

# Tourism and Women in Africa

## Introduction:

Tourism is one of the industries with the greatest potential for boosting local economies and culture. Tourism, on the other hand, is a labour-intensive activity with a high traction capacity to generate employment, well-being, and transformative power, if planned and aligned with social initiatives. Tourism is an employment-intensive sector for women, enabling the development of a significant number of small businesses and business innovation along the entire value chain.

On the other hand, Africa, with a great diversity and potential of natural, historical, and living cultural resources, is one of the regions in the world with the greatest development potential, requiring the skills of its local population to be able to benefit from the opportunities for generating well-being.

Training plans are therefore urgently needed to address this transformation and the post-pandemic recovery process that is approaching, ensuring that criteria of economic, environmental, and social sustainability are applied. Thus, the revitalization of the continent and the critical role of women is strengthened.

## Objective and characteristics of the programme

**Overall objective:** To empower women in Africa and enhance their capabilities for sustainable tourism development.

**Target audience:** young women from Africa with university education.

**Modality:** On-line through the virtual platform of the University of Las Palmas Gran Canaria -ULPGC.

**Duration of the programme:** 60 hours.

**Language of instruction:** English.

**Dates:** September-November 2021.

**Academic staff:**

- University of Las Palmas de Gran Canaria. Institute of Tourism and Sustainable Economic Development (TIDES).
- United Nations Development Programme (UNDP).

### **Content of the modules:**

1. Tourism and sustainable economic development. Introduction to the tourism system and its business opportunities in the context of sustainability.
2. Tourism and the Sustainable Development Goals, with special emphasis on tourism and women.
3. Tourism market analysis, trends, and opportunities.
4. Creation and development of tourism experiences.
5. Tourism promotion of new projects, digitization and neuromarketing to improve promotional effectiveness.
6. Development of a tourism project.

It includes the participation of prestigious guest speakers and the application of case studies, as well as a part of the student's individual work.

### **Teaching staff**

In collaboration with UNDP (United Nations), the Institute of Tourism and Sustainable Economic Development TIDES, belonging to the University of Las Palmas de Gran Canaria (ULPGC), is an Institute whose objectives are developing top tier research and teaching in tourism, generating and disseminating scientific knowledge, and integrating into international tourism networks of excellence. It also carries out education and training for the improvement of tourism development. Finally, it applies the knowledge generated to promote the improvement of the economic, social, and environmental tourism development of the destinations. TIDES has contributed to the ULPGC's position as a first research centre for scientific productivity in tourism in the European Union; second in the world, shared with other institutions, in scientific productivity in marketing and destination management; fourth in the world in scientific productivity in image and brand research; first in Ibero-America in scientific productivity in hospitality.

The development of the project is carried out by a team of professors and professionals with a high level of specialization in the tourism industry. The

TIDES Institute hosts the **UNESCO Chair of Tourism and Sustainable Economic Development** of the ULPGC. These aspects are backed up by the work demonstrated in the publication of several books, articles in the most prestigious tourism journals in the world, presentations at the most prestigious conferences, and experience in tourism projects with different international organizations and tourist destinations.

Currently, Tides offers an International Master's Degree (in English) in Tourism, Transport and Environmental Economics, and it has designed and taught diverse international courses in Africa, Latin America, and Asia, for different developing countries.