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AN ANALYSIS OF FOREIGN AND KAZAKH STUDIES ON GENDER ISSUES IN TOURISM

In the past 40 years, with the rapid development of the feminist movement and academia worldwide, great changes have occurred in gender studies from the discipline system to the academic theory. To accomplish growth and sustainable development, gender equality and the empowerment of women are essential, as without them, half of humankind would be deprived of rights and opportunities. According to many gender tourism researchers, Hospitality and Tourism Management studies have gender issues that focus on "women as subordinates". This article aims to analyze the global research trends in gender issues in the tourism industry using Scopus database publications. The tasks set by the researchers are to identify the main problems of gender aspects in tourism development. The evolution of feminist paradigms supports this, the new potential research methods and the project's design, from a gender perspective. The results showed that the gender issue in foreign tourism is not new, although the research process was slow in the early 2000s. In addition, the results also reveal that the amount of research on gender issues related to tourism has multiplied in the last 5 years. And analysis of Kazakhstan publications on gender issues in tourism showed that gender issues in the tourism industry of Kazakhstan have not been studied in a scientific sense so far, however, few scientists have shown interest in the last 5 years (2017-2021). In our opinion, this breakthrough can relate to the IV World Women's Conference held in 2019. This conceptual research work will provide a theoretical framework that enhances the development of gender research in tourism.

Keywords: gender, issue, tourism, Scopus, database, bibliometric analysis, foreign, Kazakhstan.

Кілт сөздер: гендер, мәселе, туризм, Scopus, мәліметтер базасы, библиометриялық талдау, шетел, Қазақстан.

Ключевые слова: гендер, проблема, туризм, Scopus, база данных, библиометрический анализ, зарубежье, Казахстан.

JEL classification: F20, M31

Introduction. Currently, gender issues have become one of the relevant topics in tourism research. The basis of tourism development is a gendered society consisting of representatives of both sexes. Development of tourism and development of activities related to tourism includes gender relations. The variability and complexity of gender relations directly affect the sustainable development of tourism. The study of tourism issues from the perspective of gender has a very important theoretical and practical value, therefore it attracts more and more attention of scientists. The concept of gender appeared in the second wave of Western feminism (1963-1980). In order to emphasize the role of social culture in gender, feminists of that time proposed to distinguish between genders, concluding that people have two genders: one is biological gender and the other is social gender, that is, genders created by society and culture. The formulation of this theory not only interprets the meaning of the concepts of masculinity and femininity with the limited differences represented by physiological sexes but also transforms the relations between the sexes into their own social hierarchy and power relations. The integration of gender theory in the study of tourism began in the 70s of the 20th century. Feminist tourism scholars have tried to criticize society in order to protect women, a socially weak and marginalized group. The content of the study includes the impact of tourism on the social culture of the host country, crime and social problems caused by tourism and many other aspects [1]. In the mid-90s of the 20th century, with the deepening of feminist academic research and the convening of the IV World Conference on Women, gender research in tourism also reached its peak.

The paper aims to examine the attention of foreign and Kazakhstan scholars to gender issues in the tourism industry in the last 20 years by highlighting research articles on the topic of gender issues in tourism in the Scopus Database. To reveal the level of research on gender issues in tourism abroad and in Kazakhstan, we compared it with the dynamics of all research on tourism in the last 20 years. A total of 8402 tourism-related and 528 tourism gender issues foreign research from the Scopus Database from 1992 to 2021 were analyzed in some Bibliometric Statistical Analyses using Excel and Scopus Database tools. The Scopus Database was scanned mainly using the terms “gender issues” and “tourism.”. The field was selected for filtering while scanning the Time, Subject area, Article type, and Countries.

Literature review. All the different scientific fields have tended to achieve the Sustainable Development Goals (SDGs) since the United Nations declared them in 2015, and one of the most prominent of these was tourism. Goal No. 5 of the SDGs was "Gender Equality", which opened the door for the development of a variety of gender-related research projects in the tourist industry [2]. However, research and education related to gender equality in the tourism industry is still very important. The SDGs' fifth goal, which relates to the empowerment of women, is divided into several sub-goals that aim to promote gender equality. These sub-goals included involvement in community and civil society, employment, entrepreneurship, education and training, leadership, and decision-making, etc.

In the study of gender and tourists or the concept of gender in tourism, based on the theory of "Holland's personality type" by EA Frew and R. N. Shaw, Italian scientists proved that there is a significant relationship between the personality type, gender and travel behavior of tourists [3]. In terms of tourism motives, male tourists prefer physical training, adventure and recreation, while female tourists mainly show cultural, commercial, and romantic motives. Women's age is the main factor influencing travel motivation. British scientist N. Carr says that most women after the age of 50 are gradually freed from the burdens of family and children, and start to focus more on their own needs, thus increasing their desire to travel, while young women between the ages of 19 and 25 associate tourism with entertainment and cultural activities. If we observe elderly female tourists, it was found that they often have stronger motivations for medical tourism than other age groups [4].

In terms of tourism reception, tourists' focus on safety is an important research content. Many studies by scientists have shown that women pay more attention to safety when traveling than men. Scholars believe that these women's insecurities are mainly caused by the fear of sex and violence, as women are still the main victims of violence around the world. Chinese scientists believe that women's insecurity is mainly caused by physical weakness and psychological perception tendencies. This perception directly affects women's choice of travel mode, travel time and destination [5]. In terms of tourism decision-making, scholars show that women play an important role, especially in family tourism decision-making. Canadian University of Ottawa scientist A. Zalatan pointed out through a survey that female participation is the highest in the entire tourism decision-making process, especially in destination selection and information gathering [6]. However, Austrian scientist H. Richard's research showed that women rarely participate in activities related to money during family travel [7].

The increase in the number and frequency of women's trips, and the increase in tourist expenses have drawn the attention of economic scientists to the study of women's role in the tourism market. Chinese scholar Wang Yekai believes that travel companies should create travel itineraries that guarantee the safety of female tourists and provide hotel and transportation facilities [8]. According to another Chinese scholar, Ren Liangping, travel agencies should not limit themselves to offering standard travel products, but should offer travel products that give women the freedom to choose, that is, travel agencies should only be responsible for transportation and hotel, leaving food and shopping to their own choice [9].

Scholars believe that women's traditional gender roles have changed since they became involved in tourism. For example, the New Zealand scholar H. Tucker found that patriarchal traditions limited women to work only in the private sphere of the family, but after participating in tourism, they entered the public sphere and acquired new gender roles. After the women of the Bak Kiga area in southwestern Uganda became involved in ecotourism in their communities, their traditional gender roles also changed and they expanded their autonomy in income distribution by generating economic income. This change in social gender was even more important in the process of developing domestic ethnic tourism. Some scholars claim that the new social changes and roles that tourism has brought to women's lives are rooted in traditional culture and that most women follow traditional social roles. That is, the new role is not a violation of the traditional role, but a continuation and complement. Women's participation in tourism activities, in turn, contributed to the better visibility of the original role.

As for the gender characteristics of the division of labor in tourism, tourism is a very important industry in terms of employment of women, especially in developing countries. In 2011, the World Tourism Organization (UNWTO) published the "Global Report on Women's Tourism 2010", reporting that one in 12 people in the world is involved in tourism, and two-thirds of them are women. Some women are attracted to the low requirements and flexible work schedule to enter the tourism industry. However, the tourism industry is far from achieving gender equality and gender discrimination is prevalent in all time periods and in all countries. Occupational segregation caused by gender differences in the division of labor is one of the most complex and long-lasting phenomena in the labor market of the developing countries in the world. The share of women in low-wage jobs is high, and the share of women in management positions is too low. In terms of employment, most women work in lower-level key service positions, while men are responsible for higher-level management, organizational, and other positions. When it comes to pay, there is a huge gap between women's and men's earnings. The gender pay gap in the tourism industry is stark. In almost all jobs, men are paid more than women. In the United States, the average salary of female accommodation and catering managers is 58% of that of men, while male hotel managers and travel agents in the UK earn 17% more and have 30% more leisure time than women [10].

Women's participation in leadership is measured by indicators such as their employment in the labor market, education, the wage gap, and their participation in parliament. The Republic of Kazakhstan places a strong emphasis on gender equality as it develops because it is the cornerstone of the nation's economic and social progress. However, the growth of female entrepreneurship occurs while maintaining their insignificance in terms of turnover and number of employees. Although international ratings confirm that Kazakhstan is a leader in Central Asia in eliminating the causes of gender inequality, there are still significant gender differences in key areas. Women's entrepreneurship drives tourism in resource-scarce destinations, but little is known about why local women enter business and what determines their success during times of crisis in life events. The division of labor in Kazakh society remains traditional and strongly gendered. However, tourism has changed the division of labor between couples to some extent. Therefore, based on these conditions, there were prerequisites for the need for research in the field of gender issues in tourism development. The aim of this article is to analyze the global research trends in gender issues in tourism industry using Scopus database publications. The tasks set by the researchers are to identify the main problems of gender aspects in tourism development. This is supported by the evolution in feminist paradigms, the new potential research methods and the project's design, from a gender perspective. This conceptual framework aims to provide a theoretical framework that enhances the development of gender research in tourism.

The main part. *Analysis of foreign publications on gender issues in tourism.* For a general understanding of the current state of tourism in gender studies abroad, we notice that the volume of research using the keywords "tourism/travel/tourist" and "woman/gender/sex" from image publication database sources is increasing year by year. Basically, the first foreign studies on tourism and gender originate from the works of Monk J (1986) [11].

Our research includes sources of foreign literature in SCOPUS Database published in the last 20 years, from 2002 to 2021. In general, the number of researches on the field of tourism from a gender perspective in foreign countries shows an increasing trend. And we can see the more rapid growth from 2019 (Figure 1). This breakthrough may be connected with the 4th World Women's Conference held in 2019.

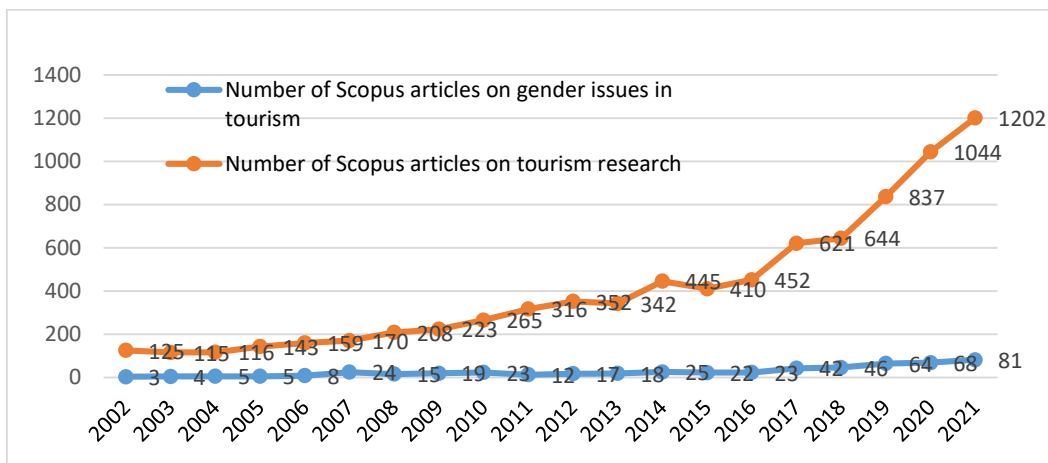


Figure 1. Dynamics of foreign SCOPUS research articles on gender issues in tourism between 2002 and 2021*

*Compiled by the authors based on the SCOPUS database

We compared the dynamics of publications on gender issues with publications on the topic of tourism research to analyze how much attention has been paid to gender equality and issues in tourism in the last 20 years. As Figure 1 shows, in the first 5 years (2002-2006), 1 article out of every 20-40 articles reported on the gender issues in tourism. 2007 was one of the years when articles on gender issues were written more, one out of every 7 articles in tourism were dedicated to gender issues (Figure 1). It can be also seen from the Figure 1 that between 2008 and 2021, articles written on gender issues fluctuated between 10 and 20 percent. The results of the above analysis show that the number of Scopus articles published on tourism and gender issues has been increasing gradually every year, but the rate of growth has increased rapidly in the last 5 years. And we conclude that in recent years, more attention has been paid to the development of tourism, and at the same time, issues of gender equality have become more relevant.

As Figure 2 shows, the United States has published the most Scopus articles (107) on gender issues in tourism over the past 20 years. Great Britain took 2nd place with 90 articles, while Australia and Spain took third place with 69 articles. Sweden and Canada are in the 4th and 5th place by the number of articles in Scopus, with 40 and 32 respectively. The rest 4 countries (South Africa-25, China-24, New Zealand-21 and Germany-20) published about 20-25 articles and remained behind the top ten (Figure 2). From the results of the analysis above, we can see that about gender issues in tourism, there are most articles from developed English-language countries in the Scopus database. In our opinion, one of the main reasons for this is that in those countries, on the one hand, science is highly developed; on the other hand, there is a high level of democracy and women's rights are well protected.

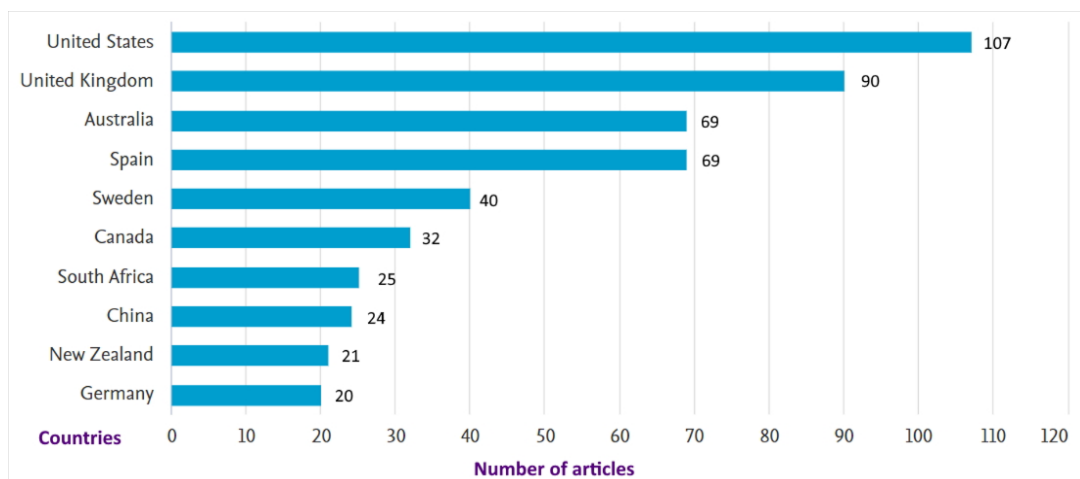


Figure 2. Top 10 countries with Scopus articles on gender issues in tourism between 2002 and 2021*

*Compiled by the authors based on the SCOPUS database

Gender issues in tourism are addressed in various research disciplines and many research groups around the world are actively working in these areas [12]. Figure 3 provides a pie chart of specific subject categories focused on the Scopus Core collection. Publications on gender tourism research are divided into 11 subject categories.

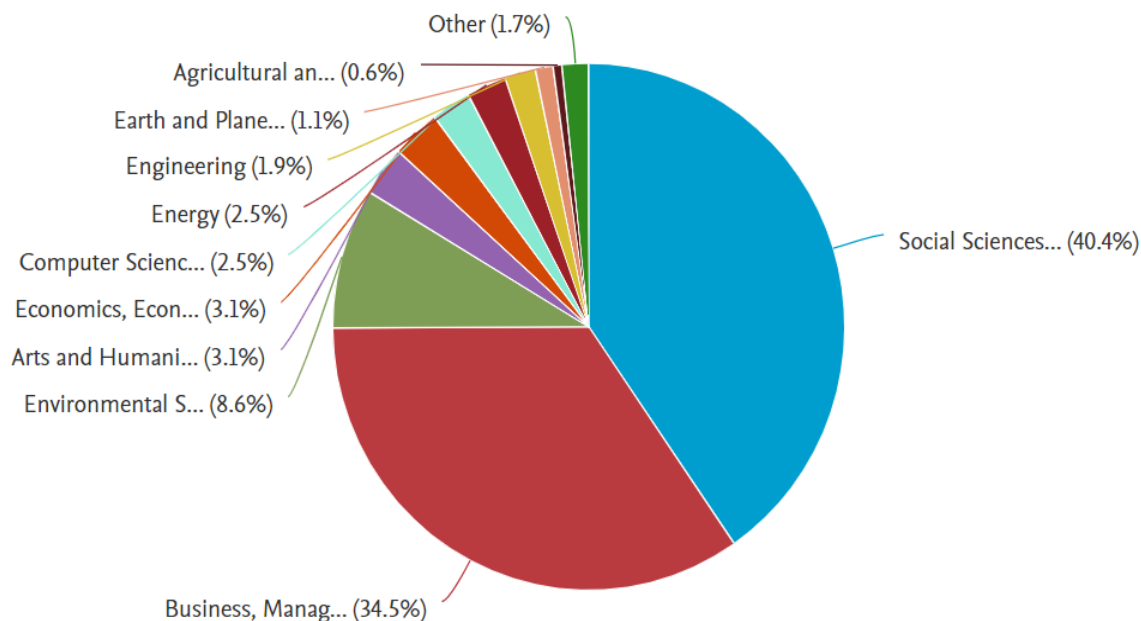


Figure 3. **The numbers of subject categories on gender studies in tourism***

**Compiled by the authors based on the SCOPUS database*

Analysis on subject area showed that gender studies in tourism are mainly published in the field of Social Science (40.4%) and Business Management (34.5%). The next 5 places were occupied by publications classified by the following subject areas: Environmental Science (8.6%), Arts and Humanities (3.1%), Economics and Finance (3.1%), Computer Science (2.5%) and Energy (2.5%). Indeed, Gender Research is a multidisciplinary area and 4 of the publications (1.1%) were categorized under Earth and Planetary Science subject area.

Sorting foreign literature on tourism and gender studies, we found out that the research directions of foreign scientists can be divided into three groups: tourists, local residents and tourism workers. Therefore, according to the groups of different research objects, this work divides the topics of tourism and social gender research into three categories:

- 1-gender and tourists
- 2-gender and hosts (hotels)
- 3-gender and division of labor [13].

As shown in Figure 4, research on “gender and tourists” make up the majority of foreign research work with 54%, and the research followed by studies focused on “gender and hotel (host) owners” (28%).

It includes the study of the travel motives of tourists from the perspective of gender, the characteristics of consumer behavior and the marketing strategies of tourists. “Gender and division of labor” and other direction of research are the same amount, accounting for 9% respectively (Figure 4). As for research on gender and the division of labor, it examines women’s employment issues from the point of view of producers, paying special attention to the restrictions and discrimination women face in the employment process.

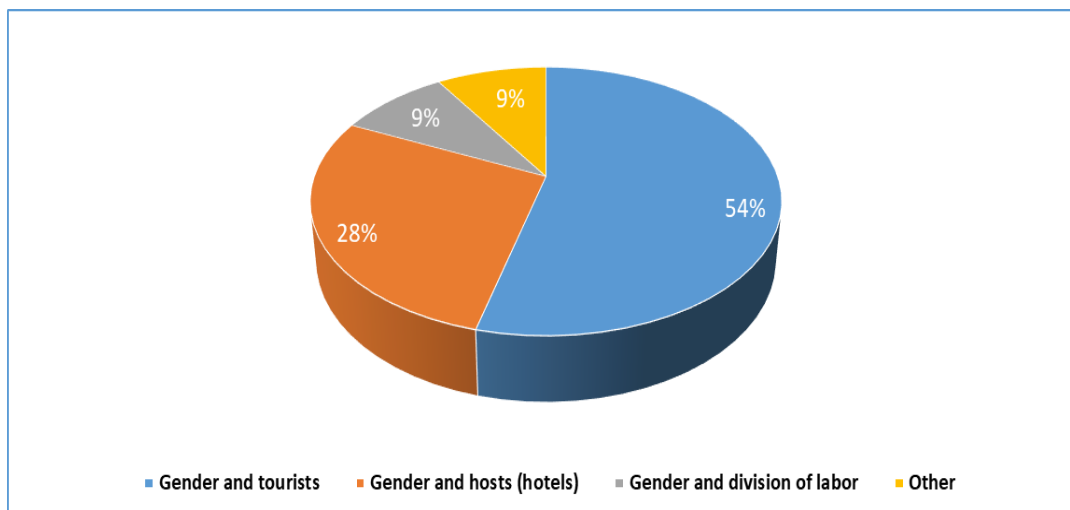


Figure 4. **Priority directions of foreign literature on the issue of gender in tourism***

**Compiled by the authors based on the SCOPUS database*

Emphasis is placed on the inequalities in the division of labor, such as the fact that the majority of men are in management jobs that do not require hard work and receive a large share of the total income, while women, on the contrary, perform heavy jobs and receive insignificant wages. From the results above we have made a conclusion that gender issues in tourism are closely related not only among tourists, but also between consumers and host owners who provide tourism services [14].

Analysis of Kazakhstan publications on gender issues in tourism. As for the research conducted in our country, using the keywords "tourism/gender/tourist/tourism and Kazakhstan/gender tourism", "Bulletin of KazNU", "L.N. Gumilev National University Herald", "Karagandy University Herald", "Economics: Strategy and Practice", "Problemy agrorynka", "KazEKHSU Herald", "Turan University Herald", "Krish National Academy of Sciences Herald" and so on. A total of 11 domestic studies were obtained as indicated in Table 1.

Table 1

Domestic scientific research on the concept of gender issues in tourism*

Year	2013	2014	2017	2018	2019	2021
Number of publications	1	1	1	2	1	5

** Compiled by the authors based on the SCOPUS database.*

As we can see from Table 1, gender issues have attracted more attention from domestic scientists since 2021. While one or two articles were published in the remaining years shown in TABLE 3, and it can be said that in most of the last 20 years, articles on gender issues in tourism were not written in Kazakhstan. From this result, we can see that the issue of gender in the tourism industry in our country is still not being investigated well.

Next, in order to evaluate the study of gender issues in tourism more scientifically in Kazakhstan, we decided to observe the number of publications on the Scouse Database and compare it with published articles on general tourism research. Figure 5 shows the dynamics of research papers on tourism and publications on gender issues in tourism in the Scopus database over the last twenty years. As you can see from Figure 5, in the period from 2002 to 2011, there were almost no scientific publications in the field of tourism in Kazakhstan, leaving aside the topic of gender issues in tourism.

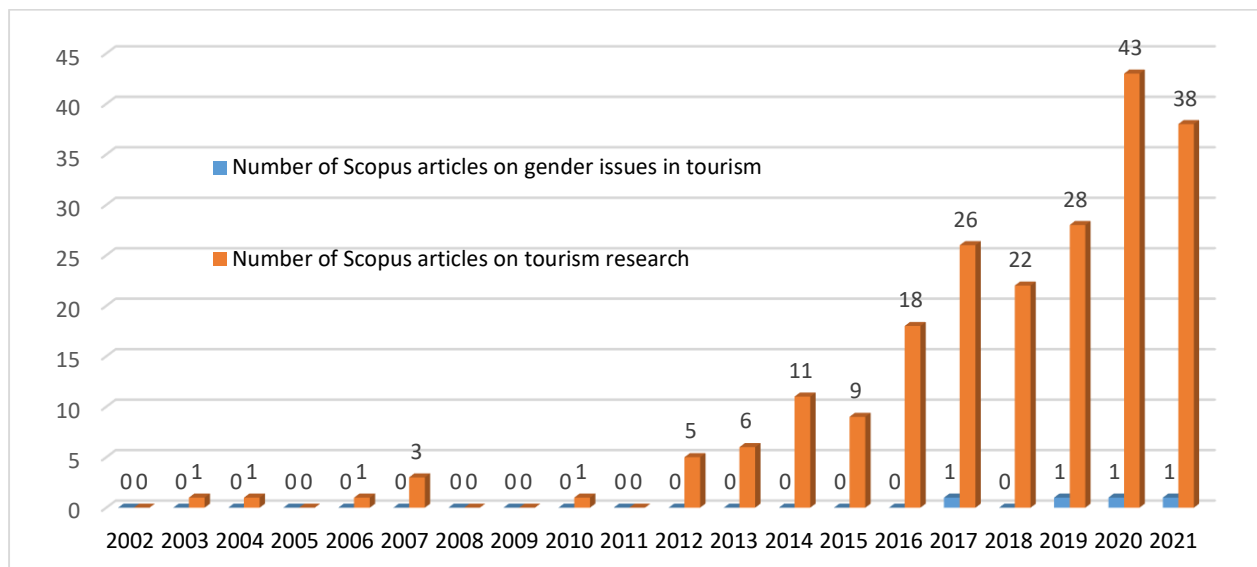


Figure 5. Dynamics of Kazakhstani SCOPUS research articles on gender issues in tourism between 2002 and 2021*

*Compiled by the authors based on the SCOPUS database

And if we look at the period 2012-2021, we can say that the number of Scopus articles about tourism in Kazakhstan has increased rapidly in general although the growth process has fluctuation. Compared to 2012, the number of articles in 2021 has increased about 8 times (reached from 5 to 38). From the results of the above analysis, we can conclude that the development of science has been well supported in our country in recent years, and our domestic sciences pay more attention to scientific research year by year.

And if we measure the research level of "gender issues in tourism" by domestic scientists, which is the core of our research topic, though counting the number of Scopus articles, it can be seen from Figure 5 domestic researchers turned to this topic only in the last 5 years (2017-2021). However, its number are not satisfactory, only 1 article has been published annually in 4 of the last 5 years.

Now, if we analyze the contribution of articles on gender issues in tourism to research on general tourism, compared to 2017, the number of research on tourism has almost doubled by 2021, but the number of publications dealing with gender issues has not changed (Figure 5). The results of this survey show us that "gender issues in the field of tourism" is one of the new relevant topics that still need to be studied. In Kazakhstan, as in many developing countries, women have a great responsibility in the household, however, the low barriers to entry, flexible working hours and part-time work in the tourism industry provide employment opportunities for women.

This study has provided an overview of gender related issues in tourism research trends based on 528 publications retrieved from the Scopus database. Publication growth has been rapid since 2018, and it is anticipated to continue to rise. In our opinion, this breakthrough can relate to the IV World Women's Conference held in 2019 [15]. We have discovered countries (e.g. UK, USA, Australia and Spain) that have a comparatively a greater number of publications and rapid growth. According to the proportion of the subject categories on gender studies in tourism, the researchers of more developed English-speaking countries such as United States, United Kingdom and Australia are in the lead, and we concluded that this reflects the fact that women's rights are well protected in those countries, and the importance is attached to increasing the competence of women.

Conclusion. The outcome of this research constitutes a unique contribution to the area of gender issues in tourism. The study provides an in-depth bibliometric analysis of publications and identification of important research trends. It also identifies possible avenues for future research in the knowledge domain of gender-concerning tourism. And as the results of the comparison of the trends of gender research in tourism showed that the main topics of the research are dedicated to "gender and tourists". The result of the comparison of which countries are popular among the research shows that gender issues in tourism are a topic that has been more discussed by scholars of leading English-speaking countries.

The statistical analyzes in the above sections show that the topic of gender issues in tourism for Kazakhstan is still full of many research and discoveries. For this, it is necessary to gradually eliminate some negative stereotypes that have been formed in society for a long time and to exchange world best practices. Among them, it is important to conduct the latest research on the role and benefits of women in society and to display and publish them on the official websites of relevant agencies and institutes. Only in such a case will it be possible to identify the achievements and shortcomings of gender tourism, as well as monitor their growth or decline, analyze their causes and results, and strictly control them. Today, it is difficult to study this tendency because special attention is not paid to the status of women in the field of tourism in Kazakhstan. However, it is particularly noticeable that the share of women in domestic social institutions and bodies with political status is increasing. Considering that in recent years 65-70% of the employees in Kazakhstan tour operations and tourism are women, we warn that there is a need for official support for research in this field in the future.

The results of the search may not cover all studies related to gender studies in tourism available on Scopus by restricting the search of ("gender and tourism") in titles and abstracts. This is because some researchers did not refer their systems as gender tourism, but instead using different terms (e.g. women empowerment, gender disparity).

Future research comparing the results from several databases, including Scopus and Web of Sciences, is advised. In the search results from Web of Science, for instance, a feature known as "hot paper" automatically displays the most popular publications in the subject; this function is still lacking in Scopus. This hot document feature lists important works that receive a lot of attention very quickly after publication, as seen by their rapid and considerable increase in citations. A more thorough investigation will benefit from bibliometric analysis using multiple data sources.

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Бектұрсын С., Абдреева Ш.Т, Ақбар И., Мамадияров М. Д.

ГЕНДЕРЛІК ТУРИЗМ БОЙЫНША ШЕТЕЛДІК ЖӘНЕ ҚАЗАҚСТАНДЫҚ ЗЕРТТЕУЛЕРГЕ ТАЛДАУ

Аңдатпа

Соңғы 40 жылда бүкіл әлемде феминистік қозғалыс пен академияның қарқынды дамуымен гендерлік зерттеулерде пәндер жүйесінен академиялық теорияға дейін үлкен өзгерістер болды. Өсу мен тұрақты дамуға қол жеткізу үшін гендерлік теңдік пен әйелдердің мүмкіндіктерін кеңейту маңызды, өйткені оларсыз адамзаттың жартысы құқықтар мен мүмкіндіктерден айырылар еді. Көптеген гендерлік туризм зерттеушілерінің пікірінше, Қонақжайлық және туризм менеджменті зерттеулерінде «әйелдерге

бағыныштылар ретінде» назар аударатын гендерлік мәселелер бар. Бұл мақала Scopus дерекқорының жарияланымдарын пайдалана отырып, туризм индустриясындағы гендерлік мәселелердің жаһандық зерттеу үрдістерін талдауға бағытталған. Зерттеушілер қойған міндеттер туризмді дамытудағы гендерлік аспектілердің негізгі мәселелерін анықтау болып табылады. Феминистік парадигмалардың эволюциясы бұл жаңа әлеуетті зерттеу әдістері мен жобаның дизайнын гендерлік тұрғыдан қолдайды. Нәтижелер 2000 жылдардың басында зерттеу процесі баяу болғанымен, шетелдік туризмдегі гендерлік мәселе жаңалық емес екенін көрсетті. Сонымен қатар, нәтижелер соңғы 5 жылда туризмге қатысты гендерлік мәселелер бойынша зерттеулердің саны еселеп өскенін көрсетеді. Ал туризмдегі гендерлік мәселелер бойынша қазақстандық басылымдарды талдау Қазақстанның туристік индустриясындағы гендерлік мәселелер осы уақытқа дейін ғылыми тұрғыда зерттелмегенін көрсетті, дегенмен соңғы 5 жылда (2017-2021 жж.) аз сандағы ғалымдар қызығушылық танытқан. Біздің ойымызша, бұл серпіліс 2019 жылы өткен IV Дүниежүзілік әйелдер конференциясымен байланысты болуы мүмкін. Бұл тұжырымдамалық зерттеу жұмысы туризмдегі гендерлік зерттеулерді дамытуды күшейтетін теориялық негіз береді.

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АНАЛИЗ ЗАРУБЕЖНЫХ И КАЗАХСТАНСКИХ ИССЛЕДОВАНИЙ ПО ГЕНДЕРНОМУ ТУРИЗМУ

Аннотация

За последние 40 лет, с быстрым развитием феминистского движения и академических кругов во всем мире, произошли большие изменения в гендерных исследованиях от системы дисциплин до академической теории. Для достижения роста и устойчивого развития гендерное равенство и расширение прав и возможностей женщин имеют решающее значение, так как без них половина человечества была бы лишена прав и возможностей. По мнению многих исследователей гендерного туризма, исследования в сфере гостеприимства и управления туризмом имеют гендерные проблемы, которые фокусируются на «женщинах как подчиненных». Целью данной статьи является анализ мировых тенденций исследований гендерных вопросов в туристической отрасли с использованием публикаций базы данных Scopus. Задачи, поставленные исследователями, заключаются в выявлении основных проблем гендерных аспектов в развитии туризма. Эволюция феминистских парадигм, новые потенциальные методы исследования и дизайн проекта с гендерной точки зрения подтверждают это. Результаты показали, что гендерная проблематика в зарубежном туризме не нова, хотя процесс исследования был медленным в начале 2000-х годов. Кроме того, результаты также показывают, что количество исследований по гендерным вопросам, связанным с туризмом, за последние 5 лет увеличилось в разы. А анализ казахстанских публикаций по гендерным вопросам в туризме показал, что гендерные вопросы в туристической отрасли Казахстана до сих пор не изучались в научном смысле, однако за последние 5 лет (2017-2021 гг.) мало кто из ученых проявил интерес. По нашему мнению, этот прорыв можно связать с IV Всемирной женской конференцией, состоявшейся в 2019 году. Эта концептуальная исследовательская работа предоставит теоретическую основу, которая усилит развитие гендерных исследований в туризме.

