

GENDER

and
TOURISM

*Challenges and
Entrepreneurial
Opportunities*

Edited by
MARCO VALERI
and
VICKY KATSONI

Gender and Tourism

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Gender and Tourism: Challenges and Entrepreneurial Opportunities

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Chapter 1

Female Entrepreneurship in Tourism

Marco Valeri and Vicky Katsoni

1. Introduction

This book is focused mainly on trying to understand whether women are a real resource for the potential competitive advantages, direction, organization, and internal and external relationships of the company. It is currently widely felt that female entrepreneurial experience is characterized by a networking approach, where great importance is attributed to the relational dimension. It also emphasizes the tendency of entrepreneurs to integrate the professional-working dimension into private and family-based, and from this point of view, there are profound differences in the attitudes of entrepreneurs, more orientated to the separation between the various spheres of their own life. However, in women's entrepreneurship studies, the analysis focused on the network women entrepreneurs create, their composition, the identity and characteristics of the subjects involved the role of the latter in relation to the management of the company, and their ability to influence their performance (Baggio & Valeri, 2020; Valeri, 2016; Valeri & Baggio, 2020a, 2020b, 2020c; Valeri & Baggio, 2021). This book collects chapters of researchers from different nations: Russia, Australia, South Africa, Jordan, Lebanon, Greece, Bulgaria, and Italy.

2. Framework

While there is an extensive body of work in the area of gender, seldom these two fields of knowledge are taken together in examining the tourism phenomena. If we look at the evolution of tourism, women have been the protagonists of an economic and social phenomenon that has dramatically changed the working environment: firsthand recruitment of the role of entrepreneur. This is a trend that has involved both Western and developing countries, gaining an increasing importance. To such an evolution, however, an equivalent development in literature is not paid. However, this is far the case with gender. Although gender theorizing and research have existed for over a century and there is a rich legacy of knowledge on this topic (Çalyurt and Segura, 2019; Butler, 1990; Haraway, 1988; hooks, 1992; Irigaray, 1985; Jovo, and Page, 2017; Ramadani et al., 2015), a meaningful and respectful engagement with these thinkers is so far peripheral in tourism studies (Figueroa-Domecq, Pritchard,

Segovia-Perez, Morgan, & Villace-Molinero, 2015). We find an increased interest in women in travel (Albattat, Jamaludin, Zuraimi, & Valeri, 2020; Chemli, Toanoglou, & Valeri, 2020; Khoo-Lattimore & Wilson, 2017; Toanoglou, Chemli, & Valeri, 2021; Valeri, 2021; Yang, Khoo-Lattimore, & Arcodia, 2017), sexuality (Carr & Poria, 2010), gendered work (Baum, Rahav, & Sharon, 2014; Costa, Bakas, Breda, & Durao, 2017; Mooney, Ryan, & Harris, 2017), gender paradigms (Munar & Jamal, 2016; Pritchard, Morgan, Ateljevic, & Harris, 2007), and gender in tourism academia (Chambers, Munar, Khoo-Lattimore, & Biran, 2017; Pritchard & Morgan, 2017) and women's network. Female entrepreneurial experience is characterized by a networking approach, where great importance is attributed to the relational dimension. It also emphasizes the tendency of entrepreneurs to integrate the professional-working dimension into private and family-based, and from this point of view, there are profound differences in the attitudes of entrepreneurs, more orientated to the separation between the various spheres of their own life. However, in women's entrepreneurship studies, the analysis focused on the networks women entrepreneurs create, their composition, the identity and characteristics of the subjects involved the role of the latter in relation to the management of the company, and their ability to influence their performance.

There are numerous differences in morphology and size, noting that the women-activated women's network is formed by a greater female component than male and tend to be small. Few subjects, therefore, and with a prevalent percentage of women. However, it is difficult to see a standardized network model, few are the studies on this and too heterogeneous the topic being considered. It is, however, agreed (Gillian, 1982; Shaper & Sokol, 1982) that the women-led enterprise is characterized by the frequent use, during all phases of the business life cycle, of connections and networks of a cooperative nature rather than being propagated to atomistic management, which is instead seen as a characteristic of male firms, predisposed to a generally distinct separation between family, social, and work sphere. This difference finds its foundation in the different ways of being and living the personal and professional sphere of men and women. The idea of the network for women is precisely the creation of a necessary link between work, family, and community (Aldric, 1989), which often coincides with the main motivation of doing business. The woman manager tends to form an enterprise network composed of few subjects and preferably of female gender (Lerner & Almor, 2002; Smeltzer & Fann, 1989). The use of the network is recurring during all phases of company life, especially during startup (Mazzarol, Volery, Doss, & Thein, 1999), and becomes the main tool for achieving the aim of reconciliation between work and family (Cinamon & Rich, 2002).

3. Genesis of this Book

This book is the result of reflections involving researches of different nationalities.

This book aims to provide a comprehensive collection of chapters including new insights for traditional paradigms, approaches, and methods, as well as more recent developments in research methodology in the context of gender and

tourism. In this book, we need interdisciplinary pathway research and complementary surveys on the entire female universe, enhancing the study of gender, management, and organization. This is why it is appropriate for those studying gender issues to consider this actively and to look to define it in research topics, at the same time analyzing its evolutionary dynamics. Studies on women have been conducted in many scientific areas (sociology, psychology, management, economics, organization, etc.) and also from an interdisciplinary perspective.

This book adopts a multidisciplinary approach (Crenshaw, 1989; Villesèche, Muhr, & Holck, 2018) from management to local development, from entrepreneurship to sociology, from innovation to sustainability, providing illustration examples about gender and tourism. Its ultimate goal is to elaborate an historically informed, future-focused research agenda that accounts for the needs and concerns of policy makers and practitioners in the tourism field.

3.1 Structure of this Book

This book is structured in two parts: the first part collects chapters that analyze the potential and obstacles facing women in reaching entrepreneurial and top management positions in the tourism sector. Therefore, these chapters analyze the key factors of female entrepreneurship in the tourism sector, the participation of women at leading, decision-making positions worldwide, the potential of female business development in both global and local terms, and the main inhibitors for their under representation in top managerial key positions.

Papers falling into this specific part of this book have as follows:

In Chapter 2 “Gender equality and women’s entrepreneurial leadership in tourism: a systematic review,” the work of Anna Kourtesopoulou and Efthalia (Elia) Chatzigianni aims to produce reliable knowledge from an evidence-based approach, by answering the following questions: (1) what is the profile of women entrepreneurs in tourism; (2) which are the barriers and constraints women face in the process of becoming, and being, tourism entrepreneurs; (3) what are the differences – if any – between female and male tourism entrepreneurs, and (4) which are the most effective entrepreneurship female leadership attributes in the field of tourism.

The main conclusion that can be drawn from their analysis is that women have to obtain all these competencies that characterize an effective entrepreneurial leader. Acknowledging the negative effect of career constraints, governments, and the private sector should try to remove existing structural barriers through the promotion of actions that advance gender equality in tourism workforce. Additionally, tourism HRD should design training programs and counseling sessions in order to overcome women entrepreneurship leadership weakness areas.

In Chapter 3 “Cruise tourism, gender and sustainability,” the authors Evangelia Kasimati and Vincenzo Asero examine the cruise market and its potential, with a particular emphasis on the clientele gender. To this extent, the study focuses on the various reasons behind a cruise vacation by gender and whether the length of cruise vacation differs between the gender; second, the study highlights

that despite the economic benefits enjoyed by the cruise host destinations, much remains to be done to balance the rapidly growing demand for cruising by the genders, with its impacts and environmental values.

In Chapter 4, “Senior customer satisfaction in hospitality: drivers and challenges by gender,” Veronika Rudchenko and Natalia Volkova contribute to the existing customer satisfaction literature by identifying the needs and preferences of senior tourists, specifically the differences between males and females. This chapter highlighted hospitality services that are paramount for this category of travelers. Simultaneously as almost all investigations over the senior customer satisfaction in tourism present by English-speaking researches, this study explored Russian hotels, which accommodated both Russian and foreign visitors.

In Chapter 5 “Gender-based violence and gender impacts in tourism,” Yolanda Mpu and Emmanuel O. Adu ascertain that women and children are ill-treated in various industries and they keep silent until the act of sexual abuse becomes violent and leads to homicide. Some victims show signs of behavioral change and tend to withdraw. In schools, students have resorted to commit suicide because of fear of stigmatization and failure by the justice system. Abused and neglected victims, as well as those who witness violence in their homes, often live in a world of emotional turmoil and extremes, resulting in difficulty recognizing and regulating their internal states.

Chapter 6 “Understanding the experiences of rural women in sustaining tourism enterprises” by Godfrey Makandwa, Saskia de Klerk, S and Andrea Saayman explores the experiences of the rural women in relation to tourism as an economic activity, feminism, and social reproduction and how they relate within the case communities. This helps to understand rural women as economic agents and appreciate the knowledge and skills that have enabled them to sustain their initiatives in the face of a myriad of challenges. This points out that the success of rural tourism entrepreneurship is inhibited by an array of aspects beyond the control of the rural women entrepreneurs. The understanding of the experiences of the rural women, a marginalized group provides further entry points to capacitate the entrepreneurial abilities of the rural women.

Chapter 7 “Solo female travellers: the underlying motivation” by Ilinka Terziyska aims to identify and explain tourist motivation but has a global character: the informants included in the collection of qualitative data come from almost every country in the world: the Facebook group that was used as a source has almost 400,000 members.

The thematic analysis of comments resulted in the identification of nine motivational factors (nodes): change/breakdown; discover new cultures; freedom and independence; hate people; meet new people/make friends; have fun; no one to travel with; peace and relaxation; and self-discovery and actualization. The findings add to existing literature by identifying a completely new motivation – “hate people,” which is connected to introversion and personal traits, and provides a more detailed explanation of motivations presented in previous studies.

Chapter 8 “Gender differences: perceived tourism impacts and tourism development support” by Daniela Soldic Frleta refers not only to the Social Exchange Theory (SET) as a very helpful and widely used theory in explaining

residents' behavior toward tourism development, but given the fact that SET has been criticized due to its simplicity elaborates on more complex models by adding additional variables to their models (i.e., sociodemographic variables, tourism life cycle stage, tourism dependency, community attachment; residents' place image, etc.). The writer supports the view that many authors have identified that the greater the residents' perceived personal benefits from tourism, the smaller are the perceived negative impacts and the greater is the residents' support for future tourism development.

The second part includes chapters that investigate, through significant case studies, which is the most appropriate governance and management model to be implemented in the context of gender and tourism.

Chapter 9 "Women leadership in the Jordanian hospitality sector: obstacles and future opportunities" by Obaida Hasanat, Jebriil A. Alhelalat, and Marco Valeri examines the perceptions of females working in the middle-upper management levels in the Jordanian hotels regarding the obstacles facing women in reaching top management positions in the Jordanian Hospitality sector. In an exploratory study, using qualitative interviews with a number of females in managerial positions in Jordanian hotels, the results support that women are facing a number of obstacles, mostly cultural and organizational. Although women can prove high leadership skills and general characteristics of leaders, as well as a group of female leadership qualities, there is still a very small volume of women employment and women leadership in the Jordanian hospitality services. It was concluded that women need more support and empowerment to prove their managerial capabilities and to succeed in leadership and top management of the Jordanian hospitality organizations.

In Chapter 10 "The Gender Dimension in Secondary Vocational Tourism Education," the authors Anthi Gousiou and Dimitrios Lagos explore the distribution of male and female students in tourism specializations of secondary vocational education schools during the decade 2008–2018 taking into account the students' enrollments per year in each school type and tourism specialization of Secondary Vocational Tourism Education. The necessary data were derived from the statistical database of the Hellenic Statistical Authority.

Chapter 11 "Corporate climate and glass ceiling in the hospitality industry: the women's point of view" by Theodoros Stavrinoudis, Leonidas Maroudas, Maria Doumi, Anna Kyriakaki and Eleni Vlassi addresses the views of women employees and executives on the parameters of corporate climate that are related to the factors and obstacles affecting women's employment on a higher hierarchical level in the hospitality industry. The aims of this chapter are a) to determine specific corporate climate factors that affect female employment in the managerial hierarchy of hotels; b) to study hotel corporate policies related to women both as employees and as executives; and c) to demonstrate and record negative attitudes and stereotypes that women have to face. A primary research was conducted between 20th June and 30th August 2018 among female employees in the hotels of Lasithi, Crete. The results reveal both the existence of the glass ceiling phenomenon in the hotels investigated and its relation to corporate climate. Thirteen corporate climate parameter variables were identified, which are more or less

related to the existence of the glass ceiling phenomenon, and three factors were identified, which are related to the advancement of women in the managerial hierarchy.

Chapter 12 “The development of medical tourism in Greece through the provision of specialized health services for women” by Anastasios Thomaidis and Dimitrios Lagos demonstrates the importance of medical tourism, to report the new trends at the international level, as well as the existing institutional framework for the development of medical tourism in Greece and to analyze the possibilities that exist for the utilization of medical tourism to improve Greece’s hospital budgets.

Chapter 13 “The contribution of female entrepreneurship to the development of agritourism in Greece” by Panoraia Poulaki, Maria Lagou, and Marco Valeri presents the contribution of female entrepreneurial identity to the development of agritourism in Greece. The methodological framework used is the secondary research from the development of agritourism development in Greece to assess and evaluate the degree of penetration of female entrepreneurship in tourism development within the context of endogenous local tourism development. It is considered that the findings of the research will lead to the establishment of a tourism policy framework with specific measures to formulate appropriate conditions to help the further development of female agritourism activity.

Chapter 14 “Female Entrepreneurship and Tourism in Lebanon” by Miriam Aziz, Sarah Clift, and Laura Salloum supports the view that women should focus on tourism entrepreneurship, in terms of the development, innovation, starting and maintaining the business related to tourism, although women entrepreneurs in this field are taking the biggest share, due to the fact of being more independent, talented, and educated individuals. As well, women will build good relationship with customers, which will lead to enlarge their networks, certainly when the services are highly delivered and customers are satisfied. As a result, good word of mouth will be dispersed all over the district. Likewise, women entrepreneurs will improve and sustain the development of the region/city/country through their entrepreneurial activities in the tourism industry. So the aim attention of this chapter will be on women entrepreneurs highlighting their activities in the tourism industries.

Chapter 15 “Female entrepreneurship in the tourism sector: the case of Greece” by Panagiota Dionysopoulou and Eftychia Aivaliotou highlights the issue of female entrepreneurship in the tourism sector, among different countries actively involved in the tourism industry. Through the conduct of a comparative analysis and the presentation of available data, best practices, and scenario cases, we aim to launch an open discussion, an exchange of ideas, knowledge, and expertise resulting in a more cohesive society and in inclusive growth. It is a fact that the travel industry could and should take into account the social aspects leading to a more responsible, fair, and equally distributed development. In addition to the aforementioned, the industry’s contribution to sustainable development is acknowledged at the articles 5 and 9 of the Global Code of Ethics for Responsible Tourism issued by UNWTO in October 1999 (UNWTO, 1999). Within this framework, in this chapter, we intend to showcase tourism and travel industry’s catalytic role in the global society, in particular in advancing gender equality. Therefore, it was considered essential to

examine, research, analyze the key factors of female entrepreneurship in the sector, the participation of women at leading, decision-making positions worldwide, the potential of female business development in both global and local terms, and the main inhibitors for their under representation in top managerial key positions.

Chapter 16 “The practice of triple bottom line in the sustainability of tourism: a gender perspective” by Vorakarn Chalermchaikit and Metin Kozak aims to provide the rational scopes of tourism sustainability via gender perspectives. As the tourism industry is growing rapidly and leads to inevitable impacts, the sustainability becomes a well-known term to be embedded in this industry. As the concept of sustainability is used in the tourism industry enhancing triple bottom line relating to ideas and practices, the concepts of environment, economy, and society are promoted in order to launch positive impacts and sustain every stakeholder positively. By looking at the gender perspective, social aspect becomes an important issue to be explored to see how people generate impacts through the sustainability at tourist destinations. Therefore, the viewpoints of this chapter are to analyze the gender perspectives of local people or hosts and tourists. In addition, the comparison between both sites is stated into gender issues responding to various cultures, behaviors, and values. This chapter concludes with the rational predictions on how two sides can generate the positive impacts on the sustainability of the tourism industry along with “Green Movement” concept as they emphasize the actions on how to reach the sustainable goals toward the sustainable management of resources and changes.

4. Conclusion

Overall, this book aims to examine the most contemporary, controversial, and cutting edge issues in gender and tourism. Drawing on the academic and practical expertise of authors in this field, the editors provide a critical analysis of the main areas of study and application in gender and tourism, including policy, politics, economics, history, geography, sociology, anthropology, and planning.

We would like to hope that our ambition to add value to such a complex and intriguing issue as the one of Gender and Tourism, by shedding some light on its interdisciplinary nature as well as tools and approaches to cope with it, was fraught with success. In any case though, bearing in mind Mahatma Gandhi’s words To the Women of India (Young India, Oct. 4, 1930):

To call woman the weaker sex is a libel; it is man’s injustice to woman. If by strength is meant brute strength, then, indeed, is woman less brute than man. If by strength is meant moral power, then woman is immeasurably man’s superior. Has she not greater intuition, is she not more self-sacrificing, has she not greater powers of endurance, has she not greater courage? Without her, man could not be. If nonviolence is the law of our being, the future is with woman. Who can make a more effective appeal to the heart than woman?

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