WOMEN & GENDER: THE IMPACT OF SOCIAL CHANGES IN TOURISM

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1. The importance of tourism & gender

2. Study Design

4. Main Results

5. Conclusions
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.
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 restructuration 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.
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:**


- **Different research lines:**
  - Women and entrepreneurship based on innovation and sustainability.
  - Differenciated 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

- Employment
- Entrepreneurship
- Leadership
- Community
- Education
• In Spain very limited, almost non-existant 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
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.
Research Group in “Tourism & Women”. Research topics:

- Product for women & technological gap.
- Vertical and horizontal discrimination.
- Women entrepreneurs.

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.
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

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UNIVERSE</strong></td>
<td>3.655</td>
<td>3.515</td>
</tr>
<tr>
<td><strong>SAMPLE</strong></td>
<td>277</td>
<td>420</td>
</tr>
<tr>
<td><strong>STATISTICAL CONFIDENCE</strong></td>
<td>95% (2 ( \sigma )) (( p = q = 50% ))</td>
<td>95% (2 ( \sigma )) (( p = q = 50% ))</td>
</tr>
<tr>
<td><strong>ERROR</strong></td>
<td>± 5.7</td>
<td>± 4.6</td>
</tr>
<tr>
<td><strong>SAMPLING</strong></td>
<td>Conveniance sampling</td>
<td>Conveniance sampling</td>
</tr>
<tr>
<td><strong>FIELDWORK</strong></td>
<td>2008</td>
<td>2011</td>
</tr>
<tr>
<td><strong>SURVEY TYPE</strong></td>
<td>Autoadministered</td>
<td>Autoadministered</td>
</tr>
</tbody>
</table>
OBJECTIVE 1. THE OFFER OF TOURISM PRODUCT FOR WOMEN IN SPAIN

★ Benchmark: USA Case – Innovative market in women’s segment.

★ Spanish Case:

  – **Health Tourisms is growing**: Spas and Urban Spas
  – **Hotels**:
    • Hotel Vincci Soho (Corporative Market)
    • Hesperia and their “Pink Rooms”
    • Hotel Silken Puerta de América. “Elite for Chic Women”
    • Rusticace for ladies.
  – **Travel agencies**: Focus on Woman
  – **Virtual Comunities**: 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)
**DISCUSSION PANELS: Main differences between traditional profile and technological profile**

<table>
<thead>
<tr>
<th>PROFILES</th>
<th>Organization</th>
<th>Information sources</th>
<th>Internet Reliability</th>
<th>Travel groups, Blogs</th>
<th>Gender Differences</th>
<th>Other products</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRADITIONAL</td>
<td>Internet browsing for information and operations by Travel Agencies</td>
<td>Internet Travel Agencies Friends and family</td>
<td>NO</td>
<td>Information not trusted. No active participation.</td>
<td>YES</td>
<td>Electronic-banking. Cinema and theatre tickets. Food Clothes Books Electrical appliances Etc</td>
</tr>
<tr>
<td>TECHNOLOGICAL</td>
<td>Internet</td>
<td>Internet Travel Guides Friends and family</td>
<td>YES</td>
<td>Information trusted. Information regarded as valuable due to its segmentation. No active participation.</td>
<td>NO, at least not notably</td>
<td></td>
</tr>
</tbody>
</table>
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: objetive 3

<table>
<thead>
<tr>
<th>QUESTIONNAIRE CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. % of usage of web 2.0 and active participation.</td>
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<td>2. Type of tools consulted and participated (tripadvisor, blogs, videos, podcast, etc.)</td>
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<td>3. Reasons for using and trusting web 2.0 in tourism.</td>
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<tr>
<td>3. When it is used?</td>
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<tr>
<td>4. Type of information used.</td>
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<tr>
<td>5. Assiduity.</td>
</tr>
<tr>
<td>6. Impact on tourism decisions.</td>
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</tbody>
</table>
### Table 1. Usage and participation in social networks (%), 2008-2011

<table>
<thead>
<tr>
<th>Year</th>
<th>USES SOCIAL NETWORKS</th>
<th>PARTICIPATES IN SOCIAL NETWORKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>83</td>
<td>21.8</td>
</tr>
<tr>
<td>2011</td>
<td>83.5</td>
<td>22.2</td>
</tr>
</tbody>
</table>

Main results: objective 3
**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.
4. When it is used?
5. Assiduity.
6. Impact on tourism decisions.

#### Usage for price comparison

\( \chi^2 = 12,204 \)  
\( \text{gl}=1 \)  
\( p \leq 0.000 \)  
\( \Phi = 0.15 \)  
\( c=15; p \leq 0.000 \)

Blogs usage

\( \chi^2 = 11,312 \)  
\( \text{gl}=1 \)  
\( p \leq 0.001 \)  
\( \Phi = 0.15 \)  
\( c=15; p \leq 0.000 \)

#### During trip

\( \chi^2 = 11,312 \)  
\( \text{gl}=1 \)  
\( p \leq 0.001 \)  
\( \Phi = 0.34 \)  
\( c=32; p \leq 0.000 \)

#### Assiduity


\( \chi^2 = 376,811 \)  
\( \text{gl}=4 \)  
\( p \leq 0.001 \)  
\( V = 0.85 \)  
\( c=65; p \leq 0.000 \)

#### To decide which hotel

\( \chi^2 = 14,009 \)  
\( \text{gl}=2 \)  
\( p \leq 0.001 \)  
\( \Phi = 0.16 \)  
\( c=16; p \leq 0.001 \)
Main results: objective 3

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.

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Women use more social technologies 2011 ($\chi^2=9.927$ gl=4 $p<.001$; Phi= .17 $p<.001$; cc=17; $p<.01$)

Men participate more with videos ↓ ($\chi^2=8.287$ gl=1 $p<.004$; Phi= .20 $p<.004$; cc=20; $p<.004$) and podcasts ↓ ($\chi^2=7.652$ gl=1 $p<.006$; Phi= .20 $p<.004$; cc=20; $p<.004$)

Men use it more during trips ↓ ($\chi^2=6.905$ gl=1 $p<.006$; Phi= .17 $p<.004$; cc=17; $p<.004$)

Assiduity “Always-almost always” for women ($\chi^2=12.520$ gl=4 $p<.01$; V= .20 $p<.01$; cc=20; $p<.01$)
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!

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