

Female Entrepreneurs and intergenerational transmission in tourist destinations: the Rimini case study

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Some basic results in gender studies on hotel industry

- 1. Long lasting presence of women in the hospitality sector because it required skills and knowledge usually acquired by women in running their family (Bravo 1991, Battilani 2002)
- 2. Women don't enter the labor market as an individual agent but as a consequence of a wider family strategy (Hareven 1992, Groppi 1996, Bertagnoni 2007).
- 2. The percentage of female entrepreneurs or hotel managers decreases with star classification (Battilani and Bertagnoni 2005)
- 3. There is a problem of glass ceiling in 4-5 stars hotels (Knutson and Schmidgall 1999; Shelagh Mooney Irene Ryan 2009)

Methodology

- On line questionnaire (52 women and 84 men)
- Focus group to emend and integrate the questionnaire (Hotelkeepers Association, Rimini Fiera, Chamber of Commerce)
- A set of semi-structured interviews realized following the oral history methodology (6 women, 4 joint interview, 16 men).

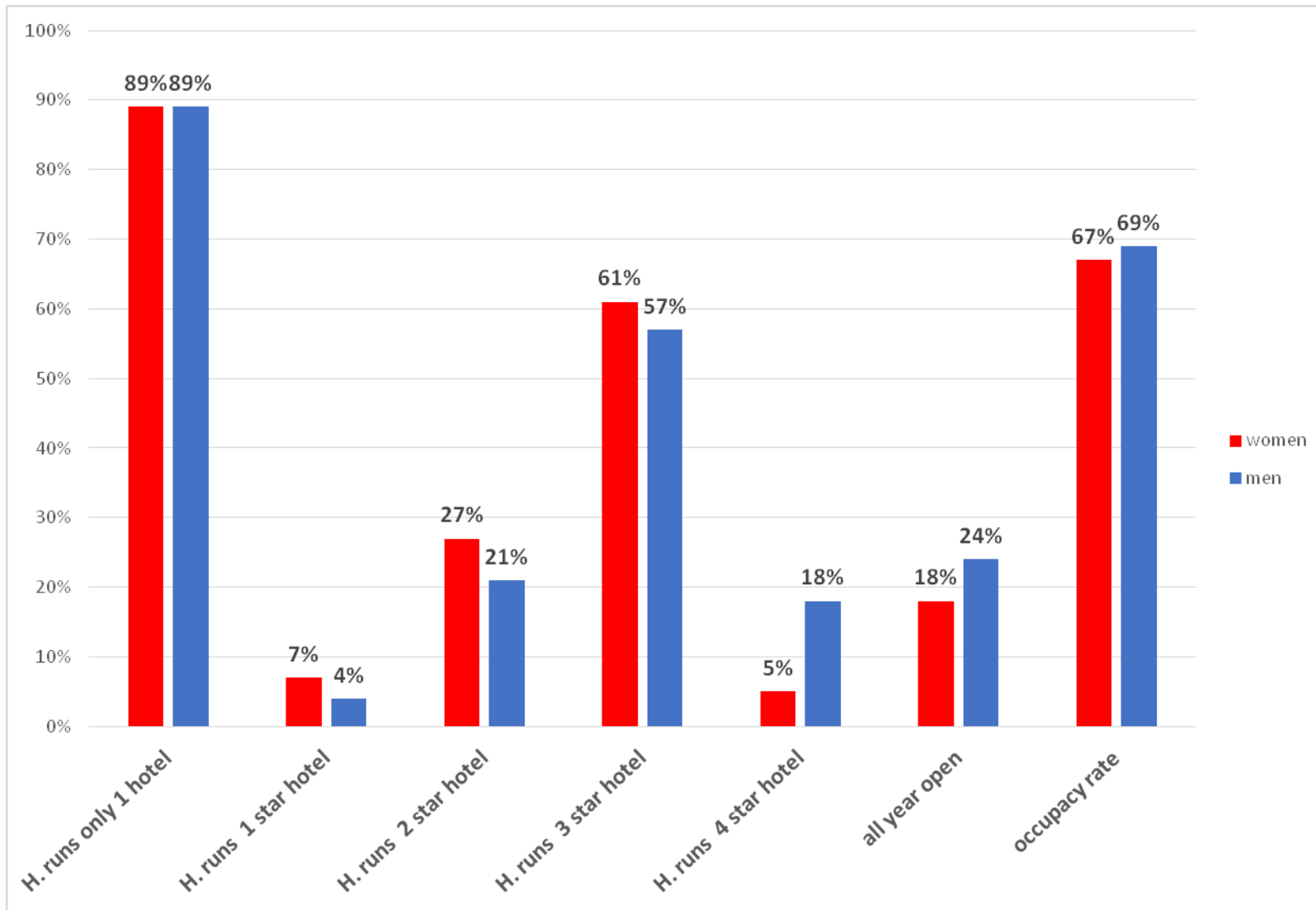
Why Rimini?

- A long tradition of female entrepreneurship in the hotel industry
- Between 1928 and 1938 more than 300 hotels were set up
 - **53% of them were run by women**
- However the two luxury hotels set up in 1908 were run by male managers

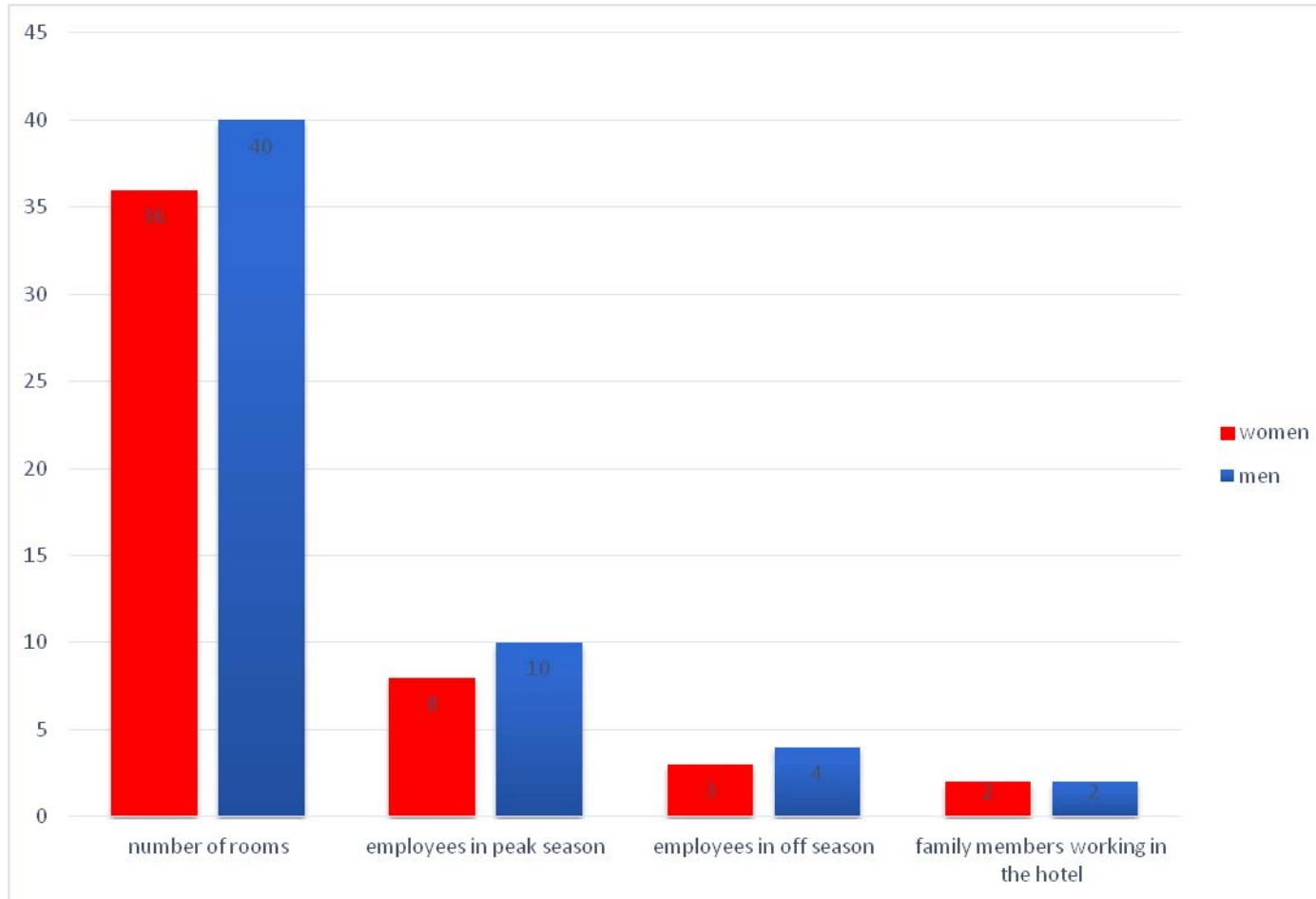
Rimini at the present day

- In 2003 the Rimini Osservatorio di genere's investigation revealed that
 - Female entrepreneurs have the same propensity to get married and to have sons and daughters as female population in general
 - 16% of the female entrepreneurs were hotelkeepers
- Since 2006 the President of the Hotelkeepers Association is a woman, Patrizia Rinaldis

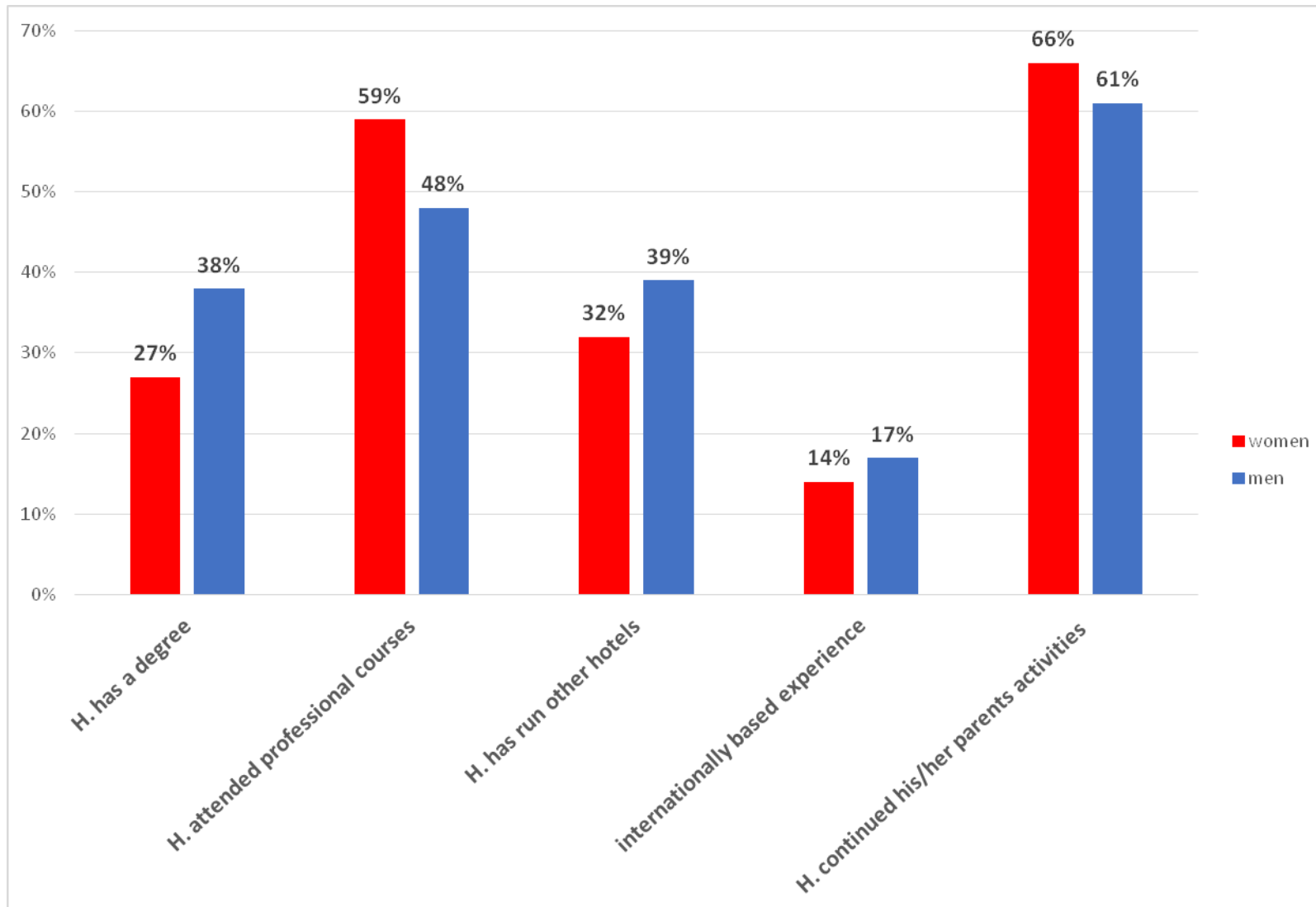
Hotel typology



hotels size



Hotelkeepers education and training



Role played by family



An enterprise inherited by parents

parents involved in hotel industry	men	women
father and mother	23%	21%
father	8%	2%
mother	5%	14%
none	64%	63%

Different generation of female entrepreneurs or hotel managers

- The post war female hotelkeepers
 - Family strategy
 - The hotel is a sort of enlarged home
 - The importance of human relationships
- The Eighties generation
 - Individual choice
 - The hotel is a business
 - Importance of commercial and marketing attitude

Conclusion

- There is a generation shift in female entrepreneurship
 - From a family to an individual approach to the labor market
- Glass ceiling is stronger for female hotel managers than entrepreneurs
 - Market is more democratic than hierarchy
- Family legacy (in terms of property and knowledge) can play an important role

Conclusion: talking about happiness

- Childcare
- Self satisfaction
- Social relation