry a growing number of passengers, reduce traffic congestion and develop the transport infrastructure in the EU through the Trans-European Transport Network (TEN-T) projects.

Furthermore, the Regulation 1315/2013 on union guidelines for the development of the trans-European transport network <sup>(56)</sup> mentions that TEN-T projects should seek synergies with other policies, among which is tourism.

<sup>(52)</sup> <http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A52010DC0352>

<sup>(53)</sup> [http://ec.europa.eu/enterprise/sectors/tourism/files/communications/com\\_implementation\\_rolling\\_plan\\_en.pdf](http://ec.europa.eu/enterprise/sectors/tourism/files/communications/com_implementation_rolling_plan_en.pdf)

<sup>(54)</sup> [http://ec.europa.eu/growth/smes/cosme/index\\_en.htm](http://ec.europa.eu/growth/smes/cosme/index_en.htm)

<sup>(55)</sup> <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=COM:2011:0144:FIN:en:PDF>

<sup>(56)</sup> [http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L\\_.2013.348.01.0001.01.ENG](http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2013.348.01.0001.01.ENG)

- In 2014, the Commission presented a proposal for a new visa policy in order to simplify travelling to Europe and sustain the development of the tourism sector. Among the measures proposed, the most relevant for tourism are: simplification of the short-stay visa applications to meet growing demand; introduction of mandatory criteria for obtaining a multiple entry visa valid for 3 years and subsequently for 5 years for 'Visa Information System registered regular' travellers; and the introduction of a touring visa.
- Tourism also represents one of the issues tackled by the European funds, and in particular by ERDF. The ERDF regulation <sup>(57)</sup> foresees that, in order to maximise their contribution to the objective of supporting employment-friendly growth, activities supporting sustainable tourism, culture and natural heritage should be part of a territorial strategy for specific areas, including the conversion of declining industrial regions.

## Resources

### Selected policy documents relevant to research

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European Parliament, resolution on the Commission Communication to the Council, the European Parliament, the Economic and Social Committee and the Committee of the Regions on working together for the future of European tourism (COM(2001) 665 — C5-0077/2002 — 2002/2038(COS)), 2002. <http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-//EP//TEXT+REPORT+A5-2002-0152+0+DOC+XML+V0//EN>

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[http://www.europarl.europa.eu/RegData/etudes/IDAN/2015/568343/EPRS\\_IDA\(2015\)568343\\_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/IDAN/2015/568343/EPRS_IDA(2015)568343_EN.pdf)

## Organisations and institutions

UNWTO — Ethics and social dimensions of tourism — gender and tourism

<http://ethics.unwto.org/en/content/gender-and-tourism>

Equality in Tourism

[www.equalityintourism.org](http://www.equalityintourism.org)

Gender Responsible Tourism

<http://www.g-r-t.org/index.php/en/about-us/our-vision>





<http://eige.europa.eu>



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