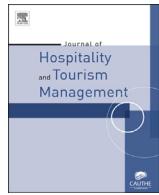




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Women in Turkish tourism[☆]

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ABSTRACT

The tourism sector in Turkey has grown considerably since the early 1970s. This change has many effects, including the working conditions of women. It is a fact that tourism is an industry that affects women's employment in profoundly and positively and provides many opportunities for women. The aim of this study is to reveal what kind of achievements women gained in the history of Turkish tourism by their entrance into the sector and its development. The method of oral history, which can convey unrecorded data, is used. In this study, 18 people were interviewed. Interviewees were selected among tourism employees like housekeepers, managers and tour guides; as well as those who do not participate in the tourism workforce, but are residents of touristic destinations. The questions are prepared in accordance with subjects such as the working conditions of women, the economic structure of Turkey, the social status of women in daily life and their status at work and in tourism sector from past to present. The findings of the research are examined in the chapter on women's introduction to tourism, their entrepreneurship and their work in non-family businesses. As a result of the research, it has been concluded that tourism has transformed the traditions in the Turkish society and the women, who began to work in their homes firstly, gained strength in both economic, social and individual terms by entering the business and utilizing the opportunities that tourism has provided.

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1. Introduction

Tourism as a rapidly growing and developing sector around the world and it brings about significant transformations for many countries. Turkey is one of those countries, emerging in the tourism market in a short period of time with its geographical location, convenient tourism resources and multidimensional support of the government (Aykaç, 2009, p. 13). The economic, social, cultural and environmental impact of tourism on Turkey has been noticed since 1940s, showing a tendency to develop between 1963 and 1980, and an average growth rate of 12.1% between 1984 and 1990. Tourism, which provides economic restructuring for countries, is considered a social event, a specific form of people living together in a society (Avcıku, 2007, p. 57), because there is an interaction between

different communities with different educational, social and cultural structure as a result of the relations established during travels and accommodations. This situation causes changes in people's knowledge, manners, traditions and cultural structures over the course of time (Çivelek, 2010, p. 332). It is known that indigenous people have abandoned their old, self-enclosed, conservative attitudes and developed outward-oriented behavioral models as a result of the social relations established with the tourists. Women working in the service sector, which does not require expertise, are one of the groups mediating this change, being intensely exposed to this kind of interaction (Oktik, 2001).

There are many studies which suggest that tourism revealed new professions, caused changes in traditions and customs, became a major factor in the removal of prejudices, and played an important role in the change of value judgments in Turkish society. It is a recognized fact that the tourism industry has a strong and positive impact on women's employment as it offers many opportunities for them (Sinclair, 1998). According to Global Report on Women in Tourism (2010), women make up a large part of the official tourism workforce and when compared to other sectors, the employment rate of women has always been two times more than men. While

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this superiority is well represented in service and office level jobs, it is poorly represented in occupational levels. Moreover, women in the tourism industry generally earn between 10% and 15% less than their male counterparts. Some studies on Spain (Muñoz-Bullón, 2009), Indonesia (Cukier, Norris and Wall, 1996) and Beliz (Gentry, 2007) show that men who work in the same position get higher salaries than women. Yet, according to this report, one of five tourism ministers in the world is a woman. However, this does not change the fact that there are also a lot of non-salaried jobs done by women in family tourism enterprises.

There are many studies which argue that women will be empowered through tourism and play a more active role in the social sphere (Chant, 1997; Sinclair, 1997; Ferguson, 2010, 2011). When studies on tourism and women's relations are examined, it is seen that the vast majority of the studies are conducted in the context of women's empowerment and gender equality issues (Ferguson, 2011; Harvey et al., 1995; Levy, Lerch, Gender, & Mar, 1991; Praveen & Asokan, 2013; Tucker, 2007; Vandegrift, 2008; Wilkinson & Pratvi, 1995). From Turkey's perspective, it is seen that the studies focus on issues such as identifying the socio-demographic characteristics of female entrepreneurs, their reasons for starting up a business, the problems they encounter in establishing and maintaining a business, and their general organizational tendencies. (Boyacioglu, 2014; Noyan Yalman & Gündogdu, 2014; Soysal, 2010; Yirik & Ilgaz Yıldırım, 2014; Çelik & Özdevecioğlu, 2001). On the other hand, there are no studies which focus on how women have become acquainted with the tourism industry, the opportunities that tourism offered to women in time and the achievements through the transformations brought by tourism. With this study, we will attempt to explain what kind of personal achievements women have achieved with the development of tourism and how women entered the industry first.

2. Literature review

Major transformations in terms of both economics and traditions take place in the regions that are opened to tourism. In these regions, the society undergoes an important transformation in terms of both economy and tradition. From this perspective, female employment and women's influence on tourism and society (or vice-versa) have been discussed in many studies (Ireland, 1993; Sinclair, 1997; Swain, 1995). The recognition of women's right to speak, the employment of women in the tourism industry and inter-marriages are some of these transformations (Özel, 2014). Tourism has reached a global scale in the 1950s, as developing countries started to offer cheaper services to developed countries. Besides, tourism industry offers the largest employment opportunity to the women in the third world countries. Tourism as a service sector is different from other industries because of its labor-intensive production style. In the tourism industry, mechanization and automation are not possible beyond a certain point, so the density of workforce hired by the industry is higher than other industries (Oktik, 2001). A significant part of the work done in the industry (cleaning, bed making, service etc.) is considered to be "feminine" just like some other works in different industries (nursing, secretarial duties, teaching, etc.) (Akoğlan, 1996, p. 16). Therefore, it is preferable to employ women in these jobs. For this reason, the industry can be named as a labor-intensive business field, as well as a women-intensive one.

Women comprise the majority of registered and unregistered workforce in tourism. According to Edgel (1990), one out of every fifteen people in the world is working in the tourism industry, and half of them are women (Oktik, 2001). According to the International Labor Organization (ILO), in 2013, the share of women employed in the tourism industry on a global scale was 54.1% in

developed countries, 57.7% in developing countries and 40.7% in underdeveloped countries.

The intensive participation of women in working life in Turkey took place in the 1950s. The service sector, which started in these periods, provided new business opportunities for women, though not as much as men. When the indicators related to the tourism industry in Turkey are examined, the female employment rate is found to be 21.7%, which is much lower than the rate of female employment in the emerging and underdeveloped countries group (Uğuz Çelik & Topbaş, 2016). The low proportion of women in tourism employment in Turkey can be explained with reasons such as the level of education, social and cultural development of the society, specialization etc. (Yanardag and Avcı, 2012, p. 45).

As an industry that provides job opportunities to a large number of people who do not have a certain qualification, it is a fact that tourism provides a working environment for women isolated from work life with the social recognition it brings. The fact underlying this is that the tasks performed in the tourism industry such as cooking, welcoming guests, making beds, cleaning are attributed to the woman (Akoğlan, 1996, p. 16). There are three basic characteristics of women employed in tourism. Firstly, female employees are involved in positions that are an extension of their family roles (Kozak Akoğlan & Aşan, 2012) and most of them are low-income and low-skill (Scheyvens, 2002:124) jobs. On the other hand, some of the roles that women are socially burdened (maternity, spouse, bride, etc.) oblige them to make good money and to fulfill their household and social responsibilities at the same time. Finally, when viewed from the perspective of women, tourism offers more favorable opportunities, especially when compared to traditional and hard work based on agriculture (Scheyvens, 2002:124). Chant (1997) concludes that the fact that women are involved in tourism activities can make women behave "like themselves". While Sinclair (1997) emphasizes the benefits of working in tourism for women, Ferguson (2010) discusses the feelings of women working in tourism industry from the perspective of personal and economic refreshment. It can be said that similar results are obtained from the studies on women and tourism in Turkey. Boyacioglu (2014) concludes that traditional family structure, economic situation of women and the society's view of women went through a positive transformation after the development of women entrepreneurship focusing on rural tourism. Fidan and Nam (2012) also suggest that tourism has increased women's life quality and self esteem while giving them sense of individuality in the study they conducted in Taraklı. As it can be understood from the literature, women and tourism studies are address to the subjects that are brought to tourism by women such as the emergence of women entrepreneurs and its effect on the tourism development. The women's acquaintance with tourism and their entrance to the industry are examined in this study. Contributing to this field and passing on this contribution to future generations can be named as the main aim of this study.

3. Methods

Oral history method was used in this research. Oral history is based on interpretation by listening to people, recording their memories and experiences, and is an interdisciplinary method where sociology, history, literary and cultural studies intersect (Thompson, 2006, p. 23). According to Caunce (2001, p. 19), oral history contributes to the historical meaning-making process in order to understand the present and to guide the future. People interviewed for data collection in the oral history method are defined by the term "source person". This method consists of making interviews by referring to the memory of the source persons, archiving and publishing the resources and performing

Table 1
Profile of interviewees.

Code	Year of Birth	Gender	Profession	Date of Interview	Duration of Interview (min)
Int1	1944	F	Housekeeper	08.19.2013	32:38
Int2	1940	M	Archeologist	07.25.2013	112
Int3	1965	F	Hotel Owner	11.08.2013	77:13
Int4	1966	M	Tour Guide	06.28.2013	135:29
Int5	1937	M	Fish Store Owner	08.15.2013	53
Int6	1961	F	Yacht Operator/Restaurant Owner	10.26.2013	113
Int7	1947	F	Cook	08.20.2013	59
Int8	1961	F	Hotel Manager	06.27.2013	157
Int9	1941	F	Tour Guide	09.14.2013	48
Int10	1952	M	Captain	10.25.2013	56
Int11	1958	M	Tour Guide	11.09.2013	75:31
Int12	1968	M	Tour Guide	11.09.2013	52:29
Int13	1952	F	Hotel & Restaurant Owner	06.29.2013	37
Int14	1950	M	Hotel Owner/Former Mayor	11.08.2013	89:17
Int15	1942	F	Pancake House Owner	11.08.2013	27
Int16	1969	F	Camping Owner	10.10.2013	64
Int17	1958	M	Hotel Owner	06.26.2013	87
Int18	1960	F	Lawyer	08.11.2013	58

analytical work based on oral history sources (Bilmez, Kayacan, & Aslan, 2011, p. 11).

Semi-structured interview forms which consists of two parts were used to collect data in the study. In the first part, questions about short life histories of the source persons were asked. In the second part, there were open-ended questions which were prepared to examine the socio-cultural and economic changes that occur with tourism. For this purpose, a team which includes the authors conducted interviews with 18 source persons in the touristic regions of Turkey in 2013 and all interview recordings were transcribed. Later on, in accordance with the purpose of this study, the transcripts were examined and the sources who reported opinions about the changes in women's life, when they first started working in the tourism industry, and in what areas they were working, were specified. In this context, information about the source persons included in the study is given in the following table (see Table 1).

The reasons for the selection of the mentioned people as the source contacts were their testimonies to the first years of tourism in Turkey, their current residence in Turkey and their volunteering to take part in this research. These narrative texts were utilized in determining the changes in women's lives with the development of tourism. The data acquired from the narratives of source contacts were poured into the findings in the context of women's entrance to industry and were evaluated under the following topics.

4. Findings

In this part of the study, the major changes on the subject of women in the regions where tourism has developed are mentioned. After that, findings are examined in the context of women's introduction to tourism, their process of becoming entrepreneurs and their employment in non-family businesses.

The social standings and duties of men and women have evolved since the primitive ages. As the forces of the production have transformed, the relations of production and division of labor have also changed and women fell into the background in terms of both production and ownership during the production process (Tuncel, 2011, p. 145). Tourism has provided the changing value judgments and made them more rational (Berber, 2003, p. 206). Women are also affected by this situation. Many things that were shameful or forbidden for women in the past have left their place to tolerance and understanding. Int18, who lives in Alanya, describes the change of the region she lives as follows:

"Alanya used to be a conservative place. A man and a woman could never walk side by side. Girls on one side of the pavement, boys on the other side. We could never walk side by side. We used to walk out of the high-school, and girls and boys would use separate ways to go home. Now everyone walks hand in hand, arm in arm. I mean, were it not for tourism, the women in Alanya would have never gotten so far".

Another influence of tourism is evident in its transformative effect on customs and traditions. This change sometimes occurs as the transformation or disappearance of customs and traditions, while sometimes occurring as the realization of the value and conservation of customs and traditions. Tourism emerged and developed primarily in the coastal areas of Turkey. While the coastal areas, which were considered arid lands, were bequeathed to women through inheritance as a tradition of the patriarchal community, this inequality turned upside-down with tourism, because those lands inherited by women became more valuable and strengthened their hands. The fact that women in coastal areas are more active, and that they have more power in familial affairs can also be explained by this economic potential. Int18 explains this situation, which became advantageous for women, as follows:

"They always bequeathed coastal lands to girls in Alanya, where it is practically impossible to grow crops such as bananas or citrus fruits. But now everything's changed, that's not the case anymore. But this tradition continued like this for many years, until the nineties. In the sixties, seventies, and eighties, girls usually inherited coastal lands, while boys inherited mountainsides"

Another factor which proves that tourism had a positive influence on women is related to the education of girls in Turkey. As with tourism, the rate of female education increased, and especially in rural areas girls have begun to attend education. This transformation was emphasized in interviews conducted with local people in Alanya, Cappadocia, Bodrum, Marmaris, and Erdek, which were once small towns that subsequently became significant touristic destinations in Turkey.

4.1. Hosting tourists in home and women's introduction to tourism

Women have actively participated in the process of development from primitive societies to sophisticated societies, both at home and outside. Therefore, throughout the world, women have

ensured continuation of life by taking the role of producer and reproducer in every period of history (Atilgan, 2007, p. 135). Tourism is one such area which women continue to play their producer role. The tourism industry has brought changes in families' working life. With the creation of new business opportunities, agricultural collaboration in the family has continued at home through tourism. The name of this new business is the guest housing (Usta, 1982, p. 53).

Guest housing refers to the offering of accommodation services by families through the conversion of one or more rooms in their homes into a guest room. This way, inexpensive accommodation options are provided to tourists during peak tourism periods, with the added benefit of familiarizing tourists with the local social structure. Furnishing and renting an entire apartment or a house is also considered to be guest housing (Akyol, 2012, p. 80). The lack of bed capacity in Turkey's early years of tourism required local people to open their homes for tourists; this is considered as the beginning of guest housing. In some regions, municipalities led the way for people to open their homes for tourists. For example, the former Mayor of Cappadocia region, Int14 discusses announcements made through the speakers of the municipality, which are as follows: "Dear fellow townsmen, please open up your houses for the guests, please consult with our municipality". As tourist attractions began to implement the guest housing model, such as Alanya and Bodrum in 1960s and Side in 1975, the number of people converting their homes into guest houses increased considerably, and guest housing gained an economic dimension. As required by the structure of Turkish society, local people did not even receive money from tourists, and hosted them as their personal guests. For example, in the early years of the touristic movement with domestic tourists in Marmaris, local people did not allow tourists to pay for their accommodations, and they were kindly entertained in the houses of local people. The people of Marmaris opened their doors to tourists, and shared their cheese, yoghurt, and even their fish. A memoir regarding the women running guest houses in Marmaris was put into words by Int6: "The people embraced tourism immediately. They treated their guests very well. For example, when the women, who were engaged in guest housing, went on a visit to their neighbors, they would leave early by saying 'we have guests over, we have to go' ". They would not regard them as customers, but as guests (Özel, 2014).

Introduced by tourism activities, guest housing ushered a new area of employment for housewives. One of the participants, Int11, also supports this idea:

"In the early years of tourism, women were the first to work in this sector, because men already had jobs; some of them were farmers, working in the field, some of them were craftsman, working for the industry, and some of them were barbers, tailors, craftsmen, etc., so all of them were maintaining a life through their professions. So, who was engaged in tourism? Our mothers, the women were engaged in tourism. I remember it very well, the means were very limited. My mother used to draw water from the well and pour it into the water tank above the house so that our guests could take a shower and wash away the salty sea water when they came back in the afternoon. With these limited means, cauldrons were set in our gardens and the towels and bedclothes of the guest houses of our relatives were boiled in hot water. I mean, women made great effort and one thing that is certain is that tourism grew through women".

Most, if not all family members engaged in the guest housing business were employed in this line of business in 1970's. As a result, these family members increased the total income of their family. However, guest housing has a gender-based structure. While some works are attributed to women, other works are

considered to be "manly" (Aykaç, 2009). For example, while men would welcome tourists at the bus station and take them home in Bodrum, other works related to entertaining guests are performed by women (Int2). Living under the same roof through the sharing of rooms in a house with tourists also led to the common use of some areas (hallways, anterooms, stairs, kitchens, and bathrooms). In this case, the housewife became responsible for cleaning the house, preparing food, and other duties. Tourists were overwhelmed with this level of attention, and it made them visit again in the following years. Thus, women became the first people responsible for tourists' satisfaction. One of the interviewees, Int5, gives the following statements about guest housing in Bodrum:

"Since there were not many hotels, they accommodated in guest-houses. The concept of guest housing was quite advanced in this region, and almost each and every family allocated a room for tourists. They would make money, and we would sleep on clean sheets and soap-scented pillows, and it was inexpensive. Breakfast was prepared and served by the wife, and it was all organic and traditional Turkish breakfast. And then the tourists would go swimming".

In Western societies, characters such as the "innkeeper's wife" and "restaurateur's wife", have always been essential elements of the tourism industry for jobs such as waitresses, housekeepers, and dishwashers in restaurants and guesthouses. In fact, the most successful and clean facilities in modern Turkey, apart from major tourism facilities, have always been the ones run by the wife of the owner (Gülersoy, 1970, p. 38). This can be explained by the role of housewife role of women in society, since hospitality is the role given to women in Turkish culture. In this case, the family supports a lot of free work by women in tourism enterprises.

4.2. The spirit of entrepreneurship in women

Tourism has been influential in the process of opening up housewives to the outside world by providing a direct relationship with communities which is affected by tourism's social economic character and the business area that is created. In addition to the guest housing, tourism also provides economic contribution to women with different occupations.

Women cannot decide on their careers due to their roles in the family, gender based labor division, patriarchal values and the usual duties such as childcare or eldercare (Eraydın & Türkün-Erendil, 2002, pp. 24–25; Turgut, 2006, p. 70). For these reasons, tourism has become an opportunity for women who can not take part in working life and then they have started to take place as entrepreneurs in the industry. For example, in the first years of tourism development in Marmaris, women made handicrafts in their homes and sold to tourists visiting Marmaris Castle. Furthermore, ornaments made from sea sponges and shells are sold as souvenirs by women (Int10). Women in Cappadocia weave carpets and dyed pottery (Int11). Thus, women began to take part in the creation of "tourist products". Today, in historical places such as Beypazarı and Safranbolu in Turkey, women play a major role both in providing traditional tourism products and their production. Entrepreneurship, which started in an amateur manner in the first years, became professionalized in the following years with the support of the state and private industry projects.

Women who take part in tourism as entrepreneurs became stronger figures both within their families and in social life. Int12 gives the following examples regarding this matter:

"In small and family-run businesses, the spouses used to run their business together. This still continues. Many facilities are run by

women, especially accounting work. When we take a look at the small villages, we see women which started off by making pancakes (*gözleme*), and then turning their places into restaurants. These were all accomplished with the help of our women. I can even give an example: Çınar Restaurant. Her husband also proudly says: 'My wife made us what we are today.' Once his wife was cooking pancakes under the plane tree in 1980s; now they own the largest restaurant in town. They built a hotel, and they built another hotel in Pamukkale (Hierapolis). It's the power of woman".

In addition, some families opened souvenir shops, or began to work in other people's souvenir shops. The findings obtained from the interviews in this study reveal that the women of Marmaris grew an interest in tourism after the 1960s, and that they subsequently worked in the tourism industry. It could be concluded that guest housing services in particular were initiated by female entrepreneurs, who stood out with their entrepreneurial spirit (Int6). In the early years, these facilities, established by the efforts of women, were officially registered to the names of their husbands, fathers, or other male members of their families due to the predominant patriarchal structure. This was because women could not borrow loans since they could not submit any financial guarantees to credit institutions. As such, many of them were deterred by bureaucratic obstacles, or had to get help from others (Güney, 2008, p. 253). One of the participants, Int7, started a restaurant business with the support of her son. In her own words, she "took her pots and pans", and entered into the professional restaurant business with the food she had already been cooking for weddings. However, although she is not officially the owner on paper, it is clearly understood from her statements that Int7 is the real executive.

There are also other women which took over family-run businesses over time. During the modernization of Turkey, increasing levels of education among women have also changed their position in business life. Particularly in tourism industry, women that received tourism education and possess language skills began to be treated with greater respect. Although they sometimes had difficulties due to their gender, they managed to control their businesses with great success. For example, with the advantages of her advanced language skills, Int9 worked as tour guide for major tour operators, created many large organizations, and managed large-scale fleets for many years. Another participant Int16, still maintains the camping business that she took over from her parents, her accomplishments are appreciated by her customers:

"I mean, the Italians, French, German and Dutch ... They write these things in their own books. Even a book named 'The most beautiful campgrounds in Europe' was published, and Altın Kamp was among the top camping sites. Later in 2004, German TV channel ZTV came here to shoot a documentary; they came all the way from Germany to shoot this place as an example of soft tourism in Europe, and introduced my parents as pioneers. The tourists have always advertised the facility by themselves. I mean, we never had to advertise our facility back then; the place became famous through word-of-mouth advertising and guides; even other TV channels have also shown us. We keep hearing this from our customers. They say we were on German TV, French TV".

Another female entrepreneur is Int8 who also chaired the Association of Alanya Tourism Establishments (ALTID). As a woman who worked at senior management levels in various companies, Int8 made great efforts to thrust herself forward as a woman. Years after, she introduced Parador, Blue Fish, Galeri, and then Aydinbey and Lobi hotel. She also became one of the partners of the Gold City Tourism Complex. Although there are only a few leading women in

major establishments and organizations, there are many small enterprises receiving government support. Some examples of these enterprises are Int13's hotel and restaurant in Alanya, Cave Hotel of Int3 in Cappadocia, and Int15's pancake house in Cappadocia (Int3, Int15, Int17).

4.3. Women's beginning to work in tourism

Although it was once considered disgraceful for women to work for "other people" according to the traditions of Turkish society, women eventually began to receive their share of employment over time. According to the data of 1988–1997, the increase in the participation of women in the tourism industry at a global level in Turkey supports this view (Hemmati, 2000). Women first began to work for their families' relatives, and then began to work in other facilities. Int1 who began to work with a close relative in Bodrum, witnessed this situation:

"We were not allowed to work back then. I went to Heredot to work for our relative Tuğrul. There were not any unfamiliar workers, or women. Now people come from Milas, from the surrounding villages, and everywhere to work in hotels. We went there together with Avni (her husband), since he was working there, and helped them".

The employment of women in the industry is a fact desired by tourism operators. The underlying reason for this desire is the "femininity" of the work carried out in the business. In those years, operators were having difficulty finding people to work in duties such as housekeeping. Men did not prefer these jobs and the work they did was not the same as a woman did. Small businesses that were not able to receive staff on a regular basis have used women and daughters in the surrounding areas for work such as making beds, washing the beddings and giving breakfast in the morning. Business owners have even employed women from outside the region to work in their businesses. Int11, a hotel owner in Cappadocia, says that:

"When I first opened the hotel, I could not find a lady worker. Four to five years. I brought lady workers from Avanos in the 90's. In our village working in a hotel or restaurant was scandalous for a woman at that times. Goreme is included in this, including Uçhisar. But today, for example, in our village I know many women working in tourism, as a worker or employer."

Female employment in hotels began working in housekeeping departments. Since this job did not require any foreign language skills, women were more prone to this type of work. Eventually, women began to take part in foreground services such as reception. Women worked predominantly in housekeeping services between the years 1978 and 1990. By the end of the 1990s, women began to take part in other positions, such as sales management, front office management, or as sales representatives in travel agencies (Int4). Int17, who had worked in tourism industry for many years, exemplifies this change as: *"First housekeeping, then front office, and public relations, it changed slowly"*. This may be considered an indicator of the increasing level of education among women in Turkey. It also suggests that female employment became more acceptable, that women were as good as men, and that they could take part in all areas of the tourism industry. Women began to stand out and to make a presence in Turkey in subsequent years, making significant progress in a short period of time, despite all the traditional and sociocultural obstacles. Since the 1980s, women have been participating in many areas of the Turkish workforce,

such as entrepreneurship, management, tourism and hotel management, advertisement, as well as banking and insurance – occupations which are traditionally considered as “masculine” (Önder, 2013, p. 40).

5. Conclusion and discussion

In the tourism industry, women have become important actors in the tourism industry by working with their husbands and helping them. But this change has not materialized immediately, as women have begun to work in the home first, then started to work outside, primarily due to their social roles.

The fact that there is more “feminine” work in tourism, which is a phenomenon based on hospitality, causes many jobs to be carried out by women in Turkey which has a patriarchal family structure, especially in the first years of tourism. Women who already has skills and experience in jobs such as service, cleaning and handicrafts in daily life did not experience major difficulties working in this sector. This was also observed in other contexts (Jordan, 1997). Hence, tourism has become a profession for women over time. This work, which is done as a contribution to the home economy, saved the woman from working in harder fields but also made their effort invisible.

According to the results of this research, the women, who acquired new and different roles with the development in tourism industry, have begun to be self conscious in terms of getting education, to gain awareness of their position and work in the service sector and other industries. However, this consciousness could not prevent women from concentrating on low-paid, low-skilled jobs in the industry and non-paid work in family tourism businesses. When tourism enterprises and agencies are in question, women are on the background. In the tourism industry, women are mostly employed as housekeepers, but they have not been involved in qualified work such as management and presentation. Although tourism is an appropriate sector for women, the social role imposed on women by society has emerged as an obstacle from time to time. For example, when a married woman wants to work as a tour guide she may face the reaction of her husband (Scott, 1995, p. 395). This understanding, which was valid in the first years of tourism, is gradually changing today. This change can be explained with various reasons. One of these reasons is the recognition of the contribution of tourism to the regional economy. Earning money from the works they perform in their daily life enabled women to be supported by their husbands. Large-scale enterprises that opened up in tourism-developed regions needed to employ qualified personnel over time. This need has led the state to open tourism education institutions. Girls are also taking part in this training. Thus, women who previously had low-paid, low-skilled jobs are now at a management level, even if they are fewer than men. When considered from the perspective of entrepreneurship, women, who first made handicrafts, kilims, jams and sold them to tourists, became professional entrepreneurs over time. In terms of economics, women, who have improved themselves, have begun to receive more convenient loans and made their own investments.

Female labor force in tourism is increasing and working areas are expanding, but still women and men do not work on equal conditions. In countries such as Turkey with a culture of male dominance there was sometimes a feeling that the nature of the work is inappropriate for women, except where it reflects what is already done in the home (Cave & Kilic, 2010, p. 290). There are also opinions expressed in this research, as it is the result of many other researches, which women are generally in the background of working life, not preferred in senior positions, receiving less salary than their male counterparts in the same positions. Women are not represented well in the highest level of employment and

management of the tourism industry today, as it was in the beginning of the industry (<http://ethics.unwto.org/en/content/background-gender-and-tourism><http://ethics.unwto.org/en/content/background-gender-and-tourism>). It can be said that while the number of employees in tourism divided equally between men and women, there is a serious disparity in the top management area where the ratio of women does not match even 10 percent (<http://www.turizmguncel.com/makale/turizmde-kadin-m1356.html><http://www.turizmguncel.com/makale/turizmde-kadin-m1356.html>). This situation suggests that women are not in the places they deserve, though they took pioneering roles in the history of Turkish tourism.

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