

Event Details

Panel 2: Entrepreneurship In Tourism – A Chance Towards Female Empowerment

Date	Time	Location
March 5, 2020	17:00 - 17:45	CityCube Berlin, Hall A1

- The empowerment of women is one of the most effective methods to foster positive change in emerging and developing economies.
- Female entrepreneurs tend to be discouraged by social and cultural constructs, lacking access to start-up financing, knowledge about business management and political conditions.
- Unfortunately, the tourism industry is no exemption.
- Yet, although women account for the biggest share of workers in the tourism industry, there is a clear lack of women in leadership positions in this sector.
- With the female panelists we discuss how tourism can be an industry of change for women entrepreneurs in our partner countries.
- Experience has shown, the more dynamic a sector is, the more opportunities for an inclusive participation arise, especially in times of rapid transformation in technology and digitalization.
- Moreover, we debate questions about gender equality in business, participation and access opportunities to tourism markets and leadership from the perspective of female champions and experts in tourism.

Tags

[Sustainability](#)

Introductory presentation:

[Johanna Klotz](#), German Federal Ministry for Economic Cooperation and Development (BMZ)

Moderated by:

[Dr. Merjam Wakili](#), Freelance Moderator, Trainer and Consultant

Panel guests:

[Neha Arora](#), Founder, Planet Abled

[Karla Luzette Beteta Brenes](#), Agency for Economy & Development

[Angela Kalisch](#), Chair, Equality in Tourism International

[Julia Karst](#), Head of Project, Economic Empowerment of Women Entrepreneurs and Start-ups by Women, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)