

**Women in Blue
Economy in the
Mediterranean**
22 September 2021



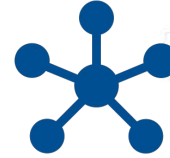
WOMEN AND TOURISM

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Director, Regional Department for Europe, UNWTO

**UNWTO:
promoting
responsible,
sustainable and
universally
accessible
tourism**



specialized agency of the
United Nations



159 Member States, 6 Associate
Members, 2 Observers and over
500 Affiliate Members



tourism as a driver of economic
growth, inclusive development
and environmental sustainability



offering leadership and support to
the tourism sector in advancing
knowledge and tourism policies
worldwide

TOURISM AND COVID-19



COVID-19
RESPONSE

2021

JANUARY-MAY*

INTERNATIONAL TOURIST ARRIVALS

WORLD

2019: (+4%)
2020: (-73%)
JAN-MAY 2021: -65% (OVER 2020)
JAN-MAY 2021: -85% (OVER 2019)

AMERICAS

2019 (+2%)
2020 (-68%)
JAN-MAY 2021
(-72%)

EUROPE

2019 (+4%)
2020 (-68%)
JAN-MAY 2021
(-85%)

AFRICA

2019 (+2%)
2020 (-74%)
JAN-MAY 2021
(-81%)

MIDDLE EAST

2019 (+7%)
2020 (-74%)
JAN-MAY 2021
(-83%)

ASIA & THE PACIFIC

2019 (+4%)
2020 (-84%)
JAN-MAY 2021
(-95%)



SOURCE: UNWTO

* PROVISIONAL DATA (Y-O-Y MONTHLY CHANGE, BY REGIONS OVER 2019) (DATA AS OF JULY 2021)

WHAT'S AT RISK?



Over 120 million **direct tourism jobs**, of which approx. 70 million in the region for Europe



Estimated loss in **international tourism receipts** of USD 1.1 trillion



Over US\$ 2 trillion lost in terms of **global GDP**



A **lifeline** for SIDS, LDCs and many African countries

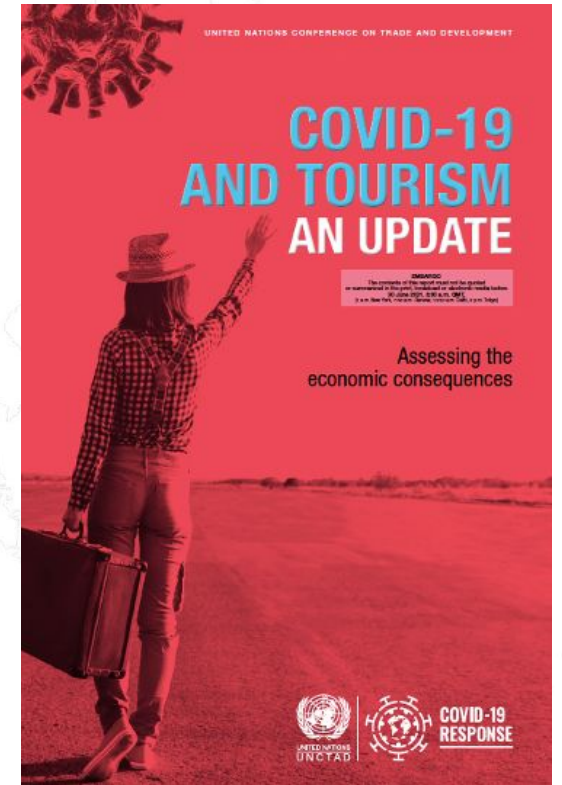


Critical resources for **conservation** of natural and cultural heritage

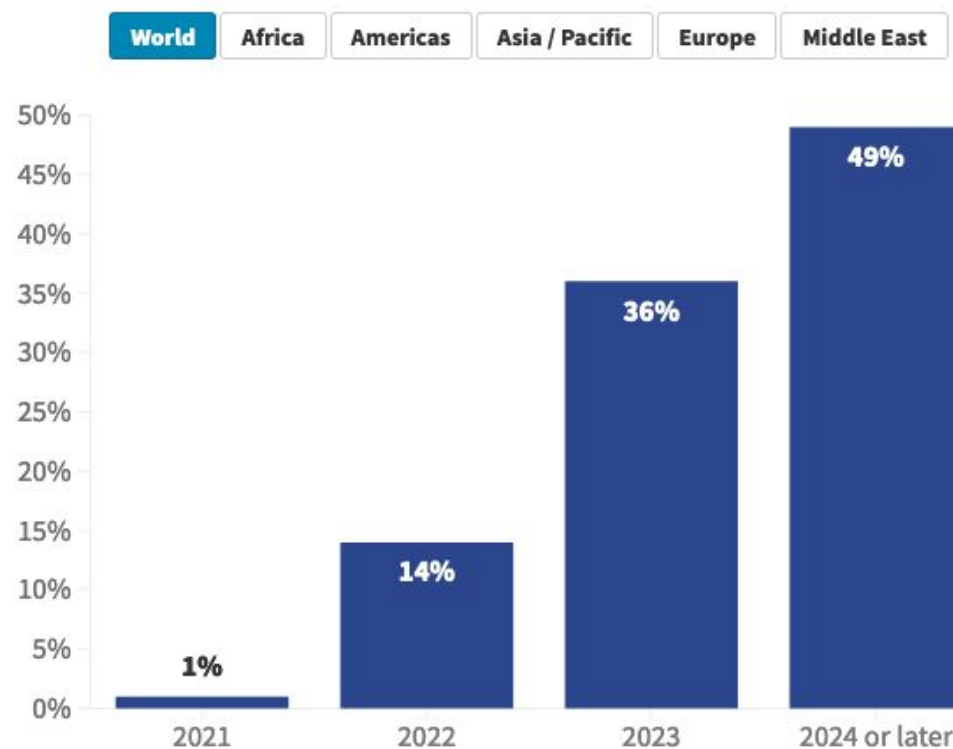
UNCTAD REPORT ON THE ECONOMIC CONSEQUENCE: COVID-19 AND TOURISM



- the report quantifies the **potential economic effects of the contraction** in tourism in 2021
- a drop in tourist sales leads to a **2.5-fold loss in real GDP**, on average, in the absence of any stimulus measures
- the economic losses could range **between \$1.7 trillion and \$2.4 trillion** in 2021

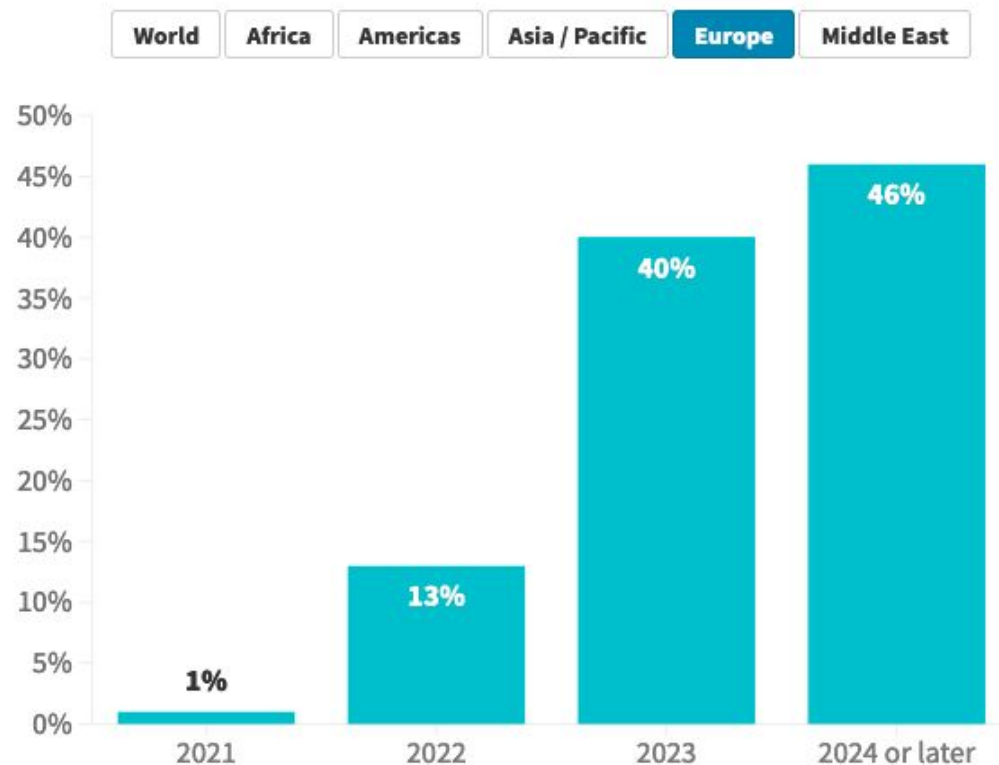


When do you expect international tourism to return to pre-pandemic 2019 levels in your country?



UNWTO conducted a global survey among its UNWTO Panel of Tourism Experts on the impact of COVID-19 on tourism and the expected time of recovery.
Data as collected by UNWTO, May 2021. Published: 31/05/2021

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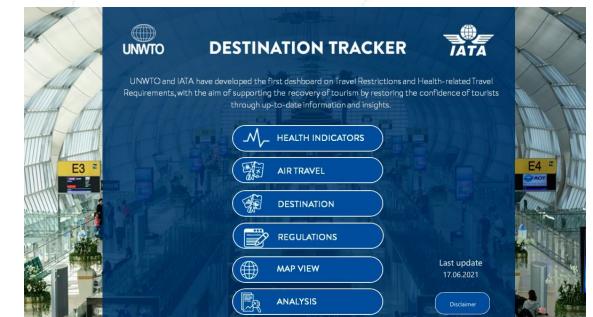
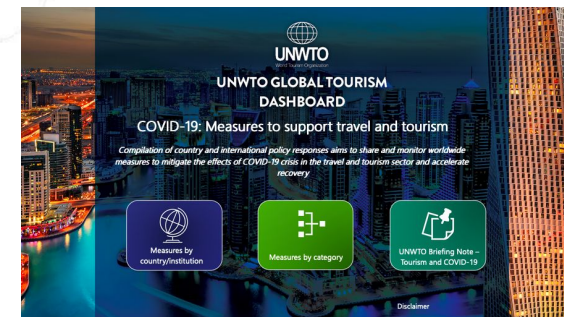
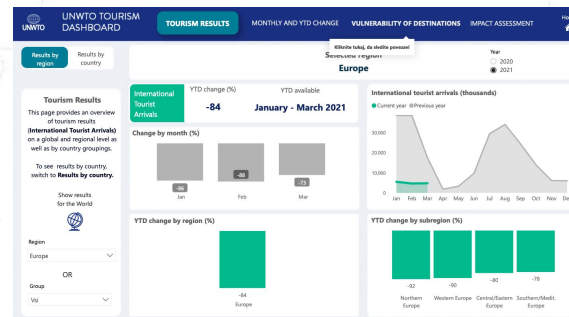
UNWTO INITIATIVES TO #RESTARTTOURISM



COVID-19
RESPONSE

UNWTO INITIATIVES TO RESTART TOURISM

- POLICY GUIDANCE
- RESEARCH AND DATA
- TOURISM FOR RURAL DEVELOPMENT
- INNOVATION
- EDUCATION



WOMEN IN TOURISM



COVID-19
RESPONSE

IN 2019...

54%

of people employed in **tourism** were women
as compared to 39% in the broader economy

14.7%

lower pay for women in **tourism**
as compared to 16.8% in broader economy

23%

of **tourism ministers** were women
as compared to 20.7% of overall female government ministers

THEMATIC AREAS AND GOALS

EMPLOYMENT



Tourism provides decent work for women.

ENTREPRENEURSHIP



Women's tourism businesses lead to women's economic empowerment.

EDUCATION



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

LEADERSHIP



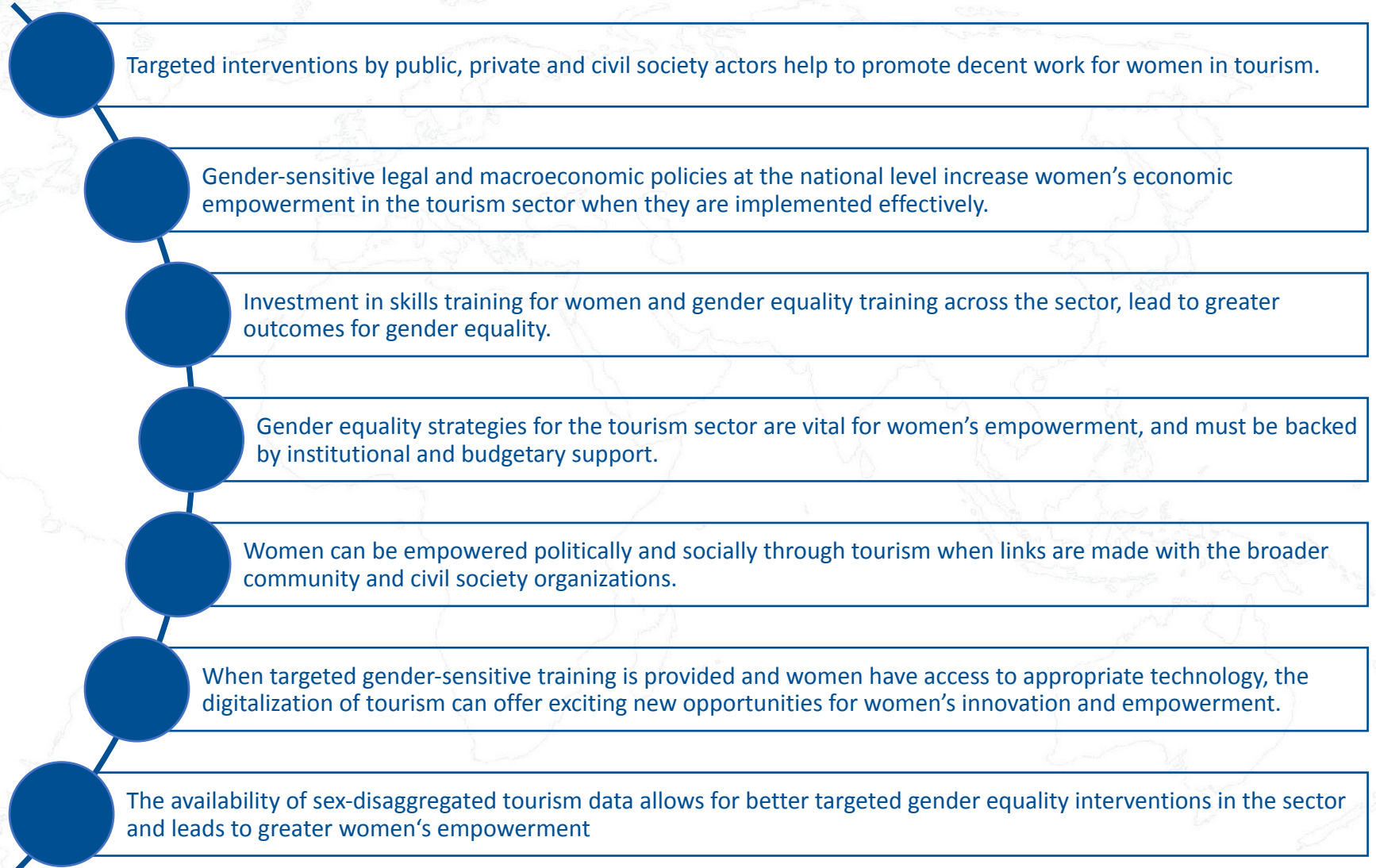
Women are leaders in the tourism sector and are represented and influential in decision-making spaces.

COMMUNITY



Tourism empowers women to work collectively for justice and gender equality.

KEY CONSIDERATIONS



GENDER INCLUSIVE RESPONSE TO THE COVID-19 PANDEMIC



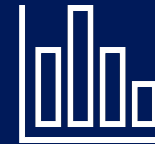
**Protection
against
gender-based
violence**



**Flexible working
conditions**



**Boost
entrepreneurship and career
progression**



**Sex-disaggregated
data**



Thank you!

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