

THE ASSOCIATION OF UGANDA WOMEN IN TOURISM TRADE (AUWOTT)

BACKGROUND

In Uganda women make up a large proportion of the tourism workforce mainly in the service and clerical jobs compared to the male counter parts. The Association of Uganda Women in Tourism Trade (AUWOTT) was formed to empower and bring women in the tourism and hospitality sector together. Empowerment is defined as a critical aspect of gender equality implies a society in which women and men enjoy the same opportunities, outcomes, rights and obligations in all spheres of life. A critical aspect of promoting gender equality in the empowerment of women, with a focus on identifying and redressing power imbalances and giving women more autonomy to manage their own lives. Women's empowerment is vital to sustainable development and the realization of human right for all. Tourism could assist women to increase power and control over natural resources; economic empowerment; educational empowerment and political empowerment.

MISSION

The Association of Uganda Women in Tourism Trade (AUWOTT) is to bring together women industry players, employees, students to promote professionalism, leadership, excellence among women in the tourism, hospitality and travel trade.

VALUES

Mentorship, integrity, quality service, innovative creativity, collaborative partnerships.

RELATIONSHIP

Everything we do is based on being responsible for the success of our relationships in the industry. Being responsible for our actions and communication, we bring our best to all of our relationships and create a legacy for all women to follow in the tourism industry.

SERVICE

We embrace our responsibility to the tourism industry through being of service to our organization, communities and society at large. Our acts of service strengthen our communities allowing each of us to realize our purpose in the world.