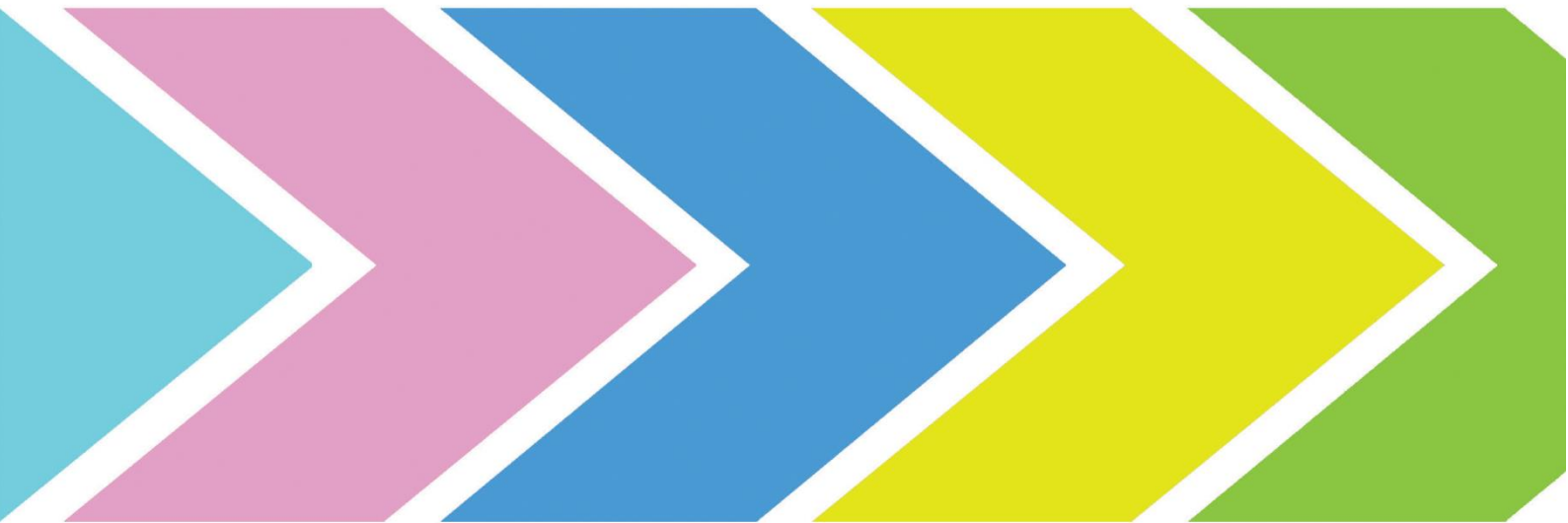




**ASEAN Gender and Development  
Tourism Framework and Work Plan  
(2020-2030)**







ASEAN Gender and Development  
Tourism Framework and Work Plan  
2020-2030

The ASEAN Secretariat  
Jakarta

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The Member States are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam. The ASEAN Secretariat is based in Jakarta, Indonesia.

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# **PART I**

## **ASEAN GENDER AND DEVELOPMENT FRAMEWORK IN TOURISM**



## Executive Summary

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Tourism can contribute to women empowerment and gender equality by offering various entry points for women to seek employment and professional growth, as well as creating livelihood in small and medium - sized enterprises – eliminating poverty and lack of opportunities for women. The ASEAN believes that to have a real development in tourism, it must include the empowerment of women by addressing the gaps and issues that prevent women to fully be part of this development process.

On 6-7 November 2018, the ASEAN Gender and Development Forum on Tourism was held in Manila, Philippines with the theme, “Advancing Tourism with Women”. It had two agenda: first, the institutionalization of gender and development in tourism in the ASEAN and second, the formulation of the ASEAN Gender and Development (GAD) Framework in Tourism.

The gender and development in tourism is now a concern of the ASEAN. With it, the ASEAN GAD Framework in Tourism is formulated. Advancing women and gender development in the region are milestones in the ASEAN. A dream where women and other vulnerable groups are given the opportunities, access to resources and space to exercise their rights vis-à-vis the tourism industry. This ASEAN Gender and Development Framework in Tourism is also aligned with the 2030 Agenda for Sustainable Development, as tourism is one of the industries considered as a driver for job creation and the promotion of local economic development, local culture and products (SDG 8, 12 and 14).

To concretely espouse this, the ASEAN GAD Framework in Tourism is prepared. This sets the guidelines covering all organizational processes and mechanism, including the policies not only in the ASEAN as a regional institution but also with all the Member States. This is to effectively plan, implement, monitor and evaluate all the initiatives involve in advancing gender and development in tourism.

The main goal of the tourism framework is to have an ASEAN gender-responsive tourism industry by 2030. Specifically, the development outcomes are:

1. Strengthen the institutional gender capacity of ASEAN Member States in tourism;
2. Recognition among ASEAN Member States on the effective prevention and intervention of discrimination, sexual harassment and gender-based violence in tourism;
3. Reduce sex trafficking and/or prostitution cases in tourism industry among ASEAN Member States;
4. Harmonization of ASEAN policy on gender and development in tourism;
5. Promote gender equality in economic enterprises and employment in tourism among ASEAN Member States; and
6. Capacitating the leaders in each and among ASEAN Member States to have gender-responsive leadership approach in the tourism industry.



## Preface

The Association of Southeast Asian Nations (ASEAN) is emerging as a dynamic region with a population of about 600 million, rich natural resources and a relatively stable environment. Tourism is one of the key growth sectors in ASEAN and has proven resilient amid global economic challenges. The wide array of tourist attractions across the region drew 109 million tourists to ASEAN in 2015, up by 34% compared to 81 million tourists in 2011. As of 2012, tourism was estimated to account for 4.6% of ASEAN GDP, 10.9% when taking into account all indirect contributions. It directly employed 9.3 million people, or 3.2% of total employment, and indirectly supported some 25 million jobs. In addition, the sector accounted for an estimated 8% of total capital investment in the region.

However, it is ambiguous whether such individual gains have been translated into broader social and political influence in society especially for women. Economic empowerment as experienced by many women in tourism development communities does not tend to translate into meaningful and redress of power relations beyond a relative improvement in economic conditions. That is, empowerment through the market remains empowerment in the market, to the exclusion of more wide-reaching societal change. Although tourism development may reconstitute gendered-power relations in narrow economic (or market) terms, in reality the broader power structures of inequality across ASEAN society remain profoundly gender-biased, a pattern which is in many ways not only reinforced but also fuelled by processes of tourism development.

This ASEAN Gender and Development Framework in Tourism is aligned with the 2030 Agenda for Sustainable Development, as tourism is one of the industries considered as a driver for job creation and the promotion of local economic development, local culture and products (SDG 8, 12 and 14). Clearly tourism contributes in the economic and personal empowerment especially of women and other vulnerable groups.



## List of Acronyms

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ASEAN	Association of Southeast Asian Nations
GAD	Gender and Development
GBV	Gender –Based Violence
GDD	Gender Disaggregated Data
GDP	Gross Domestic Product
GFL	Gender – Fair Language
GNP	Gross National Product
GRB	Gender Responsive Budgeting
SDD	Sex Disaggregated Data
TAC	Treaty of Amity and Cooperation in Southeast Asia of 1976
TNA	Training Needs Analysis
UNWTO	World Tourism Organization





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## Definition of Terms

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**Consciousness-raising** - The activity of seeking to make people more aware of personal, social, or political issues. It is a form of activism, popularized by United States feminists in the late 1960s. It often takes the form of a group of people attempting to focus the attention of a wider group of people on some cause or condition.

**Gender** - refers to the socially constructed or determined differences between men and women such as roles, attitudes, behaviors and values. The term "gender" is not interchangeable with the term "sex", which refers exclusively to the biological differences between men and women. They are learned through the socialization process. These differences determine what is considered appropriate for members of each sex. They are context-specific and can be modified.

**Gender analysis** - A critical examination of how differences in gender roles, activities, needs, opportunities and rights/entitlements affect men, women, girls and boys in certain situations or contexts. Gender analysis examines the relationships between females and males and their access to and control of resources and the constraints they face relative to each other.

**Gender and Development (GAD)** - refers to the development perspective and process that are participatory and empowering, equitable, sustainable, free from violence, respectful of human rights, supportive of self-determination and actualization of human potentials. It seeks to achieve gender equality as a fundamental value that should be reflected in development choices; seeks to transform society's social, economic, and political structures and questions the validity of the gender roles ascribed to women and men; contends that women are active agents of development and not just passive recipients of development assistance; and stresses the need of women to organize themselves and participate in political processes to strengthen their legal rights.

**Gender discrimination** - refers to any gender-based distinction, exclusion, or restriction, which has the effect or purpose of impairing or nullifying the recognition, enjoyment, or exercise by any person, of human rights and fundamental freedoms in the political, economic, social, cultural, civil, or any other field.

**Gender lens** – the use of gender-responsive and women's economic empowerment perspectives in tourism policies and programs.

**Gender - based violence** - refers to an umbrella term for any harmful act that is perpetrated against a person's will, and that is based on socially ascribed (gender) differences between males and females. While women and girls are the primary victims of gender-based violence because of their subordinate status vis-a-vis men and boys worldwide, men and boys may be victims of violence that is based on socially determined roles, expectations and behaviors linked to ideas about masculinity. Gender-based violence may also constitute acts, which impair or nullify the enjoyment of any person of human rights and fundamental freedoms under general international law or under human rights conventions.

**Gender - disaggregated data** – relies on sex-disaggregated data where any data on individuals are broken down by sex. Gender statistics rely on these sex-disaggregated data and reflect the realities of the lives of women and men and policy issues relating to gender.

**Gender-fair language (GFL)** was introduced as a response to this structural asymmetry and as part of a broader attempt to reduce stereotyping and discrimination in language. GFL aims to abolish asymmetries in referring to and addressing women and men, for example, by replacing masculine forms (policeman) with gender-unmarked

forms (police officer), or by using both masculine and feminine forms (i.e., the applicant... he or she instead of the applicant... he). (Sabine Sczesny\*, 2016)

**Gender - responsive** - one that enhances the abilities of women and men to contribute to and benefit from tourism and development.

**Gender-responsive budgeting (GRB)** - Government planning, programming and budgeting that contributes to the advancement of gender equality and the fulfillment of women's rights. It entails identifying and reflecting needed interventions to address gender gaps in sector and local government policies, plans and budgets. GRB also aims to analyze the gender-differentiated impact of revenue-raising policies and the allocation of domestic resources and Official Development Assistance.

**Gender-responsive leadership** - A leadership can be gender responsive if there is change of attitude towards incorporating gender concerns in policies, the planning process, development of programmes and development of organizational culture. (Gender Mainstreaming Module)

**Gender-responsive programming and policies** - Intentionally employing gender considerations to affect the design, implementation and results of programmes and policies. Gender-responsive programmes and policies reflect girls' and women's realities and needs, in components such as site selection, project staff, content, monitoring, etc.

**Gender (sensitive) research** - is research that takes into account gender as a significant variable in environmental and development studies. It pays attention to the similarities and the differences between men and women's experiences and viewpoints, and gives equal value to each. (Leduc, 2009)

**Goal** - the broad development impact to which the programme contributes at the regional, national or sector level.

**Indicators** - from a quantitative aspect, are measures or evidence that can be counted such as, but not limited to, number, frequency, percentile, and ratio; from a qualitative aspect, are measures of an individual or group's judgment and/or perception of congruence of established standards, the presence or absence of specific conditions, the quality of something, or the opinion about something.

**Informal sector** - is the part of an economy that is neither taxed nor monitored by any form of government. Unlike the formal economy, activities of the informal economy are not included in a country's **gross national product (GNP)** or **gross domestic product (GDP)**.

**Integration** - ability to participate in society to the largest extent possible.

**Leadership** - may be viewed from a range of perspectives, such as:

- **Personality** - whereby individuals are deemed to possess special traits or characteristics;
- **Behavior** - where leaders take action to create change in a group;
- **Skills** - where the capabilities of effective leadership are identified

Additionally, leadership can be defined by the **power relationship** that exists between leaders and followers or it can be defined as a transformational process which inspires followers to fulfil more than immediate self.

**Means of verification** - describe the sources of information that will demonstrate what has been accomplished. The rule is that the indicators one choose for measuring objectives must be verifiable by some means.

**Outcome description** - the development outcome at the end of the programme - more specifically, the expected benefits to the target group(s).

**Participation** – a cumulative process through which beneficiaries develop the managerial and organizational capacity to increase control over the decisions that affect their lives. This means that community members have a strong voice in all issues that affect the well-being of the community at large.

**Prostitution** – the act of offering one's self for hire, whether in money or in kind, to engage in sexual relations. This is often a survival strategy for individuals in developing countries who lack other avenues of gaining sufficient income.

**Sexual harassment** - the behavior characterized by the making of unwelcome and inappropriate sexual remarks or physical advances in a workplace or other professional or social situation. Within work, education, or training related, it is committed by an employer, employee, manager, supervisor, agent of the employer, teacher, instructor, professor, coach, trainor, or any other person who, having authority, influence or moral ascendancy over another in a work or training or education environment, demands, requests or otherwise requires any sexual favor from the other, regardless of whether the demand, request or requirement for submission is accepted by the object. In a work-related or employment environment, sexual harassment is committed when: (1) the sexual favor is made as a condition in the hiring or in the employment, re-employment or continued employment of said individual, or in granting said individual favorable compensation, terms of conditions, promotions, or privileges; or the refusal to grant the sexual favor results in limiting, segregating or classifying the employee which in any way would discriminate, deprive or diminish employment opportunities or otherwise adversely affect said employee; (2) the above acts would impair the employee's rights or privileges under existing labor laws; or (3) the above acts would result in an intimidating, hostile, or offensive environment for the employee.


In an education or training environment, sexual harassment is committed: (1) against

one who is under the care, custody or supervision of the offender; (2) against one whose education, training, apprenticeship or tutorship is entrusted to the offender; (3) when the sexual favor is made a condition to the giving of a passing grade, or the granting of honors and scholarships, or the payment of a stipend, allowance or other benefits, privileges, or consideration; or (4) when the sexual advances result in an intimidating, hostile or offensive environment for the student, trainee or apprentice.

**Sex trafficking** - comprises a significant portion of overall human trafficking. When a person is coerced, forced, or deceived into prostitution, or maintained in prostitution through coercion, that person is a victim of trafficking. All of those involved in recruiting, transporting, harboring, receiving, or obtaining the person for that purpose have committed a trafficking crime. Sex trafficking can also occur alongside debt bondage, as women and girls are forced to continue in prostitution through the use of unlawful "debt" purportedly incurred through their transportation or recruitment—or their crude "sale"—which exploiters insist they must pay off before they can be free.

**Sex worker** - are adults who receive money or goods in exchange for consensual sexual services or erotic performances, either regularly or occasionally. Why use the term "sex worker" rather than "prostitute"? The terms "sex work" and "sex worker" recognize that sex work is work. Many people who sell sexual services prefer the term "sex worker" and find "prostitute" demeaning and stigmatizing, which contributes to their exclusion from health, legal, and social services.

**Social protection** - is concerned with protecting and helping those who are poor and vulnerable, such as children, women, older people, and people living with disabilities, the displaced, the unemployed, and the sick. There are



ongoing debates about which interventions constitute social protection, and which category they fit under, as social protection overlaps with a number of livelihoods, human capital and food security interventions (Harvey et al., 2007).

Social protection is commonly understood as “all public and private initiatives that provide income or consumption transfers to the poor, protect the vulnerable against livelihood risks and enhance the social status and rights of the marginalized; with the overall objective of reducing the economic and social vulnerability of poor, vulnerable and marginalized groups” (Devereux & Sabates-Wheeler, 2004: i)

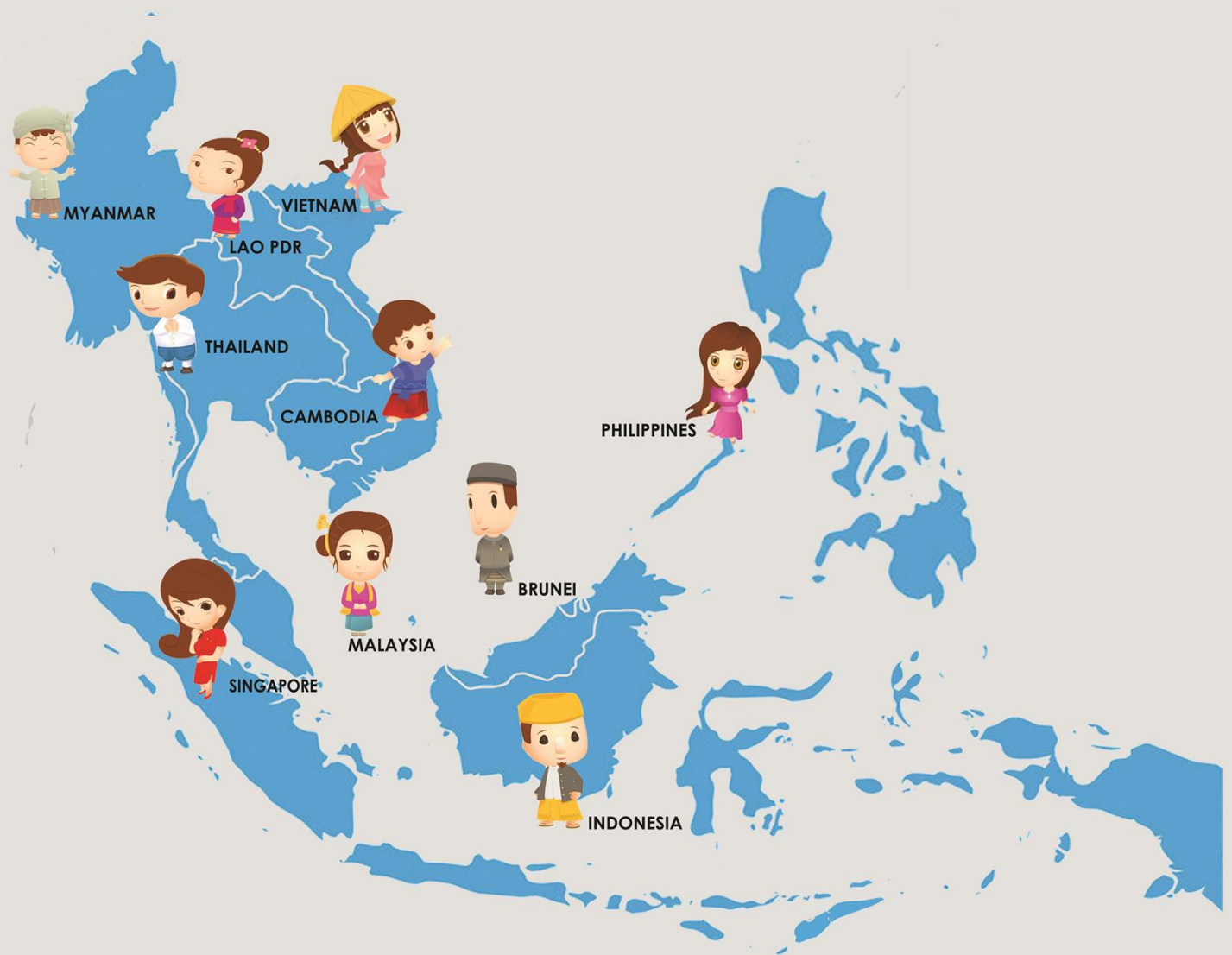
This definition is in line with usage in international development, and may be different from social policy definitions in high-income countries. Social protection is usually provided by the state; it is theoretically conceived as part of the ‘state-citizen’ contract, in which states and citizens have rights and responsibilities to each other (Harvey et al., 2007)

**Stakeholders** - in the context of tourism development, according to United Nations World Tourism Organization (UNWTO), include the following players: national governments; local governments with specific competence in tourism matters; tourism establishments and tourism enterprises, including their associations; institutions engaged in financing tourism projects; tourism employees, tourism professionals and tourism consultants; trade unions of tourism employees; tourism education and training centers; travelers, including business travelers, and visitors to tourism destinations, sites and attractions; local populations and host communities at tourism destinations through their representatives; other juridical and natural persons having stakes in tourism development including non-governmental organizations specializing in tourism and directly involved in tourism projects and the supply of tourism services.

**Vulnerable groups** - any group or sector of society that is at higher risk of being subjected to discriminatory practices, violence, natural or environmental disasters, or economic hardship than other groups within the state; any group or sector of society (such as women, children or the elderly) that is at higher risk in periods of conflict and crisis.



ECONOMIC COMMUNITY





## ASEAN Vision

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967 in Bangkok, Thailand, with the signing of the (Bangkok Declaration) by the Founding Fathers of ASEAN, namely Indonesia, Malaysia, Philippines, Singapore and Thailand.

Brunei Darussalam then joined on 7 January 1984, Viet Nam on 28 July 1995, Lao PDR and Myanmar on 23 July 1997, and Cambodia on 30 April 1999, making up what is today the ten Member States of ASEAN.

### Aims and Purposes

As set out in the ASEAN Declaration, the aims and purposes of ASEAN are:

1. To accelerate the economic growth, social progress and cultural development in the region through joint endeavours in the spirit of equality and partnership in order to strengthen the foundation for a prosperous and peaceful community of Southeast Asian Nations;
2. To promote regional peace and stability through abiding respect for justice and the rule of law in the relationship among countries of the region and adherence to the principles of the United Nations Charter;
3. To promote active collaboration and mutual assistance on matters of common interest in the economic, social, cultural, technical, scientific and administrative fields;
4. To provide assistance to each other in the form of training and research facilities in the educational, professional, technical and administrative spheres;
5. To collaborate more effectively for the greater utilization of their agriculture and industries, the expansion of their trade, including the study of the problems of international commodity trade, the improvement of their transportation and communications facilities and the raising of the living standards of their peoples;
6. To promote Southeast Asian studies; and
7. To maintain close and beneficial cooperation with existing international and regional organizations with similar aims and purposes, and explore all avenues for even closer cooperation among themselves.

## Fundamental Principles

In their relations with one another, the ASEAN Member States have adopted the following fundamental principles, as contained in the Treaty of Amity and Cooperation in Southeast Asia (TAC) of 1976:

1. Mutual respect for the independence, sovereignty, equality, territorial integrity, and national identity of all nations;
2. The right of every State to lead its national existence free from external interference, subversion or coercion;
3. Non-interference in the internal affairs of one another;
4. Settlement of differences or disputes by peaceful manner;
5. Renunciation of the threat or use of force; and
6. Effective cooperation among themselves.



## ASEAN Community

The ASEAN Vision 2020, adopted by the ASEAN Leaders on the 30th Anniversary of ASEAN, agreed on a shared vision of ASEAN as a concert of Southeast Asian nations, outward looking, living in peace, stability and prosperity, bonded together in partnership in dynamic development and in a community of caring societies.

At the 9th ASEAN Summit in 2003, the ASEAN Leaders resolved that an ASEAN Community shall be established.



## Background

Tourism contributes to women empowerment and gender equality by offering various entry points for women to seek employment and professional growth, as well as create livelihood in small and medium – sized enterprises – eliminating poverty and lack of opportunities for women.

The ASEAN believes that to have a real development in tourism, it must include the empowerment of women by addressing the gaps and issues that prevent women to fully be part of this development process. To concretely espouse this, the ASEAN GAD Framework in Tourism is prepared. This sets the guidelines covering all organizational processes and mechanism, including the policies not only in the ASEAN as a regional institution but also with all the Member States. This is to effectively plan, implement, monitor and evaluate all the initiatives involve in advancing gender and development in tourism.





## Introduction

In 2015, the Philippines hosted the ASEAN Gender and Development Forum in Tourism held in Manila. It was attended by Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Thailand and Viet Nam. It explored the possibilities of mainstreaming gender in tourism in the ASEAN region.

The forum highlighted the initiatives done by the ASEAN Member States regarding laws and policies on women, the status of women in tourism, the issues and gaps on gender and development and the mechanisms, tools, strategies for gender and development.

Presently, some ASEAN Member States have taken initiatives toward empowerment of women but not in tourism. The following issues and gaps are seen:

### 1. On leadership and employment

It is still mostly dominated by men especially the middle and top level. Women are usually in the lower level of leadership. Their employment opportunities in terms of career advancement are in the rank and file. Though women outnumber men in tourism industry, women are still in the traditional or stereotype jobs like guest relations officer, escorts and others.



### 2. On Policy

Gaps are existing in terms of laws, policy, even rules and regulation on gender and development in tourism. Laws are missing or non-existing even in some member states except the Philippines.



### 3. On Economic Opportunities

Though tourism contributes to economic development (See Appendix A), women are still excluded or not fully experiencing this growth and not given so much attention to take part in economic exchange and opportunities. Most are not getting the support for their enterprises like access to economic resources, products assistance in terms of promotions, marketing and development, and even policies that welcome women to build their enterprises are sometimes missing.



### 4. On Education



Education is where women could build their opportunities and know their rights. It could even make them dream for their future in advancing tourism in ASEAN region. Yet, one of the gaps is that there are only limited opportunities for women in education whether formal or informal. This gap is articulated by the women not only in tourism but also in their society. Women are not given access to education especially in tourism which prevent them to gain the confidence, self-knowledge and their rights.

### 5. On Consciousness-Building

A very important aspect of implementing gender and development is through consciousness-raising. Trainings and other work on shifting the consciousness of both men and women in the ASEAN Member States both national and regional. If not addressed, will widen the gender and development gap in ASEAN Tourism.



## 6. On Violence Against Women



Though the prevalence of sex trafficking and prostitution, gender-based violence are not yet statistically documented in the ASEAN region. There are documented cases of violence among women and even children among the Member States. ASEAN region is both a source and destination of human trafficking which victimizes not just the women but also children especially in the guise of tourism.

These identified issues and gaps in the Member States must finally end and ASEAN must address them as the lead organization in the region. Thus, on 6-7 November 2018 in Manila, Philippines, the ASEAN Gender and Development Forum in Tourism was held with the theme, "Advancing Tourism with Women". It had two agenda: first, the institutionalization of gender and development in tourism in the ASEAN and second, the formulation of the ASEAN GAD Framework in Tourism.

From there, GAD in tourism is now a concern of the ASEAN. Through this, the ASEAN GAD Framework in Tourism was formulated. These are milestones in the ASEAN in advancing women and gender development in the region. A dream where all women and other vulnerable groups are given the opportunities, access to resources and space to exercise their rights vis-à-vis the tourism industry.

## OUTCOME DESCRIPTION

GOAL To have an ASEAN gender-responsive tourism industry by 2030.			
OUTCOME DESCRIPTION	INDICATORS	MEANS OF VERIFICATION	ASSUMPTIONS
1. Strengthen the institutional gender capacity of ASEAN Member States in tourism	<ul style="list-style-type: none"> <li>• Positive change in knowledge, attitudes and values of service providers in the tourism industry</li> <li>• Positive change in the infrastructure and institutional policies</li> <li>• Number of modules developed on Gender Sensitivity, Basic Women Formation and Gender Studies for Men and Training in Tourism in the context of each and among ASEAN Member States.</li> <li>• Percent of service providers in each and among ASEAN Member States who has the ability to identify gender issues</li> <li>• Number of tourism curriculum reviewed and analyzed using gender lens</li> <li>• Tourism colleges/departments offering gender and tourism as a course in each and among ASEAN Member States</li> <li>• Knowledge-sharing among ASEAN Member States</li> </ul>	<ul style="list-style-type: none"> <li>• Survey in each and among ASEAN Member States</li> <li>• Result of impact study</li> <li>• Submission of reports</li> <li>• Conferences</li> <li>• Training Needs Analysis</li> <li>• Training evaluations</li> </ul>	ASEAN Member States are committed in enhancing and promoting gender and development by providing mechanisms, structures, time and space for men, women and vulnerable groups in tourism
2. Recognition among ASEAN Member States on the effective prevention and intervention of discrimination, sexual harassment and gender-based violence in tourism.	<ul style="list-style-type: none"> <li>• Sex and gender disaggregated data on gender-based violence are collected and analyzed</li> <li>• Number of ASEAN Member States with policies and procedures for dealing with sexual harassment, gender-based violence and</li> </ul>	<ul style="list-style-type: none"> <li>• Survey</li> <li>• Interviews</li> <li>• Documentation</li> <li>• Document Study</li> </ul>	Willingness of ASEAN Member States to prevent and fight discrimination, gender-based violence and sexual harassment

	<p>discrimination and harassment</p> <ul style="list-style-type: none"> <li>• Guides, tools and protocols produced, field-tested and implemented for the prevention of sex trafficking/prostitution in tourism</li> </ul>		
3. Reduce sex trafficking and/or prostitution cases in tourism industry among ASEAN Member States	<ul style="list-style-type: none"> <li>• Number of cases reported related to sex trafficking and/or prostitution in tourism</li> <li>• Number of formulated policies and regulations on sex trafficking and/or prostitution in tourism</li> <li>• Number of information and/or awareness campaign conducted</li> </ul>	<ul style="list-style-type: none"> <li>• Survey</li> <li>• Interviews</li> <li>• Document Study</li> <li>• Training Needs Analysis</li> </ul>	Willingness of ASEAN Member States to prevent and fight sex trafficking and prostitution.
4. Harmonization of ASEAN policy on Gender and Development in Tourism	<ul style="list-style-type: none"> <li>• Formulation of ONE ASEAN policy on tourism and gender and development</li> <li>• Number of ASEAN Member States having a national policy on tourism and gender and development</li> <li>• Presence of an ASEAN Member States multi-stakeholder taskforce</li> <li>• Comprehensive ASEAN Member States report on the participation and status of women in tourism industry.</li> </ul>	<ul style="list-style-type: none"> <li>• Survey</li> <li>• Desk review, study and analysis of policy</li> </ul>	Collaboration of ASEAN Member States in promoting gender and development in the tourism industry
5. Promote gender equality in economic enterprises and employment in tourism among ASEAN Member States	<ul style="list-style-type: none"> <li>• Increased number of women in non-traditional jobs in the tourism industry</li> <li>• Number of women in the informal sector with access to social protection and sustainable economic opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Survey</li> </ul>	Employing women and recognizing women entrepreneurs and enterprises contributing to women's advancement towards women's agency and voice.

	<ul style="list-style-type: none"> <li>Increased number of women employed in tourism industry among ASEAN Member States</li> </ul>		
6. Capacitating the leaders in each and among ASEAN Member States to have gender responsive leadership approach in the tourism industry	<ul style="list-style-type: none"> <li>Number of men and women with gender-responsive leadership training</li> <li>Presence of modules on gender-responsive training for tourism in the ASEAN context</li> </ul>	<ul style="list-style-type: none"> <li>Survey</li> <li>Training evaluations</li> <li>Monitoring tools</li> </ul>	Gender-responsive leadership are learned by both men and women if given the education and trainings

## OUTPUT

<b>Outcome 1:</b> Strengthen the institutional gender capacity of ASEAN Member States in tourism.			
OUTPUT DESCRIPTION	INDICATORS	MEANS OF VERIFICATION	ASSUMPTIONS
<ul style="list-style-type: none"> <li>ASEAN Member States' capacities are strengthened to locate gender issues, gaps and intervention to promote gender and development in tourism.</li> <li>Mechanism on Tourism and Gender Development of each ASEAN Member State is established</li> </ul>	<ul style="list-style-type: none"> <li>Presence of ASEAN Tourism Technical Working Group on gender and development.</li> <li>Presence of focal point/unit at the national level within the Ministry/Department of Tourism among ASEAN Member States.</li> </ul>	<ul style="list-style-type: none"> <li>Survey in each and among ASEAN Member States</li> <li>Result of impact study</li> <li>Submission of reports</li> <li>Conferences</li> <li>Training Needs analysis</li> <li>Training evaluations</li> </ul>	ASEAN Member States are committed in enhancing and promoting Gender and Development by providing mechanisms, structures, time and space for men, women and vulnerable groups in tourism

**Outcome 2:**

Recognition among ASEAN Member States on the effective prevention and intervention of discrimination, sexual harassment and gender-based violence in tourism.

OUTPUT DESCRIPTION	INDICATORS	MEANS OF VERIFICATION	ASSUMPTIONS
<ul style="list-style-type: none"><li>• ASEAN Member States are capacitated on the prevention of sexual harassment and gender-based violence.</li></ul>	<ul style="list-style-type: none"><li>• Number of anti-sexual harassment and gender-based violence trainings in tourism facilitated in ASEAN Member States.</li></ul>	<ul style="list-style-type: none"><li>• Survey</li><li>• Interviews</li><li>• Documentation</li></ul>	Willingness of ASEAN Member States to prevent and fight discrimination, gender-based violence and sexual harassment
<ul style="list-style-type: none"><li>• Policy on sexual harassment, discrimination and gender-based violence are formulated</li></ul>	<ul style="list-style-type: none"><li>• Percentage of ASEAN Member States with policy on the prevention of sexual harassment, discrimination and gender-based violence in tourism</li></ul>		
<ul style="list-style-type: none"><li>• Sexual harassment and gender-based violence information is provided by ASEAN Member States</li></ul>	<ul style="list-style-type: none"><li>• Number of communication plans developed and implemented</li><li>• Number of information, education, and education materials developed and shared</li><li>• Successful initiatives and interventions are documented, shared, and published among ASEAN Member States</li></ul>		

**Outcome 3:**  
Reduce sex trafficking and/or prostitution cases in tourism industry among ASEAN Member States

OUTPUT DESCRIPTION	INDICATORS	MEANS OF VERIFICATION	ASSUMPTIONS
<ul style="list-style-type: none"> <li>Rehabilitation and integration plan for persons in prostitution and sex trafficking in tourism are implemented</li> </ul>	<ul style="list-style-type: none"> <li>No. of alternative sustainable income-generating activities for the sex workers in tourism are created and offered.</li> <li>Number of cases reduced among ASEAN Member States.</li> <li>Experiences and successful practices are documented and analyzed using gender perspective and are shared among ASEAN Member States and published.</li> <li>Number of rehabilitation programs established</li> <li>Number of consciousness-raising program for men, women, and vulnerable groups</li> </ul>	<ul style="list-style-type: none"> <li>Survey</li> <li>Interviews</li> <li>Document study</li> <li>Training Needs Analysis</li> </ul>	<p>Willingness of ASEAN Member States to prevent and fight sex trafficking and prostitution.</p>



<b>Outcome 4:</b> Harmonized ASEAN policy on Gender and Development in Tourism			
<b>OUTPUT DESCRIPTION</b>	<b>INDICATORS</b>	<b>MEANS OF VERIFICATION</b>	<b>ASSUMPTIONS</b>
<ul style="list-style-type: none"> <li>• Tourism policy of each ASEAN Member State is reviewed considering gender perspective.</li> <li>• Tourism policies are amended.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of policies among ASEAN Member States are reviewed and analyzed considering gender perspective</li> <li>• Number of ASEAN Member States capacitated on gendered policy analysis in tourism</li> <li>• Number of amended policies on gender and tourism</li> </ul>	<ul style="list-style-type: none"> <li>• Survey</li> <li>• Desk review, study and policy analysis</li> </ul>	Collaboration of ASEAN Member States in promoting Gender and Development in the tourism industry

<b>Outcome 5:</b> Promote gender equality in economic enterprises and employment in tourism among ASEAN Member States			
<b>OUTPUT DESCRIPTION</b>	<b>INDICATORS</b>	<b>MEANS OF VERIFICATION</b>	<b>ASSUMPTIONS</b>
<ul style="list-style-type: none"> <li>• Support mechanism for women enterprises in tourism are in place and functional</li> </ul>	<ul style="list-style-type: none"> <li>• Number of ASEAN Member States with support mechanism policies for women entrepreneurs and enterprises are established</li> <li>• Number of ASEAN Member States' business and enterprise policies in tourism using gender perspective reviewed</li> </ul>	<ul style="list-style-type: none"> <li>• Survey</li> </ul>	Employing women and recognizing women entrepreneurs and enterprises contributing to women's advancement towards women's agency and voice.

<ul style="list-style-type: none"> <li>• Opportunities for women enterprises in tourism are accessible among ASEAN Member States</li> </ul>	<ul style="list-style-type: none"> <li>• Number of successful women enterprises in tourism are documented and published</li> <li>• Number of various opportunities given to women enterprise in marketing and product development, and among others in tourism</li> </ul>		
<ul style="list-style-type: none"> <li>• Creation of women enterprises are encouraged and are in the market</li> <li>• Gender-sensitive market are available in each and among ASEAN Member States</li> </ul>	<ul style="list-style-type: none"> <li>• Number of women enterprises supported and promoted.</li> <li>• Gender-responsive marketing, sales and promotion campaigns</li> </ul>		

<p><b>Outcome 6:</b> Capacitating the leaders in each and among ASEAN Member States to have gender-responsive leadership approach in the tourism industry.</p>			
OUTPUT DESCRIPTION	INDICATORS	MEANS OF VERIFICATION	ASSUMPTIONS
<ul style="list-style-type: none"> <li>• Building capacity of leaders in the tourism industry with gender-responsive leadership.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of women in leadership positions among ASEAN Member States</li> <li>• Number of women and men leaders in ASEAN Member States with gender-responsive leadership training.</li> </ul>	<ul style="list-style-type: none"> <li>• Survey</li> <li>• Training evaluations</li> <li>• Monitoring tools</li> </ul>	<p>Gender-responsive leadership are learned by both men and women if given the education and trainings</p>

# **P A R T II**

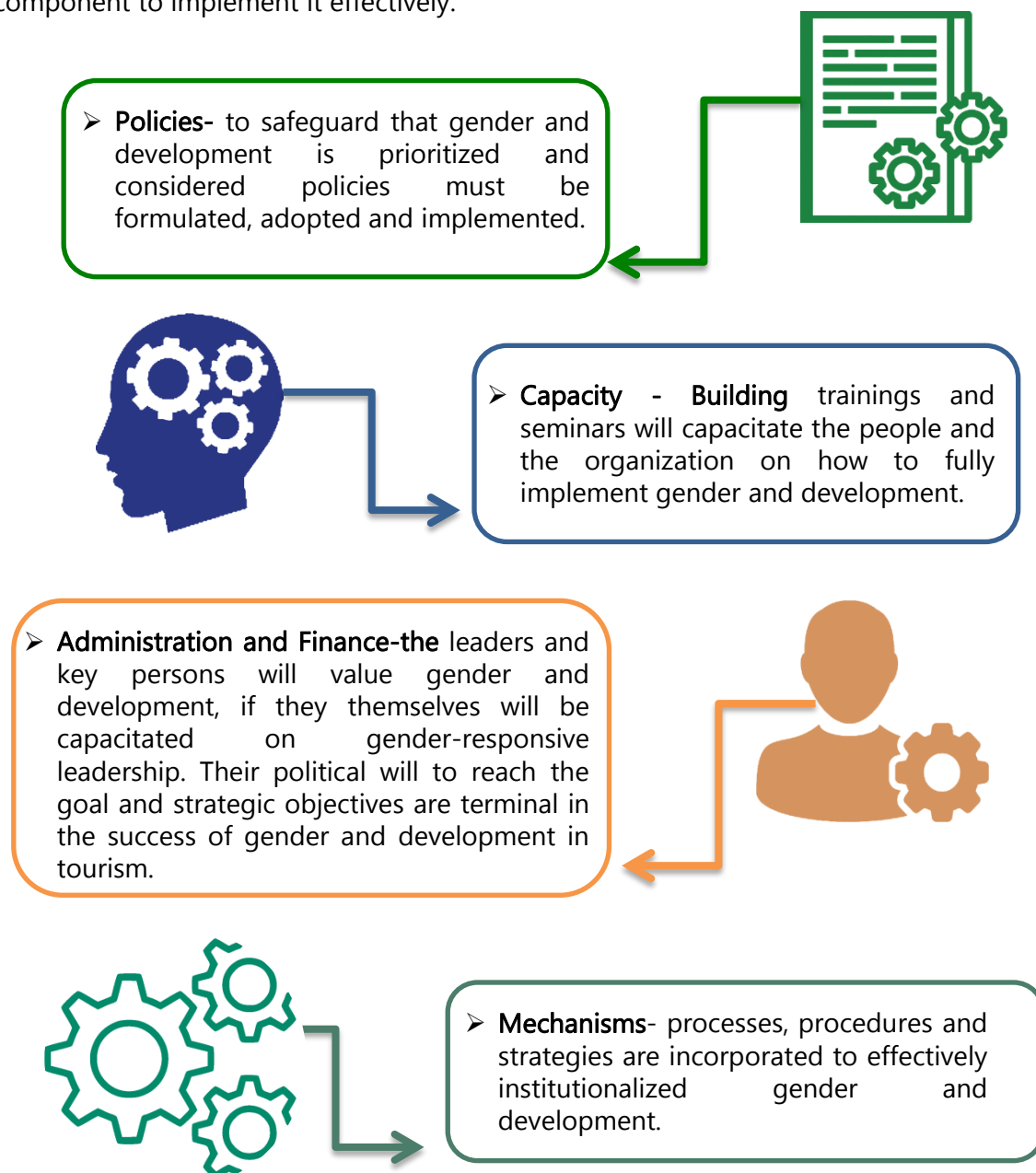
## **ASEAN Gender and Development Ten-Year Tourism Work Plan (2020-2030)**



## Introduction

The Ten -Year Work plan details the activities that will be undertaken by the ASEAN Tourism in mainstreaming Gender and Development (GAD). This sets the policies, mechanisms, and capacity building activities of the ASEAN and its member states. This is to effectively implement the ASEAN GAD Framework in Tourism of 2018 developed in Manila. At the same time, this includes mechanisms and processes on Monitoring and Evaluating the effectivity of the ASEAN GAD Tourism Work Plan 2020-2030.

The ASEAN GAD Tourism Work Plan 2020-2030 is designed using the following organizational component to implement it effectively:





## ASEAN Gender and Development Tourism Work Plan 2030 Goal and Strategic Directions

In 2015, the ASEAN had the Gender and Development in Tourism Forum held in Manila. It was attended by Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand and Vietnam. It explored the possibilities of mainstreaming gender in tourism in the ASEAN region. The forum highlighted the initiatives done by the ASEAN member states regarding laws and policies on women, the status of Women in Tourism, the issues and gaps on Gender and Development and the mechanisms, tools, strategies for Gender and Development.

November 6 and 7, 2018 in Manila, Philippines, the ASEAN Gender and Development Forum on Tourism was held with the theme, “**Advancing Tourism with Women**”. It had two agenda, first, the institutionalization of Gender and Development (GAD) in Tourism in the ASEAN and the second, the formulation of the ASEAN GAD Framework in Tourism. From there, GAD in tourism is now a concern of the ASEAN and with it is the formulated framework on GAD. These are milestones in the ASEAN in advancing women’s and gender development in the region. A dream where all women and other vulnerable groups are given the opportunities, access to resources and space to exercise their rights vis-à-vis the tourism industry.

The Goals is to have a gender – responsive tourism industry by 2030.

The ASEAN Tourism Gender and Development Goal is to have a Gender-Responsive Tourism for 2030. There are six (6) strategic directions. These are:

1. Strengthen the institutional gender capacity of ASEAN Member States in tourism.
2. Recognition among ASEAN Member States on the effective prevention and intervention of discrimination, sexual harassment and gender-based violence in tourism.
3. Reduce sex trafficking and/or prostitution cases in tourism industry among ASEAN Member States
4. Harmonized ASEAN policy on gender and development in tourism.
5. Promote gender equality in economic enterprises and employment in tourism among ASEAN Member States
6. Capacitating the leaders in each and among ASEAN Member States to have gender-responsive leadership approach in the tourism industry.

## ASEAN Gender and Development in Tourism Goals and Objectives

Goal : To have an ASEAN Gender-Responsive Tourism Industry by 2030	
Strategic Direction	Strategic Action Programs
1. Strengthen the institutional gender capacity of ASEAN Member States in tourism.	<p>1.1 ASEAN Member States' capacities are strengthened to locate gender issues, gaps and intervention to promote gender and development in tourism.</p> <p>1.2 Mechanism on Tourism and Gender Development of each ASEAN Member State is established.</p>
2. Recognition among ASEAN Member States on the effective prevention and intervention of discrimination, sexual harassment and gender-based violence in tourism.	<p>2.1 ASEAN Member States are capacitated on the prevention of sexual harassment and gender-based violence.</p> <p>2.2 Policy on sexual harassment discrimination and gender-based violence are formulated.</p> <p>2.3 Sexual harassment and gender-based violence information is provided by ASEAN Member States</p>
3. Reduce sex trafficking and/or prostitution cases in tourism industry among ASEAN Member States	<p>3.1 Rehabilitation and integration plan for persons in prostitution and sex trafficking in tourism are implemented</p>
4. Harmonization of ASEAN policy on Gender and Development in Tourism	<p>4.1 Tourism policy of each ASEAN Member State is reviewed considering gender perspective</p> <p>4.2 Tourism policies are amended</p>
5. Promote gender equality in economic enterprises and employment in tourism among ASEAN Member States	<p>5.1 Support mechanism for women enterprises in tourism are in place and functional</p> <p>5.2 Opportunities for women enterprises in tourism are accessible among ASEAN Member States</p> <p>5.3. Creation of women enterprises are encouraged and are in the market</p>
6. Capacitating the leaders in each and among ASEAN Member States to have gender-responsive leadership approach in the tourism industry.	<p>6.1 Building capacity of leaders in the tourism industry with gender-responsive leadership</p>

## ASEAN Gender and Development in Tourism Ten – Year Work Plan (2020-2030)

Action Program and Activities	Detailed Activities/ Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
1. Strengthen the institutional gender capacity of ASEAN Member States in tourism												
1.1 ASEAN Member States' capacities are strengthened to locate gender issues, gaps and intervention to promote gender and development in tourism.												
1.1.1 Presence of ASEAN Tourism Technical Working Group on gender and development.												
<b>Policy</b>	Formulation of Policy on the Creation of Technical Working Group											
	Adoption of the 10-Year work plan											
<b>Capacity Building</b>	Orientation on the 10- year Work Plan											
	Training on Gender and Development with Emphasis on gender issues on tourism in the ASEAN region											
	Training on Gender Analysis											
	Facilitators/Trainers' Training on Gender and Development											
	Training on Gender Planning and Budgeting											
<b>Mechanism</b>	Identification of Focal Person or country representative /member of the Technical Working Group											
	Organizing a trainers /Facilitators Pool on Gender and Development in ASEAN											



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (1 to 3 years) 2020-2025			Long Term (1 to 3 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
	Template /Survey Form on Different Gender and Development issues and suggested interventions in ASEAN											
	Release of Survey Form											
	Collation and Analysis of Survey Form											
	Development of Training Modules on Gender Sensitivity, Basic Women Orientation and Gender Studies for Men in the Context of Tourism.											
<b>Admin/ Leadership</b>	Strong Commitment to adopt and implement the Work Plan											
	Prepare the Budget for the Implementation of the 10-year work plan											
	Establish the roles, function and responsibilities of the Technical Working Group											
<b>1.2 Mechanism on Tourism and Gender Development of each ASEAN Member State is established.</b>												
<b>Policy</b>	Adoption of the 10-year Work Plan											
	Formulation of policy to create a Technical Working Group/Focal Person											



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
	for Gender and Development											
Capacity Building	Orientation on the 10-year Work Plan											
	Training on Gender and Development with Emphasis on gender issues in tourism of the Member State											
	Training on Gender Analysis											
Mechanism	Identification of Focal Person /member of the Technical Working Group											
	Template /Survey Form on Different Gender and Development issues and suggested interventions in ASEAN											
	Release of Survey Form											
	Collation and Analysis of Survey Form											
	Published Report on the result of the Analysis											
	Survey on Training Needs for Gender and Development											
	Training Needs Analysis											
	Multi-sectoral Forum/Conference/											



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
	consultation on gender and development in Tourism											
	Survey of Colleges and Universities offering Courses on Gender and Tourism in Member State											
	Inclusion of Gender and Tourism Curriculum in Colleges and Universities											
	Organizing an Award -giving body for best practices of Gender and Development in Tourism											
<b>Admin/Leadership</b>	Strong commitment to adopt the Work Plan											
	Established the roles, functions and responsibilities of the Technical Working Group											



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
2. Recognition among ASEAN Member States on the effective prevention and intervention of discrimination, sexual harassment and gender-based violence in tourism.												
2.1 ASEAN Member States are capacitated on the prevention of sexual harassment and gender-based violence.												
<b>Policy</b>	Policies on Sexual Harassment and Gender -based Violence are formulated and existing in all sectors of tourism industry											
	ASEAN Member States with policies and procedures dealing with sexual Harassment and gender-based violence											
<b>Capacity Building</b>	Series of Sectoral Trainings on How to Fight Sexual Harassment											
	Series of Sectoral Trainings on How to Fight Gender-based Violence											
<b>Mechanism</b>	Creation of task force against Sexual Harassment in the Ministry/Department of Tourism of each Member State											
	Number of programs designed and implemented on gender-based violence awareness, discrimination, and Harassment											



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
	Guides, tools and protocols produced, field tested and implemented for the prevention of sex trafficking / prostitution in tourism											
	Creation of task Force Against Gender-based violence in the Ministry/Department of Tourism											
	Media Campaign to fight Sexual harassment and gender-based violence											
	Prepare Information and Education Campaign Materials ( IEC)											
	Gather data on the extent of sexual harassment and gender -based violence in tourism through survey											
	Launch a Campaign to award best practices in fighting sexual harassment and gender-based violence among the different sectors of tourism											
	Awarding of Best Practices in fighting sexual harassment and gender-based violence in tourism											



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks	
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10		
	Gather and prepare materials /stories on best practices for publication												
	Writing, editing and printing of the publication												
	Launching of the ASEAN Publication on Best Practices in Fighting Sexual Harassment and Gender -based Violence												
	Forum/conference on Fighting sexual harassment and Gender-based violence												
	Sex-Disaggregated data and Gender disaggregated data on Victims of Sexual harassment and Gender -based Violence												
Admin / Leadership	Selection of representatives to become members of the multi-sectoral task force												
	Launching of the multi-sectoral task force												
	Assign monitoring body /organization/person for the task force												
<b>2.2 Policy on sexual harassment, discrimination and gender-based violence are formulated.</b>													
Policy	Formulation of policy on Sexual												

Action Program and Activities	Detailed Activities/ Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
	harassment and Gender -based Violence											
	Existence of Policy on Sexual harassment and Gender -based Violence in ASEAN Tourism											
<b>Capacity Building</b>	Training on Policy Review using Gender Analysis											
	Writeshop on Formulating Gendered Policy											
<b>Mechanism</b>	Creation of Policy Team to review, analyse and formulate policy on Sexual Harassment and Gender-based violence											
	Inventory of existing policy on sexual harassment and gender-based violence on each ASEAN Member State											
	Review existing policy on sexual harassment and gender -based violence using gender lens											
<b>Admin/Leadership</b>	Identify the members of the Policy Team											
	Implement the policy on Sexual Harassment and Gender -Based Violence											



Action Program and Activities	Detailed Activities/ Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks	
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10		
	Develop a monitoring mechanism on Policy implementation												
<b>2.3 Sexual harassment and gender-based violence information are provided by ASEAN Member States.</b>													
<b>Policy</b>	Existing policy on dissemination and development of Information and Production of Education Campaign materials on Fighting Sexual harassment and Gender -Based violence												
<b>Capacity Building</b>	Workshop on the development of gender-responsive Anti Sexual harassment materials and gender -based violence												
<b>Mechanism</b>	Dissemination of Information and Education materials Against Sexual Harassment and Gender-Based Violence												
	Conduct Campaign for information and/or awareness												
<b>Admin/ Leadership</b>	Budget for the Materials												
	Assign lead agency /team to monitor the effectiveness of the campaign materials												



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
3. Reduce sex trafficking and/or prostitution cases in tourism industry among ASEAN Member States.												
3.1 Rehabilitation and reintegration plan for persons in prostitution and sex trafficking in tourism are implemented.												
<b>Policy</b>	Formulation of policy for rehabilitation and re-integration of the victim-survivors of persons in prostitution and sex trafficking in tourism in each Asian member State											
	Existing policy on rehabilitation and re-integration of victim-survivors of each Asian Member State											
<b>Capacity Building</b>	Trainings of staff/personnel to assist the victim-survivors											
	Training of the victim-survivors on rehabilitation and re-integration on physical, emotional, economic, psychological and social											
<b>Mechanism</b>	Creation of programs and services for the rehabilitation and re-integration of victim-survivors											
	Research and setting of the baseline data for victim-survivors											
	Research on the experiences/narratives of victim-survivors											



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks	
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10		
Admin/Leadership	Create an Inter Agency/multi sectoral team to lead the rehabilitation and re-integration of the victim-survivors												

Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (1 to 3 years) 2020-2025			Long Term (1 to 3 years) 2026-2030				Remarks	
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10		
4. Harmonized ASEAN policy on Gender and Development in Tourism.													
4.1 Tourism policy of each ASEAN Member State is reviewed considering gender perspective.													
Policy	Formulation of ONE ASEAN policy on Gender and Development in Tourism												
	ASEAN Member States having a national policy on Gender and Development in Tourism												
Capacity Building	Write shop on Gendered Policy formulation												
	Facilitation of Gender Sensitivity Training for policy makers												
	Facilitation of Gender Sensitivity Training for all Tourism Stake - holders in ASEAN Member States												
	Facilitation of Gender Studies for Men especially for the male leaders of ASEAN Member States in Tourism												

Action Program and Activities	Detailed Activities/ Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
<b>Mechanism</b>	ASEAN Consultation on the review of existing policy using Gender Perspective											
	Each ASEAN Member State having a review of existing Policy in Tourism using gender perspective											
	Organizing a Trainers' /facilitators' Training on Gender and Development											
<b>Admin/ Leadership</b>	Organizing an ASEAN policy review team											
<b>4.2 Tourism policies are amended.</b>												
<b>Policy</b>	Amend existing tourism policies to include gender and development in each ASEAN Member State											
<b>Capacity Building</b>	Writeshop on formulation of Gender and Development Policy in Tourism											
<b>Mechanism</b>	Survey of the existing policy on tourism to know if Gender and development is included in each ASEAN Member State											
	Amendment of Tourism Policy to include gender and development in each ASEAN Member State											
<b>Admin / Leadership</b>	Mainstreaming of GAD Policy in Tourism											



Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
5. Promote gender equality in economic enterprises and employment in tourism among ASEAN Member States.												
5.1 Support mechanism for women enterprises in tourism are in place and functional.												
Policy	Formulate an ASEAN policy supporting women enterprises in Tourism											
	Review of ASEAN Member States' business and enterprise policies in tourism using gender perspective											
	Existing Policy supporting women enterprises in Tourism											
Capacity Building	Series of Trainings on business /enterprise development											
	Basic Women Orientation / Gender Sensitivity for women – led enterprises											
	Series of Trainings on product, sales and marketing development											
	Series of Trainings on Fund Sourcing											
	Series of Trainings on Value Chain Analysis											
Mechanism	Survey of existing women enterprise in ASEAN Member state											

Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
	focusing on their needs											
	Creation of a special financing agency/women's bank for ASEAN women enterprise											
	Research on existing ASEAN Women Enterprise Baseline											
	Availability of Funding to support women enterprise											
<b>Admin / Leadership</b>	Creation of An Agency for Women Enterprise in Tourism											
<b>5.2 Opportunities for women employment and enterprises in tourism are accessible among ASEAN Member States.</b>												
<b>Policy</b>	Existing Policy on the Establishment of an Agency for Women Enterprise in the ASEAN											
<b>Capacity Building</b>	Trainings on establishment of women enterprise using gender perspective											
	Training opportunities for women in non-traditional jobs											
<b>Mechanism</b>	Creation of Programs and services to support Women Enterprises in Tourism											
<b>Admin/ Leadership</b>	Monitor and Evaluate the programs and services of the ASEAN											

Action Program and Activities	Detailed Activities/ Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-2025			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
	Agency for Women Enterprise in Tourism											
<b>5.3 Creation of women enterprises are encouraged and are in the market</b>												
Policy	Formulate ASEAN policy on Market Creation for Women Enterprise											
	Implementation of Policies for Women Enterprise and marketing											
Capacity Building	Series of Training for market opportunities development a											
Mechanism	Creation and opening of market for women enterprise in ASEAN											
Admin /Leadership	Monitoring the implementation of the market policy and Evaluating its impact											
<b>5.4 Gender- sensitive market are available in each and among ASEAN Member States.</b>												
Policy	Formulation of Policy on Gender-sensitive market											
	Implementation of Policy on gender - sensitive market											
Capacity Building	Training on Gender Sensitive marketing and Product Advertisement											
Mechanism	Collaborate with ASEAN Member States on the establishment of Gender-sensitive market											
Admin / Leadership	Monitor and Evaluate the impact of Gender-Sensitive market on the Development of women enterprise n the ASEAN											

Action Program and Activities	Detailed Activities/Description	Short Term (1 to 3 years) 2020-2022			Medium Term (3 to 5 years) 2020-202			Long Term (6 to 10 years) 2026-2030				Remarks
		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	
<b>6. Capacitating the leaders in each and among ASEAN Member States to have gender-responsive leadership approach in the tourism industry.</b>												
<b>6.1 Building capacity of leaders in the tourism industry with gender-responsive leadership.</b>												
<b>Policy</b>	Formulate Policy on Gender-responsive leadership in ASEAN and ASEAN Member States in Tourism											
	Implement Policy on Gender-Responsive Leadership in Tourism											
<b>Capacity Building</b>	Trainings on Gender-responsive leadership											
	Trainings on Gender Sensitivity											
	Trainings on gender Studies for Men											
<b>Mechanism</b>	Use of Gender-fair language in communications (both oral and written)											
	Giving women equal opportunities in leadership positions											
<b>Admin/Leadership</b>	Equal number of women and men in Top leadership positions ASEAN Tourism											



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http://lavsodisha.org/downloads/training\\_module/Gender\\_main\\_streamin.pdf](http://lavsodisha.org/http://lavsodisha.org/downloads/training_module/Gender_main_streamin.pdf)

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## APENDICES

### A. SURVEY FORM ON THE FRAMEWORK

#### RESULT OF THE SURVEY FORM ON THE GAD IN THE ASEAN TOURISM FRAMEWORK

From the ASEAN Gender and Tourism Framework formulated in 2018, a survey form was designed to gather inputs and insights from among AMS in order to come up with a work plan that would be based on the AMS context of GAD in the tourism industry. The survey questionnaire was designed according to the 6 expected outcomes and their respective output.

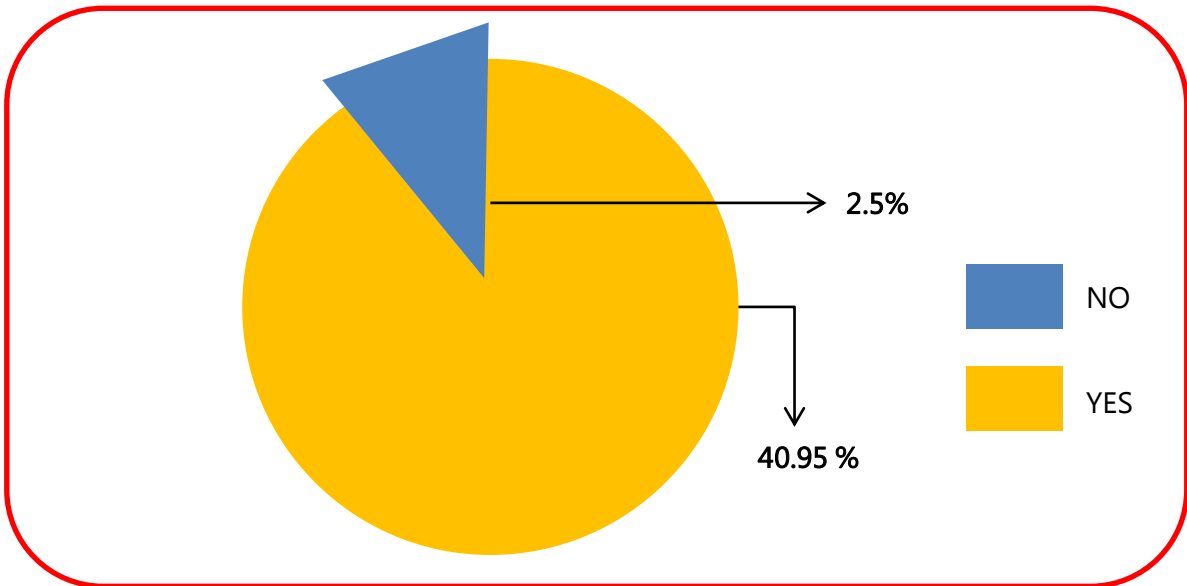
The respondents are composed of delegates and partners of AMS in the concluded ASEAN GAD Forum in Tourism last 6-7 November 2019. Out of the forty-two respondents, 36 or 85.7% are from the Philippines, 2 from Thailand, 2 from Cambodia and 2 from Myanmar. Thus the survey result may reflect the context of the Philippines more than the context of the other AMS. Thirty-six (36) of the forty two respondents are female and the remaining 6 are male.

The data below presents the summary of results for the questionnaire.

**OUTPUT 1:**

1. Are you ready and willing to assign an Officer/Head or a Committee/Team to mainstream Gender and Development in the Tourism as ASEAN Member State (AMS)?

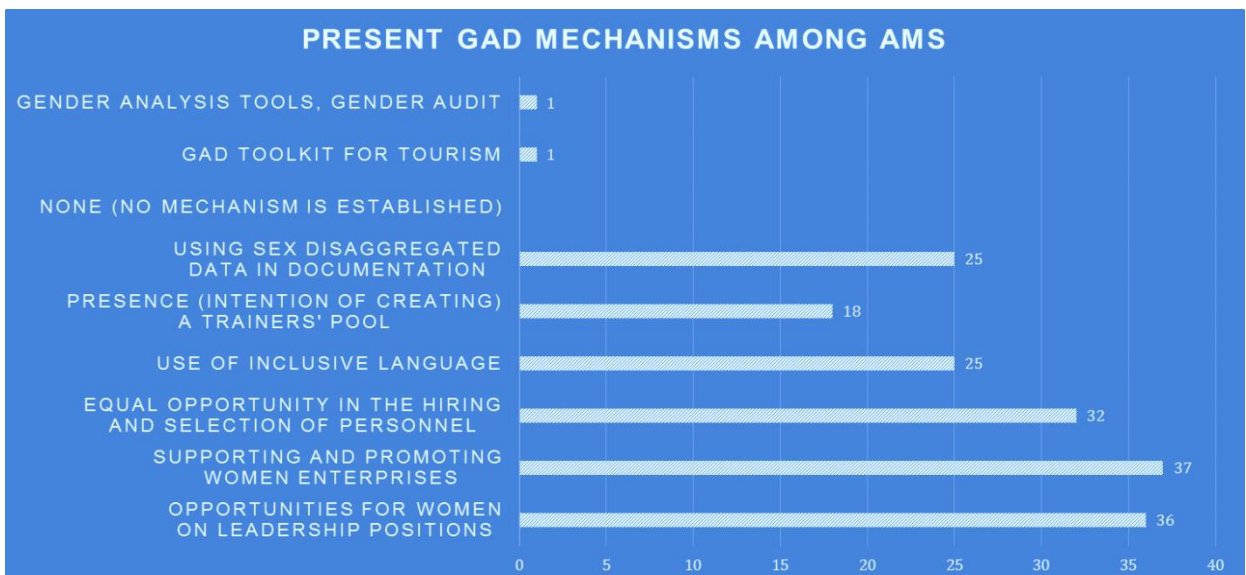
**Willing to have localized GAD Committee**



2. If you answered NO in question no. 1, what is/are your plan/s to promote Gender and Development (GAD)?

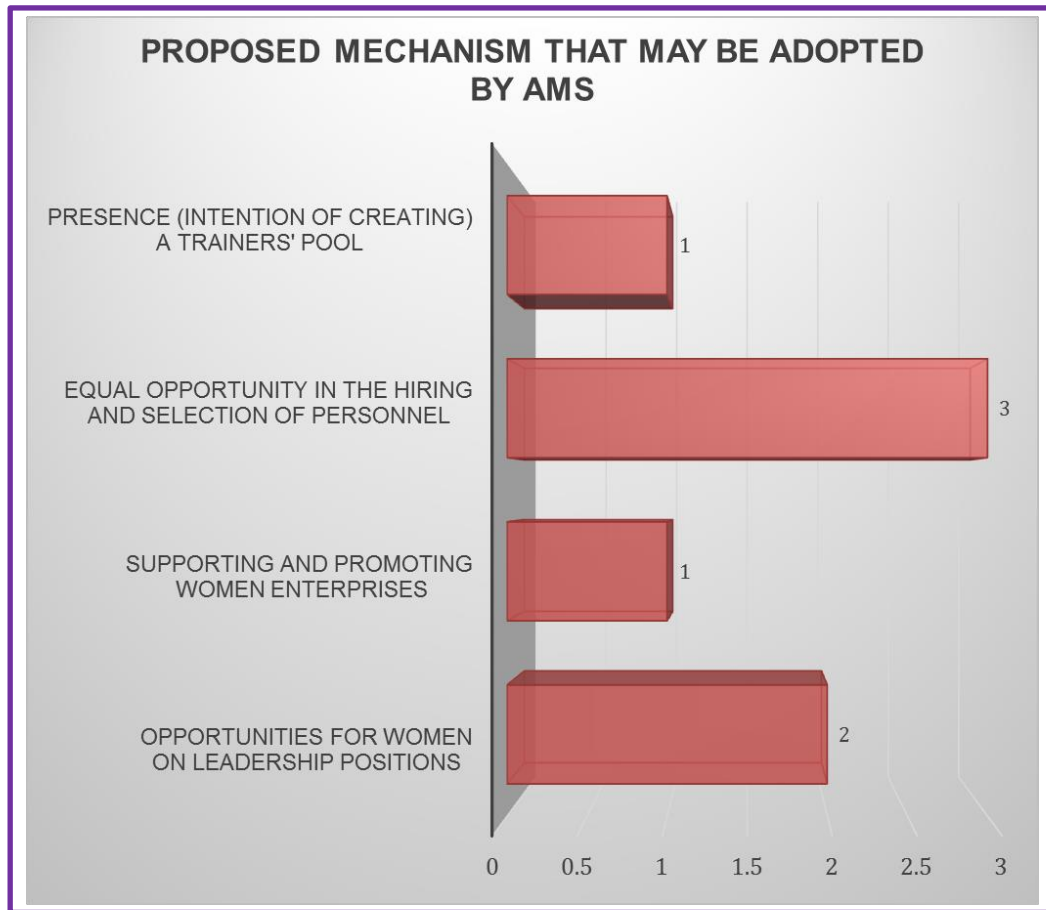
- a. Regular conduct of GAD trainings to tourism stakeholders. conduct various advocacy campaign /VAW campaign.
- b. Implementation of GAD activities as identified by the PGDF.
- c. Policy making and implementation in my own workplace.

3. Which of the following mechanisms are ESTABLISHED in your state?

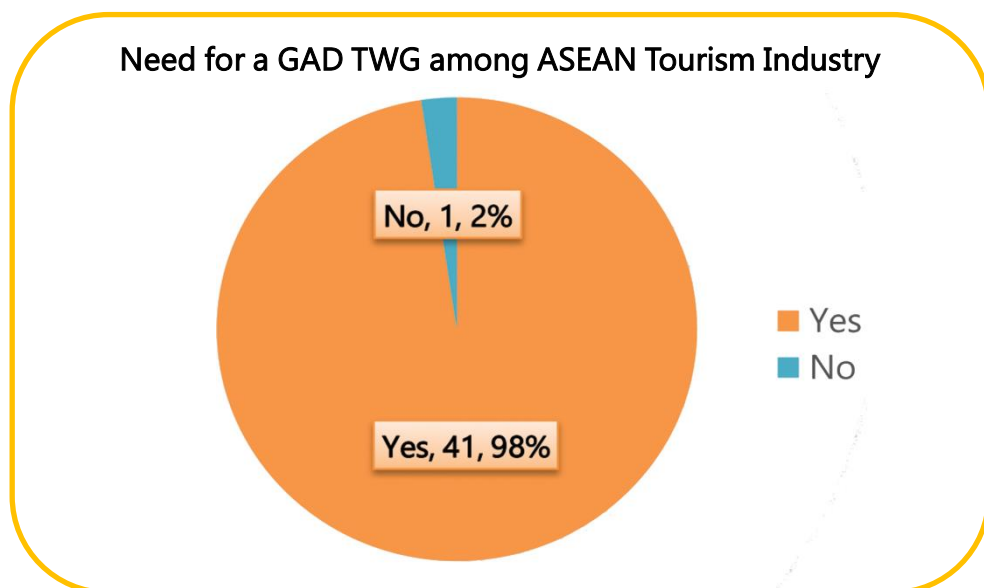




4. If you answered NONE in the previous question, which of these mechanisms will you establish / adopt for your state? (Please tick one or more.)

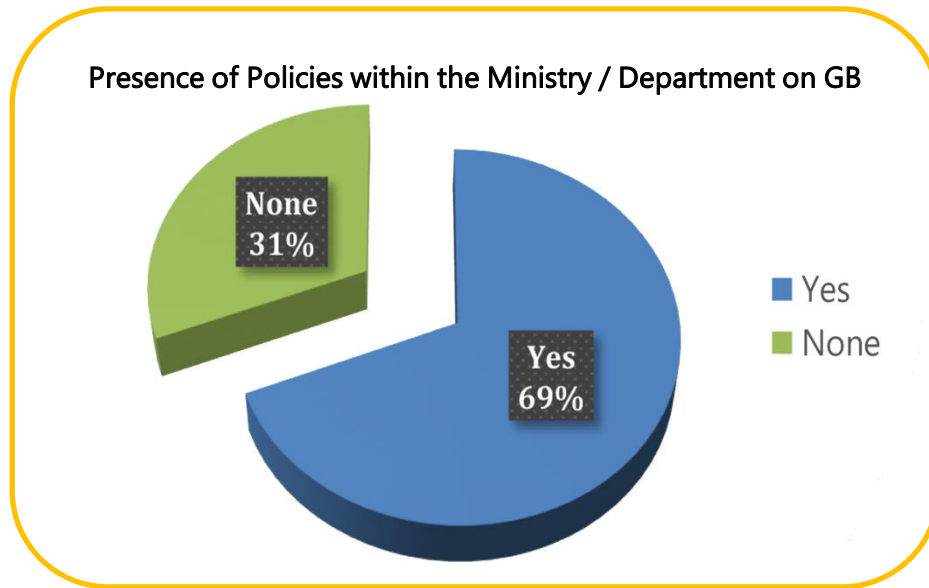


5. Is there a need to create a Working Group/ Committee for ASEAN Tourism on Gender and Development?

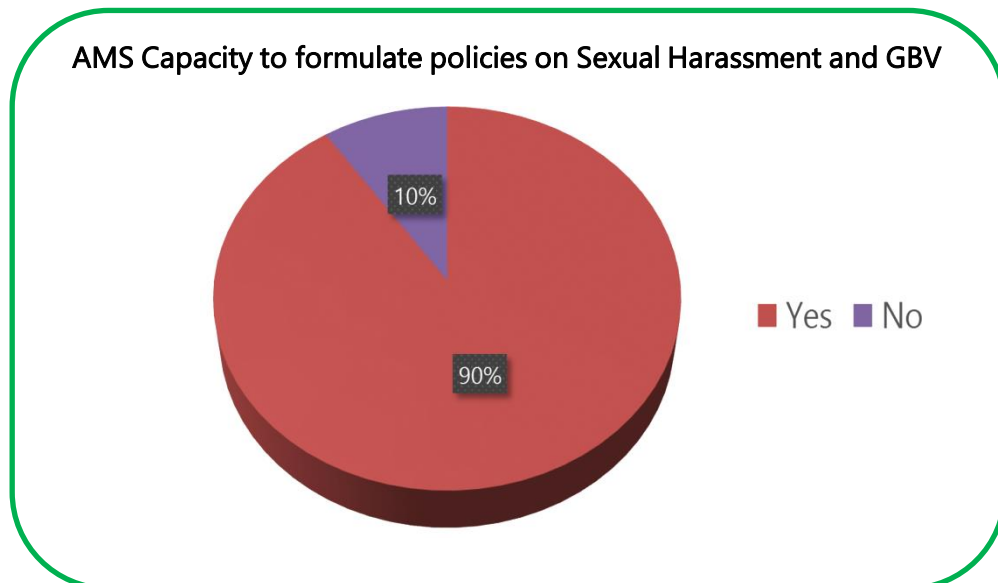


## OUTCOME 2

1. "Are there policies formulated by the ministry or department regarding sexual harassment, discrimination, and Gender Based Violence?"

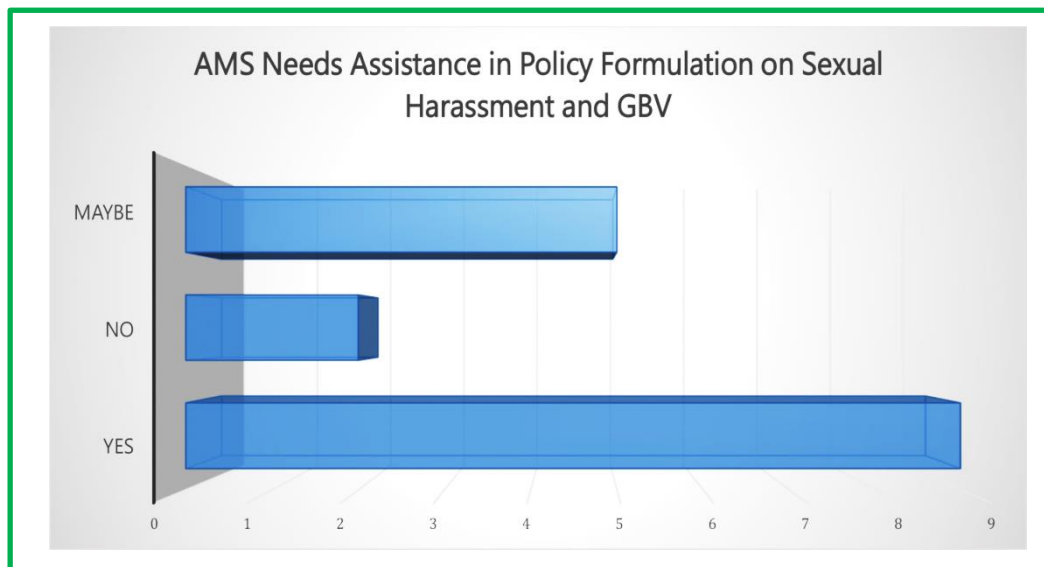


2. "Does the ministry / department have the capacity to formulate policies on sexual harassment and gender-based violence?"



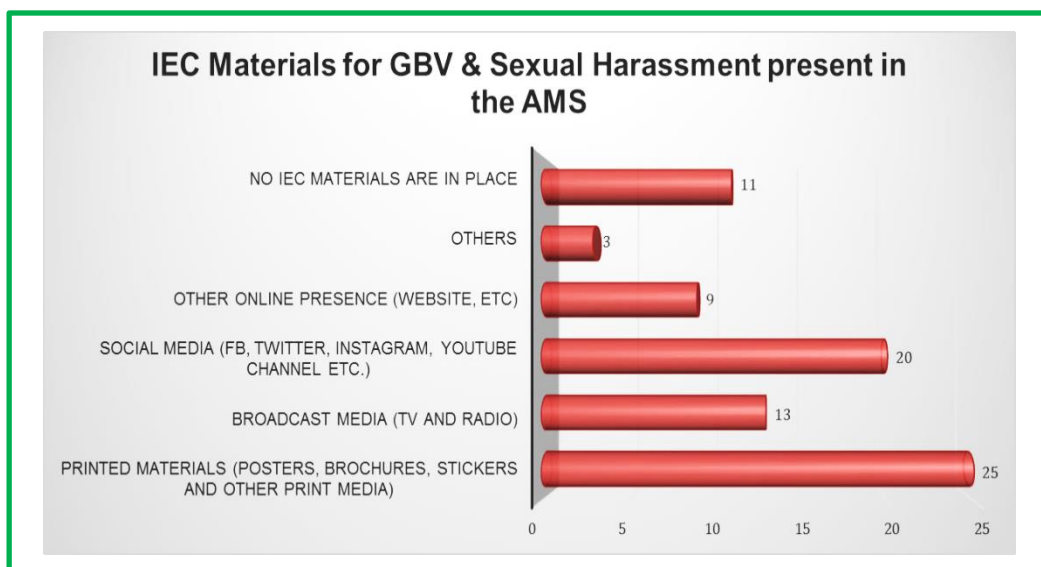
*Cambodia and Myanmar representatives both answered no for this question.*

- 2.1. If your answer is none on the question before, do you need assistance from other AMS to formulate policies on sexual harassment and gender-based violence?

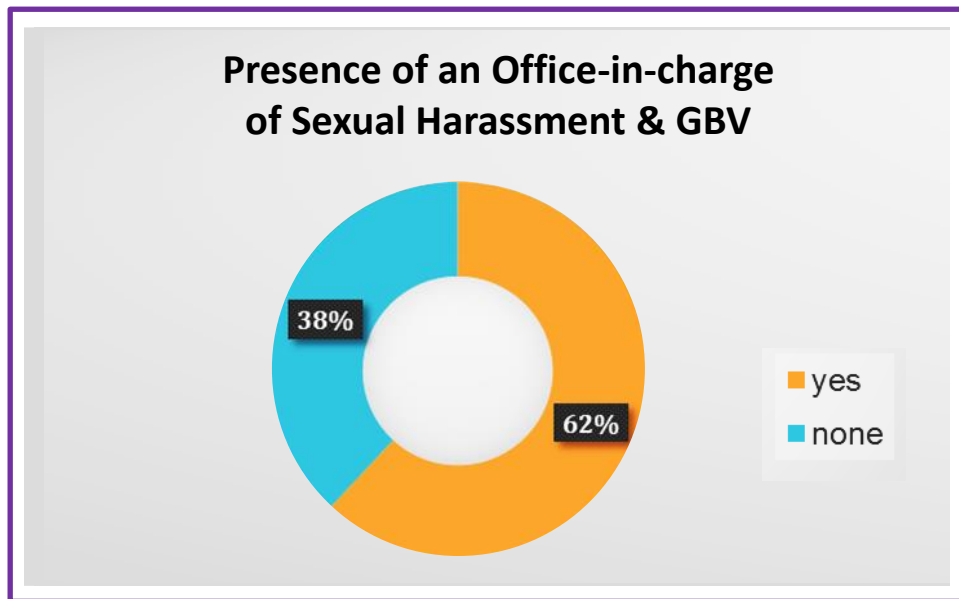


*Cambodia and Myanmar Representatives replied yes and maybe on the question.*

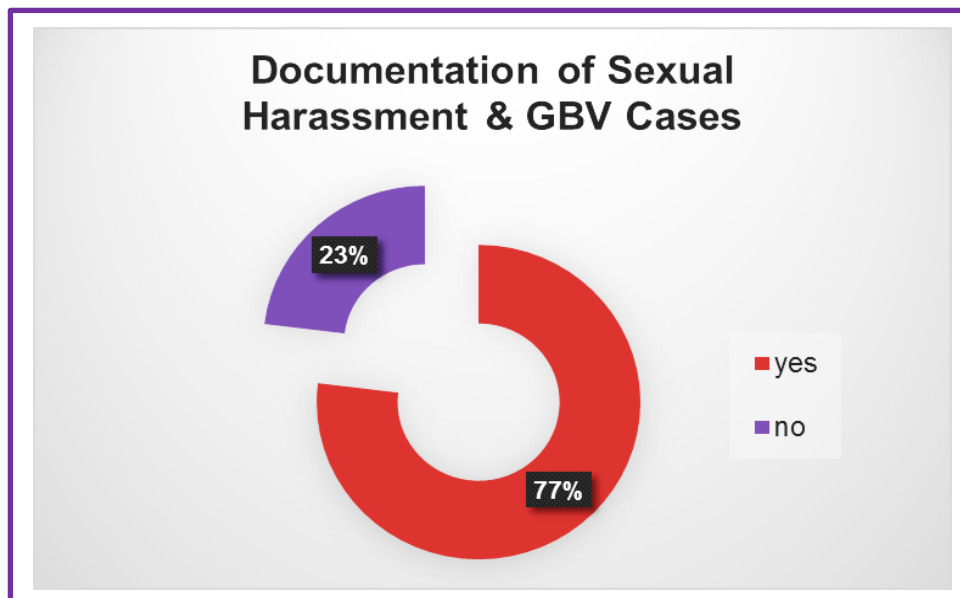
3. Which of the following Information and Education Campaign (IEC) Materials are in provided by the Ministry / Department? Please tick all possible answer.



4. Is there an office in the Ministry / Department of Tourism that handles / documents / in-charge of sexual harassment and gender-based violence in tourism? (If the answer is NONE, skip the next question.)



5. If you answered yes, are the cases properly documented?



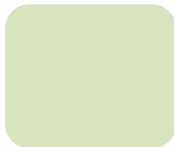
- If the answer is NONE, what are your plans / suggestion to end sexual harassment and gender-based violence in your tourism program?



Information Dissemination on the part of the stakeholders since they are not fully aware of gender-based violence.



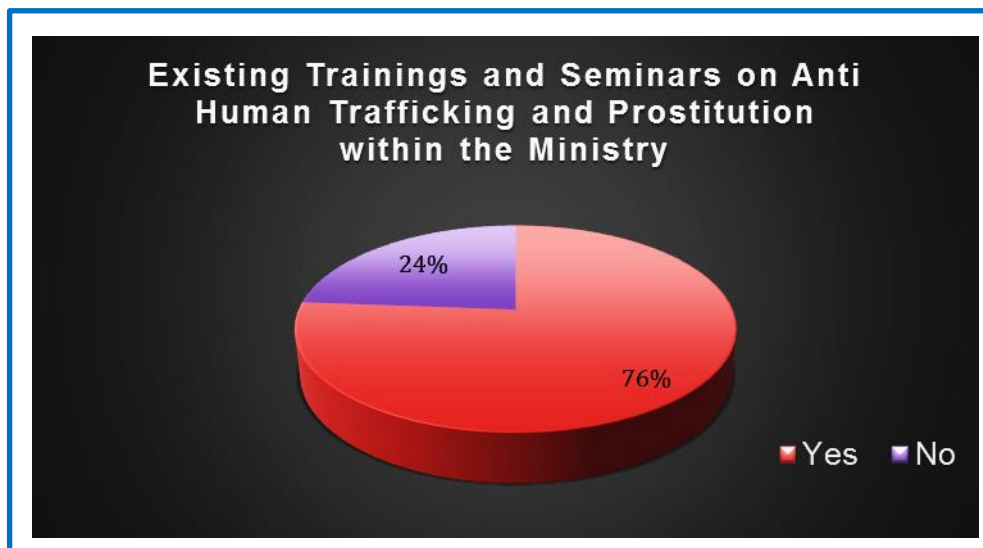
Partnership with Philippine National Police (PNP), Department of Social Welfare of Development (DSWD) and other allied agencies in promoting, maintaining and guarding sexual harassment and gender-based violence.



To have a regulation or procedures on sexual harassment/violence on tourism be in place and ready to be implemented. Also, if possible to have a group of people that they would accept the case, the complain so the voices the victims can be heard.

### OUTCOME 3.

- Are there trainings and seminars facilitated on anti-human trafficking and prostitution in the Tourism Ministry / Department?



- Which of the following programs are implemented to rehabilitated victim-survivor of human trafficking? Tick all that applies.



3. If there are no existing program yet, what are your plans and /or strategies to combat human trafficking and prostitution?

Cambodia: There have been NGOs, private group been working but not wisely on this rehabilitations. There are also some works done by different ministries in Cambodia, but there are no permanent workforce that dedicate to the work.

## Philippines

Easier access to a Psychologist for intervention.

Adopt good policies to eliminate cases of human trafficking and prostitution.

Coordinate with other government agencies like DFA, Bureau of Immigration, and others to ensure that these policies are in accordance with the present policies and also to ensure strong and effective implementation.

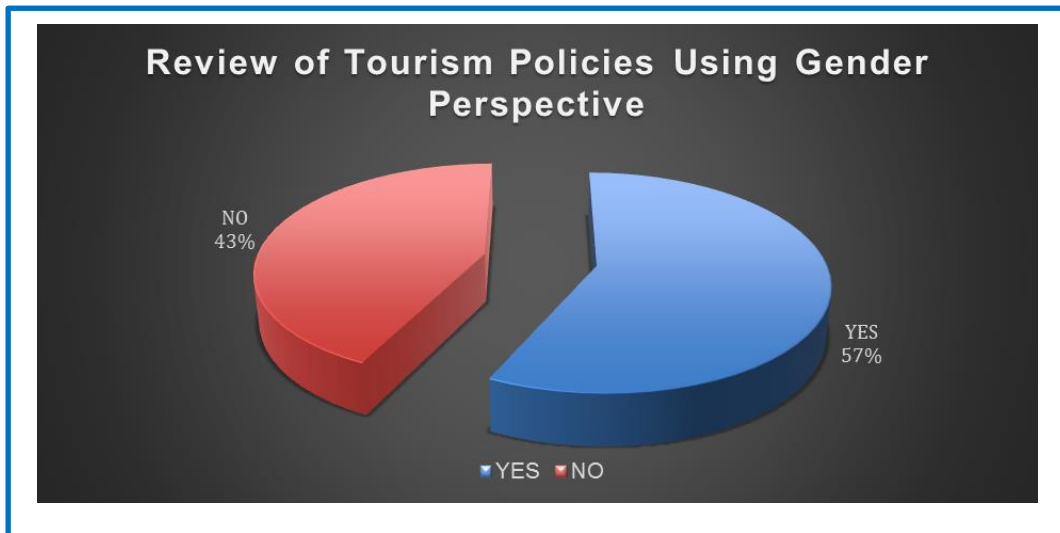
Establish a committee that will ensure the safety and welfare of victim-survivor of human trafficking.

Information and Awareness Campaign.

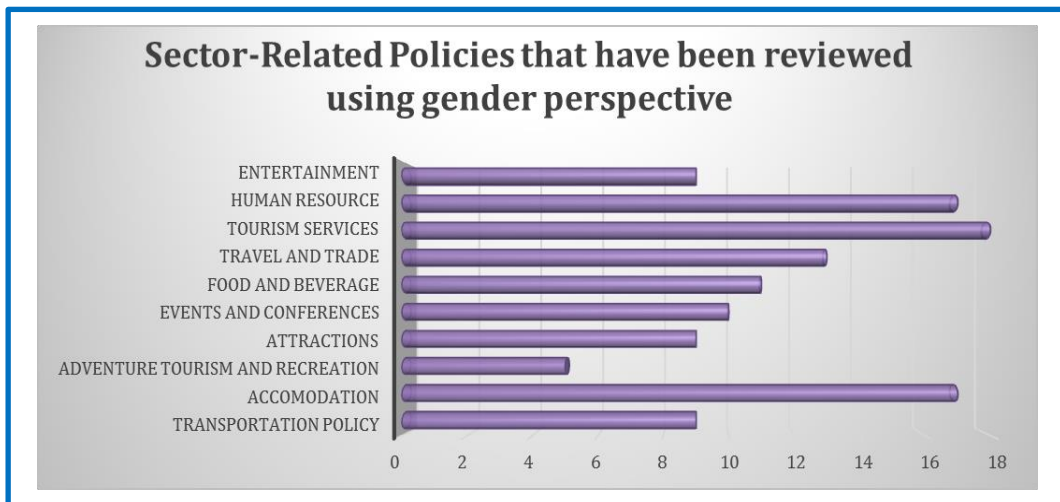
A food division in the Department to handle, prevent, reduce and solve Human Trafficking & Prostitution.

**Outcome 4.**

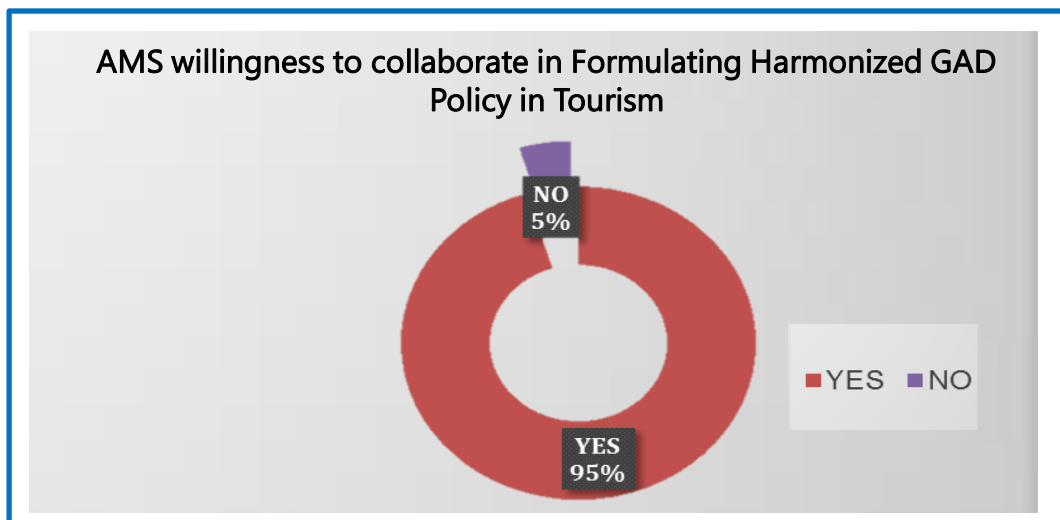
1. Are your existing tourism policies have been reviewed and analyzed using gender perspective?



2. If yes, what are these policies that have been reviewed using gender perspective?

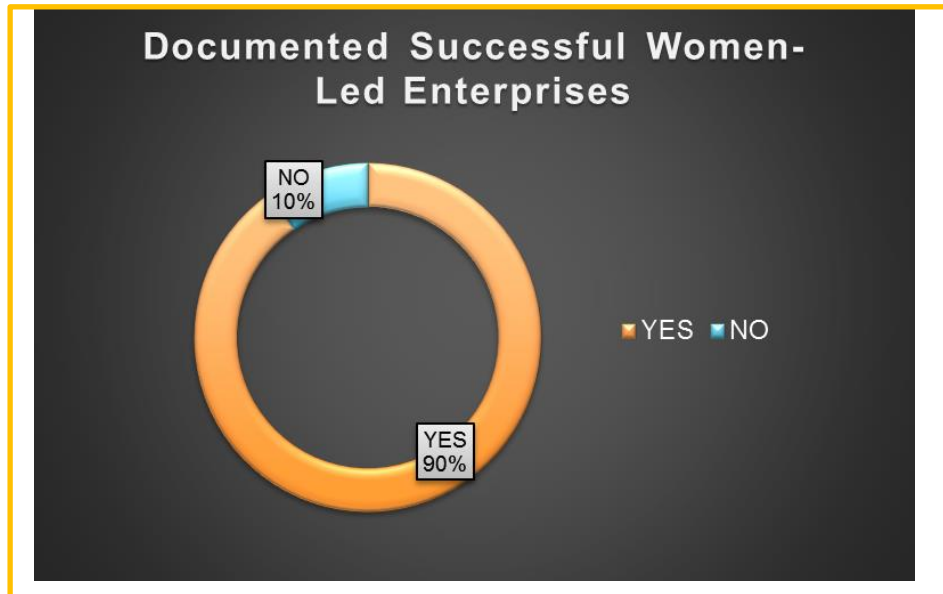


3. Is your state willing to collaborate with other AMS in reviewing, analyzing, amending and/or formulating a harmonized Gender and Development Policy in the Tourism Industry?

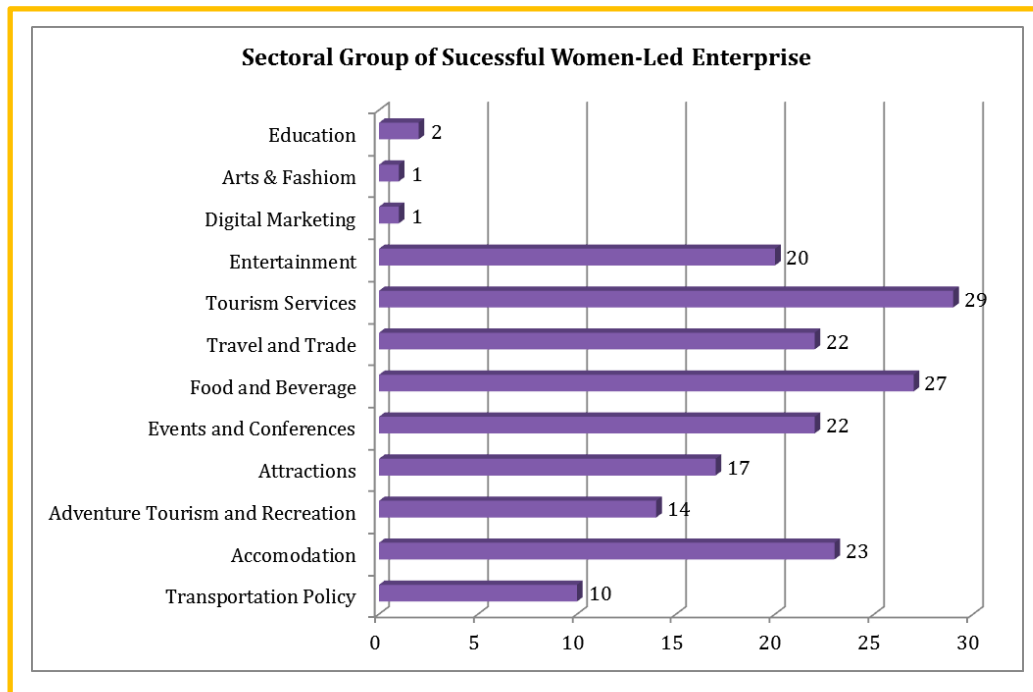


## OUTCOME 5

1. Are there successful women-led enterprises that are documented and published in your state?

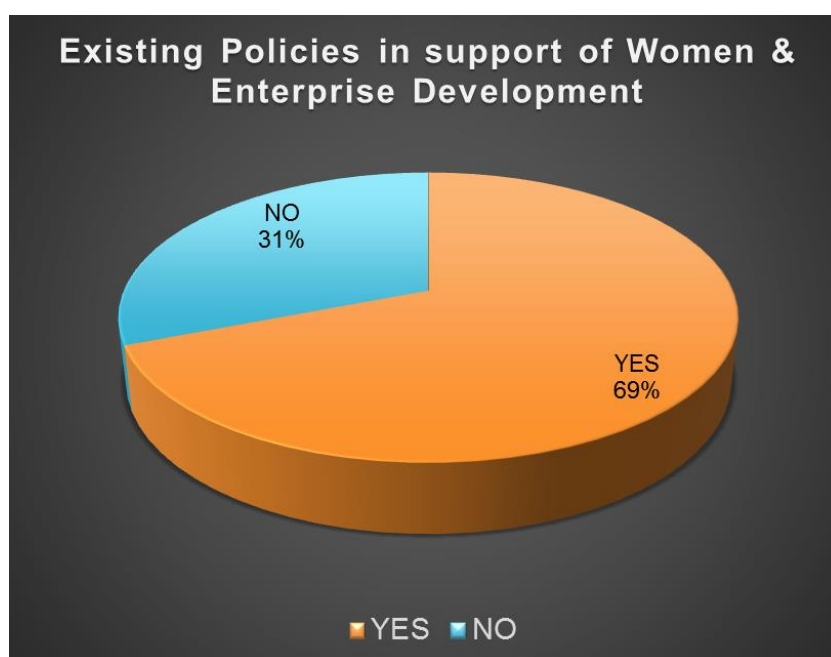


2. In which sector do the successful women-led enterprises belong?





### 3. Are there existing policies supporting women and enterprise development?



### 4. If yes, what are these policies?

Thailand: Allows all to be part of economic development

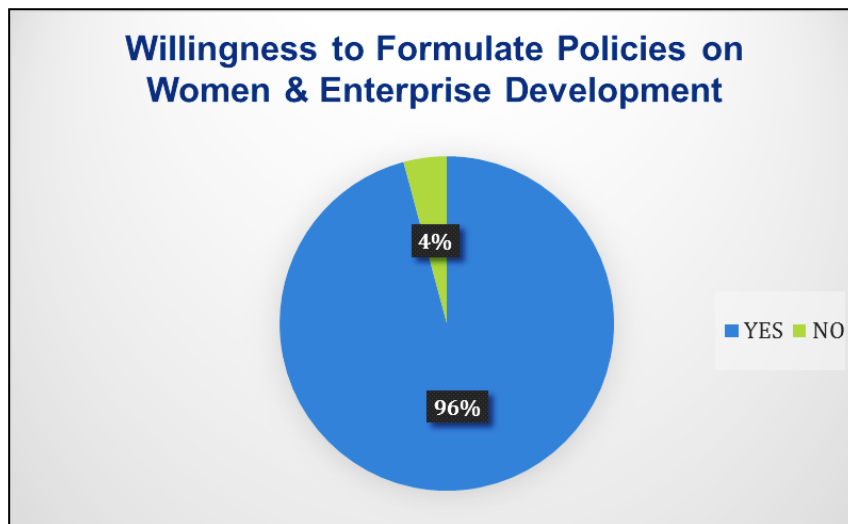
Cambodia: We have some scheme (not policy) to encourage women entrepreneurship in training, in access to financing.

Myanmar: National Strategic Plan for the Advancement of Women (2013-2022)

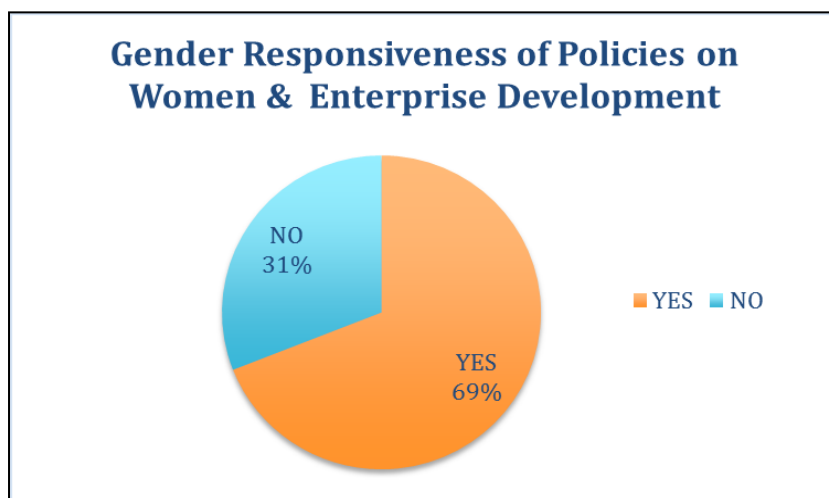
### Philippines

- ✓ Assistance for single-parent women
- ✓ part of the strategic programs under the Philippine National Tourism Development Plan, embodied in the Gender Toolkit for Tourism and the Gender-Responsive Toolkit on Ecotourism Planning and Management
- ✓ Republic Act (RA) No. 7192 (Women in Development and Nation Building Act) and RA 9710 (Magna Carta of Women, or MCW)
- ✓ GAD Harmonized Toolkit
- ✓ Tourism Management should conducts training for women working in hotels and relevant tourism-related services (e.g., tour guides) must include sessions on their rights and the laws that protect them. (R. A. 9208, R. A 7877 and 9262)
- ✓ Local tourism bodies must prohibit advertising and marketing strategies that use stereotypical images of women or portray women as sexual Object
- ✓ GENERAL POLICIES SUCH AS:
  - Ensure women earn the same as men for equivalent work and commit to reduce the gender pay gap
  - Promote women's leadership
  - Provide attractive childcare, tax, social benefits, maternity protection, and incentives to return to work
  - Increase flexible work arrangements
  - Combat unconscious bias
  - Inform/educate employers about the benefits of employing women
  - Promote women's entrepreneurship and facilitate the equal access to start-up grants

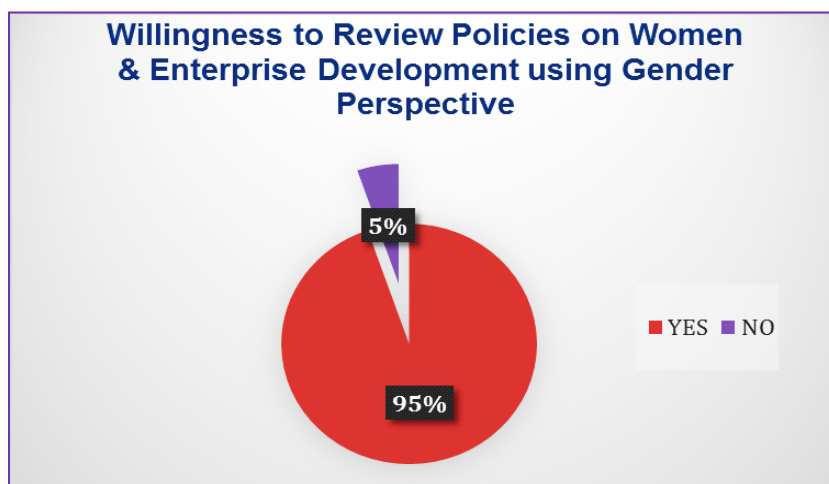
- If none, are you willing to formulate policies to support women and enterprise development?



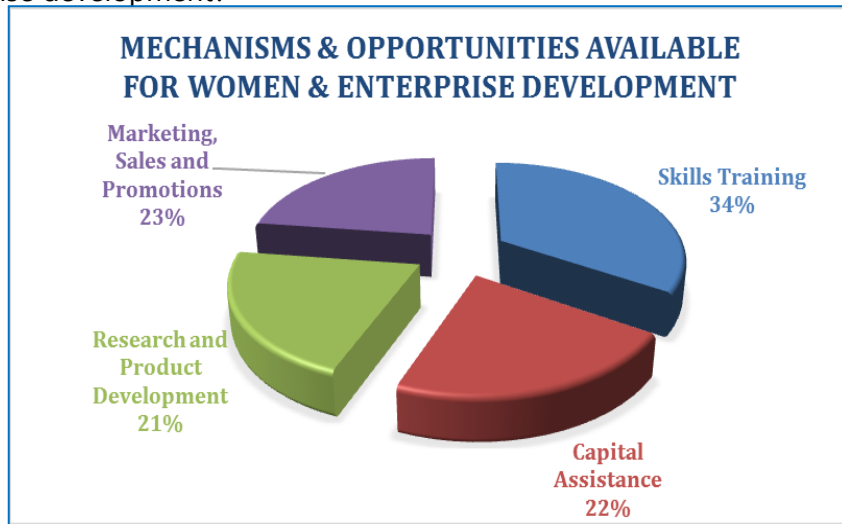
- The existing policies on women and enterprise development gender-responsive?



- If none, are you willing to review and analyze your policies on women and enterprise using gender perspective?

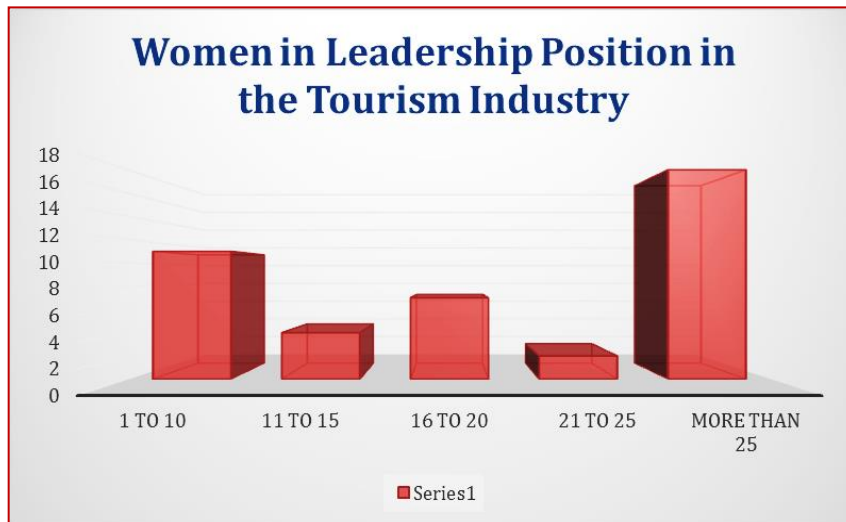


8. What are the mechanisms / opportunities readily available in your state for women and enterprise development?

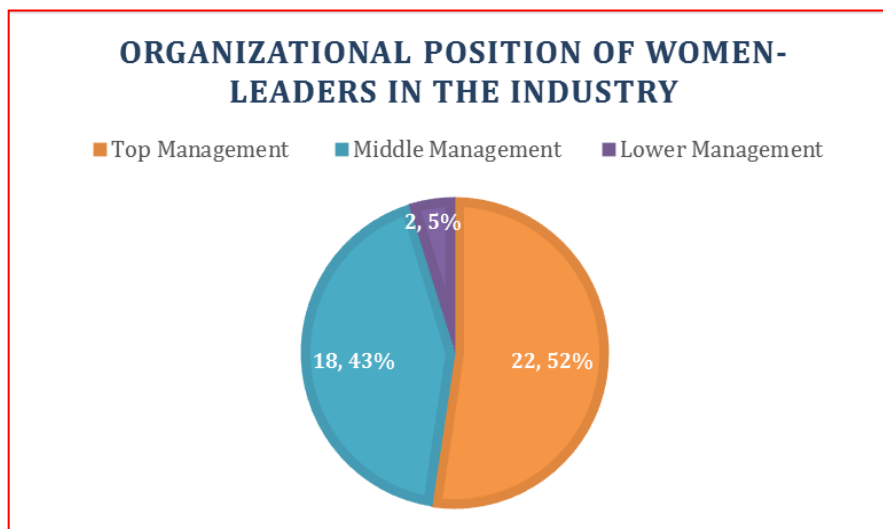


**OUTCOME 6**

1. Among ASEAN Member States, how many women are in leadership position in the tourism industry?



2. Which level of organization can we find these women leaders?



3. How many women and men leaders in your State have gender-responsive leadership training?




4. If below 15, would you like to have a gender-responsive leadership training?



## B. Final Insights from the respondents

- Please continue to develop the work plan with consistent responsiveness
- To consider each member states' culture and beliefs in formulating such Gender and Development Policies that would be in unison to all member states.
- Institutionalized the Gender and Development, by following the lead done by the Philippine Government of having a law with regards to Gender and Development.
- Ensuring that every person's religious belief won't be sacrifice in formulating the Gender and Development Policy.
- There should be a dedicated office in every government agency that handles gender mainstreaming.
- Strengthen GAD advocacy and capacity building in community-based tourism areas, make clear cut procedures / guidelines on how to report women / children trafficking, exploitation, etc.
- Looking forward for a very fruitful training/seminar regarding Gender and Development. Thank you.
- Trainings on Anti-Trafficking and Prostitution is much appreciated.
- We need to promote Gender and Development down to the grassroots of the community in order to strengthen the tourism industry.
- Continuous implementation of various GAD programs, activities, and projects addressing gender issues and concerns in the tourism industry
- The work plan needs to consider more on gender responsive
- More gender responsive trainings for both men and women
- Should have more trainings to increase awareness of tourism stakeholders on GAD
- I suggest to conduct several gender and development awareness trainings/seminars that includes its connection to the tourism industry so that it would become a tool to mainstream gender in the said industry, which will eventually lead to understanding and cooperation.
- Tackle gender-based issues and come up with possible solutions that would be equal to all.
- Promote women empowerment and encourage each people to participate in breaking the stigma.
- Strengthen policies that will cover every matter as mentioned in this survey to hopefully establish a strong foundation for Gender and Development in ASEAN Tourism.
- We would appreciate a greater awareness of the plan for GAD in ASEAN Tourism Work.
- Start from the Top Management
- Develop Tourism
- Conduct follow-up seminars, forum or conferences to make the project successful.
- Presence of job caravans and training programs in the areas where red light district is evident would be helpful to diminish Outcome 3.
- Data on country perspective must be verified.
- Suggest to produce a tri-media advertisement that serves as a constant reminder as well as educate/inform the citizenry about women's/ children's/ LGBTQ ++ rights.
- Mandatory attendance of member states
- Mandatory training on GAD
- We really need to harmonize our policies to have a better ASEAN GAD Plan.
- We will need technical assistance to make policy
- To provide training program
- Looking forward to develop the ASEAN GAD Work Plan 2020-2030 and to be implemented by our counterparts from AMS.

- 
- The department should support GAD
  - GAD training should not only be given to the grassroots members of the community. To better progress it, we have to strengthen the participation of the top leaders of the agency.
  - Critique the existing policies we have and gather data's from stakeholders and leaders to how the policies was implemented,
  - Document success stories of women who were empowered because of the well implemented policies
  - Strengthen the feedback mechanism so the policies can be validated. Then, work on the surveys and revised the policies if necessary.
  - Track down the work plan. Closely monitor the implementation and tap key leaders to develop gender perspective mindset
  - Looking forward to fruitful outcome.
  - Hope once the work plan has been formulated, there will be in-depth and relevant trainings for local tourism officers because they are the ones who will really work on the ground in each area to ensure that the objectives of the plan will be accomplished.
  - For more in depth trainings and follow through workshops. Also full implementation of TourISM WoRCS.
  - Invite all LGU's in the National Capital Region.
  - Cascade the same efforts in the academic institutions to ensure sustainability in the next generation.
  - Equal access to education and training for both men and women in the tourism sector will help in boosting the economy, if they are well-equipped with knowledge.
  - Creation of GAD focal person in educational institution.
  - Include GAD focal person in each educational institutions, include grants for faculty - initiated research undertakings.
  - Grassroots training.





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