

Entrepreneurship and gender in tourism

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Entrepreneurship

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Gender

- Socially constructed
- System
- Labeling processes

- Connections to sustainability
- Connections to growth

Tourism

- The activities of persons travelling to and staying in places outside their environment

Tourism

- Consumer side not production side
- Statistics

Tourism

- Multiple products and services
- Ex. -staying
 - Eating
 - Goods
 - activities
- The attractiveness of everything
- Public sector

Tourism

- Markets – in many dimensions
- Competition – in many dimensions

Tourism – gender and/or SME- perspective

- Time
- Standardization – certificats etc
- Markets and economic situation

Women

- Comparative advantages:
 competence
 gendersegregation