

Gender-Responsive Tourism in Cabo Verde

Ensuring better, safe, and more jobs for women



WORLD BANK GROUP
Finance, Competitiveness & Innovation

March 2023

Public Disclosure Authorized

Public Disclosure Authorized

Public Disclosure Authorized

Public Disclosure Authorized

© 2023 The World Bank Group
1818 H Street NW
Washington, DC 20433
Telephone: 202-473-1000
Internet: www.worldbank.org

All rights reserved.

This work is a product of the staff of The World Bank with external contributions. The findings, interpretations, and conclusions expressed in this work do not necessarily reflect the views of The World Bank, its Board of Executive Directors, or the governments they represent.

The World Bank does not guarantee the accuracy of the data included in this work. Nothing herein shall constitute or be considered to be a limitation upon or waiver of the privileges and immunities of The World Bank, all of which are specifically reserved.

Rights and Permissions

The material in this work is subject to copyright. Because The World Bank encourages dissemination of its knowledge, this work may be reproduced, in whole or in part, for noncommercial purposes as long as full attribution to this work is given. Any queries on rights and licenses, including subsidiary rights, should be addressed to World Bank Publications, The World Bank Group, 1818 H Street NW, Washington, DC 20433, USA; email: pubrights@worldbank.org.

Photos

Cover: Adobe Stock. Page iv: Shutterstock. Pages 1, 7, 17: Adobe Stock.

Design

Sharon Fisher

Contents

ACKNOWLEDGMENTS	iv
ABBREVIATIONS	v
GENDER-RELATED DEFINITIONS	vi
1. INTRODUCTION	2
1.1. Project Background	2
1.2. Current State of Global Gender Equality and Tourism	3
2. METHODOLOGY	4
1.3. Framework for the Report	4
1.4. Gender Analysis Plan	5
2.3 Data Collection	6
3. KEY FINDINGS	8
3.1. Human Endowments	8
3.2. Access to More and Better Jobs	8
3.3. Access, Control, and Ownership of Assets	11
3.4. Voice and Agency	12
4. RECOMMENDATIONS	15
REFERENCES	18
APPENDIXES	
A. Theory of Change	21
B. Monitoring and Evaluation	22



Acknowledgments

This report was prepared by Dr. Daniela Moreno Alarcón and Dalia Gomes for the Finance, Competitiveness & Innovation Global Practice of the World Bank Group under the leadership of Cristina Navarrete Moreno and Louise Twining-Ward. The team would like to thank Eneida Fernandes, Resident Representative for Cabo Verde, and the Cabo Verde World Bank Group office for their support and guidance during the field mission. The team would like to express its gratitude for the excellent contributions received from stakeholders in Cabo Verde in the preparation of this report.



Abbreviations

EHTCV	Hotel and Tourism School of Cabo Verde (Escola de Hotelaria e Turismo de Cabo Verde)
GBV	gender-based violence
GDP	gross domestic product
ICCA	Cape Verde Institute for Children and Adolescents (Instituto Caboverdiano da Criança e do Adolescente)
ICIEG	Cape Verde Institute for Gender Equality and Equity (Instituto Caboverdiano para a Igualdade e Equidade de Género)
INE	National Statistics Institute (Instituto Nacional de Estatística)
ITCV	Tourism Institute of Cabo Verde (Instituto do Turismo de Cabo Verde)
SME	small and medium enterprise
UN Women	United Nations Entity for Gender Equality and the Empowerment of Women

Gender-Related Definitions

Term	Definition
Agency	Ability to make decisions about one’s own life and act on them to achieve desired outcomes. Gender differences in the ability to make these choices, usually to women’s disadvantage, exist in all countries and cultures.
Gender	The special, behavioral, and cultural attributes, expectations, and norms associated with being a male or a female. The term “gender” used throughout this note refers to this definition.
Gender gaps	Differences between women and men, especially as reflected in social, political, cultural, or economic attainments or attitudes.
Gender norms	Social norms defining acceptable and appropriate actions for women and men in a given society. They are embedded in formal and informal institutions and produced and reproduced through social interactions.
Gender-responsive tourism	Tourism that is developed based on a gender analysis to show the differences and inequalities between women and men in as much detail as possible, their causes, consequences, and the way in which women are visible or not. This will break down the barriers to eliminate gender gaps at the core of tourism development (Moreno 2018a).
Gender roles	Set of social and behavioral norms that are considered appropriate for people of a specific, perceived sex.
Gender equality	Reference to how the social construction of norms, rights, responsibilities, opportunities, and entitlements determines relations between women and men and the resulting gender differences in opportunities and outcomes.
Gender inequality	Reference to how the differences constructed by societies between women and men translate into inequalities; it is not exclusively about women.
Gender-based violence (GBV)	Umbrella term for any harmful act that is perpetrated against a person’s will and that is based on socially ascribed differences between women and men. GBV includes acts that inflict physical, mental, or sexual harm or suffering; threats of such acts; and bullying, coercion, and other deprivations of liberty, whether occurring in public or in private life.
GBV in tourism	Links between gender inequalities and violence in the sector based on GBV standards.
Gender mainstreaming	Process that systematically integrates gender perspectives into legislation, public policies, programs, and projects.
World Bank Group Gender Strategy (2016–23)	Strategic document that outlines the World Bank Group’s objectives related to gender equality and spells out strategies to operationalize them.



1. Introduction

1.1. PROJECT BACKGROUND

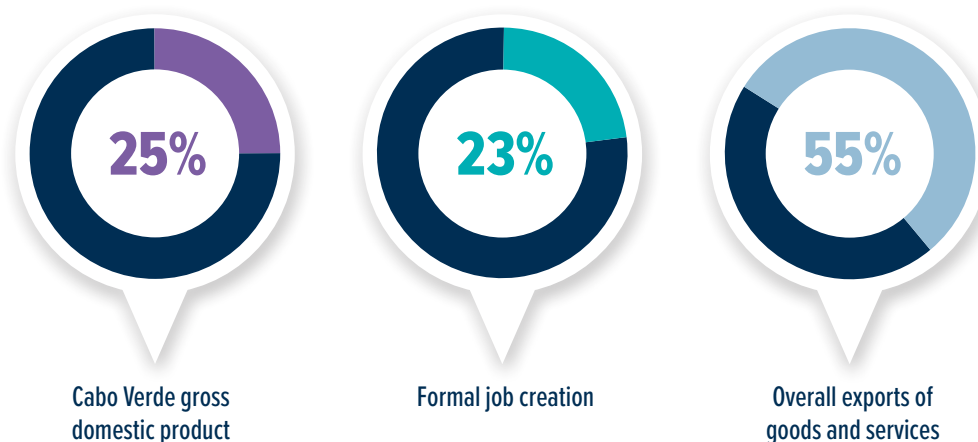
Tourism is the driving force of Cabo Verde's economy and plays a significant role in creating business and job opportunities, attracting foreign direct investments, reducing poverty and inequality, and contributing to achieve the Sustainable Development Goals (figure 1.1). Tourism development in Cabo Verde is concentrated in terms of source market (Europe), destination sites (Sal and Boa Vista Islands), product (Sun and Sea), and model (all-inclusive). The COVID-19 crisis contracted Cabo Verde's economic activity by 14.8 percent in 2020, driven by the fall of tourism-related activities. Given the importance of the tourism sector in the economy and for women's employment in Cabo Verde, the sector needs to be supported to become more gender-responsive and provide a pathway for mainstreaming gender in other sectors.

The World Bank project, Resilient Tourism and Blue Economy Development in Cabo Verde (FY22–27),¹ aims to support the economic recovery phase with investments, policies, and institutions that will enable

a resilient and sustainable tourism recovery. Through integrated and cross-sectoral interventions, the project seeks to support a more diversified tourism offering and increase small and medium enterprise (SME) participation in tourism value chains in the target destinations of Santiago Island, the northern Islands of São Vicente and Santo Antão, and Sal Island.² The project has three components: (i) develop integrated and resilient tourism and blue economy infrastructure; (ii) enhance inclusive and sustainable management of tourism in blue economy; and (iii) support project implementation (including a Contingent Emergency Response Component). The project aligns with the World Bank Group's Country Partnership Framework 2020–25 for Cabo Verde.

This report is the result of an assessment of the gender dimensions of current tourism development in Cabo Verde. The report's recommendations aim to ensure the project has a gender-responsive approach that positively impacts gender equality in the tourism and blue economy sectors. The report was drawn up to understand what constraints are preventing increased economic empowerment of women in the tourism sector in selected sites,

FIGURE 1.1. THE TOURISM SECTOR IS A DRIVING FORCE OF CABO VERDE'S ECONOMY



Source: World Bank Group 2021a.

assess the nature of these constraints, and propose recommendations and actions that would fit under the project.

1.2. CURRENT STATE OF GLOBAL GENDER EQUALITY AND TOURISM

Globally, tourism has been positioned as a sector with the capacity to reduce poverty and foster national development. Over the past 30 years, tourism has sought to champion sustainable development from an economic, social, and environmental standpoint. Including a gender perspective in tourism is a concrete action to reduce poverty and invest smartly in that reduction. Tourism models, including those that are promoted as less harmful, will not be sufficiently sustainable and accountable if a gender-based approach and the empowerment of women are not incorporated in a real and sustained way (Equality in Tourism 2017). This implies adjusting all declarations, planning instruments, agreements, and analyses related to tourism.

Gender mainstreaming in tourism is key to improving the sector's sustainability and also sheds light on how important economic evidence supporting gender equality is for tourism. Gender mainstreaming in tourism is a strategy that guides the integration of gender perspectives in all ongoing tourism programming and sets gender-targeted approaches (UNWTO 2022). This requires including gender equality at the beginning of each process, so that women are represented in tourism and constraints against gender equality can be reduced (Moreno 2018b). The economic evidence for gender equality in tourism is a work in progress, therefore, until now, no novel information exists on the positive impact tourism gross domestic product (GDP) has on gender equality. What is known though, is that there will be an additional US\$28 trillion of annual GDP in 2025 in the full-potential scenario of bridging the gender gap, a situation that could impact tourism accountability for gender equality (IFC 2017).

In the Middle East and North Africa region, women labor force participation in tourism is 6 percent (UNWTO 2020), and this may be one cause for average long-term per capita income losses of about 30 percent in countries in the region. This figure is 9 percent in Organization for Economic Co-operation and Development (OECD) countries, where the percentage

of women working in tourism is very high (Devadas and Kim 2020). Domestic and international tourism may positively influence the ratios of wage and salaried workers; of female-to-male school enrollment at the primary level; and women's overall socioeconomic status (Nguyen 2022). Domestic and international tourism also balances the health status ratio between women and men. Outbound tourism likely promotes a decrease in women's wages, while it increases gender equality in education and health conditions for women.

Gender mainstreaming in tourism is vital to enhance sustainability and enrich economic evidence for gender equality in tourism, especially amidst COVID-19 (Moreno 2020). COVID-19 emphasized the need to integrate gender equality in tourism and the power of gender equality for tourism reactivation. Thus, efforts to promote gender mainstreaming in tourism must be grounded in this, because most people working and studying tourism are women and a high percentage of women in tourism does not mean qualitative jobs, strong career prospects, and equal wages (Moreno and Cañada 2018). In fact, women working in tourism earn 14.7 percent less than men (UNWTO 2019).

There is extreme urgency to know the situation of women working in the informal tourism economy, unpack the tourism value chain based on gender analysis, understand how social norms affect women's access to financial instruments, and open dialogue and organize actions to reduce GBV in tourism. Pursuing gender mainstreaming in tourism will determine what is needed to plan a gender-integrated program that creates positive impact on sustainable development in tourism and enriches the economic evidence behind gender-responsive tourism.

NOTES

1. See project P176981 at projects.worldbank.org.
2. According to the Project Appraisal Document, "the target destinations have been selected for their investment and diversification readiness, local community and private sector interest, growing tourist demand and potential (including from non-traditional segments), and environmental or social challenges that need addressing."

2. Methodology

2.1. FRAMEWORK FOR THE REPORT

This report is guided by the conceptual framework of the World Bank Group Gender Strategy (2016–23). It is organized around its four strategic and interconnected domains: human endowments (health, education, and social protection); access to more and better jobs; access, control, and ownership of assets; and voice and agency

(table 2.1). The Gender Strategy delineates the support the World Bank Group provides client countries and companies to achieve gender equality as a pathway to poverty reduction and shared security and prosperity. Existing research on gender-responsive tourism steered the work conducted in the field and supported the recommendations for the project.

TABLE 2.1. HOW THE WORLD BANK GROUP GENDER STRATEGY ALIGNS WITH GENDER-RESPONSIVE TOURISM

Gender Strategy Domains	Description	Gender-Responsive Tourism Approach
Human endowments	Decrease gender gaps in health, education, and social protection to achieve poverty reduction and shared prosperity.	<ul style="list-style-type: none"> Conduct a gender analysis of poverty, including the feminization of poverty¹ in tourism. Consider GBV in tourism a health issue. Develop a tourism curriculum that challenges gender and social norms undermining the role of education to reduce gender inequality² and encourage gender-responsive training.
Access to more and better jobs	Increase women’s participation in the labor force, their income-earning opportunities, and their access to productive assets. Partnering with the private sector is critical to achieve this domain.	<ul style="list-style-type: none"> Promote gender analysis and data on salary gaps and sexual abuse and harassment and foster female workers’ participation and decision making. Acknowledge that more and better jobs in tourism also means reconciliation between work and family life. Apply a gender perspective to study countries with low levels of women working formally in tourism by collecting data and research that enable the understanding of constraints that prevent women’s participation in the formal tourism sector. Implement measures when the tourism labor market undervalues women with high levels of training, which in turn limits female students’ professional goals.
Access, control, and ownership of assets	Access to productive assets, such as land, housing, and technology are fundamental to achieve gender equality. Access to finance and insurance services is a cross-cutting need in this domain.	<ul style="list-style-type: none"> Examine female tourism entrepreneurs’ access to productive assets. Increase women’s land and property ownership to enable greater access and control over productive resources in tourism and business ventures by women.
Voice and agency	Enhance women’s participation and decision making in service delivery. The mitigation of GBV is a key issue to address under this domain.	<ul style="list-style-type: none"> Pay attention to whether women’s economic inclusion in the tourism sector—particularly in rural areas—has a positive impact on other dimensions of their empowerment, such as voice and decision within households, family, and community. Promote the participation of women’s organizations in tourism development. Engage tourism stakeholders with GBV standards to improve standards of living, quality of life, and sustainable practices.

Source: Authors.

2.2. GENDER ANALYSIS PLAN

Building on a preliminary desk review and existing research on gender-responsive tourism, the authors developed a Gender Analysis Plan to examine gender dimensions in the tourism sector. The research started by collecting secondary data to understand potential constraints on women being fully embedded across the tourism value chain in selected island destinations. This was done through a desk review analyzing Cabo Verde's main laws, policies, plans, and publications from national and international organizations. At the time of the research, the National Gender Observatory was not operational, which challenged secondary data collection. To address this gap, a series of complementary gender expert consultations were carried out.

The Gender Matrix is organized around the Gender Strategy's four domains (human endowments; access to more and better jobs; access, control, and ownership of assets; and voice and agency) and supplies the main questions that guided quantitative and qualitative data collection and analysis for this report (table 2.2). The matrix questions also help identify the lack of quantitative data on a particular subject. If this is the case, the project covers the data gap under its three components. The team recognizes the additional challenges faced by women with visual and mobility impairments and those who identify as Lesbian, Gay, Bisexual, Transgender, Queer, and Intersex (LGBTQ+). The main reasons for not including consideration of these challenges are the scarce data and lack of previous work in these situations for gender-responsive tourism at the global level.

TABLE 2.2. HOW THE GENDER MATRIX GUIDED DATA COLLECTION AND ANALYSIS

Gender Strategy Domains	Key World Bank Areas	Questions for Analyzing Constraints in Cabo Verde
Human endowments	Education	<ul style="list-style-type: none"> Is tourism education and training having an impact on reducing gender gaps in tourism?
	Health	<ul style="list-style-type: none"> Is GBV considered a health issue?
Access to more and better jobs	Labor market participation	<ul style="list-style-type: none"> What are the main challenges and opportunities for increasing women's participation in the labor force? What are the cultural norms and beliefs about women's and men's roles in the tourism workforce? What is the situation of women working in the informal economy? What is needed to upgrade the role of women along the tourism value chain?
	Wages	<ul style="list-style-type: none"> What is the income distribution among women compared to men? Is paid parental leave mandated by law?
	Care	<ul style="list-style-type: none"> What type of paid and unpaid work do women perform? To what extent is time given to unpaid domestic work affecting tourism as an engine to gender equality and women's empowerment?
Access, control, and ownership of assets	Finance and assets	<ul style="list-style-type: none"> In what ways does tourism promote ownership of women-led businesses and access to financial resources?
	Technology and digital	<ul style="list-style-type: none"> To what extent could women's access to technology and digital services in tourism be improved?
	Entrepreneurship	<ul style="list-style-type: none"> What are the needs and priorities of women entrepreneurs in tourism? Do policies that determine access to entrepreneurship consider gender?
Voice and agency	Leadership and decision making	<ul style="list-style-type: none"> Does Cabo Verde have tourism policies on women's leadership in the tourism sector? Are women's needs included in the mechanisms and policies for tourism recovery? What key factors contribute to women's leadership in the tourism sector?
	GBV	<ul style="list-style-type: none"> What national standards and regulations address GBV in tourism? Is the current data on tourism useful to capture GBV and gender inequality in a broader way?
	Social norms	<ul style="list-style-type: none"> To what extent do cultural norms and beliefs affect tourism policy?

Source: Authors.

2.3. DATA COLLECTION

After the desk review and consultations, the team engaged in primary data collection to analyze the main challenges and opportunities for enhancing the role of women in tourism recovery post-COVID-19. The data collection occurred during the field mission on November 2–12, 2021. The scheme comprised one-on-one, in-depth, semi-structured interviews; participatory meetings; and bilateral meetings. Three research questions helped guide data collection during the participatory meetings.

1. What is the current situation of women in tourism amidst COVID-19?
2. What are the main challenges and opportunities for enhancing the role of women in tourism recovery?
3. What are the best solutions to guarantee gender-responsive tourism recovery that is underscored by sustainability, diversification, and inclusiveness?

The selection of the people met and interviewed (table 2.3) was guided by the list of stakeholders that participated in the elaboration of the Action Plan for Gender Mainstreaming in Tourism in Cabo Verde (2016–18). This was led by the Cape Verdean Institute for Gender Equality and Equity (Instituto Cabo-verdiano para a Igualdade e Equidade de Género, or ICIEG) and the UN Entity for Gender Equality and the Empowerment of Women (UN

Women). At the meetings, 37 stakeholders on the islands of Sal, Santiago, and São Vicente were approached.

Based on the preliminary findings, a second desk review was carried out to analyze and triangulate all the data collected for the report. Few sex-disaggregated data on tourism activities were easily available on open sources. Sex-disaggregated data on tourism activities is a major challenge at the global scale; therefore, access to open sources to gather the data needed was a challenge throughout the research, mostly during primary data collection.

NOTES

1. A series of phenomena within poverty affect men and women differently, resulting in poor women outnumbering poor men, women suffering more severe poverty than men, and female poverty displaying a more marked tendency to increase, largely because of the rise of women-led households. This phenomena is termed the “feminization of poverty.” It points to the need to acknowledge that poverty affects men and women in different ways, and that gender influences poverty and increases women’s vulnerability to it (ECLAC 2004).
2. Even though more women than men study and teach tourism, this is still a challenge in terms of more and better jobs for women.

TABLE 2.3. KEY STAKEHOLDERS CONSULTED AND INTERVIEWED

Government and Partners	Tourism and Private Sector	Civil Society
<ul style="list-style-type: none"> • Cabo Verde Institute for Children and Adolescents (Instituto Caboverdiano da Criança e do Adolescente, or ICCA) • Cape Verdean Institute for Gender Equality and Equity (Instituto Cabo-verdiano para a Igualdade e Equidade de Género, or ICIEG) • European Partnership for Democracy • Hotel and Tourism School of Cabo Verde (Escola de Hotelaria e Turismo de Cabo Verde, or EHTCV) • Ministry of Tourism and Transport • National Statistics Institute (Instituto Nacional de Estatística, or INE) • Sal Townhall • United Nations 	<ul style="list-style-type: none"> • Chamber of Commerce Barlavento • Chamber of Tourism • Kira’s Boutique Hotel • Melia Group • Micro Excursion Providers Association (Associação dos Proprietários das Agências de Turismo, or APROTUR) • Oasis Group • Sal Guide Association • Three woman-owned and -led businesses • Travel agency association 	<ul style="list-style-type: none"> • African Women’s Association at Sal (AMASAL) • Association for the Fight Against GBV • Association of Women Entrepreneurs and Professionals of Cape Verde (Associação de Mulheres Empresárias e Profissionais de Cabo Verde, or AMEPCV) • Cabo Verde Association for Women’s Self-Advancement (MORABI) • Cabo Verde Women’s Organization (Organização das Mulheres de Cabo Verde, or OMCV) • National gender consultants • São Vicente Independent League of Official Carnival Groups (LIGOC) • SIMILI – women-led recycling center • Women Inspire Women (Mulheres Inspiram Mulheres, or MIM)



3. Key Findings

The findings are grounded in research on gender-responsive tourism and will serve as guidelines to include gender equality in the project. The assessment shows that Cabo Verde has made impressive gains in gender-related policies and programs, yet the country continues to face challenges in achieving gender equality and women empowerment in tourism and other ocean economy sectors.

3.1. HUMAN ENDOWMENTS

One of the main barriers women face when trying to achieve productive participation in the tourism sector is the feminization of poverty.¹ At the national level, 53 percent of people live below the poverty line, of which women represent 61 percent (INE 2019).² Half of Cabo Verdean households are headed by women, as most are lone mothers.³ Women-led households face low salaries, have difficulty accessing formal education, hold precarious jobs, lack child care services, and face GBV. Inequalities in the tourism sector are qualitatively like those in other sectors and other socioeconomic dimensions. However, because tourism is a mainstream economic activity in Cabo Verde, these inequalities are intensified.

Most people studying tourism are women, which is an entry point to bring gender equality to the sector by considering the main challenges these women face. According to data on student registration at national educational and training institutes, women primarily chose fields such as tourism and the public sector (73 percent), while only one-third (35 percent) enroll in technical or scientific training (UN Women 2018). In tourism, women are leading enrollment (77 percent) (ICIEG 2016). However, findings from the two educational centers interviewed show that the high number of women studying tourism require the development of a non-gender biased curriculum, the provision of entrepreneurship skills among students, and better communication with the private sector to consolidate better and safe jobs. In an interview with one leading tourism education center, it

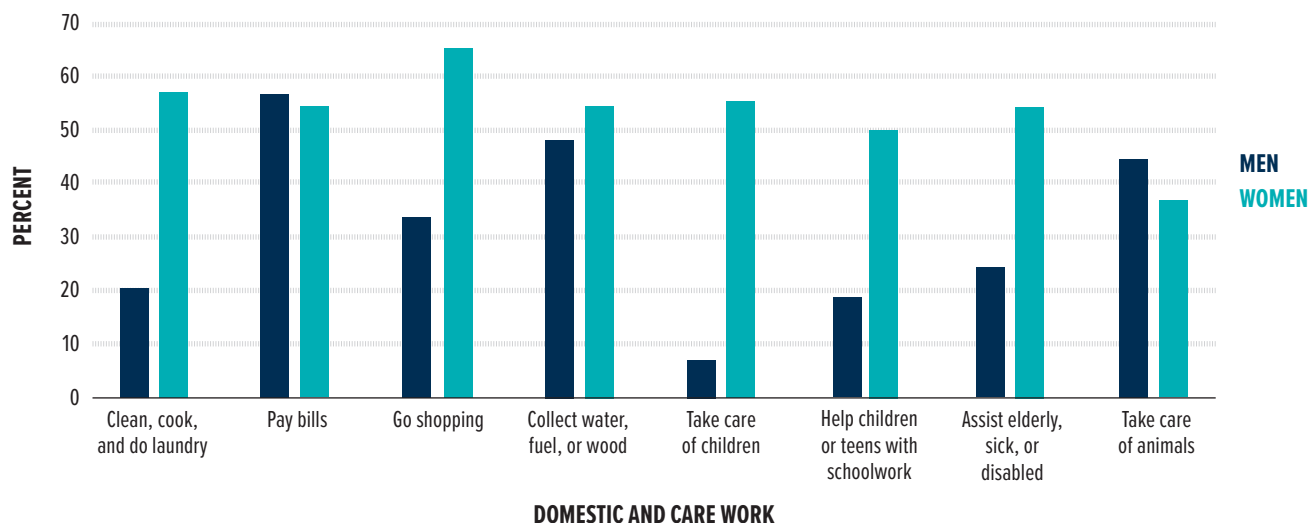
was stated that female students become mothers at an early age; for example, in Sal the average is 14 years old (Molina and Gutiérrez 2015). Therefore, these major challenges should be considered when it comes to improving education. As for informal education, even though women are involved in “rural tourism” in Santiago and Santo Antão, they face gaps in time, resources, and visibility, since tourism workers need to access training that allows them to take advantage of this niche.

The scarce knowledge of business skills and digital technology means that women often manage their businesses in an amateur way, and this situation reduces their participation in the tourism value chain. According to the national women’s organization, women manage tourism businesses like an “amateur adventure” due to their lack of training in basic management procedures and lack of networking among women-led businesses in tourism. Another point stressed in the participatory meetings is the need to reduce technology skills gaps to improve tourism management and boost sales skills using digital platforms. During the participatory meeting in Sal, it was mentioned that by promoting technology and innovation, it will be possible to follow the standards (or certifications) set by tour operators to guarantee a good service.

3.2. ACCESS TO MORE AND BETTER JOBS

The heavier the weight of domestic and care responsibilities falling on women, the more limited they are in participating in productive labor, namely in the tourism sector. About 90 percent of women and 73 percent of men said they were performing household chores or unpaid care work in 2017 (INE 2018b). Women spend 43.7 percent of their time in paid labor versus 68.2 percent in unpaid work; for men, those figures were 56.3 percent and 31.8 percent, respectively. In the informal sector, 58.8 percent of workers are women, 62.2 percent of the informal production units are managed by women, and 64.3 percent of women are self-employed (35.7 percent for men).⁴ During the COVID-19 pandemic,

FIGURE 3.1. TIME SPENT IN DOMESTIC AND CARE WORK DURING THE COVID-19 PANDEMIC



Source: ICIEG 2020.

1 in 3 women felt their partner was participating in unpaid care and domestic work, yet women still struggled with double or triple burden (figure 3.1).⁵

Extrapolating this data to the tourism sector is important to understand one of the most common structural barriers to guarantee a better position for women in the tourism labor market—the triple burden.

The unfair share of unpaid care and domestic work is a main deterrent to women’s participation in the tourism labor market, including women entrepreneurs: 74 percent of unpaid care and domestic work carried out by women is in their own homes, which in turn is decreasing female labor participation rates. The paid and unpaid workload sustained by women represents 26 percent of the national workload (INE 2012). The president of a women entrepreneur association stressed that all effects deriving from non-paternity responsibilities curbs women’s potential to devote their time to entrepreneurship.⁶ This is a concern in tourism, where competition with all-inclusive companies requires a considerable amount of time and long hours. In addition, most women use their home for their tourism business, which makes a healthy work-life balance extremely difficult. Caregiving tasks are then mainly provided by relatives or neighbors, although some women reported that their children suffered physical and psychological violence from this arrangement.

Hotel establishments comprised 22 percent of employees at the national level in 2019 (INE 2019), and women represented 60 percent of workers in the hospitality and accommodation sector (UNWTO 2019). The gender pay gap is 50.1 percent (UNWTO 2019), but due to a lack of data it is unclear whether jobs are better and safe. The islands of Sal (52.9 percent) and Boa Vista (24.7 percent) account for more women in the hotel sector, but more data is needed to know the reasons why this happens. In Praia, the data is 9.1 percent, São Vicente 6.1 percent, and Santo Antão 4.5 percent. The high proportion of women working in tourism could mean that inequalities in the sector are more pressing than those in other sectors where women are less predominant. This is significant in countries where lone mothers are common and increases the possibility of accessing unstable and precarious jobs. The private sector is not obliged to provide sex-disaggregated data regarding contracts and salaries. Attempts to collect data on this matter during interviews were denied based on confidentiality.

Because of COVID-19, the number of operating hotel establishments in Cabo Verde decreased by 56 percent (284 hotels in 2019 to 124 hotels in 2020), which affected women working in the sector even though they comprised most workers before COVID-19. Sal, Santo Antão, and São Vicente suffered an immense reduction of women working in tourism (-4,408 women versus

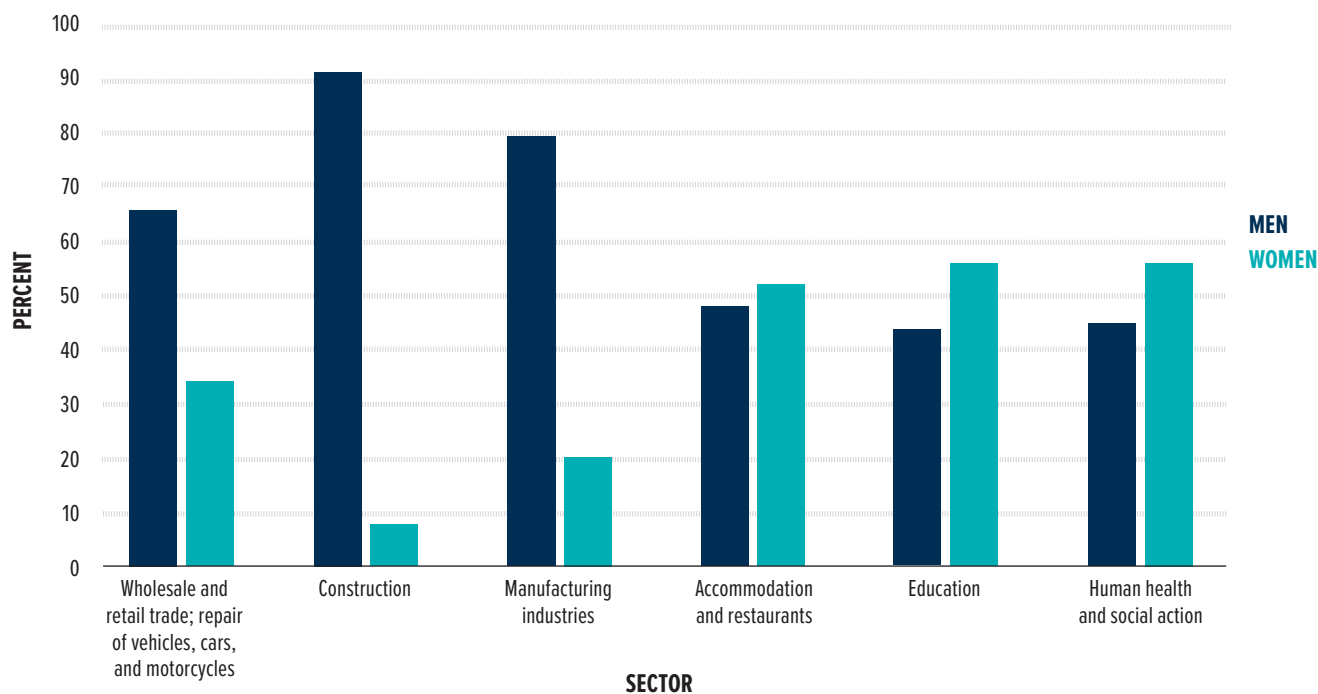
-3,064 men), and the consequences of this are still unknown due to the lack of statistical analysis and measurements of COVID-19 impacts. These findings highlight the importance of gender equality when investing in tourism recovery and the creation of employment where businesses opportunities are reduced because these businesses do not connect with the tourism value chain. Tourism is a cross-cutting sector, thus, it can benefit from gender-responsive actions taken in related economic sectors, such as agribusiness, blue economy, fisheries, and green businesses, which can enrich the tourism value chain. For example, regarding fisheries, about 1,500 female fishmongers are registered, of which 95 percent are heads of households (Medina 2022). Their participation in the fishing value chain is mostly in commercial labeling; opportunities that include women could be promoted and to expand their role in the tourism value chain.

Social and gender norms affect the tourism labor market in Cabo Verde, and therefore women are keener to carry out roles attached to domestic and care tasks with few responsibilities and recognition. According to the human resources director of an international hotel chain, women usually prefer gender-stereotyped jobs because it “is easier” and allows them to plan their daily lives, mostly for those women with child care responsibilities. Another reason for this preference is the housekeeping department is “more stable” regarding shifts. According to the human resources director of another international hotel chain, many women compared to men are afraid of taking middle manager position responsibilities. Responding to this challenge, the hotel chain put in place a parity and inclusiveness policy to change the attitude of women within the hotel to guarantee more women in leadership positions⁷ and push forward their ambition for career development. In addition, according to interviews, women are afraid to take on more responsibilities due to no one helping them with unpaid care and domestic work, providing infrastructure to cope with a heavier workload and longer shifts, or guaranteeing safe transport to and from work. For example, in Sal, most women working in the hospitality sector travel from Espargos to Santa Maria, a half-hour route that needs major improvements to be safer. Moreover, demanding shifts in tourism means that women sometimes make this trip more than once a day, which again highlights the importance of child care services and better and safer infrastructure.

Social and gender norms in Cabo Verde affect the number of businesses and entrepreneurship initiatives led by women in the tourism sector. With fewer female business owners, the pool of women who can mentor or be inspired by their fellow entrepreneurs is smaller. National women are the most affected, mainly because they suffer double discrimination: they are national and black women escaping from roles and stereotypes by setting up their own businesses in the most important economic sector in the country. For example, during a participatory meeting in Sal, participants mentioned that perhaps only seven women are working as tour guides in that destination and even fewer are owners of excursion provider companies. During the focus group discussions, one of the few women owning a local tour guide business mentioned that, even though progressively more women are working as tour guides, it is uncommon to see a tour guide company led by a national woman, as in her case. Regarding national women and foreign women, the latter feel they face even more obstacles because they are considered “outsiders,” whereas national women feel gender and social norms are more challenging for them and they do not have the resources to start a business. In other meetings, participants remarked on the lack of inspiring role models and incentives for women. And unlike men, women are unable to carve out the time needed to invest in their businesses and scale up.

Limited knowledge of the integration of women in the tourism value chain undermines the capacity to identify where women can benefit from more and better jobs in tourism and where more gender equality opportunities can be found. Neither the private nor public sector stakeholders linked to tourism understood the tourism value chain. As mentioned in the participatory meetings, what undermines the chain is the lack of gender-responsive statistics in tourism. The president of one of the few women-friendly microfinance institutions believes that data on the tourism value chain should be advocated. She mentioned that this can only happen when there is a better understanding of the role that tourism plays for women by accomplishing the following: (i) advance the production of data on women in tourism; (ii) fully understand the path to guarantee the inclusion of local sourcing, such as fisheries; and (iii) encourage partnerships between women within tourism and with other women that work in supplier sectors attached to tourism.

FIGURE 3.2. SENIOR POSITIONS IN HOSPITALITY, EDUCATION, AND HEALTH SECTORS



Source: INE 2021.

3.3. ACCESS, CONTROL, AND OWNERSHIP OF ASSETS

At the national level, women are being left behind in senior positions in enterprises in the formal economy, but they are the majority in the hospitality sector, which is an entrance point to catalyze gender equality in tourism (figure 3.2). In 2019, 63 percent of men were in senior positions versus only 38 percent of women (INE 2021). Nevertheless, the enterprises under the proxy hospitality and accommodation have 51.6 percent of women in senior positions. The data does not explain the meaning of leadership, or the type and size of the businesses lead by women in the sector. It is unclear what it means to be in a senior position and where the gender gaps lie within this level of responsibility. Based on the participatory meetings and previous research, it can be extrapolated that a strong reason for having a higher number of women leading enterprises in the hospitality and accommodation sector is 67.5 percent of the lone parental families are sustained by a woman and tourism is an accessible sector (ECPAT 2018). Therefore, the position of leader is not linked to leadership as a means of autonomy and women’s economic

empowerment; rather, it is a consequence of the need to create a business to cover an immediate poverty situation. Thus, women may be the face of the businesses, but they still encounter problems when trying to access credit, education, land, networking, and inheritance.

Despite Cabo Verde scoring high in most Women, Business and the Law indicators (World Bank 2021b) (namely assets and entrepreneurship), more insights are needed on women’s control over financial instruments. More knowledge is needed on the gender impacts of the application of existing laws on entrepreneurship. Women in Cabo Verde receive on average 60 percent of the loans (Dias 2022) and are the main clients of microfinance-related activities, but major work is needed to really capture the positive impact of microfinance on women in tourism. Women having a greater weight in the informal economy, and consequently along the tourism value chain, should be considered as a barrier for them to access and control financial support. In addition, lone mothers and heads of their households with low income and education status are most of the beneficiaries of the current microfinance scheme at the national level (EU 2020). Most support given

BOX 3.1. WOMEN ENTREPRENEURS AND GENDER GAPS IN EMPLOYMENT AND PAY

The assessment of the Institute of Employment and Vocational Training employment and entrepreneurship program (2015–17) indicates that women benefited the most from the program at 67.9 percent. However, the post-program labor market insertion rate is higher for men (72.3 percent) than for women (64.6 percent). Men who benefited from this program were already earning higher salaries before the program, and except for the entrepreneurship component part of the program, the gender pay gap between men and women remained the same once the program finished.

Source: ICIEG 2021.

to women is in the form of small grants to solve rapid cash flow, such as for home repair and commercial purposes, compared to men.⁸ No information is available on the link between these loans and small investments in tourism. The most common concern shared in interviews and participatory meetings was the lack of financial support for tourism. This urgent situation affects women-led businesses and women willing to entrepreneur, and evidence is lacking on barriers women in tourism face in accessing finance.

Accessing bank loans is nearly impossible for women because of their lack of business knowledge and networks (such as banking relationships), less robust financial profiles, and lack of understanding application requirements. According to meetings and consultations with key stakeholders, women have limited borrowing capacity due to their lack of assets that could serve as collateral for lending institutions (IDA 2020). Even though many women are heads of their households and the main income providers, society still thinks that a woman should not have privacy and be in control of their expenses. It is assumed that businesses managed by women are less successful and sustainable than those managed by men, and gender norms also affect how financial institutions customize their products. The president of the women entrepreneur association stressed that many women working in tourism do meet bank requirements, but they are denied loans. She stated that women find it difficult to access banking networks and financial packages tailored to their needs. In addition, many women-led businesses in tourism are experiencing problems repaying loans asked before COVID-19, most to MORABI, the Cabo Verde Association for Women's Self-Advancement. At the same time, they need loans to recover from the pandemic. Further, when women do receive financial

support from institutions, they often do not know how to design a tourism project.

3.4. VOICE AND AGENCY

Cabo Verde is one of the first tourism destinations that designed a specific Action Plan for Gender Mainstreaming in Tourism (2016–18) to promote and enhance women's participation and decision making in tourism. The groundbreaking Action Plan (box 3.2) was commissioned by UN Women with the support of ICIEG and had three priority strategic intervention axes: (i) institutional strengthening, (ii) training and capacity building, and (iii) women's equality and empowerment. Due to external factors, such as the closing of the UN Women office in the country, the Action Plan was not implemented from 2017 onwards. GBV concerns were not considered at the time.

The Tourism Institute of Cabo Verde (Instituto do Turismo de Cabo Verde, or ITCV) and ICIEG are joining efforts to resume the Action Plan and put in practice pending activities, such as budget and institutional arrangements. This is a strong opportunity to use the Action Plan to support the voice and agency of women in Cabo Verde. In July 2021, a memorandum of understanding between ITCV and ICIEG was signed to update and restart operationalizing the Action Plan, with attention to priority actions to catalyze tourism recovery from COVID-19. In addition, the new National Tourism Operational Plan considers gender and tourism concerns as a component to be included in any social sustainability projects, such as Corporate Social Responsibility, infrastructure, and housing and health facilities. The National Tourism Operational Plan stresses the Action Plan's role in supporting the tourism sector to promote decent work for

BOX 3.2. CAPACITY-BUILDING APPROACH OF THE ACTION PLAN FOR GENDER MAINSTREAMING IN TOURISM

The development of the Action Plan was in itself a capacity-building process: three workshops in Boa Vista, Praia, and Sal on gender and tourism were conducted for 49 staff from public institutions, civil society organizations, and the private sector; several awareness-raising sessions were conducted; a presentation at the National Seminar on Green Jobs was held; and a 40-hour gender and self-esteem seminar was held at the Hotel and Tourism School of Cabo Verde (Escola de Hotelaria e Turismo de Cabo Verde, or EHTCV), benefiting 25 students. EHTCV trains women and men who have high employability (about 75 percent) without gender disparity (75 percent women and 74 percent men).

The plan created a Unit for Gender Mainstreaming in Tourism based in Praia to guarantee its implementation by well-trained people on gender and tourism. All organizations involved received capacity-building training on gender equality in tourism. Training was also carried out on GBV among the students of the EHTCV in Praia. The unit consisted of representatives from the private sector, the public sector (including the General Directorate of Tourism and ICIEG), and civil organizations working together to guarantee its implementation.

Source: CEDAW 2018.

women. A specific US\$205,000 is allocated for this intervention, which represents 2 percent of the overall budget (Ministério do Turismo e Transportes 2021).

The number of domestic and GBV cases reported in Cabo Verde has decreased over the years, but it is still a major concern at the national level (figure 4.1), and more effort is needed to reduce GBV in tourism, namely sexual exploitation of children in the context of tourism-related activities. The high risk of sexual exploitation of children in tourism was stressed in all participatory meetings and across all interviews conducted with stakeholders. According to the Ministry of Family and Social Inclusion and the Cape Verdean Institute for Children and Adolescents (Instituto Caboverdiano da Criança e do Adolescente, or ICCA), sexual exploitation of children is a major concern, as well as the inter-island mobility of female adolescents and young people linked to transnational networks for sexual exploitation in tourism (Ministério da Família e Inclusão Social and ICCA 2019). The reason behind this, and as was stated in São Vicente, is the vulnerable scenarios created by the mix of society inequality combined with the rapid growth of tourism. As stated by the ICCA representative in Sal, tourism is the main driver of the local economy, which eases the friendly approach of perpetrators (tourists) to girls and boys. Women aged 12–20 years are the most affected. The school holiday season (July to August) is a high-risk period. During an interview conducted at the Ministry of Family and Social

Inclusion, cases of taxi drivers helping tourists find and transport girls were mentioned, and in many cases, family members are aware and behind this crime.

There are opportunities to work with both the private and public sectors to go beyond GBV standards and give a more realistic response through tourism and spread awareness of the consequences of GBV in tourism. Despite the creation of an ethics code that has been promoted by ICCA and the United Nations Children's Fund (UNICEF), the ICCA representative in Sal mentioned the need to ingrain the recommendations of the National Plan to Combat Sexual Violence against Children and Adolescents (2017–19). These include educational strategies for children and adolescents on sexual rights and gender, from a self-protection perspective; empowerment projects for girls; and projects to promote positive paternal and masculinity models (CEDAW 2018). The same professional also said many people have difficulty identifying sexual exploitation in tourism as a criminal activity. A strong moral judgement exists that blames the victim and not the tourist who commits the crime. Despite the evidence in Cabo Verde, sexual harassment is considered GBV and included in the labor code to ingrain the importance of zero violence against women in the labor market (Wilson et al. 2020). This is significant for tourism because the hospitality sector is one of the most affected by abuse and violence in the workplace (Baum 2013; UNWTO 2019).

FIGURE 4.1. GENDER-BASED VIOLENCE POLICY AND STATISTICS IN CABO VERDE



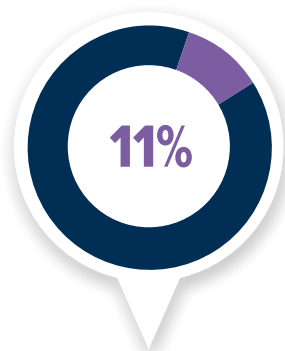
The 2011 Law Against Gender-Based Violence has provisions for violence protection and services, punishment and rehabilitation of perpetrators, and public awareness.



Based on this law, the National Plan to Combat Gender-Based Violence 2015–18 was developed, which focuses on raising awareness, education, and measures to enforce the law.



The majority of GBV victims are divorced or separated women or widows, women with paid jobs, and with a basic education level. The crime is usually committed by ex-husbands and partners.



Women aged 15–49 years old who suffered physical violence (2018)



Women who experienced emotional marital violence in the last 12 months (2018)

Source: INE 2018a; UN Women 2018.

NOTES

1. A series of phenomena within poverty affect men and women differently, resulting in poor women outnumbering poor men, women suffering more severe poverty than men, and female poverty displaying a more marked tendency to increase, largely because of the rise of women-led households. This phenomena is termed the “feminization of poverty.” It points to the need to acknowledge that poverty affects men and women in different ways, and that gender influences poverty and increases women’s vulnerability to it (ECLAC 2004).
2. The national poverty line is US\$5.5 per day, in 2011 purchasing power parity.
3. Lone mother refers to a mother with no husband or partner, who is bringing up a child or children (European Institute for Gender Equality).
4. Women in the informal economy are suffering more precariousness because they receive 71.5 percent of the average salary earned by men under the same working situation (INE 2015). No available representation of the tourism sector concerning this matter is available; ICIEG has been unsuccessful in promoting the collection of data on informality by economy sector, including tourism.
5. The term triple burden (reproductive, productive, and community roles) describes the amount of workload among women who are not only involved in economic activities but also burdened by an unequal share of unpaid domestic labor. It is a link to gender and social norms.
6. This situation is considered a major worry, mostly when any paid leave is available to fathers.
7. This was also raised in the participatory meeting undertaken in São Vicente: “Women are reluctant in assuming middle management positions because they are not sure they will have time to take on the extra responsibility.”
8. Women are less likely to receive loans from banks. According to the Secretary-General of the Barlavento Chamber of Commerce, much of the financial support is for real estate purposes, and there is not much money for a business incubator.

4. Recommendations

Based on these findings, the recommendations aim to achieve gender-responsive approaches in tourism recovery by ensuring better, safe, and more jobs for women in Cabo Verde (table 4.1). The recommendations are organized around the World Bank Group Gender Strategy four domains. The major outcomes expected to result from the suggested interventions are: (i) an improved

gender-responsive tourism policy framework and skills capacity for its implementation; (ii) strengthened women’s skills, knowledge, and confidence to seek leadership roles; and (iii) expanded accessible, gender-responsive financial services for women-led initiatives in the tourism and blue economy sectors.

TABLE 4.1. RECOMMENDATIONS TO ACHIEVE A GENDER-RESPONSIVE APPROACH IN TOURISM RECOVERY





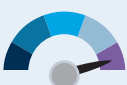

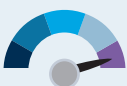
Gender Strategy Domains	Gender Gaps	Recommendations	Priority
Human endowments	The lack of gender-responsive knowledge and training covering basic business procedures (such as standards, sale skills, and use of digital platforms) affect women in tourism.	Provide technical assistance to create an empowerment and leadership development program for female business leaders in tourism and the blue economy sector with training, fellowship, mentoring, and networking opportunities. Consider a focus on larger enterprise to stress gender-responsive Corporate Social Responsibility strategies.	 High
		Develop an awareness raising, knowledge enhancement, and hard/soft skills capacity-building course focused on women-led SMEs. The course should improve communication channels and show best practices from women entrepreneurs in tourism. This could be considered a venue to start a network for women in tourism. The World Bank could help promote the course.	 Medium
Access to more and better jobs	Roles and stereotypes keep women working in traditional positions in tourism as workers or entrepreneurs. More efforts are needed to promote women-led businesses that challenge gender norms and enhance women’s presence in safe and more productive jobs.	To improve working conditions for women in tourism, support a public-private dialogue for the full implementation of the Women Empowerment and Gender Equality axis in the Action Plan for Gender Mainstreaming in Tourism in Cabo Verde.	 Urgent
		Support for women is lacking in balancing paid labor work with unpaid care work. The scarcity of child care facilities near tourism sites prevents women from accessing better jobs. This is important in Cabo Verde given the high percentage of lone mothers.	Support a national dialogue to establish a hospitality employer-supported child care center. Advocacy work must be conducted to ensure this task is included in the National Care Plan 2021–25 and National Plan for Gender Equality 2021–25. Dialogue between the private and public sectors could help identify gaps and opportunities and set up a working plan.

TABLE 4.1. RECOMMENDATIONS, CONTINUED

Gender Strategy Domains	Gender Gaps	Recommendations	Priority
Access, control, and ownership of assets	Women face constraints on accessing bank loans due to their lack of business knowledge and networks. Financial instruments are not fully designed to meet women’s needs in tourism or in related sectors, such as fisheries.	Find and share adequate financial instruments based on the needs of women-led businesses in tourism and across other chains, such as the blue economy. Interviews with bank service providers, microfinance organizations, and SMEs will be needed for recommendations on financial products and alternatives for women.	 <p>Medium</p>
Voice and agency	An updated implementation of the Action Plan for Gender Mainstreaming in Tourism is needed to address challenges post-COVID-19 for women in tourism and to consider GBV as a major concern.	<p>Update the Action Plan and include GBV due to the high risk of sexual exploitation of children and teens and sexual harassment in the workplace. This task will entail public consultations and roundtables to identify limitations and opportunities in implementation and monitoring. The creation of an inter-island steering committee is required.</p> <p>For a new axis on GBV and tourism, consult with key GBV institutions and ensure the task is undertaken based on GBV laws at the national level and international GBV standards signed by Cabo Verde. Take a human rights approach to Sustainable Development Goal 5 (which focuses on GBV) in tourism. A 25-hour gender and tourism programming capacity building course should be designed to guarantee implementation of the Action Plan. The course should be delivered at each selected site of the project.</p>	 <p>Urgent</p>
	The lack of sex-disaggregated data decelerates the possibilities of tourism to reduce gender gaps and a targeted response to women’s needs across the tourism value chain.	Consolidate existing SME databases in tourism and across different tourism-related sectors into one national sex-disaggregated file. Support INE to structure a compendium of statistics on this matter. Conduct a survey to obtain data of women in the tourism value chain.	 <p>Urgent</p>
	Sustainable tourism needs to be more accountable for women’s voice and agency.	Support the Sustainability Tourism Guidance promoted by the government by suggesting inclusion of women’s voice and agency. Outline key principles and guidance on the importance of gender equality for sustainable tourism.	 <p>Urgent</p>



References

- Baum, T. 2013. *International Perspectives on Women and Work in Hotels, Catering and Tourism*. Bureau for Gender Equality Working Paper 1/2013, Sectoral Activities Department Working Paper No. 289. Geneva: International Labour Organization.
- CEDAW (Convention on the Elimination of All Forms of Discrimination against Women). 2018. *9th periodic report submitted by Cabo Verde under article 18 of the Convention, due in 2017*. Concluding observations, p22. United Nations Digital Library.
- Cejas, M. N., M. F. C. Martinez, S. H. Aldáz, and D. J. M. Velazco. 2021. “The Right to Gender Equality in Tourism in the Context of Pandemic COVID-19 in the Canton Riobamba, Ecuador.” *Journal of Environmental Management & Tourism* 12 (6) 54: 1495–1503.
- Codina, R. and D. Moreno Alarcón. 2021. “The impacts of the COVID-19 pandemic on female groups working in the Peruvian and Chilean informal tourism economy.” London: Policy and Evidence Centre and British Council Creative Economy.
- Devadas, S. and Y. E. Kim. 2020. “Exploring the Potential of Gender Parity to Promote Economic Growth.” Research and Policy Brief, No. 39. Washington, DC: World Bank.
- Dias, P. 2022. “Improving Support for MSMEs in the Tourism Sector in Cabo Verde and Sao tome & Principe Report Technical Assistance.” Presentation during World Bank Group mission.
- ECLAC (Economic Commission for Latin America and the Caribbean). 2004. *Understanding poverty from a gender perspective*. Women and Development Unit. Santiago, Chile: United Nations.
- ECPAT (End Child Prostitution, Child Pornography and the Trafficking of Children for Sexual Purposes). 2018. *Relatório da pesquisa-ação sobre a exploração sexual contra crianças ligada ao turismo nas ilhas de sal e boa vista cabo verde*.
- Equality in Tourism. 2017. UNWTO Discussion Paper on the occasion of the International Year of Sustainable Tourism for Development 2017. Equality in Tourism comment, June.
- EU (European Union). 2020. *Mapeamento da Sociedade Civil Cabo-verdiana. Assistência técnica e Capacitação das Organizações da Sociedade Civil e Autoridades Locais*.
- Ferguson, L. and D. Moreno Alarcón. 2015. “Gender and sustainable tourism: reflections on theory and practice.” *Journal of Sustainable Tourism* 23 (3): 401–16.
- ICIEG (Instituto Cabo-verdiano para a Igualdade e Equidade de Género). 2016. “Plano de ação para a transversalização da abordagem de género no turismo, ONU Mujeres Cabo Verde.” *UN Women Cabo Verde*. Praia: ICIEG.
- . 2021. *Plan Nacional de Igualdad de Género (PNIG) 2021–25*. Praia: ICIEG.
- IDA (International Development Association). 2020. *Access to Finance for Micro, Small and Medium-Sized Enterprises Project (P163015)*. Project Appraisal Document.
- IFC (International Finance Corporation). 2017. *Women and Tourism: Designing for Inclusion*. Tourism for Development Knowledge Series. Washington, DC: IFC.
- INE (Instituto Nacional de Estatística). 2012. *Inquérito Multi-objectivo Contínuo Relatório do módulo uso do tempo e trabalho não remunerado, em Cabo Verde*. Praia: INE.

- . 2015. Inquérito Multiobjetivo Contínuo 2015: Módulo sector informal. Praia: INE.
- . 2018a. Inquérito Demográfico e de Saúde Reprodutiva. Cabo Verde. Praia: INE.
- . 2018b. Mulheres e Homens em Cabo Verde. Praia: INE.
- . 2019. Inquérito Multiobjetivos Contínuo de 2019. Praia: INE.
- . 2020. Inventário Anual de Estabelecimentos Hoteleiros 2020. Praia: INE.
- . 2021. Inquérito Anual às Empresas 2019. Praia: INE.
- Koppa, E. W. and L. Duffy. 2020. *Gender-Based Violence: A Systematic Literature Review of Causes and Intersections with Tourism*. *Tourism and gender-based violence: Challenging inequalities*, 14.
- Medina, A. 2022. “Some brief information on gender in fisheries in Cabo Verde.” World Bank.
- Ministério da Família e Inclusão Social and ICCA (Instituto Caboverdiano da Criança e do Adolescente). 2019. Plano nacional de combate à violência sexual contra criança e adolescentes 2017–19.
- Ministerio do Turismo e Transportes. 2021. Plano Operacional do Turismo 2021–26. Praia: Ministerio do Turismo e Transportes.
- Molina, G. N. and I. A. Gutiérrez. 2015. “Desigualdades de género, pobreza y mercado de trabajo en Sal.” *Trabajo social hoy* 76: 47–74.
- Moreno Alarcón, D. 2017. “Turismo y Género: un enfoque esencial en un contexto de desarrollo sostenible y responsable del desarrollo del turismo.” PhD thesis, Universidad Complutense de Madrid, Madrid.
- . 2018a. *Cómo elaborar un diagnóstico de género y turismo en un contexto rural*. Informes en Contraste, number 5, Alba Sud, Barcelona.
- . 2018b. “Feminist Perspectives in the Development of Action Plans for Tourism.” *Gender Equality and Tourism: Beyond Empowerment*, 24.
- . 2020. “El impacto de género de la COVID-19 en el turismo.” *Estudios e Prácticas (UERN)* 2: 1–7.
- . 2021. “Turismo e género na agenda 2030 para um trabalho.” Centro de Pesquisa e Formação - Edição Especial.
- Moreno Alarcón, D. and E. Cañada. 2018. “Dimensiones de género en el trabajo turístico.” Alba Sud, Barcelona.
- Moreno Alarcón, D. and S. Cole. 2019. “No sustainability for tourism without gender equality.” *Journal of Sustainable Tourism* 27 (7): 903–19.
- Moreno Alarcón, D., C. Molina, and M. Romero. 2021. “Turismo con enfoque de género y cadena de valor en los países del Triángulo Norte de Centroamérica. Informe.” Programa Mujeres, Economía Local y Territorios (MELYT), ONU Mujeres. Rimisp.
- Nguyen, C. P. 2022. “Tourism and gender (in) equality: Global evidence.” *Tourism Management Perspectives* 41, Article 100933.
- Roa, M. J. 2021. “Normas sociales: la barrera invisible para la inclusión financiera de la mujer.” Documentos de Proyectos LC/TS.2021/184; LC/MEX/TS.2021/21, Ciudad de México, Comisión Económica para América Latina y el Caribe (CEPAL).
- UN Women (United Nations Entity for Gender Equality and the Empowerment of Women). 2018. *Cabo Verde: Country Gender Profile*. UN Women, African Development Bank, and Government of Cabo Verde.
- UNWTO (United Nations World Tourism Organization). 2019. *Second Global Report of Women in Tourism*. Second Edition. Madrid: UNWTO.

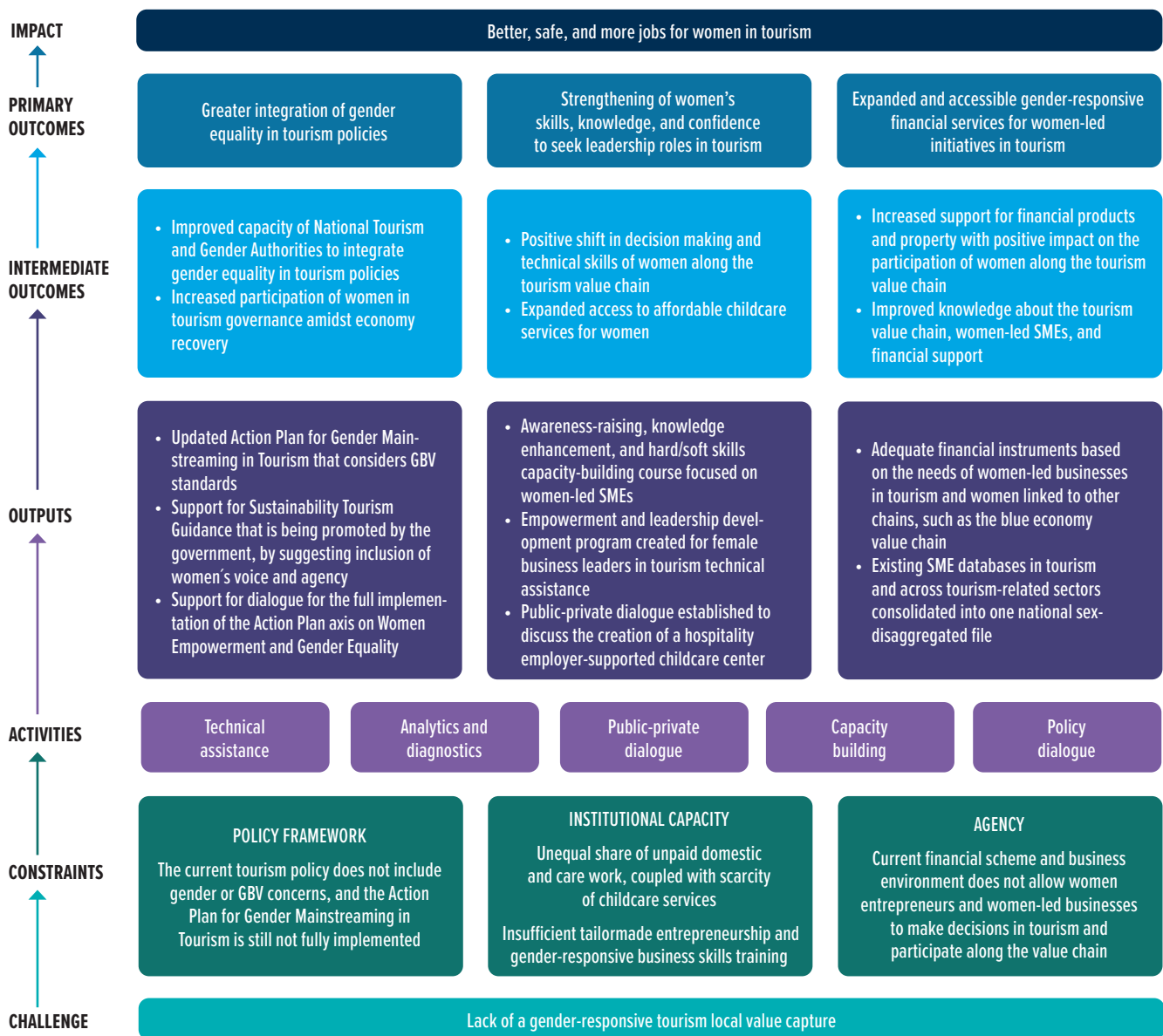
- . 2020. *Regional Report on Women in Tourism in the Middle East*. Madrid: UNWTO.
- . 2022. *Gender Mainstreaming Guidelines for the Public Sector in Tourism*. Madrid: UNWTO.
- Wilson, R., M. Lourdes, M. L. Gonçalves, and C. Silva. 2020. “Estudo sobre o femicídio, as práticas sociais e institucionais na abordagem dos casos de VBG em Cabo Verde.”
- World Bank. 2015. *World Bank Group Gender Strategy (FY16–23): Gender Equality, Poverty Reduction and Inclusive Growth*. Washington, DC: World Bank Group.
- . 2019. *Cabo Verde - Country Partnership Framework for the Period FY20–25*. Washington, DC: World Bank Group.
- . 2021a. *Cabo Verde Economic Update, April 2021: Rebounding from the Crisis - Restoring Fiscal Sustainability and Leveraging the Private Sector for a more Resilient and Sustainable Recovery*. Washington, DC: World Bank.
- . 2021b. Cabo Verde - Economy Data. wbi.worldbank.org/en/data/exploreconomies/cabo-verde/2021

Appendix A. Theory of Change

A theory of change (figure A.1) was designed for the project that shows gender-responsive project pathways based on the project’s components and highlights the importance of women-led SMEs in tourism. Considering the context and priorities of the project and available information on gender equality and tourism, the constraints are

organized into three areas: (i) policy framework, (ii) institutional capacity, and (iii) agency. In this report, the local value capture in tourism describes the ability of regional institutional actors to integrate gender equality and retain the value created from tourism for the benefit of Cabo Verde’s population.

FIGURE A.1. THEORY OF CHANGE FOR THE PROJECT



Appendix B. Monitoring and Evaluation

TABLE B.1. MONITORING AND EVALUATION MATRIX¹

Outputs	Gender-Responsive Indicators ²	Source	Frequency
1. Greater integration of gender equality in tourism policies			
Updated Action Plan for Gender Mainstreaming in Tourism that considers GBV standards	<ul style="list-style-type: none"> Existence of the updated Action Plan Percentage of budget allocation to initiatives on gender and tourism 	<ul style="list-style-type: none"> Monitoring through participatory meetings 	<ul style="list-style-type: none"> During and at the end of the intervention
Support for Sustainability Tourism Guidance that is being promoted by the government			
Full implementation of the Action Plan for Gender Mainstreaming's axis on Women Empowerment and Gender Equality	<ul style="list-style-type: none"> Percentage of men and women with improved knowledge of and attitude toward gender equality in tourism Percentage of activities implemented under the Action Plan's axis on Women Empowerment and Gender Equality 	<ul style="list-style-type: none"> Interviews and participatory meetings 	<ul style="list-style-type: none"> During and at the end of the intervention
2. Strengthened women's skills, knowledge, and confidence to seek leadership roles in tourism			
Awareness raising, knowledge enhancement, and hard/soft skills capacity-building course focused on women-led SMEs	<ul style="list-style-type: none"> Number of women-led SMEs that finished the capacity-building course Percentage of women who feel they can make informed decisions as women-led SMEs 	<ul style="list-style-type: none"> Case reports Pre- and post-training test 	<ul style="list-style-type: none"> Before and after the training At the end of the intervention
Empowerment and leadership development program created for female business leaders in tourism	<ul style="list-style-type: none"> Number of women in managerial positions across hospitality and tourism businesses 		
Creation of a hospitality employer-supported child care center	<ul style="list-style-type: none"> Number of child care services in hotel settings or funded by tourism stakeholders Percentage of workers (men and women) using child care services in hotel settings Percentage of women currently using the new child care services whose decision to use it was made independently or jointly with her husband or partner 	<ul style="list-style-type: none"> Monitoring through participatory group activities and facilitators report Service satisfaction survey 	<ul style="list-style-type: none"> During and at the end of the intervention
3. Expanded and accessible gender-responsive financial services for women-led initiatives in tourism			
Financial instruments based on the needs of women-led businesses in tourism and women linked to other value chains, such as blue economy	<ul style="list-style-type: none"> Percentage of financial institutions' policies and programs that were reported Number of meetings or encounters between national financial institutions and women-led business in tourism where the financial instruments found are presented, explained, and discussed for improvements 	<ul style="list-style-type: none"> Interviews and participatory meetings 	<ul style="list-style-type: none"> At the end of the intervention

TABLE B.1. MONITORING AND EVALUATION MATRIX, CONTINUED¹

Outputs	Gender-Responsive Indicators ²	Source	Frequency
3. Expanded and accessible gender-responsive financial services for women-led initiatives in tourism, continued			
Gender-responsive concerns integrated in infrastructure and infrastructure upgrades that consider women's needs	<ul style="list-style-type: none"> Percentage of government policies and programs that include the analysis and recommendations of both outputs Number of women with expanded access to information on SME and financial issues Existence of SME database 	<ul style="list-style-type: none"> Interviews and participatory meetings 	<ul style="list-style-type: none"> At the end of the intervention
Consolidation of existing SME databases in tourism and across tourism-related sectors into one national sex-disaggregated file			

NOTES

1. The monitoring and evaluation matrix is organized under the Methods Note for Measuring Women and Girl's Empowerment, gatesgenderequalitytoolbox.org/measuring-empowerment/
2. These gender-responsive indicators are based on the report findings and go beyond the scope of the project.



WORLD BANK GROUP
Finance, Competitiveness & Innovation