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How do Advertising Imageries Contribute to Women's Inequality for Profit in Tourism?

Selma Berrada

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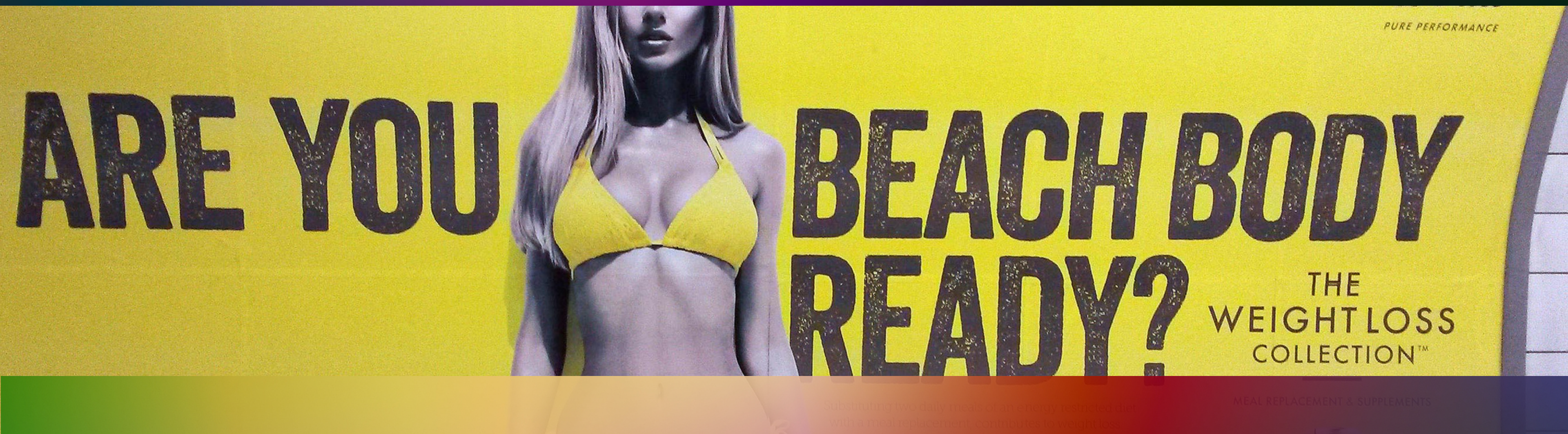


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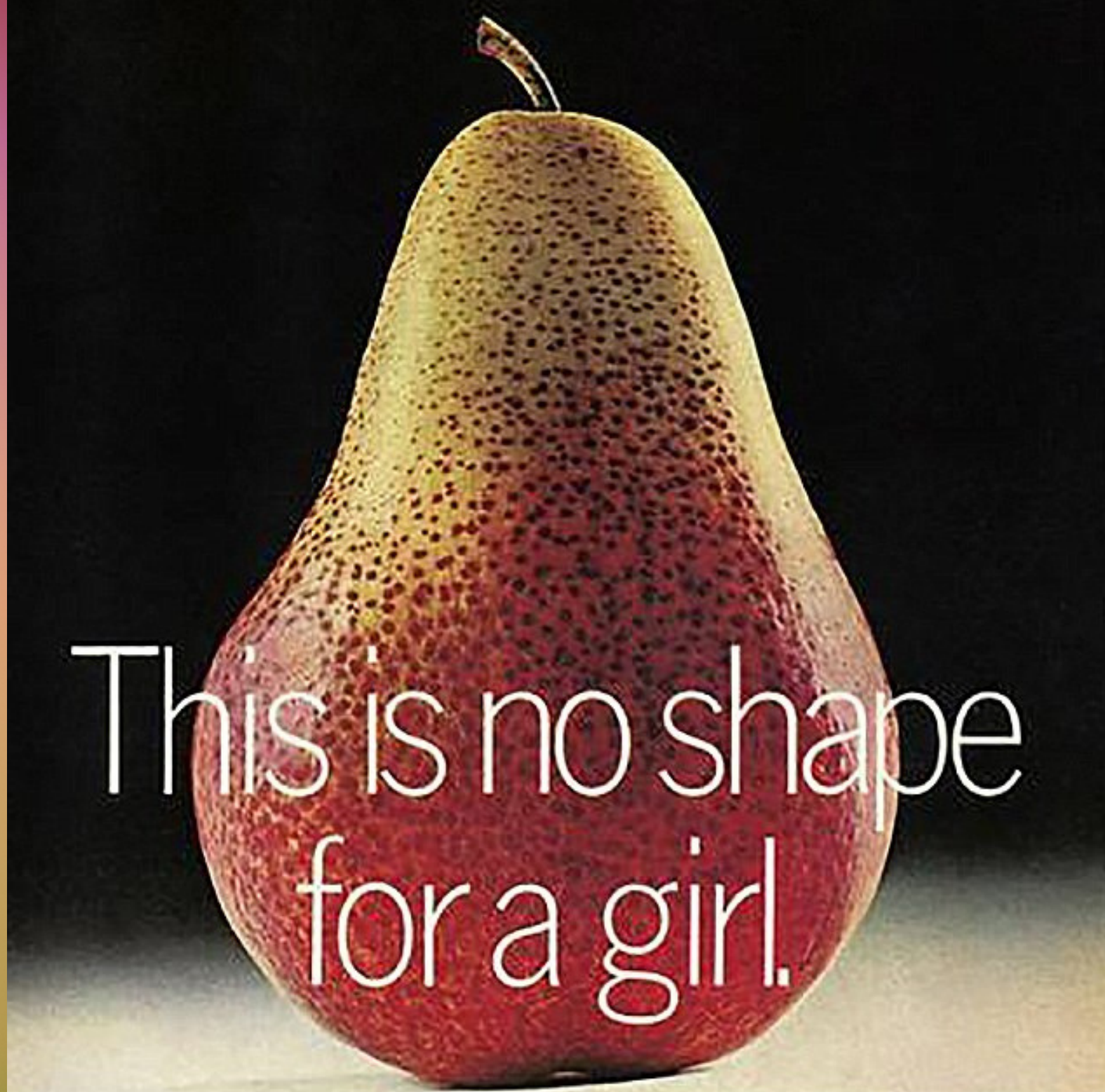
Selma Berrada

How do advertising imageries
contribute to women's inequality for
profit in tourism?



Introduction

- Few research - stigmatization of "feminist research."
- Some marketing strategies contribute to gender stratification
- Consumer decision-making vs. emotions resulting from advertised female body
- Sexualizing women for profit



This is no shape for a girl.


That's why Warner's makes the Concentrate girdle and the Little Fibber bra.

Girls with too much bottom and too little top: Warner's® can reshape you.

We reshape you on the bottom with the Concentrate girdle: Its all-around panels do more for you than a little girdle (they're lined up to help you where you need help most), yet Concentrate doesn't squash you like a heavy girdle.

We reshape your top with the Little Fibber bra. The super-soft fiberfill lining doesn't make a big production out of you. It rounds out your bosom just enough to go with your trimmed down hips.

All of a sudden, you've got a proportioned body, and your clothes fit better. Warner's calls this a Body-Do.™ You can get fitted for one in any good store.



A BODY DO FOR THE AVERAGE PEAR: THE LITTLE FIBBER™ CONTOUR BRA, \$1. THE CONCENTRATE™ GIRDLE, \$12. WARNER'S SLIMWEAR LINGERIE, A DIVISION OF THE WARNER BROTHERS COMPANY.



Introduction

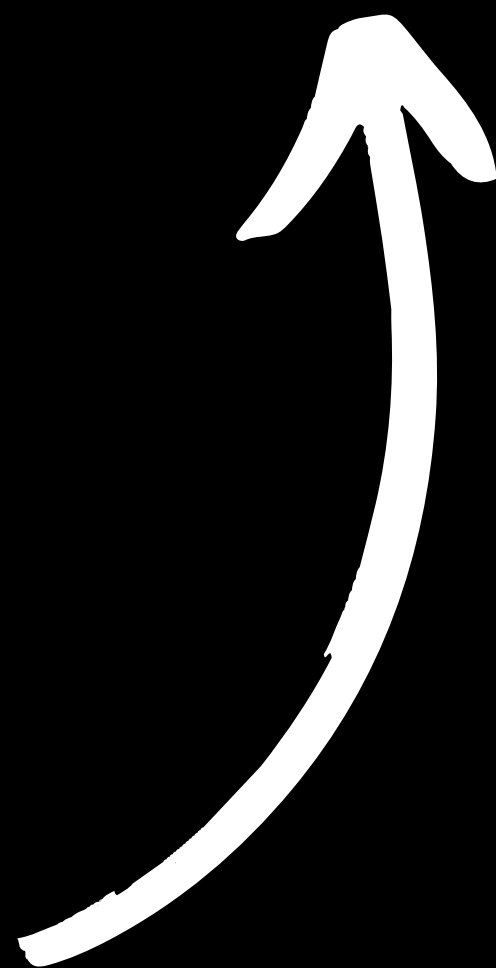
Using the female body as bait in marketing imageries impacts:

- Social norms
- Social roles
- Social expectations

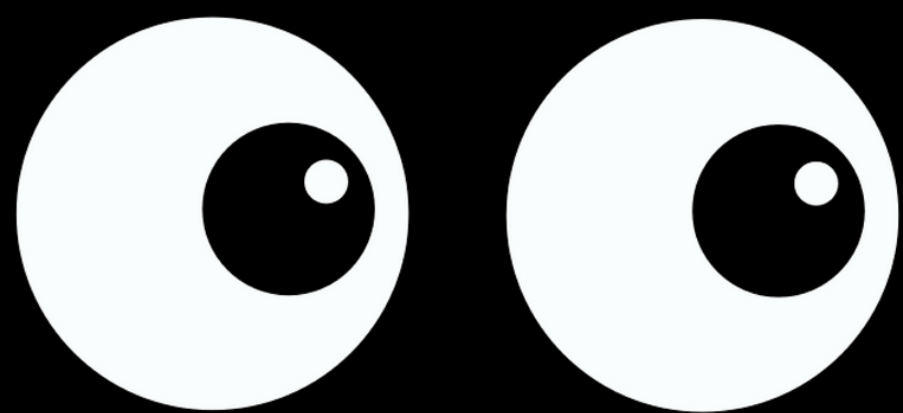


Lit Review Overview

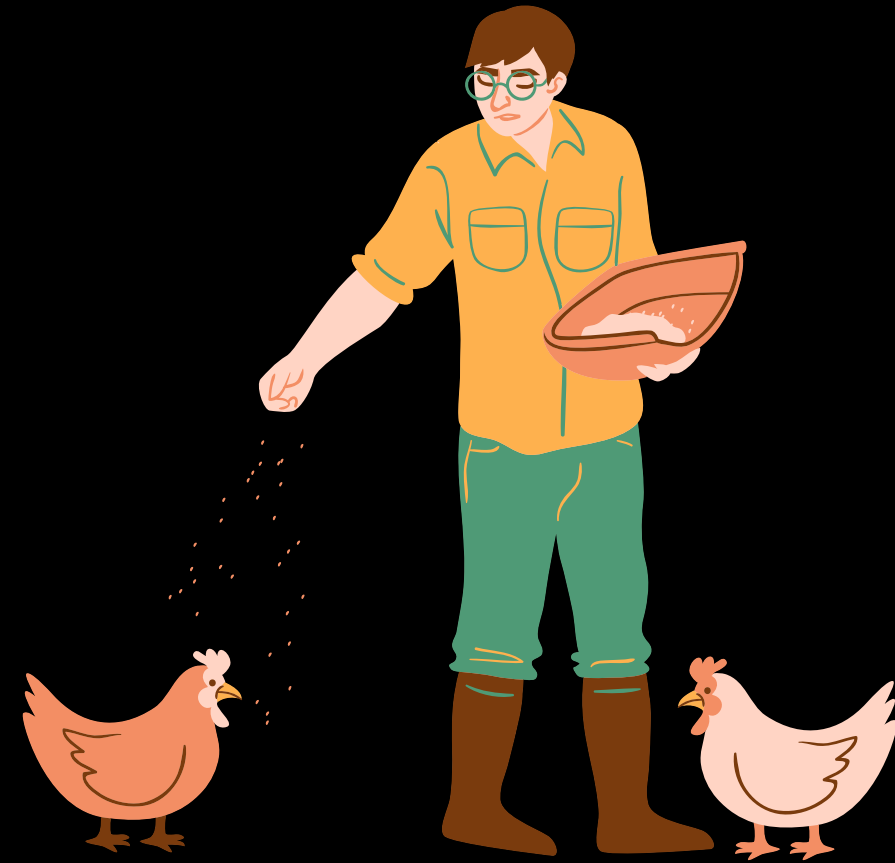
In tourism ads, women were used to:



Enhance a product



Captivate customers'
attention to develop
destinations' brands



"Feed the fantasy of male
tourists" (Khan, 2011)

In tourism ads, women are usually
portrayed as:



"passive eye candy in the
holiday experience"

(Khan, 2011)



Housewives which only
purpose is to be beautiful
and sexy.

Examples:

JAMAICA

People become Jamaica fans
because of the
beautiful sun, sea,
beaches, flowers, hotels.
And other reasons.

Women, especially women of Montego Bay, have always helped make our land desirable.

A woman, *Maybelle Ewen*, opened the first Mo'bay hotel (Casablanca) in 1924.

Today there are 52 (including *Miranda Hill* and *Good Hope*) with prized rooms for 6087 pleasure-loving people.

Many are managed by women.

Stephanie Chin, Austrian-born doyenne of picturesque Richmond Hill Inn, will whip you up weiner schnitzel. Personally.

Irene Holloway pampers scuba-divers at Chalet Caribe.

American *Mrs. Gold* mistresses a very Jamaican Inn (Sign).

Jamaican *Miss dePass* (Verney House) specializes in English teas.

Meet our famous ghost, *Annie Palmer*, at sumptuous Rose Hall.

Raft down a river called *Martha Brae*.

Drink a liqueur named *Rumona*.

It's women who higgle (sell goods) and haggle (haggle) at huge Coronation Market.

Women are police, preachers, barkeeps.

Women are the limberest limbo dancers.

The woman at right?

Sintra Berrington, a homebody who cooks curries and suns at Doctors Cave Beach.

And takes shorthand, too.

For more of sybaritic Mo'bay (and pastoral Ocho Rios, cultural Kingston, peaceful Port Antonio), see a travel agent or Jamaica Tourist Board in New York, Chicago, San Francisco, Los Angeles, Washington, D.C., Miami, Detroit, Toronto, Montreal.

© 1972 JAMAICA TOURIST BOARD



*They will question
every decision they've
ever made.*

*Except the one
that got them here.*

JAMAICA

When you send your clients to Jamaica, be prepared to be hugged.

Once you go, you know.

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TO EU COUNTRIES



BEST ESTHETIC CLINICS IN TURKEY



seize the day
and your lover.
(the world ends soon.)

according to the mayan calendar,
the end is near. or is it?
“our travellers are discovering mexico
and booking in record numbers.”

dana khosrowshahi, ceo, expedia uk

México
today

visit us at stand LA100



Goffman categorized gender body language
and non-verbal
interactions into six categories:

Sirakaya & Sönmez's studied 3,295 photographs from the
50 states and categorized them according to Goffman
Framework

1-Relative size:

- The difference in size between genders.
- Magnified biological facts to imply male superiority.

2- The Feminine

Touch:

- Women softly touching objects or their bodies to indicate females' subtleness and elegance

3- Rank Order of Gender

- Reflects females ritualized passive role, which simplifies advertisements' understanding

4- Gender Depiction in the Family

- The traditional motherly position women "should" adhere to

5- General Forms of Subordination

- Women's submissive role in advertising, e.g.: sitting down in bed or floor to appear smaller.
 - It is believed that this type of display implies women's sexual availability.

6- Gender Detachment

- The incapability of women to handle social situations

<div>1-Relative size:</div> <div><ul style="list-style-type: none">22.5% were taller than man</div>	<div>2- The Feminine Touch:</div> <div><ul style="list-style-type: none">69.2% caressing object or person</div>	<div>3- Rank Order of Gender</div> <div><ul style="list-style-type: none">38.9% in managerial roles</div>
<div>4- Gender Depiction in the Family</div> <div><ul style="list-style-type: none">72.7% special bond with daughter</div>	<div>5- General Forms of Subordination</div> <div><ul style="list-style-type: none">82.9% appeared submissive</div>	<div>6- Gender Detachment</div> <div><ul style="list-style-type: none">94.6% of people psychologically detached were women</div>

show her
it's a man's world

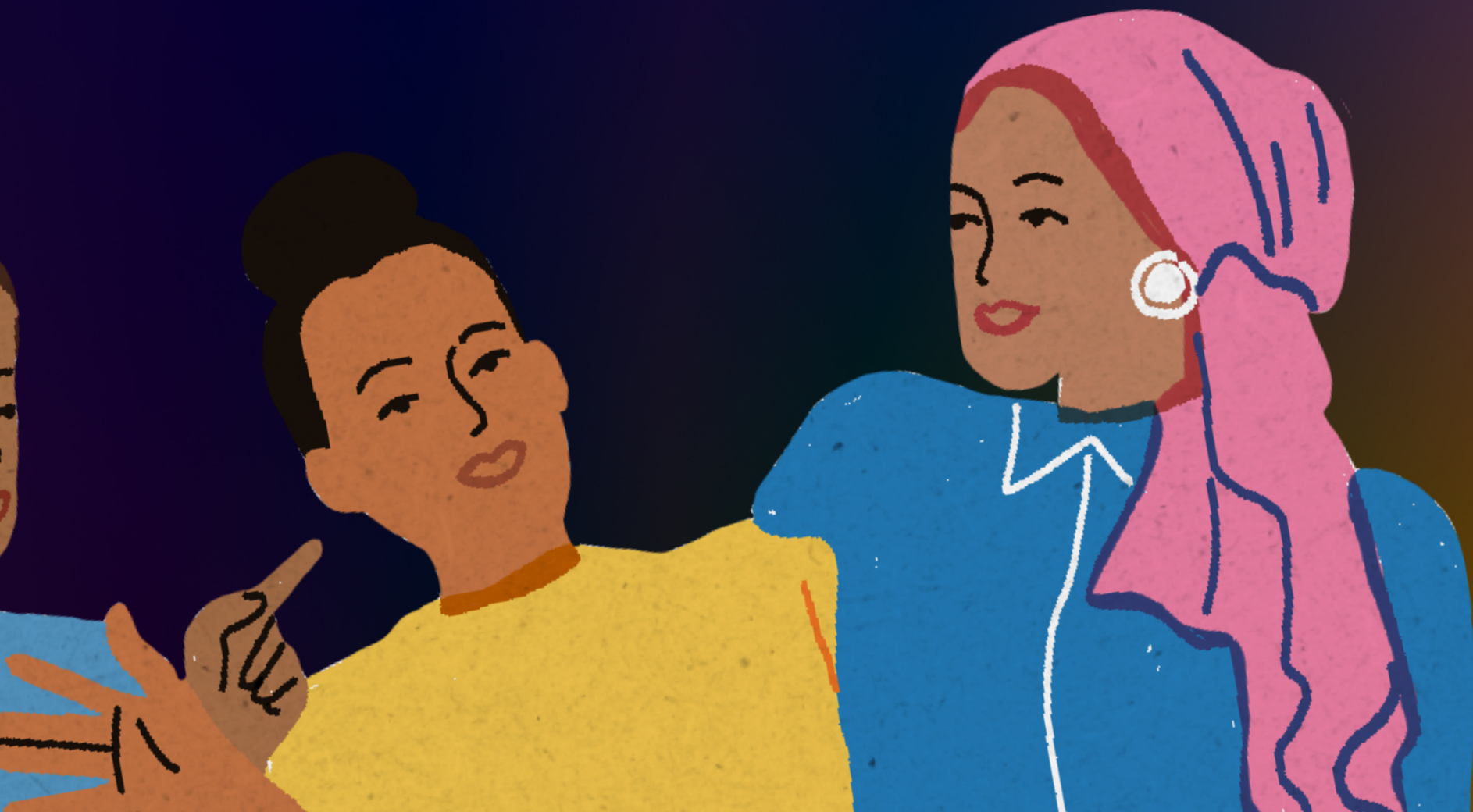


The Chef
does everything
but cook
— that's what
wives are for!



I'm giving my wife a
Kenwood Chef

Interesting Theories



- Pictures of attractive women arouse positive emotions in viewers - despite not showing the marketed product/service.
- Customers spend more time viewing images.
- Advertisers attempt to engage prospects' emotions by portraying women as subordinates to satisfy the masculine imagination and unreal expectations

Interesting Theories

- Media fails to represent women as active and capable
- -This sexist image has led to many consequences, such as low female presence in the labor force, fewer chances of promotion, and gender wage gap
- -Women, portrayed as helpless, felt segregated from adventure tourism since it is marketed as masculine.



Research Design

Overview

- Interpretivism approach to evaluate participants' lived experience
 - Exploratory research focusing on an inductive approach
 - Data collected through interview and secondary data.
 - Unstructured Interview
 - Phenomenology strategy to focus on the feelings and experience of my participant.
 - Mixed methods, both qualitative and quantitative.
 - The sample selection was based on a non-probability approach, specifically quota sampling.
-

Results

Interviews



- Diversity strategies are done mostly for profit - efficiency is needed.
- Most participants don't feel personally represented in tourism marketing.
- Women are traditionally represented through social standards.
- A strong correlation between the portrayal of women and social roles.
- Some sexist ads dictate women's social role.
- Women are either portrayed as sexy or motherly.

Conclusion



- Lack of research regarding the representation of gender stratification.
- Research and development are imperative to address this phenomenon.
- Emotions are triggered and manipulated by profit.
- Efficient solutions such as policies should be implemented.
- Only “perfect female bodies” are used to promote destinations.
- The media does not promote a truthful & diverse representation of women.

Questions for Thought:

Do you think tourism advertising promotes
diversity?

Do you feel represented in tourism
advertising imageries?

Do you think policies are required to avoid
gender inequalities depiction in ads?

What solution would you suggest to
address gender inequalities depiction?

How would you like tourism advertising to
depict women of your destination?

Better Examples:

BE THE FIRST TO WALK OUR RED CARPET.

Welcome back NZ

Take a wander through a breathtaking land
in Northern Territory's Red centre of Australia.

Start planning your trip at australia.com

Uluru, Northern Territory

THERE'S NOTHING
LIKE AUSTRALIA







Flour Bakery
Boston & Cambridge

A woman with dark hair, wearing a white chef's coat, is smiling broadly and holding a white tray with several golden-brown fried items. She is standing in front of a chalkboard menu. The menu lists various food items such as 'GRILLED PORTOBELLO MELT', 'SALAD', 'ARUGULA', 'Quinoa +', 'CHOPPED', 'Sim', 'An', 'no', 'GRILLED Sa', and 'BEFORE PL', 'PLEASE in'. Prices like '8.95', '2.95/3.9', and '00' are also visible. The text 'Our Tables Are Set' is overlaid in a large, white, serif font, and 'EAT UP AT ALLINCLUSIVEBOS.COM' is at the bottom in a white, sans-serif font.

**Our Tables
Are Set**

EAT UP AT ALLINCLUSIVEBOS.COM



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