



Women SCIENTIFIC CONFERENCE  
in tourism  
lessons learned or lessons forgotten?

BOOK OF ABSTRACTS

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Impressum

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Publisher: Institute for Tourism, Zagreb, Croatia

Conference Organizers:



Conference Sponsors:



Cover and layout: Nera Orlić

ISBN: 978-953-6145-48-5

The CIP record is available in the computer catalog of the National and University Library in Zagreb under number 001172699.

## Preface

It is our pleasure to present the book of abstracts of the international scientific conference “Women in Tourism – lessons learned, or lessons forgotten?” organized by the Institute for Tourism (Croatia), University of Westminster (UK), Equality in Tourism International (UK), Croatian Academy of Sciences and Arts and Faculty of Economic and Business and University of Zagreb (Croatia). The conference is taking place in Split (UNESCO heritage site) on April 19th-21st, 2023.

The role of women in tourism is mainly viewed through the prism of gender inequality, connected with the continuous need for women’s empowerment as important stakeholders in the tourism industry. Undoubtedly, that is a hugely important agenda as the lowest-paid jobs and the jobs holding a low status in tourism are occupied mainly by women (UNWTO, 2022). With this conference, we aim to move our gaze towards more positive stories and a more powerful view of women’s role in tourism.

The conference aims to provide a platform for exchanging knowledge, ideas, and best practices in advancing women’s leadership and entrepreneurship in the tourism industry. This book of abstracts is designed as a guide to the conference program and an introduction to the various topics that will be discussed. It is a compilation of research and presentations from experts in tourism and women’s leadership and entrepreneurship. The abstracts cover a wide range of topics, including women as employees in tourism, women’s voices in tourism product development, lessons learned from history, gender differences and gender policy in tourism, personal and social safety and security issues, women’s empowerment through local community development, and the role of information and communication technology (ICT) in empowering women in tourism. This book of abstracts includes 52 contributions from 102 authors from 24 countries which explore and validate women’s roles and have a critical view of the position of women in tourism from the 19th century until today.

In conclusion, this book of abstracts provides a comprehensive overview of the topics discussed at the conference. We hope the insights and perspectives shared in this book will contribute to advancing women’s leadership and entrepreneurship in the tourism industry and inspire new ideas and collaborations. Thank you for your participation and contributions to this important event.

**Damir Krešić** and **Izidora Marković Vukadin**  
Chairs of the Organizing Committee

## Contents



### SESSION 1: **Advancing Women Leadership and Entrepreneurship** 8

- Abstract 1 **Changing Circuits of Informal Business Tourism in Southern Africa: The Role of Women Entrepreneurs** 9  
Christian Rogerson and Jayne Rogerson
- Abstract 2 **'Lady Bosses' Between Military Discipline and Femininity: Performances of Female Success in Slovenian Tourism and Hospitality** 11  
Hana Čosić and Andreja Trdina
- Abstract 3 **Tourism Leadership: We've Come a Long Way, Baby** 13  
Statia Elliot
- Abstract 4 **New Generation of Mobile Women-Entrepreneurs from Post-Soviet Countries: Escape from the Origins** 16  
Ekaterina Shebanova and Jose Antonio Donaire Benito
- Abstract 5 **Organizational Commitment and HR Practices, a Gender Bias Perspective for the Hospitality Industry** 18  
Lourdes Susaeta-Erburu, Clara Martín-Duque, Esperanza Suárez Ruz, Yolanda Romero-Padilla, and Frank Babinger
- Abstract 6 **Is the Reconciliation of Career and Family Possible? Example of DMO Managers in Croatia** 19  
Izidora Marković Vukadin, Snježana Boranić Živoder, Matina Gjurašić and Vedrana Stěrmassi
- Abstract 7 **The Importance of Women in the Management of Private Accommodation** 23  
Sara Kocijan
- Abstract 8 **"South African Women Tourism Entrepreneurs: Any Capability Challenges in Relation to Male Entrepreneurs?"** 25  
Nompumelelo Nzama and Ikechukwu O. Ezeuduji



### SESSION 2: **Women as Employees in Tourism** 27

- Abstract 9 **Women in Entrepreneurship: Empirical Insights from Germany and Israel and their Potential for the Tourism Industry** 28  
Madlen Schwing, Lea Rauch and Hannah Zehren
- Abstract 10 **Challenges, Opportunities and Expectations of Women Employees from Asia Working in Tourism Industry in Europe** 31  
Izidora Marković Vukadin, Naser Ul Islami, Damir Krešić and Ante Mandić
- Abstract 11 **Job Satisfaction of Female Employees in the Lodging Industry** 33  
Sanela Grujo Vrkljan
- Abstract 12 **Retaining and Developing Women of Tourism, Hospitality and Recreation** 34  
Joanna Jagger, Laurel Sliskovic and Julie Johnson-Lepine
- Abstract 13 **Trust as Basis for Peer-to-Peer Accommodation Trading Business Among Women in Split: the Case of Radunica Street** 36  
Ingeborg Matečić and Helena Tolić

- Abstract 14 **Researching Hotel Housekeeping – Acknowledging and Embodying Gendered Labour** 39  
Susanna Heldt Cassel and Maria Thulemark



SESSION 3: 41  
**Woman Voices in Tourism Product Development**

- Abstract 15 **Local Women Hold the Kitchen Cultures Critical to Gastronomic Destination Development in Developing Parts of the World** 42  
Helena Williams
- Abstract 16 **Storytelling: a Link Between Visitors and the Destination** 44  
Maja Jakobović and Ivana Radić
- Abstract 17 **Croatian Female Writers and Literary Tourism** 46  
Ksenija Tokić and Ivo Tokić
- Abstract 18 **The Position and Role of Women in the Promotion of Croatia Tourism: Lessons Forgotten** 48  
Jasenka Kranjčević
- Abstract 19 **Empowerment through Agrotourism: Case Studies from Polish Carpathians** 49  
Magdalena Kubal-Czerwińska
- Abstract 20 **Employment Equality of Women in Tourism in South Mediterranean Countries – Myth or Reality** 51  
Kristina Bučar and Sanja Pesek
- Abstract 21 **Gender Dimensions of Global Value Chains in Tourism Sector in Croatia** 52  
Diana Baus



SESSION 4: 54  
**Lessons Learned from History**

- Abstract 22 **Alma Karlin and the Ambivalent Encounters with Women on her Travels** 55  
Irena Weber
- Abstract 23 **Polish Women at the Adriatic Sea - Historical Review** 57  
Tomasz Jacek Lis
- Abstract 24 **The Appearance of Women in the Tourist Promotion of Croatia until World War I** 58  
Jasenka Kranjčević and Izidora Marković Vukadin
- Abstract 25 **“I Enjoy my Trip, the Sunsets, and this Wild yet Cultivated Nature [...] the Desert with its Sand Hills, and the Whole Lighted up by an Ardent Sun [...]” – Empress Eugénie and Tourism** 59  
Kamil Szadkowski
- Abstract 26 **From the Tragic Fates of Women in the Past to the Heritage of Nowadays** 61  
Ivo Tokić and Ksenija Tokić
- Abstract 27 **Women in Tourism in the Last Four Decades – a Bibliometric Literature Review (1980-2020)** 62  
Joana A. Quintela



SESSION 5: **Gender Differences and Gender Policy in Tourism** 64

Abstract 28	<b>Where are We Now? Re-visiting the Experiences of Solo Female Travellers in Relation to Theoretical, Technological and Cultural Shifts in the Landscape of Tourism</b> Fiona Jordan and Heather Gibson	65
Abstract 29	<b>Gender Differences in Holiday Behaviour</b> Zrinka Marušić, Sanda Čorak and Renata Tomljenović	66
Abstract 30	<b>The Impact of Women's Empowerment on the Establishment of Sustainable Tourism Development in Rural Areas</b> Draženka Birkić and Lidija Žganjer Gržetić	68
Abstract 31	<b>Gender Differences: Transit Yachtsmen in Croatia</b> Lidija Nujić	70
Abstract 32	<b>Ladies in Tourism: UNWTO Gives Young Tourism Women a Chance to Express Creativity and Knowledge</b> Igor Stamenković, Marija Vukadin, Dajana Kopuz and Nikoleta Račićević	71
Abstract 33	<b>Assembling Gendered Mobilities and Tourism Management in the City</b> Alejandro González Domingo and Maria Inmaculada Pastor Gosálbez	72
Abstract 34	<b>"I Refuse to Commodify the Cup of Coffee": Palestinian Women and Heritage: Examining the Influence of Women's Involvement in Heritage Through Cultural Tourism on Their Lives in Battir Village</b> Wisam Abbasi	73
Abstract 35	<b>South African Women in Tourism Businesses: Differences in Traditional Societal Perceptions and Access to Financial Capital in Comparison to Male Entrepreneurs?</b> Nompumelelo Nzama and Ikechukwu O. Ezeudujii	74



SESSION 6: **Personal and Social Safety and Security Issues** 76

Abstract 36	<b>Socio-Political Crises Impacts on Entrepreneurship: the Case of Iran's Tourism Industry</b> Parastoo Moghaddam, Daniel Blasco Franch and Natàlia Ferrer-Roca	77
Abstract 37	<b>Female Sex Workers and Tourism in Croatia</b> Hrvoje Mataković	8
Abstract 38	<b>'You Ensure Your Own Safety': Gender, Tourism and the Gig Economy</b> Duygu Salman and Fiona Eva Bakas	8
Abstract 39	<b>Impact of the Pandemic on Tourism in Spain: Implications for Women in a Feminine Sector</b> Frank Babinger and Sandra Sánchez-Arcediano	8



SESSION 7:

**Breaking Barriers: Empowering Women in Tourism**

83

Abstract 40	<b>Where are the Women? Gender Equality in Island Ecosystem Restoration</b> Tiffany Low and Jenny Cave	84
Abstract 41	<b>Embodying Indigeneity in Mountain Tourism: Creating Inclusive Adventure Spaces for Welsh women, United Kingdom</b> Jenny Hall and Emma Boocock	86
Abstract 42	<b>Female Asian Digital Nomads: The Illusion of Freedom?</b> Patricia Aida Linao, Bente Heimtun and Nigel Morgan	88
Abstract 43	<b>What is the Impact of Social Networks on the Empowerment of Solo Female Backpackers?</b> Joëlle Lagier, Nathalie Montargot and Magali Trelohan	90
Abstract 44	<b>The Role of Technology in Empowering Women in the Tourism Industry in a Post-Pandemic Hybrid Work Environment: A Focus on Remote Work and Online Education</b> Mihaela Jucan	92
Abstract 45	<b>Women Empowerment in Airbnb</b> Fani Efthymiadou and Anna Farmaki	94



## SESSION 1:

### **Advancing Women Leadership and Entrepreneurship**



## ABSTRACT 1

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# Changing Circuits of Informal Business Tourism in Southern Africa: The Role of Women Entrepreneurs

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**Keywords:** informal sector, business tourism, women, cross-border trading

### Abstract

Informality is a distinguishing characteristic of the economic landscape of the global South in general and of sub-Saharan Africa in particular. Indeed, urban informality is a critical component in the growth dynamics of most societies in the global South and as such transcends and modifies all aspects of urban livelihoods. Chen and Carré (2020) make the important observation that there is a significant overlap between informality and being poor. Over the past 30 years in the global South a substantial expansion is recorded in the economic landscape of informality and poverty. Grant (2015: 135) observes that informality “looms large” and for Crush et al. (2015: 10) it now simply represents “the main game in town”.

Only recently has there occurred a recognition by tourism scholars that much (if perhaps even the majority) of travel and tourism in the global South is of an informal sector character (Gladstone 2005). The existence of a substantial informal sector of tourism encompasses mobilities for the purposes of leisure, visiting friends and relatives (VFR), health and business (Cohen & Cohen 2015). The emergence of an informal sector of business tourism is a challenge to Northern concepts of business tourism with its association with convention centres and upmarket hotels (Rogerson, 2015). This hegemonic Western treatment of the ‘business traveller’ excludes an enormous group of people who travel for business either international or domestic travel, but experience little leisure and are rarely counted as tourists (Timothy and Teye, 2005). For these informal sector travellers, the business hotel is not the focus of accommodation rather many of these tourists stay with friends and relatives, sleep on buses or rent out cheap accommodation in their business tourism destinations.

Across the cities of Southern Africa, the major element in informal sector tourism is the activities of informal sector shoppers and traders, a form of business tourism which is mainly (but not exclusively) constituted by women entrepreneurs. The cities of Johannesburg and Harare are critical magnets for the activities of informal shoppers and traders and include international cross-border traders from surrounding countries in the region (Rogerson, 2018). Beyond the activities of these international cross-border shoppers however, there is also a less well-researched economy of domestic informal sector business tourism in which shopper/traders again are a major constituent. The aim in this paper is to unpack the key circuits of informal business tourism in Southern Africa with a specific focus on the cities of Johannesburg and Harare. The paper draws together a rich vein of scholarship which has accumulated over the past 20 years including results from large-scale surveys commissioned by the Southern Africa Migration Project as well as a host of independent academic studies. Qualitative studies are tapped to shed further insight on the circuits of shopper/traders, business challenges and to probe aspects of the lived experience of communities of shoppers and traders who are seeking to ‘stitch together a living’ from this economy of informal business tourism. The core focus is an exploration of the continuities and changes in the organization and spatial flows of informal business tourism.

The results reveal that over the past 20 years there are both continuities and changes as reflected in the circuits and economy of informal business tourism in Southern Africa and of the role of women entrepreneurs. Undoubtedly, since the 1990s there has occurred a massive surge in the activity of small-scale cross-border trading in this region most especially from Zimbabwe to South Africa. New research points to the appearance of a critical economy of domestic informal tourism focused on Harare in crisis-ridden Zimbabwe; the history of that phenomenon remains not well-documented. Although studies from the 2000s suggest that women represented as much 70-80 percent of cross-border traders, more recent investigations are pinpointing a growth in participation by men. The drivers for informal business tourism

are a range of factors, some enduring others changing. At the heart of the economy of informal business tourism is the economic necessity to undertake this form of entrepreneurship because of a lack of formal sector employment. In Zimbabwe the implementation of successive Structural Adjustment Programmes resulting in major job losses and deindustrialization forced a search for alternative income/livelihood strategies particularly after 2008. Nevertheless, in the context of escalating economic crisis and hardship in Zimbabwe, many people in formal employment – especially civil servants and teachers – seek to combine cross border trading with their formal job in order to supplement salaries that were inadequate for household needs.

Overall, the geography of this informal business trade is articulated through the networks and flows of traders and shoppers connecting the cities of Johannesburg and Harare. The emergence and importance of an organised support infrastructure which lubricates the mobilities of informal sector business tourists is a vital theme. COVID-19 impacts on livelihoods and the economy of informal business tourists were recorded as devastating albeit there is recent evidence of significant recovery in informal business travel to near pre-pandemic levels which once more incorporates a leading role for women entrepreneurs.

## ABSTRACT 2

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# ‘Lady Bosses’ Between Military Discipline and Femininity: Performances of Female Success in Slovenian Tourism and Hospitality

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**Keywords:** performance, female managers, gender, myth, class, meritocracy, postfeminism, tourism

### Abstract

The article examines the media performances of leading female managers in Slovenian tourism and hospitality to deconstruct their narratives of success and identify ideas with which they articulate and reproduce their social positions. The theoretical background introduces postfeminism (McRobbie, 2004; Banet-Weiser et al., 2020) as a current permutation of feminist discourse and a leading critical framework for understanding how established gender myths and neoliberal logic cofunction to justify female success. We employ the performativity approach (Goffman, 1959; Butler, 1988) as the concept of performance allows us to look at how gender is routinely enacted and reproduced in daily practice. The idea of doing gender refers to a set of performative actions that people learn and attempt to recreate through actions and presentation (Butler, 1988). In the empirical part, a discourse analysis of publicly available interviews with successful female managers in Slovenian tourism and hospitality is undertaken to highlight how in self-performances of women, gender and class discourses intersect. We follow West and Fenstermaker's (1995) proposition not to separate gender and class as social categories but rather to aim for a coherent understanding of how they work simultaneously.

Gender issues in tourism studies have been widely addressed. Nevertheless, female leadership is dominantly tackled within management studies and primarily from the perspective of gender equality, commonly reduced only to terms of gender representation. Such traditional accounts of gender cannot further the goal of critical theorising of gender in the field, as argued by Mooney (2020). Therefore, this paper reserves the perspective and focuses on female managers' (media) performances – on how they stage their public self, articulate their success and narrate their life choices. At the backdrop of the existing research on the stagings or ‘dramatic realisation’ of female political elites in Slovenian popular media (Pušnik & Bulc, 2001; Luthar & Trdina, 2011, 2015), the paper focuses on gender and class performances in the tourism and hospitality field where emotional labour is strongly emphasised by the requirements of the sector in order to grasp potential distinctive characteristics of female elite self-performances. We believe that only by explicating ways in which gender and class are performed together and achieved in our everyday performance can we critically reflect on the workings of power.

In the empirical part, we analyse a convenience sample of 10 interviews with women in senior management positions in tourism (chefs, hotel managers, managers of tourist organisations etc.), all conducted and published online in the last five years (2017–2022). We consider interviews as performative acts that offer female professionals an opportunity for self-performance within genre boundaries (Luthar & Trdina, 2015) and require their idealised performance in accordance with perceived popular values (Goffman, 1959).

Preliminary findings show that women perform themselves and their success in the light of dominant postfeminist ideas. Women's performances are discursively rooted in established gender myths and myths of meritocracy. The most frequently exposed is *a) the idea of hard work and merit*, which carries the assumption that talent combined with effort is a key to ‘rise to the top’ (Littler, 2017), thereby narrowing the idea of social mobility to individual worth ignoring people's differing structural conditions of existence. This class discourse seems to be considerably *strengthened by gender discourse that constructs women's burdens in their careers compared to men as more challenging*, mainly through the work-family life balance and superwoman metaphor as identified in empirical material. Additionally, we identified *b) the dialectic between a reference to women as a homogenised group* where the focus is, at least declaratively, on the importance of female community and support *and the loud individualisation/project of self on the*

*other hand*, which is manifested in many performances of continuous work on one's skills, looks, and of resourcing the constructed self for the business. Another inconsistency recognised in their performances is *c) the contradiction of performing the feminine inclusivity and empathy as their flagship of success* (where women in their performances tap into the dominant gender myths of women as loving and caring individuals, the 'feminine' way of handling things with feelings, not discriminating or excluding anyone) while at once also *expressing military discipline and fortitude* as a constitutive part of their career success.

In conclusion, although the number of women in management positions in Slovenia is increasing (EUROSTAT, 2023), they are still expected to perform within the mythological foundations set for them by society and to coordinate between their private-and public-self while not deviating from the expected norms. Our study shows that, in their performances, women rarely subvert the dominant gender and class discourses; instead, they continue to reproduce them. It is by understanding how gender and class mythological discourses work together hand in hand that we can reveal ways in which social power is exercised, and inequalities are reproduced.

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## ABSTRACT 3

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# Tourism Leadership: We've Come a Long Way, Baby<sup>1</sup>

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**Keywords:** women leaders, change agents, transformative executives

## Abstract

**Background:** While gendered stereotypes persist in the tourism workforce, each year there are more women in senior executive roles, on conference podiums, and advancing across company divisions (Castell Project Report, 2022). Though the pace is albeit slow, recent societal shifts provide momentum. From the Me Too movement sparked in 2006 and reaching a tipping point in 2017 with the #MeToo hashtag and sexual harassment charges against powerful men like Weinstein and Epstein, the #BlackLivesMatter fight for racial equality, and women of Iran bravely protesting for freedom, acts of oppression are being challenged for a global audience to judge. The waves of these movements push women to persist past gender and racial obstacles in their careers, disrupting the homogenous organizational status for good.

There are pull factors, too. Including women in the C-suite improves business performance, driving firms to be more open to change and less risk-seeking (Post, Lokshin & Boone, 2021).

Yet, the negative effects of the COVID-19 pandemic on the global tourism workforce linger, making talent acquisition and retention a sector priority. Importantly, there is also a notable shift toward “the purpose economy”, a movement to transform our economies to better serve the needs of people and planet (Hurst, 2014), where “those dedicated to using their business capabilities to contribute to building this purpose economy are transforming thinking on the pathways to sustainable futures” (Higgins-Desbiolles & Monga, 2021). The nexus of these societal shifts and labour shortages is igniting an acceleration of women in leadership.

**Purpose:** This paper proposes that female leaders are critical to a values-led transformation in tourism. By examining the rise of women in leadership, the purpose of this paper is to provide insight to women as change agents for a more sustainable future.

**Method:** This paper analyses secondary data from the Castell Project Report (2022), collected from hotel company websites for a sample of 5,569 executives at the director through CEO level. The hotel company sample is taken annually from the STR Directory of Hotel and Lodging Companies (2019, 2020, 2021) with over five hotels and/or over 700 rooms based in Canada and the U.S..

Statistics alone do not tell the full story, and with so few female CEOs in Canada's hotel sector, two were selected to share their perspective on leadership.

**Results:** In the hotel sector, a major revenue generator for tourism and where North American employment data by gender is tracked, women held 48% of director level positions in 2021 (Castell, 2022). Though the share drops considerably at the partner/principal level (9%) and falls to 6% at the CEO level (Table 1), these rising shares suggest a pipeline of future talent. Examining the pipeline shows the concentration of women leaders in fields like Human Resources (77% women) and Sales/Marketing (60%), where they have traditionally found greater career success than in fields like Investment/Development (9% women), Technology/Information (8%) and Asset Management (21%) that continue to be dominated by men (Table 2). A field that has opened to women in recent years is Revenue Management (58% women), a positive shift as the route to the C-suite has typically followed the money trail. Women have been encouraged to build financial skills to make it to the top. But this standard route has diverged. Organizations now value Human Resources and Sales as critical to operational sustainability, precisely where women have the experience and skill to lead.

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<sup>1</sup> *You've come a long way, baby* was a 1970s American marketing slogan for Virginia Slims cigarettes targeting women by exploiting the civil rights movement and body dysmorphia.

New female leaders are challenging the culture of male domination in the workplace, balancing social justice and business acumen (Hirudayaraj & Shields, 2019). Their insight and approach to leadership brings a greater sense of purpose, illustrated by the following quotes:

*Lead with love... We constantly are asking, "How can we help? Who needs help right now?" Whether that's someone on our team, in our community, anything. Even though we're a hotel company, we truly feel we are put here to radically enrich people's lives.*

Mandy Farmer, CEO Accent Inns, November 2022

*As a female business leader, philanthropist, and advocate for all women, I am proud to assume the position of Chairwoman of The Gupta Group. I look forward to finding new growth opportunities for both our company and the Canadian economy, all while continuing to support important charitable initiatives globally. I also hope to use this new platform to inspire other women and instil change in the business community. As a collective, we can support women in the workplace by approaching everyday with the understanding that there are no glass ceilings.*

Reetu Gupta, Chairwoman and Ambassador, The Gupta Group, May 2022

**Conclusion:** This glimpse of CEO values – love, community, philanthropy, advocacy, change – are a stark contrast to the masculine rationality of organizational culture, and suggest an alignment of the purpose economy with a female ethic of care (Shafer-Landau, 2019), reflecting societal need, inclusion and compassion. Women's path to the C-suite makes sense for our time. Rather than fighting obstacles, women have forged their own way forward, creating feminine space for others to follow.

I recognize my bias as a Canadian female researcher, and refer to males and females based on others use of the terms, and their associated stereotypes. Data presented is limited to the word count of this abstract; there is much more to this phenomenon explored in the full paper.

**Table 1: STR Hotel Company Executives by Level**

	2019		2020		2021	
	Men	Woman	Men	Woman	Men	Woman
<b>CEO</b>	95%	5%	94%	6%	94%	6%
<b>President</b>	92%	8%	92%	8%	92%	8%
<b>Partner/principal</b>	94%	6%	94%	6%	91%	9%
<b>Chief</b>	77%	23%	75%	25%	76%	24%
<b>Managing director</b>	83%	17%	83%	17%	83%	17%
<b>EVP/SVP</b>	77%	23%	77%	23%	74%	26%
<b>VP</b>	67%	33%	66%	34%	64%	36%
<b>Director</b>	51%	48%	52%	49%	52%	48%

Source: The Castell Project

**Table 2: STR Hotel Company Executives by Level**

	2019		2020		2021	
	Men	Woman	Men	Woman	Men	Woman
<b>Accounting/finance</b>	65%	35%	64%	34%	62%	38%
<b>Asset management</b>	85%	15%	83%	17%	79%	21%
<b>Construction/design</b>	78%	22%	78%	22%	77%	23%
<b>HR</b>	19%	81%	20%	80%	23%	77%
<b>Investment/development</b>	91%	9%	91%	9%	90%	10%
<b>Leadership</b>	92%	8%	92%	8%	91%	9%
<b>Legal</b>	65%	34%	67%	33%	65%	35%
<b>Operations</b>	79%	21%	79%	21%	78%	22%
<b>Revenue management</b>	48%	52%	44%	56%	42%	58%
<b>Sales/marketing</b>	43%	57%	42%	58%	40%	60%
<b>Technology/information</b>	88%	12%	87%	13%	92%	8%

Source: The Castell Project

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## ABSTRACT 4

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# New Generation of Mobile Women-Entrepreneurs from Post-Soviet Countries: Escape from the Origins

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**Keywords:** lifestyle, women, migration, mobility, entrepreneurship, mobile journey

### Abstract

The role of women is usually underestimated in terms of socio-cultural inequality and historical male domination in public and private spheres of society. By presenting this research we contribute to the conference's goal to emphasise the multiple trajectories, lifestyles and roles of women and, in particular, their position regarding migration processes and entrepreneurship.

This paper represents a secondary analysis that refers to the use of already collected data about exploration of the phenomenon of migrants' entrepreneurship as a 'peak point' of one's 'mobile journey' through interviewing Russian-speaking communities in Spain and Sweden. In previous research we intended to prove that entrepreneurship might demonstrate the 'finality' for mobile actors to become immobile and have a balance at work and life. However, one of the field work results was the female domination factor of study participants (16 women out of 20 selected informants) which gave us an opportunity to underline a 'gender tendency' in social science research.

By doing this on-going research we aim to picture a new segment of highly mobile, skilled and empowered women from the post-soviet countries where the relationship between men and women are historically described by the concept of 'patriarchy' and 'male rules'. Moreover, such 'mobile journey' or an act of migration might be a sort of escape for these women and, at the same time, an intention to find home, opportunity to express self and empowerment.

We start by placing our research within the framework of the new mobilities paradigm and follow the theoretical analysis by presenting academic perspectives on the phenomenon of migrant entrepreneurship, Russian-speaking entrepreneurs, and gender prospects in mobility and lifestyle migration. More than that, we integrate the concept of 'patriarchy' and how it links to religion and the role of the Church in Russia and Post-Soviet countries. It helps to underline how people and politicians saw the traditional set of values and the role of women (just a 'men helper') in/for society. Nevertheless, social imaginaries, lifestyle-based reasons and 'emotional debates' of female individuals might trigger women to the successful 'mobile live' and final decision to change the residence.

The paper outlines 20 in-depth semi-structured interviews conducted in person with the Russian-speaking community (participants from Russia, Ukraine, Armenia, Belarus and Latvia) in Spain (10 interviews) and Sweden (10 interviews). We consider a homogeneous group of foreigners, who share the same socio-cultural context, traditions and "typical" for Russian-speaking nation's behaviour. Moreover, it allows new insights in the context of a non-Eurocentric approach. Study participants were individual or self-employed entrepreneurs, migrants from Russia the Post-Soviet Union countries (Ukraine, Belorussia, Armenia, Latvia, etc.), who had decided to change their residence and started their businesses at the time of or after migrating. We did not have an aim to focus on legal questions regarding management of the businesses - we wanted to understand how the informants evaluated themselves during their mobile journey and which role their lifestyle preferences played in this process. Moreover, we demonstrate how study participants adapted to the new 'women role' within the destination and local community.

Focusing on Russian migrants and migrants from Russian-speaking countries also aimed to bring more knowledge regarding "non-western populations" due to little data on these populations in the research about human mobility, migration and entrepreneurship. Destinations, such as Spain and Sweden, were also chosen purposefully due to positive migration balance in 2020 (before the pandemic), popularity of Spain as a destination to migrate and the higher rate of migrants-entrepreneurs in Sweden.



We debate by comparing results received from both destinations. First, we consider important for the future research to take into consideration how exactly destinations of different socio-economic levels adapt to the changing tendency, as such, women entrepreneurship. Second, we conclude that the image of the soviet women – men’s helper – is not ‘valid’ nowadays. So, results of this study could contribute with the new cultural background to the profile of ‘mobile entrepreneurs’ and ‘women entrepreneurs’. We complement to the previous calls regarding the female entrepreneurship in the world economy at macro level. Third, this research brings elements of lifestyle, self-construction and emotional dimensions of one’s individual mobility for the fields of entrepreneurship and migration.

## ABSTRACT 5

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# Organizational Commitment and HR Practices, a Gender Bias Perspective for the Hospitality Industry

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**Keywords:** women, hospitality, organizational commitment, HR practices

## Abstract

**Background:** Over the past year, much has been written about the impact of COVID-19 on employee well-being in the hotel industry. The literature suggests that in health crises, workers suffer more work-related stress (Gibson & Janikova, 2021; Phillips & Kucera, 2021; Lewis & Zauskova, 2021) and, as a result, increase employee turnover and decrease performance (Park et al., 2020). In this context, employee organizational commitment has become a key factor for organizations and deserves further research.

**Purpose:** Our study investigates the relationship between employees' perceptions of Human Resources (HR) practices and their level of organizational commitment within the Spanish hospitality industry, examining changes that occurred during the pre-crisis and crisis periods. We include a novel perspective by adding variables about gender bias in measuring organizational commitment.

**HR practices and Organizational Commitment:** Organizational commitment refers to the degree to which employees identify with the organization in which they work and are engaged in the goals and values of the organization. Employees with high organizational commitment are likelier to remain committed under crises. On the contrary, employees with low organizational commitment are more likely to withdraw from the organization or reduce their performance in a crisis (Kim & Lee, 2020).

The literature suggests that high levels of organizational commitment prior to a crisis enable companies to navigate difficult situations better (Shin et al., 2017). Engaged employees who feel a sense of belonging in their organization are more motivated, efficient and resilient during crises. Consequently, motivated employees tend to work more efficiently to overcome the challenges a crisis poses. (Lee & Kim, 2020).

Further research is required to determine how HR practices for employee well-being can be successfully implemented and adjusted to meet evolving needs of employees during times of crisis such as COVID-19 (Schalk et al., 2020).

Identifying these best practices for the hotel industry needs further study (Kim et al., 2020; Sigala et al., 2021). On the other hand, due to the prolonged implementation process, HR practices need to be revised.

**Gender Discrimination and the COVID-19:** During the COVID-19 pandemic, gender discrimination has become a more pressing issue, significantly impacting employee well-being and productivity. The COVID-19 pandemic has worsened the gender pay gap in some countries, including Spain (Segura-Rodriguez, 2021; Arribas et al., 2021), which may be of concern for gender equality in the labour market. Some studies have found that the wage gap in the hotel industry can be attributed to a lack of wage transparency and discrimination. (Ismail, 2018; Ruhanen & McLennan, 2016). Further research is needed to assess the specific impacts of the COVID-19 pandemic on gender and wage disparities in the hotel industry, despite

existing evidence demonstrating its disproportionate effects on female employees (Galdon-Sanchez & Gil-Pareja, 2021).

However, there is a paucity of studies linking policies to gender bias and organizational commitment. We hypothesize that avoiding gender discrimination effectively increases employee satisfaction, promoting a fair and equitable work environment for all workers.

**Methodology:** We conduct an online survey among employees in the hotel industry in Spain. The survey was launched through the Spanish Hotel and Catering Business Confederation (CEHE) in March and April 2021. There were 467 complete responses, with a sampling error of +-4.53 at 95% confidence.

The scale used to measure Organizational commitment based on employee perceptions of human resource practices was based on a questionnaire adapted from a previously validated scale by Kehoe and Wright (2013).

We carried out a two-step analysis. In step one, we use a Factor analysis (FA) to reduce the number of variables into fewer numbers of factors. In the second step, confirmatory factor analysis (CFA) was performed in AMOS to ascertain the convergent and discriminant validity of the measurement model.

**Results:** We have found that employee perception of high organizational commitment before the pandemic is highly correlated with the same perception during the pandemic. Furthermore, organizational commitment derived from HR practices during the pandemic is also positively associated with practices aimed at mitigating gender bias.

Concerning the categorical variables, the level of responsibility is positively related to organizational commitment.

**Conclusions and contributions:** Companies that provided pre-existing support to their employees and demonstrated high levels of organizational commitment prior to the COVID-19 pandemic were likelier to maintain that commitment during the crisis. In addition, companies that implemented anti-gender discrimination measures further enhanced organizational commitment. This study contributes to a novel proposal for measuring organizational commitment, which includes employees' perceptions of these practices that avoid gender bias.

The study provides evidence for practitioners about the relevance of supporting employees in non-crisis periods and the commitment effect during the crisis.

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## ABSTRACT 6

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# Is the Reconciliation of Career and Family Possible? Example of DMO Managers in Croatia

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**Keywords:** DMO, manager, family, children, obstacles

### Abstract

**Introduction:** Women have been making significant strides in the business world, but they still face numerous challenges in their pursuit of management positions. According to recent studies, women continue to be underrepresented in senior management positions across a variety of industries, including tourism. Despite a growing body of research on the subject, progress has been slow in terms of gender diversity in leadership roles. While women hold almost half of all management positions, they are significantly less likely to occupy the highest-level positions within organizations. Women in tourism management occupy a variety of positions, including destination management organizations management positions (DMO). They are responsible for overseeing the day-to-day operations of tourist destinations, such as manifestations management, information, and interpretation), promoting and marketing tourist destinations and ensuring a high level of tourists and local community satisfaction. Women in tourism management have had a significant impact on the industry. They have brought a fresh perspective and innovative ideas to the field and have helped to make the industry more customer-focused and efficient. Finally, numerous authors stress out that women managers are leaders in promoting sustainable tourism practices and preserving local cultures and environments.

Despite their important role in the industry, women in tourism management often face unique challenges. These include a lack of recognition and opportunities for advancement, gender-based discrimination, and a lack of flexible work arrangements to accommodate the demands of motherhood and family life. Therefore, this paper aims to explore the current state of women in management and the challenges they face in the workplace, with an emphasis on balancing work and family obligations, especially motherhood.

**Methodology:** Through qualitative research, interviews with women working as DMO directors in Croatia, we tried to answer the research objectives in this article. The research was conducted on a sample of 10 women in the positions of directors in tourism communities in Adriatic Croatia (intensive summer season) and in continental Croatia (year-round tourism of lower intensity). Through interviews women managers highlighted their experiences and challenges in balancing both work and motherhood obligations and possibilities to manage these confronted areas of life.

**Results and discussion:** Responders stressed out that the impact of motherhood on women employees in the tourism industry, as in any other industry, can be significant. As mothers, women often face challenges in balancing their work and family responsibilities, which can result in reduced job satisfaction, increased stress, and lower productivity. In the tourism industry, women employees who are mothers often face scheduling difficulties, such as working irregular hours, weekends, and holidays. This can make it difficult for them to arrange for childcare and other family-related responsibilities. Furthermore, it was stressed out that DMO managers must also have to travel frequently for work (tourism fairs), which can be challenging for mothers who have young children. Being a mother and a manager in the tourism industry can be a challenging combination, as both roles require a significant amount of time and energy. Women managers who are mothers emphasize that they face difficulties in balancing their work and family responsibilities, which can lead to stress and burn-out.

Even though, relatively high share of women are DMO managers in Croatia (65%), they often face biases and stereotypes in the workplace, which can limit their opportunities for advancement and negatively impact their performance evaluations and promotions. The glass ceiling and support by government (poli-

ticians) often prevents women (and man) from reaching the highest levels of management within organizations. This can limit their ability to influence organizational decisions and impact their career progression. Fortunately, it stresses out that women in management roles often earn same wages as their male counterparts.

The fact that Croats live in traditional communities, where they can significantly rely on the help of extended family (especially grandparents), is cited as an advantage in harmonizing family and business life. It was also emphasized that partners are more and more ready to be supportive in achieving career goals. Recognizing the challenges faced by working mothers and taking steps to support them, through offering flexible work hours, on-site childcare facilities can help mothers to better balance their work and family responsibilities. Additionally, creating a supportive work environment, where mothers are valued and respected, can help to reduce stress and increase job satisfaction for women employees who are mothers.

**Conclusions:** In the tourism industry, women managers who are mothers may have to work long hours, travel frequently, and handle a large workload, which can make it difficult for them to be present for their children and family. Additionally, the stigma surrounding motherhood and the expectations for women to prioritize their family responsibilities over their career can create additional challenges for women managers who are mothers. Motherhood can have a significant impact on women employees in the tourism industry, but with the right support and accommodations, they can continue to make valuable contributions to the industry while balancing their family responsibilities.

In conclusion, while women have made significant progress in the tourism industry, they still face numerous challenges in their pursuit of management positions. Addressing these challenges requires a concerted effort from organizations, policymakers, and society. By creating a more inclusive and equitable workplace, we can help ensure that women are able to reach their full potential and make meaningful contributions to their organizations and communities.

## ABSTRACT 7

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# The Importance of Women in the Management of Private Accommodation

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**Keywords:** women, tourism, private accommodation, women entrepreneurs

### Abstract

**Background:** Women play an important role in tourism, especially in the context of family, rural or small-town tourism. They are often the owners of family houses that offer accommodation, food, and various activities to tourists, creating an authentic experience of local culture and tradition. Women also own many tourist facilities, such as apartments, holiday homes, and private rooms, and are responsible for managing and running these facilities.

Women are key players in this form of tourism as they are the ones who take care of the guests, providing information about local culture and tradition and organizing activities for tourists. They are a valuable source of information for tourists who want to experience local culture and tradition in the local way. They provide hospitality to guests, which is crucial for guest satisfaction and business success.

In this context, women also have a role in preserving the cultural heritage and traditions in their community. Through their work in tourism, they promote local customs, products, and ways of life, and contribute to the preservation of the community's cultural identity.

Women in the private rental sector face numerous challenges. They must be prepared to work with different guests, be open to new experiences, and adapt to changing conditions in tourism. Additionally, good time management and organizational skills are required, especially during the high season when there are many tourists, there is also balancing family life and business.

Women need various skills to successfully manage their tourist facilities and meet the needs of their guests. Some of the necessary skills include:

Communication skills needed to successfully communicate with guests, provide necessary information, and respond to questions and requests. This includes knowing several languages, listening skills, asking questions, clear expression, and understanding cultural differences.

Time management is crucial for successful management of tourist facilities and guest care. This includes planning and organizing business activities, prioritizing tasks, and adjusting schedules to ensure everything is completed on time.

Financial skills in which it is necessary to monitor and manage finances, including budgeting, bills, and taxes. It is important to learn how to manage costs and plan revenue to ensure profit.

Marketing skills refer to how to attract and retain guests. This includes understanding the target audience, marketing strategies, and managing online content.

Technical skills, given that technology plays an important role in tourism, so owners of the private accommodation need to be familiar with computers, internet technologies, and reservation software to successfully manage their business.

**Purpose:** All mentioned skills are challenges and require a lot of time to acquire. With everyday life and family care, a lot of effort and willpower is needed to master these skills. Despite the challenges, women in tourism play an important role in creating a unique tourist experience and are a key element in preserving cultural heritage and tradition. The aim of the research is to present women as key providers of private accommodation in Croatia, their challenges, as well as their resourcefulness and strength in ensuring the functioning of their properties despite changes, lack of knowledge, and resources.

**Methodology:** The research will track the growth of self-confidence and business growth. Does the growth of revenue and business and the mastery of skills have a positive impact on women's self-confidence and

self-image? The growth and development of tourism strengthens the role and power of women, provides independence, and creates strong female entrepreneurs.

Female accommodation providers, through contact with foreign tourists and managing their accommodation facilities, grow as individuals, increase their self-confidence, skills, and financial independence. The research will be conducted through a survey. The survey will be sent to private accommodation providers in the Republic of Croatia.

**Result:** Research on the importance of women in the private accommodation sector is important for several reasons. One is that the share of private accommodation is higher than half of all accommodation capacities in the Republic of Croatia. Bearing this in mind and the fact that most private accommodation is run by women, we can conclude that women entrepreneurs hold half of the management positions in tourism.

Women need to be empowered and educated to manage their accommodation facilities as better as possible. The results of the article will show that women are the key to tourism sustainability as the key in disseminating knowledge about cultural values.

**Conclusion:** Some of the benefits that women achieve by renting family accommodation include:

Skill development - business and tourism education improves skills, increases satisfaction, and makes them feel more secure in their business.

Positive guest reviews - in addition to helping potential guests decide on accommodation, they also help with gaining self-confidence in the quality of accommodation and business.

Developing a network of contacts - joining various groups of accommodation providers, local tourist boards, and other organizations and groups in tourism. Connecting with others in the same business provides personal growth, valuable information, advice, and support, and contributes to a sense of belonging.

Financial independence - financial literacy, future planning, and setting financial goals.

Exposure to external cultures and people from all over the world.

Determining prices and rental conditions independently positively affects self-esteem and self-confidence.



## ABSTRACT 8

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# “South African Women Tourism Entrepreneurs: Any Capability Challenges in Relation to Male Entrepreneurs?”

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**Keywords:** women, tourism, gender nuances, business performance, business capabilities, business operations

### Abstract

**Background:** This study was conducted in the province of KwaZulu-Natal in South Africa, where tourism significantly contributes to the local economic development. KwaZulu-Natal province is very popular for its unique heritage and diverse cultural experiences. Most tourists who visit this province are mostly attracted by the nature, culture, warm weather, and beach experience, which are offered in both its coastal and inland regions. KwaZulu-Natal Tourism competes on tourist volumes and the quality of visitor experience. Therefore, tourism-related entrepreneurship is vital in this province to service domestic and international tourists, and the local community. Research shows that women in tourism and other sectors' businesses occupy low position (Tshabalala and Ezeuduji, 2016) and they have less opportunities for advanced career development (Ferguson, 2011). This predicts that South African women may remain in the periphery of economic development. Research also reports that the performance of female-owned businesses have been lower and very constrained compared to male-owned businesses (Marlow and McAdam, 2013), as they are likely to close down and less likely to make sustained profit (Fairlie and Robb, 2009). Literature on women entrepreneurship posits that there are many challenges (such as unfavourable societal perception, inadequate financial capital, lack of management capabilities, weak entrepreneurial networking) faced by South African women in business (Nxopo and Iwu, 2016; Nzama and Ezeuduji, 2020a; Nzama and Ezeuduji, 2020b; Tshabalala and Ezeuduji, 2016).

Much gender-based entrepreneurship studies (such as Kimbu et al., 2019; Kokotović et al., 2016; Mkhize and Cele, 2017; Nxopo and Iwu, 2016; Sarfaraz et al., 2014; Todorović et al., 2016; Tshabalala and Ezeuduji, 2016; Vossenbergh, 2013; Witbooi and Ukpere, 2011) focused on women entrepreneurship as a driver of gender equality, poverty reduction, and social development. They did not specifically explore gender-induced differences or perceptions, especially from the African perspective.

**Purpose:** This research therefore explored nuanced gender perceptions with regard to the influences that business capabilities may have on tourism business operations; and also sought if gender identity drives business performance, using the case of Durban Central Business District, situated in KwaZulu-Natal, South Africa.

**Methodology:** We employed structured questionnaire survey using purposive sampling method, selecting those who have relevant knowledge (tourism business owners and managers) in tourism entrepreneurship, and who are willing to participate (Etikan et al., 2016; Nardi, 2018). The criteria of respondent inclusion in this study were that a tourism business is an enterprise that falls within the travel sector (transport and travel organisers), hospitality sector (accommodation and events), leisure and business sector, conservation sector, sports and recreation sector, gaming and lotteries sector, tourism support service sector and government tourism sector. The actual target population for this study is largely unknown because many of these businesses operating in this study area fall under the informal sector (not registered). This study therefore used non-probability (purposive) sampling to survey 150 respondents (75 males and 75 females) in their tourism businesses in Durban Central Business District under Ethekwini Metropolitan Municipality, KwaZulu-Natal, South Africa. Because this study is non-probability and exploratory in nature, we considered a sample size of 150 tourism entrepreneurs large enough to address the research objectives.

Due to the exploratory nature of this study, we employed descriptive statistics (mostly frequencies), bivariate analyses (using Pearson's Chi-Square, Mann-Whitney U, and Spearman's Rank Correlation tests) and also performed multivariate analysis (conducting Reliability tests by the help of Cronbach's Alpha scores).

**Results:** Respondents mostly perceive themselves to have strong entrepreneurial qualities. Spearman's Rank Correlation test was used to test for relationships between respondents' responses to 'perception of entrepreneurial success level' and 'business operation statements'. There is no reported correlation between gender nuanced business operation variables and perceived business success level. The variables identified to have positive correlations with perceived business success are mostly found within the dimension of 'marketing capability'. This shows that marketing capability is pivotal to business success, as all the variables within this dimension have mostly very strong positive correlation with business success.

We further compared demographic variables of respondents with business start-up motivation and perceptions of entrepreneurial success level (using Pearson's Chi-Square and Mann-Whitney U tests, respectively). Results show that there is no significant relationship between 'gender', 'age group', and 'number of years in business' with 'business start-up motivation'. Focussing on the purpose of this study, gender did not explain any choice between being 'opportunity' or 'survival' entrepreneur.

There is no significant difference between male and female mean scores regarding their responses to the variables within the 'marketing capability' dimension. These results suggest that both male and female entrepreneurs have similar levels of marketing capabilities. This study did not identify significant differences between male and female respondents when gender identity was compared with the responses on 'general entrepreneurial statements'. Hence, neither gender can claim to be more entrepreneurial.

**Conclusion:** This study explored nuanced gender perceptions regarding the influences that business capabilities may have on tourism-related business operations in Durban, KwaZulu-Natal. This study made no conclusive finding that gender plays a role with regard to differentiating business success or performance, in terms of business capabilities, as reported in some literature. It was deduced however that marketing capability is the main factor that influence business performance. This study therefore recommends business mentorship programmes and more entrepreneurship trainings in KwaZulu-Natal, South Africa; and these should emphasise that marketing capability and other factors (but not gender) may support business success. Hence training and mentorship should focus on building marketing capability, among others.



## SESSION 2:

### **Women as Employees in Tourism**

## ABSTRACT 9

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# Women in Entrepreneurship: Empirical Insights from Germany and Israel and their Potential for the Tourism Industry

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**Keywords:** women, entrepreneurship, Germany, Israel

## Abstract

**Purpose:** 274 million women worldwide are estimated to be involved in Entrepreneurship, significantly contributing to society and the economy (Dheer et al., 2019; Elam et al., 2021). Women often found their start-ups in sectors such as fashion, health, education, and also tourism (Aziz et al., 2021; Münster et al., 2021). Israel is a major tourism destination and famous for its entrepreneurial mindset – similar to Germany's capital Berlin (Fuerlinger et al., 2015; Kollmann et al., 2022; Tourist Israel, 2023). Germany and Israel provide entrepreneurial ecosystems including the start-up hubs of Berlin and Tel Aviv (Fuerlinger et al., 2015), actively fostering female entrepreneurship (Mastercard, 2022). However, there is still an underrepresentation of female entrepreneurs, which may lead to disadvantages in both economies (Berger & Kuckertz, 2016; Hirschfeld et al., 2020; Kollmann et al., 2021).

This contribution investigates female entrepreneurs in Germany and Israel. The underlying research questions are: What are the idiosyncratic characteristics of German and Israeli female entrepreneurs as well as of the entrepreneurial landscape, and how do the country-specific structures influence them?

**Theoretical Background:** Entrepreneurship is the “process of generating, developing and exploiting an idea in a new or existing business (...) and therefore change the business environment” (Schwing & Zehren, 2022, p. 131).

Women's motivations for founding a start-up are manifold and, in many cases, different from those of male entrepreneurs (OECD, 2021), as women prioritize social as well as economic objectives (Jennings & Brush, 2013). Women face greater challenges due to gender stereotypes and biases in the male-dominated field of entrepreneurship (Ughetto et al., 2020), when founding their businesses, especially in terms of access to venture capital (Malecki, 2018). Women have a stronger fear of failure, less important business contacts, and smaller networks, resulting in missing out on network events (Münster et al., 2021). In addition, female entrepreneurs are influenced by their countries' frameworks (OECD, 2021; Ofek & Eiran, 2018). Accordingly, there is a need to identify, analyse and overcome barriers to foster gender diversity.

**Methodology:** Qualitative interviews with female entrepreneurs in Germany and Israel have been conducted to understand the interviewees' situations and experiences in their respective countries. In total, eleven interviews were conducted following a semi-structured approach and analysed for patterns by using the software MAXQDA.

**Results & Discussion:** There are common patterns regarding the characteristics of female entrepreneurs in both countries. Female entrepreneurs are primarily motivated intrinsically and guided by a sustainable purpose and vision (cf. Hirschfeld et al., 2020; Jennings & Brush, 2013). Female entrepreneurs benefitted from their early socialization as it empowered them with an entrepreneurial mindset. Entrepreneurial education was perceived as making less of a difference. Women received valuable support in organically grown mixed-gender networks as they helped to balance potential gender-related constraints. The female experts typically used the resources immediately available to them, meaning that they seek fundraising

only for something that is fully achievable, making them appear less visionary. The female gender does also hold some advantages in entrepreneurship such as getting women-only support options and the paradox of being good-looking, assertive, and skilled.

Germany shows a low level of digitalization and little exposure of girls and women to male-dominated industries such as tech. In both countries are historically developed male power networks in the financially strong male-dominated industry sectors, and these are hard to access for women. In Israel, there are few funding options for small non-technological ventures – which are mostly founded by women, e.g., in hospitality. Israel shows a high interest in encouraging technology start-ups and exposure to typically male-dominated areas due to military service both for women and men. This facilitates interest in technology, creates confidence, and sparks entrepreneurial intention (cf. Polin & Ehrman, 2020).

**Conclusion & implications:** Many similarities have been identified between German and Israeli female entrepreneurs, such as the motivation to found start-ups with a purpose. Key differences arise because of country-specific circumstances.

To foster female entrepreneurship, further improving women's visibility - ideally already at a young age - and more opportunities for women over 30 and non-academics are required. In Israel, there is a need to establish more funding options for small non-technological, and non-profit ventures which address social issues. Fostering these kinds of business ideas is largely relevant to the tourism industry since women already make up a large part of the workforce (cf. Figueroa-Domecq et al., 2020).

Evidence from the interviews lay the foundation for future research. However, the eleven interviews should be considered a limiting factor and expanded. All interviews were conducted with women belonging to a social majority, i.e., only Jewish women were interviewed in Israel. This may have led to certain biases. Further research could address the advantages of women in the entrepreneurial ecosystem and how to promote entrepreneurship as an attractive career option.

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ABSTRACT 10

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## Challenges, Opportunities and Expectations of Women Employees from Asia Working in Tourism Industry in Europe

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**Keywords:** Asia, employees, catering, hospitality, cultural differences

### Abstract

Demographic trends in Europe and further post pandemic growth of tourism industry, cause enhanced trend of employees from Asia moving to Europe for work, and the growing demand for workers in the tourism industry (Madera et al, 2017; Tomčíková et al, 2021). The standard of living, higher wages, workers' rights, and other factors, on the other hand, are a strong attractive force that encourages workers from Asia to come to Europe in search of work (Alas & Edwards, 2011). One additional positive pull factor is growth of intermediary agencies certainly play an important role in this process. As is known through a large number of papers (Kusluvan, et al , 2010; Baum, 2015; Erdogan, 2020; Valeri & Katsoni, 2021) , tourism is a very labour-intensive activity, and women are the dominant workforce in tourism. Therefore, this paper is going to highlight the opportunities and challenges that women employees from Asia face while working in the tourism industry in Europe, and the benefits that both the employees and the industry can gain from this trend. Furthermore, this paper will discuss have the expectations of Asian workers in tourism in Europe come true or does the reality does not correspond to the expected advantages of relocation.

Through qualitative research, interviews with women workers from Asia in Europe, we will try to answer the research objectives in this article. The interviewees are women in the hotel and hospitality industry who work at different levels of complexity of jobs in tourism. Through, interviews employees highlight their experiences and challenges as well as expectations and motives to move abroad.

Trough the research multiple challenges that woman employees from Asia face while working in the tourism industry in Europe have been emphasized, such as language barriers, cultural differences, and adjusting to a new working environment. These challenges are even more pronounced when it comes to working women, who, in addition to the already mentioned challenges, often have stronger family ties, which makes leaving and staying in a foreign country more difficult. Cultural differences can also pose challenges for employees from Asia. For instance, the work culture and expectations in Europe are different from what they are used to in their home country. This leads to misunderstandings and difficulties in adapting to the new work environment. The interviewees stressed language proficiency as essential for employees in the tourism industry, as they need to communicate effectively with tourists. Another of the highlighted challenges for working women is to facilitate work-family balance (Thorntwaite, 2004), which is impossible in these geographical relationships, and represents significant stress for female employees.

Despite the challenges, woman employees from Asia stressed out also several advantages of work in the tourism industry in Europe. They believe that their unique cultural backgrounds and knowledge, can enhance the tourism experience for visitors and can also bring a diverse perspective to the industry, which can lead to new ideas and approaches. Furthermore, employees from Asia are often hardworking and motivated, and believe that contribute significantly to the success of the employer. A calm and devoted character is most often very well received by colleagues, and the first new friendships were formed at work, which enable easier assimilation into society. However, it is more difficult for them to establish friendships with male co-workers due to cultural restrictions.

In terms of expectations, they were actually surprised by the relaxed life in Europe on the one hand, but despite significantly better incomes than in the home country, they are aware of lower incomes than their male colleagues. Another limitation in relation to domestic workers is the impossibility of advancement (especially in the hospitality industry), while in the hotel industry they see clearer opportunities for advancement and the likelihood of staying in Europe due to a good working environment.

In conclusion, women employees from Asia working in the tourism industry in Europe face challenges, but also bring many advantages to the industry. They bring a unique cultural perspective and knowledge (Ordóñez de Pablos, 2002), as well as hard work and dedication, which can contribute to the success of the industry. In order to fully embrace the benefits of having employees from Asia in the tourism industry, it is important to promote inclusivity and diversity in the workplace. This can lead to a more dynamic and successful industry, as well as a more enjoyable experience for tourists.

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## ABSTRACT 11

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# Job Satisfaction of Female Employees in the Lodging Industry

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**Keywords:** job satisfaction, female employees, human resources, lodging industry, tourism

### Abstract

The subject of employee satisfaction and motivation becomes one of the main questions in recent time due to the lack of quality and qualified employees in practice in tourism. Although the proportion of female employees in the lodging industry is markable, the long working hours, night shifts, dealing with stress, possibility of job promotion, recognition and respect, seasonality of industry, and other characteristics of job environment should raise the question of their satisfaction.

The objective of this paper is to find what is the satisfaction level of female employees in the lodging industry and significance of chosen satisfaction factors in order to provide inputs that could help lodging companies to achieve higher level of satisfaction of female employees and therefor better business performance and results.

The quantitative research was conducted by the questionnaire on 262 female employees from 10 different countries in Europe, North America and Asia in 2022. The survey questionnaire consisted of socio-demographic questions and 20 questions encompassing the satisfaction factors. Perception of satisfaction was measured on the five-point Likert scale. The following measures were applied: mean scores of the satisfaction, the ratio of participants with responses 1 and 2 ("non-satisfied") and the ratio of participants with responses 4 and 5 ("very satisfied"). It was found, in general, that female employees show the highest degree of satisfaction with factors such as safe and stable job and work independence. The lowest degree of satisfaction is shown for working hours and variable salary.

For purpose of this paper the analysis was done dividing sample into full-time and seasonal employees, for the ages of female employees in two groups - up to age of 35 and 36 and more, and last, if they work on cruise ships or on *land* in hotels, camps and other lodging providers. For comparison between groups two main tests were used: Student's two sample t-test of independent samples and two sample z-test of proportions.

It was found that there are no statistically significant difference between younger female employees up to age of 35 and female employees older than 36 years on present job, except for the possibility of getting good tips. The younger female employees have shown the higher level of satisfaction with tips.

Comparing full-time and seasonal employees satisfaction according to the arithmetic mean there is statistically significant difference for safe and stable job, working hours, an organizational structure with a defined job description and responsibilities and measuring of work performance, and the possibility of further education through seminars and trainings organized by the employer. The more satisfied with these factors were full-time employed female employees. Looking at low levels of satisfaction the seasonal employees were less satisfied with factors such as working hours, safety of job, and education and training possibilities. The higher level of satisfaction with factors such as safe and stable job, an organizational structure with a defined job description and responsibilities and measuring of work performance, and the possibility of education through seminars and trainings organized by the employer, salary, flexible working hours and public perception of the company is shown by full-time female employees.

There is statistically significant difference between female employees on cruise ships and land lodging providers for factors such as the possibility of getting tips, paid expenses primarily for accommodation and travel, the employer location and possibility of getting to know other destinations through work mobility, and basic salary. The cruise ships female employees were more satisfied with these factors. In addition, there is statistically significant difference for factor safe and stable job with which were more satisfied female employees working for lodgings on land.

Those are some of the results of this paper that could contribute to the practice and theory due to the lacking of research on female employees satisfaction in the lodging industry and tourism.

## ABSTRACT 12

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# Retaining and Developing Women of Tourism, Hospitality and Recreation

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**Keywords:** tourism, gender, equality, retention, women, leadership

## Abstract

**Background:** The tourism and hospitality workforce has traditionally been female-dominated, however gender inequality exists at the highest levels of leadership. As a result of the global pandemic, women in tourism and hospitality experienced a greater percentage of job losses than men in the sector. As the industry rebounds, retaining and developing women is a key opportunity as these sectors face significant labour shortages.

The leadership team at WORTH Association, a not-for-profit organization registered in British Columbia (BC) Canada, took action to address this lack of data by creating an applied research project in partnership with Capilano University's School of Tourism Management and the Sociable Scientists.

**Purpose:** There is limited academic research or industry frameworks to address the paradox of why relatively few women are in leadership despite making up a majority of the workforce. While this research is grounded in a western setting, this can be applied globally within the industry. This research sought to explore and learn from industry leaders about action-based solutions and recommendations for all levels of tourism, recreation and hospitality industries.

**Methodology:** Fifty female leaders in mid to senior level roles were invited to participate in a world cafe style focus group. Methods, solutions and recommendations were explored on how to retain and develop women in tourism, recreation and hospitality through the lens of six topics: solutions to advocate for balance and flexibility, how to create more inclusive environments for racialized women, policies to ensure harassment free workplaces, professional development, and exploring rewards, compensation and benefits.

**Results:** Robust discussion resulted in clear and consistent solutions across all topics presented. The data was thematically analyzed where three themes emerged across all research questions: women of tourism, recreation and hospitality desire more transparency, better inclusion leaders, and more attention towards flexibility. From the research, a 65 point gender equity audit checklist was created. The intent is for organizations and individuals to assess their current employment practices and adopt solutions to retain and develop women in the sector using the best practices presented from the research study.

## Conclusions:

- Women desire greater transparency on pay-grades and salary bands. Pay transparency is a powerful retention and recruitment tool as women seek to grow their careers. Women reported that employers are not transparent in communicating opportunities including professional development.
  - Recommendations include sharing salary philosophies, elaborating on how compensation is determined and calculated, and evaluating and enhancing professional development funds.
- Champions for inclusion are absent in many organizations. Women are demanding a greater focus on diversity, equity, inclusion and reconciliation.

- Recommendations include creating a balanced employee resource group including executive leadership, setting targets related to inclusion efforts, with policies and action plans to show progress, and re-evaluating hiring practices, including language in job descriptions, using a panel to make hiring decisions, and sourcing candidates from diverse backgrounds. Formalized mentorship programs for new hires and women with leadership ambitions are also highly encouraged.
- Women want choices and flexibility - one size does not fit all. It starts with evaluating if flexible benefits can be introduced. Respondents recognized working from home is not always a possibility given the nature of the industry; however, women desire hybrid initiatives.
  - Recommendations include redefining and reprioritizing workplace culture and expectations plus prioritizing employee needs.

## ABSTRACT 13

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# Trust as Basis for Peer-to-Peer Accommodation Trading Business Among Women in Split: the Case of Radunica Street

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**Keywords:** women, tourism, trust, peer-to-peer accommodation, Split, informal employment

### Abstract

**Background:** Women make up most of the worldwide tourism workforce, although they typically work in low-wage, low-status jobs (UNWTO, 2010). Even though women dominate the self-employed labour in the larger economy, they do not predominate in the self-employed workforce in the tourism (UNWTO, 2019, p. 53). However, when discussing informal employment in tourism, the issues get more complex. Generally, according to estimates, a growth in tourism boosts the informal economy if the level of tourism development is too high (Lv, 2020). Furthermore, peer-to-peer (P2P) accommodation has received a lot of scholarly interest in recent years (Reinhold & Dolnicar, 2018; Dolnicar, 2019; Kuhzady, Seyfi & Béal, 2020) researching many different topics ranging from changing nature of homes (Stabrowski, 2017; Roelofsen, 2018) to impacts of short-term rentals and possible approaches to manage them from resident's perspective (Park & Agrusa, 2020; Stergiou & Farmaki, 2020). Yet, research on the peer-to-peer accommodation trade and the potential for informal employment and relations among women, is limited.

Moreover, trust in tourism has been studied utilizing economics, psychology, and sociological approaches in specific tourism contexts, notably in relationships between tourists and tourism providers (McKnight and Chervany 2001; Williams and Balaž, 2021). Most research on trust in tourism examines consumer trust in service providers, particularly online (Sparks, So, and Bradley 2016; Oliveira et al. 2017), or in business cooperation (Wu and Chang 2006; Poppo, Zhou, and Li 2016), or in customer loyalty (Moliner et al. 2007). However, this research focuses on micro levels of trust at the interpersonal level as a broader sociological and psychological perspective. According to sociology, interpersonal trust is influenced not just by peoples' experiences or knowledge, but also by depersonalized category-based trust and process-based trust, both of which have consequences for assessing uncertainty connected to displacement. In category-based trust, trustworthiness is judged using social categories that act as trust cues (Kramer 1999). They may stem from the trustee's identification, reputation, social rank, participation in a certain social group, or just his or her physical appearance (Yu, Saleem, and Gonzalez 2014; Sofer et al. 2015).

**Purpose:** By investigating social and business ties between women, the study examines several kinds of informal employment centred around peer-to-peer accommodation trade, either online or offline. As informal employment has a significant risk component, the question was what facilitates cooperation.

**Methodology:** This qualitative, exploratory study used semi-structured interviews with open-ended questions and participant observation. The interviewees were eight women closely connected to the online and offline peer-to-peer trade of accommodation in Radunica Street in Split, Croatia. The sample included women from all facets of these unofficial occupations, including housekeepers, booking agents, and apartment owners. A total of 10 interviews were conducted. Based on earlier research, Radunica Street is seen as a site of social production and social space formation (Tolić, 2019; Tolić, Matečić, 2022), as well as a micro-tourism destination that has seen changes in social relations and transformation of the space brought about by the rise of private tourist accommodation and provides an excellent case study in this regard.

**Results:** According to the study's findings, women joined together to gain additional income, and as a result, some new informal occupations based on trust and solidarization arose. Some became managers between host and guests and supplied services such as interacting with tourists through online P2P

accommodation platforms, others were trustworthy housekeeping women in charge of cleaning apartments, some did the work of check in and check out of guests and others all or just some of the described work. The most crucial component in social and business interactions, as well as the foundation for informal employment centred on the P2P accommodation trading market, was trust. Based on trust, one of the interviewees progressed from the person who gathered tourists on the streets to the owner of the apartments and then to the informal booking agent.

**Conclusion:** Informal work centred around P2P accommodation trading resulted in economic and social empowerment of women in Radunica street.

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## ABSTRACT 14

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# Researching Hotel Housekeeping – Acknowledging and Embodying Gendered Labour

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**Keywords:** women, tourism, hotel housekeeping, working participant observations, embodied labour

### Abstract

Research on housekeeping staff in a Swedish context is limited, at least from a perspective that looks at wellbeing, work-life situations and intersectional element of power from a gender perspective. Housekeeping staff at hotels are most often women, many also have backgrounds in other countries and have limited possibilities of influence over their own work and overall work-life situation. In a current research project we aim to analyze and understand the work-life situation, the experienced work environment and the power relations and gendered practices of housekeeping staff at hotels with a focus on dignity and decent work through a theoretical framework of embodied labour and embodied intersectionality. *In this paper we explore how this could be investigated methodologically though adopting the approach of embodied labour and the practice of “working with”.* We analyze work practices through working participant observations and discuss challenges, advantages and experiences in using this method in hospitality research.

Through the research we unpack and make visible the social relations, constructions and embodied practices of gender, ethnicity/race and class/socioeconomic status within workplaces, in specific geographical contexts, as well as in the everyday life of the working individuals that frame their experiences and their possibilities to experience decent work and wellbeing. To be able to understand work as a practice that includes power relations, hierarchies and physical bodily experiences of men and women in housekeeping, we use the concept of embodied labour and embodied intersectionality both as a theoretical framework and as a principle guiding our methodological design for empirical data collection.

By studying labour as performed and as embodied practices that enacts and re-create social hierarchies of gender, race and class, it is according to McDowell et al. (2007) possible to advance our understandings of the connections between the lived experiences and coping strategies of individuals and the broader framework of working conditions in a globalized service economy (see Bryson et al., 1994). Following McDowell's claim (2007:3), we agree that: *“the hotel is an ideal site for studying hyper exploitation and labour segregation in the service economy”*, since the lower end hospitality workers in hotels are often docile and cheap

migrant workers. Through using an embodied labour research perspective, we are able to study the bodies at work in relation to mobilities giving us context-specific, embodied daily practices and understandings of the work, an approach that is rarely adopted in work related geography research (McMorran, 2012). Hence, we set out to further develop Alberti and Iianuzzi's (2020) conceptual elaborations and applications of the epistemology of situated inequalities developed by Crenshaw (1991) and Mirza (2013) on service economy workers and their performances of social differences.

Using working participant observation, we try to overcome the de-coupling of the subject of work (the worker) from its context (the workplace), one of the issues with using other more traditional qualitative methods (i.e. interviews) (McMorran, 2012:491) by providing context for situated knowledge(s) produced, performed and consumed by hospitality service workers. The working participant observations are currently carried out in four different hotels in Sweden. The hotels are selected on the basis on geographical location, ownership model and recommendation from the union and employer's organization representative enrolled in the research projects reference group. The researchers are actively engaging in the work performed by the group in which she is enrolled and is using Swedish, English and body/sign language to communicate. The work will be performed with the same preconditions as the group of housekeepers regarding working hours, schedules, work equipment, clothing etc. Full work schedules are carried out and the researcher is treated as a fellow new employed in the group of housekeepers. In addition to the

time spent at the hotel as an embodied worker, the researcher may write, sort, and store field notes, descriptions of personal experiences and additional material (i.e. photos, drawings, information material) in a way that allows for the research team to analyze the data continuously.

Preliminary findings of the studies are that the method of working participant observations is well suited for the purpose of engaging with research subjects and at the same time embodying the labour as a researcher. The role as a working housekeeper and at the same time managing to take notes and observing from the researcher's point of view is challenging and requires the ability of the individual to do boundary work crossing the insider-outsider line all the time. Another challenge is the role of the researcher at the hotel and how this temporary work as some kind of guest is approved and interpreted among the employees. There is always a risk that the situation is staged or performed slightly differently when the researcher is present. On the other hand, by engaging and performing the same tasks, a personal relationship with the co-workers is developed, in which it is highly important to reflect upon ethics and responsibility towards the working subjects and their integrity.





## SESSION 3:

### **Woman Voices in Tourism Product Development**

## ABSTRACT 15

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# Local Women Hold the Kitchen Cultures Critical to Gastronomic Destination Development in Developing Parts of the World

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**Keywords:** gastro-tourism, destination development, foodie, economic development, authenticity, culinary women in tourism, local cooks

## Abstract

**Introduction:** Gastro-tourists travel to experience food and beverages in ways that provide glimpses into local kitchen cultures. Identifying local ingredients and local experts willing to share their kitchen culture heritage is the first step in determining whether an area will be able to attract gastro-tourists and their discretionary money. Our research shows that respected women – the grandmothers and mothers – hold the stories and the techniques that offer guests genuine authentic memorable experiences around local food. They offer meals in their homes, provide local cooking classes, and lead trips to artisan markets. They introduce us to owners of wineries and meaderies; to cheesemongers and cheese makers; to bakers and farmers; and introduce us to the best local fish markets. We learn from these women how to appreciate their local cuisine. Through their willingness to share their love and respect for their own regional foods, visitors (domestic and international) are given the rare opportunity to experience genuine kitchen culture moments – that turn into cherished life-long memories.

This presentation showcases examples of women throughout the world who have taken up this challenge of sharing their local kitchen cultures with people who arrive as strangers and depart as friends. Supporting and elevating the work of such knowledgeable women experts is key to preserving local food heritage and is critical if an area is considering food related tourism development or expansion as an economic and quality of life driver for the region, village, or town.

**Background:** In many parts of the world, tourism is critical to local, regional, and national economies. Over 10% of the world's workforce is directly dependent on tourism and the indirect multiplier effect associated with tourist spending is even greater (World Travel & Tourism Council, 2021). The best ways of attracting travellers/tourists and their discretionary money to an area has become an important discussion in many economic development forums (WTM Africa 2021; Inter Region Economic Network 2020).

Tourists who choose destinations based upon potential food experiences they hope to experience are becoming an ever-growing tourism sector (Barcelona, 2018; McCrindle, 2020). These self-identified gastronomic tourists travel not to destinations as places – but as destinations that promise memorable foodie experiences (Henderson, 2009; Kivela & Crofts, 2005; Sharples, 2003). Gastro-tourist refers to someone “who deliberately travels internationally, regionally, or even locally to experience authentic cuisine (food and beverages) in memorable ways” (Williams and Williams, 2022)

Gastro-tourists are the first to discover new tourist destinations. They arrive to taste, to learn, and to experience local ingredients and local kitchen culture techniques from LOCAL EXPERTS. They seek authentic memorable food and beverage experiences and when they find them they quickly spread the word. They blog, share photos, and post about their memorable genuine moments with local food experts.

Gastro-tourists can be both deliberate and incidental (Williams et al, 2019). They deliberately plan entire trips around multiple food experiences. They also plan food experiences incidentally while they travel to an area for some other reason like work, family visits, medical or other events. Hence, clearly articulating and then delivering on promises around immersive local foods and beverages has become an important step in attracting deliberate and incidental gastro-tourists and their discretionary funds. Marketing gastronomic experiences to the on-line planner as well as to the more spontaneous travellers is essential for achieving a steady flow of out-of-the-area customers. Our research indicates for example that incidental

gastro-tourists (those visiting an area for business) will seek multiple gastronomic experiences, beyond eating a meal. They will visit markets and orchards, take short cooking classes and even go on foraging expeditions. Gastro-tourists tell us “If the planning was easier we would do it more often”. Not, if they had more money, or even if they had more time. Helping visitors easily find local food experiences worthy of their scarce free time is key for sustainable gastro-destination development which requires both loyal locals, domestic travellers, and international tourists (Williams, 2019).

**Purpose:** The purpose of this paper/presentation is to highlight stories of women who have taken on the role of sharing local kitchen cultures, and showcase how their work elevates their value within their local communities by being associated with local economic growth via income from out-of-the-area visitors. Genuine relationship building is also examined between these local women and their guests who are interested in learning about the culture and kitchen heritage of a local area by experiencing local authentic cuisine.

**Methodology:** As part of a phenomenological study of gastro-tourism, mixed methods were employed to answer a series of research questions surrounding sustainable gastro-destination development. In depth interviews with owners, managers, chefs and home cooks, and lengthy observations within businesses that provide experiential food or beverage activities were conducted from 2018 to 2022. This paper focuses on providing relevant qualitative stories (mini case studies) of some of the outstanding women whom we met along our five-year research journey. Women from India, Morocco, the U.S.A., and Europe are highlighted.

**Results:** Our research confirms that the most memorable moments experienced by our research team involved learning from local kitchen experts who are often seasoned women, sharing recipes, dishes, and ingredients in ways that they learned from their own mothers and grandmothers. This generational knowledge transfer lovingly oozed from them to us, fostering deep respect for the food they created and shared.

Meeting genuine people (women) willing to share what they carry in their hearts about their kitchen cultures – their grandmother’s secrets – are what gastro-tourists dream about! Bringing together these authentic local food experts with gastro-tourists can be critical to growing sustainable local tourism initiatives. Why? When gastro-tourists decide on a destination to visit – because of promises of memorable food/drink experiences – they stay longer, spend more money and engage in an incredible amount of eWOM (word of mouth) promotion (Anderson, et al, 2017; Williams, 2018).

Interacting with genuine local food experts like the women described in this paper is critical if gastro-tourists are to have memorable experiences during vacations, holidays, or even during serendipitous excursions.

The stories in this presentation describe knowledgeable food culture experts and demonstrate their interactions with tourists and other community stakeholders. (Note: actual stories/cases will be delineated in the findings of the final paper and shared during the presentation).

**Conclusion:** Making it easy for tourists or even local visitors to connect with a local food culture expert is key. Proper networking, cluster formation, and co-marketing with other like-minded food related experiential business partners makes it easier for out-of-area visitors to notice the rich experiential opportunities that local food experts offer. This Business to Business networking provides added support for local food experts, as well as co-branding and co-marketing/advertising potential that reduces costs and strengthens the gastronomic brand image for the expert, her associated business and network partners and stakeholders, as well as the larger community’s or area’s destination branding.

Most importantly, this paper is a call to action for the many women from all around the globe who cherish their local kitchen heritage. We challenge them to reflect upon the many contributions they can make by sharing their F&B knowledge with visitors who wish to learn about their communities through authentic, personalized culinary experiences that only talented local Food & Beverage Experts can provide!

## ABSTRACT 16

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# Storytelling: a Link Between Visitors and the Destination

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**Keywords:** storytelling, cultural heritage, countess Greta Turković, ampelographic atlas

### Abstract

Tourism is a part of the economy that, at the global level, continuously grew more than any other branch of the economy for the whole decade until the start of the pandemic, even in periods when the overall world economy recorded slower growth. In 2022, the year of recovery, the figures reached almost 80% of the tourist traffic achieved in 2019.

In the circumstances of dynamic growth, an increasing number of destinations are trying to find their way to the target market, while on the other hand, consumers or target groups are overwhelmed by an increasing amount of information. In this wealth of information, destinations are looking for the best ways to present their offer to the target group through authenticity, uniqueness, and other attributes that make them stand out from the crowd. The attractiveness of the destination is reflected in the people who marked it, the food that is authentic to that region, the nature that is unique and preferably protected, and the community that cherishes the intangible cultural heritage. Travelers are increasingly looking for authentic experiences, and destinations often turn to storytelling as a marketing tool to best respond to this type of demand. It has been proven that travels have an emotional dimension, and stories through the form of storytelling are a tool for creating emotional connections.

The area of today's Kutjevo Vineyards and beyond was managed by the Turković family in the first part of the 20th century. A prominent member of that aristocratic family was the academic artist Countess Greta Turković, whose field of activity was sculpture, painting, design, and applied art. Countess Greta was primarily a sculptor, but she made an extremely significant contribution to painting by working on the themes of scientific illustration. Winemaking has been present in the Kutjevo area since 1232, and during several years of systematic work of Countess Greta, the area obtained a collection of 90 paintings of grapes, 60 of which were printed in the Ampelographic Atlas. It is an extremely important scientific work in which descriptions of grape varieties were given by Count Zdenko Turković, and scientific and artistic illustrations by Countess Greta Turković, and for which the Turković spouses received the international *Laureate* award and the *Office internationale de la Vigne et du Vin* diploma in Paris. The Turković family, and Countess Greta as a prominent artist, marked an important period in the history of that region, not only with great economic progress but also with a heritage legacy.

Since storytelling uses the thoughts and emotional connections that people already possess in the communication sciences, it is seen as one of the most effective tools. Stories are used to convey information and knowledge, which at the same time serve as motivation and inspiration. Storytelling in the context of destination marketing should convey a message about the important attributes of the destination including cognitive, affective, and conative dimensions.

Kutjevo Vineyards, as an already established destination, requires new forms of marketing communication where storytelling based on historical figures represents a certain potential.

By respecting the important elements of storytelling: perspective, narrative, interactivity, and medium, the so far unexplored topic of Countess Greta was investigated to determine whether her life and work have enough elements for successful storytelling.

For the purposes of the research, the focus group method was used, during which, using a semi-structured interview, the respondents talked about the essential elements of storytelling in the context of analysing and connecting a real historical figure with the possibilities of its interpretation. The focus group members were representatives of stakeholders in the tourism offer of Kutjevo Vineyards, such as winemakers, restaurateurs, cultural and tourism stakeholders, and representatives of the public sector of tourism in the

area of the potential implementation of storytelling. The structure and number of the focus group members provided a representative sample of data subjects who are directly involved in the tourism of the observed destination, and at the same time have knowledge about the connection of the Turković family with the observed area and understand the importance of passing on cultural heritage through stories. This selection of focus group participants emphasized the importance of involving the local community when researching the possibility of developing a new way of promoting a destination from the very beginning.

The conducted research confirmed expectations that the life and work of Countess Greta Turković, as one of the prominent members of the nobility from the Kutjevo Vineyard area, has enough elements for successful storytelling.

The results of this research cannot be generalized due to their qualitative nature but they open the possibility for quantitative research and further analysis and elaboration of the application of storytelling in heritage tourism.

This paper expands knowledge in the field of communication sciences by defining the possibility of creating and transmitting a story about a historical figure of a region by building identity and arousing emotions, thus creating connections between visitors and the destination.

## ABSTRACT 17

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# Croatian Female Writers and Literary Tourism

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**Keywords:** Croatian female writers, literary heritage, literary tourism, Croatia

### Abstract

**Background:** Natural beauty has not been the only deciding factor in attracting guests to a country for some while. Especially not for increasingly demanding market segments which strive for ever more meaningful and active leisure. The concept of cultural tourism is a global phenomenon within which literary tourism occupies a special place. Literary heritage based tourism can be traced back to literary pilgrims (Eagle & Carnell, 1977). The idea of literary pilgrims has existed for some time: it is known that individuals from ancient times visited the birthplaces or graves of famous writers, their places of residence often being converted into museums or memorial homes. Today, literary places do not only attract highly educated experts or lovers of literature. Instead they cater to a wide range of types of tourists.

**Purpose:** Croatia is a country rich with cultural and literary heritage and tradition (Vrtiprah, 2006). However, cultural tourism in Croatia lags significantly behind the standards set in global environment (UNWTO, 2018; Institute for Tourism, 2017). In fact, speaking of literary tourism, it exists only in traces and the potentials that Croatia possesses has not been fully recognized (Lekić, 2021). In order to point out the size of potential of Croatian literary heritage as a tourism resource, we would like to take this opportunity to highlight the special contribution of Croatian women writers to the development of Croatian literary tourism.

**Methodology:** In this study, we deal with literary tourism in Croatia based on the example of Croatian female writers. For this purpose, a qualitative approach and desk research of case studies of three Croatian female writers are applied: Ivana Brlić Mažuranić, Marija Jurić Zagorka and Cvijeta Zuzorić.

Ivana Brlić Mažuranić lived at the turn of 20th century. Her expertise and quality in writing of stories and fairy tales for children earned her being called the Croatian Andersen and Croatian Tolkien. Her literary heritage is recognized by local community as an important resource for the development of literary tourism, especially in Ogulin and Slavonski Brod.

Her contemporary Marija Jurić Zagorka, the first Croatian journalist and one of the first suffragettes, was not recognized as a writer by literary academics for a long time. Moreover, her literature was considered to be trivial literature. This opinion from academia about her has changed within the last 20-30 years. Despite being shunned by literary authorities she was and still is very popular among readers and is the most read Croatian writer.

Unlike the two we talked about, no literary tourism content is created around the third female writer, although there is great potential for it. The Renaissance Dubrovnik poetess Cvijeta Zuzorić occupies a special place in Croatian literature. She is considered a symbol of Renaissance beauty because of her luxurious appearance as a Renaissance-type woman. She was very popular in Dubrovnik and Ancona, the two cities where she lived. She left such a mark that even though not a single verse has remained of her, her significance has spanned centuries and she is still mentioned today when talking about Dubrovnik's culture and localities.

**Results:** The study revealed that the lives and characters from the works of the observed female writers represent a rich source for more intensive development of tourism interpretations, thematic routes and tourism products of literary tourism in Croatia. The example of Ivana Brlić Mažuranić shows that the local community is very much aware of the importance of the literary heritage of this writer. Her work and she herself are the resources which facilitate the development of their tourism projects and contents.

Marija Jurić Zagorka also offers a whole range of possibilities for touristic interpretation and valorization. In Zagreb, there are a lots of thematic routes based on the events of her novels. However, it should be emphasized that the potential for designing routes and other content spans beyond Zagreb.

Cvijeta Zuzorić is a very interesting historical and literary figure, about whom poets wrote and dedicated their poems in the past, but is also an inspiration for many in modern times. However, as one blog says “Cvijeta is still to be discovered and in the end, we are left with the question: Who was Cvijeta Zuzorić?” (Colibri blog, 2017).

**Conclusion:** Croatian literary tourism is insufficiently developed. It is interesting that perhaps the most developed offer of literary tourism in Croatia is related to two female writers. Certain advances have already been achieved, however, considering the rich literary heritage, this form of cultural tourism should be developed more intensively.

## ABSTRACT 18

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# The Position and Role of Women in the Promotion of Croatia Tourism: Lessons Forgotten

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**Keywords:** women in promotion, history of tourism, history of promotion, cultural tourism, Croatia

### Abstract

Looking at the history of tourism in all segments, not only destinations but also countries, it is evident that there is a lack of historical research on the position and role of women in the promotion of tourism. The above is particularly visible in small European countries such as Croatia, which has a tradition of dealing with modern tourism for more than 150 years.

We can ask what is known about the position and role of women in the promotion of tourism in Croatia? Is it a forgotten lesson and can the research results be used in cultural tourism?

The aim of the work is to investigate the position and role of women in the promotion of tourism in Croatia from the middle of the 19th century to the end of the 20th century and put it in the European historical and development context.

In order to determine the development of the position and role of women in the promotion of tourism in Croatia, the period from the second half of the 19th to the end of the 20th century was determined for the research. The research questions are:

- Are women and since when were they involved in the promotion of tourism, that is, what is their social position (high or low)?
- Was tourism promoted by foreigners or local women residents?
- Were women used to promote different types of tourism?
- Were women used to brand the destination?
- Were women used to create tourism supply and demand?

In order to determine the position and role of women in the promotion of Croatian tourism, domestic and international travel books (Croatian, German, English, Hungarian and Czech) about Croatia, tourist guides, prospectuses, posters, postcards and magazines about Croatia were used. Considering the time gap, the research is based on secondary sources, and the analytical and interpretative method was used to answer the research questions.

Although globalization leaves opportunities for research in specialized areas, such as the position and role of women in certain countries, they are often difficult for the wider academic community: due to the unavailability of materials (not sufficiently digitized nor systematized), language specificity (Croatian is not a world language), small number of researchers and commercial unprofitability.

By visiting various libraries and museums in Croatia, the research showed that from the very beginning of the development of modern tourism, women were engaged in the promotion of tourism as a subject and as an object. Women from higher and lower social strata are engaged in the promotion of tourism. The woman was also involved in the promotion of different types of tourism, from business, leisure, cultural, sports, health to rural tourism.

Looking at a period of almost 150 years, it can be concluded that women have always played an important and active role in the promotion of Croatian tourism, but the channels (drawing, photography, radio, television, internet) and the way of interpretation have changed. Women in Croatian tourism promotion had the same European context in terms of position and role in tourism promotion.

It was also concluded that the historical position and role of women in the promotion of Croatian tourism is a forgotten lesson, insufficiently used in cultural tourism and also represents a missing body of knowledge that needs further research.



## ABSTRACT 19

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# Empowerment through Agrotourism: Case Studies from Polish Carpathians

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**Keywords:** women, tourism, empowerment, women economic activity, the Carpathians, Poland

### Abstract

Since the 1990s, rural communities in Poland have undergone significant economic transformations. These have particularly affected residents of the Carpathian Mountains. The Carpathians in Poland cover an area of 19.6 thousand ha. sq km, almost 9.3% of the country's area. This densely populated mountain area is inhabited by approximately 3.4 million inhabitants, including 2.2 million rural populations (Statistics Poland, 2018). The main function of the Polish Carpathians is agriculture (especially pastoralism) and forestry, as well as the exploitation of mineral deposits, water management, and industry. Sheep farming can still be seen in the landscape and regional products made from sheep milk are the hallmark of the region. This area is characterised by high natural values and a rich and diverse folk culture, which is very different from other Polish regions. In the 19th century, a new function appeared in the region, tourism. Decline in traditional branches of economy has prompted the region to seek new pathways for local development with a view to enhance the well-being of rural communities and bring them closer to the goal of sustainability.

The systemic transformations at the turn of the 1980s and 1990s, as well as the new rules of the market economy after 1989, opened the possibility of self-employment and development of entrepreneurship, which many women take advantage of by opening their own ventures in many industries. In the context of the development of mountain areas, the role of family micro-enterprises with low initial capital in expanding employment opportunities, especially for professionally inactive women, is appreciated. Service sector industries, such as agritourism, are seen as a means to facilitate entrepreneurship and improve employment opportunities. Agrotourism helps residents of rural communities to use the environmental capacity of the region for the purpose of socio-economic development. It enables an effective combination of traditional agricultural activities and the provision of tourist services. Working women in agritourism farms and private accommodation facilities play an important role in shaping entrepreneurship and are involved in promoting social gender equality in mountain areas. The diversification of individual activities towards tourism in agricultural mountain areas plays an important role in the creation of sustainable development policies by women. The process of change and development in mountainous rural areas can be studied by understanding the key role women play in their environment.

This study will present the possibilities and ways of self-employment of women in rural areas of the Polish Carpathians, which for many years have enabled them to improve their economic and social position, leading to empowerment through tourism. The purpose of the study is to better understand the participation of women in the development of agritourism in the Polish Carpathian Mountains. It demonstrates how engagement in agritourism activities enhances women's social empowerment in rural communities.

The reason why the study of agritourism farms in the Carpathian Mountains was undertaken is that these farms provide the most interesting examples of traditional agriculture; they are multi-generational traditional families, where social changes are more pronounced. Data were collected through in-depth interviews with 70 women, owners, or co-owners of agritourism businesses. Detailed research was carried out in 8 communes of the investigated area: Lipnica Wielka, Jabłonka, Czorsztyn, Ochotnica Dolna, Zawoja, Uście Gorlickie, Bukowina Tatrzańska, Kościelisko. The number of agrotourism farms selected for the study represented 19,5% of the agritourism base, located in the part of the Małopolskie Voivodeship, in the Polish Carpathians. The interviews conducted were exploratory in nature, as the issues analyzed in the area of the Polish Carpathians had not been addressed so far. To deepen the research, the author decided to use participatory observation, implicit and explicit, spending time in the respondents' agritourism farms as a tourist. This observation was to be the background and to supplement or verify subsequent interviews.

The study shows the key role women play in the development of agritourism activities in the region. This has transformed traditional family relationships with the function of the head of the household now attributed to women. The lack of institutional support towards women empowerment hampers collaboration between individual agritourism businesses, hinders networking opportunities, and restricts formation of collaborative partnerships. In the absence of institutional support, informal contacts with neighbours represent the only opportunity for women to share experiences and 'best practices'. Women's engagement in agritourism has enhanced their societal role and facilitated better involvement in community activities in the region.

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## ABSTRACT 20

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# Employment Equality of Women in Tourism in South Mediterranean Countries – Myth or Reality

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**Keywords:** women, tourism, European Mediterranean tourist region, social responsibility in tourism

### Abstract

Tourism is a dynamic socio-cultural phenomenon. However, to be efficient, the tourist industry needs to be flexible and to transform along with the international tourist market and evolving modern lifestyle. Every year, in response to the needs of a large number of people, tourism produces its own effects. It is predominantly a labour-intensive industry. Although women represent more than half of the employees in tourism, they are often paid less for their work than their male colleagues. The term social responsibility is included in numerous international documents in the tourism industry, which should imply equal rights for all employees in tourism. By adopting the Ethical codes in the tourism industry, the UNWTO emphasized the importance and equality of employment of women in tourism. And although women secured the right to vote and of employment almost a hundred years ago, they are yet to achieve equal pay. Women's equality in the tourism industry is still mainly declarative and continues to be a goal to be achieved.

This is a study of the Southern Mediterranean Europe, which has –since the 19th Century -- experienced a long tradition of tourist development. During the 20th century, it become the most visited tourist region in the world. It accounts for almost 20 percent of all tourist arrivals in the world, and as such it plays an important role in the economy of the countries in this tourist region. The south Europe tourist region primarily attracts tourists with its climate, long coast and sea, but also by the rich anthropogenic resources, such as traditional local culture and customs. The employment of women in South Europe's tourist industry developed later than in other parts of Europe, which has also led to lower numbers of women working in the industry when compared to the rest of the continent.

This is a study of women's employment in tourism in Mediterranean Europe as well as its representation in the scientific literature. The aim of the paper is to show how much the issue of women employed in tourism is represented in the international documents and scientific literature when it comes to this touristic macro-region of the world.

The introductory sections focus on the analysis of international documents that play a role in the employment of women in tourism, which is followed by a snapshot of scientific knowledge about women's employment in the tourism industry and a content analysis of the frequency of scholarly publications on the employment of women in tourism in Mediterranean Europe and more generally. The closing sections compare the appearance of international documents and the frequency and quality of publications on the topic.

This research has shown that within the tourist industry a significant number of international documents (declarations and policies) determining the equality of women employed in tourism. Also, there are numerous scientific papers dealing with the employment of women, but these are mainly focused on investing in the economic effects of women employed in tourism and much less on the equality of employment of women within the tourism industry. However, a relatively small number of scientific papers are related to the equality of employment of women in the tourism industry in the European Mediterranean tourist region. While the research also has shown that there are no scientific papers dealing with the question of the impact of population migration on the equality of employment of women in tourism in the area of the European Mediterranean region, even though that region has recorded a significant number of immigrants in recent years.

## ABSTRACT 21

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# Gender Dimensions of Global Value Chains in the Tourism Sector in Croatia

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**Keywords:** Croatian tourism, labor market, gender dimension, global value chains (GVC), indicators for GVC

### Abstract

The research conducted in this work is focused on the role of women in the labour market in Croatia, with a special focus on the women employed in the tourism industry, the most progressive branch of the Croatian economy. Tourism is a very heterogeneous economic branch, which directly and indirectly contributes the most to the total Croatian GDP. In such a heterogeneous labour market, the position of women in terms of gender representation (gender dimension), especially the participation of women in high-ranking workplaces through global value chains (GVC) in the labour market in tourism in Croatia was analysed. Through the further course of the research, the potential indicators which could be used for determining the participation of women in GVC, in Croatian tourism, are defined.

By observing Croatia as a transition country where very big changes have taken place in the socio-economic and general-cultural sense in the last three decades, it is important to emphasize that the number of employees in Croatia, in terms of gender equality (men-women), is satisfactory and there is generally no large deviation compared to the corresponding values in the EU countries, according to the latest EU-ROSTAT data. Sociodemographic, socioeconomic, and general cultural social changes contributed to this feminization of the workforce, which have a significant impact on the position of women in the labor market and society in general. This is important to note as a fact of gender equality not only in tourism but in all aspects of the economic and social development of the Republic of Croatia. Although we see that the basic minimum standards of gender equality are mostly met, i.e. that the total number of employed men and women is approximately the same, many other conditions for gender equality in the labour market of the tourism industry have not been met yet.

Today, many indicators show that the position of women working in the tourism industry is of lower complexity, or women are paid less compared to men for the same type of work, or they are not engaged in management structures, etc. However, with the transfer and development of new modern technologies, especially IT, the position of women in the labour market, and especially in tourism, has changed considerably in the last decade, and it requires women to take over the jobs that were previously reserved only for men.

This slow trend toward the establishment of gender equality at all working levels inevitably raises the following questions:

- Quality and degree of complexity of jobs performed by women working in the tourism industry?
- The amount of a women's salary compared to a men's salary for the same complexity of work?
- How to enable women to take over management functions?

To answer these questions, it is necessary to conduct research through the analysis of the work process and the direct participation of women in that process. For the structural analysis of a work process, global value chains (GVCs) are most often used, in advanced economic considerations.

### Global value chains (GVC)

Global value chains are the result of market liberalization and globalization, where the dispersive participation of several countries in the production of one product is enabled. This fragmentation of the work process enables a detailed quantification of the work performance of an individual entity, i.e. a direct and explicit measurement of its newly created additional value. GVCs provide the possibility of measuring the added value (intermediate value) of the product, for each individual subject in the chain, and in this way,

in a broader sense, more accurate determination of actual exports (accurate determination of domestic added value in exports). Here, we go further in the fragmentation of the work process in such a way that gender equality is considered through GVCs. This approach enables the rapid quantitative determination of women's participation in some work process of production and/or provision of services. As a basic prerequisite for the evaluation of women's work participation in a process, it is necessary to determine the indicators that are relevant to this work participation.

#### **Potential indicators for estimating the participation of women in work activity in GVCs**

In previous research, some authors have made proposals for defining potential indicators, which would enable the participation of women in work activities in GVCs. When defining the indicators, groups of work activities, which can be incorporated into GVCs, and which relate to the female population, were considered, as follows:

1. Women as workers in reproductive work. (Indicators: time spent at the workplace, paid work of women compared to men,)
2. Women as employees in the administration. (Indicators: participation of women in the labour sector, or a woman's work profile, the possibility of a job promotion, quality of employment contracts, equality of wages with men for the same job, working conditions, the possibility of education, etc.)
3. Women as entrepreneurs. (Indicators: gender inequality, ownership of the real estate, ownership of financial resources, control of infrastructure utilities, access to various inputs, access to education, access to IT business networks, etc.)
4. Gender effect of upgrading. (Indicators: benefits from integration in GVCs and economic upgrading, benefits from social upgrading)

All relevant indicators for the participation of women in some work processes in tourism, which were considered through GVCs, will be considered in great detail and properly evaluated. The methodology that is used in this paper is defining and explaining individual indicators and their implementation in GVC, followed by the Interpretation of results.



## SESSION 4:

### **Lessons Learned from History**

## ABSTRACT 22

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# Alma Karlin and the Ambivalent Encounters with Women on her Travels

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**Keywords:** Alma Karlin, world travel, women, ambivalent encounters

### Abstract

The revival of women travellers began under the umbrella of feminism in the 1970s and flourished in the 1990s. Reprints of Victorian travelogues and biographies of Victorian women travellers have been at the forefront of that period. It was an attempt at a (re)construction of the female travel experience, which was intended to serve as a model for contemporary women as well as a model for the experience of 'intrepid' modern successor women, where the emphasis was on autonomy and independence, i.e. without a male companion and without the need for one. The chosen means of transport illustrated the transformation of female mobility, where women no longer had to maintain the image of 'ladyhood' and delicacy to which Victorian women were still subjected. In the second half of the 1990s, the trend shifted from eccentricity to the so-called 'new travel writing' and the exploration of 'inner landscapes'.

The reconstruction of exemplary women's travel experiences implied a continuity with the past, and not with any past, but with a chosen 'fitting past'. Contemporary women's journeys were placed in direct relation to Victorian ones through 'projects' such as travelling in the footsteps of ancestors. The 'tradition' thus constructed, a national (nationalist) discourse that flourished under the umbrella of gender discourse.

The question of the extent to which contemporary women travellers embodied the 'ambiguous and ambivalent relationship' between Victorian women travellers, imperialism, class and gender, and whether this means that they are covertly practising cultural imperialism, was raised by several researchers as one of the programmatic questions for future research on tourism and gender. Interestingly, the analysis often started from the same assumption as guidebooks, anthologies and some travelogues, namely that all women world travellers are only English-speaking and 'hold' Victorian women as their ancestors, contemporary edited volumes appear to be no exemption. Travelers that were not part of the British empire and did not write in English were never given the same spotlight and the place in the historical overview of women travellers.

Alma Karlin was born in Celje (Slovenia), at the time of Austro-Hungarian empire, has lived in the Kingdom of Yugoslavia and died in the Socialist Yugoslavia. She considered herself primarily a writer and an artist, but also a sort of *Columbus*. She bequeathed an interesting and eclectic collection of her travels round the world to the museum in Celje. Like Victorian traveller Kingsley, she recorded the customs and habits of the natives and collected artefacts. Similar to Kingsley Karlin was also regarded as eccentric and strange at home. Both supported themselves on the road, one by trading, the other by writing. It should be stressed however that they travelled at different times, one in the last decade of the nineteenth century under the protection of the powerful British Empire, the other after the First World War, when conditions were not very favourable for German-speaking travellers. Moreover, Karlin's eight-year journey is incomparably longer in scope than any of the Victorian women's journeys, she wrote more than 20 books and numerous newspaper articles yet remains relatively obscure and unknown to the wider audience.

Interest in Alma Karlin in Slovenia grew at the beginning of the 1990s, although individual records of her existed earlier. In 1990, some Slovenian magazines published nine articles that Alma Karlin had sent to the *Zillier Zeitung* between 1920 and 1928. The articles were accompanied by photographs of the author, the natives and the landscapes, and the first two were also accompanied by the place and date of composition. They were later (1997) included in a book with twenty other articles, which traced an itinerary across the Atlantic to South and Central America to the USA and then on to Polynesia, Japan, China and South-East Asia. Thus "only" the records from Australia, New Zealand and India were missing. The articles were a mixture of various adventures, landscape and ethnographic descriptions, also agricultural and cooking tips, and were addressed to the 'dear reader' who was asked to 'press the imaginative nipple of his brain and try to imagine' . . . whatever it was that Karlin described in a manner and style similar to that of travel-

ogues (in the translated *The Voyage Alone* or in *The South Seas Spell*, for example), but with noticeably more humour, lightness and self-irony. Unfortunately, the articles in the book are not dated. However, the historical context is necessary to understand Alma Karlin's prejudices, stereotypes and even racism in the context of her education, gender, ethnicity and linguistic affiliation.

In the proposed paper the less known volume of short stories by Karlin, titled *The women I have met* is considered through ethnographic reading and thematic analysis focused primarily on ambivalent encounters with local women. Interpretation of social and cultural processes, travel and literary texts can, on the one hand, serve as an ethnographic "source" and then have a similar status to informants' statements. On the other hand, they can also be ethnographic 'records' which we treat as documentation. The issue is therefore the way in which we can use - read - travelogues and fiction for ethnographic research.



ABSTRACT 23

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## Polish Women at the Adriatic Sea - Historical Review

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**Keywords:** Poland, seaside resorts, attitudes, leisure, 19<sup>th</sup> century, north Adriatic

### Abstract

For the inhabitants of the Kingdom of Galicia and Lodomeria, the place of seaside recreation in the summer was initially Italian resorts. They came “to the sea” most often to regain health, and over time this form of rest became popular even among people who did not complain about their health condition. With the expansion of resorts on the other side of the Adriatic – especially in Istria, this direction began to gain increasing tourist popularity. Centers such as Opatija (Abbazia), together with the surrounding areas, became places to which the inhabitants of Galicia were eager to come both in the summer and in the winter. From year to year, the popularity of vacationing by the Adriatic Sea increased. Thanks to the fact that Galicia grew wealthier (among others thanks to the extraction of oil), more and more people were able to afford this form of leisure time. This was also influenced by the development of the railway, as the connection of nearby Rijeka with Vienna in the second half of the 19th century allowed for faster and more comfortable travel. Therefore, since the 1890s, Istrian resorts have swarmed not only with representatives of the richest social classes, with nobility and politicians at the forefront, but also with people from the so-called middle class – families of officials as well as artists or representatives of the liberal professions. Recreation “at the sea” was a kind of confirmation of the prestige that the family enjoyed.

In my speech, I would like to draw attention to the tourists from Galicia who came to the Adriatic Sea to relax in the second half of the 19th century and also at the beginning of the 20th century. As the final caesus, I recognized the outbreak of the First World War.

First of all, I would like to focus on the women who came there: single people, married women, as well as mothers who enjoyed relaxing with their entire families. Thanks to their relations contained in diaries and letters, I would like to show the everyday life of Opatija, Lovran or other places where people could relax, to show the problems that the female vacationers faced, as well as, if possible, their attitude towards the local community. I would also like to present the role that “vacation by the sea” played in Polish culture, because both in literature and painting we find many references to the Adriatic coast. For an entire generation of Galician residents, the sun and carefreeness became synonymous with Istria.

## ABSTRACT 24

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# The Appearance of Women in the Tourist Promotion of Croatia until World War I

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**Keywords:** First World War, tourism promotion, women in promotion, Croatia

### Abstract

Although some destinations on Croatian Adriatic (such as Opatija), recorded a dizzying rise in tourist traffic before the First World War, relatively little research was conducted into the history of promotion and role of woman. Tourism promotion was not as widespread or sophisticated as it is today. However, there were efforts made to promote tourism in certain regions and countries which had an early stage of development of tourism, such as Croatia Adriatic. Most of the promotion was done by private companies (such as railway and steamship company), where informational materials were produced, such as brochures and maps, to encourage visitation to these areas. The role and importance of tourist promotion in the initial stages of destination development was very pronounced, especially because the circulation of information was much slower than today and could predominantly be based on written and various pictorial materials (photographic, postcards etc). Even in these early materials, women played a significant role as carriers of tourism development, as employees, but also as tourists themselves, who were depicted on various promotional materials, dominant tourists guides, travelogues, postcards, and posters.

Therefore, the main goal of the research is to determine the manner of use, position and role of women in promotional materials in the territory of the Republic of Croatia until the First World War. Furthermore, this paper is distinct channels of promotion (promotional materials) based on appearance of portrayed women.

Methodology is based on analyses of different graphic materials recognized in diverse promotion materials from initial phases of tourism development on Croatia territory (postcards, posters, tourist guides, travelogues, magazines etc.). As part of the content analysis, variables, which were verified with panel of experts in the field of tourism promotion, were analysed. Variables involved: kind and level of physical activity, surrounding physical environment, number of persons (individual family, group...), clothing (modern, traditional...) and what is the role of women in graphic material (workers in tourism, female tourists, depiction of traditional culture and way of life, etc.).

Through content analysis, it was determined that the variables differ significantly depending on the types of promotional materials, but also depending on the form of tourism that is promoted through them. For example, on postcards, women are more often in modern clothes (for that time), such as clothes for swimming, horseback riding, etc., surrounded by nature (beaches, mountains), not physically active (leisure vacation), and in the role of tourists. Furthermore, in promotional materials oriented to the promotion of events (most often posters), women are more proactive, often in traditional clothes, and surrounded by an artificial background.

From the analysis, we can conclude that women were already used as an element of promotional materials in the early days of tourism promotion, and that the appropriateness of the display was considered, depending on the content being promoted. Further research should be focused on the analysis of texts (mostly brochures and travelogues) of that era, in order to get a deeper impression of the inclusion of women in promotion, both as an object and as a subject.

ABSTRACT 25

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## “I Enjoy my Trip, the Sunsets, and this Wild yet Cultivated Nature [...] the Desert with its Sand Hills, and the Whole Lighted up by an Ardent Sun [...]” — Empress Eugénie and Tourism

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**Keywords:** women, tourism, Second French Empire, empress Eugénie de Montijo, Napoleon III

### Abstract

The aim of the speech will be to present the character of Empress Eugénie — wife of Emperor Napoleon III — through the prism of her travels, passion for art and extraordinary influence on the politics of France during the Second Empire.

In the author's opinion, the figure of the Empress fits perfectly into the theme of the conference and will shed light on the lesser-known face of the last French monarch. In his speech, the author will want to look at the three faces of Eugenia — a traveller, a patron of the arts, and a politician. Each of these faces will be closely related to the leitmotiv of the conference, i.e. the role of a woman in a world dominated by men, who advocates equality for her gender.

Taking advantage of her position and her husband's obedience, as well as taking advantage of his absence from France, she acted as a regent at certain times, and this created an opportunity for certain reforms, such as to give the first baccalaureate diploma to a woman.

In her life, she has made many journeys, which we can safely call tourist today. She visited Egypt, Turkey, Ceylon, South Africa, as well as numerous European countries, including Greece or Italy. Some of the visits were for political reasons and some for private reasons.

Not only was she a tourist, but she developed this branch in France, and then — after the fall of the Second French Empire — in the United Kingdom and in the south of France. She created museums and took care of artists, including women, e.g. Marie-Rosalie Bonheur. She was also a fashion icon of that time, she was called “Queen of Fashion”, “Imperatrice de la Mode”. Personally, she was fascinated by Marie Antoinette and at one time practiced a kind of tourism, i.e. collected objects related to her, as well as lived in a copy of the Petit-Trianon on her estate in Saint-Cloud. In Fontainebleau, she created a museum with artifacts from the Orient.

She was visited by celebrities of those times who, accompanied by the imperial couple, visited Paris — the famous Champs-Élysées, the Louvre or the tomb of Napoleon I. She hosted, among others: Queen Victoria, Tsar Nicholas II with his wife Alexandra Feodorovna and others. It also had a large collection of jewels and works of art — today partly owned by the Louvre Museum.

The empress was also behind the protection of works of art and other important items from the Tuileries Palace, which fell to the Communards and burned down shortly after the fall of the Second Empire. Her artistic awareness, education, beauty and sophistication facilitated her personal contacts, but they were also fodder for opponents, from the very beginning of her relationship with Charles Louis Napoleon Bonaparte. However, this did not prevent her from implementing plans, and even added panache and energy.

The legacy of the Empress is also very interesting. Her intention was to give her English estate and the furniture gathered there to the Bonaparte family. However, this did not happen, at least not directly. Eventually, some of the valuable monuments returned to France, but into public hands (to museums), and not into the private hands of the family. The Empress herself, along with her husband and son, are buried in Saint Michael's Abbey, built on her orders in Farnborough, Hampshire. Today it also houses the Catholic National Library, and the house of the imperial family became a private Catholic school for girls in the late 19th century.

In conclusion, the extraordinary life of an exceptional woman like Empress Eugenie, in whose eyes, literally, empires rose and fell (born in 1826, died almost a century later in 1920) has earned a place in our memory, who lived a century Later. Issues so obvious to her (gender equality, civil liberties, access to education) had to wait several decades for their entry into force, and even today, they are not duly respected and observed everywhere. Empress Eugenie wanted to be ahead of her time in many ways, and by using her position and influence, she was often able to do so. She travelled, visited and showed around, she was curious about the world and people, open to them.

The speech will be based on archival materials (mainly Archives Nationales de France – signature O/5), printed sources from the historical period (letters, memoirs, official documents, etc.). In his research, the author used the scientific workshop and research methodology of a historian, cultural studies, sociologist, and art historian. He used the following research methods: classic philological method, genetic method, sociological method, comparative method, argumentum ex silentio method.

## ABSTRACT 26

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# From the Tragic Fates of Women in the Past to the Heritage of Nowadays

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**Keywords:** tragic women's fates, heritage, tourism

### Abstract

**Background:** In the past, women were a particularly vulnerable population group. From a material point of view, an precarious existence, from a class or social point of view, a position mainly dependent on the family, specifically male figures of the family. From a spiritual point of view, often subjected to limitations, both related to poorly available education and the restrictive expectations of a society without or with scarce possibilities for social, material, spiritual or psychological support. Some women managed to fulfil their lives despite such circumstances. However, many of them were not able to overcome the circumstances in which they lived, thus experienced painful fates and even a tragic end. Some of them still left a mark on the community, so those tragic memories of them entered local lore, even became legends. In the end, if their stories were recorded in songs or in literature, then, they have entered into domestic cultural heritage, which is preserved in libraries and museums and then transmitted to new generations. Some of those memories even live on in local toponyms.

**Purpose:** In the light of researching various aspects of the role of women in tourism promotion and tourism in general, the authors believe that it is necessary to point out and pay tribute to a phenomenon that is less present in professional literature, that is the unfortunate fate of women from the past, which today serves as a tourist attraction or as a potential resource for expanding the tourist offer of a local destination. The memory of them is cherished in the local community, however, it would be necessary to include stories and legends about them in the offer of tourism products. In this way, on the one hand, the offer of cultural content would be expanded, on the other hand, and more importantly, the memory of these unfortunate and tragic women would spread more widely beyond the boundaries of the local community.

**Methodology:** The paper examines three examples of legends, or memories of real women in our region who have had an unfortunate or tragic fate. Their stories have entered folklore, which as part of the local cultural heritage is used today or can be used for purposes of tourism. It is a look into a case of persecution of women as witches, of the suicides of women due to unrequited love and pressure from the environment, and of the case of a woman who, due to her life in poverty, became a kind of legend during her lifetime, suitable for a purposes of tourism. Therefore, in the research, a qualitative approach was applied when considering these three case studies as part of a wider historical phenomenon that can have its application in tourism.

**Results:** The research shows the possible reasons why the fate of an unfortunate woman in the past became interesting both to their contemporaries and to later generations, and how this individual began to mean so much to their community that her memory was preserved over a long series of years. Also, research shows that nowadays, as part of the cultural heritage, the unfortunate fates of some of these women are turned into tourist attractions, with others having the potential for the same.

**Conclusion:** The tragic lives of these real women, subsequently woven into the general cultural heritage of these communities through local tradition, today represent a heritage resource for contents that can complement the usual tourist offer of the places where these women once lived.

**Theoretical and practical implications:** This research provides insight and deepens awareness of local and national heritage, which is based on the tragic fates of female characters from the past of a certain community, and which has the potential to be implemented in the offer of tourist products. In this way, the symbolic role of the martyred women and the importance of ordinary women in the history of their community and in today's tourism will be highlighted. The authors' position is that it is necessary to strengthen research on this topic with regard to its practical implications in tourism.

## ABSTRACT 27

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# Women in Tourism in the Last Four Decades – a Bibliometric Literature Review (1980-2020)

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**Keywords:** women, tourism, bibliometric review, analysis

### Abstract

Tourism is a rapidly growing industry, contributing to economic growth and employment opportunities in many countries. Women's participation in the tourism industry has been a growing area of research in recent years, as more and more women have entered the sector in various sectors of the industry, including hospitality, transportation, travel agencies, and tour guiding and at different levels. Despite this growth in women's participation, little is known about the extent and nature of research on women in tourism. This study aims to conduct a bibliometric review of the research on women in tourism to understand the evolution and trends in the field.

The study is based on a systematic review of the literature published between 1980 and 2020. The search was conducted using four databases (Web of Science, Scopus, JSTOR, and Google Scholar) with the following keywords: "women in tourism", "gender in tourism", "feminism in tourism", "women and hospitality", and "women and travel". The inclusion criteria for the study were that the research had to focus on women's participation in the tourism industry or have a significant section on women in tourism. A total of 381 articles were analysed using bibliometric techniques, including bibliographic coupling, co-citation analysis, and cluster analysis.

The bibliometric analysis revealed that the research on women in tourism has grown significantly over the last few decades. The first article on this topic was published in 1982, with a sharp increase since then. The top 10 most-cited articles were all published after 2000, indicating that the most influential research has been conducted in the last two decades. Most articles on women in tourism were published in tourism-related journals, such as *Annals of Tourism Research*, *Tourism Management*, and *Journal of Travel Research*. Co-citation analysis revealed that the most cited authors in the field of women in tourism were mainly from the United States, the United Kingdom, and Australia. This finding is not surprising, given that these countries are leading tourism destinations and have significant research capacity in the field of tourism. The most cited authors were Mathilda van Niekerk, Mary Beth Gouthro, and Alison McIntosh. The analysis also identified several clusters of research topics, including gender and work, gender and hospitality, and gender and leisure.

The results of the bibliometric review show that the research on women in tourism has grown significantly over the past few decades. The research has focused on several themes regarding women's participation in the industry, including topics related to women's employment and gender-based discrimination and inequality, women's roles in tourism development, entrepreneurship, women's travel behaviour, women's representation in tourism marketing, and women's experiences as tourists. Revealing that research on women in tourism has been diverse. Although, bibliographic coupling analysis showed that the most influential articles on women in tourism were focused on three main themes: gender issues, entrepreneurship, and tourism experiences.

The clusters of research topics identified in the study provide insights into the future direction of research on women in tourism. For instance, the cluster on gender and work should focus on the working conditions of women in tourism and the impact of gender on career development. The cluster on gender and hospitality highlights the importance of understanding how gender influences customer service and hospitality management. Finally, the cluster on gender and leisure suggests that future research should focus on the gendered aspects of leisure and tourism experiences.

The study also identified research gaps and future directions for research, including the need for more research on the working conditions of women in tourism, the impact of gender on customer service and hospitality management, and the gendered aspects of leisure and tourism experiences.

Overall, the literature on women in tourism highlights the importance of addressing gender inequalities in the sector, including improving women's access to training and development opportunities, promoting women's entrepreneurship, identifying the barriers faced by women in the industry and ensuring the safety and security of women tourists. Additionally, recognizing women's contributions to sustainable tourism development can help to promote more equitable and sustainable tourism practices.

To conclude, this study provides a comprehensive overview of the evolution and trends in the research on women in tourism, to understand the challenges faced by women in the industry. It may represent a starting point to identify future research priorities, where continued growth in research on women in tourism is essential, to ensure that tourism industry is inclusive and equitable for all. Also, the growth in research on women in tourism reflects the increasing recognition of the importance of women's participation in the industry.



## SESSION 5:

### **Gender Differences and Gender Policy in Tourism**



## Where are We Now? Re-visiting the Experiences of Solo Female Travellers in Relation to Theoretical, Technological and Cultural Shifts in the Landscape of Tourism

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**Keywords:** solo travel, women, technology, culture, risk, empowerment

### Abstract

In our original research with solo female tourists, we used 60 qualitative in-depth interviews to explore their experiences and to compare the experiences of women from the UK and the US (Jordan & Gibson, 2004; 2005). Our research, and that of others more recently, (e.g., Osman et al., 2020; Yang et al., 2018; Zhang & Hitchcock, 2017) revealed that travelling alone for women constitutes both an empowering and a challenging experience. Our interviews took place in the late 1990s and early 21st century when the internet was in its infancy. Obviously digital technologies have gained significant influence over many aspects of travel since then, including travelling solo (Karagöz et al., 2021; Nikjoo et al., 2021). We have also recently witnessed a growing diversity in the nationalities of scholars and the women travelling solo, a welcome development from the earlier research which focused on solo travellers from Australia, the UK, and the US. (Bernard et al., 2022; Karagöz et al., 2021; Nikjoo et al., 2021; Thomas & Mura, 2019; Yang et al., 2018).

Responding to the conference theme of 'Tourist content and experiences specific to the segments of women's tourist demand', as well as adopting a 'critical view of the position of women in tourism from the 19th century until today' we revisit some of the key theoretical concepts we used in our original research in the light of the significant digital and cultural changes that have taken place over the past 25 years. In this paper we reflect upon the ways in which digital technologies may now impact the experiences of women travelling alone (Karagöz et al., 2021; Nikjoo et al., 2021). We revisit some of our interviewees' experiences and suggest how today these solo women travellers may interpret and experience their travels differently. For example, the women in our study often spoke about feelings of loneliness or not being able to share special experiences. Contemporary research shows that solo travellers actively use social media for sharing and feedback on their posts provides additional sources of empowerment (Nikjoo et al., 2021). We also explore, through a review of recent published studies, the changing geographies of solo female travel where economic shifts are now empowering women from India, Iran, and SE Asia to travel alone (Bernard et al., 2022; Nikjoo et al., 2021; Thomas & Mura, 2019; Yang et al., 2018).

A key theme in our original interviews was the awareness of safety and the strategies women used to keep themselves safe. This same concern is still experienced by women travelling solo today (Yang et al., 2018). We will re-examine conceptions of risk in the context of the hugely expanded internet resources targeting the solo female traveller and also starting to explore how the pandemic may have impacted on definitions of 'safety' in the context of solo female travel. We compare the destination choices of the Western women in our study with those from these Eastern cultures and suggest ways in which they may similarly encounter gendered destinations (Karagöz et al., 2021), but likely have to negotiate race and ethnicity in ways not experienced by our largely middle-class white women (Khou-Lattimore & Mura, 2016; Yang et al., 2018). Finally, we revisit the concepts of surveillance, the tourist gaze and tourist performance, and problematise these in relation to the use of portable technologies (Jordan & Aitchison, 2008; Jordan & Gibson, 2005).

We contend that for the tourism industry to be more inclusive in its attitudes to women in tourism/as tourists requires an understanding of the changing technological and cultural landscapes that influence all these encounters. The overall goal of this paper is therefore to reflect upon what was, of its time, innovative work on solo female travellers and to offer a contemporary re-analysis in the light of theoretical, technological, and cultural developments to inform new work going forward.

## ABSTRACT 29

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# Gender Differences in Holiday Behaviour

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**Keywords:** gender differences, holiday behaviour characteristics, solo travelers, summer tourism, Croatia

## Abstract

**Introduction:** Socio-demographic variables are commonly used in identifying tourism market segments. For the creation and successful promotion of tourism products/experiences, it is important to have valuable insights into holiday behaviour and preferences of the markets. One of the essential variables applied in survey questionnaires and data analyses is gender, but more as evidence of an equally distributed sample than the variable involved in describing differences in holiday behaviour.

The literature review reveals many papers on gender domains and holidays. Vespestad and Mehmetoglu (2015) presented a detailed literature review covering gender differences in different life aspects and those concerning holiday behaviour. Also, Otegui-Carles, Araujo-Vila and Fraiz-Brea (2022) investigated research published on solo travel. They called for more studies to extend to regions other than Asia, most represented in the literature.

As a Mediterranean tourism destination, Croatia heavily depends on summer tourism, and for many years, the Institute for Tourism has conducted biannual national visitor surveys during summer months. As this survey on attitudes and expenditures of tourists in Croatia is based on a sample representative of (summer) tourism demand, it provides data for discovering possible gender differences in several holiday characteristics that can be used in destination management and promotion.

**Methods:** The analysis is conducted on data collected by the longitudinal survey on “Attitudes and Expenditures of Tourists in Croatia” (TOMAS Survey). The total sample size in the summer of 2022 was 8,255 respondents, 51% male and 49% female, staying in commercial accommodation. It is representative at the level of the main Croatian regions, type of accommodation facilities and country of tourists’ origin.

Solo travellers comprise 10% of the total sample; significantly more males (15%) than females (6%). In addition, they differ considerably in their travel motives. Male solo travellers are predominantly on a business trips (58% vs 35% of females). To compare different visitors’ and trips’ characteristics on comparable demand segments, the further analysis focused on non-business trips. The final sample was, therefore, 421 solo travellers; 266 male and 155 female. Chi-square or Wilcoxon rank-sum test was applied to test gender differences.

**Results:** The socio-demographic profile has shown that female solo travellers were slightly older on average than their male counterparts (females: 46 years; males: 44 years). However, significant gender differences were observed regarding the main reason for travel. Female solo travellers were more often on a leisure trip (60% female, 46% males), while males visited friends and relatives more often (23% male and 14% female solo travellers). Among various leisure motives, female solo travellers were significantly more motivated by the sea (19% females, 11% males) and touring/sightseeing (14% females, 7% males).

Significant gender differences were detected in the type and time of accommodation booking. While men were predominantly booking their accommodation directly with the accommodation (53% in total, out of which 21% use online booking and 32% book the accommodation in person), women used a travel agency or tour operator services (54% in total, out of which 30% use online booking and 24% book in person). Women also used less last-minute booking (18% of women and 26% of men booked the accommodation less than a week before arrival), and many more booked the accommodation well in advance (10% of women and 1% of men booked the accommodation more than six months before arrival).

There was also a significant difference in the main mode of transport used ( $p < 0.0001$ ). Women more often arrived by bus (38% vs 17%) and plane (24% vs 19%). The region of stay in Croatia was significantly different between the two groups of solo travellers ( $p = 0.0095$ ). Although most women and men stayed in Adriatic Croatia, women more often chose the coast (87% vs 77% of men), while men twice as much stayed in the city of Zagreb (15% vs 7% of women).

The trip duration for women was significantly longer than for male solo travellers. Women realized, on average, 7.2 overnights on the trip, of which 5.3 were in one destination. Men realized one overnight less on the trip ( $p = 0.007$ ) and in one destination ( $p = 0.02$ ).

Although men and women were mostly similar in their level of participation in a number of activities at the destination, women were significantly more often participating in five of them, indicating a more active stay. The five activities were: walking ( $p = 0.0002$ ), jogging ( $p = 0.0299$ ), visiting national parks/nature-protected areas ( $p = 0.0497$ ), city sightseeing ( $p = 0.0027$ ), and touring thematic roads (0.0053). In line with the more often use of travel agency services in accommodation booking, women were also more frequent on excursions organized by travel agencies (12% vs 5% of men,  $p = 0.0033$ ).

**Conclusions:** As women comprise half of the world's population, they represent a significant market segment for travel and tourism. 'Solo travellers' is the ideal travel population to be investigated regarding gender differences, as they are the ones making all travel decisions for themselves. Several published papers revealed significant differences between female and male solo travellers. The results presented here confirmed those from the previous studies regarding differences in travel motivation and other holiday choices. Those differences can be used to attract future tourists and create unique summer tourism products' features adapted to women and men travelling solo.

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## ABSTRACT 30

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# The Impact of Women's Empowerment on the Establishment of Sustainable Tourism Development in Rural Areas

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**Keywords:** women's empowerment, rural areas, sustainable development, tourism, Štrudlafest

### Abstract

The specificity of tourism development in rural areas lies in their peculiarities. They are characterized by a very rich natural, cultural and traditional heritage, but also by problems of depopulation and abandonment of traditional activities, weak economic activity, traffic isolation, and a predominantly elderly population.

In such circumstances, a sustainable development solution for rural areas is sought precisely in tourism. The special attraction of rural areas lies in family farms where, in a specific natural environment, natural and healthy food is grown and offered and the traditional way of life is nurtured. The development of tourism in rural areas encourages the preservation of the rural way of life, traditions and customs. It is women who nurture the culture and traditions of the area where they live, produce food, preserve biological diversity, and preserve traditional family values. Key carrier of the development of tourism in rural areas are the women who live in that area.

In most regions of the world, women make up the majority of the tourism workforce, which is mostly concentrated in the lowest and lowest paid jobs in tourism. In family tourism businesses, women do a large part of the work without being paid for it. But at the same time, working in tourism enables women to become economically independent and empowered, promotes gender equality and improves the quality of life as a whole. In the European Union, the development of female entrepreneurship in tourism is seen as a key step in increasing women's participation in economic development, creating employment opportunities and improving their economic independence, social status, quality of education and health status.

By combining knowledge and skills in tourism with the ability to realize business ideas and creative thinking through the entrepreneurial activities of women, entrepreneurship in tourism in rural areas becomes a pillar of sustainable development in rural areas, enables women to create jobs and achieve financial independence.

The aim of this work is to investigate the impact of women's empowerment on the establishment of sustainable tourism development in rural areas. The research is based on the event Štrudlafest, Jaškovo, whose main supporters are women who live and work in the area of the town of Ozlja, the village of Jaškovo, Karlovac County.

In order to investigate the impact of women's empowerment on the establishment of sustainable tourism development in rural areas, primary research was conducted through a structured survey questionnaire in the rural tourist destination of Jaškovo, in the area of the town of Ozlja, Karlovac County. Two adapted research models were used to examine women's empowerment as well as attitudes towards sustainable tourism development. All variables in this study were derived from well-established previous scales. Boley and McGehee's (2014) multidimensional scale for women's empowerment was used. The scale has three dimensions: psychological empowerment (5 items), social empowerment (3 items), and political empowerment (4 items). Involvement in tourism was measured with six items derived from Suhartant, Dean Nansuri and Triyuni (2018). Finally, a 6-item scale was used to measure sustainable tourism development (STD), adopted by Nicholas, Thapa and Ko (2009) and the SUS-TAS model developed by Choi and Shirakaya (2005), using the social dimension of the model.

Respondents were asked to rate their level of agreement for each item using a five-point Likert scale (1 = strongly disagree; 5 = strongly agree). The research includes women who participate in various ways in the organization of the event called Štrudlafest, as well as those who do not participate but live in the area.

The results of the research indicate that women are emerging from a passive role in the establishment of sustainable tourism development in rural areas, that they can and are the carriers of entrepreneurial initiatives in tourism. They become a strong subject in the creation of modern tourist entrepreneurial activities, which are based on the principles of sustainable development of tourism in rural areas. This alone contributes to the achievement of the goals of the UNWTO, which advocates for increasing the positive impact of tourism development on women's lives, especially when it comes to gender equality and women's empowerment.

The conclusion of this research is that the empowerment of women plays a key role in the establishment of sustainable tourism development in rural areas. In accordance with this, it is necessary to further strengthen them on the way to taking entrepreneurial initiative. Activities that contribute to this are formal and informal education, involvement in decision-making processes, recognition and evaluation of their knowledge and skills, and encouraging them to implement business ideas and creative thinking through entrepreneurial activities. Women entrepreneurs in tourism, in rural areas, are the foundation for the establishment of sustainable tourism development. With their entrepreneurial activities, they significantly contribute to the preservation of the rural way of life, culture, tradition and customs, thereby establishing sustainable tourism development in rural destinations.

## ABSTRACT 31

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# Gender Differences: Transit Yachtsmen in Croatia

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**Keywords:** nautical tourism, transit yachtsmen, gender differences, satisfaction, perception of quality

### Abstract

Nautical tourism in Croatia has been experiencing exceptional growth in recent decades, which is why it is considered a "phenomenon". It is widely known that nautical guests are with higher paying capacity than average tourist, who, along with the increase in the number of overnight stays year after year, makes this sector a very prospective form of tourism. Different authors define nautical tourism differently. However, all definitions have in common that the emphasis is on the water component. Modern nautical tourism abounds in numerous variations, takes different forms, and includes numerous activities. For example, nautical tourism can be classified regarding the type of the vessel or the purpose of sailing, whether the sailing is domestic or international, etc. Considering the time criterion of length of stay in marinas, users of ports and marinas are divided into *Classic yachtsmen* (nautical tourists, mostly with their own vessels, that use annual or multi-month moorings in the marina or on the dry land, and stay four days and longer in the marina) and *Transit yachtsmen* (non-stationary boaters who visit the coast and use the marinas for procurement of supplies and to satisfy their other personal needs, and stay up to three days in the marina).

Previous research show that there are certain differences in the behaviour of men and women in the consumption of tourism. Therefore, gender can be considered as one of several influential variables in the behaviour of tourist consumers. This means tourism managers should include gender as a factor that influences the shaping of the desires and needs of their target market, and thus their purchasing decisions. Furthermore, it is expected that "transit yachtsmen" will soon become the main user group in marinas as the trends on the nautical market change, so knowing their characteristics is important information for managers and marketers. Transit yachtsmen in the Republic of Croatia, i.e. their characteristics, reasons and motives for coming to destination, as well as characteristics of their consumption and satisfaction, have so far been examined in only one study, but the study did not focus on differences in behaviour with regard to their gender. This gap will be filled with this paper, providing insight into the differences between female and male transit yachtsmen related to informing about the destination, the reasons for choosing the destination, their perception of the quality of the nautical offer and satisfaction rating, as well as environmental issues.

The main objective of the research was to explore the differences between female and male transit yachtsmen related to informing about the destination, the reasons for choosing the destination, their perception of the quality of the nautical offer and satisfaction rating, as well as environmental issues. Using the purposive sampling technique, the research method was survey in which respondents were asked questions related to nautical tourism and their experience of the marina. Obtained data was analysed using descriptive statistical procedures. There are certain research limitations: the relevance of the sample with regard to the representation of categories of respondents; the research was conducted exclusively in ACI marinas; short time period of conducting research (summer season) and limited availability of respondents; the gender of the respondents was not controlled.

The results confirm that for nautical tourism, the respondent's gender is not a relevant predictor of satisfaction level and perception of quality offer - when it comes to the specific offer of nautical tourism, both women and men think alike and give evaluations according to the same criteria. However, the differences between female and male transit yachtsmen can be seen in the preferred type of gathering information before arriving at the destination, the way of discovering nautical destinations and the importance of the "Blue Flag" as a determinant for choosing a nautical destination, which can be seen as an ecological feature of the destination. The results of this research could help tourism managers to develop strategies toward specific wants and needs of male and female transit nautical yachtsmen, in order to create loyal customers who will come back and spread the good word about the nautical destination.

ABSTRACT 32

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## Ladies in Tourism: UNWTO Gives Young Tourism Women a Chance to Express Creativity and Knowledge

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**Keywords:** women, tourism, UNWTO, students league, Sustainable Development Goals

### Abstract

There are not many competitions where students of tourism, hospitality, management and associated fields can demonstrate their knowledge, especially at the global level.

During the year of 2019, The World Tourism Organization (further: UNWTO) develops a unique competition for tourism and travel students at a global level. The competition UNWTO Students League gathered undergraduate students from their before last or last year of studying. From all around the world, approximately 60 teams formed from 4 or 5 students, were grouped into two big units - Global East and Global West. Through five challenges, teams have the opportunity to show their creativity, knowledge and skills by resolving issues in front of them. The main topics of these challenges were connected to crucial questions that the tourism industry is facing daily and the solutions to assigned tasks had to be in accordance to Sustainable Development Goals (SDGs) with emphasis on Goals 8, 12 and 14.

A Serbian team from University of Novi Sad, Faculty of Sciences, who participated in UNWTO Students League, was made up of 5 female undergraduate students. Emphasizing the importance of the role of women in tourism and tourism education, the name of the team from Serbia was Ladies in Tourism.

The methodology included preliminary field research and later cabinet research because a pandemic was declared at the beginning of the competition. During the previous years of study, through field teaching, authors visited localities and examples of good practice that were part of the competition concepts.

There are several purposes of this paper. The main purpose of the presented paper is to illustrate the importance of competitions at this level, especially for female students from less developed countries. The special attention will be paid to one of the five challenges, the one that is connected to more inclusive societies and incorporating marginalized groups of society. Also, one of the purposes of this paper is to emphasize the importance of female figures in the tourism industry and the importance of proper, constant and thorough education of females in tourism. These topics will be referred to the perspective of former contestants and mentors that took a part in the project UNWTO Students League.

ABSTRACT 33

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## Assembling Gendered Mobilities and Tourism Management in the City

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**Keywords:** gender inequality, women workers, daily mobilities, labour flexibility, tourism livelihoods, assemblage.

### Abstract

This research offers an analysis of unequal everyday gendered mobilities through the home-work assemblage embedded in the labour and mobility regimes of the tourist city of Barcelona. The article explores how labour flexibility and precarity are negotiated by women tourism workers in terms of home-and-work conciliation and commuting. Moreover, using assemblage theory we pretend to understand how women's bodies are enacted and how their agency is negotiated for gaining security and conciliation over their life trajectories pre- and post-COVID-19. How people move is gendered and continues to reproduce gendered power hierarchies. Meanwhile, gender-differentiated roles related to family care place a greater burden on women, which can expose them to high daily mobility, which highly intersects with their labour and working conditions. The survey on mobility and gender in the Barcelona Metropolitan Area reveals that women spend almost twice as much time as men at home and in the family, which is strongly determined by the wage and employment gap and the cultural roles imposed on women as caregivers. Episodes of insecurity while travelling on transport and in public spaces affect women the most. These outcomes involve movements and conditions of travel, but also practices and lived experiences while moving. However, this survey does not allow us to understand how commuting and conciliation are in a perpetual negotiation with working conditions, spatial temporalities of tourist cities, public transport, and spatial insecurity. We combine in-depth interviews with key informants and women workers, group discussions with local stakeholders, and policy readings, to provide inductive insights on how tourism labour fragmentation practices are conditioning the livelihood of women workers, and how workers' agencies are enacted with other actors and objects to negotiate conciliation within the spatiotemporalities of the tourist city. Our results show that commuting and home-and-work conciliation emerge, indeed, as a highly feminised issue that hints at the practical opportunities for social reproduction. Labour flexibility business strategies lead to intense emotional and physical workloads and awkward working shifts, and labour exploitation in many cases, to which female front-line workers are more prone to be subject to constrain childcare, family time, and social timings of young adults over labour trajectories. Especially in the case of single-parent households, this increases the need for informal childcare support systems, while for younger and single workers it has a bearing on opportunities for social relations or family aspirations. Working conditions, home-and-work conciliation and commuting are thus in permanent negotiation with the rhythms of the tourist city, the tourism management culture, and the transport policy, affecting the well-being of women tourism workers and their forms of livelihoods and dwelling. During COVID-19, the labour conditions of tourism workers were undermined and inequalities among interactive workers and office/managerial workers rose, as opportunities for teleworking were very reduced to management and online customer service, which increase the divide among women and between managerial positions and the frontline workers. Furthermore, notions of assemblages within tourist cities are a useful heuristic tool to fully understand how urban tourism places are performed and experienced by women tourism workers. Likewise, our focus on daily mobilities - tourism labour management practices enhance our understanding of the spatiality, precarity, and multiplicity of women's livelihoods in tourist cities. Dwelling and labouring through mobilities provide a framework to understand how commuting intersects with labour and residential (im)mobilities in a perpetual relationship of possibilities. Incorporating in tourism management a broader notion of livelihoods allows the re-imagining of forms of resilient and fair tourism, setting women workers' well-being at the front. Through an inductive research process, researchers reveal what constitutes workers' livelihood assemblage and how gendered mobilities are enacted in relation to the body and tourism management as objects of exploration, providing also ways for gender equality in tourism in tourist cities.



ABSTRACT 34

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## “I Refuse to Commodify the Cup of Coffee”: Palestinian Women and Heritage: Examining the Influence of Women’s Involvement in Heritage Through Cultural Tourism on Their Lives in Battir Village

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**Keywords:** heritage, cultural tourism, UNESCO heritage, and cultural self- commodification, Palestinian women and Battir Village

### Abstract

In Palestinian context and since 1948, scholars have labeled a new era of the Palestinian identity based on the traumatic event of AL-Nakbah<sup>1</sup>. Palestinian heritage was directly impacted by that traumatic event and accordingly adapted to its results. My paper provides, from the perspective of Palestinian rural women, women association in Battir village/ Palestine working in cultural tourism, a close ethnographic account of the Palestinian heritage which have changed through this period. To have an in depth understanding of women involvement in this heritage, my paper will bring seasoned themes within the anthropology of heritage to bear on anthropological literature exploring heritage after 1948 within the Palestinian context. The paper gives attention to heritage and relevant connotations related to identities and cultures such as heritage definition, cultural self-commodification and the preservation of Palestinian heritage and image of Palestinian identity through cultural tourism. I argue that within women association in Battir village, the intimate relation between my interlocutors’ identities and their involvement in heritage through cultural tourism enables them to participate in cultural tourism through the concept of cultural commodification and commodified persona. This is understood through the framework of through anthropology of heritage and conflict. In order for my interlocutors to sustain their involvement in heritage through cultural tourism they were required to adhere to the intervention of the UNESCO and international agendas through their projects that aim to enhance preserving the Palestinian heritage site, a process highlighting the range of cultural self consciousness within the Palestinian Heritage.

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<sup>1</sup> Palestinian refer to “Al Nakba, which literally translates as the catastrophe, it refers to what happened in 1948 of displacement and, mass exodus of around 750,000 Arabs from historical Palestine

## South African Women in Tourism Businesses: Differences in Traditional Societal Perceptions and Access to Financial Capital in Comparison to Male Entrepreneurs?

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**Keywords:** women, tourism, gender nuances, business operations, business performance, traditional societal perception

### Abstract

**Background:** Gender mainstreaming has found its way into entrepreneurship studies. Mainstreaming as a concept essentially paves way for a pluralistic approach that values the diversity that may exist among people of different genders. Its ultimate goal is to achieve gender equality (Shepard, 2015). Many entrepreneurship researchers are aware of gender mainstreaming and nuances and are therefore exploring entrepreneurship differences among genders.

KwaZulu-Natal is one of the nine provinces of South Africa. In 2021, travel and tourism contributed nearly 3.2 percent to the Gross Domestic Product (GDP) of South Africa. The share declined notably from 6.4 percent in 2019, reflecting the impact of the coronavirus (COVID-19) pandemic on the sector (Statista.com, 2022). Ezeuduji and Nkosi (2017) posit that the KwaZulu-Natal province is quite popular for its heritage and cultural experiences.

Tourism in KwaZulu-Natal thrives on tourist volumes and the quality of the tourists' experience. Hence tourism-related entrepreneurship is vital in this province to service both domestic and international tourists. Global Entrepreneurship Monitor (GEM) Women's Report (2012) indicates that sub-Saharan Africa as a region shows the highest growth rates of women entrepreneurs. Conversely, the GEM Report (2014) stresses that the number of women-owned businesses that fail is high. These reports indicate that a significant number of women who successfully start their businesses, but some of them fail to remain in business. Due to the high rates of women-owned businesses that fail, the participation of women in entrepreneurship remains low. The South African government and non-governmental organisations introduced a number of programmes that support and encourage women entrepreneurship in the tourism industry (Mkhize & Cele, 2017). However, women are mostly found in microenterprises, and mainly in the informal sector (Department of Trade and Industry (DTI), 2005). Although women have a better record of repaying their credits than their male counterparts, they however fail to raise finances when running their businesses (DTI, 2011).

Access to financial capital is labelled as one of the common challenges for women in the tourism industry (Daniyan-Bagudu et al., 2016; Nxopo & Iwu, 2016; Tshabalala & Ezeuduji, 2016; Jha et al., 2018). Tajeddini et al. (2017) further argue that men and women are equal, but there are cultural influences that encourage women to adhere to domestic duties such as managing households and being useful members of the family. Women's contribution to entrepreneurship is socially and economically desirable (Kimbu, Ngoasong, Adeola & Afenyo-Agbe, 2019), owing to its ability to create job opportunities, aid women empowerment, and alleviate poverty (Mkhize & Cele, 2017), specifically in the tourism industry with its high potential for economic growth in South Africa.

**Purpose:** This study explored gender nuances in the performances of tourism-related businesses in the Durban Central Business District, KwaZulu-Natal, with particular emphases on traditional societal perceptions and access to capital.

**Methodology:** We distributed structured questionnaire using non-probability purposive sampling, by selecting those who have specific knowledge (tourism-related business owners and managers) in tourism entrepreneurship and willing to participate (Etikan, Musa & Alkassim, 2015; Nardi, 2018). The criteria of inclusion in this study was that a tourism business is an enterprise that falls into the travel sector (transport and travel organisers), hospitality sector (accommodation and events), leisure and business sector, conservation sector, sports and recreation sector, gaming and lotteries sector, tourism support service sector and government tourism sector. We surveyed 150 respondents (75 male and 75 female entrepreneurs) in their tourism businesses in Durban Central Business District under Ethekewini Municipality, KwaZulu-Natal, South Africa.

Due to the exploratory nature of this study, we analysed the data used descriptive statistics (percentage frequencies and mean scores of responses), bivariate analyses (Pearson's chi square, Mann-Whitney U and Spearman's rank correlation tests) and multivariate analysis (Reliability tests using Cronbach's Alpha).

**Results:** The result suggests that entrepreneurs believe that the performance of entrepreneurs is not necessarily determined by their gender. The result does not support previous studies (such as Vrbanac et al., 2016; Wankel, 2008; Chasserio et al. 2014; Ahmed, 2018) that posit that women are perceived as unfit for starting and running a business.

Some entrepreneurs use their own financial capital to start their businesses. Sattar et al. (2016) found that women in developing countries (like South Africa) are less able to get access to financial resources than men. However, results in this study reveal that majority (about 67%) of the respondents disagreed that men have better access to financial resources. Some entrepreneurs, especially women reported a lack of information on how to source for financial capital and being unaware of the available financial support (Tshabalala & Ezeuduji, 2016; Ahmed, 2018).

There is also no indication from these results that being male or female relates to entrepreneurial success level; hence business success is gender neutral. The results do not show any correlation between perceived entrepreneurial success level and any of the statements in the "traditional societal perception", confirming that traditional societal perception has no impact on entrepreneurial success level.

The results in this study show that compared to men, women tend to have better awareness of sourcing start-up capital and find it easier to get this capital. This result is in line with De Vita et al.'s (2014) findings that financial institutions prefer sponsoring women entrepreneurs to male entrepreneurs. Also, they (De Vita et al.) reported that women are given the opportunity to get loans with more relaxed terms concerning collateral security and payment plans. On the contrary, Sattar et al. (2016) found that women in developing countries (like South Africa) are less privileged in accessing financial capital. The results of this study provide evidence that female entrepreneurs are more advantaged than male entrepreneurs in terms of receiving financial capital, as they agree more that it is easy to source funding. This result disagrees with the findings of Meunier et al. (2017) and Vossenber (2013) who posit that women entrepreneurs lack access to financial capital compared to their male counterparts. In fact, all the government business funding programmes in South Africa prioritise women entrepreneurs, especially young Black women, even when their names do not suggest the preferred gender, age bracket or race; as youth and women empowerment is enshrined in South Africa's National Development Plan 2030 (National Development Plan, 2012).

**Conclusion:** This study did not make a conclusive finding that gender plays a strong role in differentiating business success or performance. However, the study found that it is somewhat easier for female entrepreneurs to find business start-up capital. This study recommends that entrepreneurial training and mentorship programmes should emphasise that gender has no role in determining entrepreneurial success, and also increase the awareness level of entrepreneurs regarding business funding.



## SESSION 6:

### **Personal and Social Safety and Security Issues**

## ABSTRACT 36

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# Socio-Political Crises Impacts on Entrepreneurship: the Case of Iran's Tourism Industry

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**Keywords:** tourism entrepreneurship, Iran protests, Iranian entrepreneurs, gender and sustainability

## Abstract

Entrepreneurship has been established as a vital component of economy and employment by former and later academics (Liñán et al., 2011; Tur-Porcar et al., 2018). Tur-Porcar and colleagues (2018) introduce and analyse the factors affecting business creation and sustainability. According to their study, behavioural and business factors can both be influenced by environmental and social sustainability.

Nevertheless, Tourism as an industry is exceedingly linked to our world's crises. There is a wealth of research demonstrating that tourism is sensitive to challenges such as health crises (Gössling, 2020), and wars and socio political conflicts (Tomczewska-Popowycz, 2021). Within the tourism industry, tourism entrepreneurs are also influenced by changes and impasses (Sharma et al., 2022).

Building on the previously mentioned matter, the recent socio-political uprising in Iran, can potentially be a transformation factor to Iran's tourism entrepreneurship landscape. This newborn movement started by objecting to women's ignored rights and has been called the world's first female-lead revolution by some media (Wright, 2022). Thus far the movement is still going on (March 2023) hence it has not an ultimate name so far. Consequently, in this research the authors will refer to it as Iran's modern uprising.

However the final definitive impact of this uprising on Iranian tourism entrepreneurs cannot be analyzed yet, the authors aim to qualitatively (Jennings, 2018; Nunkoo, 2018) analyse the expectations of Iranian entrepreneurs over the sustainability of their future professional careers and projects after the uprising.

As stated in Nikraftar and Hosseini's work in 2015 entrepreneurs make business plans in accordance with many factors such as existing situations, problems, needs or personal features and factors. Consequently, by performing individual semi-structured interviews with two groups of male and female entrepreneurs from Iran's tourism industry the authors will analyse the participants' perspectives on the future of Iranian tourism entrepreneurship, the potential challenges and also opportunities they might encounter after the uprising, and later on compare the two sets of data and study the differences between female and male perspectives.

The significance of tourism entrepreneurship sustainability and gender-related issues have been brought up by several scholars (Ratten, 2019; Butkouskaya et al., 2020; Figueroa-Domecq et al., 2020) and this article will contribute to the literature in these areas by studying this relationship amidst one of the most important social uprisings of modern history. Since this uprising began with projecting women's rights and highlighting female protestors, the male and female entrepreneurs' perspectives and opportunities might differ.

Due to the novelty of the case, the research is still in progress. The researchers have gathered the data and are in the analysis stage. Finalizing the findings and conclusions will take place immediately after terminating the current phase. Hopefully by the time of the conference, the authors will be able to present the results and parts of the conclusions.

This study is funded by the faculty of tourism, University of Girona, Spain.

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## ABSTRACT 37

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# Female Sex Workers and Tourism in Croatia

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**Keywords:** sex workers, prostitution, tourism, Croatia

### Abstract

Prostitution is a complex and contradictory social phenomenon that has been present in human society since its earliest beginnings. In Croatian academia, prostitution is a poorly studied phenomenon that has attracted the attention of a small number of scientists, and tourism-related prostitution is even less explored, although there had been writings about it in the 1960s. This lack of interest in studying tourism-related prostitution is somewhat surprising since Croatia is strongly oriented towards tourism and hosts millions of tourists every year, of whom a certain number are probably involved in prostitution. Prostitution has a pronounced gender dimension: in Croatia, as well as in other countries, most people who sell sexual services are female, and most of those who buy them are male. The aim of this paper is to analyse the characteristics of tourism-related prostitution in Croatia and to study the role of women as sex workers in this form of prostitution. Furthermore, it will be explored whether there is a difference in the occurrence of prostitution in the coastal (Adriatic) part of Croatia, which is the most tourist intensive, compared to other parts of Croatia.

In Croatia, prostitution is legally prohibited, and sex workers are subject to criminal prosecution. According to Croatian regulation, activities related to prostitution could be regarded as criminal offences, which represent a severe violation of the law, or as misdemeanours against public order and peace, which represent a weaker violation of the law. The data for this analysis was collected from two sources: the first is statistical data on criminal charges and offences against public order and peace related to prostitution, covering the period from 2008 to 2019. Since this data only includes information on crimes that were reported to the police, it can be presumed that some incidents went unreported to the police and were not included in official statistics; therefore, statistical data were supplemented with information from the media.

Tourism-related prostitution takes three forms in Croatia: street prostitution, indoor prostitution, and prostitution on yachts. Street prostitution represents the lowest level of prostitution and is present in larger cities. Indoor prostitution is more widespread and is performed in places such as flats, hotels, massage parlours and clubs. In coastal part of Croatia, sex workers rent apartments and suites during the summer and advertise their services through advertisements on the internet; their main clients are tourists who visit the coast. Providing sexual services on yachts is a seasonal form of prostitution that involves wealthier clients. To determine the geographical spread of prostitution, we divided Croatia into three geographical areas: continental Croatia, coastal Croatia, and the city of Zagreb. We found that criminal offences and misdemeanours related to prostitution are more numerous in coastal Croatia and the city of Zagreb than in continental Croatia. By analysing the data on the offenders, we found women make up 34.54% of persons against whom criminal charges related to prostitution were filed and 91.72% of persons accused of misdemeanours related to prostitution, which is significantly higher than the average participation of women in crime in Croatia, which is about 15%. Regarding the socio-demographic characteristics of sex workers, we found that the majority are aged 30-39, have completed secondary education, and are mostly unemployed.

Their primary motivation for engaging in sex work is money, which reflects their difficult socioeconomic circumstances. With this money, they support a variety of needs: some of them are poor because they were raised on the streets, some are unemployed single mothers, and others use the money they make from sex work to support drug addiction.

Tourists visit Croatia because of its natural beauty, rich cultural heritage, gastronomy, and other attractions; sexual adventures are certainly not one of the main reasons for visiting. However, some tourists are attracted by this form of "tourist offer." Prostitution related to tourism in Croatia is not as apparent or widespread as in some other countries, partly because many tourists visiting Croatia prefer family tourism. Although there is no official data to confirm the existence of an organised group of wealthy people who exploit women for sex tourism, the situation of sex workers in tourism is just as bad as in other parts of the world, so these women should be given systematic support so that they can find new business and life opportunities outside of prostitution.

ABSTRACT 38

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## ‘You Ensure Your Own Safety’: Gender, Tourism and the Gig Economy

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**Keywords:** platform economy, safety, labour, gender-based violence, social reproduction, geography of fear

### Abstract

This paper aims to make a theoretical contribution, grounded in empirical research, to the role of gender in the tourism gig economy. The platform economy has had a profound impact on the hospitality and tourism ecosystem over the last decade and offering tourism experiences through online platforms is a popular work form, especially for female tourism workers.

In 2022, the EU gender equality body warned that whilst platforms have the potential to create new opportunities for gender equality, they can reinforce sexism and inequality. For example, the platform economy’s nature, which leaves little room for complaints about working conditions leaves workers vulnerable to gender-based violence.

In tourism labour research, the significance of gender roles in transforming tourism consumption and productions patterns is recognised but little is known about how gender roles and relations impact on the experiences of tourism platform workers. Using in-depth interviews with tourism platform workers providing experiences in Turkey, this paper adopts a feminist lens and the ‘geography of women’s fear’ to analyse gender in tourism platforms. The findings illustrate the complexity of negotiating the public, male space and indicate that female tourism platform workers use various techniques to engage with the public space and platform customers. Recommendations are made to revise the systems that tourism platforms have in place to ensure their workers’ safety.



## ABSTRACT 39

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# Impact of the Pandemic on Tourism in Spain: Implications for Women in a Feminine Sector

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**Keywords:** pandemic, tourism, women, Spain

### Abstract

We present some of the results of the project „Impact of the pandemic on tourism in Spain: Implications for women’s employment in a feminine “sector “, carried out since 2020.

**Background:** The Covid-19 pandemic stroke hard in all places and sectors, even if the tourism sector was one of the most affected. In this sense, researchers of five public and private Spanish universities started studying its impacts at one of the most critical moments in 2020.

We focussed directly on the impacts on women’s employment, even if there were more results concerning the sector itself, territorial perspectives and its preparation for the mitigation of new hazards.

Women generally occupy the highest proportion of temporary, part-time, and vulnerable jobs, receiving lower levels of remuneration. The pandemic has amplified this situation and there has been an unequal impact between men and women. Feminised sectors with a majority of female workforce worldwide like tourism have been devastated by job losses and hit the hardest by the measures taken to contain the pandemic.

**Purpose:** The purpose of this abstract is presenting a resume of the different results obtained in the project.

Feminist approaches on tourism research have long highlighted the notable differences that exist between women and men in an extensive set of areas of the tourist sector. Many studies show the existence of gender inequalities in terms of opportunities, demand, income and employment, even though a very high rate of feminisation is a distinctive feature of the tourism sector worldwide.

**Methodology:** Selected structural variables related, both to the characteristics of the territories and to the activity, have been considered. The first step in the study has been setting up a database concerning structural and short-term indicators, at the provincial and municipal levels. Thematic cartography and principal component analysis have been carried out, complemented with spatial autocorrelation analysis.

We also use fractional integration methods, focusing on male and female employment in the Spanish tourist sector to discuss the implications of Covid-19’s impact on gender equality.

After examination of the published research, we analysed the Guidelines for the reduction of Covid-19 infection in the tourism sector, the Travel Safe Spain campaign and the Next Generation EU Funds.

**Results:** The project offers different results, some of what has been published, while others are still ongoing. It can be resumed in several categories: territorial analysis, gender analysis, sustainability and hazard preparation of the tourism sector.

The study reveals that highly specialized tourist locations, were very vulnerable, related to the drop of the international demand. On the contrary, rural mountain areas have shown high levels of resilience, according to the preferences of national tourism. Female labour in the tourist industry also experienced a significant decrease, although its behaviour is quite similar to the activity as a whole.

Second, we also find a higher degree of persistence for the female employment series, showing that female employment is more vulnerable than male employment to the impact of this shock.

From a feminist approach, the impact of Covid-19 has also been unequal, and women arise as the worst hit since the pandemic has increased their vulnerability and deepened inequalities.

**Conclusions:** The analyses have shown that the behaviour of the sector in the face of the pandemic, from a territorial perspective, is related to the level of functional specialisation in the sectors of tourism activity, the demand component (national or international) and the moderate variation in the preferences of domestic tourism towards nature and inland destinations.

With regard to the analysis of the Guidelines for the reduction of Covid-19 infection in the tourism sector, a high level of public-private cooperation has been observed, with more than one hundred organizations, for the establishment of specific measures for each tourism sub-sector.

In view of the above, it is established that the measures carried out at national level for the tourism sector with the aim of reducing the effects of Covid-19 have proved to be effective, as they have resulted in a standard for Spanish tourist destinations and their implementation is being promoted at international level.

Gender constitutes a key dimension for tourism sustainability and is a frequently discussed topic in tourism research. There is no sustainability without gender equality and empowering women and promoting gender equality is the core of Sustainable Development Goal 5, and is therefore crucial to accelerating sustainable development.

In the long-term, women far dominate employment in this industry, for what shocks affecting this industry would be expected to have a more intense impact on them.



## SESSION 7:

### **Breaking Barriers: Empowering Women in Tourism**

## ABSTRACT 40

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# Where are the Women? Gender Equality in Island Ecosystem Restoration

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**Keywords:** regenerative tourism, ecosystem restoration, gender

### Abstract

The ecologies of island archipelagos are changing due to anthropogenic influences, affecting the sustainability of local livelihoods and altering social structures, health and wellbeing. This paper explores the intersection of gendered roles with ecological restoration and sustainable tourism livelihoods. We argue that because of their social efficacy, women are pivotal to the creation of diverse livelihoods that can spin off from ecosystem restoration. Thus their inclusion in such initiatives is key to attaining meaningful and enduring economic empowerment.

Archipelagos and their inhabitants are particularly vulnerable to inundation, storm damage and loss of seaborne livelihoods that result from climate change. Ecological restoration, the process of assisting ecosystem recovery if degraded, damaged, or destroyed (Kim et al. 2021), is a key tool for mitigation of these effects. Ecological restoration has been enacted in Cabo Verde as a key strategy to mitigate sea level rise due to human induced climate change (OECD, 2022). Yet island livelihoods, including tourism and the wider visitor economy, depend on increasingly inundated resources and extractive, short term gains.

Research has shown that Cabo Verdean women face entrenched patriarchal gender stereotypes and lack social agency (CEDAW, 2019). Nonetheless, women operate long-standing sustainable, informal networks linked to diasporic trade in second-hand goods (Lima-Neves, 2010), sale of illegally excavated sand for construction and exercise leadership within their communities during economic scarcity (Finan and Henderson, 1988). The United Nations Framework Convention on Climate Change (UNFCCC, 2019) acknowledges the differential effects of climate change upon men and women, and also notes insufficient gender analysis in most developing nations. Further, women and men contribute differently to ecological restoration and value their respective contributions differently (GEF 2017).

Ecological restoration is a crucial opportunity for women's economic empowerment, climate resilience and security of land and resource rights, and understanding of gender considerations through value chains and strengthening women's organizing and bargaining power. Yet the initial research findings from field research indicates that, in practice, women are largely absent from both ecological restoration projects and tourism in Cabo Verde.

This paper uses the Sustainable Livelihoods Approach (SLA) to examine the dynamics of ecological restoration in island ecosystems. We explore the differential effect of social and economic access to livelihoods for local communities and seek to develop a framework to guide future activities in this area in order to mitigate the gender imbalance found. The need for participatory management of ecosystems to be led by women in order to maximise local work has been emphasized (GEF, 2017), thus this project makes important contributions both to this call as well as in addressing the UN's Sustainable Development Goals on Gender Equality (5), Responsible Consumption and Production (12), Climate Action (13), Life Below Water (14) and Life on Land (15).

A multi-phase research design addresses this issue. The initial phase involves a meta-analysis of literature related to the differential impacts of gender, ecological restoration and sustainable livelihoods. The second phase is an initial field visit to Cabo Verde to meet project partners, conduct site visits and complete observations and informal interviews with key respondents. A third phase entails a second field visit to Cabo Verde where follow-up, semi-structured interviews with key informants are held, new informants identified and interviewed, and baseline gender dis-aggregated data collected from islands across the Cabo Verde archipelago.

This work-in-progress paper will present findings from each of the field work phases, along with a discus-

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## ABSTRACT 41

## Embodying Indigeneity in Mountain Tourism: Creating Inclusive Adventure Spaces for Welsh women, United Kingdom

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**Keywords:** women, adventure, intersectionality, mountaineering, gender, risk

### Abstract

Although women's contribution to mountaineering is significant, it remains marginalised (Hall & Brown, 2022; Rak, 2021). Whilst, in recent years the presence of women in mountain spaces has increased recreationally and professionally (O'Brien & Allin, 2022), scholarship highlights that women continue to face inequalities in mountaineering adventure (Hall & Brown, 2022). Since mountaineering evolved as a leisure and tourism pursuit, women-only spaces have emerged offering, clubs, skill development courses and professional leadership programmes, in an attempt to bridge this gap (O'Brien & Allin, 2022). However, mountain adventure in North Wales has largely evolved to the exclusion of indigenous communities, and little has changed to address this since research in 2003 identified that local Welsh community participation in the outdoors was inadequate (Davies, 2019). Therefore, it is no surprise that scholarship exploring how Welsh women experience their native landscape recreationally and professionally is absent.

This paper examines how a legacy of gendered exclusion in mountain spaces is being challenged through formal adventure leadership programmes targeting indigenous Welsh women in North Wales, United Kingdom. The research critically appraised how indigenous Welsh women navigate gender, class, and racial landscapes in mountain tourism to create transformational spaces for themselves and other Welsh women (after O'Brien & Allin, 2022). Facilitated by a National Charitable Organisation (NCO) that engages indigenous Welsh communities in mountain adventure spaces, we explored women's experiences using ethnographic go-alongs (Ellingson, 2017). Our research focused on the NCO's affordable training events to encourage local women to access the Welsh mountains. There is a growing body of leisure scholarship that highlights how inequalities are experienced across different intersections (McDonald & Shelby, 2018; Watson, 2018), and our research contributes through an appreciation of how women embody social and physical risk at the intersection of difference. We do so, by exploring how deep-rooted cultural assumptions associated with mountaineering adventure produce exclusion (after Crenshaw, 1989). A glimmer of hope, however, shows how participation in non-traditional mountaineering activities can transform spaces of leisure and leadership for Welsh women.

Methodologically, we explored the "live" situated nature of women's only mountain skills courses and how simultaneously bodies become gendered, classed, and racialised in their complexity (Villa, 2011, p.181). Taking an ethnographic approach, we explored how Welsh indigeneity embodied processes of inclusion/exclusion in mountainous spaces. Through in-the-field go-alongs (Ellingson, 2017), where the researcher and research participant co-produce experiences, we combined mobile audio & video capture (using Go Pro 10 and handheld audio recorders), informal interviewing, observations and fieldnotes. Field research involved asking questions and observing taken-for-granted processes in situ to elicit rich sensory and personal biographies.

Data were collected during the summer of 2022, across three separate outdoor skills courses in North Wales, over six days. The NCO courses targeted Welsh women and involved 3 – 6 participants per group (11 in total) and one instructor. All participants identified as women, aged between 25 – 55 years, and were in full-time employment or full-time mothers. Data were thematically analysed (Braun & Clarke, 2006) and the visual and audio footage was coded, identifying key themes, such as decolonisation, accessibility to spaces and equipment, embodied cultural histories and gendered sensory experiences.

Our findings identified key themes concerning how embodied experiences of difference and exclusion played a major role in the research participant's relationships with their native Welsh mountain heritage.

For example, the colonial legacy of English mountaineering was handed down generationally and embodied early in children's lives, manifesting in a sense of exclusion and injustice. Further, evidenced by the paucity of indigenous Welsh/Welsh-speaking women mountain leaders. Protecting Welsh national identity is a highly politicised agenda and is reflected in the revival of Cymraeg (Welsh language). Eryri (Snowdonia) National Park Authority, has begun the process of using indigenous Welsh mountain names notably, Yr Wyddfa (Snowdon), in their tourism destination marketing. Many Welsh Mountain names are associated with folkloric tales, which directly reconnect indigenous communities with their cultural heritage. As such, the women's only programme became more than just a skill development exercise, but a way to connect to their cultural identity through the mountain landscape.

In conclusion, despite Welsh public engagement initiatives over the last two decades, intersecting social categories and complexities remain significant barriers to engagement in outdoor recreation and leadership. We identified how different articulations of power intersect to appreciate social complexity to highlight how inequalities are experienced. Yet, there are hopeful signs facilitated through the political reinvigoration of the Welsh language. This, combined with gender-sensitive interventions such as women-only outdoor courses, has enabled Welsh women to connect with their natural and cultural heritage, thus transforming sensations of exclusion into feelings of cultural pride and well-being. Our research advances Adams et al.'s (2016, p.86) call for leisure scholarship to realise the "generative possibilities", of a feminist intersectional approach and move us closer "toward justice" in adventure spaces. Nevertheless, there is a mountain still to climb to address a pervasive sense of exclusion felt by Welsh people and enable indigenous communities to access their homeland.

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## ABSTRACT 42

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# Female Asian Digital Nomads: The Illusion of Freedom?

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**Keywords:** digital nomads, Asian women, postcolonial feminism, neoliberalism, intersectionality, narratives

## Abstract

**Background and Purpose:** The development of information and communication technologies has set the stage for digital nomadism (Reichenberger, 2018). It has provided an opportunity to escape a sedentary 9-5 work life and its bureaucratic working relationships – to become a location-independent worker in pursuit of leisure and travel. Digital nomadism appears and is presented as the ideal lifestyle in neoliberal consumer culture, offering freedom of choice and individualism (Mancinelli, 2020). Current scholarship has examined this lifestyle through the prism of technology, mobility, and work/travel/leisure (Hermann & Paris, 2020), with a focus on privileged western and male digital nomads (Aydogdu, 2016). In our presentation, we will, through a postcolonial feminist lens, problematise such understandings as we explore Asian women’s experiences as digital nomads. We seek to unpack their reasons for becoming a digital nomad, how they deal with freedom, loneliness, and racial and sexual attention, as well as the transformative potential of this lifestyle. Our aim is to enrich and give more nuanced understandings of digital nomadism. In particular we ask: how have constraints and empowerments shaped Asian female digital nomads’ experiences?

**Methodology and Methods:** We draw on post-colonial feminism, combined with intersectionality, in our attempt to understand the lived experiences of women not belonging to a Eurocentric westernized world. The lead author conducted seven semi-structured interviews. As the women were geographically dispersed the usage of video conferencing systems gave an illusion of the physical presence, important to qualitative interviews. This author also used the participant-driven photo-elicitation method to empower the women in their self-representations, when reflecting on their pasts and present and imagining their futures. Thematic analysis was used to interpret, identify, and analyse various meanings and patterns in the women’s stories (Clarke & Braun, 2014).

**Findings:** Three themes emerged from the interviews: freedom, constraints, and empowerment. The first theme entailed: freedom from a bureaucratic working environment; freedom to explore sociocultural experiences in their quest for knowledge; freedom to escape sociocultural norms and values. These all echo previous research on digital nomads (Cook, 2020; Hall et al., 2019; Reichenberger, 2018) and further emphasize the effect of individualization and the importance of personal growth. However, the women’s narratives also identify several constraints amidst the illusion of attaining utopian freedom. Most of them experienced constraints in their search for professional, personal, and spatial freedoms, which shaped their digital nomadic experiences. These constraints were identified as loneliness and sexualized and racial discrimination. The lack of interaction due to constant mobility, and the absence of strong support from friends or family and friendship networks present in traditional working spaces all contributed to their feeling of isolation. Add to this, their sense of being sexualized, and racially discriminated and the typical conception of the neoliberal values of digital nomadism appears gender- and racially blind. Finally, there emerged a theme of empowerment, since the women’s abilities to make choices in both their professional and personal spheres gave them control over their lives, and developed their confidence, resilience, and robustness in facing challenging situations.

**Discussion and Conclusion:** Becoming a digital nomad was a conscious choice for these women, taken to enable them to break away from what constrained them. Their stories provide a glimpse into their nomadic lifestyles and their search for a utopian freedom; albeit a freedom compromised by the need to



be structured and self-disciplined in their professional endeavours. Their freedom to control their lives and enjoy their digital nomad lifestyle has also been impacted by their gender and race, highlighting the importance of intersectionality in understanding their experiences as women, Asians, and digital nomads. These continuing constraints expose the other side of individualism and the illusion of the nomadic lifestyle, revealed to be less a systemic change and more an ambivalent and relational adaptation to the neoliberal order (Mancinelli, 2020). Viewed from a postcolonial feminist approach, these women's narratives problematize neoliberalism and reveal how women experience inequality differently. However, despite their diverse experiences, one thing all these women have in common is resilience in their pursuit of empowerment and transformation, navigating constraints and risks as a "rite of passage" in becoming and being an Asian woman digital nomad.

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## ABSTRACT 43

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# What is the Impact of Social Networks on the Empowerment of Solo Female Backpackers?

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**Keywords:** empowerment, backpacking, solo trip, social network, online community

## Abstract

**Background:** “Just a bag on my back and the road is mine.” These are the words of backpackers, life’s eternal travellers, continually increasing in their numbers, and spotted in airports or train stations around the world. According to the World Tourism Organization, backpacking is a growing tourist industry. Independent, in search of adventure and authenticity, and often on a tight budget, backpackers appeared as early as the 1970s, mainly traveling in Southeast Asia, New Zealand, the United States, and Australia, and becoming the popular phenomenon we know today. 54 percent of backpackers are Europeans in search of adventure and freedom (Lampron, 2015). Few global socio-demographic studies currently exist on this topic. One study carried out in 2018 presents some interesting statistics on individuals taking around-the-world trips. In terms of travel arrangements, 42% of backpackers travel as a couple, 9% as a family, 37% alone, and 12% with friends.<sup>1</sup> Among those traveling alone, the number of women more than doubled between 2014 and 2017.<sup>2</sup> In light of the increasing amount of articles, Google queries, and online discussion groups that have emerged on this topic, we observe a very strong increase in solo backpacking interest among women. Doran (2016) notes that travel and adventure tourism, including backpacking, is one way women obtain greater power, autonomy, and *empowerment*. Women’s travel promotes gender equality, control over the own life, the acquisition of knowledge and skills, independence, and increased self-confidence (UNWTO, 2011). Women adventurers nevertheless face risks, and must negotiate a number of personal, socio-cultural, and practical constraints during their journeys as they strive to enjoy increasing freedom of action (Doran, 2016). The internet and forums are useful as they pursue this. The amount of backpacker blogs and forums are on the rise; social networks represent an unprecedented opportunity for backpackers to communicate, and tell their travel stories in a personal and engaging way. They offer everything from simple exchanges to larger online communities. Even a brief glance at forums or sites such as “Voyager au féminin”, “We are backpackeuses”, or “Graines de backpackeuses” displays the extent of this sociological and societal phenomenon. In a broader context, social networks have demonstrated their power and effectiveness in terms of providing information and reassurance to consumers, giving them more independence, autonomy, and freedom as a result (Papaioikonomou and Alarcón, 2015).

However, while there has been a great deal of research on the potential connections between empowerment and social networks, and some of it, as mentioned, has specifically examined the connections between empowerment and female adventure travellers (Doran, 2016), to our knowledge there is no specific study on the potential relationships between empowerment, social networks, and solo female backpackers.

**Purpose:** Because of this, we pose the following research question: what is the impact of social networks on the empowerment of solo female backpackers?

**Methodology:** To answer this research question, we conducted an exploratory study of the online forum exchanges between women travellers (2,268 messages). After a floating reading of the message corpus, and to check that the conversations corresponded to our criteria (backpackers traveling alone), some

conversations were removed (for example, partner searches or mother/daughter trips). The corpus of 2,268 messages was reduced to 2,109 as a result. A lexical analysis was then conducted using the 2019 educational version of Alceste analysis software.

**Results:** This analysis revealed three types of empowerment: intellectual, experiential, and identity-based. Their mechanisms are promoted and relayed by the presence of women's social networks. Appearing after the trip, identity-based empowerment is a new form of empowerment which to date has not been investigated in this context. Manifesting itself in better knowledge, life experience, and greater self-confidence, it is reinforced by the recognition of peers in social networks.

**Conclusion:** These results allow us to formulate managerial implications for pre-trips (accompanying intellectual empowerment), for a trip itself (facilitating experiential empowerment), and post-trip (identity empowerment and the return to daily life). The originality of this research stems from the population studied (women traveling alone) and how it uses online social networks. It highlights the mechanisms of the three forms of empowerment at work between the search for solitude and network support.

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# The Role of Technology in Empowering Women in the Tourism Industry in a Post-Pandemic Hybrid Work Environment: A Focus on Remote Work and Online Education

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**Keywords:** women, empowerment, tourism, technology, remote work, online education, post-pandemic, recovery

## Abstract

The tourism industry worldwide has been significantly impacted by the COVID-19 pandemic, leading to changes in the way the tourism industry operates, in the way we work and in the way we study. The pandemic led to technological advancements in a short time, that have a great potential to empower women and create a more inclusive and equitable working environment, through remote work and online education. The aim of the paper is to explore the role that technology plays in empowering women in the tourism industry in a post-pandemic hybrid work environment, with a focus on remote work and online education.

Remote work is on the rise and it is creating new opportunities for women, especially in the tourism industry to work from home and therefore fostering a better work life balance. Remote work also enables women to have more independence and work from any corner of the world with an internet connection. With the new trend “workation” as a mixture of work and travel, the next step to bleisure, people can now literally work from anywhere, with some companies like TUI starting initiatives like TUI Workwide (Sander, 2021) or Lufthansa creating a Workation Lounge at the ITB 2023 (touristikaktuell, 2023). Furthermore, the technological advancement and remote work opportunities for empowering women are in line with the Global UN Sustainable Development Goals (2021), particularly with Goal 5 “Achieve gender equality and empower all women and girls”. Likewise, gender equality, as described by Klumpp (2022) leads to positive effects on the economic competitiveness and growth. Tourism is a key industry for bridging the gender gap particularly after the pandemic, like Zurab Pololikashvili – UNWTO Secretary General argues “tourism has proven itself a true champion of gender equality and... as a driver of women’s empowerment as the world opens up again” (UNWTO, 2022).

By having access to online education, women from all over the world can get qualified or upskill and enhance their knowledge, and this even while working. This increases the earning potential and career prospects leading to greater financial stability and independence. In an industry like tourism, where the majority of employees are female, we are now experiencing a switch in the jobs where we see women. These have changed from accommodation and hospitality sectors, to management and ownership, particularly within the European Union (KNE Publishing cited in McGee, 2021). Therefore, increasing the access to education through technology, will empower women around the world and prepare them in taking different roles.

This paper will also explore the challenges of remote work and online education, since not all women have equal access technology, and therefore to remote work and online education, or the knowledge on how to handle it in the correct way to avoid any health or social problems. Through a comprehensive analysis, this paper will explore all the aforementioned points, including the positive and the challenges that women in tourism are facing, in order to create a better future for all.

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## ABSTRACT 45

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# Women Empowerment in Airbnb

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**Keywords:** women empowerment, peer to peer accommodation, airbnb women hosts, mixed methods

### Abstract

The rise of the sharing economy has introduced many new technological business models resulting in successful economic activity (Karlson & Dolnicar, 2016). One of the most prominent sectors of the sharing economy is peer to peer accommodation. Airbnb is the most recognized platform of peer-to-peer accommodation (Philip, Ozanne, & Ballantine, 2015). In the tourism and hospitality industry, the peer-to-peer accommodation sector has brought tremendous changes in traditional accommodation sector (Sigala, 2017) with Airbnb representing the poster child of the sector. By transforming lodging from a business-to-customer model to a peer-to-peer model, Airbnb is viewed as a disruptive innovation in the hospitality industry (So et al., 2018) that may yield significant economic and social benefits to its users.

Although previous research has discussed several issues regarding the guest's perspective and the platform (Farmaki & Kladou, 2020), from the perspective of hosts, many areas are still underexplored. One theme is Airbnb women hosts. Women have a dynamic role in the platform since they constitute 56% of Airbnb total hosts (Airbnb, 2019). With their participation in Airbnb platform, they may obtain several benefits (Farmaki, 2019). However, the extent to which Airbnb can promote gender equality and empower women remains an underexplored area. To fill this research gap, we draw from Kabear's (1999) women empowerment framework which acknowledges empowerment as a dynamic process requiring resources (e.g. financial, social support) and agency (capacity to make decisions) in order to achieve desired outcomes. Since the limited research on women empowerment mostly adopts a qualitative research, the present study adopts a mixed method approach that provides an in-depth analysis of the perceptions of Airbnb women hosts to gain insights for this unexplored area. Therefore, the study adopted at first stage a qualitative research and at the second stage quantitative research.

Within peer-to-peer accommodation this paper aims to fulfil the research gap in limited literature of women empowerment in tourism and peer to peer accommodation sector. So far, existing research on women empowerment ignores developed destinations and mostly focuses on developing countries e.g. India (Balakrishnan Nair & Dileep, 2021), China (Su et al., 2020), Egypt (Khalil, 2018). Therefore, this study aims to answer the following research questions:

1. Which are the perceptions of Airbnb hosts for the achievement of women empowerment through hosting on peer-to-peer accommodation platforms?
2. Under which conditions women are empowered through their hosting activity on Airbnb platform?
3. Which are the determinants of women empowerment through hosting in Airbnb platform?
4. How women empowerment through hosting will affect the quality of Life of women hosts?

To answer the above research questions this study adopted mixed method approach. Mapping the diffusion and adoption of mixed methods results in a more comprehensive approach to study a phenomenon (Tashakkori & Creswell, 2007). At the first stage, we first collected qualitative data through interviews to shed light into Airbnb women greek perceptions concerning whether they feel they get empowered through hosting and examine the prerequisites for that. This corresponds to the first two research questions. At the second stage, we combined the existing literature within qualitative results to develop a questionnaire for women empowerment in peer-to-peer accommodation and propose hypotheses. The survey responds to the last two research questions.

Results revealed that women may be empowerment in different dimensions. Empowerment may differ based on women's professional and educational background. Accordingly, significant differences exist re-

garding the level of empowerment between women that hosts professionally or not. For example, Airbnb professional women hosts tend to be more empowered through hosting in contrast to other hosts. Moving on, both professional and non-professional women hosts identified economic and social benefits as motives for hosting, highlighting the flexibility that the activity offers them as important. In accordance with women empowerment through hosting, women views varied as not all of the five dimensions of women empowerment seem to be equally achieved by professional and non-professional hosts. In respect with quality-of-life, results revealed that women empowerment may yield significant improvement.

This research contributes to an in-depth understanding of women empowerment. Women empowerment is a multifaceted context and may be achieved in different levels and different dimensions. Furthermore, practical implications apply as this study may have significant practical contributions to the platform, tourism stakeholders and women leading to an overall enhanced resilience of the tourism and hospitality industry. Several limitations of this study are acknowledged, which may stimulate further research. This study took place in Greece, another study site may result in different findings based on socio- cultural and political characteristics. It is interesting to conduct a similar study in other European Countries. Moreover, our focus was to examine women empowerment so further studies should examine disempowerment in the same context.

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**Publisher:** Institute for Tourism, Zagreb, Croatia



**Conference Sponsors:**



**Book of Abstracts**

**ISBN:** 978-953-6145-48-5

Zagreb, 2023