



WOMEN IN TOURISM 2016 SURVEY RESULTS:
EXECUTIVE SUMMARY

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www.womenintourism.co.uk

@WITScotland

BACKGROUND:

Launched on 12th January 2016 the WIT survey set out to gather thoughts and opinions on topics such as leadership opportunities, career development and remuneration. The survey was open for six weeks and concluded on February 19th 2016. Over that time 241 completed surveys were submitted.

All figures below highlight percentages of **total** responses unless identified by gender.

HEADLINE RESULTS

DEMOGRAPHICS & JOB ROLE:

1. GENDER:

Female	93% (225)
Male	7% (16)

2. AGE:

16-24	5%
25-34	26%
35-44	33%
45-54	24%
55-64	11%
75+	0.6%

3. JOB TITLE

Entry level	8%
Junior Manager	11%
Middle Manager	16%
Senior Manager	19%
Director	7%
COO/Chief Exec	3%
Business Owner	12%
Self-employed	9%

4. SALARY BRACKET

<10,000	7%
£11-20,000	14%
£21-30,000	23%
£31-40,000	21%
£41-50,000	12%
£51-60,000	8%
£61-80,000	4%
£81-100,000	2%
£100,000+	2%
Non-salaried post	7%

5. WHAT SECTOR OF THE INDUSTRY DO YOU WORK IN (FEMALE RESPONDENTS)?

Government/public sector	15%
Accommodation	14%
Destination Marketing Organisation (DMO)	10%
Hospitality	9%
Visitor attraction	8%
Festival/event	7%
Training/education	7%

6. HIGHEST LEVEL OF EDUCATION (FEMALE RESPONDENTS):

School	7%
College	14%
University degree	41%
Postgraduate degree	28%
PhD	7%

MOTIVATIONS AND IMPACTS:

7. WHY DO YOU WORK IN THE INDUSTRY (FEMALE RESPONDENTS)?

For the career opportunities	10%
Because I am passionate about tourism	57%
It's a large employer within my region	3%
Family business	3%
Studied tourism or related subject at university/college	10%
No reason – it's the only job I could find	4%
Other	13%

8. HOW BIG AN IMPACT HAS HAVING A FAMILY OR BEING A CARER BEEN ON YOUR CAREER (FEMALE RESPONDENTS)?

Positive impact	5%
No impact at all	11%
Some impact	24%
Significant impact	12%
n/a	47%

6a MAIN IMPACTS OF HAVING A FAMILY / BEING A CARER

Maintaining a work/life balance	41%
I now work part-time	9%
Reduced hours	6%
Having to change careers	5%

9. HAVE YOU EXPERIENCED ANY BARRIERS TO PROGRESSING YOUR CAREER (FEMALE RESPONDENTS)?

Yes	44%
No	42%
Unsure	14%

7a. WHAT HAS BEEN THE BIGGEST BARRIER?

Lack of opportunity within my organisation	19%
Men dominating at senior level within organisation	16%
Industry experience	10%
Having a family	8%

THOUGHTS ON THE SCOTTISH TOURISM INDUSTRY:

10. TO WHAT DEGREE DO YOU AGREE/DISAGREE WITH THE FOLLOWING STATEMENTS (FEMALE RESPONDENTS):

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Colleagues of the opposite gender progress faster in the industry	17%	29%	39%	13%	2%
Having a family has impeded my career	5%	22%	58%	11%	4%
I am able to contribute ideas to my organisation	41%	45%	7%	5%	2%
I am remunerated at the same level as colleagues of the opposite gender	18%	31%	29%	18%	4%
I can imagine myself reaching a senior level within the organisation	28%	40%	19%	10%	3%
I feel I have gender role models in leadership positions in the industry	23%	40%	23%	11%	3%
I feel my role within the industry is valued	17%	59%	14%	7%	3%
I have felt supported and encouraged by my managers	17%	40%	32%	8%	3%
I would welcome the opportunity to be mentored by a colleague in the industry	35%	43%	17%	5%	0%
I have had the opportunity to be mentored by a colleague in the industry	9%	18%	26%	37%	10%
I own the right skills and experience to progress within the sector	35%	55%	8%	4%	0.4%
There are no barriers preventing me from a successful career in tourism	10%	32%	31%	22%	4%
I want to progress to a senior level	33%	42%	18%	5%	2%
Tourism offers me strong career opportunities	17%	49%	21%	9%	4%