

8-9-2014

# Revisiting Gender Constraints and Benefits in Leisure Tourism: Man-Up, It's Time to Travel Like a Woman

Holly L. Rabin

*University of South Carolina - Columbia*

Follow this and additional works at: <https://scholarcommons.sc.edu/etd>

 Part of the [Hospitality Administration and Management Commons](#)

---

## Recommended Citation

Rabin, H. L. (2014). *Revisiting Gender Constraints and Benefits in Leisure Tourism: Man-Up, It's Time to Travel Like a Woman*. (Doctoral dissertation). Retrieved from <https://scholarcommons.sc.edu/etd/2867>

This Open Access Dissertation is brought to you by Scholar Commons. It has been accepted for inclusion in Theses and Dissertations by an authorized administrator of Scholar Commons. For more information, please contact [dillarda@mailbox.sc.edu](mailto:dillarda@mailbox.sc.edu).

Revisiting Gender Constraints and Benefits in Leisure Tourism: Man-Up, It's Time to  
Travel Like a Woman

By

Holly L. Rabin

Bachelor of Science  
University of Montevallo, 2008

---

Submitted in Partial Fulfillment of the Requirements

For the Degree of Master of International Hospitality and Tourism Management in

International Hospitality and Tourism Management

College of Hospitality, Retail, and Sport Management

University of South Carolina

2014

Accepted by:

David Cardenas, Director of Thesis

Scott Smith, Reader

Bob Heere, Reader

Lacy Ford, Vice Provost and Dean of Graduate Studies

© Copyright by Holly L. Rabin, 2014  
All Rights Reserved.

## ACKNOWLEDGEMENTS

The experience of writing a thesis would have been mundane and agonizing without the tutelage of Dr. David Cardenas. Your wise words and wisdom always provided me the encouragement or extra kick I needed in order to complete my Master's thesis. Through your pedagogy, intellect, and expertise, I was able to develop fundamental research techniques and build the confidence needed in order of making this once abstract idea a reality. A very sincere thanks to you.

This process would also have been tedious without the guidance of Dr. Scott Smith and Dr. Bob Heere. Working beside Dr. Smith for the past two years as his graduate assistant was an honor and privilege. You both portray the ideals of what it means to be scholars in academia and uphold the duties of pedagogues in higher education. To both of you, thank you very much.

I would like to thank all Hotel, Restaurant, and Tourism Management professors and administration. This program would not be as successful without a group of sharp educators and caring administration. Last but not least, to my peers. We helped one another through the treacherous roads and to rise above the chaos that we commonly referred to as graduate school.

## ABSTRACT

Historically and culturally, women's leisure has been constrained through time, activity, and experience, as it is intricately woven with elements of freedom and choice, and thus empowerment (Khan, 2011; Henderson, et al., 1989). Previous research of constraints in leisure tourism appears to follow a pattern of inequalities between men and women (Wearing & Wearing, 1988). Women are feeling more independent and self-confident than ever before in their leisure time and travel (Wilson & Harris, 2006). The purpose of this study is to determine if previous research, statistics, and case studies are still relevant in Millennial females and their solo leisure travels.

The use of qualitative methodology was implemented to analyze whether or not women are still facing the same constraints while traveling as Baby Boomer women had. The data collection consisted of 12 interviews with tourism scholars and 2 focus groups. Results from this study were consistent with previous literature done on this topic. However, the impact with which constraints or benefits has on female solo travelers differentiate between the Baby Boomer and Millennial generation. This topic should further be researched in order to determine the influence that benefits and constraints have on the contemporary female traveler.

## TABLE OF CONTENTS

ACKNOWLEDGEMENTS .....	iii
ABSTRACT.....	iv
LIST OF TABLES .....	vii
CHAPTER 1: INTRODUCTION .....	1
CHAPTER 2: LITERATURE REVIEW .....	7
2.1 LEISURE .....	9
2.2 CONSTRAINTS .....	12
2.3 BENEFITS .....	17
2.4 GENERATION Y .....	20
CHAPTER 3: METHODOLOGY .....	25
3.1 PURPOSE OF RESEARCH .....	26
3.2 DATA COLLECTION .....	27
CHAPTER 4: RESULTS AND DATA COLLECTION .....	31
4.1 CONSTRAINTS .....	33
4.2 BENEFITS .....	43
4.3 OTHER KEY VARIABLES .....	45
CHAPTER 5: CONCLUSION .....	56
5.1 INTRODUCTION .....	57
5.2 GENDER DIFFERENCES AND BENEFITS.....	57

5.3 SHIFTS IN SOCIAL NORMS .....	57
5.4 WORK/ FAMILY OBLIGATIONS VS. LEISURE TIME.....	59
5.5 FREQUENT TRAVELERS .....	62
5.6 NON-FREQUENT TRAVELERS.....	64
5.7 LIMITATIONS.....	65
5.8 IMPORTANCE TO ACADEMIA AND THE INDUSTRY .....	66
5.9 IMPLICATIONS FOR FUTURE RESEARCH.....	69
WORKS CITED .....	71
APPENDIX A: INTERVIEW QUESTIONS .....	81
APPENDIX B: FOCUS GROUP NON-TRAVELER QUESTIONS .....	82
APPENDIX C: FOCUS GROUP FREQUENT-TRAVELER QUESTIONS .....	83

## LIST OF TABLES

Table 2.1 List of Leisure Constraints for Women .....	13
Table 2.2 U.S. Travel Association Benefits.....	18
Table 2.3 Generation Birth Year and Age .....	21
Table 2.4. Current Characteristics of Generation .....	23
Table 4.1 Major Variables .....	32



## **CHAPTER 1**

### **INTRODUCTION**

Data indicates women are travelling more and making more decisions when it comes to their leisure travel and other types of travel (Wilson & Harris, 2006; Bond, 2012). “It is believed that leisure has always corresponded more to the lives of men than woman, where men find more time and freedom to engage in leisure, while women remain constrained” (Khan, 2011, p. 107). With numbers growing of female leisure travelers there is debate among scholars whether or not certain constraints are still relevant for women and tourism in contemporary society (Wearing & Wearing, 1988). Research on women and leisure emerged in body of knowledge 25 years ago but there appears to be a lack of updated research on the topic (Henderson & Hickerson, 2007).

“Substantial research reveals that in leisure, a privileged and underprivileged gender schema exists” (Kham, 2011, p. 107). According to Deem (1986) the history of culture is characterized by male domination of women, indicating that women are repressed in leisure activities. Leisure for women has always had a ‘domestic flavor’ perpetuating the role of women being the primary caregiver and supporter (Khan, 2011). Although there is a scarce amount of updated women’s leisure tourism literature available, the late twentieth century has provided women with social, cultural, economic, and family changes alleviating some stereotypes of women being the underprivileged gender (Jordan & Aitchson, 2008).

Wearing and Wearing (1988) discussed how married women after child bearing are returning to work providing them with more independence and gender equality but the concept of leisure remains premised on the male life style. With women traveling more and gaining more confidence in their travel, there appears to be a gap in literature (Khan, 2011) of whether or not these constraints are still valid and if new constraints have emerged in the Millennial generation. Constraints in travel decisions are largely related to gender, life cycle, and cultural features (Jackson, 1991; Shaw, 1994). It is noted that females experience more limitations than men (Khan, 2011). Factors like work, family, and household obligations determine the amount and quality of time available for leisure and tourism and act as constraints in some instances for certain individuals (Khan, 2011, p. 109). There is an obvious contradiction between dated and updated literature on women and how leisure could be either empowering or constraining (Henderson, 1996, p.147). The literature provided on this topic lacks elements that are applicable for the younger generation such as: technology, work vs. leisure balance, and women's liberation and how these characteristics may influence women and their travels.

Mowl and Towner (1995) noted that a growing number of studies have focused on leisure inequality, and particularly the inequality between men and women. Women are typically the primary caregivers in the household and are in charge of cooking and cleaning for the family so their leisure time is spent taking care of others (Mowl & Towner, 1995). According Kitto a male historia, women's natural place is to serve the family and continue raising legitimate heirs through whom to pass on property and rites (1962). This idea of women's "natural" place being the caregiver leaves little room for women's leisure time and tourism development. Understanding the paradox of social

status of women explains the regular pattern of why research on the study of women and leisure tourism is outdated.

Since the end of the nineteenth century, there have been a number of social and political changes that have led to an increase in female participation in travel (Wilson & Harris, 2006). Compared to a generation ago, the traditional roles of women that have been seen as 'natural' have greatly shifted. Women, now and future generations have the opportunity to participate in business or leisure travel, providing women with a sense of freedom, empowerment, and enhanced feelings of confidence (Wilson & Harris, 2006). Recent debates about the flexibilization of work, the commodification of leisure and the fragmentation of time are key elements of the postmodernity thesis that has transformed our thinking about the nature of work and leisure (Pahl, 1995; Green, 1996; Kay, 1996).

In addition, there has been much deliberation among feminist scholars whether or not studies and statistics of women's isolation and oppression in the home are still relevant in modern day society (Wearing & Wearing, 1988). A number of studies over the last two decades have demonstrated the empowering and meaningful aspect that travel, particularly independent forms of travel where control over one's own choices is central, can play in women's lives (Wilson and Harris, 2006). There is limited tourism research that examines how solo forms of travel can increase well-being but literature is starting to recognize the empowering effects of independent travel for women (Cockburn-Wootten, Friend & McIntosh, 2005; Elsrud, 1998; Jordan & Gibsob, 2005; Wilson & Little, 2005). Recent research has started to recognize various ways that leisure constraints can successfully be negotiated into self growth and empowerment (Fendt & Wilson, 2012).

An example of successful negotiation against constraints in leisure can be found in Fendt and Wilson's (2012) article on surf tourism. Throughout their qualitative methodology it was concluded that solo women tourists pushed through their constraints because of longing for a challenge that would in turn result in self-growth (Fendt & Wilson, 2012). Shogan (2002) argues that the presence of 'enabling' constraints, rather than 'restricting' ones, can potentially act as an enhancement of the leisure experience. Females are also increasingly choosing to travel abroad alone (Bond, 1997; Matthews-Sawyer, 2001). Travel agents reported that it's much more common for woman to travel alone than men, with 73% of agents polled noting that more female travelers embark on solo trips than their male counterparts (Bond, 2013).

According to the Institute of International Education's 2013 Open Doors Report on International Educational Exchange, study abroad programs have 9.8% participants over the previous year. Study abroad programs allow youths the opportunity to be exposed to new cultures and self-development opportunities (Williams, 2009). During the past 20 years, the participation of American study abroad programs has grown tremendously with participation primarily by females with limited representation of males (Shirley, 2006). There is very little research to understand this gender gap but researchers at Duke University have acknowledged the noticeable gender differences in study abroad programs and continues to research the discrepancies (Callaway, 2012). Study abroad programs often provide young women with their first experience traveling independently and makes them aware of the benefits associated with solo leisure tourism.

Benefits associated with study abroad participation are closely related to women's solo-travel experiences (Williams, 2009). Study abroad programs allow female students

the opportunity to be exposed to new cultures, self-development opportunities, increased open mindedness, and enhanced critical thinking skills (Williams, 2009). Research shows that in terms of travel for pleasure, women seem to be more prominent than men in their desire for adventure tourism (Wilson and Harris, 2006). Women solo-travelers for leisure or adventure crave new experiences and a chance for self-exploration (Harris, 2002).

Over the past 30 years research, literature has begun to investigate constraints of leisure (Jackson, 1988; Jackson, Crawford, & Godbey, 1993; Wilson & Little, 2005). A large portion of research that was done on women's leisure constraints in the 1980's and 1990's follows a pattern of inequalities between men and women (Wearing & Wearing, 1988). Previous research on constraints for women in their travels and leisure time portray women as objects in their society with their main goal to take care of their husband and children (Green, 1998; Khan, 2011; Mowl & Towner, 1995; Reeves; 1994). There are contradictions between studies conducted in the 80's and 90's that focuses on Baby Boomers travel patterns and emerging literature that focus on Millennial travel patterns and whether or not women's priorities have shifted.

According to Benckendorf, Moscardo, and Pendergast (2010) a major shift in generations is occurring from Boomers not being the dominant presence in the workforce anymore leading Generation Y entering into the work and leisure realm with greater existence. Having knowledge into incentives and motivations of the Millennial generation can provide better communication between the tourism industry, the most recent travelers, and tourism employers (Benckendorf, Moscardo & Pendergast, 2010). "Generations move as a collective through society, passing through four phases at different times and always maintaining their unique generational characteristics"

(Benckendorf, Moscardo & Pendergast, 2010, p. 4). Considering every generation has different values and motivations, there is a significant need to compare the studies conducted in the 80's and 90's on Baby Boomers to determine if the same constraints and benefits of solo leisure travel is the same for Millennial women.

Qualitative research is implemented due to the high frequency of methodology that it appears in this specific topic of research. The focus from previous literature derives from what has previously been learned and will make a contribution to the field of women's leisure tourism (Patton, 1990). This area of tourism has remained stagnant with contradictions and limited resources of Millennial women travel patterns. The purpose of this study is to revisit dated literature on women's leisure tourism and determine if previously recorded constraints and benefits are still relevant for single female Millennial travelers. Tourism and leisure research builds on previous studies to create new ways of understanding other groups that have not been expanded on (Henderson, Hodges & Kivel, 2002). Expanding on women's leisure tourism, the findings will add to the out dated research that was primarily focused on in the 80's and 90's and contribute to other areas of discipline such as leisure studies, women's studies, and generational studies.

## CHAPTER 2

### LITERATURE REVIEW

Historically, travel was said to augment a man's prestige but it diminished a woman's reputation (Khan, 2011). "Single women traveling were considered immodest and lacking propriety" (Khan, 2011, p.108). Rybczynski (1991) noted that the proper place for women was the home and public leisure was exclusively a male domain. Richter (1994) suggests that till recently travel has had different contextual meaning for women and men. Women have never been completely free to travel for one's own leisure.

Industrialization, capitalism, and patriarchal relations of power have each had a limiting effect on leisure (Wearing & Wearing, 1988). The capacity to use leisure correctly was the basis of the free person's life (Wearing & Wearing, 1988). Feminist theorists have variously constructed the gender power relations of advanced industrialist capital society with a view to pinpointing the causes of women's oppression (Wearing & Wearing 1988). The fundamental patriarchal belief of society is one of the greatest limitations on constraints of time for leisure: women believe that they have no right to leisure (Wearing & Wearing, 1988).

It is seen that leisure has for long been divided on the lines of gender, creating a privileged and underprivileged class where women are relegated the disadvantage status in availing leisure opportunities (Khan, 2011). It is believed that, "since long women's"

leisure has been constrained, as it is intricately woven with family resources, time, obligations, childcare, men's power and control" (Khan, 2011, p. 105).

"Women's liberation has ironically exposed women to wider forms of scrutiny and surveillance as they become more mobile in the labor market and in their leisure lives" (Jordan & Aitchison, 2008, p. 329). Women's presences in the labor market have increased, but their disadvantages still remain in the home compared to men's (Mi-Hye, 2006). According to the World Tourism Organization (2010) women employed in tourism: make up the majority of the work force; have the lowest paying jobs and status; are poorly represented as professionals; earn 10-15% less than male counterparts; and make up large amounts of unpaid work in family tourism businesses. Women's employment has been largely based on domestic jobs in tourism (Ireland, 1993). Women hold jobs that are culturally related to home duties such as cleaners and craft makers (Morais & Usher, 2009). Tourism job opportunities are typically gender segregated because tourism is a gendered experience, and because employment opportunities tend to comply with local tradition gender roles (Good, Borst, & Wallace, 1995; Morais & Usher, 2009; O'Neil, 1981).

Consequently, as women's tourism employment and presence in the labor market increase there is a struggle for women balancing leisure, work, and household duties (Mi-Hye, 2006). "Women's domestic and leisure values tend to be marginalized and devalued, by being treated as deviations from a prescribed masculine norm" (Chamber, 1986, p. 311). Leisure is increasingly becoming an issue for women seeking greater autonomy (Henderson, 1994). Women seeking greater autonomy see leisure as an opportunity to increase their quality of life and to resist imposed gender-related



constraints (Shaw, 1994). Issues of time, activity, and experience within leisure have a direct relationship to feminism because at the core of leisure are the elements of freedom and choice, and thus empowerment (Henderson, Bialeschki, Shaw, & Freysinger, 1989). Meaningful travel provides an important arena in which women can explore, reflect, consider and analyze; it can be a time (or a lifetime) of gleaning subjective meaning from travel experiences which can trigger new perspectives, changes or renewed appreciation of life (Wilson & Harris, 2006). Women are traveling more and are making more decisions when it comes to their leisure travel and other types of travel (Wilson & Harris, 2006; Bond, 2012). There has been a 230% increase in the number of women-only travel companies in past six years and the female traveler has become an astute, adventurous, tech-savvy and financially independent (Kenninger, 2005).

## **2.1 LEISURE**

Women remain more constrained by family and household obligations compared to men, putting them at a disadvantage for time available to participate in leisure and tourism (Horna, 1989; Khan, 2011; Mi-Hye, 2006). The definition of leisure slightly differs from scholar to scholar. A definition dated back to the times of Aristotle refers to leisure as ‘freedom from necessity of labour’, where ‘labour’ embraced any activity that one found it necessary to perform (Wearing & Wearing, 1988). According to Reeves (1994), the concept of leisure is traditionally defined in terms of discretionary time, as an activity done in free time, as a state of mind, or state of existence. Glyptis (1981) defines leisure in time, place, social setting and perception. Leisure activity is defined as any free-time activity including recreation, play, sports activity, travel and tourism, and spending time with family and friends (Kim, 1999). When individuals engage in leisure

individuals do so in a particular time, place, and social setting (Mowl & Towner, 1995). In a study conducted by Desaulniers and Théberge (1992), they concluded that definitions of free time are based on the model of men's paid work, with little consideration of the different schedules and obligations of women.

This paper defines leisure based on Wearing and Wearing (1988) into three segments: time, activity, and experience. "Leisure is time beyond that which is required for existence, the things which we must do, biologically, to stay alive...and subsistence, the things we must do to make a living...the time can be used according to our own judgment or choice" (Brightbill, 1960, p. 4). Many women with families feel that leisure time is inappropriate for them:

It became apparent that many women do not feel they have the right to pursue their own interests. Their lives are devoted to service and self sacrifice for their husband and children and any time away from these duties during which they could follow their own interests often caused feelings of guilt and selfishness (Anderson, 1975, p. 1).

Leisure can be considered as an activity but the activity is further distinguished according to the freedom perceived (can it *not* be done?) and the benefits anticipated by the participant (Wearing & Wearing, 1988). For men, access to activity oriented toward self-fulfillment or self-expression (Dumazedier, 1974) is much easier than for women whose family obligations invade most of their leisure activities (Wearing & Wearing, 1988). There is a two-phase view of leisure as an activity: firstly when it is chosen, the dimension of freedom is essential. The second phase is that there is something about the activity at the time and place that will benefit the participant (Wearing & Wearing, 1988).

Neulinger (1974) emphasizes the essential aspect of personal freedom of choice: for if leisure is to have true significance, the choice and chosen activity must be because

of intrinsic motivation. It is these social traditions that effectively constrain the leisure of certain individuals, at certain times, and in certain spaces (Mowl & Tower, 1995).

...it appears that women's exploitation subordination are so deeply entrenched a every level of our society that most women have little choice about their leisure patters and 'space' for leisure, and are placed in a situation where they have to develop cultures and values which enable them to make sense of their own lives despite the oppression and exploitation which they face (Deem, 1982, p. 45).

Social setting or public spaces are considered 'gendered' (Mowl & Tower, 1995).

Different relations between men and women are produced in different places and undergo a variety of place specific changes (WGSG, 1984; Massey, 1984; Foord 1986; Bowlby, 1988; McDowell, 1989; Duncan, 1991; Rose, 1993). Many leisure resources are themselves the product of male dominated and male oriented planning and decision making. Moreover, the physical structure of most western cities has evolved to suit the patriarchal values of the nuclear family (Mowl & Towner, 1995). It is imperative to integrate more of a woman's perspective into the tourism sector to encourage women's leisure tourism. Women find that they are not having difficulties by access to leisure time but by the gender relations and responsibilities to the household.

There is a large disconnect between the ways females and males view how leisure time should be spent. Men see leisure as a right; women do not and are not encouraged by men to do so (Deem, 1986). To the extent that women do engage in leisure, they do so in a way in which are largely determined by men and on terms inferior to those enjoyed by men (Deem, 1986). This raises issues such as women's right to freedom in leisure and the limitations on them in contemporary society (Wearing & Wearing, 1988).

With new emerging generations and shifts in traditional roles, the status of gender has undergone a change leading to equivocal stereotypical gender identities and

increasing women empowerment (Khan, 2011, p. 105). According to Khan (2011), women remain more constrained by family responsibilities that have a direct impact on their time for leisure travel. “Time is structured through social relations of gender and gender inequalities are reflective in the social organization of time “(Siriannt & Negrey, 2000, p. 59).

## **2.2 CONSTRAINTS**

A constraint to leisure is defined as “anything that hinders people in their ability to engage or remain in leisure activities, to access leisure or recreation services, or to achieve a desired level of satisfaction” (Jackson & Henderson, 1995). A large portion of tourism literature and dated research that exists is related to leisure constraints. Women have historically and culturally been constrained in their leisure time and travels. Studies of women’s leisure have consistently revealed that females tend to be more highly and intensely constrained than men in seeking access to leisure and tourism activities (Henderson, 1991; Jackson & Henderson, 1995; Wilson & Little, 2005).

There are several key variables of constraints found in previous literature that impact female travelers. Research on leisure constraints have included: women’s fear of male violence; religious sources; limitations of mobility; sexual harassment; family obligations/ethic of care; and holidays as sexualized space (Valentine, 1989; Deem, 1986; Green, Hebron, & Woodward, 1987; Reeves, 1994; Robison & Godbey, 1997; Jordan & Aitchison 2008; Morais & Usher, 2009; and Khan, 2011).

**Table 2.1 List of Leisure Constraints for Women**

<b>Women's fear of male violence</b>	Valentine, 1989; Deem, 1986; and Green, Hebron, & Woodward, 1987
<b>Religious sources</b>	Reeves, 1994; and Wearing & Wearing, 1988
<b>Limitations of mobility</b>	Green, 1998; Hanson & Pratt, 1995; Khan, 2011; and Massey, 1994
<b>Sexual harassment</b>	Jordan & Aitchison, 2008
<b>Holidays as a sexualized space</b>	Jordan & Aitchison, 2008; Morais & Usher, 2009; and Ryan & Hall, 2001
<b>Family obligations/ Ethic of care</b>	Giligan, 1982; Kerber, Greene, Maocoby, Lura, Stack Henderson, Bialeschki, Shaw, & Freysinger, 1989; Henderson & Allen, 1991; Harrington, Dawson, & Rolla, 1992; Khan, 2011; Lamon, 1992

In a study dated back to 1989, Valentine found that women's use of public space was conditioned by a fear of male violence, a fear that has a spatial expression in the form of quite detailed mental maps of the local environment. It was also concluded in previous literature by Deem (1986) and Green, Hebron, and Woodward (1987), that public space specifically after dark, were seen as constraints on women's leisure activities. Thus, women did not engage in public leisure activities due to fear of encountering male violence. The oppressive male dominated environment encouraged women to stay in their homes restricting their leisure activities.

Historically and culturally, leisure had and still does have a moral component attached to it that is rooted in religious sources (Reeves, 1994). Religion and gender roles are connected to leisure that it defines the family values and dictates the appropriate ways in which men and women behave in leisure (Reeves, 1994). Taking a feminist

perspective from Deem (1982), women function in a world that is governed and controlled by men. This means that all of our major institutions, including religion and leisure, are structured in a way to benefit men more than women (Reeves, 1994).

Other constraints that have been studied by feminist social geographers study the importance of localized space and gender practices (Massey 1994; Hanson & Pratt, 1995). Space and place are important components in the construction of gender relations and associated identities (Green, 1998). “The historical limitations of women’s mobility in terms of space have in some cultural contexts been a means of control and subordination and also a limitation of identity” (Green, 1998, p. 177). “Women are oppressed within patriarchal societies and their subordinate status is a hindrance to their decision-making and participation in all forms of leisure” (Khan, 2011, p. 114).

Sexual harassment is a large component of constraints that women are faced with while travelling alone (Jordan & Aitchison, 2008). Personal space is constantly breached and interactions between tourist females and host males have a negative impact of the female traveler. Women’s anxiety about their vulnerability to sexual harassment or even attack in public spaces makes them alter the way they choose to spend their time abroad (Jordan & Aitchison, 2008). Women exercising independence and the ability to travel alone entice local men to employ sexualized interactions of tourist women and, on occasion, they go beyond gazing (Jordan & Aitchison, 2008).

Another contrived element of women in tourism is the portrayal of sexuality to promote mass tourist markets (Jordan & Aitchison, 2008). Subsequently, tourism is developed as a gendered process in a male-dominated industry providing visitors with opportunities to consume a feminized and subservient destination (Morais & Usher,

2009). The sexualization of tourism goes beyond the imaginary world of brochures and postcards (Jordan & Aitchison, 2008). Specific holiday places and spaces are also socially and culturally constituted as sexualized environments (Jordan & Aitchison, 2008).

According to Ryan and Hall (2001), sex and tourism are inextricably linked and that sex is an accepted part of tourism. They propose that the linkage between sex and tourism be viewed as a natural continuum from non-commercial sexual encounters (such as holiday romances) through to the extremes of commercial sexual encounters (such as sex slavery/trafficking) (Ryan & Hall, 2001). Women being portrayed as sexual objects, consciously or not consciously, are subject to the established power of tourism- men (Jordan & Aitchison, 2008). Women are subjected to this sexual gaze that has been inherently defined as the cultural norm. This in turn encourages tourists, especially males, to conceptualize that these images and sexual-gaze upon women to be acceptable and expected.

A gender constraint that affects women and their leisure is the ethic of care (Reeves, 1994, p. 50). Traditionally, women believe that their lives should be structured around the lives of others and taking care of their husbands and children are their main priority (Reeves, 1994). Gilligan first mentioned the ethic of care in 1982 when discussing psychological differences between women and men (Henderson & Allen, 1991). She suggests that “females follow a developmental path that concentrates on responsibility and commitment to others and that women define themselves in relation to others (Henderson & Allen, 1991). In developing the ethic of care, Gilligan intentions were to extend justice and moral rights to both genders, but the characteristic have

become a female phenomena and that women are more socialized for this ethic than men are (Kerber, Greene, Maocoby, Lura, Stack, & Gilligan, 1986; Bernard, 1981; Chondorow, 1978; Rubin, 1983; Ruddick, 1989).

Constraints in previous research have noted that females experience more limitations than men (Khan, 2011). Factors like work, family, household obligations, determine the amount and quality of time available for leisure and tourism and act as constraints in some instances for certain individuals (Khan, 2011, p. 109). It is now being seen that females are less dominated, disadvantaged or oppressed (Khan, 2011, p. 110). Through changing gender roles in society, such as sharing of housework and women defining their paid employment in the same terms of men, have allowed skepticism to arise towards these previous studies done on women's leisure (Khan, 2011).

A number of models and conceptualization have assisted understanding of leisure constraints, as well as how people overcome their constraints to ensure continuing participation in leisure activities (Hubbard & Mannell 2001; Son, Mown, & Kerstetter 2008). Research has also focused away from viewing leisure constraints as aggregate barriers and moved towards recognition of the various ways constraints can be successfully negotiated (Little, 2002).

Constraints sometimes impact or prevent women from participating in solo leisure travel but women still attempt to negotiate those barriers (Kay & Jackson, 1991; Shaw, Bonen, & McCabe, 1991). "Constraint negotiation refers to strategies people use to avoid or reduce the impact of the constraints and barriers on leisure participation and enjoyment" (Mannel & Kleiber, 1997, p. 272). Negotiation strategies have started to be recognized in research and how leisure constraints can be successfully negotiated (Fendt



& Wilson, 2012). Kay and Jackson (1991) and Scott (1991) introduced how leisure could occur despite constraints due to successful negotiation.

### **2.3 BENEFITS**

“Travel creates opportunities for people to see other cultures, experience history, learn, strengthen bonds with loved ones and might even be beneficial to one’s health. Yet research that empirically shows benefits beyond assisting communities with their economy is lacking” (Petrick & Huether, 2013, p.2052). There are several studies that have been conducted on tourism economic benefits (Frechtling 2006; Tyrrell & Johnston 2006), but research on personal benefits gained through leisure travel are difficult to come by (Sirgy 2010). The U.S. Travel Association (2011) recognized the importance of understanding tourism benefits for individuals and categorized them into: health benefits, relationship, educational, and cultural benefits, career and productivity benefits. Table 2.3 elaborates on specific benefits found within their research:

**Table 2.2 U.S. Travel Association Benefits**

<b>Heath Benefits</b>	<b>Relationship, Educational, and Cultural Benefits</b>	<b>Career and Productivity Benefits</b>
Annual vacation can cut a person's risk of heart attack by 50% (Allerton, 2003).	Life satisfaction action also increases during vacation, and these effects continue after returning home (Borins, 2000)	Three out of four executives believe that vacations are necessary for them to prevent burnout (78%) (Williams, 1991).
Blood pressure, heart rate, and levels of epinephrine decline on 1-2 days of holiday (Borins, 2000).	Even the anticipation of vacation travel generates an increase in positive feelings about one's life as a whole, family, economic situation, and health (Gilbert & Abdullah, 2002).	Travelers experience a 25% increase in performance on vigilance tests after returning from vacation – travelers 45 or older show a 50% increase in performance (YPartnership).
Travelers rate their overall health one full point higher while on vacation (YPartnership).	Students who traveled on an international exchange program felt they had become more trusting, open-minded, flexible, confident, and tolerant as a result of their travel experiences (Richards, 2006).	Vacationing and a having fulfilling life outside of work enhance business accomplishments, and several organizations – both within and outside the travel community (Ewers., 2007).
Leisure has been found to contribute to overall well-being by helping people maintain both their physical and mental health (Caldwell & Smith, 1988).	Eight out of ten affluent leisure travelers consider vacations to be very important to their wellbeing (82%) (YPartnership).	In fact, Europe, which ensures that workers get ample vacation time, had higher productivity growth than the United States in most years between 1981 and 2000 (Allerton, 2003).
Homemakers who vacation only once every six years or less have almost twice the risk of developing myocardial infarction or coronary death than do homemakers who take two or more vacations a year (Eaker, Pinsky, & Castelli, 1992).	Women who take more vacations are more satisfied with their marriages (Marshfield Clinic).	There is also a positive relationship between vacations and intellectual functioning among women from 65 to 92 years old (Borins, 2000).

Specific examples of benefits for women's leisure tourism is shown above, but even a smaller fragment of research associated with women's solo leisure travel benefits exists (Wilson & Harris, 2006). It is equally important to explore the benefits of women's leisure travel considering limited research has been conducted on why they do travel and what positive outcomes are gained. A qualitative study conducted by Wilson and Harris (2006), interpreted studies of women's experiences of travel. It was concluded that there are three 'cornerstones' of what constitutes a meaningful travel experience for women (Wilson & Harris 2006). These themes are feminist in nature and are categorized into (Wilson & Harris, 2006):

- a search for self and self-identity,
- self-empowerment; and
- connectedness with others/ 'global citizenship'

These themes are not relating to pre, during, or post travel. The three themes are mutually inclusive and can be experienced anytime. These themes are relative for women travelers because they provide a sense of accomplishment and better understanding of one's self. Research suggests that women's motivations for independent travel relate to the desire to challenge themselves, find a sense of autonomy and self-determination, meet new people, and/or extend themselves out of their comfort zone (Butler, 1995; Jordan & Gibson, 2005; Wilson & Little 2005).

Several of the women further discussed the benefits of realizing their strengths, weaknesses and limits once they had returned home and were involved again in 'everyday life' (Wilson & Harris, 2006, p. 166). Through a combined and interlinking process of negotiation of constraints, dealing with the challenge of travel, and resistance to social expectations many women reported a sense of empowerment and benefited from

independent travel in a myriad of ways (Wilson & Harris, 2006, p. 166). For the solo female travelers the social meanings found through travel related to meeting other people, learning how to relate to others, and establishing friendships with other tourists as well as locals (Wilson and Harris, 2006, p. 167).

A qualitative and quantitative study conducted by Juneck, Binney, and Winn also (2006) also investigated benefits of all female travel. The dominant benefits that emerged through their study were relaxed atmosphere, time for oneself, and time to self-indulge (Juneck, Binney, & Winn, 2006). In the study for all female travelers, they concluded that trips absent of males increased companionship and feelings of safety and security amongst the women (Juneck, Binney, & Winn, 2006). The women found it more beneficial and enjoyable to engage in tourism with like-minded women with absence of male counterparts (Juneck, Binney, & Winn, 2006).

## **2.4 GENERATION Y**

The Baby-Boomers have been the primary focus of the travel industry's analysis but the attention is now turning towards the Millennial's (Lee, 2013). Thus far, little research has been conducted on tourism and the Millennial generation (Benckendorf, Moscardo & Pendergast, 2010). Table 2.4 shows the dates used for Baby Boomers and Millennials (Benckendorf, Moscardo & Pendergast, 2010):

**Table 2.3 Generation Birth Year and Age**

<b>Birth Year</b>	<b>Generation</b>	<b>Age range in 2014</b>
1943-1960	Baby Boomers	54-71
1961-1981	Generation X	33-53
1982-2002	Generation Y/ Millennials	12-32

There is some overlap of the definitive generational dates and sociological differences (Benckendorf, Moscardo & Pendergast, 2010). Millennials travel frequently, are tech-savvy, and are able to travel with ease due to the abundance of free information online (Amadeus, 2013).

This age group is beginning to outpace the Baby Boomer's 76 million population with their own 79 million, and is projected to attain an even larger population gap at 78 million compared to the Boomers' 58 million by 2030. Though most people are aware that the Millennial generation is tech-savvy and will not travel in the same style as their parents, there has not been significant research concerning the trends and changes this generation will bring to the hospitality industry (Lee, 2013. pp. 2).

Modern travel is very different from what other generations have experienced due to the technological advances. Each country's Millennials are different, but because of globalization, social media, the exporting of Western culture and the speed of change, Millennials worldwide are more similar to one another than to older generations within their nations (Stein & Sanburn, 2013). "They are the most threatening and exciting generation since the Baby Boomers brought about social revolution, not because they're trying to take over the Establishment but because they're growing up without one. The

It is important to understand trends of the dramatic entering of the Millennial generation in the workforce and tourism industry in order to provide gratification for the emerging generation (Benckendorf, Moscardo & Pendergast, 2010). “For the tourism industry, insights gained through the lens of generational theory has the potential to guide the incentives, motivators, the leadership models, and the overall culture of the profession to better connect with the Y generation as the most recent members of the tourism workforce and as the current and future visitor market” (Benckendorf, etc, 2010, p. 1).

Members of the same generation experience the same events at the same stage of life so a shared meaning is created (Benckendorf, etc, 2010). “Traits of generations are used to construct common patterns such as attitudes to work, political behaviors, consumer patterns, and family orientation” (Benckendorf, etc, 2010, p. 3). Certain characteristics can be identified through a repeating cycle through the generations (Howe & Strauss, 2000). Here is a table that outlines specific characteristics and differences between different generations (Benckendorf, etc, 2010, p. 5).

**Table 2.4 Current Characteristics of Generation**

<b>Generation</b>	<b>Current Phase of Life</b>	<b>Social Role</b>	<b>Stage of Cycle</b>
Silent	Elderhood	Leadership: transferring values, leading institutions	Artistic
Baby Boomer	Elderhood	Leadership: transferring values, leading institutions	Idealistic
Generation X	Midlife	Power: asserting values, managing institutions	Reactive
Generation Y	Young adult Childhood	Vitality: testing values	Hero
Generation Z	Young adult Childhood	Growth: being nurtured, acquiring values and belief systems	Artistic

Lee (2013) address the top 10 travel trends for the Millennial Generations: 1) seek immediate gratification; 2) demand of information as it occurs; 3) checking with review sits; 4) social creatures- online and offline; 5) shorting booking window; 6) young business travelers; 7) expecting amenities; 8) authentic experience; 9) volunteer travel; and 10) Pod hotels. The top ten trends of Millennial travelers break down the importance of technology and how it influences the Generation Y. Millennials seek instant gratification through the internet and social media (Lee, 2013). The information revolution has further empowered individuals by handing them the technology (Stein & Sanburn, 2013).

With generation Y being the first generation born into a society that features international interdependence and global engagement, they are able to engage more in global community and have the technology to experience global connectedness

(Benckendorf, etc, 2010). The specific characteristics formulate pattern behaviors for the generation Y individuals. According to Howe (2006) there are 7 core characteristics that encompass the Millennial generation:

- 1) Special
- 2) Sheltered
- 3) Confident
- 4) Team-oriented
- 5) Conventional
- 6) Pressured
- 7) Achieving

Understanding these core traits of the Millennial generation can provide some insight to better understanding generational difference to ensure a strong work force and tourism market (Benckendorf, etc, 2010). A study conducted by the World Youth Student and Educational Travel Confederation revealed key traits of Generation Y travelers. These traits are: traveling more often; exploring more destinations; spending more on travel; booking more over the Internet; hungry for experience; hungry for information; intrepid travelers; and getting a lot out of their travels (Richards, 2007).

The Millennial Generation is the first digital natives and they experience benefits of tourism through the availability of technology (Benckendorf, etc, 2010). This study seeks to understand is if this generation is empowered through technological advances and/or shows symptoms of 'narcissistic personality disorder' (Stein & Sanburn, 2013). The specific characteristics and traits of the Millennial generation appear to create a simplified experience through tourism of technology and traveler confidence. This study wants to know if these traits have an impact on female Millennial travelers and if certain trends and characteristics help alleviate previously recorded constraints in research.



## **CHAPTER 3**

### **METHODOLOGY**

Through the use of qualitative research and thematic analysis, the researcher is able to explore if the previously recorded constraints and benefits are still prevalent for Millennial female solo travelers. Implementing qualitative research helps to focus on individual stories, visual portrayals, meaningful characterizations, and thick descriptions of the young women's experiences while traveling internationally or reasons that prevented them from participating. (Zikmund, 2010; Fendt & Wilson, 2012). The data analysis for this study is based off of 12 individual interviews with scholars and 2 different focus groups of 13 Millennial women total.

The responses provided during the data collection provided the researcher with an initial observation into current and previous travel constraints and benefits. This was also done to explore if the same attributes and indicators were found in the interviews and focus groups of female travelers and non-travelers. This process allows for observations of patterns, categories, and themes of commonalities and differences between the Baby Boomers and Millennial generation. Through the data analysis process, the researcher was able to determine if the previously recorded constraints and benefits are still prevalent for women Millennial travelers by whether or not the themes or sub-themes were a topic of discussion within the focus groups.

### 3.1 PURPOSE OF RESEARCH

“Qualitative research aims to develop an understanding of the context in which phenomena and behaviors take place” (Altinay & Paraskevas, 2008, p. 75).

Research about women and leisure in the past five years has expanded further as researchers from around the world have examined leisure and its meanings from a range of cultural, theoretical, and methodological perspectives.” (Henderson, Hodges, & Kivel, 2002, p. 253).

This paper draws on qualitative data to examine previous literature on leisure tourism with a focus on Millennial solo female travelers to determine the relevance and validity of past research on this topic. Traditionally, tourism has been viewed as a male-dominated activity and this study is concerned with revisiting those dated leisure tourism constraints and benefits (Henderson, 1991; Neuman, 2006; Fendt & Wilson, 2012). The findings presented base off of exploratory, open-ended interviews with 12 tourism scholars and 2 semi-structured focus groups that were identified as travelers and non-travelers. Implementing personal interviews and focus groups enabled the researcher to arrive at a current theoretical comprehensive understanding of women’s current leisure experience (Altinay & Paraskevas, 2008; Henderson, 1996).

Delphi is a technique that is used as a method for collecting data from respondents within an area of expertise (Hsu, 2007). Conducting the semi-structured interviews with the tourism scholars helped cultivate the development of the focus group guide (Henderson, 1990). The purpose of using the Delphi technique is driven by the individual interviews and the knowledge solicited in their topics of domain. Major themes that have been consistently recorded in previous women’s tourism literature as well mentioned in the interviews are: women’s solo travel motivations; constraints and challenges; negotiation strategies and outcome; process of planning travel; positive and negative

aspects of traveling solo; experiences of interacting with tourists and locals; evolution of technology; differences that influence Baby Boomer and Millennial generation travel patterns; and benefits associated with solo travel (Jordan & Aitchison, 2008; Wilson & Little, 2008; and Wilson & Harris, 2006). As the major themes were used to guide the semi-structure interviews, new emerging sub-themes and ideas developed from the conversations that would require an adaptation of the interview question guide. These interviews subsequently served as a generator for the focus group guide questions. The development of the focus group guide was done by using the Delphi technique to help conduct detailed interviews on this specific topic.

### **3.2 DATA COLLECTION**

The thematic process prompted the questions of the major themes, sub-themes and ideas used to address the focus groups audience. The responses cultivated through the individual interviews were used to develop a focus group guide to better understand the highlights of the interviews and the dated literature. Two focus groups were conducted: non-frequent female travelers and frequent female travelers. Non-frequent female travelers were the first focus group to be conducted and both interviews were conducted in the same week. The same sets of questions were asked in each focus group and relevant questions were adapted or added in the discussions. The questions that were used to address the individual interviews were developed through major themes discussed in previous literature, and then the answers from the interviews were developed into a focus group guide.

All interviews and focus groups were audio-recorded with the women's acknowledgment and consent. A consent form was provided for the participants in the

focus groups to acknowledge that their identities remain anonymous. These interviews and focus groups were transcribed verbatim shortly after they were conducted. Three tourism/hospitality researchers analyze the data independently. They used thematic organization to identify major themes, phrases, ideas, and shared experiences. The same three tourism researchers of the interviews conducted a second thematic analysis of the focus groups data. This was also done to determine if the same attributes and indicators found in the interviews were being discussed and explored within the new generation of female travelers.

### **3.2.1 SEMI-STRUCTURED INTERVIEWS**

The individual interviews were conducted with tourism scholars that have an extensive background in tourism, women's leisure, women's travel patterns, leisure studies, feminist studies, women's studies, current issues in tourism, time constraints, international tourism, and societal development. The questions developed for the tourism scholars were based off of major themes, ideas, and experiences that were primarily found in their work and other pertinent scholars and published journals. The primary purpose of conducting the semi-structured interviews was to help develop the focus group guide and questions. The questions were purposefully broad and open-ended with the intention of exploring their previous research and the relevance that is projected to accompany or abandon the younger generation of female solo leisure travelers. The interviews were conducted through a Snowballing technique in the Spring of 2014 through phone or Skype. Eight out of the twelve scholars that were interviewed consented to being named as a willing participant for the study. The names are not listed in any particular order and are not connected with any direct quotes from their interviews:

- Dr. Erica Wilson, Senior Lecturer in the School of Tourism and Hospitality Management, Southern Cross University in Lismore, New South Wales, Australia.
- Dr. Karla Henderson, Professor in the Department of Parks, Recreation, and Tourism Management, North Carolina State University.
- Dr. Heather Gibson, Professor in the Department of Tourism, Recreation and Sport Management, University of Florida.
- Dr. Simon Hudson, Professor in the College of Hospitality, Retail, and Sports Management, University of South Carolina, Director of Center of Economic Excellence in Tourism and Economic Development, South Carolina
- Dr. Simone Fullagur, Professor in the Department of Sport and Physical Cultural Studies, University of Bath, United Kingdom.
- Dr. Bente Heimtun, Associate Professor in the Department of Tourism and Northern Studies, University of Tromsø, Norway.
- Dr. Carol Kline, Assistant Professor in the Department of Recreation and Leisure Studies, East Carolina University, North Carolina.
- Dr. Nancy McGehee, Department Head and Professor in Department of Hospitality and Tourism Management, Virginia Tech, Virginia.

Seven open-ended questions developed for the semi-structured individual interviews were derived from the scholar's literature on the subject as well as other relevant authors and literature. The questions were cultivated through major themes, sub-themes and ideas focused on in the dated literature in an attempt to relate the data to the Millennial generation. As new themes and ideas emerged during the interview process, questions were changed to adapt during the interview process.

Prior to each interview the participant was asked for their consent to audio-record the session and was made aware of the intentions and objectives of the interview. Each interview consisted of 7 questions and lasted between 20-35 minutes.

### **3.2.2 FOCUS GROUPS**

Two focus groups were conducted in the Spring of 2014 through convenient sampling. The desire with using focus groups was to let the women describe in their own words specific constraints, benefits, and experiences associated with their travels or

dilemmas for traveling. The first focus group that was conducted was with 7 non-traveling Millennial females and the second focus group was with 8 frequent traveler Millennial females. The interviews lasted approximately 50-65 minutes and consisted of 7 questions. The semi-structured focus groups resembled questions and data generated from the interviews with the tourism scholars (Charmaz, 2006). This approach encouraged an in-depth understanding of female Millennial travel constraints and benefits through the guidance of the detailed answers and recommendations provided by the scholars interviews (Fendt & Wilson, 2012)..

To reach willing participants, emails were sent out to students in the College of Hospitality, Retail and Sport Management at the University of South Carolina, and announcements were made in a sports management and tourism administration course. Another attempt at reaching participants was going through the campus Greek system but it proved to be unsuccessful. The qualifications were that the participants must be female, ages between 18- 32, Millennial Generation/ Generation Y, frequent travelers, and non-frequent travelers. The frequent travelers qualifications were that they must have participated in international, overseas, or abroad excursions preferably through solo leisure travel or independent groups. The non-travelers qualifications were that they had never participated in international, overseas, or abroad tourism before.

## CHAPTER 4

### RESULTS AND DISCUSSION

Results from the 12 interviews and 2 focus groups produced similar themes. The observations that were made illuminate key issues and topics that are equivalent to the preliminary evaluations found in the previous literature (Patton, 1990). Though there was slight variation to the degree with which each individual or group mentioned a certain constraint or benefit, most areas coincided. Below is a detailed chart that represents the variables that were discussed and categorized into major themes of constraints, benefits, and other variables. The variables that are listed were discussed or mentioned in interviews and focus groups with non-traveler and frequent travelers:

**Table 4.1 Major Variables**

	<b>Interviews</b>	<b>Non-Travelers</b>	<b>Travelers</b>
<b>Constraints</b>	Dependence Safety Fear of Unknown Sexual Harassment Obligations Social/ Parental Disapproval Money & Time	Dependence Internal Excuses Health Concerns Sexual Harassment Perceived Safety Issues Time & Money Not wanting to travel alone Relationships	Dependence Fear
<b>Benefits</b>	Independence/ Empowerment Self Confidence/ Sense of Growth Responsibility Confidence Appreciation Achievement	Self Confidence/ Independence No External Bias/ Nothing holding you back Making own decisions/ doing what you want Self-Sufficiency Learning experience/ broaden scope on world Immersing into cultures Empowering for women	Independence Responsibility Learning about different cultures Reflective
<b>Other Variables</b>	Technology Societal Norms Negotiation	Geographic Differences Travel is not unusual Ethic of Care	

The variables that are listed are indicative of the data collection. These explicit constraints and benefits are key variables in better understanding whether or not Millennial women have had the same experiences as researched in previous literature of Baby Boomer women. Each variable has a different representation in regards to the



impact in which it was discussed. According to the focus groups and interviews, some variables still have major impacts on cohorts of genders or generations, while the same variable was viewed as being inapplicable amongst the same or different groups of cohorts. The variables that were most frequently mentioned amongst the qualitative research have been adapted into the major themes and sub-themes that are discussed in the results. Aforementioned, the variables that were adapted into the major themes and sub-themes due to the high level of frequency in which they were discussed or mentioned, are not significant in every cohort. The structure of this research mirrors what Henderson did in 1994b in order to show and evaluate how research has changed and evolved over the course of contemporary women's movement.

#### **4.1 CONSTRAINTS**

As stated in the literature review, past research deduces that leisure constraints are gender rooted (Khan, 2011). According to Wearing & Wearing (1988), Godbey (1990), and Reeves (1994), leisure can be examined based on: time, activity, and experience. "It raises issues such as woman's right to freedom in leisure and the limitations placed on her in contemporary society" (Wearing & Wearing, 1998, p. 111). This section is outlined by the major variables that were mentioned for leisure travel constraints.

- Time and Money
- Family Responsibility's / Ethic of Care
- Geography of Women's Travel/Cultural Norms and Expectations
- Fears and Perceived Safety Issues
- Sexual harassment

Much of the data collected from the interviews and focus groups maintain the idea that certain leisure constraints are still very much gendered. Other constraints that were discussed had little to no implications of gender inequalities. Much of these constraints

are believed to have shifted throughout the generations alleviating the idea of gender constraints and moving into the notion of generational differences.

#### **4.1.1 TIME AND MONEY**

Time constraint has been studied in previous literature around the notion of women's traditional role is to be in the home, which prohibits them from having economic power and thus, from having income for leisure (Shaw, 1994a). This section discusses the notion of time and money being viewed as a constraint. The grounds for limitations are based upon the generated data analysis of time and money, and intriguingly were viewed in terms of generational differences.

The discussion of time and money was a major component in the scholarly interviews and non-frequent traveler women. Among the scholars, the most discussed constraint that prevents Millennials from engaging in solo leisure travel is money:

They (Boomers) are going to have more discretionary income. Not having the discretionary income would be a barrier (Interview, 5).

Scholars 5 indicates that Baby Boomers have more discretionary income allowing their finances to not hold them back from participating in tourism. Scholar 8 also believes that time is a constraint for Millennials. Every participant in the non-traveler focus group agreed upon the perception of money being the greatest constraint to not travel: "Money. That's reason 1-10 for reasons that I haven't traveled internationally" (Non-traveler, 3). When time was discussed in the same focus group, discrepancies developed on whether or not time had a huge impact on reasons for not traveling internationally. Non-traveler 6 says, "I don't even know what leisure time is during the school year" and then later mentions her frequent weekend trips made domestically and to the local beach.

Mentioning the constraints of time and money to the second focus group of female travelers provided a very different viewpoint. The women who have traveled before understand the constraint of time and money but all agree that those barriers are not influential enough to deter them from leisure tourism:

It is so much more important to get that experience than the money aspect. You can find money and you can work a lot but that experience is worth so much more than worth the price tag. The experience is #1 priority (Traveler, 6).

If you are not studying abroad or going abroad then you probably don't want to. There is so much information out there just to look up when museums are free. There are ways to make it work but you just really want to do it (Traveler, 1).

Saying that time and money are a constraint for not traveling internationally is realistic and pertinent. However, traveler 1 said, "If you are not studying abroad or going abroad then you probably don't want to". The means and opportunities that are "available for Millennials (to experience travel) is just everywhere" (Interview, 7). Traveler 7 shares that for women considering solo study abroad trips, money should not be a huge deterrent:

"for women in school, it does cost money but it would have cost me the same amount if I were to stay here and go to school" (Traveler, 7).

Traveler 7 believes that a young woman involved with higher educations has the opportunity to travel abroad and allows for the experience of solo travel to be monetarily feasible. Interview 7 believes that Millennials have a "strong enough education" that "doors open" for young people to travel.

#### **4.1.2 FAMILY RESPONSIBILITIES/ ETHIC OF CARE**

Maintaining a comprehensive understanding of women's roles and how it impacts their leisure travels is greatly informed by the preliminary research as previously

discussed. “Traditionally, women do not think taking care of self through personal leisure is a priority or even a possibility” (Henderson, Bialeschki, Shaw, & Freysinger, 1989, p. 64). Gilligan (1982) defined ethic of care as an activity of relationships, of seeing and responding to need, of taking care of the world by sustaining the web of connect so that no one is left alone. According to previous literature and scholarly interviews, women are still very much constrained in their leisure by family responsibilities, being the primary caregiver, and the ethic of care.

The ethic of care is still very powerful. So even when we have interviewed women that have taken off from their families, so they may be traveling with their friends for the weekend or even solo they still have this guilt of leaving the children behind (Interview, 3).

There are a lot of women a little bit older than me, women whose work was their home. I think a lot of those women find that traveling on their own is very difficult for them to do because they have always been bound to the home they never had much of a public place...So then we move to my generation, women who feel much the same way, who maybe their lives have been focused in the home the private realm. To go off alone and somewhere foreign or unfamiliar is quite difficult. There are women in my generation who find it difficult to do. In your generation for whom it’s probably easier, not saying that it is easy, but probably easier (Interview, 4).

Emotional support and the ethic of care are still very much represented through a woman and her family responsibilities. The scholars shared stories of women having to be responsible for the entire family’s happiness while on a vacation and how those same feelings still impact Millennial female travelers. Emotional support is an aspect of the ethic of care that women constantly feel responsible for the well being of others:

I also think that there this whole emotional support that is still expected from women, you know when you are traveling with a family I think women still have this sense of women wanting everyone to have a good time of having everyone wanting to get along and everything goes smoothly. That’s not saying that a husband and her partner might not feel

that way but I certainly think that its still becomes a sense of responsibility for a woman in some kind of relationship (Interview, 1).

It is very much related to the ethic of care. We talk about woman at the life course stage where they have young children, they almost have that sense of guilt of doing something for themselves...and that makes them feel guilty for going away. Even though husbands are becoming more active care givers still major responsibility on female shoulders (Interview, 4).

Through generational shifts, different outlooks are assigned to the younger generation while recognizing those certain family responsibilities still fall on the women and have an impact on their leisure activities. Interviewee 12 asserts that, “for a lot of Baby Boomer women their travel has been related around the family.” This statement holds truth according to previous research and some interviews, however, according to other interviews a better work, leisure, and family balance is developing for the younger generation:

Apart from the Baby Boomer experience was to rush into marriage and have children maybe have a job or maybe not. I think the younger women can have jobs and careers and carving out that space between education and employment. Where they can have some freedom while looking ahead thinking about having a family and other commitments (Interview, 6).

A focus group participant from the non-travelers had an entirely different perspective on her ability to commit to a family. She believes that is was easier for her mother to have a career and family because of the early age of marriage and child bearing:

Yes, or maybe having a more definite focus on what they (Baby Boomers) wanted to do. I know personally I struggle between the two (career and family) every day and being in a sport entertainment career being in long hours, which I am sure we can all agree to some extent here- it’s hard to start a family. Like my mom she was 24 years old, I would never see myself getting married at 24 (Non-traveler, 4).

This was only one perspective provided from the non-traveler focus group. There was no other indication of family obligation or the ethic of care mentioned by any travelers or

non-travelers. There were also several mentions of men contributing more to family responsibilities and helping out more around the house. The reasons for this being is a generational shift:

I think certainly some of the constraints that have dissipated are the whole way that relationships have formed and marriages and need to have children early, that has certainly shifted (Interview, 10).

There is much more involvement from parents than we have seen in previous generations...If you talk to all women across when they are doing primary child care, is what has happened is that they are getting more help now from their husbands than they ever used to so that is a generational shift (Interview, 3).

According to those scholars, men are more ready to be a more involved parent, engage in family bonding, help balance family duties, and share family responsibilities. The differences in generations is also applicable for males that grew up post women's liberation so discussions of equality has an impact on males gender perspectives:

Young men depending on what their backgrounds are, are a lot more ready to engage more fully in the balance of duties within a family. Mainly because they are being raised by the late Boomer early Gen Xers who grew up in an environment where there was a lot of lip service paid to equality between the sexes. There is maybe some cultural pattern that men are more ready to take on family responsibilities (Interview, 7).

Though it was discussed that men are attempting to be more engaged in the sharing of family responsibility, existence of a woman's family obligations is still embedded in gender. "Women's role in families was an ongoing study of where some personal attitudes had seemed to shift, but where behavioral changes regarding leisure had not necessarily followed" (Larson, Gillman, & Richards, 1997; Peters & Raaijmakers, 1998).

I certainly think that there is some progress that has been made but I think what it comes right down to is, women are the major caretakers for the family and in terms of travel. Its not always taking care of physically kinds of things even though I know that there are many men who contribute to

how a household is maintained, but I think still women still have the responsibility (Interview, 1).

This statement can also be directly related to how Millennial women are developing a better work and leisure balance that allows for freedom and other commitments to be achieved. As Larson, et al., (1997) and Peters et al., (1998) stated above, that perspectives on women's family responsibilities has perhaps shifted due to a generational change but according to the interviewed scholars, women are still expected to be the primary caregivers and emotional support system to their family's.

#### **4.1.3 GEOGRAPHY OF WOMEN'S TRAVEL/ CULTURAL NORMS**

There are many cultural norms that have negative implications for solo female travelers (Steiner & Reisinger, 2004). Differences range from value orientations, sexual interactions, role expectations, behavioral norms, and perceived roles of social interaction (Steiner & Reisinger, 2004). The scholars addressed some of these issues:

Gender certainly, some people may disagree but there are constraints for women traveling alone and of course it depends where they want to travel to. In some parts of the world it is not usual for women to travel alone and some other parts it's seen as a real indictment on countries and cultures. I think women are seen as more vulnerable, whether that is true or not. I think that there are real dangers. At the same time some are overplayed... There are dangerous of both (genders) but I definitely think women sometimes are seen more vulnerable (Interview, 12).

It is still relatively dangerous for women to travel alone or to be in a public space after dark...it depends on the type of travel experience and the contact of the destination (Interview, 11).

These cultural norms and expectations have the ability to make a female traveler feel uneasy and deter visits to a country that has yet to experience a women's liberation movement. However, lack of inequality in one culture should not be viewed as a 'cultural constraint' on personal freedom. The experience of traveling expands gendered problems

for women, in large part related to issues of sexuality and immobility of travel (Twombly, 1995).

#### **4.1.4 FEARS AND PERCEIVED SAFETY CONSTRAINTS**

Another constraint that was frequently mentioned in the interviews was the issue of perceived safety and how it creates fear in women by immobilizing them from traveling. “Fear itself is complexly tied to social expectations and messages, our individual expectations and histories, our gender, our class and/ or our capacity or belief in our capacity to be able to manage fearful or dangerous situations” (Wilson & Little, 2008). Scholar 1 indicated that safety issues are always going to be a constraint for female travelers. Scholar 7 agrees, “I think the safety issue is always going to be a constraint. I don’t think that the world is going to change radically so that its 100% safe for a woman to travel by herself anytime.”

There is also a perception among the scholars that the fear of safety is due to immobility of females in public spaces. Leisure researchers have determined that through the impact of history and social expectations of women that there are gendered inequalities of how men and women use and access public spaces (Wilson & Little, 2008). This was a constraint discussed in two interviews:

There is a safety constraint. Safety is the big constraint that stops women from traveling. I think that when I look at women all over...I think that the safety constraints the physical concern for one safety is still there as it was and the psychological fear is maybe less in your generation than mine where women haven’t had a life as their own and haven’t been able to move about comfortably (Interview, 4).

I think women are afraid about that but in terms of more physical potential harm that might be done to them. So I think fear is a very constraining kind of thing even if it is not a reality. Fear, just that the idea that you don’t want to go somewhere at night because you are afraid when it really might be a fairly safe, even if statistics show that its not a dangerous place,



but just that fear might prevent you, or not just prevent you but fear is something that makes an experience less enjoyable (Interview, 1).

The topic of safety issues and fear was discussed in the focus groups. The two groups had varying perspectives on the topic. The focus group of non-travelers had more concerns with perceived safety issues such as going to an “unsafe country” and concerns of “sticking out” based on color of hair. Which interestingly enough, an individual from the frequent traveler focus group mentioned the same country as the non-traveler had that they perceived as “unsafe” and discussed how nice and welcoming the locals were from that country. The same frequent traveler mentioned her appearance of hair color and how much positive attention it attracted that she was able to interact and social with the host community more.

The focus group of frequent travelers experienced more constraints of fear. Some of those components that were mentioned was fear of: running out of money, not being able to communicate, getting lost, losing passport, losing luggage, plane safety, and speaking English. One young traveler had a legitimate fear but it did not prevent her from traveling:

I wanted to go study abroad in high school but after 9/11 that impacted a lot of safety concerns so I made sure to go in college (Traveler, 1).

Each group mentioned a barrier when it came to “sticking out” and being unable to blend in. However, the differences were that the non-travelers were concerned with perceived safety issues that they read about online or other individuals would tell them stories to create those perceptions. The focus group of travelers had a fear of speaking English because some destinations they visited were “anti-American” and they experienced an “eerie” feeling that had a major impact on their fear and mobility.

#### 4.1.5 SEXUAL HARASSMENT

Sexual harassment is a large component of travel constraints that women are faced with while travelling alone (Jordan & Aitchison, 2008). The greater risk of sexual harassment is sometimes breached for solo female travelers when interacting with local men (Jordan & Aitchison, 2008). Issues of sexual harassment become problematic when local males are unaware that not all solo female tourists are comfortable with overly sexualized attention (Jordan & Aitchison, 2008). Sometimes these uninvited interactions have a negative impact of the female traveler and impact their mobility (Twombly, 1995).

Women's anxiety about their vulnerability to sexual harassment or possible attack in public spaces makes them alter the way they choose to spend their time traveling (Jordan & Aitchison 2008). Women exercising independence and the ability to travel alone sometimes is perceived as an invitation to local men to employ sexualized interactions of tourist women and, on occasion, they go beyond gazing (Jordan & Aitchison, 2008).

Well, I think that women are always vulnerable that women face all kinds of you know sexual harassment and the possibility of something much worse than that (Interview, 1).

I think it's a matter of being aware and being prepared and not being obnoxious to the expectations and to the woman's role in that society. There are some destinations where men are more predators and somewhere men are more sexually abrasive. Some of the harassment might be perceived as harmless by the local population where someone coming from the US it can be very shocking (Interview, 11).

Regardless of generations, safety issues and sexual harassment are components of fears and constraints that women experience while traveling or components that prevent them from engaging in solo travel. One scholar had a perspective in terms of Millennials, cultural norms, safety constraints, and sexual harassment:

Millennial's that have grown up in a hyper sexualized world are numb to it they don't understand that its there. I don't think that they have the tool kit to understand the best way to be safe in different cultures. I do believe that those constraints exist (Interview, 7).

This scholar believes that Millennials are unaware of sexual harassment due to the hyper sexualized society that they grew up in.

Sexual harassment was not a constraint mentioned in either of the focus groups. During the focus group of frequent travelers, mention of sexual harassment was responded with utter silence. There is speculation why sexual harassment went from a primary travel concern for Boomer women to now a non-existent issue for Millennial women. In some cultures, overtly sexual attention is not deemed inappropriate and perhaps Millennial women have developed skills to easily ignore such instances. Sexual harassment is not a valid constraint anymore because Millennials have become desensitized to the tourism industry reinforcing itself as a sexualized environment (Jordan & Aitchison, 2008; Jordan, 1997; Kinnaird & Hall, 1994; Richter, 1995).

#### **4.2 BENEFITS**

Studies have demonstrated the empowering and meaningful aspect that travel has had on solo female travelers that enables control over one's own choices (Wilson & Harris, 2006). As seen in Table 2.2, The Travel Association discusses several benefits that have been researched and studied. Throughout literature, it has been reported that solo female travelers experience certain travel benefits more so than men: increased feelings of independence and self control; sense of independence and autonomy; enhanced feelings of confidence; control of ones own time; sense of freedom; 'could do it by themselves'; and empowerment (Riley 1988; Gibson & Jordon, 1998; Elsrud, 1998).

These same benefits were mentioned during the interviews:

Travel has all of the same benefits but it has different gendered meaning even in today because there are still those social constructs of how women should behave, should they be doing this on their own, are you going to be in danger? I think there are differences from men and women and it's a different type of independence – women do experience different types of benefits because it's the way they live their life in society and how they are constructed (Interview, 10).

I think it's also a right of passage. Being independent, being a young woman and you travel the world. You go to places that demonstrate that you are independent. You may go with friends so it may be something you do together with sharing experiences. There are other points about experiences and social identity. I think younger women are not necessarily rushing into relationships, they want to lead their own lives (Interview, 6).

The reoccurring themes, ideas, and opinions about benefits for women have been recorded throughout literature, and the interviewed scholars believe that the same benefits are applicable for women in all generations. The same benefits received through travel were also discussed in the focus groups. As shown in Table 4.1 Major Variables, even the women who have never participated in international tourism were able to recognize and discuss more benefits of women's solo travel compared to the women who have participated in solo international travel.

Another perspective that was determined through the interviews and focus groups is that there are benefits amongst females and males but the benefits that they experience are different:

I think each gender can benefit but the benefits are different. Where women can benefit from doing something on their own and they don't need their husband or their dad or big brother to do something, they can do it on their own. Where a man can benefit typically men are given that boost when they have this extra level of power that they have over their own life, the benefit comes from being exposed to different cultures, exposure to different landscapes and experiences. Women get that benefit too but somebody who can get that perspective that they are the center of the universe and they realize that they are not (Interview, 7).

This scholar recognizes social inequalities and how those inequalities in turn determine different benefits for males and females. Tourism is a cultural process acknowledging subjective meanings and benefits, and the active construction of the experience by the tourist (Wilson & Harris, 2006). As previously mentioned, tourism is gender entrenched and has different experiences due to those social constructed norms, facilitating benefits differently between males and females.

#### **4.3 OTHER KEY VARIABLES**

“The Millennials are now reaching adulthood, creating new opportunities for research exploring their characteristics, values, attitudes and consumption patterns in tourism” (Benckendorf, Moscardo, & Pendergast, 2010, p. X). Understanding the generations is an important aspect for this research. Copious amounts of research have been conducted on the Baby Boomer generation primarily because they have been around for longer. There was a consensus among the scholars that a difference exists between the Baby Boomer generation and the Millennial generation. The differences exist because each generation shares common and distinctive social characters that are shaped by their experiences through time (Benckendorf, Moscardo, & Pendergast, 2010).

I think there are a lot of huge differences just because of the era in which people grew up (Interview, 1).

Yeah, I subscribe that there are differences more to your life stage rather than differences between Baby Boomers and Millennials...I think there are differences but more where they are at in life stage rather than perhaps where they were born (Interview, 12).

The scholars speculated that the generational differences are embedded within “cultural contexts”, “life stage”, and “shared experiences” rather than rooted in generational differences. Both generations have had shared experiences in which they had

to overcome the same types of challenges and have lived within the same lifespan cycle. It is important to note that “looping” together generations is easily done but that does not define an entire generation. They recognize that at certain life stages individuals experience similar challenges and issues regardless of generation. Interviewee 3 explains, “I think many of the socio cycles and life cycle tasks that are relevant for a 30 year old have not really changed that much that certain tasks for a 30 year old Millennial”. This scholar is illustrating that not all differences are embedded generationally but that differences are within the cultural context in which an individual is brought up.

#### **4.3.1 TECHNOLOGY**

According to Benckendorf, Moscardo, and Pendergast (2010), due to technology “the world is literally a playground for Millennials” (p.7). It was unexpected the overwhelming conversation received about technology and how greatly it has impacted generations and travelers in different ways. Some technology interpretations were made in terms of generational differences and how it impacts Baby Boomers and Millennial’s differently or equally. Scholar 6 comments on the way in which Millennial women and technology coincide:

...the younger generation with the Internet mediating the way we think about the world, its easy for Millennials to connect, to figure out how you identify, if you are adventurous or safe. I think that helps with women and their possibilities of travel...through technology you have a much bigger view of what the world is and places that seem so far away and they (women) value being a cosmopolitan citizen if you have traveled the world...(Interview, 6).

Henderson and Hickerson (2007) are also aware of the social impacts that technology has on female travelers. The relationship of technology explicitly for women’s leisure is a developing area of new study (Henderson & Hickerson, 2007). As well as scholar 10,

mentions the benefit of females using technology and that “women’s travel websites are much more interactive now.” As noted above, technology has had positive implications for female travelers and their ability to access the world.

Other perspectives on technology were seen in terms of generational differences and how technology impacts pre/during leisure travel. Scholar 8 is aware of the generational differences in which the Millennials are “tied” to their phones during holiday:

“(Millennials) are tied to these devices now, we have them 24-hours a day. Are we really relaxing when we go on holiday? Perhaps not. The old days when we used to go to the beach with a book” (Interview, 8).

This quote implicates that due to access of technology during vacation, Millennials are prevented from enjoying leisure holiday as previous generations had. Interview 3 states that “Millennials have never not had a phone in their hand” so the way in which they use technology is different compared to the Baby Boomers.

Scholar 8 recognizes differences between Baby Boomers and Millennials and how they use technology during travel for travel purposes. Just as scholar 8 had mentioned the different ways the generations use technology while traveling, scholar 7 elaborates on the generational technology differences. Prior to traveling, both generations use the Internet to make travel arrangements, but Millennials use the access of knowledge and information to learn about a country and culture that can take away from the learning experience:

Millennials and Baby Boomers would use the technology for the same purposes for arranging travel. I think they will use it differently about learning about places to go. With Millennials, because so much of their world is accessible through technology, they learn about a place on the Internet, I need them to go to that place to learn about that destination. The world is not a computer; the world is out there and should be engaged with

to understand it completely. You can't just say you are a global citizen unless you have interacted with different cultures on their home base. That is a critical aspect for the Millennial generation is gaining a global understand of other people and it's important internally too (Interview, 7).

There is a loss of boundaries with the vast amounts of information provided through technology (Benckendorf, Moscardo, & Pendergast, 2010; Amadeus, 2013). Veal, Darcy, and Lynch (2012) have documented how home-based leisure practices through technology have changed shifts in the cultural meaning and design of domestic spaces and gender roles. As stated above, the scholar notes that through access of technology prior to travel, Millennial's do not entirely interact with locals and learn about a about new culture developing a global citizenship.

Wilson and Harris (2006) discovered in one of their studies the importance for travel that allows women to have interactions to build relationships and becoming a global citizen. During the focus group with Millennials who have traveled, there was discussion on constraining aspects that accompany access to technology:

(I)it (technology) did not give me the chance to fully go out and meet people as I could have- every night I had to Skype my mom, my boyfriend, but without that I could have gone out and met more people in that country that I was in (Traveler, 6).

Scholar 10 briefly mentioned their concern about using technology while traveling to keep in contact with others and how "face-to-face" conversation is changing and becoming difficult. The benefit of having technology to stay in connected with friends and family at home has been made easy but that same technology has been taken for granted by the Millennial generation:

I mean, certainly as a Baby Boomer we didn't have computers and smartphones and those kind of things that enable people to stay connected. And while I think that there are a lot of Baby Boomers that have adopted all that technology it's still something that kinda like got a real whoa



factor associated with it. Where I think Millennials and younger people take it all for granted...(Interview, 1).

A Millennial woman who has never engaged in international travel before recognizes the taking for granted aspect that technology has on her generation:

Technology has either become a convenience or crutch to people... people just blindly following their GPS or just being spoon fed information that they are not really going to retain at all or just not figuring things out for themselves (Non-traveler, 3).

A Millennial woman who has never internationally traveled before has the same perspective as scholar 1 does. The Baby Boomers are able to use technology in a productive manor while Millennials have their work and leisure time split.

Through the development and easy access of technology, it inhibits the ability for a traveler to engage in social connectedness and intercultural competency that could be achieved through social interactions with members of the host community.

Another important thing is the impact of technology. When I traveled and you were away, you were really away. You would ring home every couple of weeks where as now it is so easy to stay in constant contact with those that you do feel an obligation towards. How much are we ever truly away? Maybe physically but not emotionally or psychologically. I think that would be comforting for those that feel uncomfortable being away from family and its quite liberating to know that you can be away and not be worried... I do question how much people do miss while traveling when they are constantly texting and emailing. You might be traveling through Europe but what did you really see if you were constantly looking at your phone (Interview, 12)?

During the discussion of technology with the interviews and focus groups, it is unclear whether or not technology has more beneficial or constraining aspects on travelers. Through the interviews and focus groups, it was recognized the differences in which Millennials and Baby Boomers use and are impacted by technology prior and during travels. There is an importance of staying in contact with individuals for

obligatory purposes but the way that Millennials are currently “tied” to cellphones takes away from immersing and experiencing different countries and cultures.

### **4.3.2 HELICOPTER PARENTS**

Over parenting is another aspect that arose while discussing implications of technology. Conducting the data analysis of the individual interviews and focus group presented a common struggle with technology amongst young travelers- “helicopter” parents. The term “helicopter” parents developed through US popular media describing these parents as having a “tendency to hover over their offspring” (Cline and Fay, 1990, p.314) Some of the interviewed scholars have experienced travelling with Millennials and share their stories of having to interact with overbearing parents and the negative impact that it has on their travels:

Obviously they (Millennials) are a generation that has never really been without (technology)...I have had parents call in a panic because we have been in places off grid and there was no Internet and I think that something happened back home, and all it is we just haven't heard from them today... There wasn't cell phones or email but now if you don't call in every day then somehow there is a panic alert. To me that is more constraining...(Interview, 3).

I was travelling around Australia and I met this young German couple where their parents have done this same trip where you are in the desert or the jungle and you are thousand miles away from anywhere and her parents have done this trip without technology...they had a GPS where the parents could track them and the parents would see where they are and tell them which tracks to take. They weren't letting them live their own lives! That is never leaving the familiar and exploring the difference (Interview, 4).

Very little research had been conducted on the domain of “over-parenting” but existing research claims that this overbearing amount of parenting can negatively affect ability of taking on responsibility and inability of making decisions (Bradley-Geist & Olson-Buchanan, 2012). The scholars that have engaged in tourism with Millennials

discuss how the constant contact from home has become an innate “thought process” and takes away from the travel experience. They believe that they had more freedom and developed more independence when they were away from home and did not have smartphones. The same experience that these two scholars shared about their travels with Millennials was mentioned with the focus group of non-travelers. These women who have never traveled internationally are still impacted by the constant communication that their parents want to have with them. Several women shared stories about their family’s calling them to make sure that they made it to the grocery store safely or a friend’s house. These women described the “helicopter” parenting as “babying” or “coddling”:

They (parents) are very tech savvy and I think this coddling affect is more amplified because of the technology we have right now (Non-traveler, 7).

I feel like they are trying to show their love because I feel like that they think their parents once they got to a certain age they were on their own and they don’t want to do that to me but I feel like they need to let go and stop holding my hand all the time so that’s like the coddling thing (Non-traveler, 4).

According to Bradley-Geist & Olson-Buchanan (2012) the affect of over-parenting or “coddling” can have a negative impact on young adults “psychological well-being” but also has a “positive aspect associated with recreational pain pill use” (p. 315). The term “recreational pill” is associated with the alleviation of stress and depression for a child. Corresponding with what interviewee 12 mentioned about technology being “comforting” in order to have connectedness with loved ones concerned for the travelers safety, is also a positive aspect associated with “helicopter” parenting. The positive proponent that is associated with “helicopter” parenting is highlighted in the focus groups. The young women in the non-traveler focus groups commented that the access to

technology made it easier to communicate with worried parents and relieved stress from both parties:

...my mother is so uptight and scared all the time. She is like call me as soon as you get somewhere I just went one state up so its almost necessary to have cellphones now in order to communicate its good and its necessary but it's good (Non-traveler, 1).

When I travel domestically I am almost on my phone the entire time which sounds bad...just because I have my phone with me is like a little safety net (Non-traveler, 2).

These women who have only ever traveled domestically have had to struggle with the constant contact and over worried parents. They view it as an enabling variable but the focus group of traveler women did not have the same experiences with their parents.

The women in the frequent traveler focus group all said that their families were very excited and supportive of their trips. Frequent traveler 7 mentioned her parent's perspective on traveling internationally was, "the idea of me going somewhere for a couple of weeks or a semester they were like, well, you might as well its not forever and when will you get this opportunity again." Frequent traveler 5 did mention that technology was a stress reliever for her but only because it provided her with directions and navigation. Overall, the women who had participated in international solo travel did not have the experience of parents needing to be in constant contact.

Theorizing on the different experiences that the two focus groups had with technology, "helicopter" parenting may be a barrier and constraint that does not encourage a young woman to travel alone. As previously mentioned, it is unclear if technology provides more benefits or constraints for the current Millennial traveler. Interviewee 4 provides an astute explanation of the negative and positive associations that technology has on Millennial travelers:

The ease with which we can make a travel arrangement, a click of a button I can book a flight anywhere in the world...In the preparation phase- the tourism industry is trying to make things easier because the easier something is the more people are going to do it. ...There is a part of me that thinks by making it easier it takes away from that big event going away to a different country is a big event. It's something to look forward to treat it different from every day. It gives other countries a sense of importance that has been taken away today. In the past it requires effort...When you get to the being away from home on the holiday I think technology is wonderful, I use it going into the website to find something it's all so easy...That social connectedness takes away so much from your generation and I think it takes away from that self development divide between becoming that independent adult when you explore the world on your own or with another person that you are making your own discoveries and making your own mistakes you are living your own life...

The scholar is aware of the beneficial access that technology brings. It is convenient to look up quick information and it allows staying in contact with loved ones easy. They also make an important point that through technology 'it takes away from the big event'. Using the Internet to access information on a culture or country prior to visiting makes the trek less exciting and destinations appear less intriguing.

#### **4.3.3 NEGOTIATION- Overcoming Constraints**

Successful negotiation of constraints can even act as drivers and an enhancement of tourism and leisure activities (Jackson, Crawford, & Godbey, 1993). It is imperative for those that regularly experience barriers while traveling to successfully negotiate constraints in order to enjoy and engage in leisure activity:

I think to successfully negotiate doing a trip by yourself and being successful gives a person a lot of confidence to try it again (Interview, 1).

To abide (by certain countries perspective of women) would remove any type of agency from a woman's role. I think women solo travelers develop different types of negotiating their safety and what they believe to be appropriate and still to enjoy the destination. Going into there stubborn can end not well. It is a matter of negotiation (Interview, 11).

Engaging in agency and taking the appropriate precautions are other types of ways in which the interviewees discussed females overcoming constraints through negotiation. Making oneself aware of cultural differences and possible safety constraints is another way in which negotiation can be used:

Being by yourself I still think has a different connotation for a female than it does male. At the same time I think our message in all our solo travel work is to be street smart and not saying I'm not gonna do this but to do it in a clever way...it's more of the whole notion of being street smart. Not necessarily wanting to scare people but at the same time being aware of your surroundings, aware of where you are and being aware of the cultural values of where you are going... So on one hand you don't want to scare everybody but on the other hand you have to be realistic and look out for each and I would put it in that semblance of looking after everybody (Interview, 3).

Being reflexive and actively engaging in agency by displaying “street smarts” and negotiation can provide women with the tools to overcome certain constraints. The issue of fear and safety was discussed more at length with the non-travelers than the travelers. One traveler even said, “I was safer than I was led to believe” (Traveler, 7). The non-traveler focus group had concerns with “being conscientious of your drink”, being aware of “crooked cops”, and “not accepting rides from strangers”. A young woman in the non-traveler focus group rebutted those concerns with:

I think it depends on where (you travel) and you can't be an idiot. You have to be responsible when you are traveling alone especially places that are more susceptible to those than occurrences than others (Non-traveler, 3).

This young woman who has only participated in domestic travel understands those concerns but they can be successfully negotiated through “responsibility”.

Negotiating perceived constraints or safety concerns was not a direct topic brought up in the traveler focus group. The female travelers seemed to have not dealt

with many constraints while traveling internationally enough for it to be a significant topic. A focus group traveler articulated the belief system and approach that many of the

Millennial female travelers have:

Just because you are forced into doing something you realize you are more capable or stronger than you thought you were which trickles down into a lot of different areas in life. Just because you have to do it because who else is going to do it for you? Its something you got to figure out. You really need to look at yourself and realize before you can take advantage of it (Traveler, 7).

In order to overcome constraints, it is important to view those barriers as various opportunities in which constraints can be successfully negotiated, and travel benefits made into the focal point of leisure travel (Little, 2002).

## CHAPTER 5

### CONCLUSION

#### 5.1 INTRODUCTION

The intent of this paper was to explore and review previous analyses that have been produced on women's leisure tourism. As seen in Table 2.1, there were major themes and topics discussed in the preliminary work done on this topic. Some of these themes still impact female Millennials in their contemporary travel. Through the analysis done on this topic, qualitative research was implemented to explore a new generation of female travelers. This analysis recognizes the focus on leisure inequality and the standing inequality between men and women (Mowl & Towner, 1995). Leisure-based research and feminist researchers have shown that women tend to be more highly and intensely constrained in their leisure pursuits than men due to the cultural workings of gendered power relations in tourism (Fullagar, 2002; Heimtun, 2007; Johnston, 2001; Jokinen & Veijola, 1997; Jordan & Aitchison, 2008; Jordan & Gibson, 2005; Veijola & Jokinen, 1994, 2008; and Wilson & Little, 2005).

The analysis of findings presented above demonstrates the consistencies and inconsistencies related to Millennial women's solo leisure tourism compared to previous research. Through the analysis of constraints and benefits in the results, overarching themes of generational differences, gender inequalities, and shifting societal norms are representative of the change or lack thereof for solo female Millennial traveler



## **5.2 GENDER DIFFERENCES AND BENEFITS**

Throughout the review of previous literature and the analysis presented in this study, benefits are the only theme that is not impacted by generational or social shifts. The perspective of tourism being socially constructed through gender inequalities remains consistent in providing what benefits are associated to females and males. Both focus groups discussed benefits that are associated with women's solo tourism and those benefits have not deviated from previous literature or what the scholar's mentioned in their interviews.

The scholars speculated that the benefits received through travel would be gendered due to perceived social norms throughout tourism history and research. Men have always had the right to travel and were never bound to the home by family obligations so their benefits are not as vast and profound as they are for women.

According to an interview with a scholar, women still hold the perspective that they have to adjust their life and freedom for leisure activities around family obligations. This perspective has never been associated with males because they are not viewed as the primary caregiver. For all women, regardless of generation, achieving benefits through leisure tourism is associated with the traditional belief that women are in charge of providing emotional support for the family. Previous research and scholars still believe that women are the primary caregivers for a family, so it is possible that these traditional gender roles have shifted and becoming a shared responsibility amongst couples.

## **5.3 SHIFTS IN SOCIAL NORMS**

“Tourism is often described as a contemporary social phenomenon, and as such the relationship between tourism and society is complex and mediated by many

variables” (Benckendorf, Moscardo, & Pendergast, 2010, p. X). It is evident through the data analysis that a shift has occurred in tourism and social norms. Two of the mediating variables that are the core of change or stagnation in tourism and social norms are generational and gender differences. As previously stated, gender is a socially constructed set of power relations (Dewar, 1987) that has either continued to impact Millennial female travelers or has not influence their desire to travel.

The first few interviews were the catalyst for the researcher to recognize similarities and patterns in answers repeatedly relating back to gender and women’s solo leisure experiences- how the division in leisure tourism is gender entrenched, not through generational differences. Of course, not every scholar had the exact same perspective, but the way in which the questions were answered was reflective upon how certain experiences and opinions resonated with the interviewee’s. Every question had at least one response relating back to gender and/or leisure experiences for females.

Several interviewed scholars believe that travel constraints for women have been consistent throughout generations of female travelers. Now, travel constraints continue to exist but present themselves in different ways with every emerging generation. The major reasoning for this change is a generational shift. Relationships, marriage and children rearing are taking place later in life for the Millennial generation due to other priorities. The realization of remaining gender differences was recognized through the perpetual discussion of gender stereotypes or the alleviation of them within the interviews. According to Henderson (1994b) who has been studying and researching women’s leisure for over 33 years defines gender as, “a set of socially constructed relationships which are produced and reproduced through people’s actions” (p. 121).

“The discussion of gender differences provided the study with new perspectives on how gender can be used to inform interpretations of leisure behavior” (Henderson, 1994b, p. 120). “Tourism is a process that is constructed out of gendered societies and therefore all aspects of tourism-related development and activity embody gender relations” (Kinnaird, Kothari, & Hall, 1994, p. 5). Generating an understanding of gender, tourism, and leisure is imperative for this research in determining the status of the topic in dated literature. According to the interviews with scholars, certain gendered stereotypes continue to be perpetuated throughout women’s solo leisure tourism. As the results indicated, even though women of the Millennial generation are able to better balance work, leisure, and family responsibilities they are still being viewed as the primary caregiver. However, between the two focus groups no discussion or mention of travel constraints being gendered was discussed. This factor is striking to the researcher because according to initial research on women’s leisure and the interviews, those gendered constraints are still very much disabling. Perhaps the reason for unmentioned gender constraints in either focus group is because that variable no longer applies to Millennial women travelers.

#### **5.4 WORK/ FAMILY OBLIGATIONS VS. LEISURE TIME**

Another variable that was a reason for a social shift is the change in work ethic amongst the generations. Scholar 1 discussed that the Millennial generation have certain high expectations for their careers and that they have been gifted a lot of things in life. The high expectations that Millennials have are developed on the opportunities accessible to them through higher education.

Scholar 8 has the perspective that career opportunities are due to higher levels of education compared to the previous generation making success more obtainable. Even though more opportunities are available for the Millennial generation, the scholars determined that gender inequalities and challenges still exist. Scholar 11 agrees that Millennial women have had more opportunities for success and freedom but that is due to the Boomer women making those career aspects more obtainable. Career opportunities were perhaps paved through the women of the Baby Boomer generation making it easier for Millennial women to be more career orientated. However, the same scholar acknowledges some gender inequalities that women are still trying to overcome in the work force as female Baby Boomers have. The interviews conclude that inequalities in the labor force have not dissipated throughout generations making those differences gender entrenched.

As discussed in the results, there also appears to be a shift in women's leisure time balance with work and family responsibilities. Compared to the Baby Boomer generation, differences in balancing leisure time, work, and family obligations has become easier for Millennial females. The way leisure time is spent has largely been divided on the grounds of gender (Khan, 2011). When it comes to leisure and women's activities, the two can not be separated from social factors that influence their lives (Henderson & Hickerson, 2007). According to the interviews, a division of leisure time and the way it is spent is on the premise of a generational difference.

Even though Millennial's do not segment their time for work or leisure as the Boomer's had, it is now creating an overlap between work vs. leisure making leisure time difficult to achieve and balance: "They (companies) are realizing that employees are

burnt out and they want them (Millennials) to have a real vacation to come back reenergized. We are tied to these devices now, we have them 24-hours a day. Are we really relaxing when we go on holiday? Perhaps not. The old days when we used to go to the beach with a book” (Interview, 8). Another example of work and leisure time overlapping is through accessibility to technology. Millennial women have a more fluid approach to their work vs. leisure time division because of sharing of family responsibilities with their partners and easy access to technology.

Millennials are lacking independent exploration by being constantly connected to their phones due to “helicopter” parents. The aspect of having technology to “check-in” or staying connected with loved ones is essential to a traveler but once the contact becomes consistent and dissembling then it takes away from the independent experience. Technology can also make it difficult to achieve independence when overly stimulated parents are constantly “hovering” making the desire to travel alone internationally more difficult. Even though technology was brought up in almost every interview, it remains uncertain on the implications that technology provides for the generations. Some scholars believe that technology provides more benefits and other scholars believe that it is more constraining.

There is a consensus amongst the scholars that leisure time and work time is now more fluid for the Millennial generation but agreeing whether or not this fluidity is a positive or negative shift it still undetermined. Most of the scholars believe that Millennials have a better work leisure balance but overlapping through access of technology is troublesome for the younger generation and family development.

There has been a shift in social norms due to the feminist liberation movement, technology, women in higher education, and opportunities associated with international travel. The degree with which the social shift has had is undetermined because constraints are still prevalent for female Millennial travelers. Overall, the findings associated with the scholar's interviews were consistent with the preliminary work that was first developed on this subject. Some opinions may have varied due to changes in society and social norms.

There is no collective agreement if technology provides more constraints or benefits for travelers. Some features of technology have a beneficial characteristic in order to keep in touch with friends and family to relieve stress and it helps women travelers develop a sense of security and confidence. Other scholars mention several negative impacts that technology has on the Millennial travelers. Technology impacts ways in which Millennials navigate different cultures without having to actually engage and interact with indigenous individuals.

## **5.5 FREQUENT TRAVELERS**

Discussion with the focus group of female frequent travelers never directly referenced any constraining feelings that prohibited them from participating in tourism. This group of women indicated more benefits than constraints that they gained through solo travel. The constraints that were mentioned were fears associated with prior to travels. The women had fears of items being stolen or losing important traveler documents. These constraining fears that were experienced prior to travel were easily overcome by the desire to gain international experiences.

The impact of technology had both positive and negative implications for this group. Technology was important in order to stay in contact with family while traveling but some of the women also felt like it prohibited them from interacting with locals as much as they would have preferred. They also developed a dependence upon technology. The women depended on their smart phones for purchasing tickets or looking up quick information about a culture that was available through easy access to the Internet. The easy access to the Internet prevented some women from entirely immersing themselves into a new culture. Two women shared that they did not have smart phones while on their excursions and it allowed for them to become more independent and develop confidence when they were able to negotiate a situation.

All the women agreed that they had support and encouragement from family and loved ones to engage in solo tourism. They were not discouraged from participating in international travel. The benefits that this group of women achieved through their solo leisure travels far exceeded any constraints that they might have faced. They did not view time or money as a constraint because they wanted the new and exciting experiences that came along with international travel. This group of women was aware of systems and opportunities accessible to them in order to make travel easier and obtainable.

It is easy to perceive that the ease with which the focus group of Millennial female solo travelers had with traveling alone internationally is not as much of a “big event” as it used to be. Traveling alone for Baby Boomer women was difficult and sometimes impossible to achieve but through shifts in societal norms, Millennial women are capable and able to successfully engage in women’s leisure solo tourism. Through the easy access made available through the Internet, opportunities and access to technology

for the Millennial generation takes away from any anticipation or excitement that comes with new destinations and different cultures.

The overall findings of the focus group with Millennial female travelers is that the same constraints appear but not enough to deter them from participating in tourism. Technology was an important factor to their travel experience but it was presented as both a constraint and benefit. They were open and willing to negotiate any constraints in order to achieve those benefits because they wanted those experiences associated with solo tourism.

## **5.6 NON-FREQUENT TRAVELERS**

The discussion with the focus group of non-travelers presented many contradictions amongst several of the participants. The group overall presented more excuses than constraints that prevented them from participating in solo leisure tourism. As previewed in Table 4.1 Major Variables, this group mentioned more specific benefits associated with solo international travel than the focus group of frequent travelers did. Even though this group of Millennial women are aware of benefits that is associated with solo tourism, they still had plenty of other reasons or constraints that impacted their initial desire from engaging in international travel.

A major constraint for this focus group was overbearing helicopter parents. This focus group of women was heavily influenced by their parents need to be in constant contact and to have regular communication with their daughters. Most of the Millennial female non-travelers did not perceive their parents need of constant communication to be a constraint. They viewed this coddling effect as their parent's way of displaying concern and love. Another constraining feature that impacted this group of women was their



commitment to their serious relationships and they did not want to travel without their partner. One of the non-travelers said that she had no desire to travel alone because she would much rather participate in the experience with her boyfriend.

This focus group of women was aware of opportunities available to them and had increased knowledge of the benefits to participate in solo international travel but still found excuses not to. These women were well aware of benefits associated with solo tourism but they are continuously influenced by perceived safety concerns. As previously mentioned in the Results section of *Time and Money*, one woman complained about her lack of time for not engaging in leisure travel and then later mentioned her frequent trips to the beach on the weekends. They are easily influenced by safety concerns from their helicopter parents and make internal excuses.

## **5.7 LIMITATIONS**

Using qualitative analysis provides some limitations for research. Some of the limitations are in reference to time-consumption, researcher bias, and survey design (Westwood, 2007). This study was limited by the use of convenient sampling for acquiring focus groups participants. All focus group participants were in higher education for earning a Bachelor's degree or Master's degree, which provided a lack of diversity within the participants. The participant in the interviews were all Baby Boomers besides one scholar who was part of Generation X which contributed to interviewee bias as a limitation.

The study was limited by what it could offer a willing contributor to partake in the focus groups. Efforts were made to provide incentives for any willing focus group

participant. The researcher was only able to provide food and beverage as an incentive for the willing focus group participants.

Another limitation that was apparent in conducting the interviews and focus group was the issue of time. For the two different focus groups, trying to develop a convenient time and date for 15 participants presented some challenges. Some willing participants were unable to make the confirmed date and time due to class or work obligations. The interviews also presented a challenge in establishing a convenient time for the interviewer and interviewee due to tremendous time difference. The time differences ranged from 1-18 hours requiring the interviewer to be extremely flexible in order to accommodate the willing scholar.

## **5.8 IMPORTANCE TO ACADEMIA AND THE INDUSTRY**

As previously stated, through generations, the status of women is progressively changing leading to equivocal stereotypes of gender identities (Khan, 2011). Since the end of the nineteenth century, there have been a number of social and political changes that have led to an increase in female participation in travel (Wilson & Harris, 2006). It is seen that leisure has long been divided on the lines of gender, creating a privileged and underprivileged class where women are relegated as the disadvantaged (Khan, 2011). Compared with a generation ago, the traditional roles of women that have been viewed as 'natural' have greatly shifted. Women now and future generations have the opportunity to participate in business or leisure travel, providing women with a sense of freedom, empowerment, and enhanced feelings of confidence (Wilson & Harris, 2006). The findings from this study will add to preliminary research that focused on the 80's and 90's. The analyzed qualitative research is able to contribute a better understanding of

Millennial solo female travelers in areas of research such as: leisure tourism academia, women/gender studies, tourism academia, and the tourism/hospitality industry.

Baby Boomers have been the primary focus of the travel industry's analysis but attention is now turning towards the new generation of Millennial travelers (Lee, 2013). Modern travel is very different due to technological advances and shifts in social differences. For the tourism industry, insights gained through the lens of generational theory, has the potential to guide the incentives, motivators, leadership models, and the overall cultural of the profession to better connect with Millennials as the most recent members of the tourism workforce and as the current and future travelers. (Benckendorf, Moscardo, & Pendergast, 2010).

The insight achieved through this research compared to the preliminary studies done on this topic show a slight shift in constraints, benefits, and how the younger generation is traveling. Studies dated back to the 1980's and 1990's on Baby Boomer women show common patterns of preventative barriers that kept them from traveling, and constraints that they faced during their solo leisure excursions. Research recoded on the Baby Boomer women showed strong implications and barriers that prevented them from participating or even having the desire to engage in international tourism.

These women were commonly constrained by family responsibilities and had the expectation of being the primary caregiver that prevented them from traveling solo. The ethic of care was a common topic found in previous literature as well as the recent interviews with the tourism scholars in this study. The scholars still maintain the perspective that women now and previous generations are still impacted by the ethic of care. However, even though women may still remain impacted more than men by family

responsibilities, they are able to negotiate these obligations and share family duties with spouses and partners.

Other major constraints that were previously recorded were issues of sexual harassment, fear of safety, and women's immobility in public spaces. Most scholars that were interviewed maintain the same perspective that anyone who travels is still impacted by these constraints. Fear of violence and sexual attacks have reduced levels of participation and enjoyment in leisure and leisure activities for women (Whyte & Shaw, 1994). "Constraints appear to be heightened for women when they take part in activities out of the home or in the outdoors, due to their apparent fears regarding harassment or male violence" (Deem, 1996; Green, Hebron, & Woodward, 1987; Little, 2002; Mason, 1988; Virden & Walker, 1999). Women that choose to participate in independent or solo travel in unfamiliar places or tourist destinations are overwhelmed with the adjustment of movement in public spaces (Jordan & Gibson, 2000; Wilson & Little, 2005).

Millennial female travelers are not immune to constraints but the ways in which certain barriers are perceived or negotiated present a larger difference. During the focus group with Millennial women, they mentioned or made reference to a few constraints but none of the women were impacted enough to not participate or were dissuaded from engaging in international tourism. The constraints are still relevant but they are shrinking and becoming less detrimental to Millennial female tourists. Women that participated in solo leisure travel in the 80's and 90's were greatly impacted by specific barriers and those barriers remain relevant for the Millennial generation but the impact of those constraints have shrunk and dissipated over gender and generational shifts.

## 5.9 IMPLICATIONS FOR FUTURE RESEACRH

Historically and culturally, women's leisure has been constrained through time, activity, and experience, as it is intricately woven with elements of freedom and choice, and thus empowerment (Khan, 2011; Henderson, et al., 1989). Previous research of constraints in leisure tourism appears to follow a pattern of inequalities between men and women (Wearing & Wearing, 1988). Women are feeling more independent and self-confident than ever before in their leisure and travel (Wilson & Harris, 2006). This study can stand as the catalyst in revisiting leisure constraints and benefits in women's leisure tourism for the Millennial generation. The results from this analysis should be further analyzed and scrutinized to continuously develop a deeper understanding and awareness of tourism inequalities that may still exist. Researchers should identify any constraints that still influence Millennial travelers and help to better understand the degree with which those barriers still impact female travelers.

Understanding implications and other patterns in women's solo leisure travel is important because it can help lead to new marketing techniques that perused Millennials to participate in leisure travel. Now, women are marrying and starting families at a later stage in life that enable them to participate in solo leisure tourism at a much younger age than Baby Boomer women had. The technology available for the younger generations provides the tools that are needed in taking safety precautions and learning about a country and cultures social norms and expectations.

Some scholars have the perspective that technology may be doing more harm than good for Millennial travelers, but it provides a safety net that allows for women to travel more comfortably. The Millennial generation of female travelers is participating at a high

frequency of tourism and is not gaining the same 'life-changing' experiences that the Boomer women once did. Traveling alone internationally does not have the same effect as it once had. Traveler 7 shares her perspective on modern international travel:

“You can see and talk to anyone you want to. So I think even in the past 5-6 years it has made the world a little smaller. So if its going abroad to study for 2 weeks or for a year isn't quit as big, or as big of a distance, or as big of a deal as it might have been in the past” (Traveler, 7).

Technology has made the world smaller and easier to engage with others anywhere in the world, that the impact of solo leisure travel is not 'as big of a deal' as it once was.

## WORKS CITED

- Allerton, H. E. (2003) Not funny ha ha funny peculiar. *T+D*, 57(12), 87-88.
- Altinay, L. & Paraskevas, A. (2008). Research philosophies, approaches, and strategies. *Planning Research in Hospitality and Tourism*, 69-87. Oxford: Butterworth-Heinemman
- Amadeus, (2013). Trending with nextgen travelers. 18 Sept. Retrieved from, [http://sete.gr/fileuploads/entries/Online%20library/EN/130924\\_Amadeus\\_Trending%20with%20nextgen%20travelers.pdf](http://sete.gr/fileuploads/entries/Online%20library/EN/130924_Amadeus_Trending%20with%20nextgen%20travelers.pdf)
- Anderson, R. (1975). Leisure an inappropriate concept for women? *Australian Government Publishing Service*, Canberra.
- Benckendorf, P., Moscardo G., & Pendergast, D. (2010). Tourism and generation Y. *CABI*, 1-165.
- Bernard, L. (1989). The female world. *New York: Free Press*.
- Bond, M. (2012). Women travel statistics explained by travel expert. *The Gutsy Traveler*. Retrieved from <http://gutsytraveler.com/women-travel-statistics-2/#comments>
- Bond, M. (2013). Women travel statistics explained by travel expert. *The Gutsy Traveler*. Retrieved from <http://gutsytraveler.com/women-travel-statistics-2/#comments>
- Borins, M. (2000). Go away: just for the health of it. *Wholistic Press*.
- Bowlby, S.R., Foord, J., & McDowell, L. (1988). The place of gender in locality studies. *Area*, 20, 327-331.
- Bradley-Geist, J.C. & Olson-Buchanan, J.B. (2012). Helicopter parents: An examination of the correlates of over-parenting of college students. *Education + Training*, 56(4), 314-328.
- Brightbill, C. (1960). The challenge of leisure. Prentice Hall. Englewood Cliffs, New Jersey.
- Caldwell, L. L., & Smith, E. A. (1988). Leisure: an overlooked component of health promotion. *Canadian Journal of Public Health*, 79, 44-48.

- Callaway, P. (2012). Number of men lacking in study abroad programs. *The Chronicle*. Retrieved from <http://www.dukechronicle.com/articles/2012/02/29/number-men-lacking-study-abroad-programs>.
- Charmaz, K. (2006). *Constructing grounded theory: A practical guide through qualitative analysis*. Thousand Oaks, CA: Sage Publications.
- Chodorow, N. (1978). *The reproduction of mothering*. Berkeley: University of California Press.
- Cline, F.W. & Fay, J. (1990), *Parenting with love and logic: Teaching children responsibility*, Pinon Press, Colorado Springs, CO.
- Cochran, L. J. (2005). A philosophical and ethical examination of practices in developing leisure program guidelines using the baby boomer cohort. (Doctoral dissertation, University of Idaho).
- Cock-Wootten, C., Friend, L., & McIntosh, A. (2005). Women independent travellers: Gender in tourism research. *International Conference on Critical Tourism Studies” Embodying Tourism Research: Advancing Critical Approaches*.
- Deem, R. (1982). Women, leisure, and inequality. *Leisure Studies*, 1, 29-46.
- Deem, R. (1986). *All work and no play: The sociology of women and leisure*. Milton Keynes: Open University Press.
- Deem, R. (1996). Women, the city, and holidays. *Leisure Studies*, 15(2), 105-119.
- Desaulniers, S. and Théberge, N. (1992). Gender differences in the likelihood that work reduction will lead to an increase in leisure. *Society and Leisure*, 15(1), 135-155.
- Dessoff, A. (2006). Who’s not going abroad? *International Educator*, 15(2), 20–27.
- Dewar, A. M. (1987). The social construction of gender in physical education. *Women’s Studies International Forum*, 10(4), 453-465.
- Dumazedier, J. (1974). *The sociology of leisure*. Elsevier, Amsterdam.
- Duncan, S. (1991). The geography of gender divisions of labour in Britain. *Transactions of the Institute of British Geographers New Series* 16, 420-439.
- Eaker, E.D., Pinsky, J., & Castelli, W. P. (1992). Myocardial infarction and coronary death among women: psychosocial predictors from a 20-year follow-up of women in the Framingham study. *American Journal of Epidemiology*, 135, 854-64.



- Elsrud, T. (1998). Time creation is travelling: The taking and making of time among women backpackers. *Time and Society*, 7(2), 309-334.
- Evans, M. (1990). The problem of gender for women's studies. *Women's Studies International Forum*, 13(5), 457-462.
- Ewers, J. E. (2007). All work and no play makes a company...unproductive. *U.S. News & World Report*, 143(5). The Benefits of Travel – 2008.
- Fendt, L.S., & Wilson, E. (2012). 'I just push through the barriers because I live for surfing': how women negotiate their constraints to surf tourism. *Annals of Leisure Research*, 15(1), 4-18.
- Foord, J., McDowell, L., & Bowlby, S. (1986). For love not money: Gender relations in local areas. CURDS Discussion Paper No. 76, University of Newcastle.
- Frechtling, Douglas C. (2006). An assessment of visitor expenditure methods and models. *Journal of Travel Research*, 45(1), 28-35.
- Fullagar, S. (2002). Narratives of travel: Desire and movement of feminine subjectivity. *Leisure Studies*, 21(1), 57-74.
- Gibson, H & Jordon, F. (1998). Shirley Valentine Lives! The experiences of solo women travellers. Paper presented at Fifth congress of the World Leisure and Recreation Association, Sao Paulo, Brazil.
- Gilbert, D. & Abdullah, J. (2002). A study of the impact of the expectation of a holiday on an individual's sense of well-being. *Journal of Vacation Marketing*, 8(4), p. 352-361.
- Gilligan, C. (1982). *In a Different Voice*. Cambridge, MA: Harvard University Press.
- Glyptis, S.A. (1981). Leisure lifestyles. *Regional Studies*, 15, 311-326.
- Godbey, G. (1990). *Leisure in your life: An exploration*. State College: Venture Publishing, Inc., Print.
- Good, G. E., Borst, T.S., & Wallace, D. L. (1995). Masculinity research: A review and critique. *Applied and Preventive Psychology*, 3(1), 3-14.
- Green, E. (1997) *Gendered cultures of time: does a more 'flexible' female workforce mean less available leisure time for women?* Paper given at New Strategies for Everyday life: Work, Free Time and Consumption, International Conference, Tilburg University, Holland, 12-14 December 1996. Published in *Vrijetijdstudies*, 15/3 Boom Hjd Schriften, Amsterdam.

- Green, E., Hebron, S., & Woodward, D. (1987). Leisure and gender: A study of Sheffield women's leisure experiences. Sheffield. *The Sports Council/ESRC*.
- Hanson, S. and Pratt, G. (1995). *Gender Work and Space*. Routledge, London.
- Harrington, M.D., Dawson, D., & Rolla, P. (1992). Objective and subjective constraints on women's enjoyment of leisure. *Loisir et Societe, 15*, 203-222.
- Harris, C. (2002). *Women and power: A study of New Zealand women business travellers*. PhD thesis. New Zealand: Victoria University of Wellington.
- Heimtun, B. (2007) Depathologizing the tourist syndrome: Tourism as social capital production, *Tourist Studies, 7*(3), 271–93.
- Henderson, K. A., (1991). The contribution of feminism to an understanding of leisure constraints. *Journal of Leisure Research, 26*(2), 119-137.
- Henderson, K. A. (1994 a). Broadening an understanding of women, gender, and leisure. *Journal of Leisure Research, 26*, 1-7.
- Henderson, K. A. (1994 b). Perspectives on analyzing gender, women, and leisure. *Journal of Leisure Research, 26* (2), 119-137.
- Henderson, K. A. (2006). One size doesn't fit all: The meanings of women's leisure. *Journal of Leisure Research, 28*(3),139-154.
- Henderson, K. A. & Allen, K. R. (1991). The ethic of care: Leisure possibilities and constraints for women. *Society and Leisure, 14*(1), 97-113.
- Henderson, K. M., Bialeschki, D., Shaw, S., & Freysinger, V. (1989). *A leisure of ones own*. State College Pa., Venture Publishing.
- Henderson, K.A., & Hickerson, B.D. (2007). Women and leisure: Premises and performances uncovered in an integrated review. *Journal of Leisure Research, 39*, 591-610.
- Henderson, K. A., Hodges, S., & Kivel, B. D. (2002). Context and dialogue in research on women and leisure. *Journal of Leisure Research, 34*(3), 253-271.
- Horna, J. (1989). The leisure component of the parental control. *Journal of Leisure Research, 21*, 228-241.
- Howe, N. (2006). A generation to define a century. Paper presented to the Association for Supervision and Curriculum Development Annual Conference, Worldwide Issues, Chicago, Illinois, 1-3 April 2006.
- Howe, N., & Strauss, W. (2000). *Millennial's Rising: The Next Great Generation*. Vintage Books, New York.

- Hubbard, J. & Mannell, R. (2001). Testing competing models of the leisure constraint negotiation process in corporate employee recreation setting. *Leisure Science*, 23, 245-163.
- Institute of International Education, (2013). Open doors data. *Fast facts*. Retrieved from: file:///Users/hollyrabin/Downloads/Fast-Facts-2013%20(2).pdf
- Ireland, M (1993). Gender and class relations in tourism employment. *Annals of Tourism Research*, 20, 666-684.
- Jackson, E.L. (1988). Leisure constraints: A survey of past research. *Leisure Studies*, 10, 203-215.
- Jackson, E. L. (1991). Leisure constraints/constrained leisure: Special issue introduction. *Journal of Leisure Research*, 23(4), 279-285.
- Jackson, E. L., Crawford, D.W, & Godbey, G. (1993). Negotiation of leisure constraints. *Leisure Studies*, 15(1), 31-51.
- Jackson, E. L., & Henderson, K.A. (1995). Gender-based analysis of leisure constraints. *Leisure Sciences*, 17(1), 31-51.
- Johnston, L. (2001). (Other) bodies and tourism studies. *Annals of Tourism Research*, 28(1), 180–201.
- Jokinen, E. & Veijola, S. (1997). The disoriented tourist. p. 23–51. in C. Rojek and J. Urry (eds) *Touring Cultures*. London: Routledge
- Jordan, F. (2007). Life’s a beach and then we diet: Critical discourse of tourism and the body. In A. Pritchard, N. Morgan, I. Ateljevic, & C. Harris (Eds.), *Tourism and gender: Embodiment, sensuality and experience* (p. 92-106). Wallingford: CAB International.
- Jordan, F.L., & Aitchison, C. (2008). Tourism and the sexualisation of the gaze: Solo female tourists' experiences of gendered power, surveillance and embodiment. *Leisure Studies*, 27(3), 329-349.
- Jordan, F., & Gibson, H. (2005). “We’re not stupid...but we we’ll not stay home either”: Experiences of solo women travelers. *Tourism Review International*, 17(5), 195-211.
- Junek, O., Binney, B. & Winn, S. (2006). All-female travel: What do women really want? *Hospitality, Tourism and Marketing*, 54(1), 53-62.

- Kay, T. (1996) *Women, work and leisure futures: the leisure implications of changing female employment patterns*. Paper to the World Leisure and Recreation Association Congress, Cardiff, Wales, 15–19.
- Kay, T. & Jackson, G. (1991). Leisure despite constraint: The impact of leisure constraints on leisure participation. *Journal of Leisure Research*, 23(4), 301-313.
- Kenninger J. (2005) Travel: What women want. Available from: <http://www.imagocreative.com/about/imagenews.php>
- Kerber, L.K., Greene, C. G., Maocoby, E.E., Lura, Z., Stack, C. B., Gilligan, C. (1986). On in a different voice: An interdisciplinary forum. *Signs*, 11(2), 304-333.
- Khan, S. (2011). Gendered leisure: are women more constrained in travel for leisure? *Tourism: An International Multidisciplinary Journal of Tourism*, 6(1), 105-121.
- Kim, C. (1999). *Effects of acculturation, leisure benefits, and leisure constraints on acculturative stress and self-esteem among Korean immigrants*. Ann Arbor: UMI Microform, 1-200.
- Kinnaird, V., & Hall, D. (1996). Understanding tourism processes: A gender-aware framework. *Tourism Management*, 17(2), 1-19.
- Kinnaird, V., & Hall, D. (Eds.). (1994). *Tourism: A gender analysis*. Chichester: Wiley.
- Kinnaird, V., Kothari, U., & Hall, D. (1994) Tourism: Gender perspectives. In V. Kinnaird & D. Hall (Eds.), *Tourism: A Gender Analysis*, 1-34. New York: John Wiley & Sons.
- Kitto, H. D. (1962). The Greeks. *Penguin Books*, 219-236.
- Lamnod, C.C. (1992), Constrained by ethic of care? An exploration of the interaction's between work, family, and leisure in everyday lives of female staff registered nurses. Unpublished master's thesis, University of Waterloo, Waterloo, Ontario.
- Larson, R. W., Gillman, S. A., & Richards, M. H. (1997). Divergent experiences of family leisure: Fathers, mothers, and young adolescence. *Journal of Leisure Research*, 29, 78-97.
- Lee, T. Y. (2013). The Millennials. HVS Global Hospitality Report, 1-16.
- Little, D.E. (2002). Women and adventure recreation: Reconstruction leisure constraints and adventure experiences to negotiate continuing participation. *Journal of Leisure Research*, 34(2), 157-177.

- Mannell, R. & Kleiber, D. (1997). *A social psychology of leisure*. State College, PA: Venture.
- Mannell, R. C., & Zuzanek, J. (1991). The nature and variability of leisure constraints in daily life: The case of the physically active leisure older adult. *Leisure Sciences*, (13), 337-351.
- Marshfield Clinic. (UNKNOWN).UNKNOWN. Wisconsin Medical Journal.
- Mason, J. (1998). 'No peace for the wicked': Older married women and leisure. In E. Wimbush and M. Talbot (eds). *Relative Freedoms: Women and Leisure*, 77-85. Milton Keynes: Open University.
- Massey, D. (1994). *Space, Place and Gender*. Blackwell, Oxford.
- Massey, D. and Allen, J. (1984). *Geography Matters*. OUP, Cambridge.
- McDowell, L. (1989). Women, gender and the organization of space. *Horizons in Human Geography*. Macmillan, London.,136-151.
- Mi-Hye, C. (2006). Gender, leisure ad time constraint: Employed men and women's experience. *Development and Society*, 35(1), 83-105.
- Morais, D. B., & Usher, L. (2009). Women in tourism: Transnational lessons and unanswered questions. *Countours*, 19(1), 4-7.
- Mowl, G. Towner, J. (1995). Women, gender, leisure and place: Towards a more humanistic geography of women's leisure. Department of Environment, University of Nothumbria, Newcastle, UK.
- NAFSA: Association of International Educators. (2003). *Securing America's future: Global education for a global age*. Washington, DC: Report of the Strategic Task Force on Education Abroad.
- Neulinger, J. (1974). *The psychology of leisure*. Charles C. Thomson. Springfield, Illinois.
- Neuman, W. L. (2006). *Social research methods: Qualitative and Quantitative Approaches*, 6<sup>th</sup> Ed. Boston, MA: Pearson Allyn and Bacon.
- O'Neil, J. M. (1981). Patterns of gender role conflict and strain: Sexism and fear of femininity in men's lives. *Personnel; & Guidance Journal*, 60(4), .203-210.
- Pahl, R. (1995). 'Finding time to live' in the time squeeze. *Demos Quarterly*, 5.

- Patton, M G. (1990). Analysis, Interpretation, and Reporting. *Qualitative evaluation and research methods*, (2), 369-460. Newbury Parl: SAGE Publications.
- Peters, P. & Raaijmakers, S. (1998). Time crunch and the perception of control over time from a gendered perspective: The Dutch case. *Society and Leisure*, 21, 417-433.
- Petrick, J. F. & Huether, D. (2013). Is travel better than chocolate and wine? The benefits of travel: A special series. *Journal of Travel Research*, 52(6), 705-708.
- Reeves, J. B., (1994). Women's right to leisure: A feminist perspective. *Humanity and Society*, 18(4), 47-54.
- Redden, E. (2008). Women abroad and men at home. Inside Higher Ed. Retrieved from [www.insidehighered.com/news/2008/12/04/genderabroad](http://www.insidehighered.com/news/2008/12/04/genderabroad).
- Richards, G. (June 2006) Summary Report of a Research Study Undertaken for the International Student Travel Confederation. *Tourism Research and Marketing*. <http://www.tram-research.com/>.
- Richards, G. (2007). *New Horizons II: The Young Independent Traveler, 2007*. World Youth Student & Educational Travel Confederation, Madrid.
- Richter, L.K. (1994). Exploring the political role of gender in tourism research. *Global Tourism- The Next Decade*. Oxford: Butterwoth Heinemann.
- Richter, L.K. (1995). Gender and race: Neglected variables in tourism research. In R. Butler & D. Pearce (Eds.), *Change in tourism: People, places, processes* (p. 71-91). London: Routledge.
- Riley, P. J. (1988). Road culture of international long-term budget travelers. *Annals of Tourism Research*, 15, 313-328.
- Robinson, J. P. & G. Godbey. (1997). *Time for life: The surprising ways americans use their time*. 2<sup>nd</sup> Ed. Pennsylvania State University Press.
- Rose, G. (1993). *Feminism and Geography*. Polity Press, Oxford.
- Ryan, C. & Hall, M. (2001). *Sex tourism: Marginal people and liminalities*. Business and Economics, p. 1-172.
- Rybczynski, W. (1991). *Waiting for the Weekend*. London, Viking Penguin.
- Scott, D. (1991). The problematic nature of participation in contract bridge: A qualitative study of group-related constraints. *Leisure Sciences*, 13, 321-336.

- Shaw, S. (1994a). Gender and leisure: Inequality in the distribution of leisure time. *Journal of Leisure Research*, 17, 266-282.
- Shaw, S.M., (1994b). Gender, leisure and constraint: Toward a framework for analysis of women's leisure. *Journal of Leisure Research*, 26(1), 8-22.
- Shaw, S., Bonen, A., & McCabe, J. (1991). Do more constraints mean less leisure? Examining the relationship between constraints and participation. *Journal of Leisure Research*, 23, p. 286-300.
- Shirley, S. (2006). The gender gap in post secondary study abroad: Understanding and marketing to male students. Retrieved from [http://www.aifsabroad.com/advisors/pdf/Gender\\_Gap\\_Shirley.pdf](http://www.aifsabroad.com/advisors/pdf/Gender_Gap_Shirley.pdf).
- Sirgy. (2010). Toward a quality of life theory of leisure travel satisfaction. *Journal of Travel Research*, 49 (2), 246-60.
- Sirianni, C. & Negrey, C. (2000). Working time as gendered time. *Feminist Economics*, 6(1), 59-76.
- Son, J.S., Mowen, A.J., & Kerstetter, D.L. (2008) Testing alternative leisure constraint negotiation models: An extension of Hubbard and Mannell's study. *Leisure Sciences*, 30(2) 198-216.
- Stein, J., & Sanburn, J. (2013). The New Greatest Generation. *Time*, 181(19), p. 26.
- Steiner, C. & Reisinger, Y. (2004). Enriching the tourist and host intercultural experience by reconceptualising communication. *Journal of Tourism and Cultural Change*, 2(2), 118-137.
- Twombly, S. B. (1995). Piropos and friendships: Gender and culture clash in study abroad. *Frontiers: The Interdisciplinary Journal of Study Abroad*, 1 27.
- Tyrrell, T. J., & Johnston, R. L. (2006). The economic impacts of tourism: A special issue. *Journal of Travel Research*, 45(1) p. 3-7.
- U.S. Travel Association (2011). The benefits are everywhere: The personal benefits of travel and taking a vacation. Retrieved from: [http://www.ustravel.org/sites/default/files/page/2010/02/benefits\\_of\\_travel\\_08\\_pdf\\_87080.pdf](http://www.ustravel.org/sites/default/files/page/2010/02/benefits_of_travel_08_pdf_87080.pdf)
- Valentine, G. (1989). *The geography of women's fear*. *Area*, 21(4), 385-390.
- Veal, A., S. Darcy, and R. Lynch. 2012. *Australian Leisure*. 4th ed. Sydney: Pearson.

- Veijola, S. and E. Jokinen (1994). The body in tourism. *Theory Culture and Society*, 11(3), 125–51.
- Veijola, S. and E. Jokinen (2008). Towards a hostessing society? Mobile arrangements of gender and labour, *Nora*, 16(3), 166–81.
- Viriden, R.J. & Walker, G.J. (1999). Ethnic/racial and gender variations among meanings given to, and preferences for, the natural environment. *Leisure Sciences*, 2(3), 219-239.
- Wearing, B. and Wearing, S. (1988). ‘All in a day’s leisure’: Gender and the concept of leisure. *Leisure Studies*, 7(2), 111-123.
- Westwood, S. (2007). What lies beneath? In I. Ateljevic, A. Pritchard and N. Morgan (Eds.) *The Critical Turn in Tourism Studies: Innovative Research Methodologies* (p. 292-316). Oxford, United Kingdom: Elsevier Ltd.
- WGSG, (1984). *Geography and Gender*. Hutchinson, London.
- Whyte, L.B. & Shaw, S M. (1994). Women’s leisure: An exploratory study of fear of violence as a leisure constraints. *Journal of Applied Recreation Research*, 19(1), 5-21.
- Williams, K. (1991). Avoid burnout: Take vacations. *Management Accounting: New York, N.Y.*, 73, p. 14
- Williams, T. R. (2009). The reflective model of intercultural competence: a multidimensional qualitative approach to study abroad assessment. *The Interdisciplinary Journal of Study Abroad*, p.1-18.
- Wilson, E., & Harris, C. (2006). Meaningful travel: Women, independent travel and the search for self and meaning. *Tourism*, 54(2), 161-172.
- Wilson, E. & Little, D. (2005). A ‘relative escape’? The impact of constraints on women who travel solo. *Tourism Review International*, 1, 155-175.
- Wilson, E. & Little, D. E. (2008). The solo female travel experience: Exploring the ‘geography of women’s fear’. *Current Issues in Tourism*, 11(2), 167-186.
- World Tourism Organization, (2010). Gender and tourism. *Global Report on Women in Tourism*. Berlin’s International Conference Center on 11 March 2011.
- YPartnership National travel leisure monitor.
- Zikmund, W.G., Babin, B. J., Carr, J. C., and Griffin, M. (2013). *Business Research Methods*. 8<sup>th</sup> Ed., p.1-646. Mason, OH: South-Western, Cengage Learning.



## APPENDIX A: INTERVIEW QUESTIONS

Tell the interviewees that this process confidential and that what they say will not be attributed to them. Also, let them know they don't have to answer the question and are able to end the interview at any time. Provide an introduction to the study and ask if they have any questions.

- 1) In your professional opinion do you believe there are any major differences between the Baby Boomers generation and the Millennial generation?
  - a. Specifically in regards to leisure/how time is spent/travel patterns
- 2) In your opinion, are leisure travel constraints and benefits different between the generations?
  - a. If so, why do you think they are different?
- 3) Do you still feel Millennial women are constrained in their travels?
  - a. Fear of male violence
  - b. Unable to travel solo (limitations of women's mobility in terms of space)
  - c. Sexual harassment
  - d. Holidays as a sexualized space
  - e. Family obligations (primary caregiver)
  - f. Other
- 4) What sort of benefits to you believe Millennial women achieve through their travels?
  - a. a search for self and self-identity
  - b. self-empowerment; and
  - c. connectedness with others/ 'global citizenship'
- 5) What literature or current research papers do you recommend I read that might provide insight into Millennial women travel constraints and benefits?
- 6) What types of questions do you recommend I ask in my focus groups?
- 7) Do you have any recommendations of other tourism/leisure experts that I may reach out to in order to continue my study

## APPENDIX B: FOCUS GROUP NON-TRAVELER QUESTIONS

- 1) Have you ever participated in domestic travel? And where have you been?
- 2) Are you aware of any major differences between your generation compared to your mother's or other older women in your life?
  - a. How leisure time is spent
- 3) What reasons/constraints have prevented you in participating in international travel?
  - a. sexual harassment
  - b. vulnerability
  - c. fear
  - d. restricted access and mobility
  - e. male gaze/tourist gaze
  - f. sex and hedonistic enjoyment
  - g. socio-culture norms
  - h. family responsibilities
  - i. dominance of spouse
- 4) Do you believe that there are benefits in traveling internationally?
  - a. women's solo travel motivations
  - b. negotiation strategies and outcome
  - c. process of planning travel
  - d. positive and negative aspects of traveling solo
  - e. experiences of interacting with tourists and local individuals
- 5) Could technology have a major impact on reasons you would choose to travel internationally?
- 6) If you could have the opportunity to participate in solo international travel, would you?

## APPENDIX C: FOCUS GROUP FREQUENT-TRAVELER QUESTIONS

- 1) We are going to go around with everyone introducing yourself and please share your best or worst travel experience that you have ever had.
- 2) Are you aware of any major differences between your generation compared to your mother's or other older women in your life?
  - a. How leisure time is spent
  - b. Travel Patterns
- 3) What were some responses you received when you told your friends, family, and loved ones that you were traveling out of the country?
- 4) What are some benefits (if any) you experience while participating in leisure travel?
  - a. search for self and identity
  - b. self-empowerment
  - c. connectedness with others
  - d. positive attitude
  - e. being passionate about tourism
  - f. overcoming constraints with negotiation
- 5) What are some constraints (if any) you face while participating in leisure travel?
  - a. sexual harassment
  - b. vulnerability
  - c. fear
  - d. restricted access and mobility
  - e. male gaze/tourist gaze
  - f. sex and hedonistic enjoyment
  - g. socio-culture norms
  - h. family responsibilities
  - i. dominance of spouse
- 6) Did technology have an impact of your travels? Positively or Negatively?
- 7) Here is a list of major themes that should be discussed if not brought up:
  - a. women's solo travel motivations
  - b. negotiation strategies and outcome
  - c. process of planning travel
  - d. positive and negative aspects of traveling solo
  - e. experiences of interacting with tourists and local individuals

8) If you could give any recommendations to women in your generation who have never traveled outside of the country before, what would it be?