



Together for sustainable tourism

INCLUSION OF WOMEN AND YOUTH

The development of responsible tourism must include the host community and its different social groups so that everyone can benefit from it. To achieve an ideal situation, women should have the same occupational opportunities as men. However, this isn't a reality yet. Your role is indeed to foster and take actions to develop increased fairness in your community. We also recommend that you educate members of your locality and surrounding areas on the inclusion of women and youth to involve them more in the process and make it possible for them to participate in this social change.

CURRENT SITUATION OF WOMEN AND YOUTH

Women and young people are important players in economic development, but many obstacles prevent them from reaching their full potential. Although inequalities between men and women are declining, the impact of poverty, discrimination, and lack of job opportunities mean that women still live in conditions that are lower than that of men. Unfortunately, a large number of youths aged between 15 and 35 years and who live in developing countries are facing difficulties, as well as barriers in their search for active and well-paid employment. That's why most of them, mainly comprised of women, are poor and marginalized from society.

BENEFITS OF INCLUSION

Offering or creating new jobs to include women and young people has a positive impact on the community.

-  Poverty reduction.
-  Diversification of talents.
-  Reduction in discrimination.
-  Greater economic independence and local pride.
-  Increase in available labour force.
-  Growth in economic activity and production.
-  Improvement in the level of education through training.
-  Better relations and integration of the different social groups.



WOMEN IN TOURISM

If women receive proper training, they can occupy any type of position within a tourism business, whether as housekeeping maids, department supervisors or chief executives. Her gender does not affect her ability to perform maintenance, customer service or administration work. It is important to invest in the education of women, making it possible for them to study and serve in different positions regardless of their gender.

In some societies, women play an important role in the upbringing of children and caring for the home. Taking this reality into consideration, it is good to know that there are opportunities for part-time or home-based work in the tourism industry. Here are some examples:

-  Preparing traditional dishes.
-  Making crafts to sell to tourists.
-  Managing reservations and social networks.
-  Managing accommodation in a house (family home type).
-  Presenting workshops on traditional know-how in cooking and handicrafts.

YOUTH IN TOURISM

It is important to train young people so that they can have the opportunity to decide on their future. However, if they do not have financial means that will help them to study now, you can provide them with part-time jobs that will give them the opportunity to continue their education and have better opportunities for the future. In case they've completed their studies but lack professional experience, do not hesitate to hire them to occupy any position, while giving them further training, and gradually more responsibilities.

With technological advancements, it is very easy to obtain relevant information and learning without spending too much. If youths are not able to get training in a trade, your role as an entrepreneur is to provide them with facilities for learning online and making it possible for them to use their newly acquired knowledge in your business. The results will undoubtedly generate profit.

Do you want more ideas on offering responsible and sustainable activities? Visit www.villagemonde.com/amiwasi and you'll find training videos and documents to improve your practices.

START TODAY TO CHANGE THE WORLD, ONE STEP AT A TIME!



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