

UWIC INAUGURAL & PROFESSORIAL LECTURE SERIES

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

Professor Annette Pritchard



UWIC INAUGURAL & PROFESSORIAL LECTURE SERIES

Welcome & Introduction

Professor Robert Brown

Pro Vice-Chancellor
(Research)

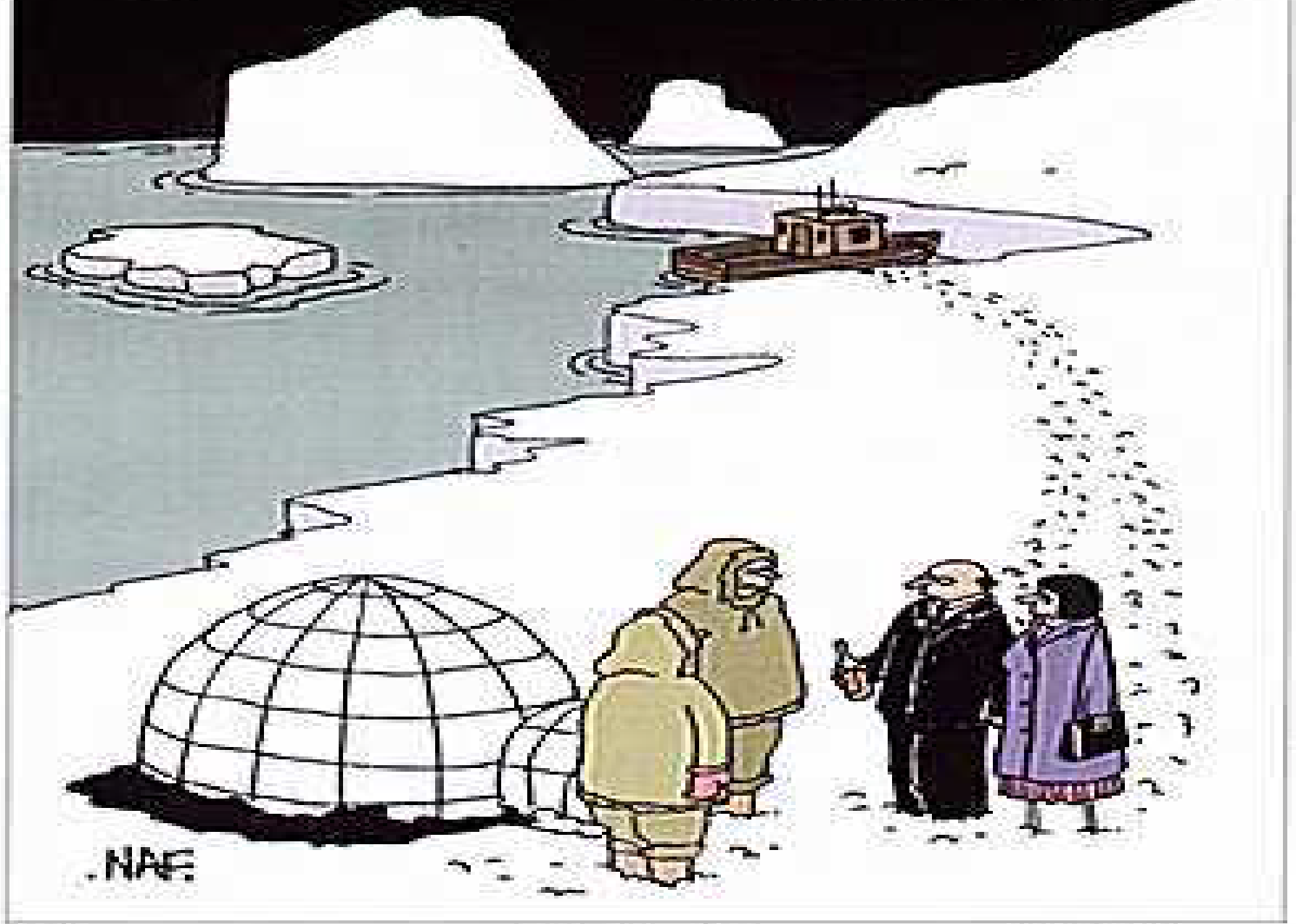


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"It's great to see you both. I hope you didn't have too much trouble getting here."



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.





A close-up photograph of a woman with long, wavy brown hair and blue eyes, looking directly at the camera. She is holding a frozen yogurt bar in front of her mouth. The bar has a white wrapper with a blue and yellow graphic of a palm tree on a beach. The text 'THE ENGLISH RIVIERA' is printed on the wrapper.

THE ENGLISH
RIVIERA

FORGET THE NORTH SEA



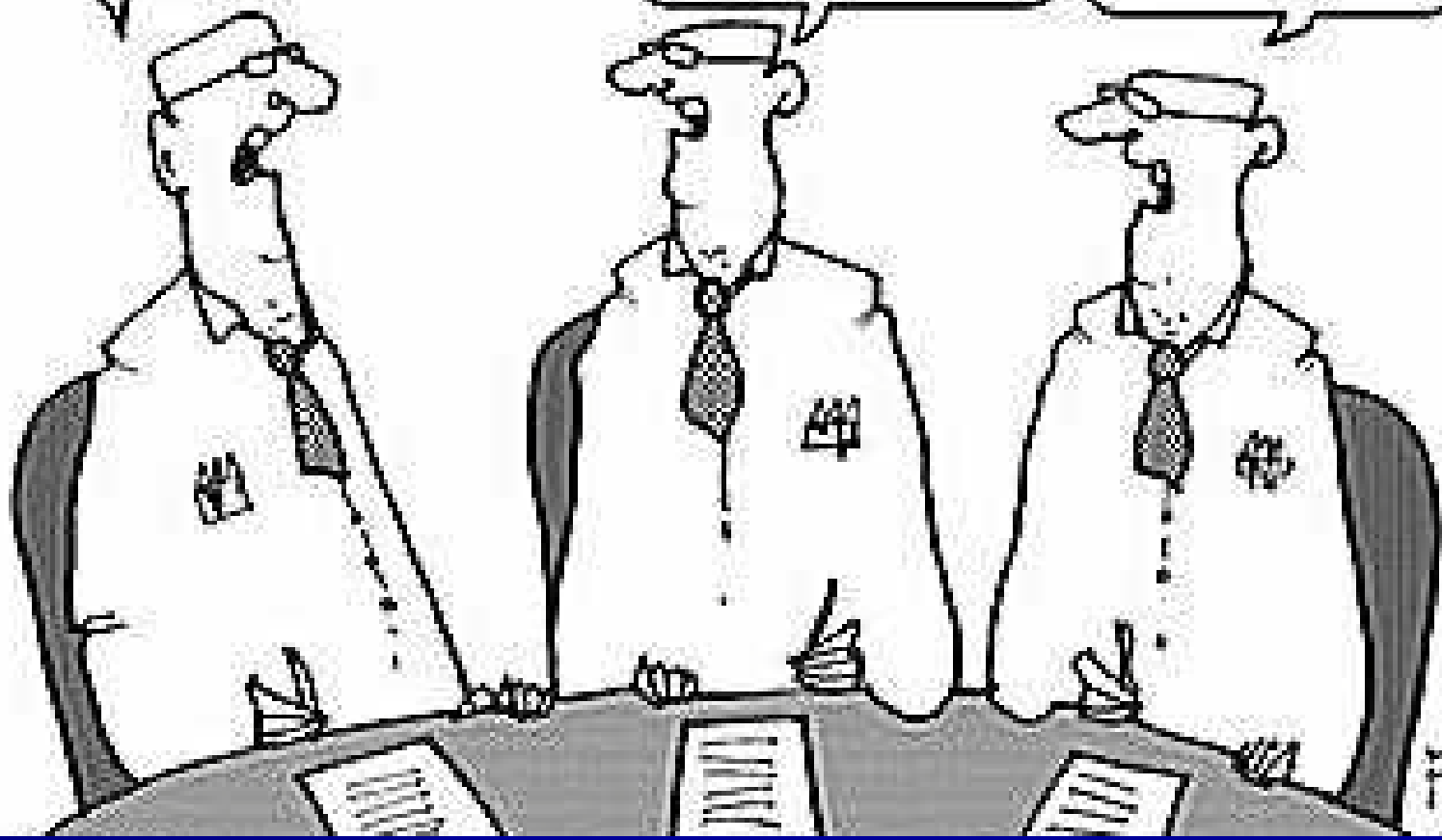
POVERTY
HAS A

WOMAN'S FACE

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!



FRANK

‘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.’

Ann Oakley, 2006: 19.

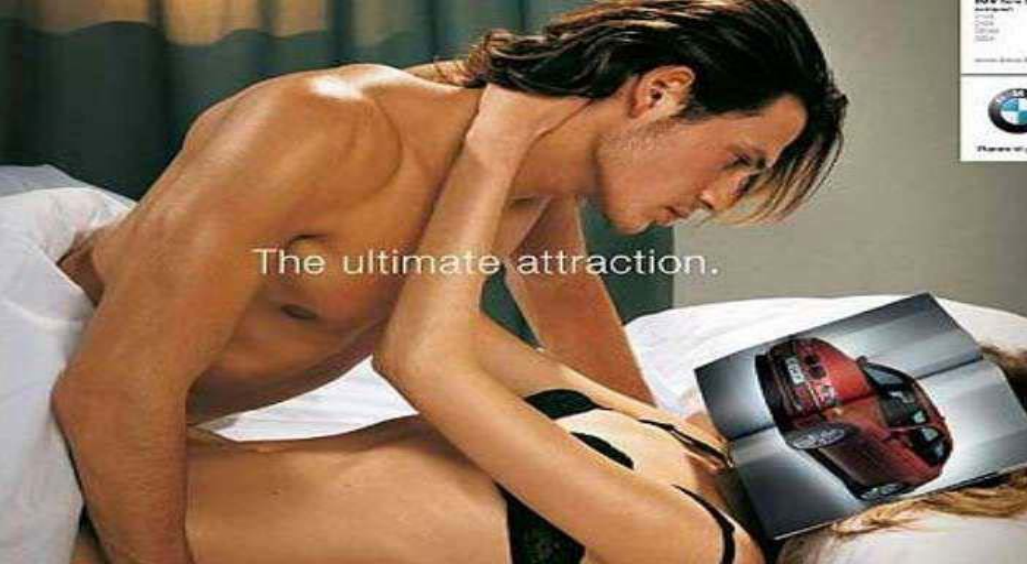
- Women account for up to 70% of the tourism labour force and half of all its employees are under 25 years of age;
- Tourism employment is characterised by horizontal and vertical gender segregation;
- Women's share of senior management positions remains unacceptably low;
- Gender stereotyping, traditional roles and gender identity maintain gender segregation.

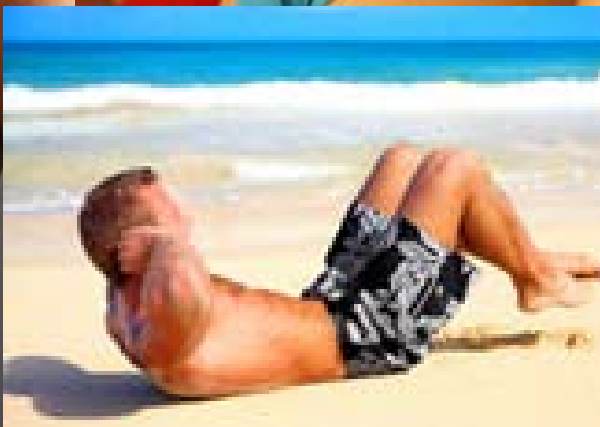
Employment - providing economic & personal independence?

- ❑ 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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Dublin, China Chron...

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FEBRUARY

THE GREAT
ESCAPE
Why everyone is going
to Zanzibar

BEST OF THE
ITALIAN COAST
The places to stay
along the Amalfi



BOS
Helen Fielding
the Per...

RO
B
The Silk Route

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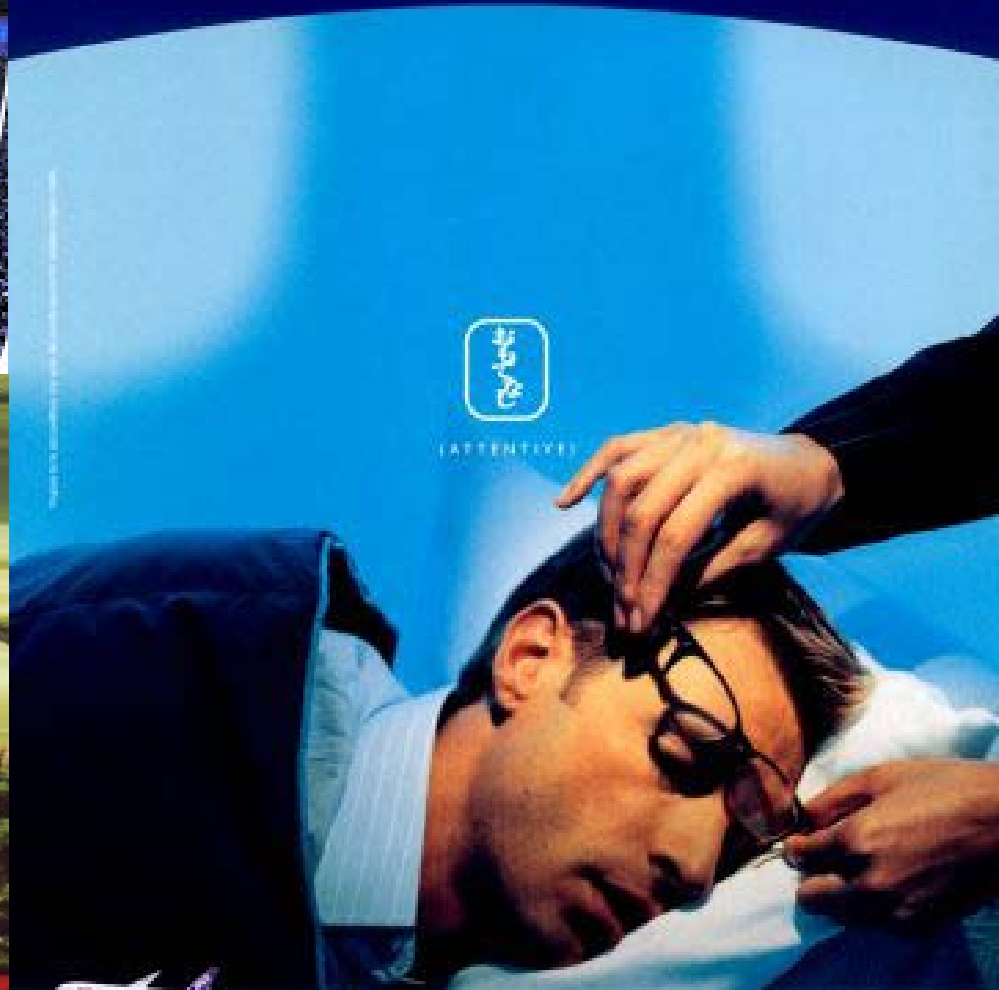
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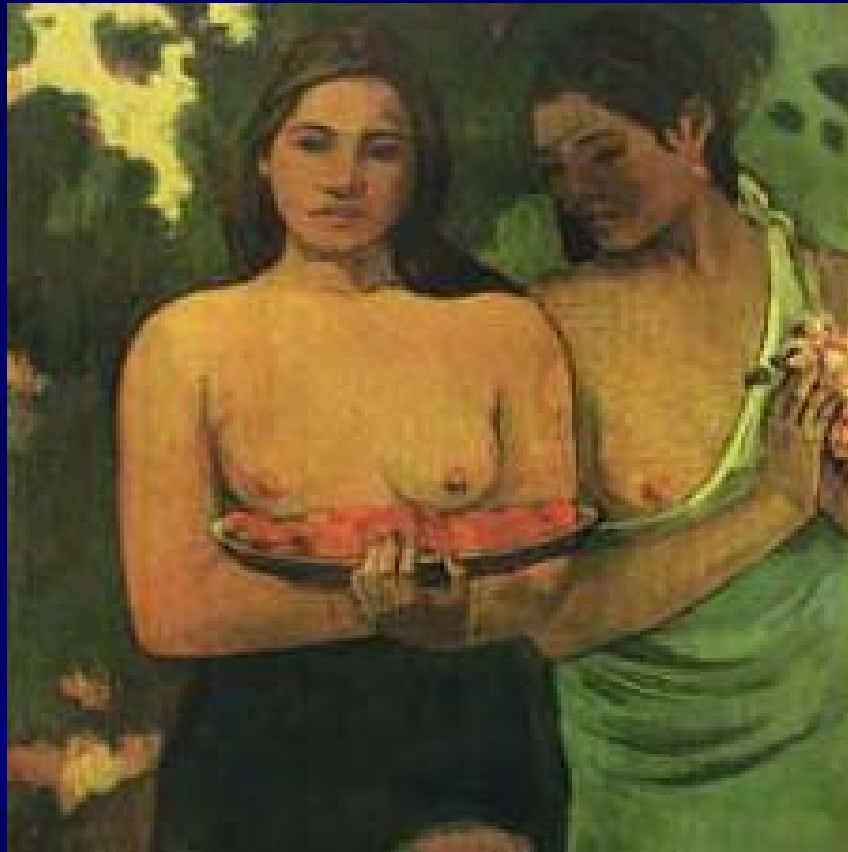
"ISLAND WOMEN"

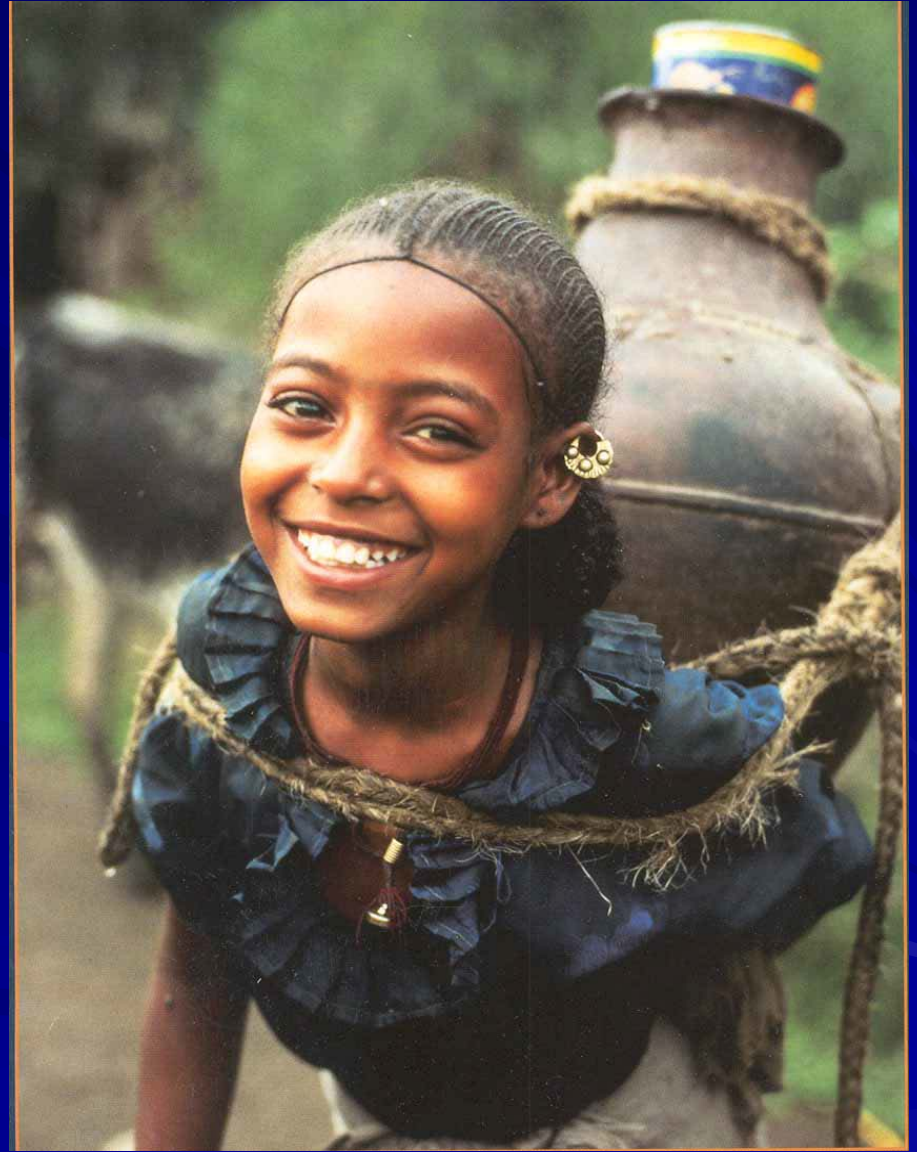
*Everything
you've heard
about them
IS TRUE!*

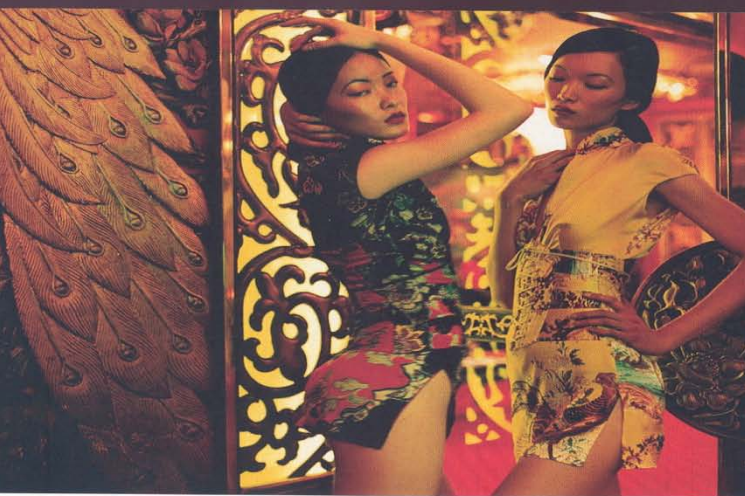


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Top left, views fr
restaurant, Man
Oriental, Hong K

Concluding Thoughts

- 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



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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.



A person wearing a black hoodie and sunglasses is sitting on the ground, holding a white sign with blue text. The sign reads "KEEP YOUR COINS, I WANT CHANGE". A white cup is placed on the ground in front of them. The background is a red brick wall.

KEEP YOUR COINS,
**I WANT
CHANGE**

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Vote of Thanks

Jacqui Hare

Pro Vice-Chancellor
(Learning & Teaching)



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