



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Gender, Generations and Tourism. Theories and Methods

2223-3-E1501N105

Learning objectives

The aims of the course are:

- 1 - *Knowledge and understanding*: to analyse the relationship between gender, generations and tourism; to understand some aspects of the nexus between tourism and sociocultural change and how tourism might evolve over the coming decades.
- 2 - *Application of the acquired knowledge*: to increase students' methodological skills and competencies that will enable them conduct acceptable independent research in these areas.

Contents

The course aims to discuss:
the role played by tourism in the formation of gender identities and roles;
gender inequality in tourism;
the challenges posed to tourism by generational change;
the nexus between tourism and sociocultural change.
The course will use a generational approach to the study of tourism and its future development.

Detailed program

In the first part of the course, key concepts (both theoretical and methodological) are presented.
The second part of the course will focus on gendered tourism practices & gender stereotypes and inequalities in tourism

The third part of the course will be devoted to examining the relationship between tourism and generational turnover (travel trends across generations; young people and tourism) & the future of tourism.

Prerequisites

Reasonable skills in sociology and social research methodology.
The course is partially taught in English.

Teaching methods

Lessons and seminars held by guest speakers.

Assessment methods

Written exam: 10 multiple-choice closed questions (1.5 points for each correct answer) and 1 open question (maximum 15 points) on required readings.

Attending students (at least 75 percent of attendance) may decide to organize a group work - supplementary to the examination test - on a topic covered during the lectures and by the texts (required and suggested readings). The topic should be chosen within the following areas: women and men in tourism; gender inequalities in tourism; tourism and social and cultural change; generations and tourism; the future of tourism.

The work can be done individually or in small groups (maximum 4 students per group).

The work (PPT) should be presented and discussed in front of the class before the end of the course.

Textbooks and Reading Materials

Required Readings

1 - Corbisiero, F, Monaco, S. & Ruspini, E. (2022). *Millennials, Generation Z and the Future of Tourism*, Channel View Publications:

<https://www.multilingual-matters.com/page/detail/Millennials-Generation-Z-and-the-Future-of-Tourism/?k=9781845417604>

2 - Ruspini, E., Gilli, M., Decataldo, A. & Del Greco, M. (2013). *Turismo Generi Generazioni*, Bologna, Zanichelli.

3 - Staffieri, S. (2018). *L'esperienza turistica dei giovani italiani**, Sapienza Università Editrice:

http://www.editricesapienza.it/sites/default/files/5411_Staffieri_EsperienzaTuristicaGiovaniItaliani.pdf

4 - UN Women-UNWTO (2019). *Global Report on Women in Tourism 2020 – Second edition*, Key Findings:

<https://www.e-unwto.org/doi/epdf/10.18111/9789284420407>

5 - UN Women (2022). *Advancing Women's Economic Empowerment in the Tourism Sector in COVID-19 Response and Recovery*:

<https://www.unwomen.org/sites/default/files/2022-05/Advancing-womens-economic-empowerment-in-the-tourism-sector-in-COVID-19-en.pdf>

Suggested Readings

Corbisiero, F. & Ruspini, E. (eds. 2018). *Millennials and Generation Z: Challenges and Future Perspectives for International Tourism*, Special Issue «The Journal of Tourism Futures-ETFI», 4, 1 - Guest editorial + articoli di: Salvatore Monaco - Steven J. Migacz & James F. Petrick - Elena Cavagnaro, Simona Staffieri & Albert Postma - Monica Bernardi - Medéia Veríssimo & Carlos Costa – Hamed Haddouche & Christine Salomone - Maria Ek Styvén & Tim Foster - Heather Skinner, David Sarpong & Gareth R.T. White:
<https://www.emerald.com/insight/publication/issn/2055-5911/vol/4/iss/1>

Correia, A. & Dolnicar, S. (eds. 2021). *Women's Voices in Tourism Research. Contributions to Knowledge and Letters to Future Generations*:
<https://uq.pressbooks.pub/tourismknowledge/>

ETC-European Travel Commission & Atout France (2022). *Restarting Tourism for the Better: Performance of European Tourism before, during & after Covid*: <https://etc-corporate.org/reports/performance-of-european-tourism-before-during-and-beyond-the-covid-19-pandemic/>

UN (2020). *Policy Brief: COVID-19 and Transforming Tourism*, August 2020:
<https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-08/SG-Policy-Brief-on-COVID-and-Tourism.pdf>

UNWTO (2020). *Impact Assessment of the Covid-19 Outbreak on International Tourism* (Updated January 2022):
<https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>

UNWTO (2021). *Inclusive Recovery Guide – Sociocultural Impacts of Covid-19, Issue 3: Women in Tourism*:
<https://www.e-unwto.org/doi/epdf/10.18111/9789284422616>

UNWTO-WYSE Travel Confederation (2016). *Global Report on the Power of Youth Travel*:
https://www.wysetc.org/wp-content/uploads/2016/03/Global-Report_Power-of-Youth-Travel_2016.pdf

UN Women-UNWTO (2019). *Global Report on Women in Tourism 2020 – Second edition*:
<https://www.e-unwto.org/doi/epdf/10.18111/9789284420384>

WBG-The World Bank Group (2017). *Women and Tourism: Designing for Inclusion*:
<http://documents1.worldbank.org/curated/en/401321508245393514/pdf/120477-WP-PUBLIC-Weds-oct-18-9am-ADD-SERIES-36p-IFCWomenandTourismfinal.pdf>

ERASMUS STUDENTS

REQUIRED READINGS

1 - Corbisiero, F, Monaco, S. & Ruspini, E. (2022). *Millennials, Generation Z and the Future of Tourism*, Channel View Publications:
<https://www.multilingual-matters.com/page/detail/Millennials-Generation-Z-and-the-Future-of-Tourism/?k=9781845417604>

2 - ETC-European Travel Commission & Atout France (2022). *Restarting Tourism for the Better: Performance of European Tourism before, during & after Covid*: <https://etc-corporate.org/reports/performance-of-european-tourism-before-during-and-beyond-the-covid-19-pandemic/>

3 - UN (2020). *Policy Brief: COVID-19 and Transforming Tourism*, August 2020:
<https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-08/SG-Policy-Brief-on-COVID-and-Tourism.pdf>

4 - UN Women-UNWTO (2019). *Global Report on Women in Tourism 2020 – Second edition*, Key Findings:
<https://www.e-unwto.org/doi/epdf/10.18111/9789284420407>

5 - UN Women (2022). *Advancing Women's Economic Empowerment in the Tourism Sector in COVID-19 Response and Recovery*.
<https://www.unwomen.org/sites/default/files/2022-05/Advancing-womens-economic-empowerment-in-the-tourism-sector-in-COVID-19-en.pdf>

Sustainable Development Goals

GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | REDUCED INEQUALITIES
