



## Regional Seminar

on

### **Responsible Tourism: Opportunities for Women and Youth** ***Held in conjunction with 53<sup>rd</sup> UNWTO Commission for Africa***

**Calabar, Nigeria**

**26 June 2012**

### **Technical Note**

#### **Introduction**

As the specialized agency of the United Nations charged with promoting responsible and sustainable tourism, UNWTO is fully committed to enhancing the positive impact of tourism development on people's lives, particularly in the case of women and youth. With a view towards enhancing tourism's positive effects on the economic and social development of Africa, this seminar will explore the ways in which the sector can improve conditions for women and young persons throughout the region, and, in so doing, benefit the tourism trade at large.

One of the fastest growing and most dynamic spheres of the global economy, tourism is not only ideally poised to ensure prosperity, but also to promote women's empowerment, gender equality, youth employment and children's rights. Moreover, women and young persons are exceptionally well-placed to plan and establish tourism products based on the wealth of cultural heritage across Africa, whether in the form of handicrafts, folklore, dances, or gastronomy, towards inclusion in lucrative tourism value chains. Since more equal and diversified businesses and organisations produce better results in terms of productivity, sustainability and overall quality, the entire sector stands to profit from the active and equitable participation of women and youth.

To date, the tourism sector has played a significant role in empowering women politically, socially and economically. However, decisive action on behalf of both men and women, at all levels, remains vital in order to close the gender gap, particularly by ensuring equal pay for equal work, raising the quality of women's employment and ending all forms of discrimination.

Similarly, while as an "entry point", tourism offers young persons an excellent opportunity to enter the labour market, pressing challenges still remain. Special attention must be paid to improving the vulnerable situation in which young workers often find themselves, particularly due to issues of precarious work and the seasonality of the tourism sector, which may precipitate forms of exploitation.

#### **Objectives**

The principle objectives of this technical seminar, held in conjunction with the 52<sup>nd</sup> UNWTO Regional Commission meeting for Africa, are to:

- Raise awareness of the opportunities that tourism offers to women and youth through panel discussions in the context of capacity building, community development, entrepreneurship and leadership;
- Determine ways of overcoming obstacles to the empowerment and equality of women and youth in the tourism sector; and
- Call for enhanced cooperation and coordination between governments, regional and international organizations, the private sector, and civil society actors, to tap the potential of women and youth in tourism.

### Target Groups

The Seminar aims to gather policy makers, representatives of the tourism industry, communities engaged in/interested in tourism development, women's cooperatives, educational institutions, NGOs and civil society organisations.

## PROGRAMME

### TUESDAY, 26 JUNE 2012

08:15 – 09:00      **Registration of participants**

09:00 – 09:30      **Opening**

**H.E. Chief. Edem Duke**, Minister of Tourism, Culture and National Orientation, Nigeria

**Mr. Taleb Rifai**, UNWTO Secretary General

09:30 – 09:45      **Introduction to the Seminar's Themes**

**Ms. Lucy Ferguson**, UNWTO Consultant

09:45 – 11:15      **Panel I: Forging women leaders in African tourism**

*Panellists, representing outstanding role models as leaders in the public and private sectors, will share their views and experiences on the opportunities for leadership provided by tourism in Africa, particularly for women. Discussions will also centre on remaining barriers to women occupying leadership positions in the sector, and on how to effectively address existing challenges.*

Moderator:

**Mr. Frédéric Pierret**, UNWTO Executive Director for Programme and Coordination

Panellists:

**Ms. Emuobo Ibru**, Ikeja Hotels Nigeria

**Ms. Rosalie Balima**, Director of Tourism, Ministry of Culture and Tourism, Burkina Faso

Debate

11:15 – 11:30 Coffee Break

11:30 – 13:00 **Panel II: Strengthening entrepreneurship in Africa's  
Tourism Sector.**

*Panellists are asked to share best practice examples of the social and economic empowerment of women and youth through entrepreneurship in the tourism sector across Africa. Debate will further focus on how best to ensure that policies in the public and private sectors are conducive to the success of entrepreneurs and ensuring “decent work” for all.*

Moderator:

**Mr. Frédéric Pierret**, UNWTO Executive Director for Programme and Coordination

Panellists:

**Ms. Nyanya Jagne**, President , Association of Small Scale Enterprises in Tourism (ASSET), Member of the Banesto Foundation's Solidarity and Sustainable, The Gambia

**Chief Sally Ukpo**, Executive Director at Suffy Travels Ltd, Nigeria

Debate

13.00- 15.00 Lunch

15.00 – 16:30 **Panel III :Capacity Building and Community Development**

*Panellists are invited to discuss the opportunities provided to women and young persons through tourism education, skills development and capacity building programmes in Africa, including in relation to cultural heritage management. They will further analyse ways in which these correspond to the real needs of the market and inclusion into supply chains.*

Moderator:

**Ms. Lucy Ferguson**, UNWTO Consultant

Panellists:

**Mr. Akinropo Omoware Esq**, Programme Officer, German Agency for International Cooperation (GIZ), Nigeria

**Mr. Sina Adefolahan**, Project Coordinator Ogun State, Women Consortium of Nigeria (WOCON), Nigeria

**Ms. Laetitia Yei Adou**, Tourist Division, West African Economic and Monetary Union, UEMOA

**Mr. Munzali Dantata**, Chief Executive Officer at National Institute for Hospitality and Tourism, Nigeria

Debate

Coffee Break

17:00 – 17:15      **Conclusions and recommendations**

17:15 – 17:30      **Closing Ceremony**

**Mr. Frédéric Pierret, UNWTO** Executive Director for Programme and Coordination  
Ministry of Tourism, Culture and National Orientation, Nigeria

19 :00              **Evening of Cultural Fusion – Amphitheatre Tinapa Studio**

**WEDNESDAY 27 JUNE 2012 :**

10 :00-17 :00      **Technical visit with H.E. Executive Governor of Cross River State, Mr. Liyel Imoke**

19 :00              **Governor's Dinner – Tinapa Studio**