



# TUI/GIZ open the doors for Tunisian women to the tourism sector - a BMZ-supported initiative

## Context

Tourism is an important economic sector in Tunisia. Mass tourism at beaches, which is characterized by low-price competition, is predominant, while at the same time cultural tourism is less significant. The proportion of women working in hotels lies – with regional differences – between 10 and 30%. Their employment is revolving mainly around such tasks as cleaning, laundry, reception or wellness services, none of which is well paid nor requires a higher qualification. Especially for women, working in tourism is not seen as reputable by society, even though the sector offers good job opportunities and hotel managers appreciate the work of their female employees.

In light of the political upheavals in the MENA-region, the efforts for democratization and the decline of tourism in post-revolutionary Tunisia, TUI Deutschland GmbH addressed itself to the German Federal Ministry for Economic Cooperation and Development (BMZ) in order to assess possibilities for cooperation. The BMZ consequently commissioned the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH with the preparation of a cooperation in Tunisia for the socially sustainable promotion and development of tourism in Tunisia. Concrete implementation partner of TUI is the GIZ-supported program “Economic Integration of Women in the MENA region” (EconoWin) with head office in Cairo, Egypt. EconoWin works on the improvement of the conditions for the integration of women in economy and employment in the four countries Egypt, Jordan, Morocco and Tunisia.

## Objective

Objective of the joint initiative is the promotion of Tunisian tourism through the economic integration of women, the improvement of women’s work opportunities and working conditions and the pinpointing of new culturally-oriented perspectives for this sector.

## Approach

The cooperation agreement plans a three-pronged approach:

1. Promotion of Tunisian handicrafts at a selected site through product and market development and integration of an artisan initiative in touristic field trip offers of TUI;
2. Advanced vocational training initiatives and raising awareness amongst the management of larger hotels on the topics of corporate social responsibility and equal opportunities and subsequent support in the implementation of the acquired knowledge;
3. Redefinition of educational content, revision of curricula in hotel management schools and promotion of qualification of staff, women in particular.

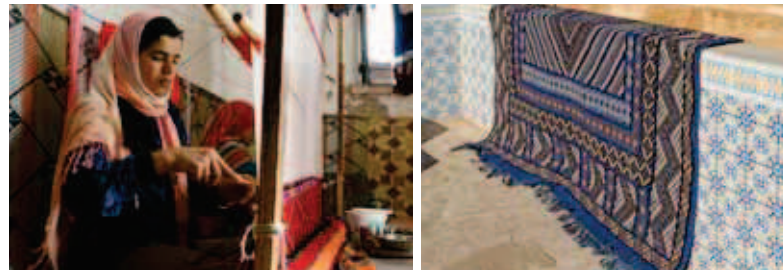
The activities will be accompanied by publicity measures. The initiative will be implemented in the timeframe of spring 2012 until spring 2016.

## Impact

The cooperation aims to achieve the following impacts:

1. Increase income of female manufacturers of handicrafts in rural areas and improvement of offers for customers in terms of quality and product range;

2. Improvement of working conditions and working climate for female employees in hotels by raising awareness amongst the hotel management of larger hotels;
3. Improvement of women’s access to qualification and professional training in the tourism sector, in addition to the new integration of young women in the tourism sector and the empowerment of women to take over skilled jobs.



## Partner

The joint initiative plans to cooperate with a large number of stakeholders such as local hotels, hotel management schools, government and employers’ associations such as the Tunisian Hotel Federation “Fédération Tunisienne de l’Hôtellerie” (FTH).

## Funding

The measures will be equally financed by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the travel group TUI.

## Contact

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