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SECRETARÍA
NACIONAL
DE TURISMO

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International Seminar on Women's Empowerment in the Tourism Sector

De las Torres Hotel y Centro de Eventos
Asuncion, Paraguay
12 April 2018

PROVISIONAL PROGRAMME

Thursday, 12 April

09:00 – 09:20 Welcoming Remarks

- **Marcela Bacigalupo**, Minister – Executive Secretary, National Secretariat of Tourism (SENATUR)
- **Zurab Pololikashvili**, Secretary-General, World Tourism Organization (UNWTO)

09:20 – 09:45 Keynote Speech

- **Marina Diotallevi**, Head of the Ethics and Social Responsibility Programme, UNWTO

09:45 – 10:15 Performance: Recycled Orchestra of Cateura

10:15 – 11:45 Panel 1: Tourism policies to enable gender equality

Do government policies take into consideration and address gender inequality challenges in the tourism sector? Can a focus on gender equality policies and investment in women empowerment projects make a destination more competitive and inclusive in the long run? What are some examples of best tourism policies focused on gender equality?

Tourism, being one of the fastest growing economic sectors in the world which accounts for 10% of the world's GDP, is also a labor intense industry in which women make up a large proportion of the formal workforce. However, this does not yet translate in equal benefits since typically women earn 10% to 15% less than their male counterparts. Achieving gender equality and empowering all women and girls by 2030 (Goal 5) requires policy changes and proactive actions which lead by example. Sound policies, in partnership with civil society and the private sector, together with enforceable legislation can forge an inclusive tourism sector that can impact positively the society and the competitiveness of a destination.

Panel will focus on:

- Public policies that support women empowerment in the tourism sector.
- Best practices highlighting tourism products and projects led by women which promote gender equality.
- Case studies showcasing how destinations can become more competitive through introduction of gender equality policies and investment in women empowerment projects.

Moderator: Alejandro Varela, Deputy Regional Director of the Regional Program for the Americas, UNWTO

- **Liliam Kechichián**, Minister of Tourism, Uruguay
- **Marcela Bacigalupo**, Minister-Executive Secretary, National Secretariat of Tourism, Paraguay
- **Mónica Zalaquett Said**, Undersecretary of Tourism, Chile
- **Sandra Victoria Howard Taylor**, Vice Minister of Tourism, Colombia
- **Shantanny Anasha Campbell Lewis**, Co-General Director of Administration, Nicaraguan Institute of Tourism (INTUR)

World Tourism Organization (UNWTO) - A Specialized Agency of the United Nations

11:45 – 13:15 Panel 2: Education as a tool for women’s socio-economic advancement in Tourism

Why is it important to support women’s access to equal education in the tourism sector? How can we stimulate and create more economic opportunities for women through education initiatives? How can education help women take on leadership roles in the tourism sector?

Despite women representing 60 to 70% of the world’s hotel and restaurant workforce, according to ILO data (2010), they still tend to occupy lower-qualified service and clerical jobs and are underrepresented in managerial and leadership positions. Education is one of the most important means of empowering women with knowledge, skills and self-confidence. It is a fundamental tool for women to seek a better quality of life for themselves and their families while benefiting at the same time their communities. Furthermore, education is an essential instrument to make women and their families less vulnerable to abuse and labour exploitation practices. It takes collective effort of governments, international organizations and the society to create and stimulate equal access to education in order to close the gender gap in the sector.

Panel will focus on:

- Education as a tool for women empowerment.
- Best practices in cooperation development projects focusing on empowering women through capacity-building and skills transfer.
- Success case studies of training programmes for women by tourism companies and industry associations.
- Bridging the digital gender divide in tourism by providing women with the necessary digital literacy skills.

Moderator: Corinna Keller, Vice President of CNN International commercial for the Americas

- **Ana María Baiardi**, Minister for Women, Paraguay
- **Florence Anne Raes**, Representative of UN Women Paraguay
- **Gabriela D’Onofrio**, Country Leader at Amadeus, Ecuador
- **Lorenzo Pelaez Dorantes**, Employers' Activities Specialist at the ILO
- **Madeleine Burns Vidaurrázaga**, National Director, Training Center for Tourism (CENFOTUR), Perú
- **Maria Silvia Duarte**, Global Compact Representative, Paraguay

13:30 – 14:30 Lunch

14:30 – 16:00 Panel 3: Entrepreneurship in tourism, an effective means for women to lead in the tourism sector

Why is women entrepreneurship an excellent vector for women empowerment in tourism? What are some of the best practices in public private partnerships prompting women entrepreneurship? What can we learn from women entrepreneurs’ success stories?

Tourism offers women significant opportunities for running their own businesses. Women’s entrepreneurship is particularly crucial in emerging tourism destinations. Women are also more inclined in engaging in social entrepreneurship which has large community benefits. However, according to the European Commission, the female creativity and entrepreneurial potential remain an under-exploited source of economic growth and jobs that should be further developed. Notwithstanding, success stories of aspiring business women unleashing their potential can be found from the vast savannahs in Kenya to the spiny forests of Chaco in Paraguay. Inspiring role models and a supportive environment for investment can be decisive for women to venture in creating their own businesses.

Panel will focus on:

- The importance of women entrepreneurship development as an instrument of women empowerment.
- Female tourism entrepreneurship success stories.
- Public-private partnerships for effective gender equality outcomes and female entrepreneurship support.

Moderator: Marina Diotallevi, Head of the Ethics and Social Responsibility Programme, UNWTO

- **Araceli Ramos Rosaldo**, President, FIASEET
- **Graciela Amanda Coy Maas**, President of the Caribe Maya Sustainable Tourism Network
- **Kemly Camacho**, President, Cooperativa Sulá Batsú, Costa Rica
- **Maryse Robert**, Director, Department of Economic Development, Executive Secretariat for Integral Development, Organization of American States (OAS)
- **Sara Benítez**, Entrepreneur-Indigenous Community Mbya Guarani

16:00 – 17:30 Panel 4: Funding and development opportunities

What funding programmes already exist for women empowering projects? What traditional and non-traditional funding sources are there available for women entrepreneurs?

“Through the 59th session of the Commission on the Status of Women’s (CSW) Political Declaration, Member States rightly stressed the urgent need for “significantly increased investment to close resource gaps, including through the mobilization of financial resources from all sources, including domestic resource mobilization and allocation and increased priority on gender equality and the empowerment of women in official development assistance to build on progress achieved and ensure that official development assistance is used effectively to contribute to the implementation of the Platform for Action” (UN Women).

The objective of the panel is both to discuss opportunities on how to get funding for women empowering projects through international development organizations and also to showcase exemplary case studies from public-private initiatives.

Panel will focus on:

- How to get funding for women empowering projects through international development organizations
- Non-traditional funding sources available for women entrepreneurs

Moderator: Yan Speranza, Executive Director, Moises Bertoni Foundation, Paraguay

- **Amanda León Alder**, President, Crédito Agrícola de Habilitación, Paraguay
- **Bruno Vaccotti**, Director of Entrepreneurial Education, Fundación Paraguaya
- **Carmen de Diego Fonseca**, Responsible for the Governance and Gender Program of the AECID, Paraguay.
- **Francisco Castillo Acero**, Chief Executive Officer of Expertus Turismo y Ocio
- **Louise Twining-Ward**, Senior Private Sector Specialist, World Bank Group

17:30 – 17:45 Conclusions and closing