



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Gender, Generations and Tourism. Theories and Methods

2425-3-E1501N146

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#### 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;  
Violence against women/gender-based violence in tourism;  
Generations and tourism;  
The challenges posed to tourism by generational change;  
The future of tourism.

#### 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 and third parts of the course will focus on:

- gendered tourism practices, gender stereotypes and gender inequalities in tourism, violence against women/gender-based violence.
- the relationship between tourism and generational change: generations and tourism, new travel trends, 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.

The course consists of 49 hours, of which about 70 percent is standard teaching (lectures with the use of slides) and 30 percent is interactive teaching (group work promoting peer learning and interactions).

## 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: *gender differences and gender inequalities in tourism, violence against women/gender-based violence, generations and tourism, new travel trends, 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 class before the end of the course.

## Textbooks and Reading Materials

### REQUIRED READINGS

1 - Abellan-Calvet, N., Salvador-Almela, M., Izcarra 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 - Eger, C. (2021). *Gender matters: Rethinking violence in tourism*. In: Annals of Tourism Research, Vol. 88:

<https://doi.org/10.1016/j.annals.2021.103143>

4 - Figueroa-Domecq, C. & Segovia-Perez, M. (2020). "Application of a gender perspective in tourism research: a theoretical and practical approach". In: Journal of Tourism Analysis: Revista de Análisis Turístico, Vol. 27, No. 2,

pp. 251-270:

<https://www.emerald.com/insight/content/doi/10.1108/JTA-02-2019-0009/full/html>

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

6 - UNWTO-World Tourism Organization & GTERC-The Global Tourism Economy Research Centre (2022). *A Youth-led Recovery of Global Tourism – Priorities and Recommendations*:

<https://www.e-unwto.org/doi/book/10.18111/9789284423705>

### 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 - Média 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>

Deloitte (2024). *2024 Gen Z and Millennial Survey. Living and Working with Purpose in a Transforming World*:

<https://www.deloitte.com/global/en/issues/work/content/genz-millennialsurvey.html>

Deloitte (2024). *Facing Travel's Future. A Future of Consumer Industry Report*:

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/future-of-travel-and-tourism-pov.pdf>

dell'Agnese E. & Ruspini E. (a cura di, 2005). *Turismo al maschile, turismo al femminile. L'esperienza del viaggio, il mercato del lavoro, il turismo sessuale*. Cedam, Padova.

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 (2020). *Study on Generation Z Travellers*:

<https://etc-corporate.org/reports/study-on-generation-z-travellers/>

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/>

ETC-European Travel Commission (2024). *European Tourism: Trends & Prospects (Q1/2024)*:

<https://etc-corporate.org/reports/european-tourism-2024-trends-prospects-q1-2024/>

ISTAT-Istituto Nazionale di Statistica (2024). *Il Paese domani: crescerà lo squilibrio tra nuove e vecchie generazioni, aumenteranno le differenze*, Statistiche Report, 24 Luglio 2024:

[https://www.istat.it/wp-content/uploads/2024/07/Previsioni-popolazione-famiglie\\_2023.pdf](https://www.istat.it/wp-content/uploads/2024/07/Previsioni-popolazione-famiglie_2023.pdf)

English version: ISTAT-Italian National Institute of Statistics (2024). *Italy tomorrow: Imbalance between new and*

old generations will grow, differences will increase. Statistiche Report, July 24 2024:  
<https://demo.istat.it/data/previsioni/Population-and-households-projections-EN.pdf>

Matei, N.A., García-León, D., Dosio, A., Batista e Silva, F., Ribeiro Barranco, R. & Císcar Martínez, J.C. (2023). *Regional impact of climate change on European tourism demand*, Publications Office of the European Union, Luxembourg, doi:10.2760/899611, JRC131508:  
<https://publications.jrc.ec.europa.eu/repository/handle/JRC131508>

Staffieri, S. (2018). *L'esperienza turistica dei giovani italiani*, Sapienza Università Editrice:  
[http://www.editricesapienza.it/sites/default/files/5411\\_Staffieri\\_EsperienzaTuristicaGiovanitaliani.pdf](http://www.editricesapienza.it/sites/default/files/5411_Staffieri_EsperienzaTuristicaGiovanitaliani.pdf)

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](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>

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>

Vizcaino, P., Jeffrey, H., & Eger, C. (2020). *Tourism and Gender-based Violence: Challenging Inequalities*. (1 ed.) CABI.

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:

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<https://www.emerald.com/insight/content/doi/10.1108/JTA-02-2019-0009/full/html>

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>

6 - UNWTO-World Tourism Organization & GTERC-The Global Tourism Economy Research Centre (2022). *A Youth-led Recovery of Global Tourism – Priorities and Recommendations:*

<https://www.e-unwto.org/doi/book/10.18111/9789284423705>

## **Sustainable Development Goals**

GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | REDUCED INEQUALITIES

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