

RATHER SHAMELESS!

Empowerment of Fat Women and their Bodies in Sun and Beach Destinations

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In 2017, among the millions of international visitors, 72,4% were attracted to Brazil due to sun-and-beach destinations. Nonetheless, beautiful beach bodies are the bodies of thin individuals. Therefore, the present article analyzes the effects of positive self-image, empowerment and body shame of the Brazilian fat woman on choosing sun-and-beach travel destinations. The investigation is of exploratory and qualitative nature and involved fat women living in Brazil. Data was collected in May 2019. The non-probability judgmental sampling technique of snowball was used through a Google Doc form shared on Facebook and Instagram virtual communities. Data triangulation was conducted for reliability and validate data collection and the method was content analysis. Results showed that women in the sample are empowered but not physically. In spite of dissatisfaction with their bodies they do not feel ashamed of their fatness and do not refrain from social gatherings as the literature has indicated. In addition, these women do not dismiss beach destinations in spite of any discomfort in the option. Finally, it is highlighted the importance of movements that empower fat women to assure their well-being.

KEY WORDS: fat women, sun-and-beach destinations, positive self-image, empowerment, body shame.