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Newsletter of the project "Black Sea Women Entrepreneurship Connection - Empowering Women through Tourism" (WETOURL – BSB1030)

The 6th letter disseminates the report of the World Tourism Organization on women entrepreneurship in tourism. You can reach out the full report below;

The UNWTO collaborated with UN Women, the German Development Agency GIZ, the World Bank, and Amadeus to create the "Global Report on Women in Tourism, Second Edition." The study gathers the most recent statistical data as well as in-depth examples of best practices to demonstrate tourism's contribution to the UN Sustainable Development Goal 5 - Achieving Gender Equality and Empowering All Women and Girls. The paper analyses major elements that contribute to gender equality in the tourist sector, highlighting difficulties and offering strategies to alleviate inequality and harness tourism's potential to advance gender equality and women's empowerment globally.

Key Findings Of The Report:

The report sets out seven key findings and each one of them is linked to a corresponding recommendation:

Key finding 1:

Targeted interventions by public, private and civil society actors – such as promoting equal pay, tackling sexual harassment and recruiting women into high-level employment – help to promote decent work for women in tourism.

Key finding 2:



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Gender-sensitive legal and macroeconomic policies at the national level increase women's economic empowerment in the tourism sector when they are implemented effectively.

Key finding 3:

Investment in skills training for women – including training on soft skills and awareness raising on available training opportunities – and gender equality training across the sector, lead to greater outcomes for gender equality.

Key finding 4:

Gender equality strategies for the tourism sector are vital for women's empowerment, and must be backed by institutional and budgetary support.

Key finding 5:

Women can be empowered politically and socially through tourism when links are made with the broader community and civil society organizations.

Key finding 6:

When targeted gender-sensitive training is provided and women have access to appropriate technology, the digitalization of tourism can offer exciting new opportunities for women's innovation and empowerment.

Key finding 7:

The availability of sex-disaggregated tourism data allows for better targeted gender equality interventions in the sector and leads to greater women's empowerment.

World Tourism Organization (2019), *Global Report on Women in Tourism – Second Edition*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284420384>



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