

#STHinConversation

sth  
SCHOOL OF TOURISM  
AND HOSPITALITY



# Women Leveraging Technology to Innovate & Disrupt Tourism



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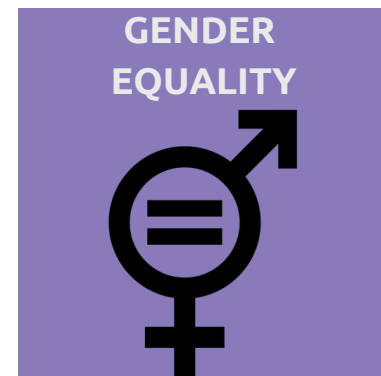


# A Global Overview



Employment

Tourism provides decent work for women



DECENT WORK &  
ECONOMIC  
GROWTH



Leadership

Women are leaders in the tourism sector and are represented and influential in decision-making

PEACE, JUSTICE &  
STRONG  
INSTITUTIONS



GENDER  
EQUALITY



Education

Tourism education and training promote gender equality and women's empowerment in the sector

GENDER  
EQUALITY



QUALITY  
EDUCATION



Entrepreneurship

Women's tourism business lead to women's economic empowerment



NO  
POVERTY

GENDER  
EQUALITY



Community

Tourism empowers women to work collectively for justice and gender equality

GENDER  
EQUALITY



PEACE, JUSTICE &  
STRONG  
INSTITUTIONS



- 45.3% of graduates in services worldwide were women, somewhat less than the proportion of all tertiary graduates who were women (53.7%).

Source: UNWTO - Global Report on Women in Tourism ,  
<https://www.e-unwto.org/doi/pdf/10.18111/9789284420384>

## A Global Overview

**54%** of people employed in  
tourism are women

**39%**<sup>a</sup> of people employed in the  
broader economy are women

Women in tourism earn

**14,7% less**

Women in broader economy earn

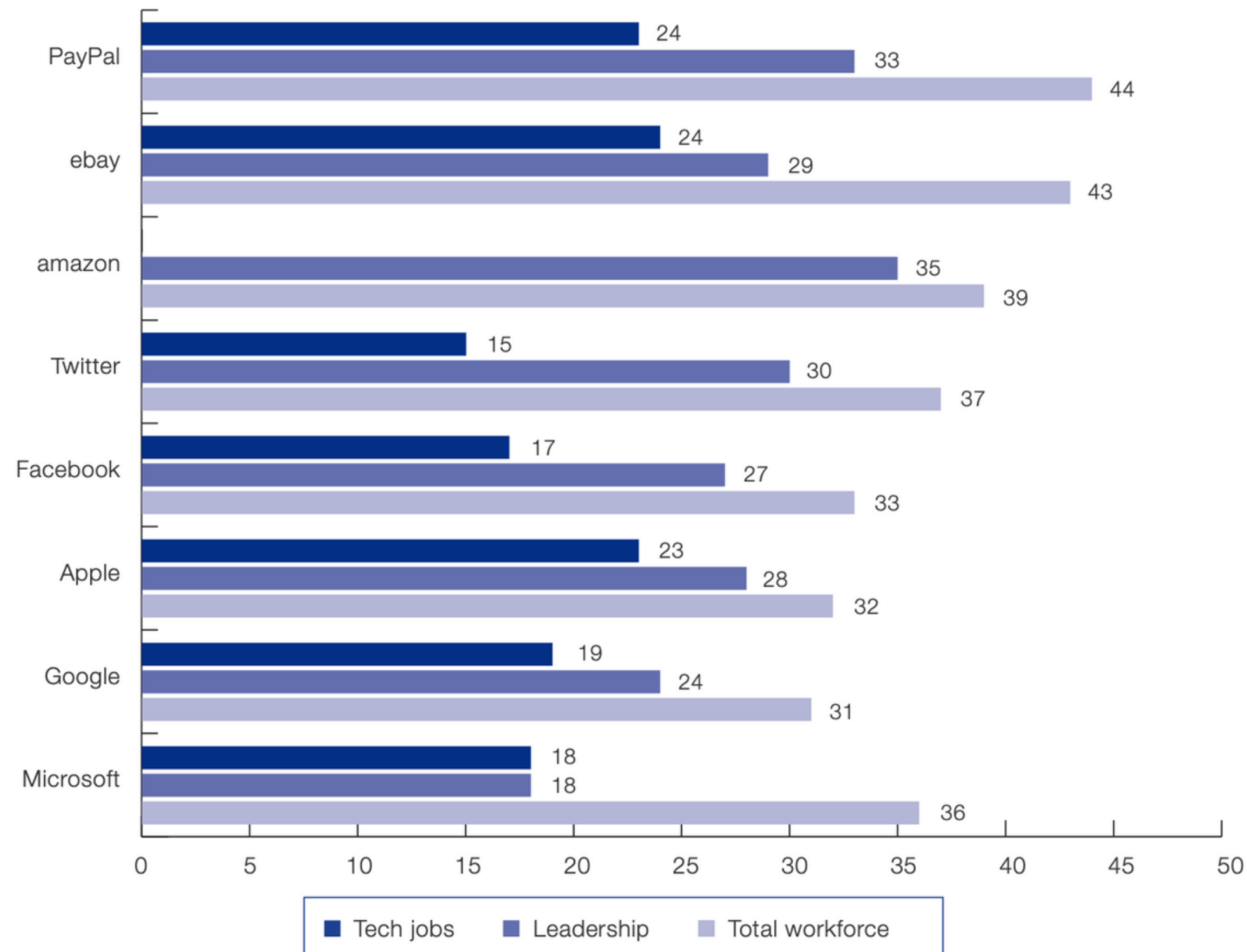
**16,8% less**

**23.0%** of tourism ministers  
are women

**20.7%** of government ministers  
are women

# Digital Platforms & Technology

Figure 4.1: **Female employees in major tech companies (%)**



# Global Report on Women in Tourism - Focus



## Quality Education & Gender Equity



**Investment in skills training for women across the sector, lead to greater outcomes for gender equality**

**Targeted gender-sensitive training and access to appropriate technology offer exciting opportunities for women innovation and empowerment.**





# Webinar Key Takeaways

Women play  
different  
roles

Solve our daily  
challenges

Mentor others and  
realise what you have

Transformation has to  
remain central to  
changing sector

Women do it  
for themselves

Data is a barrier for  
township and rural  
enterprises

People remain at  
the centre

Importance of  
purpose

Build your  
networks and  
thereby your own  
resilience

**Girl Hustle**

Adapt to rapid  
technological  
and societal  
changes

Technology is an  
enabler

Defeat not an  
option

Lifelong  
learning

Education  
important

Take ICT to townships and  
rural areas

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**RANKED:**

**20<sup>th</sup>**  
Globally

**No.1**  
in Africa