UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Gender, Generations and Tourism. Theories and Methods

2324-3-E1501N105

Learning objectives

1 - *Knowledge and understanding* - The course aims 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* - The course will provide some theoretical and methodological tools for analyzing the relationship between tourism, gender and generations.

Contents

The course aims to discuss:
the role played by tourism in the formation of gender identities and roles;
gender differences and inequalities in tourism;
the challenges posed to tourism by generational change;
the nexus between tourism and sociocultural change;
the future of tourism.

The course will use a generational approach to the study of tourism and its future development.

Detailed program

The course consists of three interdependent parts.
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 gender

inequalities in tourism.
The third part of the course will be devoted to examining the relationship between tourism and generational change: generations and tourism, youth travel trends and 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 - Abellan-Calvet, N., Salvador-Almela, M., Izcara Conde, C. & Ballart, A. (2021). *Gender Inequalities in the Tourism Labour Market,* Barcelona: Alba Sud Editorial, Contrast Reports, 14:
https://www.albasud.org/noticia/en/1299/gender-inequalities-in-the-tourism-labour-market

2 - 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

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

4 - Staffieri, S. (2018). *L'esperienza turistica dei giovani italiani*, Sapienza Università Editrice:
http://www.editricesapienza.it/sites/default/files/5411_Staffieri_EsperienzaTuristicaGiovaniItaliani.pdf

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

Carvalho, I., Costa, C., Lykke, N., & Torres, A. (2019). *Beyond the glass ceiling: gendering tourism management*. In: Annals of Tourism Research, 75, pp. 79–91: https://doi.org/10.1016/j.annals.2018.12.022

Corbisiero, F. & Ruspini, E. (eds. 2018). *Millennials and Generation Z: Challenges and Future Perspectives for International Tourism*. In: 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/

Costa, C., Bakas, F., Breda, Z., Durão, M., Carvalho, I., & Caçador, S. (2017). *Gender, flexibility and the 'ideal tourism worker'*. In: Annals of Tourism Research, 64, pp. 64-75:
https://www.sciencedirect.com/science/article/abs/pii/S0160738317300427

de Jong, A. & Figueroa-Domecq, C. (2022). "Assessing the UNWTO's Report on Women: Tourism's Impacts on Gender Equality". In: Stoffelen, A. and Ioannides, D. (eds.) *Handbook of Tourism Impacts and Impact Assessment*. Edward Elgar: Cheltenham, pp. 151-165:
https://eprints.gla.ac.uk/271772/2/271772.pdf

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 - Abellan-Calvet, N., Salvador-Almela, M., Izcara Conde, C. & Ballart, A. (2021). *Gender Inequalities in the Tourism Labour Market,* Barcelona: Alba Sud Editorial, Contrast Reports, 14: https://www.albasud.org/noticia/en/1299/gender-inequalities-in-the-tourism-labour-market

2 - 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

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 (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

5 - 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

Sustainable Development Goals

GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | REDUCED INEQUALITIES