

LOS CONSEJOS DE ADMINISTRACIÓN DE LAS CADENAS HOTELERAS MUNDIALES

Análisis desde la perspectiva de género

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The Corporate Boards in the Global Hotel Chains. Analysis From a Gender Perspective. The board of directors is the body in which the shareholders delegate responsibility for overseeing the management and the adoption of large strategic projects. Its mission is to enhance the value and performance of the company, ensure its viability and competitiveness and protect the interests of shareholders and be consistent with the interest groups. Traditionally, the boards of directors have been in many cases an homogeneous group formed mainly by men with similar profiles in terms of age, occupation, education and even with the same vision of the business. On the contrary, the society in which the companies are located, characterizes by lack of uniformity and performance in complex economies where the companies need people with qualities, skills and capacities to manage them properly regardless of their gender. This article analyzes the boards of directors at major hotel chains worldwide and the representation that women have in them.

KEY WORDS: corporate governance, gender, women, tourism, hotel chains, board of directors.