

Equality in Tourism Gender Policy



2024-2026

EQUALITY
in TOURISM
INTERNATIONAL
creating change for women

Gender Equality Plan

Equality in Tourism is a registered non-profit organisation transforming the lives of women in tourism by advocating for gender equality across the industry.

We envision a just tourism industry that empowers women and girls, promotes diversity and inclusion, and contributes to the social, economic and environmental well-being of local communities.

Our collaborative and innovative approach provides practical solutions and best practices that inspire global action towards a more equitable and responsible tourism industry.



Background

Women make up 54 percent of the total tourism workforce^[1] but there is a huge gender pay gap and many women still suffer from lack of gender equality in the workplace. Unfortunately, there is still a long way to go to achieve full equality of rights and opportunities between men and women. In many parts of the world, women still face multiple forms of gender violence and obstacles in securing equal access to quality education and health, employment, and economic resources, as well as participation in decision-making at all levels.

Gender equality is a human right and it refers to efforts to ensure people from all backgrounds, including women and gender diverse people, people with a disability and people facing another form of marginalisation, can equitably access, use, contribute to, influence and benefit from the design, development and governance of a policy, program, or project.

Gender equality as stated by international conventions, national constitution and relevant human rights policies refers to the equal rights, power, access, decision-making, responsibilities and opportunities of women and men and girls and boys as well as equal consideration of the interests, needs and priorities of women and men and girls and boys, recognizing the diversity of different groups.

^[1] UNWTO, 2019

Rationale

EIT envisions a just tourism industry that empowers women and girls, promotes diversity and inclusion, and contributes to the social, economic and environmental well-being of local communities.

EIT works to transform the lives of women in tourism by advocating for gender equality across the industry by providing practical solutions and best practices that inspire global action towards a more equitable and responsible tourism industry

EIT ensuring and facilitating women in tourism to have adequate access to information, recourse to the law, leadership and organising skills, information/media, and funding and technical support for their own development and well-being.

EIT recognises that the integration of gender equality leads to more equitable, inclusive, and sustainable outcomes. The goal of this gender policy is that EIT actively supports, and provide significant contribution toward a positive difference to, gender equality in all of EIT's work in developing and strengthening the equal, inclusive, and sustainable management of tourism.

Goal and Commitment

EIT recognises critical and important contribution of human rights to sustainable tourism and in ensuring fair distribution of tourism opportunities and benefits. Therefore, EIT fully supports “universal respect for, and observance of, human rights and fundamental freedoms for all”.

EIT will build awareness of, and commitment to, principles of gender equality, throughout its work. It will be proactive and deliberate in ensuring participation and decision making reflects its commitments to gender equality. EIT will track, analyse, measure and report on progress towards its gender equality commitments yearly.

Three strategic pillars for gender equality^[1] in tourism to be implemented by EIT will be based on the following:

- Strengthening and facilitating active participation and empowerment of women in tourism sector
- Influence those with power to drive change
- Enable future women leaders in tourism^[2]

^[1] Adapted from <https://30percentclub.org/>

^[2] <https://www.oecd.org/gender/data/why-dont-more-girls-choose-stem-careers.htm> <http://www.oecd.org/gender/the-pursuit-of-gender-equality-9789264281318-en.htm>

Scope of Application - 1

- a. Dedicating financial, human and other resources as required to implement the gender policy
- b. Ensuring the creation of a working atmosphere that provides equal and inclusive opportunities for each individuals, including those with disabilities and who belong to marginalised groups.
- c. Ensuring the development of an institutional culture and rules on zero discrimination, zero violence, and zero social exclusion.
- d. Organising trainings on gender equality that include practical skills on how to apply and implement it.
- e. Facilitating a forum for internal discussion and sharing about gender equality in tourism.
- f. Ensuring that various publications issued by EIT should not conflict with EIT's commitment to the principles of gender equality.

Scope of Application - 2

Activities	Incorporating gender into EIT activities	Indicators
Data segregation	Ensuring availability of segregated data for all activities	Provision of segregated data
Training / Meeting	Ensuring equal participation from men and women on trainings. Whenever possible, in the invitation for training, should be written that female participants are encouraged. If/when needed apply quota system	# of men and women participants.
	Ensuring equal opportunities for men and women to become trainers	# of men and women trainers
	Accommodating participants and trainers needs to support their multi roles. For example, training time is made shorter; or closer venue for both participants and trainers. Provide support especially for nursing mothers to participate/conduct training.	Questionnaire/check list on participants and trainers' availability and other responsibility
	Conduct gender training for staff, consultants and stakeholders to increase gender awareness and increase knowledge	# of training conducted
Team building	Ensuring equal participation of men and women in capacity building related activities	Observation how men and women participate in meetings
Policy making	During consultation process for policy formulation, ensuring that men and women are consulted. Taking into consideration gender division of labour, access/control over resources at all levels, and impact of the policy for men and women	# of men and women consulted
Material productions	Gender sensitive language which does not strengthen stereotyping and subordination will be used in produced materials	A gender sensitive language guidance
Gender budget	Allocating budget to support gender mainstreaming to all EIT projects	Allocation of budget for gender related activities
Monitoring and evaluation	Development of gender sensitive indicators to measure progress	A monitoring and evaluation indicators/ tools



Training



Awards

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Research



Impact
Projects