INTERNATIONAL FORUM GENTOUR 2015

RE-ENGINEERING THE TOURISM LABOUR MARKET THROUGH GENDER-AWARE RESEARCH: INTERDISCIPLINARY APPROACHES AND FUTURE TRENDS

1ST - 2ND JULY 2015 | UNIVERSIDADE DE AVEIRO, PORTUGAL

- PROGRAMME | BOOK OF ABSTRACTS -

Visit us at www.genderintourism.com
Organising committee | Comissão organizadora

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Event organisers | Organização do evento

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Dear colleagues

Welcome to the University of Aveiro, welcome to the International Forum GENTOUR 2015.

This is an international forum with keynote speeches, participant presentations and interactive discussions to showcase trends of economic growth strategies and gender equality within the future tourism labour force.

Gender orders social dynamics and pervades all aspects of economic and personal life by being the product of sex-related and socially accepted behaviours, which have become internalised as a natural way of being. As tourism is built of human relations the impact of gender relations on tourism is an interesting and under-researched topic. Over the last decades tourism has become one of the major international economic activities, creating much needed employment and economic development worldwide. Even though tourism is a female-dominated sector, it has strong vertical and horizontal segregation with women mainly occupying low-level, gendered positions, whereas men are better represented in top-level and management positions. However, women are generally better qualified in this sector, as they hold the majority of graduate and postgraduate degrees in tourism related courses. A recent proliferation of EU-funded projects aiming to increase economic development through more gender equality, and the various tourism development programs worldwide that encourage women to become productive through entrepreneurship, illustrate the significance of exploring how gender influences tourism processes.

This event will also disseminate the results of a three-year project on gender and tourism in Portugal, funded by the Portuguese Foundation for Science and Technology (FCT) and entitled Project Gentour II: "Does gender equality have a say in the boost of innovative forms of economic growth? Reviving the economy through networks and internationalisation in the tourism sector". So the forum aims to raise for discussion questions such as: 'Does gender equality encourage social and economic development in the tourism sector?'; 'How is economic performance is influenced by gender?'; 'Are economic growth and gender equality mutually reinforcing or mutually exclusive?'; 'Are there constraints that affect highly-qualified women in the development of strategies that enhance the competitiveness of their companies?'.

The forum aims at creating space for critical thinking and debate, bringing together scholars, young researchers, practitioners and policy makers, who have experience in research, teaching or practical work in this field. Presentations on innovative perspectives and critical discussion of the existing strategies, ideologies, current practices and projects of empowerment of women are especially welcomed. The aim is to build a critical glance at the endeavors and practices in this field, gain and exchange knowledge, and to think about their social, economic and political impact. The forum's purpose is both to disseminate findings of research conducted in this area and raise awareness and critical thinking on how gender operates within tourism. The forum aims to initiate a re-engineering of the contemporary tourism labour market by using more productive, innovative and ethical growth strategies, so helping markets better adjust to the new reality.

Inspired by the increasing need to find alternative approaches to increasing economic growth through tourism, this event aims to re-engineer the face of tourism labour by recommending more inclusive practices. Taking an interdisciplinary approach to gender equality in tourism, discussion emerging from this event can help markets and society to better adjust to the new socio-economic reality of tourism. Bringing together international and national experts in gender and tourism, the event provides a stimulating environment to discuss contemporary trends in tourism labour.

We wish you all a pleasant and productive stay in Aveiro!!

The Conference Chairman,

[Carlos Costa]
Does gender equality have a say in the boost of innovative forms of economic growth? Reviving the economy through networks and internationalisation in the tourism sector

Poderá a igualdade de género impulsionar a criação de formas inovadoras de crescimento económico? Relançar a economia através de redes e da internacionalização no setor do turismo

[PTDC/CS-SOC/119524/2010]

Over the last 5 years two research projects on gender issues in the tourism sector have been developed in the Research Unit of Governance, Competitiveness and Public Policies (GOVCOPP) at the University of Aveiro, Portugal, namely:

» 'Towards the improvement of women’s skills in the tourism sector. Profiting from the vertical mobility for ethic and economic purposes’ (PIHM/GC/0073/2008), or in abbreviated form, Gentour I; and

» 'Does gender equality have a say in the boost of innovative forms of economic growth? Reviving the economy through networks and internationalisation in the tourism sector’ (PTDC/CS-SOC/119524/2010), which in turn was named as Gentour II.

These projects were submitted to the critical assessment of an international pool of evaluators made up of experts in various areas such as gender, citizenship, sociology, economy and management. Both projects were approved and received outstanding comments regarding their potential and valuable contribution, both theoretical and practical, to the development of science. Therefore, these projects have benefited from the financial support provided by the Portuguese Foundation for Science and Technology, as well as from the co-financing of the European Union through the National Strategic Reference Framework, European Regional Development Fund, and the Operational Program for Competitiveness Factors.

Gentour I and Gentour II rely on solid research which was developed upon strong methodological rigor and in collaboration with an experienced and multidisciplinary research team. An enlarged knowledge platform was created as governmental gender organisations, national representatives of tourism organisations, 4 research centres, and renowned researchers/consultants from Portugal, England, Brazil, Sweden, India and Australia were involved in these studies. Also the work in association with the director of the international Centre of Gender Excellence–GExcel, Nina Likke, will contribute to raise the standard of Portuguese research in gender studies and open the doors for an intense networking with the best gender researchers worldwide.

At the international level, there is a considerable body of literature on gender, but the analysis of gender issues in the tourism field has yet to be studied in more depth. In the Portuguese context, the topic of gender equality in the tourism field is far from being thoroughly studied. While investigation on tourism networks and internationalisation has boomed over the last two decades, there are no studies that consistently analyse the interactions between gender and new forms of economic growth. Thus, these projects come across as the main studies in this domain and as valuable inputs to this relatively new body of knowledge, bringing new perspectives into research on gender equality in organizational contexts, and at the same time creating mechanisms and strategies to fight gender employment inequalities.

These projects have an leading integrated approached to several domains which were considered to be interconnected with gender issues, such as education, employment, stereotypes on gender roles, leadership, perceptions of discrimination at work, work-family balance, entrepreneurship, networks, internationalisation, innovation, competitiveness, business performance, and economic growth.

The comprehensive set of results which derived from the first project point out that the tourism sector is not being able to capitalize on the qualified human resources available and that the difficulties in balancing work and family life has been the major obstacle tom women’s vertical mobility in organisations. Based on the conclusions of this project a model that allows women’s career progression and the optimization of companies’ human capital was created. This model, which is being further developed and calibrated in the scope of the project Gentour II, was built upon two major premises: public policies capable of favouring equal opportunities for men and women
to assume childcare responsibilities are required, and stereotypes which still prevail should be deconstructed and demystified. The implementation of best-practices for gender equality and work-family balance in organisations may positively influence workers’ lives and their job satisfaction.

Based on the conclusions and results of Gentour I, the central objective of the (still ongoing) project Gentour II is to evaluate how tourism companies and organisations deal with gender equality and to evaluate the potential played by networks and internationalisation to promote forms of gender equality and to introduce innovative forms of economic growth. This will comprise the study of how organisational and economic growth affect gender equality, as well as how gender affects decisions towards growth and strategies used thereof.

Specifically, this project aims to:

» Diagnose gender equality in tourism companies and organisations;
» Unveil why women do not reach top managerial positions in tourism companies and organisations;
» Analyse whether and how internationalisation, innovation and network strategies have the potential to boost gender equality within companies as well as women’s entrepreneurship;
» Evaluate whether and how women may play a renewed role to boost new forms of economic growth;
» Assess and compare the constraints affecting the growth of male and female ruled companies;
» Study the relationship between economic growth, gender equality and internationalisation strategies, networks and innovation.

Are there gender differences concerning the development strategies adopted by male and female entrepreneurs? Being more qualified in the tourism field, what role do women play in the growth strategies of tourism organisations? Do more gender equal companies perform better economically? How do the dynamics of internationalisation, networks and innovation relate with gender equality? Are there specific barriers that women are confronted with when it comes to establishing their own businesses? How can these barriers be tackled and the potential of highly-qualified women be harnessed? These are some of the questions that the project Gentour II aims to answer.

Both projects cover the totality of the Portuguese national territory (Mainland and Islands), and an exploratory study was carried out in Brazil. Besides allowing for a comparative analysis, the inclusion of Brazil was important so that the suitability of the tool developed would be tested at an international level.

Other than the innovative contributions to the design of theoretical and methodological frameworks, projects Gentour I and Gentour II are expected to have strong managerial implications, thus gradually contributing to the empowerment of women, so that they can play a greater role in the global marketplace, also promoting national competitiveness and higher levels of wellbeing for the society.

Seeing this, some of the outputs of these projects and preparatory work for further developments include: a model to assist women’s progression in their careers; a handbook for women employment equality; an awareness campaign; a tourism awards scheme for best practices; an Observatory of Gender in Tourism; a Code of Ethics for Tourism Employment; a Portuguese National Tourism Research Network for Gender Issues; 20 papers presented at national and international conferences (published in proceedings); several scientific events with a national (7 regional workshops and 4 debates) and an international scope (2 seminars and 4 conferences); 5 book chapters in press and 7 articles published in peer reviewed international journals; a portal for gathering and presenting information (http://www.genderintourism.com/); a specific software to data analyse gender issues; and a webPlatform to share and diffuse the project and its results.

Moreover, these projects aimed at raising the interest for research on gender in the tourism field, in Portugal and abroad.
RESEARCH TEAM

Coordinator
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Manuel Salgado | Polytechnic Institute of Guarda
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Consultants
Dimitrios Buhalis | Bournemouth University, UK
Chris Cooper | Oxford Brookes University Business School, UK
Nina Lykke | Linköping University, Sweden
Helena Costa | University of Brasília, Brasil
Luiz Trigo | University of São Paulo, Brasil
Filipa Brandão | University of Aveiro
Rui Costa | University of Aveiro
Erica Wilson | Southern Cross University, Australia
Dayanand Mysore | Goa University, India
Lucy Ferguson | UN Women & Universidad Complutense de Madrid, Spain
Anahita Malek | University of Aveiro
Cristina Figueroa Domecq | Universidad Rey Juan Carlos, Spain

Design and Communication
Tânia Ventura | idtour - unique solutions
KEYNOTE SPEECHES FROM:

Adele Ladkin is Professor of Tourism Employment in the School of Tourism, Bournemouth University UK. She gained her PhD at the University of Surrey in 1995. Her research interests and publications are in the areas of employee wellbeing, labour migration and tourism employment, and labour issues in the tourism, hospitality and conference industries. This includes the role of education in developing human capital for tourism workers and human resource issues. She is the author of journal articles, textbooks, book chapters and conference papers. Professor Ladkin was joint Editor in Chief for the International Journal of Tourism Research from 2003-2009, and she serves on the Editorial Board for Annals of Tourism Research, Tourism Economics, The International Journal of Contemporary Hospitality Management, ACTA Turistica, the Journal of Convention and Event Management and the International Journal of Event Management. She holds a Visiting Professor position at the University of Zagreb, Croatia and is an Honoree Professor at the Technological and Higher Education Institute of Hong Kong. Her academic leadership roles have included head of research centers, Associate Dean (Tourism and Hospitality) in the School of Tourism and Associate Dean (Administration) in the School of Hotel and Tourism Management, Hong Kong Polytechnic University. She has conducted applied research projects for a number of clients including the UNWTO, The commonwealth Tourism Centre, The European Universities Association and the London Development Agency.

Erica Wilson Associate Professor Erica Wilson is Deputy Head and Director of Teaching and Learning in the School of Business and Tourism, at Southern Cross University, Australia. Born in Seattle, USA, Erica has called Australia home for over three decades. Her doctoral thesis (Griffith University) was a qualitative, gendered exploration into the constraints faced by Australian solo women travellers. Erica also holds a postgraduate diploma in environmental studies (Adelaide University), and a first-class honours degree in tourism administration (James Cook University). Erica’s research interests and scholarly publications focus on the areas of critical pedagogy and theory in tourism, gender and tourism, leisure constraints / negotiation, sustainable tourism in protected and World Heritage areas, and qualitative/ feminist methodologies. Erica currently sits on the Editorial Advisory Boards for Hospitality and Society, Journal of Tourism and Development (Portugal), and the Annals of Leisure Research (where she was also Associate Editor and Book Reviews Editor from 2008-2015). Erica is a member of the Gondwana Rainforests of Australia World Heritage Technical and Scientific and Advisory Committee (2006-current).

Cristina Figueroa Domecq is Associate Professor and Course Manager of the International Relations Degree in Rey Juan Carlos University (Madrid-Spain). PhD in Economics, her research interests and publications are in the areas of tourism, innovation and gender studies. She has participated and directed national and international projects (financed by Spanish R+D Ministry, the Institute for Women in Spain, and NATO) in gender studies, mainly in the tourism industry. Furthermore, she has participated in several international congresses and seminars and has several books in tourism and women studies, as well as published articles in international journals. She has also directed several Workshops related to Gender in the tourism industry. Member of the Mainstreaming Gender Studies Network in Human, Social and Legal Sciences-GENET and the Spanish Association of Scientific Experts in Tourism, she is also reviewer of several international journals.
**Iaia Pedemonte** is a freelance journalist, the founder of the Gender Responsible Tourism Association (GRT), a team of communication, responsible tourism and gender experts promoting women’s empowerment in tourism. As a communications and information group, GRT publishes information about the best travel destinations where women are the protagonists. It is also the antenna of a global network, receiving, transmitting and linking up with initiatives, individual women, enterprises, associations and institutions. Iaia has undertaken assignments for international organisations, including the UNDP for a sustainable ecotourism project in Yemen. She has reported worldwide about women’s empowerment and tourism development in destinations. Iaia has Advanced Diplomas from the Italian Institute for International Political Studies (with ILO, UNDP and PRDU) in Post War Reconstruction, Development and International Co-operation (including gender and development), Humanitarian Operations in International Emergencies (including communication in difficult situations), Developing Gender Empowering Strategies and New Destination Management.

**Jeff Hearn** is Professor of Sociology at University of Huddersfield, UK; Professor of Management and Organisation, Hanken School of Economics, Finland; Guest Research Professor in Faculty of Humanities and Social Sciences, based in the Centre for Feminist Social Studies, and Gender Studies, Örebro University, Sweden; and a UK Academician in the Social Sciences. He has been at the forefront of research on men and masculinities, and has published extensively on sociology, organisations, management, social policy, gender, sexuality, violence and cultural studies. His current research focuses on men, gender relations, organising and transnational patriarchies, along with violation and memory work.

Professor Hearn was a lead investigator in the EU Framework 5 Project CROME - Critical Research on Men in Europe, comprising comparative studies of the situation of men in Europe. Professor Hearn was a Partner in the EU Framework 6 Coordinated Action on Human Rights Violations, the EU Framework 7 genSET project on gender equality in science and technology. He was also part of the European expert group for Directorate-General for Research, Science and Society, European Commission on Gendering Excellence in Science (2004), and the Scientific Committee of the EU Study on the Role of Men in Gender Equality (2013), and is currently part of the EU GenPORT project developing a European portal on gender equality in science, technology and innovation. He is Co-editor of NORMA: the International Journal of Masculinity Studies, and Co-managing editor of Routledge Advances in Feminist Studies and Intersectionality. He is associate editor of Gender, Work & Organization, and has been guest or co-editor of various specials issues in: NORA: Nordic Journal of Feminist and Gender Research; NORMA; Sexualities; British Journal of Management; Women in Management Review; and Gender, Work and Organization.

**Dimitrios Buhalis** is an expert in strategic management and marketing, specialised in technology and tourism, particularly eTourism. He is Established Chair in Tourism and Deputy Director of the International Centre for Tourism and Hospitality Research at the School of Services Management, Bournemouth University, United Kingdom. He was the 17th most cited tourism academic between 1970 and 2007.
AND SPECIAL PARTICIPATION OF:

Clara de Jesus is consultant and trainer in the field of Gender Equality and Reconciliation between Work, Family and Personal Life, as well as Expert on gender equality issues since 1986. She has been consultant and trainer for various entities, among which the Commission for Equality in Labour and Employment (CITE), where she has worked as a Consultant since 2006. Throughout her career she coordinated and participated in important projects in the areas of Human Resources Management, Social Policies and Equipment, Gender Equality and the Reconciliation of Work and Family Lives. In this forum she is representing the Commission for Equality in Labour and Employment (CITE), which is the national mechanism for the promotion of equality between men and women in labour and employment. CITE works in the dependence of the Government member responsible for the area of Solidarity, Employment and Social Security, together with the members of the Government responsible for the area of Parliamentary Affairs and Equality. It is a tripartite commission composed of representatives from government and social partners. CITE was created in 1979 in order to fight discrimination and promote equality between women and men in labour, in employment and in vocational training. Its main responsibilities are to promote: equality and non-discrimination between women and men in labour, in employment and in vocational training; protection of parentality (maternity, paternity and adoption); and the reconciliation of professional, personal and family life.

Ana Teresa V. de Almeida is a lawyer registered at the Portuguese Lawyers’ Association and graduated in Law from the Faculty of Law, University of Coimbra. She holds a postgraduate degree in Banking, Stock Exchange and Insurance Law, from the Faculty of Law, University of Coimbra, and also holds the specialization course leading to the degree of Master of Companies Law of the Faculty of Law, University of Coimbra, as well as the specialization course leading to the degree of Master in Political Science from the University of Aveiro. She also took the Specialization Course on Gender Equality at IGAP. She collaborated on several research projects in the social sciences field in the Centre for Social Studies (Centro de Estudos Sociais) of the University of Coimbra. Besides her professional activity as a lawyer, she is an invited trainer at various entities and a speaker at various national and international conferences. Her research focuses on issues of economic and financial law, as well as fundamental rights.

Paula Cristina Almeida Cadima Remoaldo is associate professor with habilitation of Human Geography in the Department of Geography of the Social Sciences Institute, University of Minho, Portugal. She got her PhD in Human Geography at the University of Minho with collaboration of Louvain-la-Neuve University (Belgium). She is Director of the Master Program in Geography (Planning and Management of Territory) and Coordinator of Investigation Group “Space and Representations (SpaceR)” of Lab2pt (Laboratory of Landscape, Heritage and Territory) at University of Minho. She is author or co-author of 11 books and of 22 chapters of books. She also published almost 70 papers in international and national journals and participated in 26 national and international research projects. Her main research fields are Cultural Tourism, Cultural Mega Events and Regional and Local Development.
Gracinda Ramos is a special advisor of the Portuguese Association of Hotels and Restaurants (AHRESP) in the area of training. The Portuguese Association of Hotels and Restaurants, is an institution with public utility, established in 1896 and with about 25,000 members, which represents the entire industry of hospitality, catering and drinks. AHRESP is member of several Confederations, federations, associations, agencies and other public and private institutions, of national and international scope, playing several missions and roles in order to promote the economic and social progress of its members and of the whole tourism sector in Portugal.

Anahita Malek her MA and Ph.D in Tourism from University Science Malaysia and eventually earned her spot as a Postdoctoral Researcher under Portuguese Foundation for Science and Technology’s research initiatives at the University of Aveiro. Over the course of her career, she has received several scholarships and grant awards including a Prestigious Doctoral Fellowship and a Postgraduate Research Grant, by the Malaysian ministry of higher education in recognition of her research on the area of Event Tourism in Malaysia. In 2013, she was presented with the European Projects Award, for her “best project ideas” concerning gender equality in tourism community development.

Inês Carvalho is a PhD candidate in Tourism at the University of Aveiro in Portugal. She was a visiting PhD student at the Unit of Gender Studies at Linköping University in Sweden. She holds a BSc in Modern Languages and Literatures (English and German Literature) and an MSc in Management and Planning in Tourism. She is writing her doctoral thesis on gender, management and tourism organisations. Her research interests include gender, tourism organisations and literary tourism.

Fiona Bakas is an emerging researcher specialising in the area of gender and tourism development. Having worked in Greece, the UK, New Zealand and now in Portugal, she has international work experience in teaching tourism courses, organising conferences, ecotourism consultancy and business management. She recently completed a PhD at Otago University, NZ, using feminist economics to examine the relationship between gender roles and tourism entrepreneurship in Greece. In 2004 and 1999 respectively, she gained an MSc Ecotourism from Portsmouth University, UK and a BSc Plant Biotechnology with European Studies from Nottingham University, UK, which give her a sound background in research, analytical and report-writing skills. This variety in research interests fuels her positive attitude to exploring diverse topics both within academia and within industry. She is an active member of tourism and gender-related groups, such as the International Federation for Graduate Women, the Aegean University Tourism Research Unit and the NGO Equality in Tourism.
DAY 1 – WEDNESDAY, JULY 1ST

14.00 – 14.30 | Welcome session
Carlos Costa | Full Professor of the Universidade de Aveiro and Conference Chair
Joaquim da Costa Leite | Pro-rector of the Universidade de Aveiro

14.30 – 15.30 | Keynote speeches
Erica Wilson | Southern Cross University, Australia
Gender-Aware Research in Tourism: Are we there Yet?
Cristina Figueroa | Universidad Rey Juan Carlos, Spain
The evolution of a gendered perspective in tourism: A bibliometric analysis, 1986-2013

15.30 – 16.00 | Main conclusions of the Gentour Project
Carlos Costa, Zélia Breda, Marília Durão and Fiona Bakas | Research team of the Gentour Project

16.00 – 16.30 | Coffee-break

16.30 – 17.30 | PhD Seminar ‘Ongoing and Future Research’

Reaching the top under gendered conditions: The case of female top-level managers in the Portuguese tourism sector
Inês Carvalho | Universidade de Aveiro

The role of gender equality in territorial competitiveness
Pedro Simão | Universidade de Aveiro

Brazilian women in independent travel: Performances, challenges and possibilities
Gisele Carvalho | Universidade de Aveiro

Tourism, culture and gender
Ivana Stević | Universidade de Aveiro

Perceptions, roles and features of non-profit organisations in mature tourism destinations: the Algarve case study
Paula Martins de Brito | Universidade do Algarve

Gender implications in corporate events planning and management
Susana Gonçalves | Escola Superior de Hotelaria e Turismo do Estoril

The (in)equality between women and men in the labour market and the performance of European Union countries
Carina Jordão | Universidade de Coimbra

17.30 – 18.00 | Keynote speeches [videoconferencing]
Dimitrios Buhalis | Bournemouth University, UK
Iaia Pedemonte | Gender Responsible Tourism Association, Italy

19.00 – 20.00 | Cultural and social programme
Art Nouveau city tour | Meeting point at the tourist information centre 'Turismo do Centro'
Moliceiro boat trip | Quay Viva a Ria
Dinner and networking cocktail | Olá Ria Restaurant and Casa de Chá Arte Nova
DAY 2 – THURSDAY, JULY 2ND

10.00 – 10.30 | **Keynote speeches**
   Adele Ladkin | Bournemouth University, UK
   *Family Ritual 2.0 - Work-life balance in a digitally dependent world*

10.30 – 11.45 | **Participant presentations – 1st session**
   Please see detailed programme in the next page

11.45 – 12.00 | **Coffee-break**

12.00 – 14.00 | **Participant presentations – 2nd session**
   Please see detailed programme in the next page

14.00 – 15.00 | **Lunch**

15.00 – 16.30 | **World-café style discussions**
   1st part* - Chair: Alcina Sousa | Universidade da Madeira
      Clara de Jesus | Comissão para a Igualdade no Trabalho e no Emprego (CITE)
      Commission for Equality in Labour and Employment
      Ana Teresa V. de Almeida | Lawyer
   2nd part**
      Paula Remoaldo | Universidade do Minho [Chair]
      Gracinda Ramos | Associação da Hotelaria, Restauração e Similares de Portugal (AHRESP)
         Portuguese Association of Hotels and Restaurants
      Anahita Malek | Universidade de Aveiro
      Inês Carvalho | Universidade de Aveiro
      Fiona Bakas | Universidade de Aveiro

16.30 – 17.00 | **Coffee-break**

17.00 – 17.20 | **Keynote speeches [videoconferencing]**
   Jeff Hearn | Örebro University, Sweden

17.20 – 17.45 | **Closing session & Event conclusions**
   Gillian Moreira | Pro-rector of the Universidade de Aveiro
   Gracinda Ramos | AHRESP training consultant
   Carlos Costa | Coordinator of the Gentour Projects

**Venue:** Rectory Building - Sala de Atos Académicos

* This session will be in Portuguese but a summary will be provided in English
** The 2nd part of the world-café style discussions will be held at the Translation and Meetings Room
10.30 – 11.45 | Participant presentations – 1st session

- A theoretical review on gender disparities and glass effects
  Pedro Simão

- Representation of Tourism higher education courses by gender and its influence in network construction
  Manuel António Brites Salgado & Fernando Manuel Florim Ribeiro de Lemos

- Female labour in UN programs and its influence on tourism sustainability in Brazil: Influence analysis of the Millennium Development Goals and the Convention on Biological Diversity in the Deployment Policies and Public Use Programs in Protected Natural Areas
  [Not presented]
  Reinaldo Miranda de Sá Teles, Silvia Maria Bellato Nogueira & Vitor Stuart Gabriel Pieri

- An empirical perspective on gender and foreign language education in the tourism domain
  Alcina Sousa

- Reaching the top under gendered conditions? The case of women in the Portuguese tourism sector
  Inês Carvalho, Carlos Costa, Nina Lykke & Anaíla Torres

12.00 – 14.00 | Participant presentations – 2nd session

- Bridging cultural heritage management and tourism development towards gender equality
  Anahita Malek & Fábio Carbone

- Geographical Positioning System (GPS): a tool to monitor the tourist behaviour
  [Not presented]
  Fábio Alves Ortiz & Reinaldo Miranda de Sá Teles

- Women’s entrepreneurship: the case of Waterlily in Porto
  Sara Pinho

- Tourism innovation: a gender perspective of the innovative practices of hospitality industry managers
  Filipa Brandão, Carla Santos Pereira & Carlos Costa

- Porto tourist and gender
  Ana Ramos

- Historical evolution of the coastal rural house "Casa Gandaresa" and the role of women
  Dina Ramos & Carlos Costa
ABSTRACTS
A THEORETICAL REVIEW ON GENDER DISPARITIES AND GLASS EFFECTS

Pedro Miguel Pinto Simão¹ [pedro.simao@ua.pt]

Keywords: gender; inequality; barriers; glass effects; discrimination

Abstract
The impact that gender issues have in academia, territories, businesses, governments and societies is notoriously growing. There is a systematic urge to create new policies and find solutions in order to guarantee equal opportunities for both men and women. However, even though disparities are diminishing, policy makers still take different approaches for each gender since women tend to be discriminated against. This tendency can be easily understood in the most active sectors. The tourism sector is no exception, as women are often underpaid, undervalued and work as part-time employees. Men, on the other hand, tend to occupy higher positions and have greater possibilities for career progression and to achieve managing positions. There are many aspects that justify these differences and cement the gender inequality scenario. By discouraging women to fully develop their potential, businesses and territories are limiting their resources and are unable to innovate and respond to the market demands in an efficient way. Women often face a dilemma, i.e. they can see a specific role but they cannot reach it due to a combination of barriers. In other words, they face glass effects that have not been totally broken at present. Therefore, this paper aims at presenting the most common barriers for gender equality with a special focus on glass effects, namely the glass ceiling, glass cliff, glass escalator and glass wall. The approach taken to analyse these subjects was a solid literature review, focusing on the main discussions related with each barrier. The two main conclusions presented in this study point to the large quantity of barriers that women face in the labour market and also to the lack of policies that protect women from discrimination.

REPRESENTATION OF TOURISM HIGHER EDUCATION COURSES BY GENDER AND ITS INFLUENCE IN NETWORK CONSTRUCTION

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Fernando Manuel Florim Ribeiro de Lemos³ [fflemos@isp-gaya.pt]

Keywords: tourism; higher education; degree directors; network

Abstract
Networking in tourism seems to be the forum theme in which the current discussion is best fitted to. This exercise results from an analysis of the structure and organization of the Portuguese higher education in a collaborative network involving all the institutions and persons responsible for courses in Tourism. Thus, the main objective of the research is checking the feasibility of building a comprehensive network of all stakeholders in the tourism education at the higher education level, a project that is under development in the academic community, and to discern the level of responsibility in this network by gender.

The approach is based on the data collected by Salgado (2007), in higher education, allowing for the selection of 36 teachers to interview, representing 39 Tourism area courses. The response rate was approximately 90% (35) of those courses. Taking into account the nature of the job of the courses’ responsible individuals, understanding their profile, which resulted from the interview content analysis, was key to the research. This knowledge allowed the identification of personal and socio-economic variables and therefore a better understanding of the behaviours and attitudes manifested in response to curricular and educational issues. It was concluded that the profile of the Responsible individual has a large impact in structuring the network organizations, as it is specific of their duties and responsibilities to relate to the other elements of the structure. Their responses (opinions and

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² Instituto Politécnico da Guarda (Polytechnic Institute of Guarda) and Research Units GOVCOPP, GITUR and UDI/IPG.
³ Instituto Politécnico de Gaya (Polytechnic Institute of Gaya) and Research Unit in Governance, Competitiveness and Public Policies (GOVCOPP).
ratings) supported the analysis developed, which legitimized the hypothesis of a future network organization of
the educational institutions in Tourism. The collection of additional primary data to compare with the current
situation is an immediate goal, so the use of questionnaire surveys will be the preferred technique for data
collection to complement the content analysis of the interviews.

It was established that the Responsible individuals were appointed by the course director/coordintaor (89%). The
tasks included require the necessary meticulousness for the best curriculum organization and implementation of
Tourism Education courses, hence their limited experience in office (3 years on average) and also in teaching
(10.2 years in the institution and 12.3 years of permanence in higher education), could weaken the management
of tourism studies. These positions are usually filled by appointment (74%). The predominance of males (71.4%)
and aged between 35 and 44 years (34.3%) are demographic indicators that point, on the one hand, to a
traditional trend in which men assumed a certain prominence in the Portuguese organizations and on the other,
for a relative youth of these managers. Qualifications at Post graduate level have become central and those who
did not hold the degree were pursuing the required courses, in accordance with the professional career
requirement. The relative newness of tourism studies has implications in the youth of the teaching staff of this
scientific community, as evidenced in their age, experience and academic qualifications.

As a major contribution, one can refer that these Course Responsible individuals affirmed their interest in
boosting the network between the institutions that make up the higher education system in Tourism. This
network would lay the foundations of this system, which is to be constituted by the majority of institutions
working in Tourism. Within this framework it was decided to undertake a survey that will allow to understand the
current prevailing opinions about RIELT (Research and Education Network for Tourism in the Lusophony) project,
which is being discussed and constructed, within the Tourism academic and scientific community, and hence
interpret whether any changes in the gender representation will lead to differences to favour or inhibit this
collaborative network.

FEMALE LABOUR IN UN PROGRAMS AND ITS INFLUENCE ON TOURISM SUSTAINABILITY IN BRAZIL:
INFLUENCE ANALYSIS OF THE MILLENNIUM DEVELOPMENT GOALS AND THE CONVENTION ON
BIOLOGICAL DIVERSITY IN THE DEPLOYMENT POLICIES AND PUBLIC USE PROGRAMS IN
PROTECTED NATURAL AREAS

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Keywords: tourism; Millennium Development Goals; São Paulo; human development; sustainability

Abstract
This analysis aims to evaluate the planning and management of tourism in protected areas of Brazil. A case study
was also conducted (State of São Paulo), based on these areas tourism management models. The main objective
was to identify at what level these planning actions were influenced by concepts and methods proposed by two
global programs of the United Nations: the Millennium Development Goals (MDGs) and the Convention on
Biological Diversity (CBDs). The Millennium Development Goals emerged in 2000 at the Millennium Summit
organized by the United Nations in order to ensure the achievement of goals established for the promotion of
human development. Ratified by 199 countries and placing human well-being and poverty reduction at the centre
of discussions on sustainable development, they were structured in eight goals to be achieved by the member
states of the United Nations until the end of 2015. The Convention on Biological Diversity was established during

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that relates directly or indirectly to biodiversity, acts as legal and political reference for other more specific agreements. The specific focus of the analysis was to assess whether the programs and action planning and management of Tourism in protected areas in Brazil, have been influenced directly or indirectly by the concepts and methodologies of programs promoted by the United Nations mentioned above, at what level this influence occurred and if it occurred, using as an example the specific analysis of existing protected areas along the coast of the State of São Paulo. As a result, the research showed, through comparative and descriptive tables, there is a direct and historical influence of the Convention on Biological Diversity in the tourist use programs developed for protected areas, with the agents being both government agencies and civil society organizations. In turn, the Millennium Development Goals were to date, little applied to tourism practices in Brazilian protected areas. Four of the eight Millennium Development Goals were selected as a methodological parameter to investigate the degree of incorporation into planning practices and management of tourism in protected areas selected for research. More specifically these areas are located in coastal areas of State of São Paulo in a region called "Baixada Santista", where tourism is extensively practiced. Among these four Millennium Goals selected for the study are the Goal 01 (because tourism contributes to poverty reduction). Goal 03 (because tourism contributes to the improvement of gender equality). Goal 07 (because tourism contributes to sustainable development of the areas where it is practiced). And the Goal 08 (because tourism contributes to a better cooperation between people both locally and regionally and globally). In the Brazilian context of the Millennium Development Goals, through strong public policies, advanced exemplarily as the Goal 01 (poverty reduction) and to different degrees with respect to other objectives. So, tourism is considered by the UN as a key activity for the advancement of almost all the targets of the Millennium Development Goals. Sustainable development can provide the necessary protection for protected natural areas and the areas around them, especially in developing nations. Research has shown important contribution towards cataloguing, organizing, analysing and disseminating some of the results from the merger of the Millennium Development Goals by Brazil and its effects on tourism activities in protected areas. For the United Nations, with the end of the Millennium Goals will start the Goals of Sustainable Development, when you want to increase the emphasis on sustainable economic activities. Tourism in this regard will be crucial in the pursuit of effective sustainable development.

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**AN EMPIRICAL PERSPECTIVE ON GENDER AND FOREIGN LANGUAGE EDUCATION IN THE TOURISM DOMAIN**

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**Keywords:** communication; gender; English; communicative and intercultural competence

**Abstract**

English has become the most widespread language of communication all over the world (Crystal 2003, 2004; Cenoz & Jessner 2000; Gnuttzmann & Intemann 2005 [2008]) in several domains, namely service encounters, business and professional domains across cultures, even in a supposedly monolingual country as is Portugal. Findings of a work in progress on the use of English in Madeira (learner corpus collected in 1998, updated in 2008; and a case study on English use in a variety of discursive communities in Madeira, 2009) has evidenced the role of English, not as a foreign language, but as a lingua franca (ELF) and an international language (EIL) of communication in different discursive communities in Madeira, following major claims by Seidlhofer (2004), Jenkins (2006, 2007), Mollin (2006), Mackenzie (2007), and James (2008).

As far as professional communication is concerned several authors (cf. Bhatia, Gotti, Jaworski) have focused their research on the role of language choice in intercultural and interpersonal exchanges, and English seems the master code worldwide also in tourism as an interdiscursive domain given the multiple discourse communities involved. Rather interesting is Cappelli’s focus (2008, 2013) on the sociolinguistic dimension on the way linguistic choices in tourism discourse can help build different categories of travellers and different traveller identities and a further research on Languaging in English tourism discourse drawing on a representative corpus of guidebooks, travel articles and expatriates’ blogs.

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The purpose of this paper is to discuss the role of English in effective communication in tourism as well as the sex of the speaker as a sociolinguistic variable. How has the widespread use of English in discourse communities related to the tourism, for instance in hotels, been promoted and researched in order to foster effective communication both among an ever-increasing number of multilingual staff and the service provider and the client? This question figures as the starting point of this on-going research study, of an exploratory and cross-disciplinary nature, within the scope of applied linguistics, bringing together language and education as well as a discourse-based view of communication, as ways of enacting the tourist experience (Jaworski and Pritchard 2005: 1). It comprises a large sample of 500 respondents, among hotel staff in the front office section, food and beverage, accommodation, and other (out of 1644 respondents inquired) to a questionnaire on language competence (lexical, syntactic and phonological), collected in 72 hotels (3 to 5 star hotels; ≥ 100 accommodation capacity) in 2010 in Madeira. Findings from the current study have pointed to significant differences in terms of qualification and knowledge of English syntax between males and females likely to be related to jobs performed and levels of qualification. Also, the range of lexical choice as well seems to be too limited in terms of professional communication in a domain which demands a higher level of pragma-linguistic and sociocultural competence mandatory to effective interpersonal and professional communication.

References
REACHING THE TOP UNDER GENDERED CONDITIONS?
THE CASE OF WOMEN IN THE PORTUGUESE TOURISM SECTOR

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Keywords: women top managers; gendering processes; travel agencies and tour operators; hotels; Portugal

Abstract
This research aims to analyse to what extent gendering processes explain women's career-paths in the tourism sector in Portugal, and how women reach top management positions in this context. The subsectors analysed are hotel establishments, travel agencies and tour operators.

It is a mixed methods research study which includes both the quantitative analysis of official personnel databases, and the qualitative analysis of interviews with women in leadership positions in the tourism sector (hotels and travel agencies). This study is influenced by a feminist perspective, since it aims to produce 'situated knowledge' about women and their experiences, which can both raise awareness about persisting gender inequalities and inspire political action.

In the quantitative study it is concluded that despite there being more women working in the tourism sector, men prevail in top positions and earn higher salaries. The gender pay gap seems to increase with education. There is evidence that the sector is far from being gender equal.

In the qualitative study the experience of women top-level managers is the focus of analysis. It was decided to achieve a sample of interviewees that reflect the heterogeneity of tourism businesses. Therefore, the sample includes women managers in small-, medium- and large-sized businesses, as well as women who are employees and employers/entrepreneurs. Some women are mothers while others are childless.

This investigation is not finished yet, but it seems that the tourism sector may be more women-friendly than some male-dominated sectors. However, there is also evidence that tourism still reinforces gendered patterns of employment.

The main constraints mentioned by women are prejudice against women in managerial positions, the demand for availability, and the clash between work and family commitments. The obstacles that women face are not only objective but also subjective. For example, even though the interviewees with children are able to make the necessary arrangements to meet the availability requirements at work, some feel internal conflicts, namely guilt feelings for 'sacrificing' their family lives. The extent to which women are affected by these constraints seems to be moderated by the following factors: working in their own businesses, being childless, splitting of tasks with the partner, existence of a network of support within the family and existence of a 'critical mass of women' in management positions in their organisations. Women who work for larger businesses and who have climbed to the top of their careers instead of becoming entrepreneurs see more inequalities in the tourism sector than the women who work in smaller businesses or have become entrepreneurs. Another important finding is that while male managers' family life is 'invisible' in the company, women's family situation matters for the organisation – not only their real, but also their potential family situation, since they might get pregnant and leave.

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EMPLOYABILITY AND QUALITY OF LIFE AT WORK: TRAINING OF WOMEN WORKERS OF TOURISM IN MINAS GERAIS-BRAZIL

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Keywords: productive inclusion; tourism; quality of life, gender, Brazil

Abstract
One of the aims of education as a development strategy of the lodging and hospitality services is to empower and improve professional practices in the premises of shares to the quality of life and health of women workers in tourism. In the context of social projects, emerge actions aimed at strengthening the human capital of the communities living in the Brazilian tourism managers’ municipalities linked to tourist activity among them, Belo Horizonte, Diamantina, Ouro Preto, São João del Rei and Tiradentes. In this respect, the scientific technical cooperation is necessary to the Federal University of Ouro Preto through the Department of Tourism in partnership with the Department of Social Welfare and the Brazilian Association of Hotels Industries (ABIH) and Tourist Offices of the participating municipalities. Thus, this project, approved in the PROEXT-MEC notice / 2015, seeks to encourage empowerment of women in situations of social vulnerability in lodging and hospitality to grant technical, scientific, humanistic, by increasing knowledge and self-esteem. It is also aimed at training tourism workers and evaluating the industry. The methodology used was bibliographic research, field and training activities. Courses and supported lectures were given following the UNESCO Chair of guidelines focusing on themes: work, women and development. When it comes to promoting and increasing human development index in municipalities, tourism empowers people in the full sense, by providing the means for technical, environmental and human development. As partial results, we are conducting two extension courses for the training of women in hazardous area situation supported by CRAS programs (Social Assistance Reference Center) and Youth of Ouro Preto, Brazil. These courses were attended by 40 people, divided into two groups, who received specific training in the fields of hotel and hospitality as well as complementary disciplines of environmental management and heritage education. In addition, training workshops were held for workers in the hospitality industry, related to the themes of Ergonomics Labour and Hospitality Marketing. The project is in the questionnaires application phase, making a diagnosis of the participation levels and status of women in tourism sector. In these terms, the research is still in process, indicating the need to perform and expand the supply of training courses and qualifications that aim to improve the quality of life at work and in order to promote gender equality and women’s empowerment in tourist cities in question.

BRIDGING CULTURAL HERITAGE MANAGEMENT AND TOURISM DEVELOPMENT TOWARDS GENDER EQUALITY

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Keywords: gender equality; cultural heritage management; Paideia approach; awareness raising; intercultural dialogue

Abstract
Within the recent effort of re-engineering the face of tourism labour market by interlacing tourism development policies with those of cultural heritage management, we can discover a new range of opportunities for the promotion of the understanding of gender differences and therefore recommend more inclusive practices for

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achieving gender equality within the tourism sector. The contribution cultural heritage can give through tourist enhancement in the awareness raising within fields of actualities such as those related to cultural and ethnic differences should be taken into consideration.

In Anglophone countries, the gender archaeology was born as a line of study that weaves theoretical archaeology, feminist movements and some fierce ethnic minorities. Based on the notion of gender archaeology that states that although almost all individuals are born as either male or female, there is nothing natural about gender. Gender is actually a social category that varies between cultures and changes through time. Gender lies at the core of how people in particular cultures identify themselves and what they are capable of doing.

This study aims to bring the concept of gender archaeology out of its original context, and associate it with Paideia approach, a conceptual adaptation of Socratic philosophy to the contemporary issue of culture, tourism and sustainability. According on this multistage approach that has been initially developed by Carbone et al (2013) in the context of territorial planning, the first step for the enhancement of gender equality in the process of tourism planning should be about “integrating gender issues into a set of communication plans” to local population, in order to raise awareness, encourage learning, knowledge-building and reinforce identity and self-esteem. Later, in a second stage of Paideia approach, promoting gender equality through interchange and intercultural understanding should be considered as an important element in the development process of tourism as a highly gendered industry. This holistic paradigm adopted from Paideia approach aims to optimize the positive social impact of tourism development by enhancing gender equality and generating opportunities for women, both within the formal and informal tourism sectors.

A practical perspective to Paideia approach will be the implementation of a gender equality master plan, which defines a clear vision, guiding principles and strategic programs in the form of a long-term operation framework. This gender equality master plan will help ensure the tourism sector is developed sustainably and managed responsibly for the benefit of the communities.

Ultimately, this study aims to promote a comprehensive approach to the creation of new policies for gender equality, in which tourism - allied with cultural heritage - plays a key role in the dissemination and public awareness. We believe that one of the keys for new campaigns towards gender equality can be the possibility to search for content in the past and current messages, specifically related to gender issues, and to be able to use the promotion of cultural heritage and tourism as a vehicle for global dissemination of such messages.

References


GEOGRAPHICAL POSITIONING SYSTEM (GPS): A TOOL TO MONITOR THE TOURIST BEHAVIOUR

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Keywords: urban tourism; GPS tracking; space-time behaviour; new technologies.

Abstract

Studying the tourist behaviour is essential for understanding tourism in the urban context, and the differences between women and men within the tourist destination (space-time behaviour). There are a lot of techniques to do so, but most of them were criticized because of their difficulty in application – a lot of time-waste, inaccuracy, ethical questions, and others (Shoval, 2008). The Geographical Positioning System (GPS) technology provides new options in this field of study and it has advantages over the traditional tracking methods (Mcgehee, et al., 2013; HALLO, et al., 2012; Tchterchik, et al., 2009). This abstract aims to present this new technology discussing how it has been applied to the investigation of the tourist movement within the tourist destinations. It is a literature research, with qualitative approach.

As first definition, GPS consists in 24 satellites, equally spaced in six orbital plans, 20,200 kilometres of altitude. These satellites transmit codified signals that can be read by GPS receiver devices. (Monico, 2000; Timbo, 2000) Although a receiver device is necessary to catch the GPS signal, the use of GPS is accessible and applicable to human research because the advance of cell phone technology. Nowadays, there are a number of cell phone applications that can be downloaded for free and used to this purpose. (SHINOHARA, 2013)

The GPS technology method provides information with space-time dimensions that shows the tourist behaviour. The information collected is sequential “dots” with rich data about the places visited by tourists, time spent on each place, the velocity of movement (transport used), and the direction of the movement, this information together shows the paths taken by tourists within a destination; a set of paths show the patterns of behaviour of a certain tourist group. The method of inquiry used with this new technology consists in asking the tourist to carry a GPS device during her or his tour by a delimited region and then, this datum generated by GPS is transferred to software which shows the routes taken by tourist. There are a lot of approaches that can be taken in this kind of inquiry, some of them are shown above.

Shoval (2008) used this method to examine how the Old City of Akko is used by its visitors. He concluded the consumption of the city occurs in an unbalanced way, both in time spent on sites and amount of visitation; this information helps to manage the attractions, tourist flows and destination marketing. McKercher (et al., 2012) led a research to compare the difference in behaviour pattern between first and repeat visitors in Hong Kong. They observed that first visitors move widely in space, visit iconic attractions and visit more sites, while repeat visitors tend to visit specific attractions, but spent more time in each site. Shoval (et al., 2011) used GPS to analyse the hotel location influence in tourist displacement patterns in Hong Kong. Edwards and Griffin (2013) used GPS devices to understand patterns of tourist movement in two cities in Australia (Sydney and Melbourne). The diversity of application, quantity and quality of data generated by GPS makes it a good tool to monitor tourist behaviour within a destination and it can be easily used to understand the differences of gender in tourism. This tool can be applied to answer questions like: how woman use their time in a destination? Do woman and man have the same path in tourist destinations?

References


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WOMEN’S ENTREPRENEURSHIP: THE CASE OF WATERLILY IN PORTO

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Keywords: accessibility, tourism, women, entrepreneurship, accessible tourism, Porto

Abstract
In 2013, more than a billion people worldwide had a disability and it is estimated that this number will continue to increase due to the aging of the population (Darcy & Dickson, 2009) and to chronic diseases (Lee, Agarwal, & Kim, 2012). Besides that, the tourism industry is not prepared yet to receive these people as tourists, due to the existence of physical, economic and environmental barriers across the whole industry and in all the stages of the trip (Card, Cole, & Humphrey, 2006). In the literature, the main reason pointed out for the lack of investment in accessible tourism is the idea that people with special needs are not a profitable segment (Devile, Garcia, Carvalho, & Neves, 2012).

Tourism can be for everyone, but only if all the industry sectors work together, because barriers start when the tourist decides to travel and end when he or she returns home. Governmental organizations in England, Brazil, Australia and Spain have produced several documents to help tourism stakeholders make their business more accessible. In Portugal, the governmental organization Turismo de Portugal (national tourism administration) has produced some documents to create awareness to this issue among tourism stakeholders and to help them understand the Portuguese law on accessibility. Nonetheless, there is still a lot to do.

Private sector investment in accessible tourism worldwide has improved in the last years, with women having a determining role. A successful example of women entrepreneurship in accessible tourism is located in Porto, where two women founded Waterlily, a business that offers tourist services for those with and without disabilities, such as tour guides, tourist experiences and a unique way to discover a wonderful region with the family.

This work aims to assess, by presenting the case study of Waterlily, the role of women in the development of accessible tourism in Porto, Portugal.

References

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TOURISM INNOVATION: A GENDER PERSPECTIVE OF THE INNOVATIVE PRACTICES OF HOSPITALITY INDUSTRY MANAGERS

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**Keywords:** gender; innovation; tourism; hospitality; regional innovation systems

**Abstract:**
It is widely acknowledged that innovation fuels economic development and competitiveness. Recent studies and recommendations suggest a higher inclusion of women in economy as a source of growth, and this attracted interest from researchers to the topic of gender in business contexts. However, empirical evidence on the relationship between innovation and gender is lacking, since the concept of innovation is considered to be gender-neutral. Those that exist address mainly business sectors in which women are under-represented or that are traditionally male-dominated, such as industry in general or technology-based firms (Blake and Hanson, 2005; Danilda & Thorslund, 2011) in opposition to service sector, where women are in higher number. Similarly, the measurement of innovation is based on patents, protection of registered designs and trademarks and copyrights (Ljunggren et al., 2010), which are also characteristic of the (male-dominated) product oriented or technological businesses.

On the other hand, the definition of innovation is focused on results rather than in the processes leading to innovation which excludes, by default, individuals that innovate and their characteristics. Thus, the issue of gender becomes diluted and is rarely taken into account when studying innovation dynamics. In result, women become “invisible” and are often considered to be non-innovative, or at least far less innovative than men (Alsos et al., 2013), which has negative consequences in the access to top management positions and innovation resources, hampering their potential.

There is thus a need to approach innovation according to more comprehensive concepts, such as innovation systems, which includes people, culture, context, norms, values and not only outcomes, as well as to study innovation in services and in businesses where women are present.

This research analyses the dynamics of innovation in hospitality industry according to a gender perspective, under the broad concept of regional innovation systems. The framework of this study contributes to overcome the main identified gaps and limitations of the research on gender and innovation: i) the study is focused on a service sector; ii) women are well represented in hospitality industry’s labour market; and iii) the innovation systems approach is more comprehensive than the “traditional” definition of innovation. This allows us to include dimensions related not only to innovative outputs, but also those that underlie the innovation process at regional level, namely support activities, the geographical patterns of networked innovation, specific purposes of cooperation, knowledge sources used innovate and the importance of regional specific factors.

A sample of 74 hospitality units was analysed. The findings confirm the results of other studies that found no statistically significant differences between gender and innovativeness (Nählinder et al., 2015; Baldridge &

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Burnham, 1975), meaning that, in statistical terms, men and women present similar practices when innovating. However, some gender-based differences can be found. Firms managed by women appear to be more innovative than those managed by men (77.4% of women against 74.4% of men). There are also more women as "major innovators" (41.7%) than men (23.5%). Women cooperate more at regional and local level, and establish a higher number of links in order to create knowledge and new marketing strategies and to obtain funding. This brings important contributions. First, it highlights the need for further empirical evidence on the specific role of women in tourism innovation, both at firm and destination level. The application of a broader innovation concept such as the innovation systems approach allows to better frame, both conceptually and in practice, the issue of gender and innovation dynamics. By identifying the differences in the practices of women and men within the development of tourism innovation, a better support will be provided to the way gender is considered in innovation studies, to the design of rigorous and adequate strategies and to understand how the innovation process may be structured in tourism organisations. The conclusions also point towards the need for more inclusive policies. If men and women are substantially equally innovative, they should be provided with identical access to innovation resources. Finally, the study of the relation between gender and innovation in sectors where women are widely represented allows to identify potential new businesses and innovation opportunities that may be usually overlooked, thus fostering creativity, competitiveness and economic growth.

References

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**PORTO TOURIST AND GENDER**

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**Keywords:** tourism; gender differences; motivation; destination attributes; tourist satisfaction

**Abstract**

Porto (Oporto) city, a World Heritage City, has become an important tourist destination. Despite being internationally recognized as an excellent destination, to date, relatively little research interest was devoted to the tourists who visit this city. Very few studies have examined the tourist profile, and gender differences regarding the motivation and satisfaction of the tourist remain so far unexamined (Dias, 2010; Sousa et al, 2014).

The current empirical study aims to fill the above gap by studying gender differences in motivation, importance of the city attributes, and satisfaction of tourists visiting Porto. As Kozak & Rimmington (1998) point out, the image of the destination and the satisfaction with the touristic experience are the best marketers. Based upon a review of the relevant literature, a questionnaire was developed to assess the motivation and satisfaction, and administered to a sample of 1047 tourists visiting the city during the Spring of 2014. It was a convenience sample and tourists were approached by direct contact. The questionnaire included questions related to the main motivation to visit the city (e.g., holyday/leisure, cultural, visit family/friends, professional);

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importance of the general and specific attributes of Porto (e.g., price-quality relevance, a low-cost destination, a world heritage site (?), awards and distinctions, monuments and museums, socio-cultural activities, Douro river cruises, Port wine cellars, gastronomy), degree of satisfaction (e.g., with conservation of historic/artistic heritage, museums, natural environment and landscape, distribution of parks and green spaces, tourist information and signage, pedestrian mobility, public transportation, mobile net accessibility, accommodation, gastronomy, cultural events or shows, shopping, night life, city’s hygiene and order, safety and hospitality/kindness) and overall satisfaction with the destination. The response scale consisted of a 5 Likert scale (1-not all; 5-very much). Qhi square and t-Student tests were conducted to examine the effects of gender. Findings are in line with previous research (Collins & Tisdell, 2002), which shows that the majority of tourists are women (53.4%) aged between 26 and 35 years old (31.9%) and with first degree (46.8%). In this sample, a gender difference was found regarding the main motivation for traveling: while women traveled for leisure, men traveled more for professional reasons. On the whole, the image of the city is more important for women than for men. Compared to men, women significantly value gastronomy more, the classification of Porto as a World Heritage, Douro river cruises and monuments/museums. It seems plausible to conclude that women value Porto as a cultural destination more than men do. Significant gender differences were not found for overall satisfaction. However, significant differences were found for the natural environment and landscape, with women being more satisfied than men. There are limitations to this study that may limit the generalization of results. Further research efforts exploring gender differences would determine if the findings can be generalized. To conclude, this study found relevant gender differences that must be taken into account in planning and providing tourist services.

References

HISTORICAL EVOLUTION OF THE COASTAL RURAL HOUSE "CASA GANDARESA" AND THE ROLE OF WOMEN

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Keywords: "Gandaresa" house, tourism development, social innovation

Abstract
Over many generations the “gandaresa” house was “managed” by women while men went to work the field or to the “toil” of fishing, or even emigrated... it was up to women who remained at home to take care of the children, the house, prepare meals, works and to arrange all the tools and utensils necessary to the work of men to a new crop each new day. Women were the ones who took care of the couple's personal finances, saving what they earned or purchasing what was needed for the life of the couple and the family. The evolution of times allowed women to leave the house, look for a job outside and acquire new knowledge. The promotion and development of a network of Tourist “gandaresas” houses, composed of buildings constructed

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with the characteristics of the Rural Area of the Coastal Zone of the Central Region of Portugal aims to be a vehicle for promoting local identity, based on knowledge of the territory and heritage and the structuring of a 'singular and authentic matrix', which will set the differentiation of the tourism offer of the municipalities involved. However it is important to question how we intend to give the opportunity for women to have a predominant role in eminent tourism development and how this can contribute to transmit to future generations the culture, traditions and knowledge prevalent on these sites.

The objective of this study is to evaluate how we can take advantage of the predominance of women's management skills, who took in charge planning and management functions, together with the organization of family life and how we can promote this feature as an asset to the tourist use of the traditional houses of the area. The working methods we intend to use pass initially by a literature review on the topic and later data collection at local level by interviewing owners of traditional houses. It is our understanding that the promotion of Tourism associated with the use, observation, and its complementarity with other products (culinary, cultural, agricultural, fisheries, etc.) could be a competitive advantage. The results should enable a practical application of this study (as is also aimed to be prove through the proposed case study), which, with its distinctive advantage, is likely to have a significantly broader application than the confines of this study.

This should be the first initiative of others to come, of a project that is expected to be feasible and framed within the region where it operates, and to allow the creation of a network of synergies, creating conditions of viability and development to the region's economy.

Culturally, women are assumed to be the main users of the living spaces, and we saw in this project the opportunity to give you the power and the freedom to decide about the space that will be used, to participate in the design of architecture in tourism and development projects.

THE (IN)EQUALITY BETWEEN WOMEN AND MEN IN THE LABOUR MARKET AND THE PERFORMANCE OF EUROPEAN UNION COUNTRIES

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Keywords: labour market; (in)equalities, gender, European Union

Abstract
In the last decades, remarkable progresses were achieved in matter of equality between women and men. However, the obstacles to real equality remain and it seems that there is still a long way to go, including in the 28 countries of European Union (EU-28), which are considered to be part of the most developed countries in the world.

In the labour market, women are still more prone to situations of disadvantage and that is easily noticeable in several statistic indicators. Yet, women are those who have more success in formal education in the majority of the EU-28 countries, and they also represent the majority of higher education graduates – which makes it difficult to understand why they do not achieve better conditions in the labour market and that their production capacities are not better used. Besides that, we also know that EU-28 is a set of nations that are becoming more and more unequal where it is still hard to explain why only some countries grow and develop while others stagnate or regress. Therefore, at the moment when the European project and model of development followed in the last years are being questioned, our study intends to show that the level of development of the 28 member states of European Union is related to the (in)equality between women and men in the labour market, considering simultaneously economic and social indicators.

The main goal of this project is to investigate, through a comparative analysis, the impact that in(equality) between women and men in the labour market can have in the economic and social performance of the member states of the EU-28. Starting from the discussion about what is (in)equality between men and women in the labour market, the different indicators used by the international organizations to measure this phenomenon will be analysed. Afterwards, the relation between gender (in)equalities in the labour market and the socioeconomic

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level of the 28 member states is investigated through a comparative analysis based on Data Envelopment Analysis (DEA). Considering the period 2008-2012, we will try to answer questions like: do the countries with minor inequalities between women and men in the labour market have higher levels of performance? And can the countries improve their performance by making the labour market more equal in terms of gender?

GENDER IMPLICATIONS IN CORPORATE EVENTS PLANNING AND MANAGEMENT

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Keywords: tourism; corporate events; gender

Abstract

Gender inequalities are felt at various levels in the field of tourism, particularly in terms of functions and tasks, access to top jobs or pay gap (Baum, 2013; Costa, Carvalho, & Breda, 2011; Costa, Carvalho, Caçador, & Breda, 2012). The area of corporate events is one that requires deeper knowledge in this scope. The specific characteristics of corporate events (far beyond the meetings industry as defined by the UNWTO) demand a focus on this important economic contributor for tourism (Turismo de Portugal, 2013; UNWTO, 2006). Usually, these events use outsource contractors, involving several companies in one event, share the responsibility on quality service, even in the huge important field of human resources management, as this refers to a service. On the other hand, as the life cycle of an event is significantly short, this business always has to be run as a project, with all the impacts that it has on human resources policies.

In this context, and bearing in mind the differences that result from gender stereotypes (in the cultural and symbolic fields), the differences and inequalities felt on the social (in terms of power relations) and economic (in relation to conditions of employment and entrepreneurship) contexts, our purpose is to understand the perceptions that agents in corporate events have of gender. Therefore, the research question that served as a starting point for this research was: ‘Bearing in mind that corporate events are a complex phenomenon, how can their planning and management be influenced by gender differences or inequalities?’ Rather than aiming to establish a supposed reality dichotomy between male and female profiles of event managers, this research intends to understand whether gender stereotypes are reflected in how these professionals plan and manage corporate events. We also aim at discussing how stereotypes, consolidated by gender ideologies that have sought to list qualities, attitudes and behaviours of men or women, influence human resource management policies, particularly with regard to recruitment and selection, as well as tasks.

The research design is based on qualitative research and includes semi-structured interviews, focus groups and direct observation. This combination of different methods will allow us to have access to all kind of agents that act within the corporate events context, such as: CEOs of companies that organize corporate events, Destination Management Companies, Corporate Events Companies, Business Travel Agencies, (Davidson & Rogers, 2006; Rogers, 2008); managers of corporate events and Professional Congress Organizers; production human resources (for example, audio visual, hosting or F&B); and clients of corporate events, including enterprises, associations, the public sector, and SMERF (social, military, educational, religious and fraternal sectors) (Davidson & Rogers, 2006; Rogers, 2008).

The theoretical and empirical novelty of this research lies on the fact that there are no scientific studies within the scope of gender in tourism corporate events. On the other hand, for the trade this research is also very useful as we intend to present the best practices adapted to the corporate events human resources planning and management, bearing in mind the reduction of inequalities based on gender.

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