

# PLANET IPE

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OCTOBER 2017 - GENDER & TOURISM  
SPECIAL EDITION



# MD SPEAKS

Tourism is considered to be one of the fastest growing industries in the global economy. Due to the diverse nature of the industry, it becomes an important source of both direct and indirect employment at all skill levels. World Tourism Day 2017 focussed on Sustainable Tourism – A Tool for Development and evaluate the contribution of this sector towards SDGs.

Gender perspective plays an important role in tourism sector where women make up half of the labour force but are paid lower and are assigned mostly unskilled jobs. Due to women's concentration in the lower status jobs their potential to contribute fully still remains largely untapped.

According to UNWTO, 90% of women working in the industry are employed as waitresses, bartenders, maids, baby sitters, cleaners, flight attendants, housekeeping staff etc. Therefore, recognising gender issues within the sector and taking proper action in this course is very important to ensure development and growth of tourism in India & worldwide.

On this World Tourism Day ... Let us together  
#MakeWayForHer





# **GENDER & TOURISM**

## **#MakeWayForHer**

### **CAMPAIGN**

Tourism brings people to places they have never travelled, encourages cross-cultural understanding—and brings business to places. Tourism has demonstrated its potential to contribute to all the three dimensions of sustainable development – economic, social and environmental – and each of the 17 Sustainable Development Goals.

UN has declared Year 2017 as the Year of Sustainable Tourism for Development where it recognises “the importance of international tourism in bringing about a better understanding among people everywhere, in leading to a greater awareness of the rich heritage of various cultures and civilisations existing thereby contributing to the strengthening of world peace.”

IPE Global Limited, through its Gender & Tourism #MakeWayForHer campaign firmly endorses the UN Resolution. Our campaign is a step up to the #MakeWayForHer campaign launched in March 2017 which highlighted the need to address gender gaps in the corporate world and how equity in opportunities can lead to their growth and empowerment. Once again, through this campaign we attempt to highlight how promoting equality matters to practice responsible tourism.

Let us together pledge to commit to this initiative to build perspective - break perceptions on how sustainable tourism can lead to a better working world - a more gender inclusive world.

**#WTD2017 #SDGs #Gender&Tourism #MakeWayForHer**







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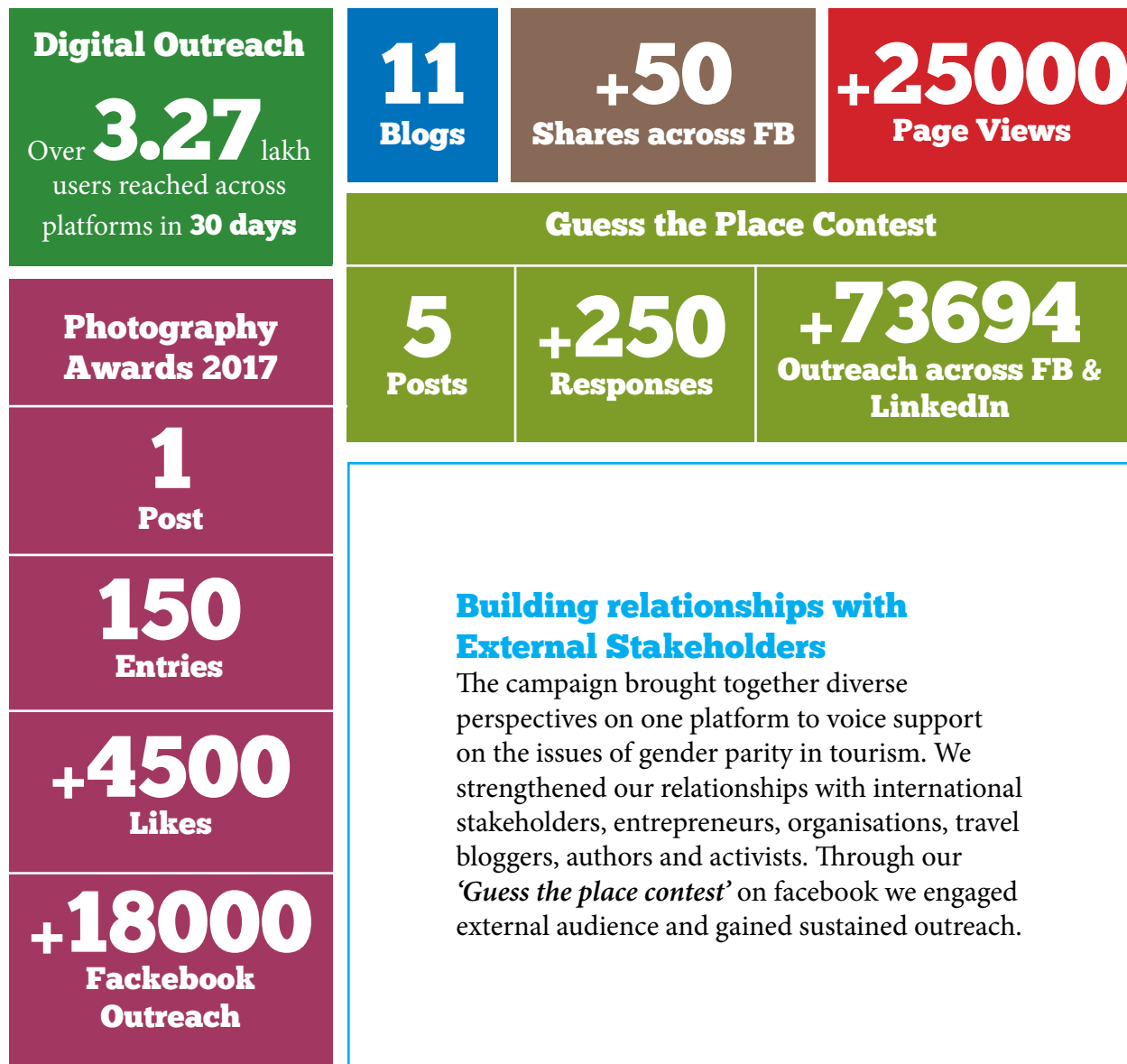
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IPEans Speak

# OUR CAMPAIGN IN NUMBERS



## Employee Engagement

Each one of us is a brand ambassador. With high levels of engagement and active participation, the Gender & Tourism Photography Awards 2017 witnessed an overwhelming response from IPEans.

## Corporate Branding & Making inroads in Gender Equality

Our campaign firmly aligns itself with the broader SDG Goals around the theme. Through this initiative we hope to contribute towards promoting greater equality in the sector which can 'make way' for responsible tourism and foster sustainable development.

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# PERSPECTIVES

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## **LORETO IBANEZ CASTILLO**

*Head Tourism Int. Projects STH-ESC La Rochelle-France, Former UNWTO - TedQual Programme Manager*

*Tourism – a Sector that allows, more than any other sector, the equal inclusion and treatment of all*



## **ROHIT KHATTAR**

*Entrepreneur, Founder –Jugni*

*Women are powerful and capable enough to make things happen for themselves...*



## **PURBA MAZUMDAR & SIDDHARTHA NAGAR**

*Couple Travellers & Bloggers, Four Blissful Feet*

*Yes, there seem to be more male solo travellers out there but there are plenty women as well!*







**KIRTHI JAYAKUMAR**

Founder, Red Elephant Foundation

*The freedom to travel safe and risk free is an absolute right - one that cannot be taken away for any reason.*



**AAKASH MEHROTRA**

Development Consultant, MicroSave, Travel Writer and a soon-to-be novelist

*As you go more local you will find women playing a greater part in sustaining culture and driving local tourism activities.*



**PARNASHREE DEVI**

Travel Blogger – My Travel Diary

*While choosing an unusual career path over my high salaried job, I was questioned by the world, including my own family.*

TO READ MORE BLOGS VISIT OUR CAMPAIGN PAGE [www.ipeglobal.com](http://www.ipeglobal.com)



# WHY TOURISM MATTERS?

© Aditi Khandelwal

**10%** GDP

Tourism contributes to 10% of world GDP

**1/11** Jobs

One in every eleven jobs globally belongs to this sector

**1235** Million

International tourist arrivals reached 1235 million in 2016

**7** Years

Tourism has grown above average, at around 4% per year, for seven straight years

**7%** Exports

7% of total world exports and 30% of world services exports





# **Why Gender Parity Matters?**

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Women are poorly represented at professional levels

## **EMPLOYMENT**

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Women in tourism are earning 10% -15% less than their male counterparts

## **PAY GAP**

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Women are responsible to carry out the unpaid work in family tourism businesses

## **COMMUNITY**

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Women in tourism are disadvantaged to access credit and loans

## **ENTREPRENEURSHIP**

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Women are still the victims of occupational segregation in many sectors

## **STEREOTYPES**

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# **IPEans SPEAK**

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**JULIETTE SEIBOLD**  
**Head - Social & Economic**  
**Empowerment**

“As tourists it is easy to assume that the beautiful places we visit are untroubled by inequalities between men and women, by injustices in the way benefits are shared, by grinding poverty or by environmental fragility. In actual fact, I believe these issues remain hidden from those who pass through. I have been fortunate enough to hike in some of the world’s most remote regions: the Himalayan Mountains, the Awash in Ethiopia, and from Asmara, the capital of Eritrea to the Red Sea Port of Massawa. I have noted that those driving buses, running hotels and restaurants, and acting as tour guides are largely men. Almost always women remain hidden. You may hear them in the kitchen, or briefly see them cleaning, fetching water, and looking after children. If you are in a less remote spot, women may be at the reception or serving tables but they are rarely in the lead. Perhaps one day these women will rise up, grow horns and confront and redress the inequalities they endure on a daily basis. But should they have to go through that process? Does it have to be a struggle? I think not. I believe that in the development of tourism we need standards and principles of engagement that aim to put women and men on an equal footing in providing services and in reaping the benefits. In practice this means engaging with women as well as men; building their capacities alongside men’s. Of equal importance is to audit the industry from a gender and environmental perspective and to make the outcomes visible. Without critical insights into what tourism is doing for gender equality and the environment, we all stand to lose.”





**ANUJA SHUKLA**  
**Tourism Sector Lead**

As the beauty of untouched lagoons and endless sea unfolded in front of us, we assumed that we have seen and experienced the best of Lakshwadeep islands.

Our assumptions that we are entering a conservative group of people who call themselves “islanders” and do not wish to have any interaction with us “the mainlanders” were completely ragged, when we were pleasantly surprised to meet a few families in Kavaratti island. Lakshadweep is a matriarchal society where women have a dominant say, so much so that any home without a girl child is considered a wretched home. ... It is perhaps the safest society for women in the country with only one case of domestic abuse reported in the last decade, and no cases of rape or molestation. Lakshadweep has largest number of households headed by women in the country (43.7 %) and in this land of wonders, women inherit the parental properties and men shift to wife’s home post marriage. It made me wonder how much we need to learn from this isolated group of merrymakers and how in our shallow and materialistic lives we have forgotten the peace and tranquillity of simple and safe living”

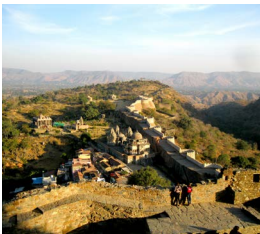
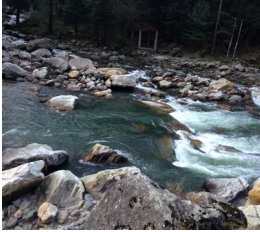




**SHEILA ATIENO**  
**Analyst, IPE Africa**

It is a great thing when a woman – amidst power dynamics – is able to drive an economic powerhouse. However, it is a powerful thing when a woman– amidst a virile society– is able to harness and embrace the power of mother nature by driving tourists, entrepreneurs and governments towards appreciating the sum total of relationships and phenomena arising from touristic interactions.





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