Gender and Tourism Training Course

Professional Development Training Course Outline

Category	Gender Studies	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Gender and Tourism training course explores the intersection of gender equality, sustainable tourism development, inclusive economic growth, and social equity within the global and local tourism industry. As tourism continues to expand as a key driver of GDP growth, job creation, and cultural exchange, it also reflects deep-rooted gender disparities, unequal access to resources, and limited leadership opportunities for women and marginalized groups. This course integrates gender mainstreaming, women's empowerment, inclusive policy frameworks, and responsible tourism practices to ensure equitable participation and benefits for all.

With increasing global focus on SDGs (Sustainable Development Goals), gender-responsive tourism policies, climate-resilient tourism, and digital transformation in travel industries, this course equips participants with tools to promote gender-sensitive tourism planning, community-based tourism models, and inclusive entrepreneurship. Participants will gain practical insights into addressing gender-based barriers, promoting leadership diversity, and leveraging tourism as a catalyst for social transformation and economic inclusion.

Programme Curriculum

Gender and Tourism Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Understand gender equality frameworks in tourism development
2. Analyze gender disparities in tourism employment and leadership
3. Promote women empowerment in tourism entrepreneurship
4. Apply gender mainstreaming strategies in tourism policies
5. Strengthen inclusive tourism value chains
6. Address gender-based violence in tourism settings
7. Integrate sustainable and gender-responsive tourism practices
8. Enhance digital inclusion for women in tourism
9. Develop community-based gender-inclusive tourism models
10. Advocate for equal pay and decent work in tourism sector
11. Utilize data-driven gender analysis in tourism planning
12. Support climate-resilient and gender-sensitive tourism initiatives
13. Build leadership capacity for women in tourism governance

Target Audience

1. Tourism professionals and hospitality managers
2. Government policymakers and tourism authorities
3. NGOs and development practitioners
4. Gender specialists and social inclusion experts
5. Community tourism leaders
6. Entrepreneurs in travel and hospitality sector
7. Academic researchers and students
8. International development agencies

Course Modules

Module 1: Introduction to Gender and Tourism

- Concepts of gender equality and social inclusion
- Overview of global tourism industry trends
- Gender roles in tourism economies
- Tourism and SDGs alignment
- Case Study: Women-led eco-tourism initiatives in East Africa

Module 2: Gender Analysis in Tourism

- Tools for **gender-responsive analysis**
- Identifying gender gaps in tourism value chains
- Data collection and gender indicators

- Power dynamics in tourism employment
- Case Study: Gender wage gap in hospitality sector

Module 3: Women’s Economic Empowerment

- Women in **tourism entrepreneurship**
- Access to finance and resources
- Skills development and capacity building
- Informal sector challenges
- Case Study: Women-owned tourism enterprises growth

Module 4: Gender Mainstreaming in Tourism Policy

- Policy frameworks and **gender integration**
- Institutional strategies for inclusion
- Public-private partnerships
- Legal and regulatory considerations
- Case Study: Gender-inclusive tourism policy reforms

Module 5: Sustainable and Inclusive Tourism

- Principles of **sustainable tourism development**
- Community-based tourism models
- Environmental and social safeguards
- Cultural preservation and gender roles
- Case Study: Inclusive community tourism projects

Module 6: Gender-Based Violence and Safety in Tourism

- Understanding **GBV in tourism contexts**
- Workplace harassment policies
- Safe tourism environments
- Reporting and response mechanisms
- Case Study: Addressing harassment in hospitality industry

Module 7: Digital Transformation and Gender Inclusion

- Digital tools in tourism marketing
- Bridging the **digital gender divide**
- E-commerce and online tourism platforms
- Social media and women entrepreneurs
- Case Study: Women leveraging digital tourism platforms

Module 8: Leadership and Governance in Tourism

- Women in tourism leadership roles
- Decision-making and governance structures
- Advocacy and networking strategies
- Mentorship and leadership development
- Case Study: Female leadership in national tourism boards

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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