

Consumer behaviour in Tourism Symposium (CBTS)
Brunico, december 2011



WOMEN & GENDER: THE
IMPACT OF SOCIAL
CHANGES IN TOURISM

- ↳ Cristina Figueroa Domecq. URJC. cristina.figueroa@urjc.es
- ↳ Mónica Segovia Perez. URJC. monica.segovia@urjc.es

1. The importance of tourism & gender

2. Study Design

4. Main Results

5. Conclusions

The importance of tourism & gender

The current tourist environment requires **innovation**.

Innovation goes through the creation of innovative products specialized in **specific market segments**.

The **gender approach** is an essential element for the future.

Importance of the personal and the professional development of women in tourism.

Importance for the development of the Spanish tourism industry.

The importance of tourism & gender

★ GENERAL SOCIAL CHANGES

- The woman segment in the tourism market is a consequence of the **social changes occurred to the women's role during the 21st century** (job placement, universal suffrage, educational insertion and sexual emancipation).
- These events have favored a **relationship restructuring** in the **social roles of women and men**
- These advances have also reached the leisure field thus making it possible for **women to enjoy their own exclusive space**
- The influence of reference groups is related to the emulation of behavior and the aspiration of belonging to an ideal group : **Pioneer women become a reference** within their own group, favoring therefore the subsequent growth of this industry – US

The importance of tourism & gender

★ CHANGES IN TOURIST INDUSTRY: GENDER DIFFERENCES

- Who **decide trip's organization** for family holidays?
- The importance of **Internet as a distribution channel** for the tourist industry and the gender technological gap
- **Information sources**. Women use a greater range of them. They combine both online and offline channels
- **Electronic commerce** – women constitute the fastest growing market segment.
- **The use of social technology** (web 2.0). Women participation is very active, although lower than men's.

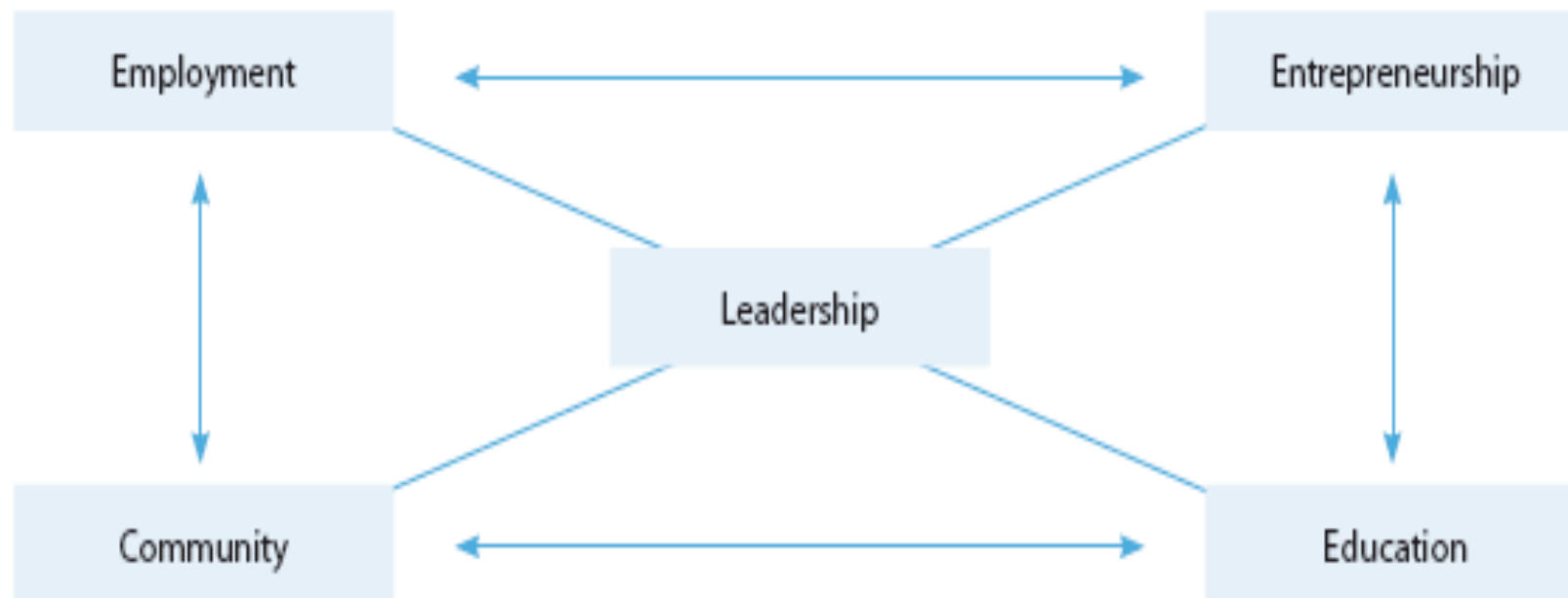
The importance of tourism & gender

- **Important international literature review about tourism and gender.**
- **First articles:**
 - Kinnaird, Vivian, Kothari, U. y Hall, D. (1994). *Tourism: Gender Perspectives. In Tourism: A Gender Analysis*. Vivian Kinnaird and Derek Hall, eds., PD. 1-34. Chichester: Wiley.
 - Sinclair, M. T. (1997). Issues and theories of gender and work in tourism. In M. T. Sinclair (Ed.), *Gender, work and tourism*. London: Routledge.
- **World Tourism Organization. *Global Report on Women and Tourism 2011*.**
- **Different research lines:**
 - Women and entrepreneurship based on innovation and sustainability.
 - Differentiated expectations and needs as tourist..
 - Vertical and horizontal discrimination in the work-place.
 - Technological gap.

The importance of tourism & gender

World Tourism Organization UNWTO

Figure 3.2 Framework for monitoring women in tourism



The importance of tourism & gender

- In Spain very limited, almost non-existent literature review.
- Ramos et al. (2001) establishes a theoretical structure.
- Salary discrimination:
 - Muñoz-Bullón (2009)
 - Ramón et al. (2001).
 - María Tugores.
- Sustainable tourism & gender:
 - Daniela Moreno Alarcón & Lucy Ferguson
- **Rodríguez-Antón, J.M. & Alonso, M. (coords.) (2011). *Turismo y Género*. Madrid: Pirámide**

The importance of tourism & gender

Women as a consumer...

- 80% purchases in the world are made by women.
- Women invest in culture and trips, men invest in technology.
- 65% of “museum friends” are women.
- 70% of cooperants are women.
- 70% of tourism magazines readers are women.

*Alice Faveau (Focus on Women). Workshop Turismo y Género.
Universidad Rey Juan Carlos, 16 de noviembre de 2011.*

Research Group in
“Tourism & Women”.
Research topics:

Product for
women &
technological
gap.

Vertical and
horizontal
discrimination.

Women
entrepreneurs
hip.

Product for women &
technological gap – **This
communication
objectives:**

Identify and
examine the
development
of gender
tourism in
Spain as a
tourism
destination,

Evaluate
women’s
purchasing
decision
process for
tourism
products.

Evaluate the
technological
gap in the
usage and
impact of
social media
in tourism
decisions.

Study Design

OBJECTIVE 1. OFFER. Identify companies and tourism destinations that were actually specialized in women segment in Spain

QUALITATIVE RESEARCH - In-depth interviews

OBJECTIVE 2. DEMAND. Understanding the behaviour of women in the selection and organization of tourist trips, especially their use of technology, specifically Internet

QUALITATIVE RESEARCH - Discussion Panels

OBJECTIVE 3. TECH GAP. Evaluate the technological gap in the usage and impact of social media in tourism decisions.

QUANTITATIVE RESEARCH – Survey

**Longitudinal study
2008-2011 /
N=University students /
n=639.**

TECHNICAL FILE. SURVEY ABOUT THE IMPACT OF WEB 2.0 IN TOURISM DECISION MAKING

	2008	2011
UNIVERSE	3.655	3.515
SAMPLE	277	420
S T A T I S T I C A L CONFIDENCE	95% (2 σ) (p = q = 50%)	95% (2 σ) (p = q = 50%)
ERROR	$\pm 5,7$	$\pm 4,6$
SAMPLING	Convenience sampling	Convenience sampling
FIELDWORK	2008	2011
SURVEY TYPE	Autoadministered	Autoadministered

Main results: objective 1

OBJECTIVE 1. THE OFFER OF TOURISM PRODUCT FOR WOMEN IN SPAIN

- ★ **Benchmark: USA Case** – Innovative market in women's segment.
- ★ **Spanish Case:**
 - **Health Tourism is growing: Spas and Urban Spas**
 - **Hotels:**
 - **Hotel Vincci Soho** (Corporate Market)
 - **Hesperia and their "Pink Rooms"**
 - **Hotel Silken Puerta de América.** "Elite for Chic Women"
 - **Rusticae for ladies.**
 - **Travel agencies:** Focus on Woman
 - **Virtual Communities:** Grupo Ellas (www.grupoellas.com).

MAIN CONCLUSION: In Spain this market is still in its beginnings stage. There are very few experiences in this regard and all are newly established

OBJECTIVE 2. THE DEMAND SIDE

- ★ A very high percentage of Spanish women use Internet (although the "gender gap" still exists)
- ★ Women also use Internet to organize their trips
- ★ There are **two different profiles for women**, even within the same age, social-economic and training:
 - ★ A traditional profile (still extensive use of travel agencies)
 - ★ A technological profile (Relies on Internet technology)

Main results: objective 2

DISCUSSION PANELS: Main differences between traditional profile and technological profile

PROFILES	Organization	Information sources	Internet Reliability	Travel groups, Blogs	Gender Differences	Other products
TRADITIONAL	Internet browsing for information and operations by Travel Agencies	Internet Travel Agencies Friends and family	NO	Information not trusted. No active participation.	YES	Electronic-banking. Cinema and theatre tickets. Food Clothes Books Electrical appliances Etc
TECHNOLOGICAL	Internet	Internet Travel Guides Friends and family	YES	Information trusted. Information regarded as valuable due to its segmentation. No active participation.	NO, at least not notably	

MAIN CONCLUSIONS:

There are **two different profiles for women**, even within the same age, social-economic and training:

- A traditional profile (still extensive use of travel agencies)
- A technological profile (Relies on Internet technology)

Both profiles buy other products via the Internet but not tourism products.

Internet Distribution Channel: It is necessary to highlight the security features and data protection to enhance online shopping of tourism products.

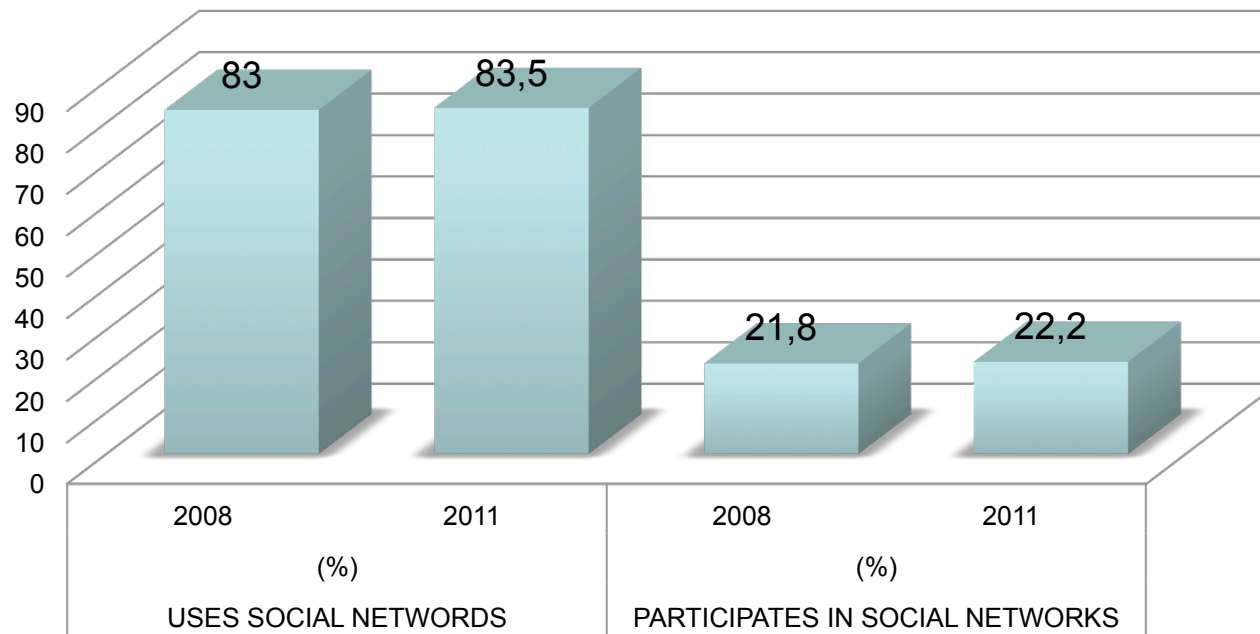
New sources of information are resurgent: travel guide

Main results: objective 3

QUESTIONNAIRE CONTENTS

1. % of usage of web 2.0 and active participation.
2. Type of tools consulted and participated (tripadvisor, blogs, videos, podcast, etc.)
3. Reasons for using and trusting web 2.0 in tourism.
3. When it is used?
4. Type of information used.
5. Assiduity.
6. Impact on tourism decisions.

**Table 1. Usage and participation in social networks
(%), 2008-2011**



Main results: objective 3

➔ DIFFERENCES 2008-2011

QUESTIONNAIRE CONTENTS

1. % of usage of web 2.0 and active participation.
2. Type of tools consulted and participated (tripadvisor, blogs, videos, podcast, etc.)
3. Reasons for using and trusting web 2.0 in tourism.
3. When it is used?
4. Type of information used.
5. Assiduity.
6. Impact on tourism decisions.

Usage for price comparison ($\chi^2= 12,204$ gl=1 $p \leq <000$; Phi= .15 $p \leq <000$; cc=15; $p \leq <000$)

Blogs usage ($\chi^2= 11,312$ gl=1 $p \leq <001$; Phi= .15 $p \leq <000$; cc=15; $p \leq <000$)

During trip** ($\chi^2= 11,312$ gl=1 $p \leq <001$; Phi= .34 $p \leq <000$; cc=32; $p \leq <000$)

Assiduity*** “Always-almost always” (2011) “Time to time-Rarely” (2008) ($\chi^2=376,811$ gl=4 $p \leq <001$; V= .85 $p \leq <000$; cc=65; $p \leq <000$)

To decide which hotel ($\chi^2= 14,009$ gl=2 $p \leq <001$; Phi= .16 $p \leq <001$; cc=16; $p \leq <001$)

➔ GENDER DIFFERENCES

QUESTIONNAIRE CONTENTS

1. % of usage of web 2.0 and active participation.
2. Type of tools consulted and participated (tripadvisor, blogs, videos, podcast, etc.)
3. Reasons for using and trusting web 2.0 in tourism.
3. When it is used?
4. Type of information used.
5. Assiduity.
6. Impact on tourism decisions.

Women use more social technologies

2011 ($\chi^2=9,927$ gl=4 $p \leq <001$; Phi= .17
 $p \leq <001$; cc=17; $p \leq <01$)

Men participate more with videos ↓

($\chi^2=8,287$ gl=1 $p \leq <.004$; Phi= .20 $p \leq <004$;
cc=20; $p \leq <004$) **and podasts** ↓ ($\chi^2=7,652$
gl=1 $p \leq <.006$; Phi= .20 $p \leq <004$; cc=20;
 $p \leq <004$)

Men use it more during trips ↓

($\chi^2= 6,905$
gl=1 $p \leq <.006$; Phi= .17 $p \leq <.004$; cc=17; $p \leq <.004$)

Assiduity “Always-almost always” for

women ($\chi^2=12,520$ gl=4 $p \leq <01$; V= .20 $p \leq <01$;
cc=20; $p \leq <01$)

- ★ **Spain** it is still in its **beginnings stage** in relation with the development of exclusive products for women.
- ★ From the Demand Side, **women** have **specific characteristics in the organization of travel and tourism**, especially in the selection of sources.
- ★ It is necessary to highlight the **security features and data protection** to enhance online shopping of tourism products
- ★ New **sources of information are resurgent: travel guide**
- ★ In relation with **web 2.0 technologies usage**:
 - ★ Gender differences start in 2011, when the usage of this technologies is generalised.
 - ★ Men make a more complex usage of web 2.0 technologies.
 - ★ Women use web 2.0 technologies always.
- ★ **Limitations:**
 - ★ **Convenience sampling.**
 - ★ Preliminary statistical analysis – further statistical analysis

**Thank you for your
attention!**

**cristina.figueroa@urjc.es
monica.segovia@urjc.es**