UWIC INAUGURAL & PROFESSORIAL LECTURE SERIES

‘Gender and Tourism Knowledge: Personal, political & intellectual confrontations'

Professor Annette Pritchard
Welcome & Introduction

Professor Robert Brown
Pro Vice-Chancellor
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UWIC INAUGURAL & PROFESSORIAL LECTURE SERIES

‘Gender and Tourism Knowledge: Personal, political & intellectual confrontations'

Professor Annette Pritcha
"It's great to see you both. I hope you didn't have too much trouble getting here."
IN THE NAME OF IDENTITY
In recent years, the body has emerged as a key sociological concept.

Today, we live in a world obsessed with body image.
THE ENGLISH RIVIERA

TOURIST INFORMATION BOARD
POVERTY HAS A WOMAN'S FACE
The glass and concrete ceilings

For every 10 male executives in the world, there is one woman, a ratio that has changed little since the term glass ceiling was first coined two decades ago – so much for its disappearance (The Economist 2005).

For women of colour the situation is much worse – and has been called the concrete ceiling.

SO WE’RE AGREED THEN THERE’S NO NEED TO MAKE ANY CHANGES TO OUR EQUAL OPPORTUNITIES EMPLOYMENT POLICIES

IF IT AIN’T BROKE WHY FIX IT?

IT’S ALWAYS WORKED FOR ME!
‘Theorising patriarchy is a minority interest, regarded with mistrust as tainted with the politics of feminism, while the biases in our knowledge due to the politics of masculinism go largely unnoticed.’

 Women account for up to 70% of the tourism labour force and half of all its employees are under 25 years of age;

 Tourism employment is characterised by horizontal and vertical gender segregation;

 Women’s share of senior management positions remains unacceptably low;

 Gender stereotyping, traditional roles and gender identity maintain gender segregation.
Employment - providing economic & personal independence?

- Development analysts argue that the integration of women into service industries (e.g. hotels, casinos, tourism attractions) promotes female employment opportunities, develops their work-based skills and fosters ‘modern’ attitudes.

- Yet many studies suggest that such employment can actually reinforce existing gender relations and perpetuate inequalities between women and men.
Tourism employment can be a high risk zone


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Tourism is ideally placed to empower women in economic, social, political and cultural terms around the globe;

Key initiatives could be developed to advance women through community participation, education, training and awareness-raising campaigns;

National tourism boards should review advertising which stereotypes women and abolish marketing strategies which use women’s bodies to sell the product.

Tourists should be educated about women’s rights and how to respect them in intercultural contexts;

Sex tourism and trafficking in women’s and children’s bodies (2 million children worldwide are victims of commercial sexual exploitation) must be tackled and tourism is ideally placed to do this.

Source: International Labour Office, 2002
Our body conscious world
Significant change is possible but it requires us to challenge existing marketing practice and to confront those very powerful gendered and racialised discourses which continue to shape our world.
Vote of Thanks

Jacqui Hare
Pro Vice-Chancellor
(Learning & Teaching)
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