

WOMEN IN TOURISM

Gender Equality in Teaching and Research in Guayaquil, Ecuador, and its Surrounding Area, Ecuador

Johanna Basurto Barcia

Carla Ricaurte-Quijano

Facultad de Ingeniería Marítima, Ciencias Biológicas,

Oceánicas y Recursos Naturales

Escuela Superior Politécnica del Litoral

Guayaquil – Ecuador

This research seeks to examine the situation of women in the academic field of tourism in four higher education institutions in Guayaquil and the surrounding area. The study used quantitative indicators to identify the percentages of men and women who hold regular and leadership positions in teaching and research in tourism. These results are complimented by qualitative analysis of oral testimony from nine female professors from across the four participating institutions, which discuss in greater depth the themes of sexism, discrimination and the balance between personal and professional social roles. Results indicate an underrepresentation of women in teaching (53%) in relation to the percentage of female tourism students (75%). Results indicate that 100% of the chairs of academic congress organizing committees are men, in contrast to the fact that 67% of research carried out by the institutions in question is done by women. While the female professors did not perceive any discrimination in terms of job or promotion opportunities in the academic field, the managing of roles for those who are also mothers is influenced by gender stereotypes and leads to their making sacrifices in search of harmony between their personal and professional lives. Finally, it can be seen that the large majority of female tourism students are influenced by the societal perception that tourism is a female profession.

KEY WORDS: *gender equality, social roles, stereotypes, academia, research, tourism.*