

# GENDER AND CULTURAL HERITAGE

## THE PERSPECTIVE OF SIX MEDITERRANEAN COUNTRIES

Editors

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ENPI  
CBCMED

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## ABSTRACT

This publication provides an overview of the status of gender equality and its connection to the cultural heritage sector in the Mediterranean. The aim of the publication is to evaluate the importance of gender equality as a means to generate further social and economic development within the region. Building a better future for all requires the full and equal participation of women and men in both the cultural and tourism sectors. In order to achieve this, Mediterranean societies must perceive women and girls as agents of change within their communities and in turn do their utmost to achieve better standards of living. It is necessary to evaluate post conflict situations where women are given the chance to participate in leadership roles in order to help in the rebuilding of peace and in the forging of equitable public policies. The publication is divided in two main parts. The first part is a general overview of the social and economic position of women in the region. It starts by looking at the anthropological perspective of the role of women in Mediterranean societies. This was followed by a brief presentation of demographic data; the role played by education; the legislation; governance and female participation in the tourism sector in the six countries that took part in the HELAND Project. The second part focuses on six case studies of the role of women in the cultural heritage sector of the Mediterranean region.



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# THE HELAND PROJECT

**HELAND** is a European framework project aiming to promote socio-economic sustainable development through innovative technological actions for Mediterranean tourism-heritage and landscapes protection clusters.

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestinian Authority, Portugal, Spain, Syria, Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French.

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

The Heland Project was led by the Institute of Tourism Travel and Culture of the University of Malta. The partners in this project were Fondazzjoni Temi Zammit (Malta); GEREDIS (Spain), Larnaca Development Agency (Cyprus); ARIJ (Palestine), Lebanese University (Lebanon), Al-Shouf Cedar Society (Lebanon), Jordan University of Science and Technology of Jordan (Jordan) and JREDS (Jordan)



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Figure 1: HELAND Partners and Countries involved in the Project



# PART I

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## GENDER AND FEMALE PERSPECTIVES



# 1. INTRODUCTION

The present study is a descriptive and comparative analysis of the gender participation in the cultural heritage sector in the six countries that have participated in the HELAND project, funded under the ENPI CBC MED programme. The six countries, namely Cyprus, Malta, Spain, Jordan, Lebanon, Palestine, are part of two different macro regions bordering the Mediterranean region, that is the European Union, and the MENA region. Undoubtedly the geographical, religious, cultural and political differences have traditionally led to differences in the way in which men and women behaved in society often leading to two different worlds – that of men and women.

Questions about equality and participation in all spheres of society have generated in recent years a number of sectoral studies (see for example Sinclair (1997); Kirton and Greene (2005)). For the European Commission gender is also a central issue, with programmes such as ENPI and now H2020 insisting on fostering more direct female participation in research, as is the case of H2020 or direct employment as was the case of the ENPI programme.

The HELAND project focussed on cultural and heritage sectors within the Mediterranean region. Issues about the vulnerability and management of cultural and heritage sectors has been well debated over the years with literature addressing practical aspects of heritage management. This volume addresses a slightly different aspect of the management of cultural heritage and it looks at who manages the cultural and heritage assets of the Mediterranean. Our studies show that female involvement in the management of cultural heritage although not initially visible is actively present and as time passes it is becoming a recognizable force, especially in the SME sector.

In recent years, especially as a result of more awareness and consciousness about equality in spheres of life and work, more studies have been published about the role of men and women.

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## GENDER EQUALITY AND THE MILLENNIUM DEVELOPMENT GOALS

Gender equality and empowerment of women is the 3rd Millennium Development Goal (MDG). It is a prerequisite for the health and development of families and societies, and a driver of economic growth. The target of the 3rd MDG was to eliminate the gender disparity in primary and secondary education, preferably by 2005, and in all levels of education no later than 2015. However, the 3rd MDG misses critical dimensions, and for this reason, the post-2015 agenda should build on the current MDG goals to take a holistic approach for addressing gender inequality. In order to tackle discriminatory social norms and practices that underlie gender inequality, such as early marriage or violence against women, the post-2015 agenda has identified seven priority areas, each of these areas is discussed in detail below.

### 1. Addressing girls completion of a quality education

It is recognized that just one additional year of school gives women much better economic prospects, more decision-making autonomy, a stronger control over their own fertility, and

### PROBLEM STATEMENT

The low rate of female participation at the workplace lead to the necessity to empower women through different means to enter the labour market. This study attempts to analyse the participation of women within the cultural tourism attractions and attempts to answer the following questions:

How are women represented in the cultural tourism attractions?

Are women equally represented on the higher levels of organisations and are they given decision making power?

What level of participation and contribution do women have in the cultural heritage sector in the Mediterranean Region?

## METHODOLOGY

The methodology used in this study was based on the gender equality index of the European Commission to obtain basic data on gender equality and gender practices within the project partner countries.

Partner countries have also drawn up studies on gender involvement within the heritage sector before and during the project lifetime.

Extensive literature review was also conducted to provide an overview of the gender status within the region.

better chances of having healthier and more educated children. Although the secondary and higher levels of education influence women's empowerment, the world is still far from reaching parity between girls' and boys' rates of enrolment and school completion. For this reason girls' completion of a quality secondary education should be a top priority for the post-2015 agenda, including a focus on knowledge and skills to take advantage of economic and financial opportunities, in order to achieve a women's economic empowerment.

### 2. Women's economic empowerment

Although women's economic empowerment is a tool of development that addresses poverty, reduces inequalities, and improves children's health, nutrition, and school attendance, this priority and its contributions to the economy was largely ignored by the society. For this reason the post-2015 development agenda should generate targets and indicators on women's ownership of and access to assets, resources and services such as land, housing, income, employment, water, technology, credit, markets, banking

and financial services, etc.; engagement in quality employment; entrepreneurship; and time spent in unpaid caring and household work. At international level, and across sectors, women find more difficulties than men in accessing decent jobs, investment opportunities, training, business services and credit, and these aspects limit their careers in entrepreneurship which is a source of growth, prosperity and poverty reduction as well as a tool for the women' empowerment. Besides that, other discriminatory factors exist which limit the gender equality such as the difficulty to access to quality jobs and the gender pay gap.

**3. Universal access to sexual and reproductive health & rights**

Despite improvements in legal protection on violence against women, violence and abuse remain a reality in all regions of the world according to the 2012 Social Institutions and Gender Index (SIGI). SIGI is a composite index which allows the comparison of the level of discrimination against women for over 100 countries and economies, allowing cross-country, regional and sub-regional analyses. The SIGI is not only a tool to measure gender inequalities in outcomes such as education and employment but it also helps policy-makers and researchers to understand the causes of these outcomes.

Unfortunately violence against women and girls is a universal phenomenon rooted in the persistence of social norms and attitudes that admit violence against women. The most common forms of violence against women are domestic and sexual violence. Domestic violence is more common in those countries where there exist a high social acceptance of it, and its prevalence is double than the average of countries where there is little acceptance. The sexual violence is particularly widespread in conflict situations.

**4. Sexual and reproductive health and rights**

Among the most relevant women's opportunities, it is necessary to include sexual and reproductive health and rights. Although women should be responsible on their decision on reproductive matters, there are still high restrictions on women and girl's physical integrity such as their freedom to make choices about their fertility and sexual lives. Besides that, in some countries like the sub-Saharan Africa and Asia, where there are low restrictions on women and girl's integrity, the possibility of being infected with HIV is higher than countries where there are low restrictions. In order to improve the situation, the use of contraceptives should be increased preventing unintended pregnancies and abortions, which allows saving in medical care costs, and reducing poverty.

**5. Women's voice, leadership and influence**

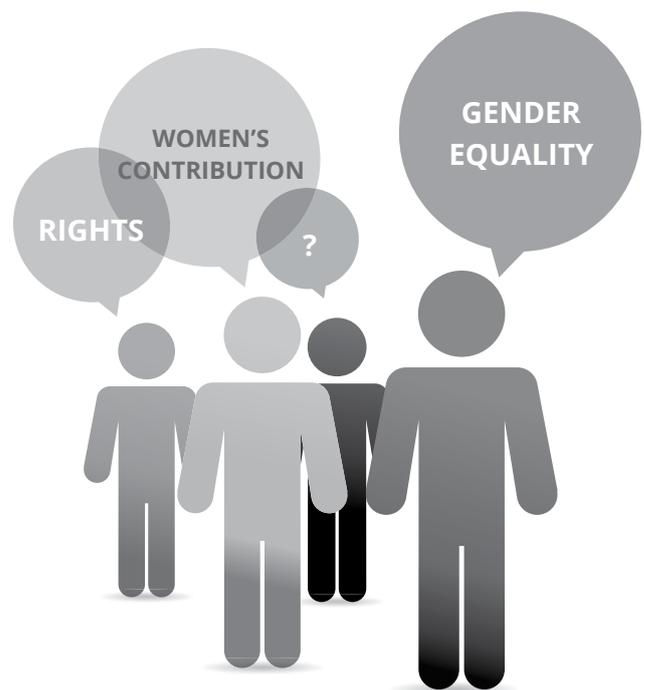
The capacity to participate and influence the decisions that affect their lives is a human right for women. In order to achieve an equitable governance and contribute to a more inclusive, democratic and stable society, it is fundamental to increase women's representation and participation at all levels such as in the economy, politics and society. The Organization for the Economic Cooperation and Development (OECD) in 2012 found that in countries where women's participation and access to the public sphere is more restricted, there is a higher level of political instability.

**6. Women's participation in peace and security**

Although, the peace building process can also offer opportunities in gender equality, United Nations Women (2012) argues that out of 31 major peace processes between 1992 and 2011, only 4 of signatories, 2.4% of chief mediators, 3.7% of witnesses, and 9% of negotiators were women. The participation and leadership of women in peace and security and decision making processes, is also important considering the disproportionate impact of the war on women who often are victim of sexual violence in conflict.

**7. Women's contributions to environmental sustainability**

This priority refers to the importance of recognizing women and girls as agents of change, and allows them to participate in environmental decision making from community to international levels. For this reason the energy and environmental sustainability goals post 2015 need to include gender specific targets and indicators in order to distinguish the impacts that environmental degradation and climate change cause on women and men. Indeed women are more vulnerable than men to the impacts of climate change due to the fact that having the socially ascribed responsibility for the management of natural resources such as water and fuel they are more affected as resources become scarce.



## 2. WOMEN IN THE MEDITERRANEAN

### AN ANTHROPOLOGICAL PERSPECTIVE

Gender comprises a range of differences between men and women extending from biological to social issues. Gilmore (1982) affirms that there are several affinities between people of the Northern and Southern shores of the Mediterranean. Among the common "core issues of life", the American anthropologist includes male-female relations. According to Cassar (2003), "the roles of men and women in Mediterranean societies seem at first glance totally separate and opposed to each other. Nonetheless each sex is seen as responsible for its particular sphere, the women for the purity of the family's lineage, which they transmit, and the men for its repute". Moreover, in his study of a North African village, Duvignaud (1977) opines that men and women are "two separate worlds, which pass without touching". The rigid sexual segregation is one of the socio-cultural traits which have been associated to the Mediterranean entity according to Boissevain (1976,1977,1979), Davis (1976), and Gullick (1976).

Traditionally, the roles of women have not been neglected but rather they have been treated as a "world apart" which has limited social significance. Women appeared as isolated from the real life of the community, and they were considered as "strangers", "outsiders", and "the foreign sex". Moreover, Mediterranean men are supposed to defend honour while women are responsible to avoid shame. According to Campbell (1964) men have *andrismos* (manliness), therefore they are expected to be courageous, powerful, proud and impatient, while women should be possessed by *entropé* (fear of shame), especially sexual shame, and they are "expected to be virginal in thought and expression, modest, sensible to shame, and honest". As Cassar observes (*ibidem*), this is shown externally in dress and comportment which denies the physical attributes of female sexuality. However, Kennedy (1986), argues that a woman's reputation among other women depends not on her chastity and sexual respectability, as she is seen by men, but on her ability to be a friend, and to be kind, gentle, understanding, sympathetic, and on her ability to show restraint.

Gilmore (*ibidem*) also argues that in Mediterranean societies there exists a "strong emphasis and an ideology of male dominance",

which emerges from the issue of social power and gender. The male dominance may reflect the need to substitute social hierarchy in the place of a biological symmetry in which women are indispensable. In this context, men must give proof of their courage and their ability to defend their point of honour in order to show that they are worthy of their family's name. On the other hand, women must assure the continuity of the family group by reproducing it, and to safeguard its immaculate genealogy by their own chastity. This explains the assumption that the husband has economic duties and his rights are sexual while the duties of a woman are sexual, and her rights economic. Indeed women are said to be creatures that are inactive economically but they contribute strongly to the domestic economy. The Mediterranean literature portrays women through male eyes as a threat, a symbol of disorder and chaos, as *ftina* which is the polarization of uncontrollable, as lascivious temptress, of the devil, the rope of Satan, a sorceress, sexually rapacious, and is explosive like gunpowder (Gilmore, *ibidem*).

Although there are common patterns in the relation between women and men in the Mediterranean, Cronin (1977) observes that nowadays women in Southern Europe are not the demure figures they are often presented as being. In Sicily as well as in parts of Spain, it is the wife, and not the husband, who represents the family before the government officials. Besides that, the families are often female-dominated and, through their gossip, women maintain social control of the daily life in the villages. This explains the extraordinary oral dominance of women which is parallel to the political control of men.

In conclusion gender is the result of socially constructed ideas about the behaviour, actions, and roles a particular sex performs. As a result, the crossings of the prescribed boundaries have caused much debate in the way the term "Gender" is socially constructed. In this sense the relation between women and men in the Mediterranean area deserves further study by both male and female ethnographers who should ideally possess psychological sensitivity which will enable them to evaluate gender relations in their context.



### 3. DEMOGRAPHICS

Over the last 50 years, the world population has more than doubled, reaching 7 billion people today from 3 billion in 1960. The world’s population will very likely reach between 8 and 11 billion by 2050 (United Nations, 2013)

According to the conclusions and recommendations developed by the participants of the meeting organized in 2011 in Vienna by the International Institute for Applied Systems Analysis (IIASA), it is important to recognize that the demographic factors foster or hinder sustainability. More precisely, an analysis of sustainable development must take in consideration the distribution of people in terms of their impacts on the environment which depend on their age, gender, location, and other socioeconomic characteristics. The investment in human capital which is enhanced through education and health, and reproductive health, should lead to a slow population growth, accelerating the transition to green technologies, and improve people’s capacity to adapt to environmental change.

Education and reproductive health are some of the dimensions that have been taken in consideration in order to calculate the gender inequality index (GII) which is one of the most important aspects of the human development index (HDI). The human development index is a statistical tool used to measure a country’s overall achievement in its social and economic dimensions.

The following sub-sections describe the main indicators related to gender have allowed the comparison of the results between the countries involved in the HELAND project namely, Cyprus, Jordan, Lebanon, Malta, Palestine and Spain. The data related to gender have been summarized in Figure 14 which is included at the end of the chapter 2, while the next six sections describe the data related to the female and male population of each country involved in the HELAND project.

#### 3.1 CYPRUS

According to the 2011 Census, the population of Cyprus reached 840,407 persons compared to 689,565 in the previous census in 2001, recording an increase of 21.7% in 10 years. Out of 840,407, there are 431,627 women (51.4%) and 408,780 men (48.6%).

#### 3.2 JORDAN

The World Population Prospects 2012 of the United Nations states that the population size of Jordan has increased from approximately 2.3 million in 1980 to approximately 6.5 million in 2010. In 2014 the population of Jordan was 7.9 million (Index Mundi). It is expected that the population will keep on increasing to reach 11.5 million in 2050. The growth rate of the population in Jordan fluctuated over the past twenty years with periods of growth and decline. It is projected that following an increase of 4.17% for the period 2005-2010 the growth rate of the Jordanian population will start decreasing after the period 2005-2010 and will reach 0.81 in the period 2045-2050. The population is divided into 50.6% male and 49.4% female.

#### 3.3 LEBANON

The population size of Lebanon increased from 2.6 million in 1980 to 5 million in 2015 (ESCWA). Moreover, it is expected that the population will keep on increasing to reach 5.323 million in 2045 after which it will decrease slightly to reach 5.3 million in 2050. It is also interesting that until 2000 the female population size was greater than the male population but since 2005 the women are less than the men.

The life expectancy at birth of women is higher than the one of men achieving 83.4 years against 79.5 years of men in the period 2015-2020. It is projected to reach 88.2 years for women against 84.6 for men in the period 2045-2050.

#### 3.4 MALTA

The population of Malta has grown exponentially in the last 100 years achieving 417,432 inhabitants in 2011 (NSO, 2013). Since 1901 the female population has been higher than the male one reaching 209,807 women against 207,625 men in 2011. According to NSO, by year 2025, the Maltese population is projected to reach 429,000, with levels dwindling thereafter to just over 350,000 by 2060 (Times of Malta, 2015).

#### 3.5 PALESTINE

According to the Palestinian Central Bureau of Statistics (PCBS), and to the results of Population, Housing, and Establishment Census of 2007, the estimated population of Palestine in 2014 was about 4.55 million; out of which 2.31 million are males and 2.24 million females. It is also important to notice that the percentage of urban population on 2014 was 73.9% while that in rural areas and in the countryside were 16.7% and 9.4% respectively.

The population density of Palestine is generally high at 756 persons/ km<sup>2</sup>, but it reaches 4.822 person/ km<sup>2</sup> in the Gaza Strip.

#### 3.6 SPAIN

According to the National Institute of Statistics, in 2014, Spain had a total population of 46.5 million which represents a 0.5% decrease since 2013. Spain’s official population fell mostly because of immigrants returning home due to the effects of the European economic and fiscal crisis. Its population density, which corresponds to 91.4 inhabitants per km<sup>2</sup>, is lower than that of most western European countries, excluding the capital Madrid which is the most densely populated area in Spain.

## 4. EDUCATION

According to the OCDE, gender equality in access to primary schooling has almost been achieved in most countries, but there are still 68 countries where the disparity remains significant. Girls' enrolment in basic education is lowest in sub Saharan Africa, Oceania and the Middle East. Moreover, gender disparities widen in secondary and tertiary education in most developing countries. While more women have entered the workforce in recent decades, they typically work at the informal end of labour markets with poor earnings and insecure conditions.

In 1995, the Fourth World Conference on Women adopted the Beijing Declaration and Platform for Action for Equality, Development and Peace (BPfA), which is an agenda for women's empowerment. It reaffirms the fundamental principle whereby the human rights of women and the girl child are an inalienable, integral and indivisible part of universal human rights. Among these rights, the BpfA establishes that "education is a human right and an essential tool for achieving the goals of equality, development and peace". Despite that, discrimination in girls' access to education persists in many areas.

In the MENA region, despite the progress and the educational gains achieved by women in the past years these are not reflected in a greater empowerment and participation in public life. While South America, Central Asia and Southern Asia have reduced their gaps by 13.4%, 12.2%, and 9.2 % respectively between 1990 and 2010, the MENA region only improved by 7.4% over the same period.

For this reason, it is necessary to create an educational and social environment, in which women and men are treated equally and encouraged to achieve their full potential, and where it is possible to eliminate the causes of discrimination against women and inequalities between women and men.

The following section illustrates the situation of education of women in each of the six HELAND countries.



### 4.1 CYPRUS

According to the indicators related to knowledge of the Gender Equality Index 2012 which data are collected among a population between 15 and 74 years, the percentage of female graduates in tertiary education is higher than the one of men achieving 34.7% and 31.1% respectively. It is also relevant to note that these percentages are higher than the average for the 28 European country members which are 24.1% for women and 22.8% for men.

With regards to the tertiary students in fields of education, health and welfare, and humanities and arts, the percentage of tertiary students is double than that one of male being 38.9% against 16.5% respectively. In this case the percentages are lower than the European averages which are 45% for women and 22% for men.

With reference to the lifelong learning, people participating in formal or non-formal education and training, the percentages for women and men, at 15.7% and 13.2% are lower than the European percentages which are 17.1% and 16%.

### 4.2 JORDAN

Given its lack of substantial natural resources, the country is reliant on its human capital. Jordan has made significant progress in reducing illiteracy and the school drop-out rate by constantly improving its education system. Jordan has one of the highest literacy rates in the region for both men and women, and literacy among young people is almost universal. 30% of the male population and ca.40% of the female population have formal qualifications at pre-secondary level or lower, whilst 30% of men and 22% of women have tertiary education. Adult women in Jordan remain less educated than men, though gender disparity in educational attainment is quickly disappearing among younger cohorts.

### 4.3 LEBANON

The survey carried out for the SWMENA project, which aims to investigate on the status of women in the Middle East and North Africa<sup>1</sup>, shows interesting findings related to the education of women in Lebanon. The sample size is represented by 2,750 respondents, out of which 650 are under 25 years of age: 465 women and 185 men. Despite the clear trend toward increasing educational attainment, a full 45% of young adult Lebanese women have less than a secondary school education.

Four out of ten women between the ages of 35 and 55 have completed secondary school education, and among women of 56 years of age, only 15% have done so.

Business administration is the top field of study for 15% of the women and 20% of the men 25 or younger. Of the top three fields of study among young Lebanese women, business administration and the hard sciences, followed by art and design, are traditionally male-dominated fields.

The most common career plans among women under 25 are: teaching, retail employment, and cosmetology, while young men are most likely to go for careers in engineering. Most of the women and men in the survey reported no obstacles to educational aspirations. However, financial reasons were the most common barriers for both Lebanese women and men, while relatively fewer women and men cited family norms or obligations as obstacles.

<sup>1</sup> The project is funded by the International Foundation for Electoral Systems (IFES) and The Institute for Women's Policy Research (IWPR) with funding from the Canadian International Development Agency (CIDA)

## 4.4 MALTA

According to the report of the European Commission dedicated to the current situation of gender equality in Malta published in 2012, secondary education attainment of Maltese women has risen significantly since 2002 from 19% to 31.4%. However, the male rate for secondary education has also risen reaching 34.6%, thus increasing the gender gap in secondary education.

Despite the considerable increase, female and male secondary education attainment in Malta is still the lowest of all EU-28 countries. In terms of tertiary education attainment, 14.1% of Maltese women compared to 14.3% of men, attend a respective institution. These values also indicate a reduction of the gender gap in tertiary education since 2002. However, these values remain considerably below the EU-27 average of 24.8% for women in 2011.

Low educational attainment among women in Malta also explains why Malta's female participation rate in the labour market is the lowest among other small European member states. Despite registering a solid increase in its female participation rate from 2004 to 2011, going from 36% in 2004 to 44.1%, the employment rate of women in the Maltese labour market is one of the lowest among small member states and it is considerably below the EU-27 average (58.5%). The biggest increases took place from 2006 onwards, when it went from 36.5% to 44.1%. The report states that "the higher the educational attainment, the higher the female participation rate". This is due to several reasons. Women who pursue and invest in their education are more likely to go to work, even if this is done mainly to recover the cost of their education investment. Highly-educated

women are also more inclined than others to go to work specifically because of the income they would otherwise miss out on where they not to work. High levels of education also increase the chances of employability and success, especially in a very competitive labor market and in a context of economic and financial crisis.

The report warns that, given the large number of women of working age with a low level of education, it is necessary to develop some stronger policy measures to address early school leaving in order to boost school completion.

Moreover, the report also notes there is an imbalance between men and women in the sharing of domestic and family responsibilities. As a result, "women more often than men opt for part-time work or even give up work altogether".

It is recommendable that an equal distribution of childcare and other caring responsibilities which could enable equal opportunities in employment. Some measures such as maternity, paternity, parent and/or other family related leave like the payment of equality bonuses to encourage mother and father to share their parental leave more equally, should be developed in order to avoid that the stereotypical gender roles are not reiterated. One of the most relevant initiatives is the measure introduced in 2013 for providing childcare services for under-threes in order to facilitate women's return to employment. This is one way of perceiving and addressing economic issues and narrowing the gap between gender opportunities.

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## 4.5 PALESTINE

According to the Palestinian office of Statistics (PCBS), in 2013, the female illiteracy rate, it is three times bigger than that of males achieving 5.9% for women against 1.6% for men. However, the United Nations Entity for Gender Equality and the Empowerment of Women states that the Palestinian government has complied with all international conventions that recognize the right to education which represent the 18% of the annual budget, on average, and about 20% of donor funding.

Achievements in high literacy rates among girls and boys in the 14-24 age groups are practically identical reaching 99.3% and 99.4% respectively, with no significant differences among different geographic areas. The UN report recognizes that girls and boys are admitted to basic education at almost equal rates, but more female students than males are admitted to secondary and higher education institutions, with no significant differences among geographic areas. With regards to children's enrolment in early childhood programmes, despite the increase in recent years to 15.3%, most children are not enrolled and only 14.9% of girls are enrolled.

No more female students than males drop out of secondary school, approximately 2.5 % and 2.6% respectively, with most drop-outs occurring in the West Bank (3.6%) as compared with the Gaza Strip (1%). The highest dropout rates of female students are recorded in the districts of East Gaza, Jericho and Nablus.

Fields of study remain influenced by traditional gender roles with female students in secondary school and higher education concentrated in the arts and social science. Moreover the figure n. 10 related to gender differences in Higher education, shows a horizontal segregation of women in science/engineering sectors (12 % of women against 26% of men).

## 4.6 SPAIN

According to the report "The current situation of gender equality in Spain – Country Profile 2012" which was prepared for the use of the European Commission, Directorate-General Justice, Unit D2 "Gender Equality", secondary school (secondary education) and college/university (tertiary education) attainment of Spanish men and

women has risen in the last decade. The report states that the secondary education rates in Spain were significantly below the EU-27 averages across genders. These rates are low due to the fact that school inclusion was only granted in 1985. However, women benefit more often (54.8%) from secondary education than Spanish men (50.8%). Moreover, Spanish women are well represented at university level with 30.6% compared to the EU-27 average of 24.8%.

In Spain, women are still overrepresented in gender typical fields of study such as: "Teaching, Training and education science", "Health and Welfare" as well as "Humanities and arts"

Considering these results, it would be advisable to raise awareness among high school graduates regarding the full spectrum of fields of education and motivate them to also consider gender "atypical" fields of specialization.

Besides that, companies play the important role of tapping the dormant work force by mobilizing women to start working.

## 5. LEGISLATION

From a Euro-Mediterranean perspective, the legal framework for equality between men and women has been strengthened in the Ministerial Conclusions adopted in Istanbul (2006) and Marrakech (2009). The Euromed Ministerial Conference entitled “Strengthening the Role of Women in Society” was held in Istanbul (Turkey) in November 2006. The conference represents a significant demonstration of the promotion of gender equality at international level, and it was directed to work within a common framework for action.

The Istanbul Process started with the Barcelona Declaration of 1995 which represents a turning point for the role of women in development and within the Euromed partnership. In the Conference Barcelona +10 which was held in 2005, a ministerial conference on equality between men and women in society was convened. In 2006 the regional Euromed programme has been implemented, and in 2008 the “Enhancing Equality between men and women” programme funded by the European Neighbourhood and Partnership Instrument (ENPI) was launched.

The Istanbul conclusions have emphasized the commitment of the Euromed partners in working toward the achievement of the objectives defined during the five years following the conference. The 37 Euromed Partner countries that have participated in the Conference agreed to consider the international Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), adopted in 1979, and the Optional Protocol to the CEDAW convention, adopted in 1999, as the normative guidelines for all forms of regional cooperation.

During the Conference in Istanbul a new method for the improvement of the procedures previously applied within the framework of cooperation across the Euromed region was suggested. The innovative method envisages supporting measures such as building technical and institutional capacity, creating knowledge tools, training, developing guidelines for the action, and defining follow-up mechanism for supporting the intergovernmental dialogue across the region. Among these mechanisms, four ad hoc meetings of senior civil servants from Euromed partner countries have been held in Brussels since 2007. The meeting of 2008 focused on the subject “Women’s Participation in Political Life within the Euromed Partnership”, while the meeting held in October 2009 dealt with preparations for the second Ministerial Conference, which was held in Marrakech in November 2009.

In the Conference held in Marrakech, the Ministers of the Union for the Mediterranean (UfM) have underlined the need for actions at national, sub-regional, and regional levels, targeted towards improving women’s status, strengthening the role of women in political, civil, social, economic, and cultural life, and combating all forms of discrimination against women and girls. The Ministers stressed the need of concrete measures in the civil and political rights, economic rights, and cultural and social rights, as well as proposing gender equality as one of the priority of the Union for the Mediterranean.

In 2014, the UfM has organized another conference in Barcelona entitled “Women’s Socio-Economic Empowerment: Projects for Progress”. The 2014 UfM conference has brought together 200 participants from the Euromed region, namely governmental representatives, international development and cooperation agencies, international organizations involved in gender equality issues, private sector and civil society representatives. The Conference has identified other needs and challenges for the improvement of the women’s agenda in the Euro-Mediterranean region through the analysis of public policies and private sector development programmes for women’s empowerment. Among these needs and challenges, there were:

- The involvement of civil society as well as governments in the gender mainstreaming;
- The role of the cultural dimension and more specifically the role of the media and education for the change of mentality;
- The increase in the scope of action and learning from previous experiences;
- The creation of networks and synergies to face challenges in gender.

Besides the opportunity of improving the dialogue at political and technical levels, and the exchange of best practices in the field of gender equality, agreements were signed as well as specific projects and initiatives were launched during the Conference.

In order to cover projects and initiatives carried out by the Secretariat of the Union for the Mediterranean in the field of gender equality, the funding agreements with the Norwegian Royal Ministry of Foreign Affairs and the Flemish Department of Foreign Affairs were signed for an amount of approximately €1 million. The projects funded through these funds, which involve some of the HELAND’ countries like Jordan, Palestine and Lebanon, are:

- *Skills for Success: Employability Skills for Women*, promoted by America Mid-East Educational and Training Services (AMIDEAST), which is a skills training programme for economically disadvantaged girls and young women who have completed secondary school (aged 15-20). The programme which should provide knowledge, skills and tools to enter the job market, has been implemented also in Jordan.
- *Young Women as Job creators* the first phase of which was launched in 2013, and is intended to promote self-employment and entrepreneurship through the seminars “women entrepreneurship days” conducted by national businesswoman associations. The first phase of the project has been implemented, among other, in Jordan and Palestine while in the third phase should also include Lebanon.

While most MENA countries have ratified the CEDAW, many of them have made reservation to main articles. In addition, legal gaps in women's rights still exist despite the inclusion of gender equality principles into constitutions across the MENA countries.

The following sections describe the legal instruments adopted by the countries involved in the project HELAND.

## 5.1 CYPRUS

The principle of equal treatment and the prohibition of any form of sexual discrimination, direct or indirect, are safeguarded in article 28 of the Cyprus Constitution. Besides that, the country has adopted the National Action Plan on Gender Equality and the National Action Plan on Equality between Women and Men (2007-2013). The former was adopted by the Council of Ministers on 2007 and it promotes 66 separate actions on gender equality and gender mainstreaming. The actions are divided by thematic units, which are: equality in employment and education, in research and innovation, in the representation in the social, political and economic sphere, combating violence against women including trafficking, promoting equal application of social rights and altering gender stereotypes. The latter Action Plan which was funded by the Ministry of Justice and Public Order budget, aims to develop specific actions in order to promote gender equality and gender mainstreaming through Ministries, NGO's, the Civil Society and other organizations.

## 5.2 JORDAN

In the last few decades Jordan has achieved important goals from the perspective of gender equality and women's rights. The country has ratified the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) in 1992, and has established the Jordanian National Commission for Women (JNCW) in the same year. Jordan has considered the gender equality issue since the beginning of the Hashemite Kingdom establishment and the issuance of its first constitution in 1952. Jordan took a pioneer role in the subject of gender equality concerning rights and duties; Article 6 thereof states the following: "Jordanians are equal before the law without discrimination in rights and duties on grounds of race, language or religion". In spite of this explicit text, which enshrines the principle of equality among women and men, Jordanian women did not enjoy their full constitutional rights until the beginning

of the 1975 due to cultural related issues. Furthermore, equality among women and men Jordanian citizens without distinction was reaffirmed by the 1991 National Charter which was adopted in 2000. The Charter contains three articles to guarantee equality before the law and equal opportunity in political participation, education, employment, business ownership, etc.

## 5.3 LEBANON

Article 8 of the Lebanese Constitution asserts the equality of rights and duties of all citizens, regardless of gender. Lebanon ratified the Convention on the Elimination of All forms of Discrimination against Women (CEDAW) in 1997 with reservations to Article 9(2), regarding nationality; several subparagraphs of Article 16(1), related to personal status laws; and Article 29(1), on the settlement of disputes. Lebanon has published CEDAW in the official Gazette, giving it primacy over national laws, one of the few Arab countries to do so. The country has not yet ratified the Optional Protocol.

## 5.4 MALTA

The article 14 of the Constitution of the Republic of Malta (Arrangement of articles-1991) dedicated to the "rights of women workers", enshrines the principles of gender equality and equal pay.

However, one of the most relevant legislative tools that enhance gender equality in Malta safeguarding equal treatment in employment, education and vocational training, and financial services on the grounds of gender and family responsibilities, is the Equality for Men and Women Act (Chapter 456). The legislation has set up the National Commission for the Promotion of Equality (NCPE) with the aim of enhancing equal treatment in all social and economic spheres of Maltese society. The role of the NCPE will be described more carefully in the section 5.4-Gender equality/ Governance/Malta.

Besides that, one may take in account the Government Policy on 'Gender Mainstreaming in Practice' (OPM Circular 15/2012) which reiterates the responsibility of Government Departments and public sector organizations for the implementation of gender equality policies and gender mainstreaming as key objectives. The Government Departments have to submit a brief annual report on their work in this regard, to the National Commission for the Promotion of Equality (NCPE).

## 5.5 PALESTINE

In 2012, the Geneva Centre for the Control of Armed Forces (DCAF) published a first collection of the current and draft legislation related to the status of Palestinian women (Chaban et al.,). This book written in both English and Arabic is seen both as an information tool giving women an overview of the legislation and draft legislation in place and it is also seen as a tool for stimulating further discussion of the development of legal framework on gender issues. This volume addresses Labour law, penal code and criminal procedures, personal status and political rights.

In April 2014, Palestine ratified the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), thus joining the other MENA countries.

## 5.6 SPAIN

Spain has signed and ratified the Optional Protocol to the Convention on the Elimination of All Forms of Discrimination against Women (OP-CEDAW) which was adopted by the UN on 6 October 1999, and in force from 22 December 2000. It is an international treaty which allows CEDAW to hear complaints from individuals or inquire into "grave or systematic violations" of the Convention.

## 6. GOVERNANCE

In addition to legislation, in March 2010 the European Union has developed the Commission's strategy for Equality between Women and Men 2010-2015 whose priorities are:

- Equal economic independence
- Equal pay for equal work and work of equal value
- Equality in decision-making
- Dignity, integrity and an end to gender based violence
- Gender equality in external actions (including the EU plan of action see infra)
- Horizontal issues

The Strategy, jointly with the European Pact for Gender Equality, adopted by the Council of the European Union in September 2011, supports the implementation of gender mainstreaming in its works. The European Commission defines the gender mainstreaming as

“...that in all phases of the political process – planning implementation, monitoring and evaluation – account is taken of the gender perspective. The goal is the promotion of gender equality between women and men.”

Under the 'gender mainstreaming' concept, all policy measures must constantly be monitored for their effects on the life situation of women and men and, if necessary, revised.

The implementation of the gender mainstreaming is also guaranteed through the European Parliament which since 2003 when was organized the first plenary resolution on gender mainstreaming. The resolution became a Gender Mainstreaming Network of Members which is directed to ensure the implementation of gender mainstreaming in the work of each committee. The Women's Rights and Gender Equality Committee (FEMM) is responsible for the implementation of gender mainstreaming in all policy sectors.

In the case of MENA countries, there is a governance programme with the OECD. It is a strategic partnership between MENA and OECD countries to share knowledge and expertise in order to disseminate standards and principles of good governance that support the ongoing process of reform in the MENA region. The gender focus group of this programme promotes gender equality, equality of opportunity and political voice as well as gender mainstreaming in public governance.

The strategies that have been developed as a political commitment to advancing the status of women across the MENA region, focus mainly on preventing gender-based discrimination, combating gender-based violence, and strengthening the economic empowerment of women. The gender institutions across the MENA region assume different forms and structures such as single ministries or agencies, combined portfolios, institutions linked to the centre of government like quasi-governmental or semi-governmental advisory institutions under the Head of Government.

Often these institutions face issues related to a lack of authority, visibility and leverage. In order to function, the institutions need to clearly define mandates and authority; adequate budget, resources and staff; obtain a strong political commitment; and locate at the highest possible level of government. In general, the six countries involved in the HELAND project reckon on a variety of organizations that are able to implement the gender mainstreaming, and they are described in the following sections.

### 6.1 CYPRUS

All the structures in Cyprus involved in gender equality and mainstreaming have a national scope. Among them, there are:

- National Machinery for Women's Rights (NMWR), under the Ministry of Justice and Public Order, is the main coordinating body for the promotion of gender equality in Cyprus. It advises the Council of Ministers on policies, programmes and laws promoting women's rights, and it coordinates the implementation and effectiveness of these programmes and laws. Besides that, the NMWR carries out information, education and training programmes on equality issues, and serves as facilitator between the Government and women's organisations and NGOs working on gender equality and women's rights.
- Department of Labour, within the Ministry of Labour and Social Insurance, is responsible for issues of employment, including equality between men and women. More specifically the Department is responsible of the protection of special groups in employment, public employment services, free movement of European Union workers, employment of workers from third countries, and some aspects of human resource development.
- Gender Equality Committee in Employment and Vocational Training is managed by an individual expert with a strong experience in gender equality in employment.
- The Commissioner for Administration (Cyprus Ombudsman)-Equality Authority and the Anti-Discrimination Body are independent authorities for the combating of discrimination and the promotion of the principle of equal treatment, and they operate within the framework of the Office of the Commissioner for Administration (Ombudsman). The areas of intervention of the authorities are: men and gender equality, LGBT, faith/religion, ethnic minorities, fatherhood/care-giving, sexual and reproductive health, unemployment, poverty, and institutional mechanisms.

- The Research Promotion Foundation (RPF) was founded in 1996 at the initiative of the Government of the Republic of Cyprus, in order to promote the development of scientific and technological research in the country. One of the current objectives of the RPF is promoting the gender equality in research and innovation.
- The Advisory Committee for the Prevention and Combating of Violence in the Family was created by a Council of Ministers Decree in 1996, and it monitors the implementation of the relevant law on Family Violence. Besides that, the Committee has played an important role in raising awareness, carrying out research, providing training to relevant professionals, and in developing a National Action Plan on Combating Violence in the Family.
- The Cyprus Gender Equality Observatory (CGEO) is a NGO that was created in 2003. It carries social, scientific and research activities, and it combats against all forms of discrimination (sex, national origin, religion, disability, age or sexual orientation, etc.)

## 6.2 JORDAN

The Jordanian National Commission for Women Affairs was established in 1992 in order to express the needs of the women, and promote their economic, social and political participation and equality. Among its most relevant activities, the Commission has developed the National Strategy for Women 2012-2015 in order to improve the progress of the gender equality in the Jordanian society. The Strategy is built upon the examination of statistics, strategies, plans and national programs, and it sums up the indicators included in the regional, national and international reports focused on gender issues.

Until the beginning of the 1980's, the number of practicing female lawyers registered in the Jordanian Lawyers Association did not exceed ten women. Many of them, however, played an active role in public life and in the women's movement. Some of them were appointed as members in the Consultative National Council. Following that, political decisions, opportunities and success stories continued, providing opportunities for more women to enter the different areas related to the decision-making process.

The fair representation of women in various decision-making positions is considered one of the requirements of realizing the right to access justice, since justice-related systems, whether at the legislative, executive, or judicial levels become more expressive of the visions of women, more inclined to bring them justice, and more ready to take their needs and aspirations as citizens into consideration. The presence of women has increased manifold over the past five decades in various areas related to law and justice systems. This has reflected positively on the status of women in this field, as this report will show.

Today, Jordanian women march with confidence, albeit slowly, towards becoming partners in the efforts to establish justice and truth in the face of discrimination, injustice or violation of rights protected by law. It is no longer sufficient to increase the level of representation, in terms of numbers - as important and influential as this might be on improving the playing field and, in turn, the performance. Instead, society now expects distinguished qualitative performance from women. This indicates radical change that brings Jordanian women into a new, more advanced stage, in which they enjoy more effectiveness and influence.

## 6.3 LEBANON

Lebanon has developed the National Strategy for Women in Lebanon (2011-2021) as the result of the joint effort of the National Commission for Lebanese Women (NCLW), Government ministries responsible for women's issues, and feminist organizations and institutions engaged in the empowerment of women and the elimination of all forms of discrimination, with the assistance and support of the United Nations Population Fund (UNFPA). The National Strategy for Women constitutes a public document for the improvement of the status of women in Lebanon, and the advancement of human rights in general in the country, and it is a tool for the formation of a democratic state which seeks to apply good governance.

## 6.4 MALTA

The National Commission for the Promotion of Equality (NCPE) of Malta works to ensure that Maltese society is free from any form of discrimination based on:

- gender and family responsibilities, sexual orientation, age, religion or belief, racial or ethnic origin, and gender identity in employment; banks and financial institutions, as well as education or vocational training; and
- racial / ethnic origin and gender in the provision of goods and services and their supply

The areas of competence of the Commission are: education and research, gender mainstreaming, justice and rights, men and gender equality. Besides the National Commission, the Ministry for Social Dialogue, Consumer Affairs and Civil Liberties includes also the protection of equality.

## 6.5 PALESTINE

In 2011 the Palestinian Authority Ministry of Women's Affairs, with the support of UN Women, has developed the cross-sectorial National Gender Strategy 2011-2013 for the occupied Palestinian territory. It represents a practical road map for the government to address gender-related issues on the national agenda and supports the implementation of the 2011-2013 Palestinian National Plan. The strategy which is endorsed by the Council of Ministers, serves as a reference for developing appropriate and gender-responsive policies and as a tool to ensure that women can fully enjoy their rights within the Palestinian society.

## 6.6 SPAIN

Considering the size and the complexity of the administrative division of Spain, there are a lot of structures which scope is linked to the territory of the autonomous communities, and others bodies which works at National level such as the Ministry of Health, Social Services and Equality, and the Governmental Commission for Women's Affairs.

Among the regional bodies, one may mention the Gender units of Asturias, and of Cantabria; the General Directorate of Social Services de la Rioja, of Castilla y León, and of the capital city of Madrid; the Women's Institute of the Balearic Islands, of the Basque Country, of Aragon, of Andalusia, and of Extremadura; the Equality Institute of the Canary Islands; the Catalan Women's Institute; and the Interdepartmental Commission of Equality of the Government of Castilla y León, of Catalonia, of Galicia, of Extremadura, and of Andalusia.



## 7. FEMALES, TOURISM AND CULTURAL HERITAGE IN THE MEDITERRANEAN

Women are significantly less represented in the workforce and in decision-making positions, both in the public and in the private sphere, compared to men. This low proportion of women in the workforce, and leadership positions, may affect both female and male citizens and may leave an impact at different levels of the tourism and cultural heritage sectors.

As part of the research carried out for the HELAND project, data connected to the involvement of women and men in the tourism and cultural sectors, have been collected and analyzed.

As stated in the Global Report on Women in Tourism, it is crucial to promote women's empowerment and protect their rights through better tourism-related work. The majority of people employed in tourism worldwide are women, both in formal and informal jobs. Tourism offers women opportunities for income generation and entrepreneurship.

Although the data collected in the above mentioned report covers only the hotel

and restaurant sector, rather than the entire tourism industry, it is interesting to note that although women do not play a dominant role in the hotel and restaurant sector, their salaries in this sector seem to be comparable to their male counterparts more than in other sectors.

Indeed, there are more women employers in the hotel and restaurant sector than in other sectors. Furthermore, there are more opportunities for women to participate in informal and self-employed, home-based work in tourism than in other sectors. Besides, there are more ministerial positions in tourism held by women than in other areas. However, women are not as well-represented professionally in the hotel and restaurant sector as men. They are still not being paid as much as men and are not receiving the same level of education and training in the services sector as men.

The representation of both sexes in the workforce and their participation in decision making is crucial especially because the sector has generated a lot of interaction and shared experiences that in the end may

help improve the decision making process in these sectors within the countries involved in the project. Moreover, an equal representation of both sexes is an added value for the research because it may support the refinement of the target of future policy measures in gender equality and the estimation of their effects on different groups.

According to the Gender working paper 1/13 Baum (2013) entitled *International perspectives on women and work in hotels, catering and Tourism*, and published by the International Labour Organization, cultural and religious aspects strongly affect overall access to employment, which is also reflected at a sector level. At international level the percentage of women's participation in the tourism labour force is 55.5 per cent while the countries with the lowest female participation in tourism employment are situated in North Africa and in the Middle East.

However, the challenges in addressing the specific position of women and tourism employment in this region, related to

the training opportunities, availability of jobs, and access to jobs previously filled by men. Tourism employment might potentially help to improve the status of women in Muslim societies, and foster more attention to the role of Muslim women in the tourism industry in the Middle East, North Africa, and the Arabian Peninsula.

In those countries of the Middle East which have more open societies, such as Turkey, or where tourism is more established and accepted, such as Egypt, women are more likely to work as cleaners, tour guides, receptionists, secretaries, accountants, travel agents, shopkeepers, managers and administrators in the tourism sector.

The World Travel and Tourism Council reports that Middle East travel and tourism employment is expected to generate 6,876,000 jobs, that is, 9.5 per cent of total employment, or one in every 10.5 jobs by 2019. However there is a paucity of in-depth research evidence relating to the Middle Eastern and North African regions that enumerates and addresses gender roles within Hotel Catering Tourism.

An analysis of gender roles in the Jordanian workforce by Miles (2002) highlights the fact that the level of participation changes according to a number of key factors. These are related to the socio-cultural inhibitors connected to workforce participation, and more specifically to the “conservative nature of Islam; the strength of family ties; the definition of the woman’s role as wife and mother; the segregation of women and men which are meant to help avoid social problems; cultural restrictions on women’s mobility; and the high levels of male unemployment, especially among the growing youth population, which further reduces opportunities for female labour force participation.

In the European countries, the situation is quite different from the Middle East. According to the Eurostat Labour Force Survey, in the EU overall economy the share of men and women in employment is roughly 55–45, whereas in the accommodation and restaurant sector, it is vice versa, roughly 45–55.

In the EU-15<sup>2</sup> the share of men is slightly higher than in EU-27<sup>3</sup> referring perhaps to more skilled work in the sector in the most economically developed part of the EU.

In Hotel, Catering and Tourism (HCT), more women are temporarily employed than in the overall economy. In part this reflects seasonality. It applies to EU-27, and EU-15 where the distribution of temporary employees by sex in the overall economy is close to 50–50. Around 60 per cent of temporary employees are women. When comparing the amount of temporary employees to all employees in HCT, women are again more often temporarily employed than men. The average percentage of both men and women workers in

temporary contracts in both EU-27 and EU-15 is around 18 per cent, whereas for men it is around 16 per cent and for women around 19 per cent.

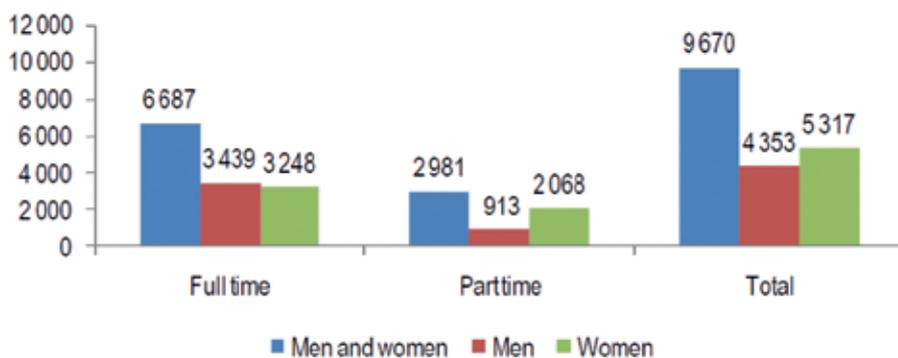
There are several reasons for the high levels of temporary employment in the overall economy. The main reason given by both men and women is their inability to find a permanent job (on average 62 per cent mentioned this as their main reason). Women in a non-permanent employment are slightly more than men (63 per cent as against 60 per cent for men). More women preferred temporary to permanent jobs than men. On the contrary, men with a temporary job were often studying and at the same time working on a temporary basis. Finally, more men than women were on probation period.

The prevalence of part-time work is, also greatly influenced by the seasonal nature of tourism in many parts of Europe particularly in areas far from major urban centres. In highly seasonal destinations in Europe, women are more likely to constitute a dispensable “reserve army of labour” in the off season, with men retaining the limited number of permanent, sustainable employment opportunities that may be available. The ratio full/part-time work divided by sex is examined in the Figure 2.

<sup>2</sup> EU 15 includes : Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden and United Kingdom

<sup>3</sup> EU 27 includes: Austria, Belgium, Bulgaria, Czech Republic, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.

As summarized in Figure 2, in the EU-27, women do more part-time work than men. Women work part time mainly because they are occupied with care responsibilities or other family responsibilities. Men work part-time mainly because they do not find full-time jobs, or because they are in their education or training phase. Therefore, it is possible to assert that women choose to work part-time, while men work part-time because of necessity, or because they are accumulating human capital in order to get full-time employment in their future.



Source: Eurostat, Labour Force Survey, Category “Tourism employment”

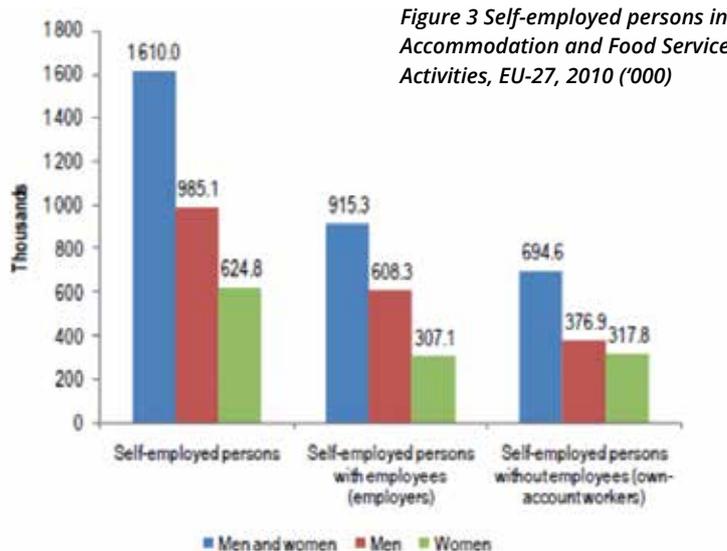
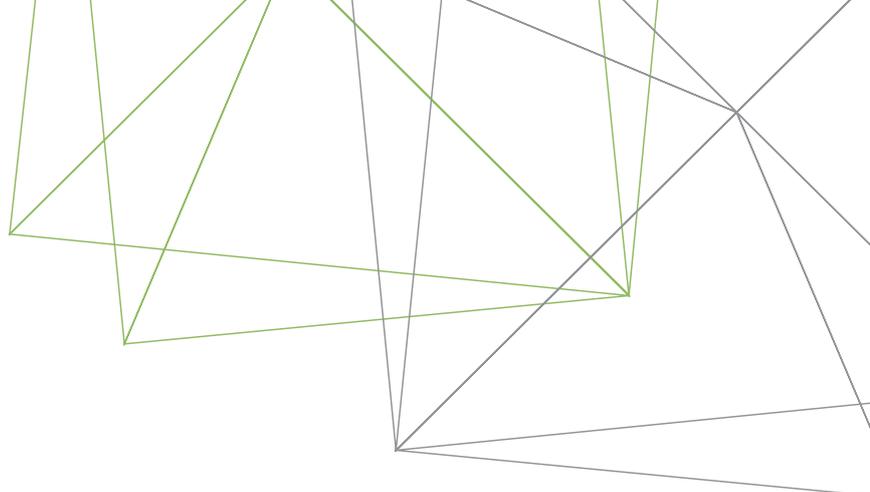
Figure 2 Employed persons by sex and full-time/part-time activity in accommodation and food service activities, EU-27, 2011 (‘000s)

Figure 3 illustrates that in accommodation and food service activities in the EU, men are more often entrepreneurs than women. This pattern follows the self-employment patterns in the overall economy.

The impact of the crisis which has affected Europe in the last few years, has generated adverse impacts on employment. The European Commission aired its concerns that the achievements in gender equality are at risk and that the effects of the recession will put greater pressure on women. The downturn could be used as a reason to limit, or downsize gender equality measures. However, since gender equality is a precondition for sustainable growth, employment, competitiveness and social cohesion, the policy makers have the responsibilities to implement policies to make the labour market and society more gender-equal in the future.

Figure 4 illustrates that in 2011 the gender pay gap was smaller in accommodation and food services than in the overall economy. The overall average wage difference in the EU-27 is 18.2 per cent more for men than women. The difference is largest for professionals (37.8 per cent) and craft workers (26.1 per cent). For managers, the wage difference is around the same as the overall average, perhaps deriving from the fairly even distribution of men and women in these posts. Clerks, a female-dominated occupational category, show the smallest difference in earnings of only 3.4 per cent, except for a negative difference for plant and machine operators (-2.5 per cent), which is a category where there are more men than women. Male service workers earn 16.9 per cent more than women in this female-dominated category. Therefore, female or male domination does not correlate linearly to greater or smaller differences in earnings in the hotel and restaurant sector. In the Euro area, the pattern is similar but all differences in earnings are smaller, on average 13.7 per cent.

In the following sections, a deeper understanding of the gendered behaviour women and men present in certain contexts like tourism and culture sectors in the HELAND countries is described.



Source: Eurostat, Labour Force Survey

Country	All sectors	Accommodation and food services
EU (27 Countries)	16.2	14.7*
Norway	15.9	9.2
Switzerland	17.9	8.4

Source: Eurostat gender pay gap statistics in unadjusted form in per cent- NACE Rev.2 (Structure of earnings survey methodology)

\*Data for Austria, Greece, Ireland, and Italy was not available

Figure 4 Gender pay gap in overall economy, and accommodation and food services, EU-27 plus Norway and Switzerland, 2011 (percentage)

## 7.1 CYPRUS

As described in the report, “The Policy on Gender equality in Cyprus”, published by the European Parliament in 2012, several measures, co-financed by European Social Fund (ESF), to promote women in the labour market, have been implemented since 2007. One of these measures focuses specifically on women, is the *Scheme for Enhancing Women’s Entrepreneurship* which aims at women of all ages (18-55 years) who wish to be active in sectors of manufacturing, in commerce, services and tourism, thereby developing their knowledge, training and talents with the use of new technologies and innovations, as well as the potential of information technology in the development, production and sale of “new” products and services. Moreover, there are specific training programmes for inactive women implemented by the Human Resources Development Authority and co-financed by the ESF aiming at the promotion of training and employability of the unemployed and the inactive female work force.

Insufficient provision of high quality and affordable care facilities for children, and other family dependents, has been identified as a major obstacle to boost the labour market participation for women. Besides that, flexible forms of employment are not particularly widespread and the number of persons engaged in flexible employment is quite low compared to other European countries.

Figure 5, shows the employment of women and men in the cultural sector in Cyprus, at the District of Larnaca as well as in the pilot site of the Mountainous Area in the community of Skarinou. The data, which refers to years 2012, 2013, and 2014, shows that more women are working in the cultural sector at national, district and pilot area level. Statistics show that figures fluctuate from year to year, that there are more women working at the heritage sector than males at both national and district level. At a national level there is slightly a higher percentage of women working in heritage than men average of 11.3%) than at the district level (average of 10.6%). However it is significant to note that in the three year period the level of employment of women in the cultural sector at district level increased by 3%.

Furthermore, as stated in the “2006 Labour Force Survey of the Cyprus Statistical Service” the female working population of the country in 2006 (aged 15 to 64) was reported to be only 43.9 % and the male was 56.1%, whereas in the “2012 Labour Force Survey of the Cyprus Statistical Service”, the gap between the female and male working population of the country (aged 15 to 64) was reported to be smaller (47.3 % female and 52.7 % male). Therefore, it can be stated with certainty that women were and still are numerically predominant in Cypriot heritage sector in contrast to male who are overall under-represented.

Finally, the largest proportion of the heritage sector staff is female aged between 30 and 39, followed by younger women between the ages of 20 and 29. There seems, therefore, to be enough interest in employment in the heritage profession amongst young people, especially young women. The surveys did not record any women or men in the “Under 20” age group, since at this age one is usually still a student.

## 7.2 JORDAN

In terms of labour market development, the sector will work towards creating 25,000 new direct jobs in tourism, increasing female participation in the workforce by 15 per cent, getting 5000 students trained through the vocational training institutes and enhancing the hospitality skills of 40,000 employees working in tourism.

Traditionally, the tourism sector in Jordan has been mostly dominated by men. Women are less likely to work in the sector due to the nature of jobs, which often require evening work hours, working in mixed gender environments, and exposure

to alcohol for those working in catering. As an example, families and communities often express concern over allowing women to work as housekeeping staff out of concern that the women will interact with male guests in private rooms. Indeed, the lack of women can be seen within Jordan Applied University’s enrolment rates, which stand at 15.9 % for females and 84.1% for males, although this is a significant improvement on the past. When the university first opened, only one female was enrolled.

According to study by the Ministry of Tourism and Antiquities which was

National Level		District Level	
2012		2012	
F	M	F	M
56%	44%	54%	46%
1138	894	173	147

National Level		District Level	
2013		2013	
F	M	F	M
55%	45%	55%	45%
1074	879	151	123

National Level		District Level	
2014		2014	
F	M	F	M
56%	44%	57%	43%
1031	810	152	114

Source: ANETEL(2015)

**Figure 5 Employment of Women & Men in the Cultural Sector (2014)**

published in 2015, the total number of female labour reached was 4772 women (10%) of total number of workers in Jordan. The study pointed out that the number of male and female workers in the tourism sectors alone, in Jordan reached to a total of 48,257 people, including 8475 non-Jordanian people (17.6 %). While Sisterhood Global Institute indicated the plans for development of the labour market to have women participation raise to 15% by end of 2015 in the national strategy for tourism for 2011-2015. However, the ratio remains the same over the same period.

Sector/ Field	Number of Female Employees
Hotel industry	1504
Tourist restaurants	1536
Travel and tourism offices	1412
Eastern artefacts	200
Tourist Guides	52
Stores tourist offices	29
Car rental companies	28
Transport water diving centres	9
Water sports	2
<b>TOTAL</b>	<b>4772</b>

Source: Ministry for Tourism and Antiquities (2015)

**Figure 6 Number of women employees in Tourism Industry in Jordan**

The Sisterhood Institute proposed that new strategies and policies should be formulated as to raise women participation and at the same time highlight the obstacles that hold female labour back and leaves them out of employment.

### 7.3 LEBANON

According to the profile of Lebanon for the Status of Girls and Women in the Middle East and North Africa, Lebanese women's economic participation is low. However, the literacy rate and school net enrolment ratios are equal to, and at times higher, than boys'. The labour force participation rate, which represents the proportion of the working-age population that actively engages in the labour market either by working or looking for work, is 18% among young women aged 15-24, while the corresponding percentage for young men is 42%. For women aged 15 years and above, the labour force participation rate is 22% (compared to 72 %for men). Globally, the labour force participation rate of women is 52%. The youth unemployment rate in Lebanon is the same for young women and young men according to data from 2007 (22%).

Before the civil war (1975-1990), Lebanon was a renowned tourism destination. It was popular for its Mediterranean beaches, historical sites, and mountainous ski areas. The conflict and the political instability dramatically reduced the number of tourists especially in the areas outside of Beirut.

The recent events in Syria are also affecting the tourism industry in Lebanon. It is necessary to promote sustainable rural and ecological tourism through the cottage inns; rehabilitates sites, builds local capacity and quality of the tourism workforce in order to host visitors, and helps facilitate information exchanges to support the entire tourism sector through initiatives such as food events celebrating local culinary and agricultural traditions. According to the results collected in the HELAND project, the latest existing data date back to 2012. However, data and statistics exist at the National level, but not at district and local level, as the Figure 7 shows.

Cultural and environmental disciplines	National Level		District Level	
	F	M	F	M
Heritage interpretation	19.3	80.7	N/A	N/A
Tourist guiding	15.3	84.7	N/A	N/A
Environmental planning	18.1	81.9	N/A	N/A
Cultural and environmental heritage tourism	N/A	N/A	N/A	N/A
Archaeology	27.2	72.8	N/A	N/A
Anthropology	N/A	N/A	N/A	N/A
History	72.6	27.4	N/A	N/A
Heritage preservation	N/A	N/A	N/A	N/A
Cultural operators	N/A	N/A	N/A	N/A
Other(s)*	N/A	N/A	N/A	N/A

Sources: Central Administration of Statistics "CAS", Lebanon-Publications 2013

**Figure 7 Gender equality in culture and tourism sector in Lebanon, at National, District and Local level**

## 7.4 MALTA

According to the results of a project carried out by the Malta Tourism Authority in 2013, *Retaining and Attracting People within Tourism through Diversity Management* under ESF Operational Programme II Cohesion Policy 2007-2013, women's participation in the labour market has increased substantially over the past 10 years. However, the country is still at the bottom of the EU 27 in terms of female activity. Tourism, which is one of the most important industries in Malta, is constantly struggling to find sufficient HR to supply demands, and retaining women in the labour market provides a valuable chance.

Tourism can provide a lot of opportunities for women in terms of employment and self-employment. However, there are some issues that need to be addressed. Primarily, it is necessary to empower women, particularly those who have been inactive for a long period of time and would have lost the skills that make them employable. Moreover, it is necessary to provide "working environments which foster work-life balance, addressing the issue of precarious work and making work pay". In order to empower women, it is necessary to develop initiatives

such as specific training and recruitment, and combine their working responsibilities with their family responsibilities. Therefore, the provision of childcare centres or day centres for the elderly will also help women in enabling to participate in the labour market.

For this reason women represent also the majority of part-time workers in tourism. On one side, this may imply lower rate hours and less opportunities of career progression. On the other side, especially in the developing countries, where women have less access to education, and they are often dedicated to household responsibilities, the low barriers to entry, flexible working hours, and part-time work present potential opportunities for employment. In developing countries, tourism can also help women break the poverty cycle through formal and informal employment, entrepreneurship, training and community betterment.

In this context, gender mainstreaming may represent a strategy that allows identifying the needs and aspirations of men and

women and transforming organisations into gender-inclusive workplaces. Besides that, it is necessary to implement gender-equality policies and training aimed at combating and overcoming gender stereotypes.

Therefore, it is important to identify inequalities and to take remedial action for ensuring gender equality, especially because these actions need to be framed within the context of sustainable tourism. Tourism industry continues to grow, but it is really important that the growth is based upon an equal distribution of the benefits.

According to the report "Malta in Figures 2014" elaborated by the National Statistics office (NSO) the number of full-time employees in Tourism have increased from 2010 until 2013 achieving the 9,908 units. However the number of women employed in hotel and restaurants (3,079) in 2013 is still less than half then men (6,829). Figure 8 represent the number of the full-time employees in hotel and restaurants from 2010 to 2013 divided by sex.

Sex	2010	2011	2012	2013
<b>Females</b>	2,914	2,913	2,993	3,079
<b>Males</b>	6,657	6,699	5,807	6,829
<b>Total</b>	9,571	9,612	9,800	9,908

Source: *Employment and Training Corporation (ETC)*

**Figure 8 Full-time employees in hotel and restaurants divided by sex in Malta**

	Employment		
	Cultural and Creative Occupations (ISCO)	Industry Employment by NACE	Industry employment as a share of total employment
<b>Heritage</b>	716	616	0.4%
<b>Arts</b>	1,049	1,250	0.8%
<b>Media</b>	1,595	3,527	2.3%
<b>CBS</b>	2,890	2,197	1.4%
<b>Total (CCIs)</b>	6,250	7,590	4.9%

**Figure 9 Employment in Cultural Sectors in Malta 2012**

Unfortunately, it is not possible to have the data of the employment in cultural heritage at a national level. However, as it has been stated in the National Strategy for Cultural Heritage (2012:16) "in the last 10 years, Malta's cultural heritage sector has experienced a significant expansion of employment and services ranging from gainfully employed conservators, archaeologists and consultants in both government and private sectors. This growth has been accompanied by rehabilitation and restoration projects requiring substantial investment in materials, services and contracting.

The most updated data on the employment and opportunities in cultural sectors dates back to 2012 when the *Draft National Strategy for Creative Industry* was launched. As indicated in the Figure 9, the number of employees in Heritage sector is 716 according to ISCO<sup>4</sup>, and 616 according to NACE<sup>5</sup>, and it represents the 0.4 per cent of the total employment.

<sup>4</sup> EU 15 includes : Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal, Spain, Sweden and United Kingdom

<sup>5</sup> EU 27 includes: Austria, Belgium, Bulgaria, Czech Republic, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.

## 7.5 PALESTINE

According to the UNESCO Country Programming Document for Palestine 2014 - 2017 published in 2014, the impact of the tourism industry on the economy is rated as not exceeding 3% of the GDP, and this is partially due to the lack of effective control. However, the further development of the tourism industry in Palestine has the potential to become a major contributor to national Palestinian economic development even if it remains vulnerable to Israeli actions and mobility restrictions.

Cultural heritage and creative industries also have considerable potential for the economic development and sustainability of the State of Palestine. As of 2011, there were in Palestine 597 cultural centres in operation, 14 museums and two cinemas. According to the Ministry of Culture (MoC), around 85% of those lacked adequate premises to host activities. Main challenges concerning the technical and communication equipment, also persist. Such institutions are relatively concentrated in major urban centres. At the

same time, there are no reliable statistics on the economic impact of the culture sector, both in terms of cultural production and of share of the labour market. The lack of quantitative data also concerns the contribution of creative industries (arts and crafts) to Palestinian economic growth. Creative industries suffer from mobility restrictions, weak institutional and political support, low levels of entrepreneurial capability, over-dependence on Israeli firms and export limitations imposed by the Protocol on Economic Relationships between the Government of Israel and the PLO.

Moreover, culture is tended to be considered as a luxury, rather than a necessity. UNESCO has consistently supported capacity development efforts, particularly on heritage, with a focus on developing a structure that could gather the necessary information and establish the appropriate partnerships to define a national cultural policy. Significant milestones were the publication in 2005

of the Inventory of cultural and natural heritage sites of potential outstanding universal value in Palestine (2005), the inscription in 2008 of the "Palestinian Hikaye" narrative expression practiced by women on the Representative List of the Intangible Cultural Heritage of Humanity (originally proclaimed as a Masterpiece of Oral and Intangible Heritage of Humanity in 2005).

In 2008 a National Plan for Palestinian Culture was jointly drafted by the MoC and the Higher Council for Education. The plan included priorities for work in nine cultural sectors: literature, arts, popular heritage, scripts, cultural heritage, cultural industries, libraries, educational curricula, development and democratic culture. Following the accession of Palestine to UNESCO in December 2011, as indicated in the Figure 10, the country has ratified six international conventions and two protocols on heritage protection.

Convention	Date of deposit	Type of deposit
Convention concerning the Protection of the World Cultural and Natural Heritage, Paris, 16 November 1972	08/12/2011	Ratification
Convention on the Protection of the Underwater Cultural Heritage. Paris, 2 November 2001	08/12/2011	Ratification
Convention for the Safeguarding of the Intangible Cultural Heritage. Paris, 17 October 2003	08/12/2011	Ratification
Convention on the Protection and Promotion of the Diversity of Cultural Expressions. Paris, 20 October 2005	08/12/2011	Ratification
Convention for the Protection of Cultural Property in the Event of Armed Conflict with Regulations for the Execution of the Convention. The Hague, 14 May 1954	22/03/2012	Accession
Protocol to the Convention to the Protection of Cultural Property in the Event of Armed Conflict. The Hague, 14 May 1954	22/03/2012	Accession
Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property. Paris, 14 November 1970	22/03/2012	Ratification
Second Protocol to the Hague Convention of 1954 for the Protection of Cultural Property in the Event of Armed Conflict. The Hague, 26 March 1999	22/03/2012	Accession

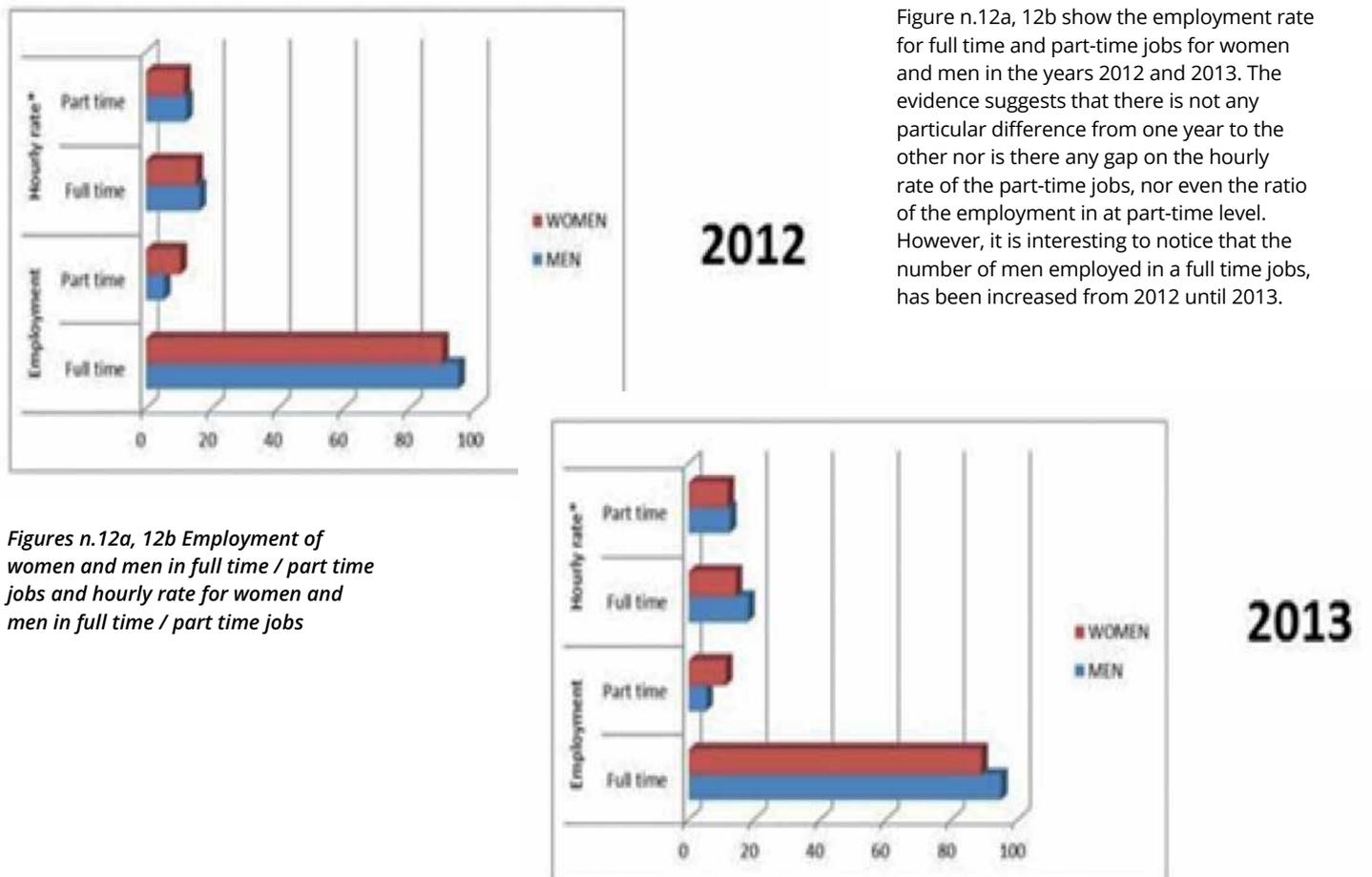
*Figure 10 International Conventions and Protocols on heritage protection ratified by Palestine*

## 7.6 SPAIN

In Spain the employment ratio is between women and men quite balanced, although there is a propensity for the men, as the Figure 11a and 11b show.



Figure 11a, 11b Employment ratio by sex



Figures n.12a, 12b Employment of women and men in full time / part time jobs and hourly rate for women and men in full time / part time jobs

Figure n.12a, 12b show the employment rate for full time and part-time jobs for women and men in the years 2012 and 2013. The evidence suggests that there is not any particular difference from one year to the other nor is there any gap on the hourly rate of the part-time jobs, nor even the ratio of the employment in at part-time level. However, it is interesting to notice that the number of men employed in a full time jobs, has been increased from 2012 until 2013.

With regards to the wage, it is clear that there is a pay gap differences between genders, based on gross hourly male and female wages. As it is possible to notice through the Figures n. 13a,13b, 13c, 13d, men still having higher wages even in same category and time conditions and with a worse evolution, increasing this difference in 2013.

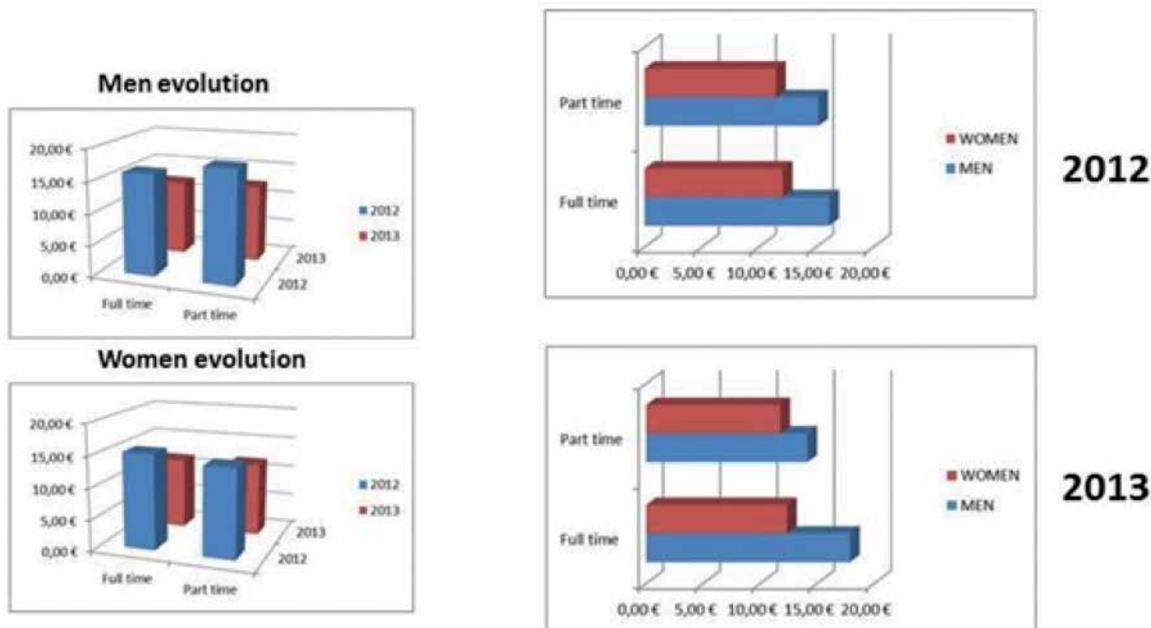


Figure n. 13a, 13b, 13c, 13d Gender pay-gap based on gross hourly male and female wages, full-time and part-time employees of all sectors

## 8. GENDER INEQUALITY INDEX

This last section compares the gender inequality index in the HELAND participating countries. Empowerment of women and economic activity are two criteria on which the Gender Inequality Index (GII) is measured which reflects gender-based inequalities in three dimensions: reproductive health, empowerment, and economic activity.

- Reproductive health is measured by maternal mortality and adolescent birth rates;
- Empowerment is measured by the share of parliamentary seats held by women and attainment in secondary and higher education by each gender;
- Economic activity is measured by the labour market participation rate for women and men.

**Cyprus** has a GII value of 0.136, ranking it 23 out of 149 countries in the 2013 index.

For every 100,000 live births, 10.0 women die from pregnancy related causes; and the adolescent birth rate is 5.5 births per 1000 live births. With regards to the pregnancy related causes, Cyprus has the highest ratio compared to the other EU countries while for the adolescent birth rate is the lowest amongst the EU and non EU countries involved in HELAND, and much below the average of the EU countries, Arab states, and OCDE countries.

In Cyprus, 10.7% of parliamentary seats are held by women, and 72.2 % of adult women have reached at least a secondary level of education compared to 79.6% of their male counterparts. Compared to the European countries, Cyprus is the country that has less parliamentary seats held by women, but it has the highest percentage for the secondary level of education.

In Cyprus, female participation in the labour market is 55.8 % compared to 70.8% for men. The gap between women and men is one of the lowest amongst all the HELAND countries.

**Jordan** has a GII value of 0.488, ranking it 101 out of 149 countries in the 2013 index.

For every 100,000 live births, 63 women die from pregnancy related causes; and the adolescent birth rate is 26.5 births per 1000 live births. As for maternal mortality and the adolescent birth rate, Jordan has the second highest ratio after Palestine.

In Jordan, 12 percent of parliamentary seats are held by women, and 69.5 percent of adult women have reached at least a secondary level of education compared to 78.5 percent of their male counterparts. With regards to parliamentary seats, Jordan has a higher level compared to Lebanon. It has also the highest percentage of women with at least a secondary education compared to Palestine and Lebanon as well as it is higher than EU countries like Spain and Malta.

In Jordan, female participation in the labour market is 15.3 percent compared to 66.2. The gap between women and men is one of the highest jointly with Palestine.

**Lebanon** has a GII value of 0.413, ranking it 80 out of 149 countries in the 2013 index.

For every 100,000 live births, 25.0 women die from pregnancy related causes; and the adolescent birth rate is 12.0 births per 1000 live births. For the mater mortality and the adolescent birth, Lebanon is the country with the lowest ratio, and its values are below the average of the Arab states.

In Lebanon, 3.1% of parliamentary seats are held by women, and 38.8% of adult women have reached at least a secondary level of education compared to 38.9 percent of their male counterparts. This percentage is the lowest amongst all the countries involved in HELAND project and much lower than the average of the European Union, Arab states and OCDE countries.

In Lebanon, female participation in the labour market is 22.8% compared to 70.5% for men. This gap is one of the highest amongst all the countries involved in HELAND project but it follows the trend of the Arab countries.

**Malta** has a GII value of 0.220, ranking it 41 out of 149 countries in the 2013 index.

For every 100,000 live births, 8.0 women die from pregnancy related causes; and the adolescent birth rate is 18.2 births per 1000 live births. Compared to the other HELAND countries, it is the second European country with the highest maternal mortality after Cyprus, but this ratio is in perfect line with the average of the EU country members. With regards to the adolescent birth, Malta has the highest rate compared to the other EU countries, and the third after Palestine and Jordan.

In Malta, 14.3% of parliamentary seats are held by women, and 68.6% of adult women have reached at least a secondary level of education compared to 78.2% of their male counterparts. In both cases, Malta holds a good position.

In Malta, female participation in the labour market is 38.0% compared to 66.5% for men. With regards to the labour market, it is under the average of the EU countries.

The GII 2013 of **Palestine** is not available and nor is the GII rank and neither the percentage of parliamentary seats held by women.

For every 100,000 live births, 64 women die from pregnancy related causes; and the adolescent birth rate is 45.8 births per 1000 live births. Both indicators are the highest amongst all the HELAND countries.

Only 31.5 % of adult women have reached at least a secondary level of education compared to 32.2 % of their male counterparts. As indicated in the table these percentages are the lowest amongst the six HELAND countries, and they are also lower than the average of the Arab states.

In Palestine, female participation in the labour market is 15.2% compared to 66.3% for men. Compared to the other five countries, the State of Palestine has the lowest female participation in labour market.

**Spain** has a GII value of 0.100, ranking it 16 out of 149 countries in the 2013 index.

For every 100,000 live births, 6.0 women die from pregnancy related causes; and the adolescent birth rate is 10.6 births per 1000 live births. The maternal mortality is the lowest amongst all the countries and it is below than the average of the EU countries.

In Spain, 35.2 % of parliamentary seats are held by women, and 66.8% of adult women have reached at least a secondary level of education compared to 73.1% of their male counterparts. Spain is the HELAND country which has the highest percentage of parliamentary seats held by women, while it has the lowest level of education amongst women in the HELAND EU countries. In Spain, female participation in the labour market is 52.6% compared to 66.5% for men. This rate is higher than the EU countries average.

The results of the six HELAND countries are summarized in the Figure 14.



	GII Value 2013	GII Rank 2013	Maternal Mortality Ratio, 2010	Adolescent birth rate 2010/2015	Female seats in parliament (%) 2013	Population with at least some secondary Education (%) 2005-2012		Labour force participation rate (%) 2012	
						Female	Male	Female	Male
Cyprus	0.136	23	10.0	5.5	10.7	72.2	79.6	55.8	70.8
Jordan	0.488	101	63	26.5	12.0	69.5	78.5	15.3	66.2
Lebanon	0.413	80	25.0	12.0	3.1	38.8	38.9	22.8	70.5
Malta	0.220	41	8.0	18.2	14.3	68.6	78.2	38.0	66.5
Palestine	N/A	N/A	64	45.8	N/A	31.5	32.2	15.2	66.3
Spain	0.100	16	6.0	10.6	35.2	66.8	73.1	52.6	66.5
European Union (ave)	0.126	N/A	8.0	11.1	26.1	84.0	87.9	51.4	65.4
Arab States (ave)	0.546	N/A	164	45.4	13.8	32.9	46.4	24.7	73.2
OCDE countries (ave)	0.226	N/A	17.0	24.8	25.8	82.9	86.3	51.2	69.3

Figure 14 Indicators of Gender Inequality Index in the HELAND Countries



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## PART 2

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## COUNTRY CASE STUDIES



# CASE STUDY 1

## THE WOMEN ASSOCIATION OF RURAL LARNACA, CYPRUS

EUDOKIA BALAMOU AND COSTAS MANNOURIS

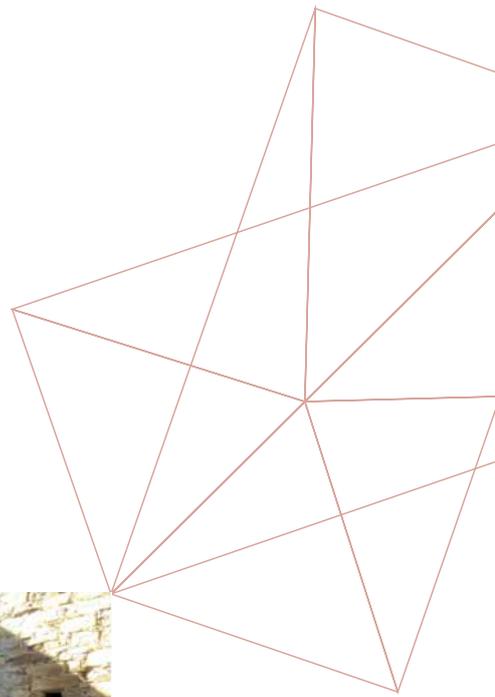


Figure 1: Rural Larnaca streetscape

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### INTRODUCTION: THE MOUNTAINOUS REGION OF LARNACA

The Mountainous Region of Larnaca is the area where the Women Association of Rural Larnaca operates. The region is located in the north-western edge of Larnaca District and it covers 18 communities (appr. 30.000 population). It is the main mountain range of the district of Larnaca with an altitude ranging from 100 to 1400 meters. The region is far from the touristic areas of the island and offers a wealth of traditional villages, vineyards and wineries, fresco-painted churches, remote monasteries and cool shady forests. It is a nature-lovers paradise where you can walk for hours and enjoy the rich flora and fauna.

Figure 2: Map of Cyprus and Larnaca Mountainous Area  
The area has a long, colourful and rich history. Hundreds of years of contrasting civilizations, architecture and culture have left their mark on what has always been one of Cyprus' most important and diverse regions. Concerning the points of interest for tourism there are 33 main interest site and 107 of secondary interest. This includes museums, archaeological and cultural sites, byzantine churches and monasteries. Among them is the Choirokoitia Neolithic Settlement which is protected under the UNESCO World Cultural Heritage list.

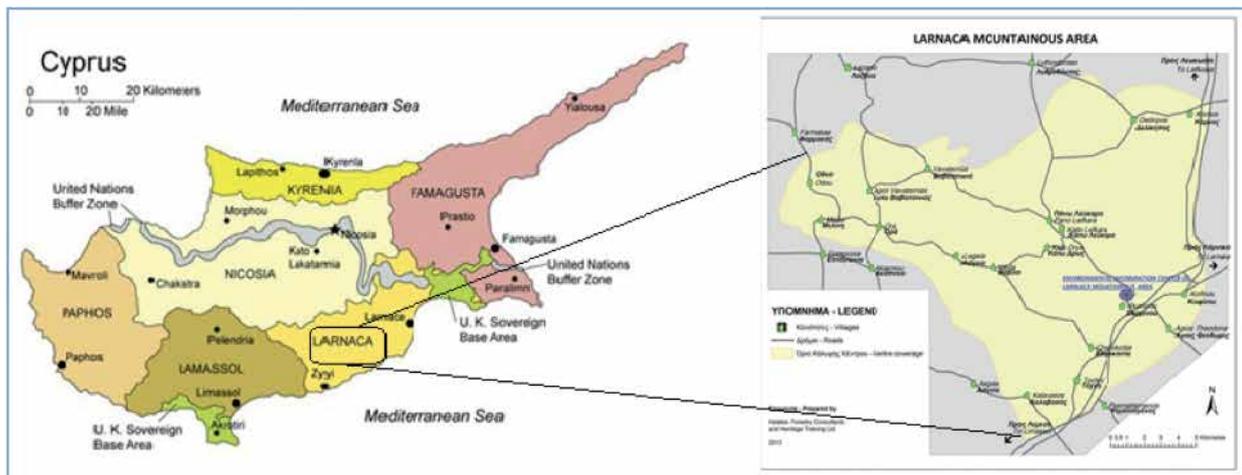


Figure 2: Map of Cyprus and Larnaca Mountainous Area

The region is producing a variety of traditional goods such as pottery and traditional sweets, wines, cheeses, cold cuts, herbs, honey, bread and cookies. There are also lots of traditional taverns where you one can enjoy the local cuisine. The district of Larnaca is considered the gastronomical capital of the island.

Even though the region has all these characteristics, the general economic activity in the region is very low and this affects the economic activity of the region. What is especially bothersome is that the region does not seem to be able to capitalize this potential- at least not to a satisfactory degree- in favor of economic development and growth and for ensuring a higher quality of life for residents. Moreover, the region has been experiencing the negative effects of depopulation as it has been losing residents, over the past decades, towards larger urban centers.

In this context, doing business is particularly difficult, especially for women with families who do not have a lot of time on their hands; neither can they travel far from where they live. The challenge is to give them business options that would allow them, if possible, to work from home at a time schedule that suits their needs. The Women Association of Rural Larnaca wanted to provide an answer to this precise need while at the same time preserving tradition and culture in a historically diverse region of Cyprus.



Figure 3: Mountainous Area of Larnaca

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## INITIAL SITUATION: THE ESTABLISHMENT OF THE WOMEN ASSOCIATION OF RURAL LARNACA

Given the situation in the Mountainous Region of Larnaca the women entrepreneurs of the region established their association in an effort to promote urban entrepreneurship and economic activity based on local products. The establishment of the Association was achieved with the assistance of the Larnaca District Development Agency (ANETEL) and was a gradual process.

In April 2004, ANETEL, in cooperation with the Union of Communities of Larnaca and the Larnaca District Agricultural Office, organized a study visit to Crete for a group of 22 rural women entrepreneurs. The visit reinforced the need for organizing the rural women of Larnaca, in order to promote the interests of rural women, and for supporting the development of female entrepreneurship, which in Cyprus in general, and in the District Larnaca in particular, was at a very low level. The headquarters of the Association- with its own building and conference centre- is found in the rural community of Agios Theodoros.

Overall, the goal of the Association is to foster initiatives aimed at maintaining, enhancing and promoting the cultural heritage and the tradition of Cyprus and through this activity promote women entrepreneurship in the rural areas.

## STRATEGY: THE GOALS OF THE ASSOCIATION

The following goals have been initially defined- and have since been pursued- as the main objectives of the Women Association of Rural Larnaca:

1. To promote the entrepreneurship of the women of the mountainous region of Larnaca,
2. To organize and promote actions related with the marketing of traditional products and goods made by the women of rural Larnaca,
3. To participate in European Projects and European initiatives against social exclusion as well as actions which promote the equality of the sexes,
4. To promote a spirit of volunteering, participation and social responsibility,
5. To participate in organizations that promote growth and transnational cooperation as well as coalitions which serve the objectives of the Women Association.

The following are the most important activities of the Association:

1. Organization of lectures on issues related to rural entrepreneurship and the marketing of traditional products,
2. Organization of conferences on issues that are of interest to the women entrepreneurs,
3. Educational workshops on topics that are decided upon by the members of the Association,
4. Educational trips to other countries where the women see first-hand successful practices implemented by other women entrepreneurs. Of particular value have been the visits of members to the Greek island of Crete where they came across some practical ways of marketing and promoting their traditional goods in a cultural context that is quite similar to that of rural Cyprus,
5. Organization of the Annual festival of Tradition and Culture which is the most important event in the annual calendar of the Association. It has over the year become a high point for the area with lots of visitors who get to meet the women of the Association and see their traditional products on display and on sale.

### THE ANNUAL FESTIVAL OF TRADITION AND CULTURE:

This event is organized every year, on October 1st (Cyprus Independence Day), in a community of rural Larnaca (the location changes every year). The purpose of this annual event is to encourage the production of local traditional products and to promote women entrepreneurship in rural areas. In 2015 the festival took place in Kornos- a rural community of the Larnaca District. Approximately 4000 individuals attended the festival, as well as representatives from the local communities, the Ministry of Agriculture and Natural Resources, political parties and the Larnaca Tourism Board.

Like every year, lots of women had their kiosks selling and promoting their traditional products, including, among others, honey, herbs, wine, ceramics, traditional sweets, traditional dairy and home-made pasta. The event was broadly broadcasted on national Television, radio and in the press with the president of the Association Mrs. Anna Kosma giving a series of interviews outlining the goals of the Association, its contribution and the significance of this annual event for the women of the Mountainous Region of Larnaca.

Over and above the outlined goals and actions, the main strategic vision of the Association is the function as a network of cooperating women engaged in the production and the marketing of traditional goods in a manner that multiplies knowledge, the exchange of expertise and good practices with similar groups abroad. All these constitute a comprehensive attempt to boost the economic climate in a manner that respects local culture and at a scale that is protective of the environment and its sustainability.



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Figure 4: Activities and Produce

### PROGRESS AND RESULTS

Over the past decade or so the Women Association has been shown to be a successful initiative that has made a real difference in the lives of women entrepreneurs of the Mountainous Region of Larnaca. These women have found a source of guidance, knowledge and a suite of practical tools in their ongoing efforts to market and promote their traditional products.

The Association has supported and fostered this traditional form of economic activity generating many valuable returns to the small and isolated rural communities. Apart from the obvious economic benefits- the fact that women staying mostly as home in rural areas are capable of selling their products- we have a strong cultural benefit which is directly related to the preservation of a traditional manner of producing, an element that contributes to the cultural value of the region. One should not underestimate the social advantages as well. By providing economic opportunities to the women of rural Larnaca, the Association has helped alleviate the negative consequences of urbanization which had previously disseminated the rural populations of the district of Larnaca.

## LESSONS LEARNT AND CHALLENGES

The main lessons learnt from the establishment and the operation of the Women Association is the great significance of having a network in place. People in the region were convinced- not easily at first- of the importance of working together. In this context, women were given a great opportunity to work together as a team in the pursuit of a better way of life in their region. They had to capitalize on their products, their traditional way of manufacturing goods, on the cooperation among themselves and on the successful practices implemented by similar groups elsewhere (such as the Women Association of Crete with whom they have established strong ties over the course of the past few years).

The main challenge facing the Association is to be more successful at marketing their products, which are more expensive than the mass-production counterparts and this is of course understandable. Given their idiosyncratic production processes and the small scale of production, these women do not enjoy the economies of scale of larger producers. This extra cost is manifested in higher prices. The challenge is for the women to emphasize the higher quality of their products and to convince consumers that the value for money combination makes them a better deal compared to those of their big competitors.

The challenge is real and pressing and it has to be addressed by the Association. One cannot at the same time deny the fact that there is nowadays a more favorable consumer attitude towards alternative modes of production and a more socially responsible way of doing business. In light of this climate, the women can market and promote their products with less difficulty than, let's say, ten years ago when they were embarking on this fascinating journey of promoting their traditional goods.

One of the success stories of marketing in the Women Association is the case of the famous singer Stella Georgiadou who had decided to set-up a family-run business in Skarinou, producing and selling local traditional products, the most-famous of which is her line of products containing the highly-nutritious donkey milk (used as a main ingredient in chocolates, cosmetics and snacks). Stella has used her status as a celebrity to promote her products as well as the goals of the Women Association of Rural Larnaca in general. She has made headlines in Cyprus and in Greece as the famous singer-turned rural entrepreneur and has, in her new role, been tremendously successful.



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## SUSTAINABILITY AND POTENTIAL CHALLENGES

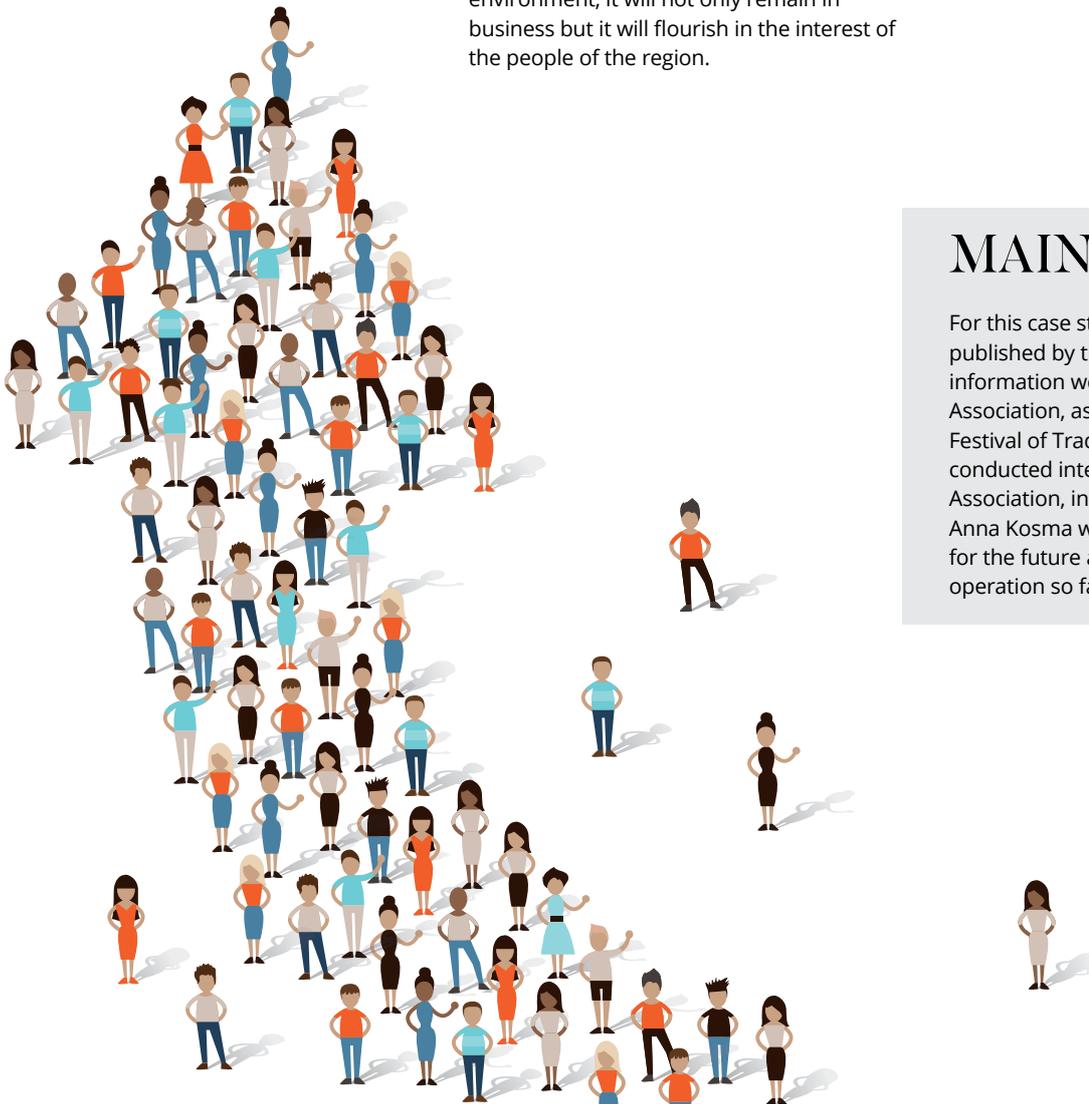
The Women Association of Rural Larnaca has been successful and as such it is expected to be viable. Its long-term sustainability, nonetheless, depends largely on its willingness to adapt to a changing economic climate. The global economic crisis has hit Cyprus hard, since then there has been significant recovery. In the days following the peak of the crisis, the economic landscape has changed, especially consumer behavior. Consumers are nowadays looking for alternative ways of producing and marketing goods and, despite the financial difficulties, they are willing to bear some extra cost in order to support smaller producers as an act of social and ecological responsibility. It seems, therefore, that the Women Association of Rural Larnaca can truly boost its sustainability if it can function in this new context. In other words, if it can present its members and their products as an alternative, and socially-responsible option that can promote local entrepreneurship without jeopardizing in the least the environment, it will not only remain in business but it will flourish in the interest of the people of the region.

## CONCLUSION

The Women Association of Rural Larnaca has capitalized on local culture, traditional products and the knowledge of partners elsewhere to help promote women entrepreneurship in an economically declining region. This case study demonstrates the promise that networking and the exchange of experiences and expertise holds for local economies. The Women Association of Rural Larnaca is a true success story. Let's hope that we see other groups follow in their pioneering footsteps, both in Cyprus and elsewhere.

## MAIN SOURCES

For this case study we have used material published by the Women Association, information we had as supporters of the Association, as participants in the Annual Festival of Tradition and Culture and we have conducted interviews with members of the Association, including their president Mrs Anna Kosma who has outlined her vision for the future and how she assesses their operation so far.





## CASE STUDY 2

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# GENDER EQUALITY IN TOURISM INDUSTRY: A CASE STUDY FROM MADABA, JORDAN

MONTHER M. JAMHAWI, ABDALLAH AL SHORMAN, ZAIN A. HAJAHJAH, YASMEIN OKOUR AND MARWA AL KHALDI

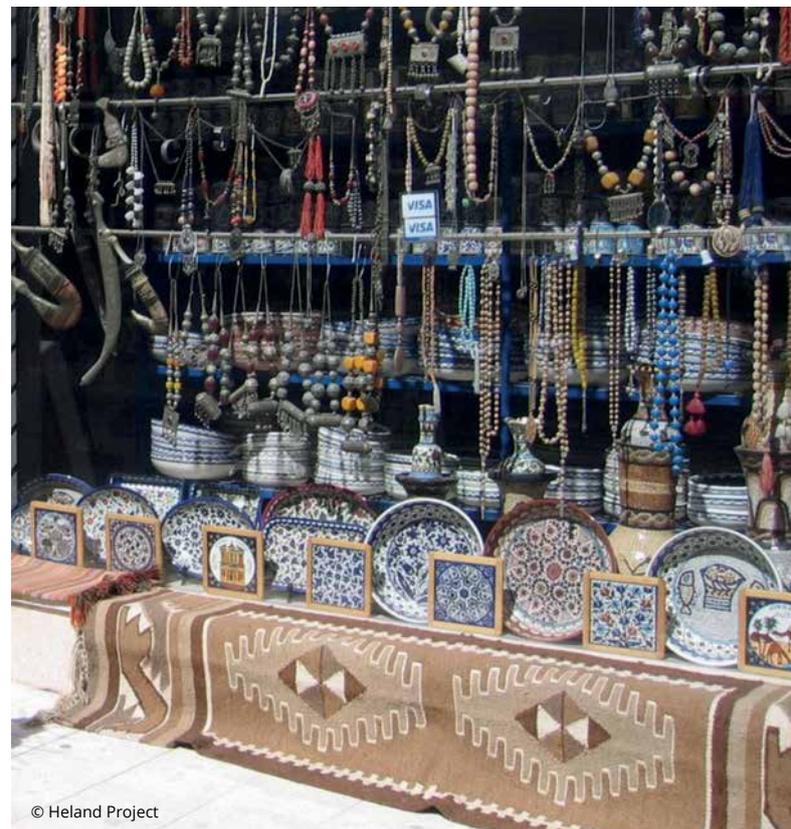
### INTRODUCTION

Gender is an integral part in one's identity referring to the social, cultural and psychological aspects in life but 'sex' refers to the biological aspects of being male or female. The definition of gender implies differences among the various cultures depending on the values, beliefs and behavioral expectations that are at the same time changeable over time (Jucan and Jucan, 2013). Gender in tourism industry is viewed as being constructed, legitimated, reproduced and reworked (Aitchison, 2003), which may affect the identities of tourists, locals and employees as well as gender identity (Crouch, 2002). Tourism is a highly gendered industry

(Pritchard and Morgan, 2000), where women's participation is obvious but culturally variable. Swain (1990) noted that men and women are generally unequally impacted by tourism because of the collective understanding of the social construction of gender (Craik, 1997; Jordan, 1997; Adkins, 1995; Kinnaird and Hall, 1996; Kinnaird et al., 1994). However, 'equality of opportunity' may contribute to the sustainable development and women empowerment (Moser, 1989) not as opposed by the feminist approach, where the latter stresses on liberal women development (Boserup, 1970).

### INITIAL SITUATION

In Jordan, there is an inherent conflict between traditional values and the obligation of private enterprise, such as tourism, which places enormous pressures on women, of course at the expense of social sustainability and equality. The role of women in Jordan, as an Arab country, has been pictured as frail and dominated by men relatives, a cultural phenomenon which stems from the traditional and religious laws. This phenomenon keeps women relatively far from entering the tourism industry (Baum et al., 1997). Greater equality, according to the United Nations World Tourism Organization (UNWTO), is an essential component of a sustainable tourism industry because women make almost half of the potential workforce. In addition, women's empowerment in tourism increases their economic opportunities so they can attain equality and dignity (Jucan and Jucan, 2013). Masadeh (2013), for example found that tourism industry in Jordan is male-dominated, particularly in the upper echelons of management. In 2012, women participation rate in the labor force in Jordan was 15.3% (Kalimat and Al-Talfaha, 2011), which placed Jordan in the fifth lowest female participation rate worldwide (The World Bank, 2012). The majority of women were employed in the education and health sectors. Nevertheless there is a trend toward more women participation in tourism industry in Jordan; table 1 below shows the participation rates in the labor force in Jordan for the years 1990-2011. The number of women in the labor force had increased from 1990 to 2011. Consequently, this study comes to examine the continuation of such a trend in Jordan taking the attraction site of Madaba as a case study to assess if there is an improvement in the gender equality in the tourism sector in Jordan.



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Year	Total Labour force	Women in the Labour Force (% of Total Labour Force)	Women's Labour Participation Rate (% of Female Population Aged 15+)	Male Labour Participation Rate (% of Male Population Aged 15+)
1990	663,272	10.7	8.9	65.3
1991	777,486	10.9	9.3	67.0
1992	842,023	11.6	10.0	66.6
1993	917,163	12.1	10.6	67.5
1994	988,526	12.6	11.2	68.1
1995	1,045,166	13.1	11.8	68.5
1996	1,089,579	13.3	12.0	68.7
1997	1,129,223	13.6	12.2	68.7
1998	1,164,876	13.7	12.2	68.7
1999	1,183,243	13.9	12.3	68.4
2000	1,212,988	14.2	12.5	68.2
2001	1,244,332	14.0	12.2	68.4
2002	1,267,107	14.9	12.8	67.1
2003	1,282,239	14.0	11.8	66.9
2004	1,307,927	13.0	10.8	67.0
2005	1,364,267	14.5	12.1	66.9
2006	1,393,811	15.0	12.4	65.9
2007	1,481,499	17.7	15.0	66.0
2008	1,517,472	17.3	14.6	65.8
2009	1,591,950	18.0	15.4	66.6
2010	1,613,065	18.2	15.3	65.4
2011	1,677,855	18.4	15.6	65.9
<b>Average</b>	1,216,140	14.30	12.32	67.16

*Table 1: Participation Rates in the Labor Force in Jordan, 1990-2011*

Labour force participation rate is the proportion of the population ages 15 and older that is economically active: all people who supply labor for the production of goods and services during a specified period (World Bank).

### STUDY AREA

Madaba city is located in the mid-southern region of Jordan about 30 kilometers from Amman, with a population number of about 130,000, and an area of 2,008 km<sup>2</sup>. Madaba has a promising future in the tourism sector generating a considerable source

of foreign currency, the infrastructure development, and opportunities for new management and educational experience, which contributes positively to the social and economic development of the city. The city of Madaba is characterized by its urban morphology that attracts tourists. Historically, Madaba was the cradle of many civilizations; Moabite, Nabatean, Roman, Byzantine and Islamic. Its heritage is dated to at least 4500 B.C. It flourished as a city during Moabite and Ammonites times (ca. 800 B.C.), and the Hellenistic periods (ca. 300 B.C.).



*Figure 1: Jordan Map (Madaba Location)*

## STRATEGY

The study relied on structured questionnaires that were distributed over the employees of 25 tourism-related agencies and institutions in the study area (city of Madaba). Interviews with families and individuals (women and men) were also conducted to extract information about tourism in a sociocultural context to draw a clear picture about gender and how it is constructed in the study area. The study utilizes 6 indicators of gender equality: number of women and men working in the cultural and environmental heritage sector, employment hierarchy, education level, wages, rate of employment, and the institutional mechanism that were adopted to empower women. The data collection were performed on national (Jordan Census Department) and area of study levels (questionnaires and interviews). The collected data was analyzed using the statistical software SPSS.

## PROGRESS AND RESULTS

The collected data from the years 2012, 2013, and 2014 show that the number of women working in the tourism industry in Madaba area is 249 out of 1214 accounting for 20%. The majority fall under the age group between 30-39 (43%), which reflects the same distribution on the national level (figures 2 and 3).



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### Age Vs. Gender, 2012

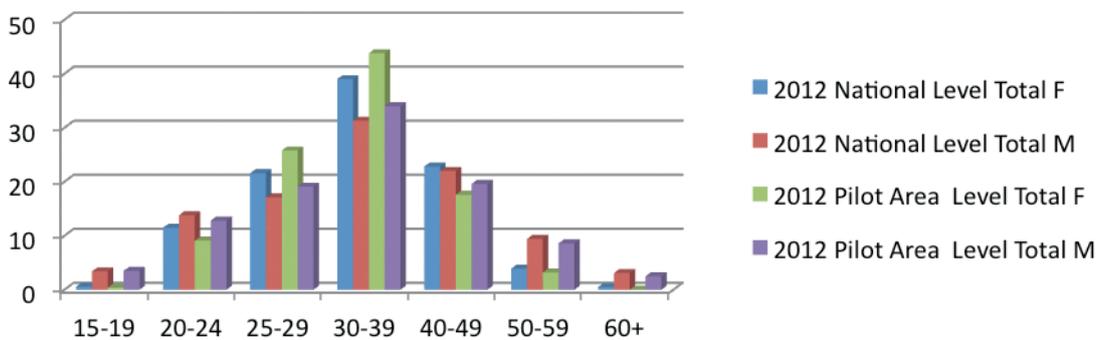


Figure 2: Age vs. gender in Madaba area compared to the national level for the year 2012.

### Age Vs. Gender, 2013

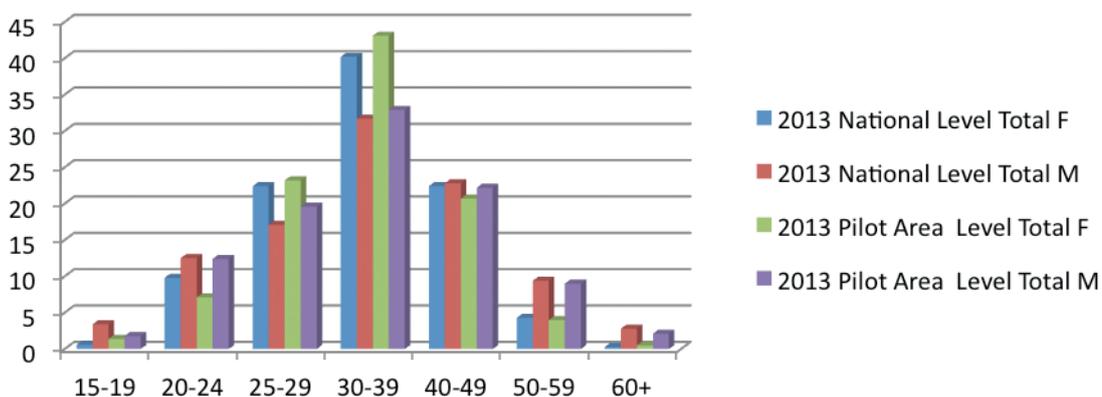


Figure 3: Age vs. gender in Madaba area compared to the national level for the year 2013.

Unemployed women in Madaba believe that there is no work available or either claimed that they cannot find a suitable job. Considering cultural and environmental disciplines at the Jordanian universities, the results show that for the years 2011-2014, female university graduates preferred geology and environmental sciences then history as a major of specialization but not tourism, which is almost similar to male intentions (fig. 4).

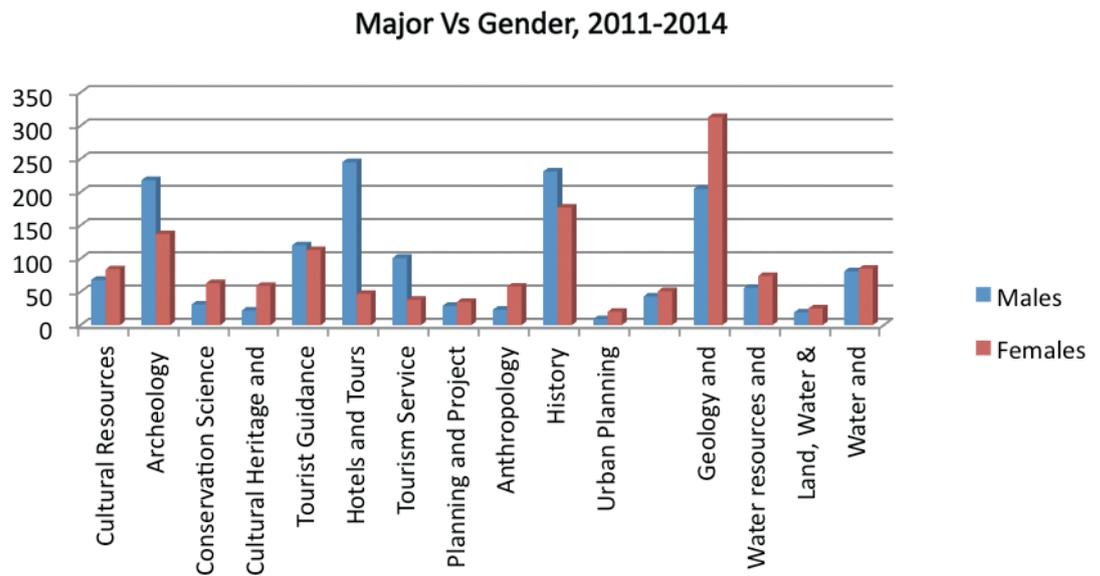


Figure 4: University major of women at Madaba region compared to men (2011-2014).

The majority of women working in tourism industry in Madaba are either having a high school or a bachelor degree opposed to men where most of them do not have any degree as seen in figure 5 below.

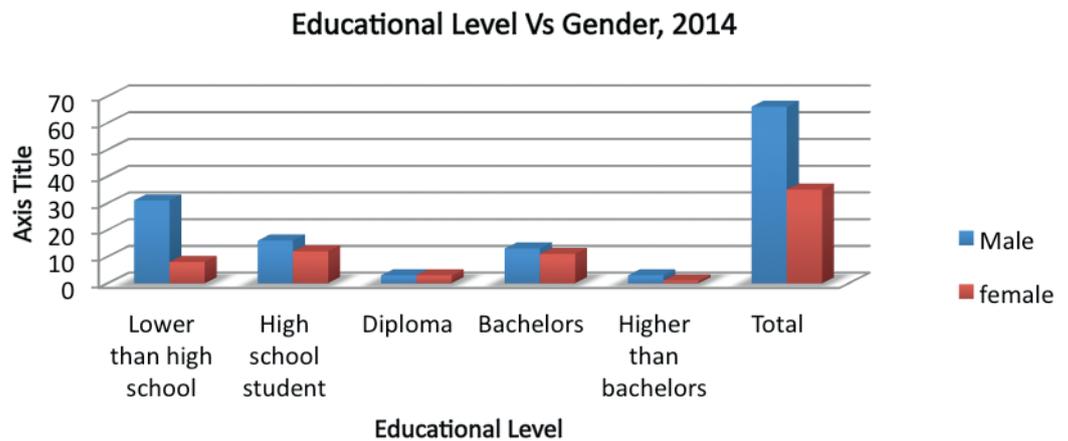


Figure 5: Gender and education level in the area of Madaba

In tourism industry, the job position of women is mainly limited to administrative tasks, which means that outdoor tourism jobs are almost limited to males.

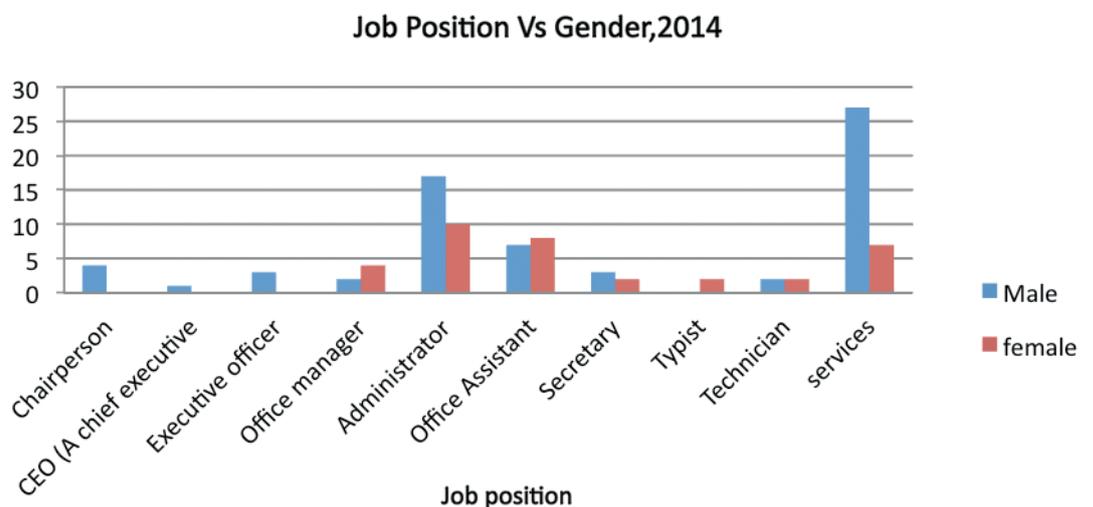


Figure 6: Job position in Madaba region by sex.

The years of experience is also affected by gender were also affected by gender as males tend to have more experience than women.

**Year Of Experience Vs Gender,2014**

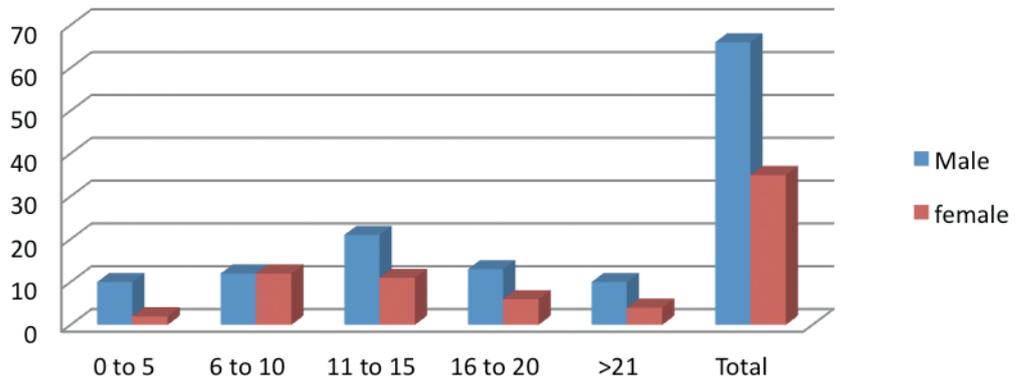


Figure 7: the years of experience in Madaba region by sex.

The wages at the area of Madaba show a clear disparity between men and women. For example, women receive lower wages at lower salary class (from 111-221 Euros) but higher wages at higher wages class (333-554 Euros) as shown in figures 5 and 6, which is actually the same all over the country.

**Pilot Wages Vs. Gender, 2012**

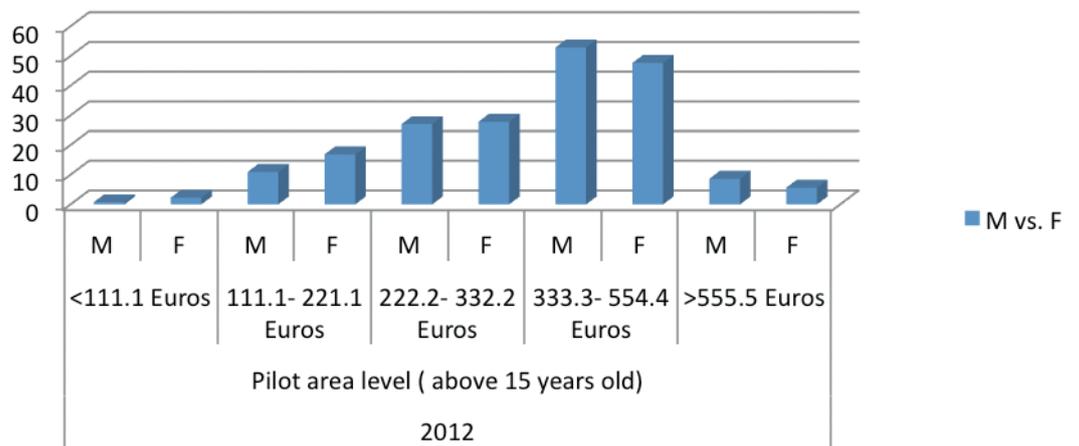


Figure 8: Wages vs. gender in the study area for the year 2012.

The employment rate at the study area is 20% for females for the years 2012 and 2013. It is, however, a little bit lower on the national level (17%).

**Pilot Wages Vs. Gender, 2014**

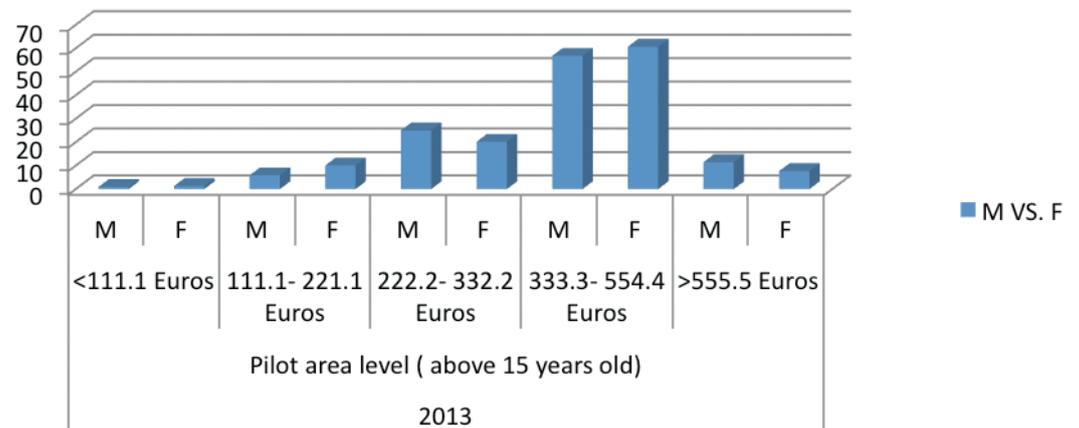


Figure 9: Wages vs. gender in the study area for the year 2014.

## LESSONS LEARNT AND CHALLENGES

Even with equal education opportunities in Jordan, women participation in the tourism industry in Madaba area is similar to that across the country, which is below that of men. There is a general trend in the region of Madaba toward hiring educated women in tourism industry, opposed to the case of men where most of them are not educated. This is actually explained by the type of job women usually get in such an industry; women prefer to get administrative jobs in the tourism industry to avoid being outside. It is a conscious intention to protect themselves from outsiders as imposed by their families and culture as a whole. In fact, gender is socially constructed, where the people perceive gender in a way that is socially woven in their unconscious minds. Accordingly the sum of the behaviors in the society has to be performed parallel to its culture regulations. For example, women are not socially able to live on their own without the approval of their parents, and there are constraints to their mobility primarily arising from the social norms. The results would be an extra burden on women especially in this type of jobs, where women have to be exposed to the public more and deal with *outsiders* more.

Previous studies rationalized job segregation in tourism to the culture of tourism (Cheer, Reeves, and Laing, 2013; Gentry, 2007; Tucker, 2007; Jordan, 1997). Tourism is a powerful cultural ground and process that shape and are shaped by gendered representations of places, people, nations and cultures (Aitchison, 2000). Based on a post structural and colonialist discourse approach (Aitchison, 2001; Enloe, 2001), tourism in Jordan neither markets nor promotes places and people for consumption; something that is culturally constructed. Consequently, this may work as a machine for selecting certain types of tourists and their demands. This process, in turn, possesses further gender disparity in employment at the tourism sector.

Based on the above results, some facts about women's positioning in tourism industry in terms of hierarchical levels have been reached. It appears very clear that the situation in the tourism industry resembles the one in the labor markets in general. As in many other sectors, there is a significant horizontal and vertical gender segregation of the labor market in tourism in Jordan. Horizontally, women and men are placed in different occupations - women are generally being indoors, whereas men are being employed outdoors. Vertically, the typical "gender pyramid" is prevalent in the tourism sector - lower levels and occupations with few career development opportunities being dominated by women and key managerial positions being dominated by men.

There are many inter-twined factors, which keep gender segregation in the labor market in Madaba region and generally in the whole country. Among them are gender stereotyping (as culturally imposed), traditional gender roles and gender identity. Women are seen as being appropriate for definite occupations and they seem themselves as suitable. In addition, traditional gender roles in the Arab culture assign to women the main responsibilities for raising children and doing household work. Thus, women are often forced to choose modest labor, part-time or even seasonal employment but with a very high turnover too.

## CONCLUSIONS

Although tourism in Jordan is a still-growing industry, it has demonstrated its potential for creating jobs and encouraging income-generating activities to benefit local communities in the nationally widespread destination areas, such as, Madaba. Unfortunately, the tourism sector provides limited access to women's employment and opportunities for creating self-employment in small and medium-sized income generating activities in the region of Madaba, thus creating few paths towards the elimination of poverty of women and local communities in the study

area. However, there are a number of conditions under which this potential can be used more effectively. This requires collaboration of all stakeholders - national and local governmental authorities and non-governmental bodies, industry, local communities, and community based tourism initiatives. However, the tourism industry in Madaba region seems to be a particularly good "candidate" for engaging in efforts towards the advancement of women. Due to its growing size, its rapid growth and its varied nature (i.e.; religious tourism, cultural tourism, ecotourism, etc.), the tourism industry in this particular

In Jordan, the image about the transformation from women's social reproduction work to reproductive work is still static especially in rural areas. This image was supported by the International Labor Organization report in 2001 (ILO, 2001), which stated that gender disparity in tourism in poor countries is attributed to lower social status of women. The results of the study by Assaf (2011) showed that the current social and economic status of women in Jordan is already behind that of men, which brings challenges to women in the tourism sector. It is opposite to the study by Itani et al. (2011) who negated the need for social change among Arab women, but awareness and understanding of their work to make them more acceptable in their societies.

The constitution of Jordan in its article (6) <sup>6</sup> stressed on the equal opportunities of men and women. For example jobs' criteria for selection doesn't rely on gender and leadership opportunities are by law not limited to men. Moreover, the government cabinet consortium in Jordan always pays high attention to include sufficient number of women in it. However, the change in the social and cultural structures of gender inequality must be achieved to reach equal participation of women in the tourism industry (Chant, 2006).

<sup>6</sup> The Constitution of The Hashemite Kingdom of Jordan (1952)

region has a giant flexibility. This, in turn, can enable the industry to develop key initiatives for the advancement of women so that other industries can benefit from initiatives and strategies in the tourism sector as models for their own development. The reasonable percentage of women in the tourism workforce in Madaba provides a necessary fundament for the further advancement of women, which is an already established critical mass. Women equality in tourism industry in Madaba necessitates a change in the traditional cultural and religious interpretations that perpetrate gender inequalities.

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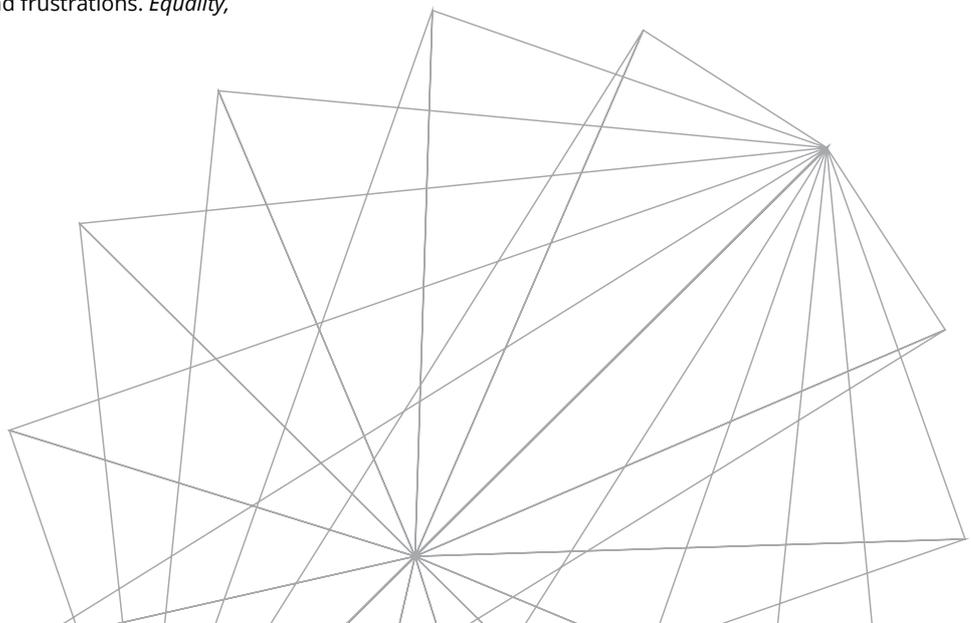
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## CASE STUDY 3

# GENDER EQUITY IN THE DIVING INDUSTRY: THE GULF OF AQABA, JORDAN

MOHAMMAD AL-TAWAHA AND EHAB EID

### INTRODUCTION

The Gulf of Aqaba is located at the most south western parts of the Hashemite Kingdom of Jordan in the vicinity of Aqaba. It is considered the only maritime region in Jordan and has a global importance that stems from its geographical location. The coastline of the Gulf of Aqaba extends for 27km with more than 13km length and is characterized by a discontinuous series of fringing coral reefs and reef flats. Despite the relatively small water body at the Gulf of Aqaba, it hosts an extraordinary marine diversity with more than 150 scleractinian (reef-building) coral species and 120 species of soft coral were recorded, some of which are globally endangered, such as the red and black corals. In addition, more than 500 species of tropical and semi-tropical fish were reported from the Gulf of Aqaba.

Since the establishment of Aqaba Special Economic Zone Authority (ASEZA) in 2001, the region experienced a steady growth in terms of economy and inhabitants. This was followed by increased and competing interests for the marine space available in the Gulf of Aqaba especially since ASEZA is aiming for 100% investment at Aqaba. This has led to increase marketing activities highlighting Aqaba as a main diving destination for national, regional and international tourism as well as a major touristic destination of Jordan, in addition to Petra and Wadi Rum. Diving activities have been growing rapidly over the past years with increasing marketing activities of Aqaba as a diving destination in Jordan. This was supported by other factors including the unique characteristics of the sea water at the Gulf of Aqaba, the diversity of its marine habitats and species, and the fact that Aqaba is the only sea-outlet in Jordan.

### INITIAL SITUATION

According to the Ministry of Tourism and Antiquates of Jordan, 969,654 visitors to Aqaba were recorded over between 2008 and 2014. In 2008 a total of 134, 971 visitors were recorded. A slight decline was recorded in 2009. Following major tourism marketing campaigns aimed at both local and foreign markets, a sharp increase of more 76,000 visitors was reported in 2010 reaching a total of 210,954. Number continued to increase from year to year with some decline experienced between 2011 and 2013. In 2014 a minor increase in visitor numbers was experienced reaching a total number of 969,654 visitors in 2014.

The continuous development in diving activities supported the development of 21 diving centers at Aqaba. All diving activities are to be led by an accredited diving guide to ensure safety of the participants and prevent damages to the corals which might be caused by divers. However, all diving centers are led by males with only five centers hiring foreigners.



Figure 1: Jordan Map and Gulf of Aqaba



Figure 2 Marine Area, Gulf of Aqaba

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In spite of this importance and intense appetite for diving, most users of these diving centres are male particularly due to specific cultural and traditional standpoints of the area. In addition, there is a lack of trained local females from the local communities in Jordan specifically, and from the Arabian countries in general who are capable to enhance the diving industry. Due to the absence of trained females as diving instructors and the lack of female dive masters no Jordanian girls or other female visitors from the Arabian region participate in diving activities. Consequently this has led to negative impacts on the economic situation of the diving centers since their main clients are foreigners, including female foreign clients. The lack of female instructors was one of the main contributors to the decline in foreigners divers to the region.

## STRATEGY

The Royal Marine Conservation Society of Jordan, JREDS, took up the challenge to address this situation. The following strategy was implemented to obtain the results

### 1. Literature review

The project team has collected all available literature obtained from the Department of Statistic of Jordan, Ministry of Tourism and Antiquates, Aqaba Special Economic Zone Authority (ASEZA), Ministry of Labor, and Ministry of High Education. Data collected included reports published or un-published, articles, tables, documented press- release articles and other sources.

### 2. Training workshops

A total of four training workshops were performed at Aqaba concerning the following topics:

- a. Gender equity
- b. Management planning
- c. Tourism indicators and sustainable tourism
- d. Information, Communication, And Technology (ICT)

The objectives of all training workshops were to introduce the project and develop a common understanding regarding gender equality and its relation to tourism and management planning. Through these workshops, women showed their capacities to be involved in different sectors including tourism. In addition, they have identified opportunities and challenges they face to be enrolled in such activities.

### 3. Semi- structured Questionnaires

A semi- structured questioner was developed through the HELAND project targeting divers, tourism sector, hotels, university graduates, NGOs and governmental bodies. The questionnaires were aimed to measure the following topics related to tourism:

- Information, Communication, and Technology (ICT)
- Satisfaction of visitors with the accessibility of the marine park for persons with disabilities and specific access requirements
- Satisfaction of residents with tourism in the Marine Park
- Modes of transport used to get to the Marine Park
- The level of awareness about the process of sustainability within the Marine Park
- The Human impact on Cedar Pride
- Diving in The Gulf of Aqaba

500 questioners were distributed to different stakeholder groups including diving centres in the area, employees, volunteers, residents as well as users.

## PROGRESS AND RESULTS

Results showed that Aqaba welcomed around one million visitors between 2008 and 2014. In addition, recent statistics obtained from the Ministry of Tourism and Antiquates showed a total of 119,521 visitors that is 16% of the total visitors in 2014 came to region for diving (Royal Navy and Department of Tourism at ASEZA). However, despite the continuous growth in diving industry in Jordan, there are still a number of shortcomings are noticed including gender equity especially since Jordanian divers are predominantly male at 82% and only 18% female. Divers from the neighbouring countries are also predominantly male with 73% male Arab divers and 27% female Arab divers. Results obtained from foreign divers show a totally different result with 59% of divers being male and 41% female divers.

The training workshops organised by JREDS focussed on gender. The gender workshop hosted a total of 32 participants, where females comprised 80% of the audience. The management planning workshop included 23 participants where 47% were females. Both training workshops related to tourism indicators and sustainable tourism and ICT comprised 50% from both genders equally. Regarding questionnaires, JREDS team and through the HELAND project focussed on gender equity where a total of 500 questioners were distributed almost equally for males and females with a total of 266 and 234 correspondingly. The following table illustrates number of questioners distributed over the project period and based on each sector targeted.

	Male	Female
Information, Communication, And Technology (ICT)	39	30
Satisfaction of visitors with the accessibility of the marine park for disabilities and specific access requirements	30	38
Satisfaction of resident with tourism in the Marine Park	28	25
Using modes of transport to arrive to Marine Park	38	30
The presence of awareness about the process of sustainability within the Marine Park	38	30
The human impact on Cedar Pride	38	30
Diving in The Gulf of Aqaba	55	51
<b>TOTAL</b>	<b>266</b>	<b>234</b>

Figure 3: Number of questioners distributed based on sectors

## LESSONS LEARNT AND CHALLENGES

- Supportive legislation and the influence of donors have been important factors in promoting gender equity. However, cultural and social constraints have prevented the full inclusion of women in touristic diving.
- Implementing projects targeting gender is extremely important as projects with no focus on gender biased the activities towards men, marginalizing and devaluing women's roles, involvement and relationships with the project activities
- Despite its difficulties and challenges, HELAND has opened up opportunities for future projects focussing on the role and involvement of women in the diving market; which previously did not exist.
- Strong links between conservation and development have been promoted and achieved through HELAND project. This was clearly noticed after the ecological surveys and the management plan produced which used the information in developing objectives gathering development and conservation. In addition, women's rights to use resources have been linked with responsibilities to maintain and use those rights in a sustainable manner.
- The advice of an 'external' consultant and advisers on gender issues in the different stages of the Project as well as the training courses implemented was useful. As a result there has been a clearer emphasis on mainstreaming gender issues.
- The project proved to be flexible enough to adapt to the different geographical and cultural contexts found. This was true as HELAND project dealt with a huge variety of cultures from a European and Non-European countries.
- The lack of equal opportunities for women, particularly in the diving industry has negative impacts not only on their personal and professional life, but it will be determinate for the whole community and will affect socio- economic status. This is true as more opportunities for local female's divers will encourage females from the local communities to participate in diving, which will support the economic status at the national level



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**Figure4: Female Instructors and Divers in the Gulf of Aqaba**

## SUSTAINABILITY AND POTENTIAL CHALLENGES

- Increase awareness and knowledge toward gender issues and its impacts on socio-cultural sustainability.
- Ensure engagement and participation of females in future projects, activities and initiatives established by JREDS. In addition, foster the participation of females in other institutions and sectors at Aqaba
- Adopt more projects that engage, integrate and include gender issues in tourism industry
- Expand lessons learnt from HELAND project to other pilot areas at Aqaba and on the national context regarding gender inclusion

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## CASE STUDY 4

# THE OLEA OLIVE TRAIL: AN OPPORTUNITY FOR JEZZINE'S WOMEN TO PARTICIPATE IN THE DEVELOPMENT OF RURAL TOURISM

GHADA SALEM

### INTRODUCTION

If well managed and planned, tourism could be a real opportunity for local development. It generates positive impacts on many dimensions, mainly the economic, socio-cultural and environmental ones. At the socio-cultural level, tourism induces change by providing people the chances to meet and exchange. In Lebanon, and especially in rural areas, a gentle change is needed to ensure gender equality. Therefore, HELAND project team is accompanying an agritourism project in Jezzine, carried out by local women initiatives and aiming at empowering rural women.

Jezzine is a town in Lebanon, located 22 km from Sidon and 40 km south of Beirut. Surrounded by mountain peaks, pine forests, and at an average altitude of 950 m, it is the main summer resort and tourist destination of South Lebanon. Jezzine and its surrounding regions were the focus of Lebanese University pilot area for the HELAND project.

### INITIAL SITUATION

Located at the eastern shore of the Mediterranean Sea, Lebanon is a small country with an approximate surface of 10400 km<sup>2</sup>. A quick look into history shows that the Lebanese land witnessed the domination of almost all empires that has risen in the Mediterranean basin, starting from Phoenicians till Ottoman times. This resulted in a compilation of cultures and a diversity of people's origin.

When Lebanon got its Independence in 1943, its society was composed from 18 confessional communities, belonging to two monotheistic religions: Christianity and Islam. However, this cultural diversity didn't hinder this community-based society from sharing common values, especially when it comes to the social role of women.

Actually, the female life path, especially in rural Lebanese areas is articulated around a major event: marriage. This constitutes the border between two life periods: before marriage and after marriage. In the first period, a girl's main task is to take care of their paternal family; in the second one, they should take care of their conjugal family. To do so, women's major time is spent inside home in activities related to housekeeping, cooking, sewing and preparing *mouneh*<sup>7</sup>. Little time is thus assigned to higher education and skills' building. The result is a woman devoted entirely to her family, ready to sacrifice her life for it.

Many factors contribute in pushing rural Lebanese women to adopt these attitudes the most important are the social behaviour and the cultural stereotypes. Both are nourished by a masculine ideology, which in turn is inspired from a religious perception of life, whether Christian or Muslim, as all monotheistic religions engage men in outdoor activities.

These factors are nevertheless constrained by economic pressures. The current economic situation hanging on the country rural side is obliging women to seek ways of financial production. The district of Jezzine, target of the HELAND project in Lebanon, represents a good field to explore the strategies followed to empower local women without disrupting their lifestyles.



Figure 1: Map of Lebanon Showing Jezzine Region

<sup>7</sup> *Mouneh* is a Lebanese term, meaning food supplies for winter season.

## STRATEGY

The following two initiatives are useful to understand how gender equality is promoted in Jezzine. The first one is held by a civil society organisation (CSO) while the second is an individual action.

### Initiative 1

#### **DPNA - A CSO active in promoting gender equality in South Lebanon**

The Development for People and Nature Association (DPNA) is a civil society organization (CSO) based in Saida, the capital of the governorate of South Lebanon. Established in 2003, its mission is to promote civic education, spread a culture of peace and support entrepreneurial initiatives in rural areas. One of DPNA's interest is to integrate Jezzini women in the local development process.

The General Secretary of DPNA, Mr. Fadlalla Haassouna is convinced that Jezzini women won't accept a job, i.e. they won't go out of their home to work and earn money. Therefore, achieving gender equality necessitates, for these women, a special kind of work that respects their lifestyles. The challenge is, in his opinion, to find activities that fit Jezzini women's modest skills, suit their socio-cultural particularities and meet their revenue expectations.

In this context, DPNA encourages Jezzini women to employ their expertise in making local food products (*produits de terroir*) to create an economic opportunity for their territory. "We provide equipment for packing and labelling as well as all logistic services", said Mr. Hassouna. He also insisted on the role of DPNA in reaching target markets. This is achieved through a marketing plan set by DPNA's specialists each year. Many channels are envisaged to introduce and promote these products to the Lebanese market, the most important one is the organization of a Jezzini mouneh exhibition twice a year at the central place of Jezzine, where women from all the district can get a stand to display their products. Also, direct contact with potential customers, and social media tools have proved their effectiveness in marketing these local products.

Jezzini mouneh consists of diversified food supply items: cheese, labné, kichik, jams, olive oil, thyme, spices, compotes, dry fruits, sweets, honey, grains, etc. This large offer of food provision is complemented by handicrafts products related to table setting, e.g. knives, folks, wooden utensils, table covers, ... . These products involve women at the first level, but also men, indeed the whole family. The production

process is compatible with women's daily life and doesn't put extra charge on their family. Contrarily, it calls Jezzini men to support their wives in their conservation of one form of their cultural heritage, the mouneh production.

DPNA considers that the strategic approach to gender equality in Jezzine is to empower women. This empowerment passes through encouraging them to be efficient and productive. To achieve this objective, DPNA intervenes at the end of the mouneh production process, to pack, collect and sell items. It acts as an intermediary between the Jezzini women and the customer, a facilitator that liaise between producers and the appropriate market.

### Initiative 2

#### **From "Julie's Garden" to "Olea": A march of tenacity and hard work**

This classical role of CSO(s) in the district of Jezzine is reinforced by individual initiatives of self-empowerment as the case of Mrs. Tego shows.

Mrs. Tego, a fifty years old lady, originated from Lebaa in Jezzine, is an architect living with her family in Beirut. The urban life did not hinder her from maintaining a rural lifestyle; contrarily it pushed her to seek for her chance in her village.

In 2004, Mrs. Tego found in a local journal a call from "World Vision", an international donor, to finance organic farming projects. This announcement got her attention especially since she had inherited a huge plot of land from her family in her village Lebaa. Although unfamiliar with farming and agriculture, she applied and got assistance from the funder's engineers. In two years, her land produced all kinds of vegetables, grown in an organic way. The problem was in finding a market for her products. She started by spreading the information among her neighbours, counting on word of mouth to market her organic vegetables. Eight women expressed their interest in buying her land products, so every Wednesday Mrs. Tego brought eight baskets of organic vegetables and distributed them to her clients. Day after day, a network of

clients took place increasing the demand and challenging Mrs. Tego whose modest business lacked logistics.

In this context, Mrs. Tego realized the need to have an official commercial status. She chose a commercial name for her organic products, "Julie's Garden", and set a marketing plan. This consisted of a logo for her products and a number of brochures that highlight the benefits of organic and bio products. Unfortunately, all these efforts have gone due to 2006's Israeli attacks on South Lebanon.

Despite the setback Mrs. Tego continued to push with her efforts. In 2007, Mrs. Tego planted her land with avocado based on an advice from a specialist. This enabled her to reach a new market segment, niche restaurants and luxury hotels. In 2010 after making some profit, she bought a 20,000 m<sup>2</sup> olive planted land in her village. She started by producing virgin olive oil and selling it directly to her network of clients. Then, she asked her women co-villagers to collaborate with her. She provided them with raw olives and olive oil and got a variety of olive pickles, marinades, tapenade, etc. and also a variety of extra virgin and aromatic olive oils. Also, she engaged some of them in making oil soaps, with trendy shapes and scents.

Little time passed before Mrs. Tego realized that she is not the only producer of olive products in Jezzine district. Instead of competing with these producers, she invited them to establish a cooperative for olive and organic agriculture in Lebaa and its surrounding area. She offered a space in her land to establish displays for the cooperative products, marketed under the name of Olea. "Olea boutique" offers a wide variety of olive-based products prepared mainly by Jezzini women. As such, Mrs. Tego gave rural women an opportunity to be productive without being obliged to change their lifestyles.

In 2014, the cooperative of olive products in Jezzine submitted a request to the US government agency supporting local development activities in developing countries (USAID) for funding a project of olive-based agritourism. The project's idea is to propose to tourists the visit of olive

groves where they can participate in picking, harvesting, pressing and oil and soap making activities. After asking for many studies and detailed plans, USAID approved the project and granted the cooperative the necessary fund to launch its first phase. This consists of identifying an olive trail that links the different types, shades, sizes and colors of olive groves.

Besides, the trail will include historical olive mills to show visitors the traditional way of making extra virgin oil, and a number of modern olive presses. It will also include a tasting center where tourists can taste Jezzine's large offer of classical and aromatic olive oil, whether in its pure form or mixed with local products, mainly Labné and zaatar. The center will contain as well a shop that sells visitors Jezzine-made olive products, mouneh and handicrafts.

## LESSONS LEARNT AND CHALLENGES

Gender equality in rural Lebanese areas has always been an issue of NGO(s) and CSO(s). Most of these organizations based their strategies on rural women's potentials (e.g. skills in handicrafts, food production, couture, embroidery, etc.). The case of Jezzine revealed that a new type of gender equality process is emerging. It starts from the bottom and goes all the way up to benefit not only women but the concerned area. Actually, the initiative of Mrs. Tego that leads progressively to the Olea olive trail - a project situated at the crossroads of agricultural, industrial and touristic activities - generates certainly job opportunities for Jezzini women, but also represents a dynamic for local development and a vector for a new image of Jezzine.

The project mobilizes tourism to engage rural women in productive activities that are compatible with their lifestyles and induce a soft positive change in the social role of Lebanese rural women. Yet, the project is facing many challenges, starting from the need to find financial resources at its first phases, to the lack of expertise of its

## PROGRESS AND RESULTS

### *Agritourism: A sound perspective for rural women*

To date, the trail is still under preparation. Mrs. Tego and her partners are soliciting the help of Jezzini women in running the project. "We are not recruiting women, we are giving them the chance to be active and productive", said Mrs. Tego. Jezzini women can decide how, when or where they like to participate. For those who are not interested directly in the olive related production, there are other ways to reserve their place on the trail, like accommodation (mainly guesthouses), or food & beverage facilities (restaurants, terraces) or tour guides. These services are part of the second phase of the project, which will also include the establishment of thematic itineraries in a way to include both natural and cultural attractions, provide authentic experience for tourists and ensure the largest participation of Jezzini women.

This project matches the actual national tourism strategy set by the Lebanese Ministry of Tourism (MOT). It consists of adopting rural tourism to develop tourism. Agritourism is, without any doubt, one of the manifestations of rural tourism. It is also an alternative type of tourism, meaning a soft type that ensures a sustainable form of tourism development. Meeting both national tourism orientations and sustainability principles, the olive-based agritourism project participates in promoting gender equality in the rural area of Jezzine, by offering to Jezzini women a wide range of production and working opportunities.

The ripple effect that could be generated by the olive trail project at the local level pushed the HELAND team to support it. Our plan is articulated around three axes: assistance, education and promotion. We assist by providing the know-how in sustainable tourism planning and trail engineering. We educate by providing learning sessions for eventual tour guides and raising the project's awareness among the local community, and we promote through the integration of the olive trail on our GIS map of Jezzine's touristic attractions and e-marketing tools (virtual tours, online reservation ...).

### *Olea Olive Oil Festival: A premise of the olive trail*

For the time being, one of the manifestations of the olive trail project is the Olea Olive Oil Festival. It is an annual festival held in Leban during the weekends of October. Organized by Olea Cooperative, it includes a market where olive products from Jezzine area are displayed. It also includes olive tasting sessions. Interested local women can freely get a stand to exhibit their local products.

The first edition of the festival took place in October 2015. Jezzini women tour guides were present to explain to visitors about the benefits of olive oil in daily lives. Exhibitors were rural women from different villages of Jezzine district. Visitors came from all Lebanese regions and a remarkable presence of tourists was noticed. A festive ambiance was ensured by Jezzini women through their participation in folkloric musical and dancing shows.

organizers, the absence of support from national authorities, and the resistance of the socio-cultural value system in Jezzine conservative rural area. For instance, many women expressed their interest to be assigned backwards missions when participating in the project.

## SUSTAINABILITY AND POTENTIAL CHALLENGES

The Olea Olive trail is a polyvalent project that capitalizes on Jezzine natural potentials to suggest appropriate economic activities capable of inducing local development while preserving the environment, the social fabric and the cultural heritage. The project's mission and vision reflects a sustainable approach to development. Still, a real assessment of its sustainability performance cannot be done as the project is not operational yet.

To prevent its deviation from sustainability frames, Heland team declared his disposal to set Total Quality Management (TQM) protocols. If approved, Heland team will set indicators to ensure the project achieve its goals with respect to sustainability principles.

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# CASE STUDY 5

## SHOUF BIOSPHERE RESERVE IN LEBANON: THE SOCIO-ECONOMIC PROGRAMME

KAMAL ABOU ASSI, MIRNA RIMAN AND ZEINA ZEINEDDINE

### INTRODUCTION SHOUF BIOSPHERE RESERVE – LEBANON



Figure 1: Al-Shouf Biosphere Landscape

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Al-Shouf Cedar Reserve was established in 1996 and in 2005 UNESCO designated the Reserve and the 22 surrounding villages as an UNESCO Man and a Biosphere Reserve, this area covers around 5% of the Lebanese territory. The Shouf Biosphere Reserve (SBR) is very rich in Biodiversity including 30 % of Lebanon's remaining cedar forests, designated as an Important Bird Area as well as Key Biodiversity Area. The SBR main challenges are more than 110,000 inhabitants living in the development zone and suffering from low employment, where the management body of the reserve wants the population to be involved totally in the management of the Biosphere.

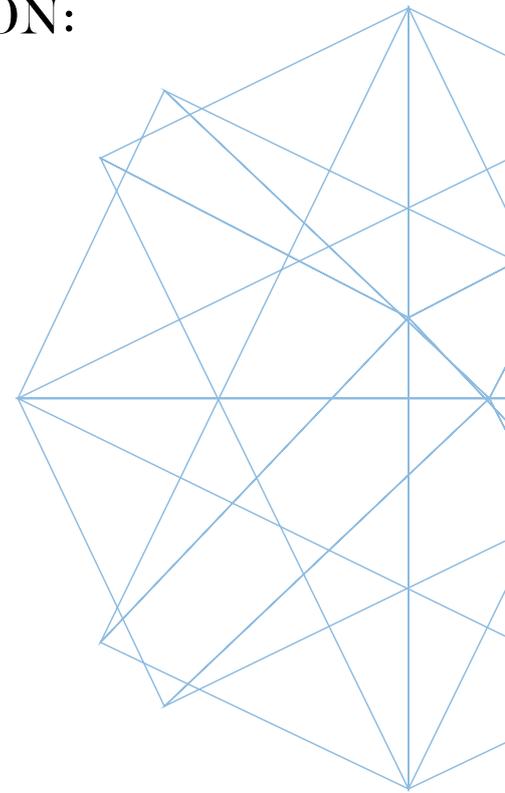
Biosphere reserves should contain one or more core zones, buffer zones, and a transition zone to accommodate their multiple functions.

1. The core zone of the SBR covers approx. 161 sq km. Its main objectives are the protection and rehabilitation of the SBR's natural and cultural values.
2. The buffer zone of the SBR is approx. 54 sq km and surrounds the core zone(s) where activities compatible with conservation can take place.
3. The transition zone (development zone) of the SBR is approx. 233 sq km and includes all the villages surrounding the SBR where sustainable resource management practices are promoted.

The Shouf Biosphere Reserve(SBR) is under the authority of the Lebanese Ministry of Environment (MOE), which manages it through the Appointed Protected Area Committee (APAC) that includes among its members the Al- Shouf cedar society (ACS), the Mayors of the larger villages, and independent environment experts. APAC liaises with the Reserve's Management Team, which deals with the Reserve's day-to day management and planning.

The SBR since its establishment started a co-management approach and involved the communities through finding many alternative job opportunities as part of its practical conservation and socio-economic programmes such as the rural development programme which enhanced the quality of the processing food in the surrounding region as well as developed a new branding for the region and created new products such as the Cedar Honey which is a good innovative tool to promote the honey of the 3000 beehives that exist in the development zone of the Park.

The SBR enhanced the work of the craftsmen, linked the handicraft items with the Park and nature conservation, enhanced the branding and promoted many items at the Reserve entrances similar to the processing food products. Also the SBR built the capacities of the local communities mainly women and youth who are playing a key role in the eco-tourism activities providing services for the visitors mainly guiding, ecosystem restoration, economic value, women involvement, etc



## INITIAL SITUATION: THE SOCIO-ECONOMIC PROGRAMME

When the SBR was established, the community had the feeling that their communal lands will be inaccessible and the government will be putting its hand on it, mainly the private land owners in and surrounding the Park.

The community and the local authorities were not used to manage protected areas and had lack of knowledge and awareness regarding the importance of the protected areas in eco-system conservation including our lives, our water, our air quality and our food safety.

With the time and because of the different socio-economic and environmental awareness activities that the park initiated the community became more aware about the importance of the Park and that it is a good source of income for the whole region.

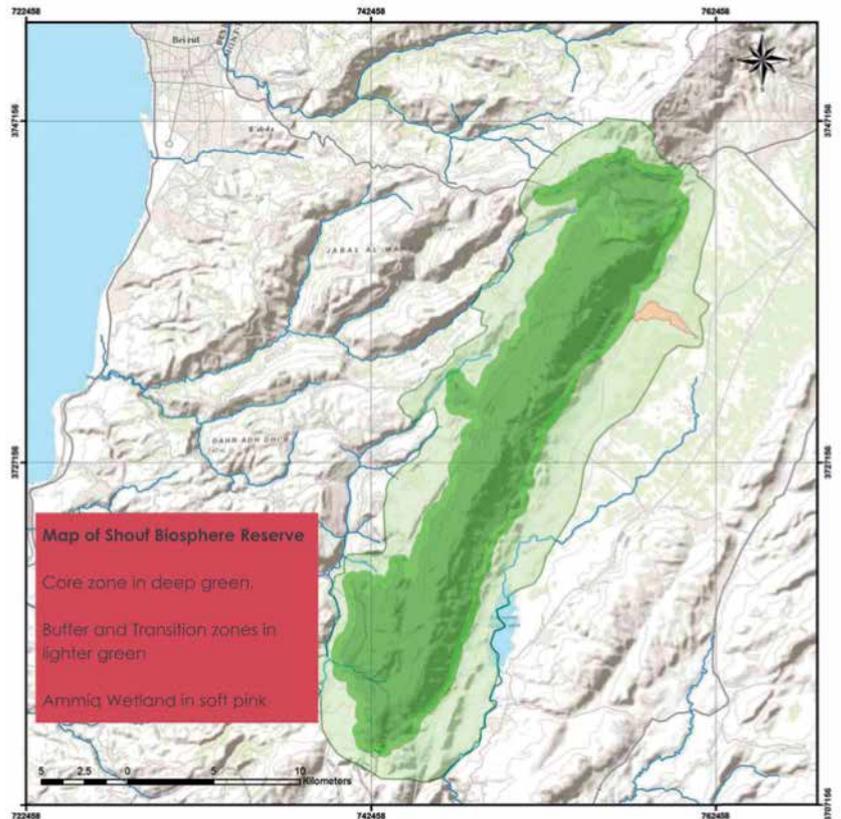
Currently the park is playing a key role in the local economy of the whole region and it is a main attraction that attracts visitors to the region and the community members are providing the services for the visitors such as accommodation, restaurants, souvenir items, local organic and natural products.

Assessing the four ecosystem services in the Park (Water, Carbon, Tourism, Rural products) through the economic value study which states that the Park provides more than 19 million US dollars for the region and the whole country.



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**Figure 3: Producers from the Al-Shouf Biosphere**



**Figure 2: Map of Shouf Biosphere Reserve**

## STRATEGY

At the early stages of the Park establishment and based on its first management plan which was developed with the support of the International Union of Nature Conservation (IUCN) and under the umbrella of Ministry of Environment in Lebanon, the action plan included many activities to involve local communities mainly women, share with them the benefits of the park, and encourage the sustainable use of the resources. The first programme that has been established in this sense was the rural development programme which aimed to enhance the quality of the local traditional processing food products such as Honey, Oregano, jams, syrups, etc. The park in close cooperation with women and agriculture cooperatives created a brand for the products, organised training sessions on the quality control and sustainable harvesting of the wild plants and established three workshops in the villages of Baadaran, Mrusti and Jbaa to meet the requirements of the bio- certification and to enhance the quality of the products. Also the Park agreed with an agent to distribute those products in the market in Lebanon and outside. In 2010 a business and marketing plan was carried for the programme. Currently the programme is producing 70 authentic products, these are being sold through the Reserve's 5 entrances and centers, a number of point of sales in Lebanon, Kuwait, Oman and Jordan.

In 2015 a handicraft line was established in cooperation with Green Hand Association, an Environmental NGO leading the Handicraft syndicate in Lebanon. The Green Hand Association assessed the handicraft sector in the region and decided to work with group of active handicraft women to revive and modernize 12 handicraft items. Rima Rifai is a creative designer from the village of Masser el Chouf, who worked in close cooperation with the women and the team of the project to create a corporate booklet which aimed to create visually appealing and modern products and push them to an international platform while still representing the heritage of the region, a story board was conducted for each product and packaged in simple yet effective way.

The produced new handicraft items were shown in many exhibitions locally and nationally, and this programme became a part of the socio-economic alternatives that Shouf Biosphere Reserve is providing for the community since 2000.



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Figures 4 and 5 Honey and Handicrafts



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Figure 6: Activities at the Al Shouf Park

### PROGRESS AND RESULTS

Since 2000 the Shouf Biosphere Reserve community has been working hard with the Park to enhance their local products and enhance the infrastructure and eco-tourism services in the surrounding villages to provide better services and products for the park visitors and tourists.

The enhancement of the services includes the improvements of the accommodation facilities through a series of seven bed and breakfast establishments, one standard hotel and two boutique hotels, 250 kms of walking trails, five entrances for the Park, signage system, building the capacities of the restaurant staffs and all the service providers as well as enhance the local food and handicraft products in addition of developing and promoting eco-tourism packages in suitable prices.

Also the Park's management team used the innovative technology to protect natural and cultural heritage and promote the region in an authentic modern way.

The main results are:

- The park receives more the 70,000 visitors per year
- More than 40 women are involved in the rural development and eco-tourism programme
- The Park's eco-system services provide more than 19 million US dollars for the community and authorities
- The Park provides tens of job opportunities
- It has raised awareness of the local communities and decision makers
- Sustain our natural and cultural heritage for future generations

### LESSONS LEARNT

- The community should benefit from biodiversity conservation to be able to protect it
- The women involvement can do the big change in the society through families and future generations
- The community members mainly women can be very innovative when they participate actively in decision taking
- Practical conservation and co-management is a must for nature conservation success and the benefit of local communities
- Involving youth mainly women is a must for the future of nature conservation and local economy
- The Park and the Shouf district in general became as a destination for nature conservation and rural tourism

## SUSTAINABILITY AND POTENTIAL CHALLENGES

The main sustainability factors of the park are:

- Visitor numbers to the park is increasing from year to year
- Finding appropriate markets for the products of the region in and outside Lebanon,
- Continuous development of the skills gained by the local population in managing the park effectively
- The continued production of high quality products

The main challenges are to:

- Ensure production of high quality products
- Ensure suitable prices of the products
- Control the investments in the region to be environmental friendly and not harming nature
- Continue providing high quality services
- Control urbanization in the buffer zone of the park because everyone wants to live in beautiful green landscape

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# CASE STUDY 6

## GENDER EQUALITY IN CULTURAL TOURISM SECTOR: MDINA, MALTA

SARAH FAITH AZZOPARDI

### INTRODUCTION IMPORTANCE OF TOURISM AND ITS POWER FOR EMPLOYMENT

Prior to delving deeper into the gender equality within the pilot site of Mdina, Malta it is worth understanding some of the main arguments raised on the topic of gender equality in Malta, and the importance of tourism for women participation within the workforce.

Tourism is a global economic, cultural and social activity having the potential to employ people on local, national and international dimensions. Tourism has the power to engage many small enterprises and links these to larger international networks, industries and enterprises thus creating stability even in small sized firms and also contributes to employment which is estimated to be 6% of the overall number of jobs worldwide (UNWTO Tourism Highlights, 2014) and it generates more than 5% of EU GDP. Together with being one of the main employers, the low barrier to entry, the potential of flexible working hours and part time seasonal work present opportunities for employment for females who would like to also manage their family life. In fact, in developing and periphery areas, tourism has been one of the drivers to help women break the poverty cycle through entrepreneurship, employment and continuous learning. However in order for women to benefit, they should be integrated in the economy through education, since the lack of resources which inhibit women to train further would prevent them from benefiting. According to the Global Report on Women in Tourism (2010) key findings include that 1 in 5 tourism ministers worldwide are women, the tourism sector has almost twice as many women employers as other sectors, and women are earning 10-15% less than their male counterparts. These findings show that women are able to be in top management positions both in public sector and the private sector and form a substantial part of the formal tourism workforce however, they should be better represented both for financial and status within the industry.

Apart from the fact that on a world level, the majority of people employed in formal and informal jobs in tourism are women, since tourism offers opportunities for entrepreneurship and income generation. Harvard political scientist Joseph Nye shows the distinction between hard power and soft power where the latter is referred to as the feminine style. 'In terms of gender stereotypes, a patriarchal leadership style was assertive, competitive, and autocratic and focused on commanding the behaviour of others. The feminine style was cooperative, participatory, integrative, and aimed at co-opting the behaviour of followers' (Nye, 2004). Also, Leadership styles are changing in today's information age. According to the chief executive of IBM, "hierarchical, command and-control approaches simply do not work anymore. They impede information flows inside companies, hampering the fluid and collaborative nature of work today." ..because today's generation responds better to instructors who play "a more counselling type role." As one management expert summarized twenty-five years of his studies, "we have observed an increase in the use of more participative processes." think Toyota or Nike. Success in managing such public and private networks depends on "talent, trust and soft power."

Moreover, 'Extensive research shows how women are better suited to the kind of soft leadership. They're better than men at empathy, at sensing the thoughts and feelings of others and responding in some appropriate way. They value reciprocal relationships more highly than men do. Even at early ages, the way girls talk is much more cooperative and collaborative and show more concern for fairness than boys do. There's no need to debate whether these differences are innate or learned; they're clearly both. And in a world that favours leadership based on skills of personal interaction rather than on authority, women have a head start'.



Given its local and historic context, in the Maltese Islands the feminine characteristics were regarded valuable and were highly respected. Dating back to the Neolithic times, the female figure within the Maltese Islands was prominent within the social structure and from a religious perspective, the Goddesses in the temples where females, which shows that the female figure was considered as a high level of society. The female figure synonymous with the Paleolithic and Neolithic times on the islands represented birth, fertility and is reputed to have had healing properties as shown in the archaeological remains on various parts of the islands including the sleeping lady, Malta Venus, and Tas Silg; the sanctuary of Astarte- the 'Goddess of fertility, beauty and love' (Biaggi 2011).

Therefore, one may reflect that the 'soft power' way of managing and 'ruling' and guidance sought from was from the female 'soft power' characteristics that are nowadays becoming more popular again in the Leadership mode in diplomacy and private companies. Therefore, the return to today's society where successful leadership is giving prominence to soft power; and giving importance to the female elements of empathy, emotional self-awareness including emotional IQ, being attractive to be followed rather than imposing authority and control over people, it can be argued that the female element within our society can contribute extensively towards the leadership, economic contribution and production and social aspect of a people intensive industry such as tourism, where most services commercialised required the face to face client handling of tourists, managing local and foreign people and sometimes managing international contacts and business networks.

## OBJECTIVES OF THE STUDY

The Objective of this study is to analyse the trend of gender equality in tourism cultural attractions in Mdina, which is one of the main tourism attraction sites in Malta. At present female participation in the labour market in Malta is still at the bottom of the EU 27 and still has the highest gender employment gap in the EU. Moreover, integrating women within the tourism labour market has a twofold effect; due to the seasonal nature of tourism, the industry can offer flexi work, part time work and seasonal work where women can keep up with their household tasks, and women due to their innate 'soft power' characteristics of empathy, emotional self-awareness, emotional IQ and cooperation and 'beauty', are the characteristics sought after by employers in client/tourist facing roles such as cabin crew in airlines, customer service roles, and managing an enterprise and service which is people oriented such as tourism.

The main objectives of this study, which is a first of its kind, were:

- To take stock of the number of tourism cultural attractions within the walled city of Mdina
- To take stock of the number of women and men working in these cultural attractions
- To analyse the level of education of women and men working in the cultural attractions
- To analyse the level of decision making of women and men working in the cultural attractions
- To identify whether there are gender pay gaps within the cultural attractions

## CONTEXT; MALTA, TOURISM AND EMPLOYMENT

Historically Malta had a welfare state system where the government supported economic sectors such as the one of tourism. A nationalisation policy that was implemented from the 1970s through to the 1980s meant that the government no longer only supported companies financially but was involved in the direct production of the enterprises, such as the case of the national airline, AirMalta. This meant that these tourism enterprises had the dual role of profitability and also employability since it was in the interest of the government to keep tourism employment high, in both male and female gender. Malta's entry into the EU in 2004, meant that the government could no longer subsidise enterprises including those within the tourism sector. This meant higher competition facing tourism enterprises and therefore the adjustment of the operational and business model from one based on profit making and creating employment to one based on profitability. This shift tends to create pressures on the employer to keep wages low and employee numbers at a minimum, in turn leading to a reduction in the spending power thus bringing about negative externalities on domestic tourism, which is prominent in places like Mdina. In reality, despite the perceived negative externalities the shift Malta being a welfare state to the welfare system, the Maltese tourism sector responded relatively well. Domestic tourism and daily visits to places such as Mdina are still popular. This shows that the tourism economy responded well to the perceived negative externalities that were to be brought about by changes in national policies and entrance to the EU.

## CURRENT LANDSCAPE OF WOMEN EMPOWERMENT IN MALTA

The employed population of Malta is 172,701 out of which 109,827 (62%) are male and 62,874 (34.8%) are females. (Eurostat 2014). In Malta, women's participation within the labour market has increased in the past 10 years. It was recorded that in 1990 female participation was at 26% and went up to 44.1% by 2011. This increase in female participation within the labour market was due tax breaks for females who take up employment, and the introduction to flexi time, and more recently to free childcare services being offered by government to all families and the extension of paid maternity leave. Despite this positive trend, in terms of female participation, Malta is still at the bottom of the EU 27 and still has the highest gender employment gap in the EU. As per the law in Malta, women can freely register and own any type of business with no restrictions imposed by law. Women have the full right to invest and operate any type of tourism business as long as it is not against the law of Malta. The education system in Malta is open to both males and females, where tourism in particular is studied vocational level and at higher education level.

Being one of the pillars of the Maltese economy, and with record figures, the tourism industry is constantly struggling to find sufficient HR to supply demands. Attracting inactive individuals, the majority of whom are women, can supply the industry's human resources needs of the industry. Tourism can provide a number of entry points for currently inactive women and has the potential to offer employment and entrepreneurial opportunities.



## STUDY AREA: MDINA - HISTORY, AND ITS EVOLUTION INTO A TOURISM PRODUCT

Mdina is the fortified town chosen as the pilot site chosen for the HELAND Project for the Maltese Islands. Mdina is located in the central part of Malta and has a long history of various settlements go back to the Phoenicians, Carthaginians, Romans and Byzantines and have evolved in nature, function and size throughout the different occupations which evolved Mdina in both size function and population along time. Mdina has evidence of at least six strata of settlements beneath the walls of the city with today's present layer being the seventh (Manduca, 2003). Today's Mdina has an Arab flavour with winding streets and which was reduced to about two-thirds from the Punico-Roman times. Mdina today is seen as one of the main historical cultural tourism destination in Malta. It attracts ca 1.3 million visitors (90% of total visitor arrivals) every year (MTA, 2014). Despite the positive contribution of tourism to Mdina including employment, revived traditional skills and crafts, the huge influx of tourists has had adverse impacts on the residential population. In 1994, Boissevain and Sammut have already indicated that the residents had felt like they were being obliged to sacrifice their privacy and tranquillity for the national good without compensation from either government or tour operators (Boissevain and Sammut, 1994). In the past 20 years, the residential population of Mdina has declined by 25% from 325 in 1992 to 237 in 2014, whilst tourist facilities have increased by more than 365%.



Figure 1 Aerial View of Mdina

Table 1 below shows the population fluctuation of Mdina over the past one hundred years. Being a fortified town, Mdina was not able to expand much. Due to its close proximity to the military airfield of Ta' Qali and the Mtarfa military living quarters, Mdina's population increased during the wars and in the period in between. Living in Mdina was not always seen as lucrative since Mdina also housed the tuberculosis hospital. Mdina started to gain in popularity as a tourism destination from 1957 onwards (Theuma 2002), and gained a reputation for its cultural landscape and unique hotel (Boissevain and Sammut 1994)

Census Year	Population
1901	304
1911	482
1921	816
1931	982
1948	1384
1957	823
1967	988
1985	421
1995	377
2005	278
2011	239

As the role of the city shifted from a resident to a more tourist city, facilities within the city itself changed in nature. Table 2 below shows the facilities within Mdina in 1994 and 2015. This table shows some interesting and also worrying concerns. There has been a major increase in tourism-related facilities, whilst those facilities that served the local resident population have ceased to exist.

Source NSO; Overview of total population of Mdina: Census since 1901

Figure 1: Population in Mdina since 1901

Figure 2: Facilities within the walled town of Mdina in 1994 and 2015 Source: Boissevain and Sammut (1994); Theuma et al (2015)

Facilities	1994	2015	% inc or dec
Hotels	1	2 <sup>8</sup>	+ 200%
Bar / Catering Establishments	2	7	+350%
Restaurants	3	11	+367%
Souvenir/Gift Shops	4	10	+250%
Heritage Attractions	4	12	+300%
Chapels/ Churches/ Cathedral	4	4	=
Tourist Information Offices	0	1	+100%
Police Station	1	1	=
Grocery Shop	1	0	-100%
Traditional Crafts/ Artisans	2	1	-50%
Petrol Service Station	2	2	=

<sup>8</sup> The second hotel is located outside Mdina walls and was established post 1994.

## DISCUSSION OF FINDINGS

Out of the total pool of 12 Cultural Attractions, the sample size for this study was 11 cultural heritage attractions. 1 did not respond. There was a various mix of cultural tourism attractions including religious museums, audio visual attractions, and palaces amongst others as seen in the table below. Most attractions had multiple functions, including for example a palazzo having the function of a historical palace but also as a museum, catering establishment and cultural centre. For the simplification of the classification of the cultural tourism attractions, the main function of the establishment was taken into consideration.

Cultural Attractions	2015
Palaces	2
Audio Visual Attractions	4
Archives	2
Religious Museums	1
Museums	3
<b>Total</b>	<b>12</b>

Figure 3: Cultural Attractions in Mdina (2015)

### WOMEN AND EDUCATION – SPECIALISATION/ DISCIPLINE

Cultural tourism attractions do not seem to attract employees with particular specialisation. In fact, with regards to the number of workers by age and education, most employees in the heritage sites interviewed have **no specialisation** with a large percentage of the female cohort 79.3%, stating they have no specialisation, whilst only 40.5% of the male cohort claimed that they have no specialisation. Figure 3 below shows the distribution of specialisations within the heritage attractions in Mdina. The highest specialisation is Catering – this is due to the fact that heritage attractions have a dual role of a cultural place as well as a place of recreation and dining. The second highest specialisation is **Management** with 3.45% females and 4.76% males. An interesting difference between males and females specialisation is in **IT** and sciences were males specialise more in IT and females in **Sciences/ Biology** points for currently inactive women and has the potential to offer employment and entrepreneurial opportunities.

Female participation in the cultural tourism attractions in Mdina is similar to that across the industry that is less than male participation. The total number of employees in the 11 cultural tourism attractions is 75 employees out of which 30 are females and 45 are male. There was no significant change in number of employees between 2014 and 2015.



Figure 2: Female Cultural Reenactor at Mdina Festival (courtesy of Show of Arms)

### WOMEN AND EDUCATION – BY AGE

Regarding the number of workers by age and education, there was a difference between gender were most male employees in the heritage sites interviewed have a higher level of education than females. Most males had a post-secondary education and most female respondents have a secondary education. Secondary education can be divided in various age brackets including the following:

As per regards to Female respondents;

- Females between the age of 16-25 years 64.3% had secondary education
- Females age 26-35 years: 80% secondary education
- Females age 36-45: 100% all respondents had secondary education
- Females age 46-64 75% secondary education

It is interesting to note from the data of Figure 4 below shows only females in the 16-25 year age bracket had a tertiary level of education, the females in the other age groups had only up until post-secondary of education. On the other hand, males of all ages had tertiary level of education.

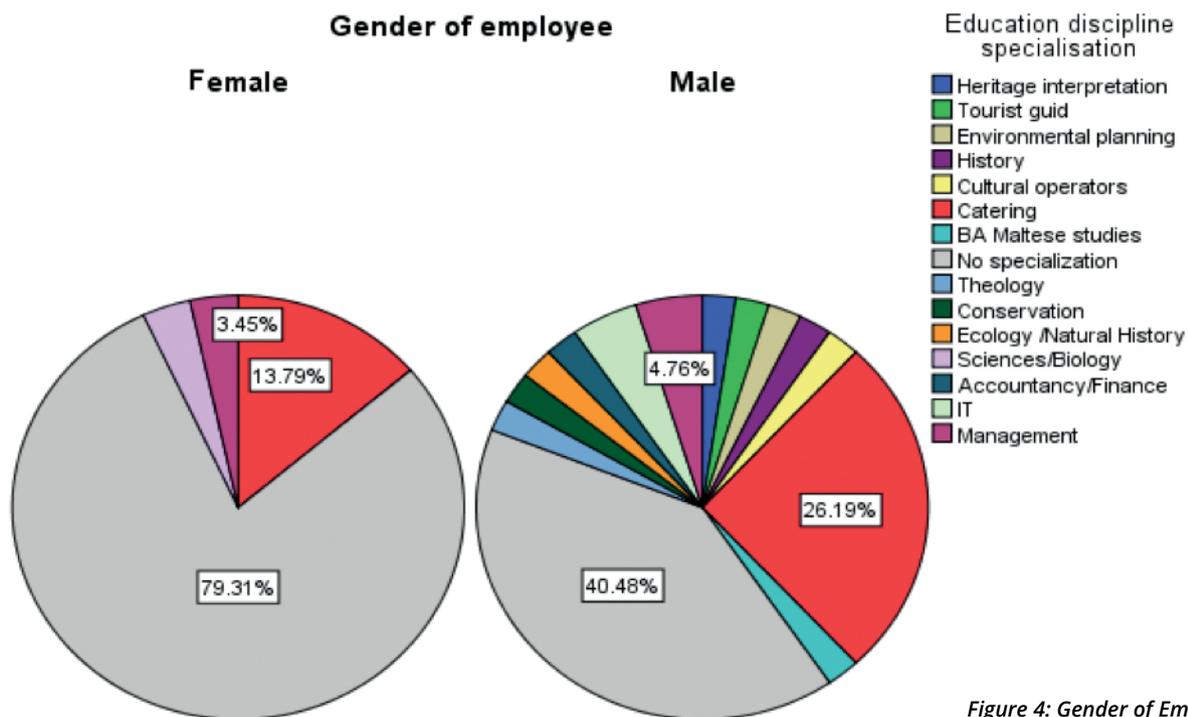


Figure 4: Gender of Employee and Education Specialisation in Mdina

Gender of employee			Level of education of employee			Total
			Secondary	Post-Secondary	Tertiary	
Female	Age of employee	16-25	64.3%	28.6%	7.1%	100.0%
		26-35	80.0%	20.0%	0.0%	100.0%
		36-45	100.0%	0.0%	0.0%	100.0%
		46-64	75.0%	25.0%	0.0%	100.0%
	Total		75.9%	20.7%	3.4%	100.0%
Male	Age of employee	16-25	12.5%	75.0%	12.5%	100.0%
		26-35	10.0%	70.0%	20.0%	100.0%
		36-45	60.0%	0.0%	40.0%	100.0%
		46-64	53.8%	7.7%	38.5%	100.0%
	Total		29.5%	45.5%	25.0%	100.0%
Total	Age of employee	16-25	36.7%	53.3%	10.0%	100.0%
		26-35	33.3%	53.3%	13.3%	100.0%
		36-45	81.8%	0.0%	18.2%	100.0%
		46-64	58.8%	11.8%	29.4%	100.0%
	Total		47.9%	35.6%	16.4%	100.0%

Figure 5: Level of Education by Gender and Age

## WOMEN AND EDUCATION – FULL TIME/ PART TIME

Respondents were asked whether they work on full time or part time basis

- In 16-25 year age bracket, there were more females in full time employment (78.6%) than males (37.5%)
- Conversely in the older age bracket of 46-64 there are more males, with 92.3% male in full time employment.
- With regards to part time work there are more males in the 16-25 age bracket at 62.5% as well as more males in the 46-64 age bracket at 7.7%.

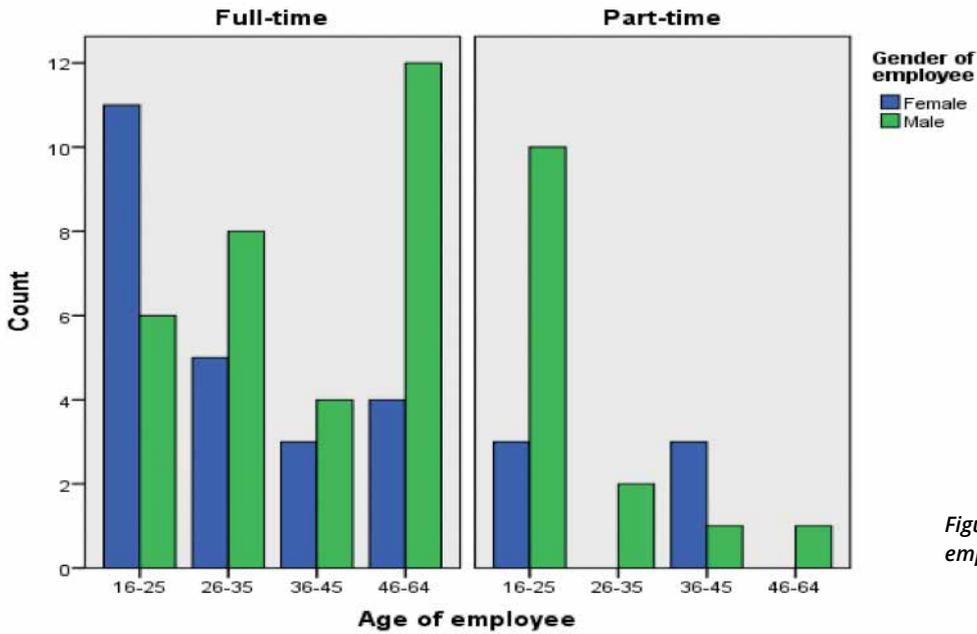


Figure 6: Full time and Part time employment according to Gender

## LEVEL OF DECISION MAKING OF WOMEN AND MEN WORKING IN CULTURAL ATTRACTIONS

### WOMEN AND DECISION MAKING

Based on results in Figure 6, some conclusions about women's positioning and level of authority and decision making can be drawn regarding hierarchical levels within the cultural tourism sector. Horizontally, women are placed in different occupations; mainly those as client facing and customer roles on an operational level. Vertically, the lower levels of employees are females and key decision making roles are occupied by males. Figure 6 above shows that females in management are only 13.8% and whilst 86.2% are on an operational level, whereas 74.4% males are employed at operational level whilst 25.6% of males are employed at management positions.

### WOMEN AND DECISION MAKING- LEVEL OF DECISION MAKING ROLES

Respondents were also asked for their positions. In Mdina pilot site only 3.4% of the female cohort are CEOs, whilst 11.6% of the male cohort are male.

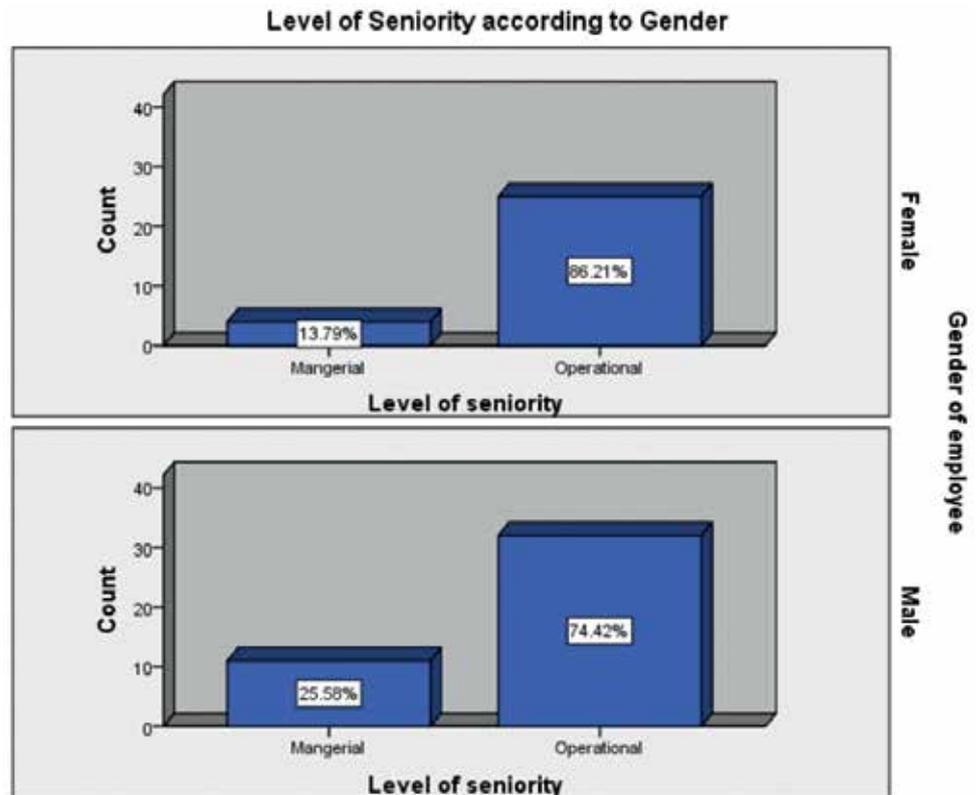
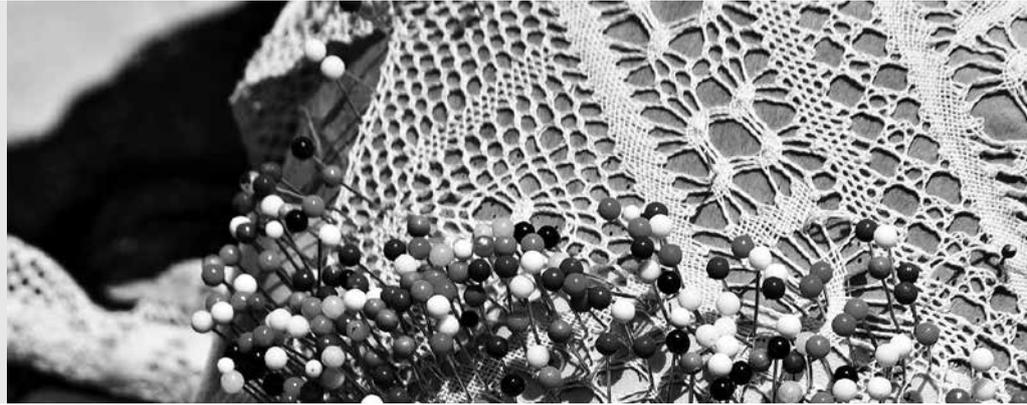


Figure 7: Level of Seniority according to Gender

## GROSS PAY PER MONTH

The wages in the Mdina pilot site show no significant disparity between males and females having the same role. The difference comes with males and females occupying different roles and therefore, males having their presence mostly in top management reflect their higher wage gaps due to their higher rank. The lowest wage recorded is that of €4.10c per hour with an average gross hourly rate of €6.50c.



## CONCLUSIONS

The tourism industry in Mdina is a mature one. Over the past 20 years Mdina has continued to evolve as a tourism destination, becoming even more commercialised and more varied in its tourism offer. This study on gender equality within the cultural heritage sector, focussing on Mdina has sheds some interesting light on the argument.

Primarily there are some sites that still remain 'male dominated'. These include primarily, religious attractions or those attractions that have religious connotations such as the Cathedral archives, Cathedral Museum amongst others. These attractions are managed by priest curators and have a predominantly male operating staff. Women are more visible in certain positions within cultural attractions and there is a trend, albeit a small trend for more women to occupy management positions within cultural heritage sites, including curatorial

roles. Women are also active in the area of craft and souvenir businesses – some of whom have created a tangible business reality spanning a number of years. Despite the liberal attitude towards female entrepreneurship, there are barriers that seem to hinder the full participation in the cultural sector of Mdina. Barriers to entry for entrepreneurship for females in Mdina are the high rate of property value and the high competition of cultural attractions within a relatively small area within the city walls.

However, the tourism industry in Mdina, attracting 1.3 million visitors (90% of total visitor arrivals) every year (MTA, 2014) has the potential to be a vehicle for women's advancement not only for local residents but for the Maltese females. Due to the relatively large number of tourists attracted to Mdina makes it a good 'catchment' area for cultural enterprise for females. Moreover, the varied nature of cultural tourism in Mdina including religious museum, local crafts, local culture, Mdina's rich history, Mdina being next to Rabat area which makes it ideal for eco-tourism experiences to be developed are all oppo/rtunities for females to tap into should an entrepreneurial and creative hat be worn to 'think out of the box' and create different experiences and products to be offered to tourists. Moreover, integrating women within the tourism labour market has a twofold effect; due to the seasonal nature of tourism, the industry can offer flexi work, part time work and seasonal work where women can keep up with their household tasks, and women due to their innate 'soft power' characteristics of empathy, emotional self-awareness, emotional IQ and cooperation and 'beauty', are the characteristics sought after by employers in client/tourist facing roles and are also today's regarded successful leadership methods to manage organisations. This makes females naturally competent to lead others by cooperation, understanding and vision (Nye, 2004)

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# CASE STUDY 7

## GENDER AND ECO-TOURISM: TOWARDS A SUSTAINABLE DEVELOPMENT IN AL BADHAN VILLAGE, PALESTINE

NADER HRIMAT, SAHER ALKHOURI AND FADIA PANOSETTI

### INTRODUCTION

The joint project “Promoting Socio-economic Sustainable Development through Innovative Technological Actions for Mediterranean Tourism Heritage and Landscapes Protection Clusters (HELAND)” contributed to further the socio-economic condition of the Palestinian population in Wadi al Badhan (figure 1) Rural Village in Nablus Governorate, through eco-sustainable tourism and landscape protection.

The programme adopted a gender mainstream strategy, which touched upon all the programme areas. The village, rich in biodiversity, natural resources and landscapes, needs a proper environmental management in order to straighten the touristic sector. Throughout the programme, several cultural and environmentally sustainable touristic activities have been launched. Moreover, women participation has been encouraged through a multi-level approach. Women empowerment and participation to the decision – making process in the rural agricultural tourism has been deeply encouraged by strengthening their capabilities, skills and knowledge of this sector.



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Figure 1: General view of Wadi al Badhan Village

### INITIAL SITUATION

The incorporation of a gendered perspective into the Palestinian employment sector with the scope of economically empower women has not been translated into opportune practice yet. Despite the fact that women actively contribute to the Palestinian economy and they participate to the national labour force, their contributions are limited in scope due to the social oppression generated by a patriarchal society and by the Israeli occupation. Therefore, despite the growth of some economic sectors in Palestine, including the touristic sector, women participation remains stagnant (Hamdan, Bargothei et al. 2014)

Prior to the joint programme, the village of Al Badhan had not been initiated to an eco-tourism discourse. In fact, eco-tourism is a still relatively new concept in Palestine. Some NGOs such as the group of independent organizations called NEPTO have been working to wider this sector in the recent years. Nevertheless, Palestinian tourism sector is generally not assessed from a gendered perspective, underestimating the role women could play and the contribution they could give to widening this sector.

The economy in Al Badhan is dependent mainly on the agricultural sector, which absorbs 50% of the village’s workforce. The touristic sector is not very developed and even if the area around Al Badhan offers a rich cultural, natural and historical heritage, no development plan for tourism was available. Collected data shows that the number of women and men working in the culture attractions is 184 of which 177 male and 7 Female (figure 2) (ARIJ 2014).

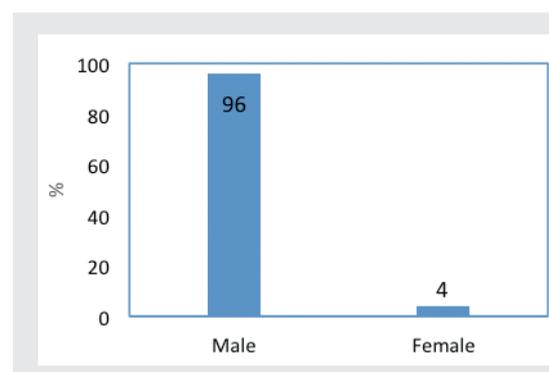
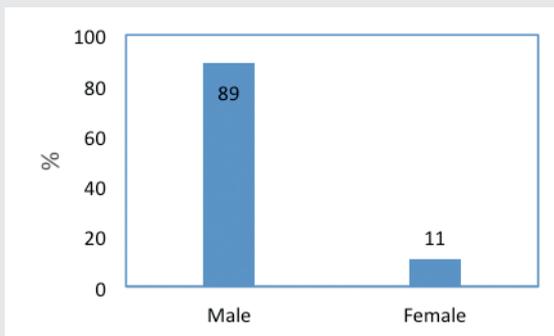


Figure 2: Percentage of Men and Women working in Al Badhan cultural attractions 201



Women participation to decision - making process in the village's cultural attraction is very low: 8 of attractions managed by male, 1 by both, male and female ) figure 3 (ARIJ 2014).

*Figure 3: Percentage of Men and Women managing the Cultural Attraction in Wadi Al Badhan, 2014*

Thus, to enhance women's contribution and participation to the eco-tourism sector, it is necessary to support them at different levels, guiding them to the achievement of the economic empowerment that could derivate from the development of a rural tourism.

## STRATEGY

The Programme adopted a holistic strategy promoting an eco-sustainable tourism as a venue for economic development and women empowerment. The adopted strategy intertwines different components: information collecting and dissemination, local population capacity building, women decision-making capacity enhancement, involvement of a wide number actors and stakeholders. The implementation of this strategy followed a bottom-up approach:

- First, it gathers different actors (stakeholders) involved at the local and national levels in the promotion of touristic activities, in addition to representatives of private organizations and research associations.
- Secondly, it entails a wide involvement of the local population, especially women, in all the phases of the Program, from data collection to workshops and activities.
- Thirdly, it uses data collected directly on the field to develop activities that could increase the tourist inflow and to make recommendations at the local and Governorate level.

## PROGRESS AND RESULTS

It is important to highlight the central role women played throughout the various activities that have been held within the framework of the Project. The lack of available data on touristic flows in the West Bank and specifically in rural areas has entailed the first phase of the programme on data collecting. Almost 200 questionnaires (figure 4) have been submitted to different actors in order to proceed to the compilation of the EU indicators for a sustainable tourism.

A member of the local women association filled the questionnaires after a specific training was provided by ARIJ. By formulating a technical working group composed by the key stakeholders (included Al Badhan women associations members, representatives of several governmental institutions and local NGO's) the information collecting process has been simplified. Field surveys have led to the identification of the main touristic and cultural attractions in the area. The main objectives were to survey, analyze and document the available natural, human, socioeconomic and environmental resources, and the existing limitations and needs assessment for the development of Wadi al Badhan village.

Gender issues have been addressed through a participatory approach: PRA (Participatory Rapid Appraisal) methodology was adopted to learn from the communities and the institutions working in the Wadi Al Badhan about their knowledge, attitudes and practices concerning tourism sector, women participation, agriculture and natural resources management. Representatives of the village's women associations (Al Badhan Charitable Society for Women and the School Mothers Society) and local community institutions led this learning process (figure 5).



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*Figure 4: Residents, enterprises, and visitors at Wadi Al Badhan completing the questionnaires*



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*Figure 5: Participatory Rapid Appraisal Workshop*



Moreover, a “Gender Equality Assurance Training Course” (figure 6) aimed to identify to the participants the concept of Gender Equality Assurance in heritage sites, and to empower women and the women’s associations in the promotion of eco-tourism and the protection of natural resources, in order to use it in a sustainable way in the village. The two woman associations in the village have been the main beneficiaries of the program, with the aim to straighten and consolidate the inter-connections between their member and their role towards the community.

On the other hand the training course aimed to identify the activities of Wadi Al Badhan women’s associations and to share experience with another successful association Al Jalama (one of the most successful women associations in West Bank, it works in several fields of intervention, particularly agriculture, food production, handicrafts, education and health).

Moreover, adopting a bottom-up approach has facilitated the needs assessment: in particular, ARIJ identified the necessity to increase the focus on using Information and Communication Technologies (ICT) in the Pilot site for the dissemination of the landscape and the culture heritage (figure 7). Specifically, it developed a virtual tour for Wadi Al Badhan hiking route and village, two 3D animated movies, one documentary movie, two mobile application and a webpage to upload the final products.



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**Figure 7: Virtual tour of Wadi Al Badhan**

## LESSONS LEARNT AND CHALLENGES

- It is important to incorporate an explicit gender equality strategy in local development programs in rural Palestinian areas and to directly involve women. Village members should be involved from the early stages of program planning and be an active part of the program.
- Working with different actors and stakeholders is a key component in order to collect accurate data, to identify the main challenges, to sensitize a wider audience and to raise awareness on eco-tourism and gender issues.
- A bottom-up and participatory approach has the advantage to directly work with the interested communities. It facilitates the monitoring and the evaluation of the program’s main activities collecting immediate feedbacks from the participants.
- The involvement of the local council and national government representatives has the benefit to increase awareness on eco-tourism as trigger mechanism to develop local and national economy. Moreover, it helps increasing local and national leadership commitment in promoting gender equality.
- The main challenges lay in developing appropriate touristic accommodation and appropriate infrastructures, in order to attract not only local and nation tourism but also international tourists; increasing the visibility of the project at the local and national level through a wider information dissemination, workshops, conferences and the academic world involvement.
- ARIJ main challenge is to keep involving women in activities related to the eco-sustainable touristic sector. That could be done through the elaboration of gender-related programs in partnership with others NGOs that already work in rural areas.

## SUSTAINABILITY AND POTENTIAL CHALLENGES

- In the Palestinian context, it seems more appropriate to debate about the challenges gender-related activities have to overcome in order to make a real difference in the actual scenario rather than just outlying the sustainability of this single program. To increase awareness and commitment of the local and national institution on the multiple functions eco-tourism could play in the context of complicated economic, social and political situation rural areas are often facing. Specifically, the Tourism Ministry should adopt an eco-tourism national development plan.
- To work on gender equality issues among the different actors, whether they are beneficiaries or institutional representatives and to increase their commitment on gender issues.
- To avoid the reproduction of institutional and social discrimination in the State of Palestine, gender-friendly practices should be translate into national policies and fully conformed to international human rights law. Assessment indicators that are sensitized to gender in the economic Sector should be implemented in order to measure the degree of progress.

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# CASE STUDY 8

## PERSPECTIVES OF GENDER EQUALITY IN TOURISM IN CASTELLÓN REGION, SPAIN

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### INTRODUCTION

The Women's Institute in Spain is the body responsible for the Spanish state feminism and public policies and gender equality policies. Since its set up in 1983, it has facilitated the rapid integration of the institutional framework for gender equality policies in Spain at both at the national and regional levels including Castellon. The Women's Institute was also instrumental in the creation of gender equality agencies in the Spanish Autonomous Communities and the consolidation of the national equality machinery.

The institutional framework around gender equality policies at the national level was progressively strengthened with the creation of the Equality Policies General Secretariat in 2004, which is of a higher rank than the Woman's Institute, and the

establishment of the Ministry of Equality in 2008. These institutional changes reinforced the gender framework but also allowed the adoption of a broader perspective and the inclusion of other inequalities. In Spain, there are currently separate equality agencies for each inequality in Article 13 of the EC Treaty except sexual orientation. However, steps are being taken within the Ministry of Equality to deal with all inequalities mentioned in Article 13 of the EC Treaty (sex, race or ethnicity, age, sexual orientation, religion or belief, and disability) within a single body that is likely to be the current Ministry of Equality. The consolidated character of the Spanish gender equality machinery is noticeable in the fact that the Woman's Institute will be maintained as a structure to promote gender equality, together with the future

body that will cover all six inequalities, including sex.

Especially during last decade, Spain introduced pioneering legislation to uphold principles of gender equality in private and public life, and to combat against gender violence. The different governments have predominantly female cabinets setting new standards for female political participation that has been also translated to the regional and local governments. This is unfortunately not yet trickling down to employment conditions for the majority of women, where the salary pay gap is still high and working women are obliged to juggle both employment and family responsibilities due to prevailing traditional stereotypes.

### INITIAL SITUATION

The employment rate of women in Castellon and the rest of the country is lower than the EU-27 average. Also, women still do not participate in the labour market to the same degree as men. 52.0% of Spanish women were employed in 2011 as opposed to 63.2% of Spanish men. The difference between the male and female employment rate in Spain was around 11 percentage points (pp) and has improved significantly by 18 pp compared to 2002. Between 2002 and 2011, the male employment rate decreased to almost the same amount as the female rate increased (female +7.6 pp vs. male -9.2 pp). The employment rate gap between women and men increases by age group<sup>10</sup>. It is highest in the age group of the 55 to 64 years old (21.5 pp in 2010).

The unemployment rate for women in Spain (22.3%) was considerably above the EU-27 average (9.8%) in 2011. In comparison to the peer group, it is more than double the size, however, only 1 pp above the male unemployment rate in Spain (21.3%). Between 2002 and 2011, unemployment rates increased significantly (for women 5.9 pp/for men 13.4 pp). The general participation of women in the Spanish labour market (74.3%) was significantly above the EU-27 average (68.0%) in 2011. However, men were still better integrated into the labour market with 91.4% general participation (17.1 pp more than Spanish women). The data partly reflects the changes in the Spanish economy brought about by the sovereign debt crisis since 2009. Unemployment sharply increased for both men and women up to record values within the EU. Regardless of recent economic problems, Spain seems to display a positive development of women participating in the labor market (e.g. growing participation rates, growing employment rate).

The distribution of women and men across the sectors of the Spanish economy shows a strong gender bias. The resulting horizontal segregation which is reflected in figure 6 hinders the development of the Spanish workforce to its full potential. The distribution

very much resembles the general average structure in the EU-27 and therefore, leaves room for further improvements. Among the preferred five sectors of work for men and women, only one common choice can be identified. 17.3% of Spanish men as well as 17.6% women work in "Wholesale & Retail". The remaining labour force displays more pronounced gender specific sector preferences.

Women are underrepresented in economic decision-making positions in the EU-27 and Spain is no exception. However, since 2003, there has been a very positive development of the share of women represented on corporate boards with an increase of 7 pp to 10%. The rapid increase of women on Boards was observed due to the adoption of the effective gender equality law by the Spanish government in 2007. This law specifically recommends that large companies with more than 250 employees and IBEX 35 to gradually appoint women on their boards in order to achieve gradually 40%-60% of each gender. The share of

women in (executive) management positions in large companies and SMEs is above EU-27 average at 36.0% (EU-27: 33.0%). Despite the necessity of activating this pool of valuable human resources, the share of women in decisive management positions is overall below the EU-27 level and has only been rising very slowly over the last decade.

In Spain the average female employee earns 16.7% less than the average male employee. In comparison, the gap for the overall EU-27 is on average at 16.4%. In Spain, the gender pay gap between 2006 and 2010 developed almost in parallel to the EU-27 average with an overall positive trend.

In particular in Castellon Province from 2012 to February of 2014 there was an opposite evolution in women and men; inactivity has been growing among women while it was reduced among men. Because of the evolution of the country economic crisis the most of age ranges have increased their inactive rate year after year. In 2012 inactivity affected especially to men but during 2013 and 2014 inactivity rate from women.

## STRATEGY

Gender equality policy plans and laws in Spain have been guided not only by the principle of equality of opportunities between the sexes, but also by policy strategies, such as gender mainstreaming and positive actions, that aim at achieving a broader equality of outcome. Gender mainstreaming is the strategy adopted by the EU through Articles 2 and 3(2) of the EC Treaty to ensure that policymakers introduce a gender perspective into all policies and processes, by analyzing ex ante the potential impact that policy proposals on, for instance, finance or research could have on women and men and by formulating public policies that in their specific sectors promote gender equality. Spanish gender equality policy plans have adopted a transversal approach, as they require different governmental departments to adopt gender policy measures included in the plan.

However, the institutionalization of gender mainstreaming has been explicitly formalized in the 2007 Equality Law (especially, but not only, in Title II Article 15), which requires public administrations to mainstream gender in the adoption, implementation, and budgeting of all policies. To evaluate ex ante the potential impact of laws from a gender perspective, and ensure that legislative proposals on issues such as transport or education do not create or maintain gender inequalities but rather promote gender equality, Law 30/200318 requires policymakers to draft a report to assess the gender impact of all governmental laws. The 2007 Equality Law (Title II, Article 19) extends the requirement to draft a gender impact assessment report prior to the adoption of policy measures also to policy plans of special economic, social, artistic, and cultural relevance, which is particularly important considering the key role of plans as privileged policy instruments in Spain.

In order to provide the necessary expertise for mainstreaming gender into all policies, the Equality Law prescribes the creation of gender units within all Ministries (Title VII, Article 77) so that experts in both gender and the policy field of each specific Ministry may help in the design and implementation of policies with a gender perspective and in the collection of data and elaboration of studies. Finally, to help policymakers acquire the competence needed to plan, implement, and evaluate public policies taking gender into account, the Equality Law requires the State General introduction of equality laws, approved first in the Autonomous Communities and later at the national level, shows the consolidation of gender equality policies in Spain.

Unlike plans, gender equality laws entitle individuals to take judicial action to claim their rights in courts.

A strategy to introduce more gender equality within the business sector and to reduce the gender pay gap is required. However this can only be sustainably realized if companies follow a comprehensive approach including corporate strategy, management, operational implementation by business units and human resources planning and monitoring.

The corporate strategy sets the framework for doing business and determines the internal work culture. Experience shows that gender equality – in order to be sustainably established – has to become a company rationale: The concept of gender equality has to be an integral part of the overall corporate strategy. This is the foundation for successfully addressing the gender pay gap within a company. A management which is convinced of and fully endorses the company's strategy towards gender equality is vital to sustainably establish and live the principles of equality between women and men throughout the company and contribute to a sustainable reduction of the gender pay gap. The management is responsible for the implementation of the corporate strategy. Also, managers act as role models and multipliers within and outside the company. Business units are responsible for operationalizing strategic targets regarding gender equality by actually implementing measures which have been agreed upon in their daily work, e.g. by offering internships. They contribute to a sustainable attraction, retention and development of employees.

Human Resources as central point of contact for human resource issues of business units – offers strategic advice on how to address gender equality sustainably and provides instruments and processes to attract, retain and develop top talent, e.g. by designing regular evaluation processes.

## PROGRESS AND RESULTS

The Social Institution and Gender Index (SIGI) is a cross-country measure of discrimination against women in social institutions (formal and informal laws, social norms, and practices) across 160 countries. SIGI comprises country profiles, a classification of countries and a database; it serves as a research, policy and advocacy tool for the development of community and policy makers. In the 2014 edition of the SIGI, Spain has very low levels of discrimination against women in social institutions. It has lower discrimination in restricted access to resources and assets and higher discrimination in son bias.

However currently, Spanish companies do not make full use of the female existing labour force potential. Five groups of indicators show the status quo in 2011:

- The employment rate of women in the Spanish labour market equals 52.0% and thus is below the EU-27 average (58.5%) – also, the share of women actively looking for work (22.3%) lies far above EU-27 average (9.8%).
- The rate of Spanish women working part-time (23.4%) is below EU-27 average (31.6%) – In addition, the female average part-time weekly working hours in Spain (19 hours) are below EU-27 average (20 hours).
- Secondary education rates for women in Spain (54.8%) are significantly below the EU-27 average (69.8%). College/university (tertiary education) attainment of Spanish women equals 30.6% and thereby is clearly above EU-27 average (24.8%) – but the challenge remains to motivate high school students to enter gender atypical fields of study.
- The under-/overrepresentation of women and men (horizontal segregation) 1 is more pronounced regarding occupations and slightly less regarding sectors in Spain than in the EU-27 – it is necessary to motivate graduates to enter gender atypical sectors and also occupations.
- The under-/overrepresentation of women and men on hierarchical levels (vertical segregation) 2 is ambivalent – the proportion of women on supervisory boards (11.0%) is less than the EU-27 average (14.0%) while women in management positions are more frequently represented (36.0%) compared to the EU-27 average (33.0%).
- The gender pay gap – the overall difference in income between women and men is at 16.7% in Spain in 2010 and is thereby about equal to the EU-27 average (16.4%).<sup>8</sup>

## SUSTAINABILITY AND POTENTIAL CHALLENGES

To ensure that gender equality is taken seriously in a sustainable way, companies need to monitor gender equality targets in the same way as financial targets. Monitoring should include indicators that measure company-wide progress regarding corporate efforts to enhance gender equality as well as the success of individual managers in promoting gender equality in their departments/teams. Additionally, it should be part of regular feedback talks with the top management.

Often, workflows within the company are organized in a way which does not easily allow for necessary changes towards more gender equality. This especially refers to the flexibility of the working environment. In the context of this project, flexibility comprises working hours, workplace options and work arrangements. It is therefore vital to evaluate the organization of current business activities and requirements systematically and identify room for change in favour of employees but beneficial for both parties (employers and employees).

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## LESSONS LEARNT AND CHALLENGES

There are six main lessons learnt and challenges for operational implementation of Gender Equality in the province:

- Raise awareness among high school graduates regarding the full spectrum of fields of education - To enlarge the potential talent pool, companies need to sensitise high school graduates regarding the full spectrum of fields of education and hereby motivate them to also consider gender “atypical” fields of specialisation.
- Attract top talent irrespective of gender - To attract top talent, companies need to build up a relationship with talented graduate students early on and show them how it is to work in their company. Additionally, they need to tap the dormant work force by mobilising women to start working.
- Strengthen the work-life balance – To retain the talent pool, companies need to motivate talents to continue working, to return early from leave and to facilitate the career advancement of employees with family care obligations.
- Promote career advancement of women - To promote the most qualified female employees, companies need to establish a culture and promotion process that equally honours male and female talent and institutionalise a systematic succession planning.
- Evaluate the remuneration system from a gender perspective - To attract and retain female employees, companies need to evaluate and – if necessary – adapt their remuneration system to eliminate discriminatory practices.
- Communicate internally and externally company activities aimed at tapping the talent pool in a better way - To maximise the positive impact of their efforts to champion gender equality, companies need to communicate their actions enhancing corporate gender equality internally and externally.



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