UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Gender, Generations and Tourism. Theories and Methods

2526-3-E1501N146

Learning objectives

1. Knowledge and understanding - The course aims to provide students with concepts and methodological tools for the empirical analysis of the relationship between tourism, gender, and generational change.

2. Applying knowledge and understanding - Students will develop the ability to apply theoretical concepts and methodological tools to the empirical analysis of the relationship between tourism, gender, and generational shifts.

3. Making judgements - Through the discussion of case studies and group work, students will be encouraged to develop critical and personal reflections to better understand contemporary tourism and its possible evolutions.

4. Communication skills - The course aims to promote effective and interdisciplinary communication skills — also in English — through lectures, seminars, and group activities.

5. Learning skills - The course structure encourages active and collaborative learning, stimulating students' ability to carry out independent research on the future challenges of tourism.

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.

The first part of the course will introduce key concepts, both theoretical and methodological.

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 primarily delivered in Italian, with some content in English (including parts of the lessons, selected slides, and some of the required readings for the exam).
The required readings for Erasmus students are written 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. The questions assess the study and understanding of the required readings.

Students with at least 75 percent attendance may choose to carry out a group project — supplementary to the written exam — on a topic covered during the lessons and in the readings (both required and recommended). The topic should be selected from the following areas: *gender differences and gender inequalities in tourism; violence against women/gender-based violence; generations and tourism; the future of tourism*.
The project (a slide/PPT presentation) may be completed individually or in small groups (maximum 4 students per group).
The presentation must be prepared in accordance with the guidelines that will be explained at the beginning of the course and should be presented and discussed in class before the end of the course.

*Erasmus students: the standard exam is recommended (the course is primarily delivered in Italian), consisting of open and closed questions on the required readings in English for Erasmus students. The exam questions for Erasmus students will be provided in English.

Textbooks and Reading Materials

TESTI OBBLIGATORI PER L'ESAME / 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 - 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

ERASMUS STUDENTS - REQUIRED READINGS FOR THE EXAM

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 - Eger, C. (2021). *Gender matters: Rethinking violence in tourism*. In: Annals of Tourism Research, Volume 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 - 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

Suggested Readings

GENDER

• Byrne Swain, M. (Ed.). (1995). Gender in tourism. In: Annals of Tourism Research, 22(2), pp. 247–478: https://www.sciencedirect.com/journal/annals-of-tourism-research/vol/22/issue/2
• Byrne Swain, M., Wilson, E., Yang, E.C.L., & Chambers, D. (2024). An intergenerational dialogue about gender in tourism. In: Annals of Tourism Research, 104, 103706: https://researchportal.northumbria.ac.uk/ws/portalfiles/portal/134089893/1_s2.0_S0160738323001792_main.pdf
• 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
• Correia, A. and Dolnicar, S. (Eds.) (2025). Women's Voices in Tourism Research – Contributions to Knowledge and Letters to Future Generations (3rd ed.). Brisbane: The University of Queensland: 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
• 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., & 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
• Hall, D., Byrne Swain, M., & Kinnaird, V. (2003). 'Tourism and gender: An evolving agenda'. In: Tourism Recreation Research, 28 (2), pp. 7–11: https://www.tandfonline.com/doi/abs/10.1080/02508281.2003.11081399
• Kinnaird, V., & Hall, D.R. (Eds., 1994). Tourism: A Gender Analysis. Wiley.
• Pritchard, A. (2018). 'Predicting the next decade of tourism gender research'. In: Tourism Management Perspectives, Vol. 25, pp. 144–146: https://www.sciencedirect.com/science/article/pii/S2211973617301277
• Small, J. (2003). The voices of older women tourists. In: Tourism Recreation Research, 28 (2), pp. 31–39.
• 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
• 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
• Wilson, E., & Little, D. E. (2008). The solo female travel experience: Exploring the 'geography of women's fear.' In: Current Issues in Tourism, 11(2), pp. 167–186. https://doi.org/10.2167/cit342.0

GENERATIONS

• 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
• Deloitte (2025). 2025 Gen Z and Millennial Survey. Growth and the Pursuit of Money, Meaning, and Well-being: https://www.deloitte.com/content/dam/assets-shared/docs/campaigns/2025/2025-genz-millennial-survey.pdf
• 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
• ETC-European Travel Commission (2020). Study on Generation Z Travellers: https://etc-corporate.org/reports/study-on-generation-z-travellers/
• Gardiner S., King C., & Grace D. (2013). Travel decision making: An empirical examination of generational values, attitudes, and intentions. In: Journal of Travel Research, 52 (3), pp. 310–324: https://journals.sagepub.com/doi/10.1177/0047287512467699

• Li, X., Li, X., & Hudson, S. (2013). The application of generational theory to tourism consumer behavior: An American perspective. In: Tourism Management, 37(1), pp. 147–164.
• Staffieri, S. (2018). L'esperienza turistica dei giovani italiani. Sapienza Università Editrice: http://www.editricesapienza.it/sites/default/files/5411_Staffieri_EsperienzaTuristicaGiovaniItaliani.pdf
• 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

CHALLENGES / THE FUTURE OF TOURISM
• 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
• 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/
• IIF-Italian Institute for the Future (2020). Dossier Futuro del Turismo: https://www.futurimagazine.it/category/dossier/futuro-del-turismo/
• 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
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., & Címcar Martínez, J.C. (2023). Regional impact of climate change on European tourism demand, Publications Office of the European Union, Luxembourg: https://publications.jrc.ec.europa.eu/repository/handle/JRC131508
• Tribe, J. (2006). 'The truth about tourism'. In: Annals of Tourism Research, 33 (2), pp. 360–381: https://www.sciencedirect.com/science/article/pii/S0160738305001659
• 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
• WEF (2026). Beyond Tourism. A Global Initiative Unlocking the Potential of Travel and Tourism: https://initiatives.weforum.org/experience-economy/travel-and-tourism

Sustainable Development Goals

GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | REDUCED INEQUALITIES