

# 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**

#### 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

#### **Suggested Readings**

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

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. 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. DOI: https://doi.org/10.14264/817f87d

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/

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

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

IIF-Italian Institute for the Future (2020). Dossier *Futuro del Turismo*: https://www.futurimagazine.it/category/dossier/futuro-del-turismo/

Kinnaird, V. & Hall, D.R. (Eds). (1994). Tourism: A Gender Analysis. Wiley.

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

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. DOI: 10.1080/02508281.2003.11081402

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

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

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

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

#### **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:

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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