

Curtin University's Tourism Research Cluster Presents

# Closing the Gender Gap: identification of opportunities, barriers to career progressions and skills development for women in tourism

Monday 13th Feb 12.30 - 1.30pm | School of Marketing Boardroom



**Dr Jane Ali-Knight**  
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Average female participation in Tourism is 55.5% at a global level and up to 70% at a regional level (Baum, 2013). However, the recruitment, retention and promotion of talented women for operational and managerial leadership positions will be necessary to meet the future skills and productivity requirements of the tourism sector (Baum, 2013). Given that the sector needs to recruit an additional 290,000 managers it is critical to maximise opportunities to retain and develop female staff (Women 1st, 2010).

This presentation advances the growing body of tourism and gender research, drawing on primary research from Scotland. It provides useful information from women on key issues such as career progression and skills development and provides useful insights into the key barriers and opportunities. It is hoped that the work will be taken forward by the Scottish Tourism Industry to help inform key strategies and tools to help women progress further in the sector. These findings have implications for the tourism workforce in other developed countries.

**Dr Jane Ali-Knight** is an Associate Professor in Festival and Event Management at Edinburgh Napier University and an Adjunct Research Fellow in the Tourism Research Cluster, Curtin University. She is currently leading and developing the festival and event subject group as well as lecturing at universities internationally and facilitating training and development in the field. She is currently a board member of BAFA (British Arts and Festivals Association) and is a Fellow of the HEA and Royal Society of the Arts.

A recognised academic she has presented at major international and national conferences and has published widely in the areas of wine tourism, tourism, festival and event marketing and management. Her current research interests include career destination of festival and event graduates; the use of social media in festivals and events and the growth and development of festivals and events in emerging tourism destinations. Jane has extensive experience in designing and delivering undergraduate, postgraduate and professional courses in tourism and festival and event management both in the UK and overseas.

Please RSVP to [trc@curtin.edu.au](mailto:trc@curtin.edu.au)