

# THE EFFECTIVENESS OF GENDER EQUALITY POLICIES AND STRATEGIES IN TOURISM ORGANISATIONS

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This study aims to identify the effectiveness of gender equality policies and strategies in large public tourism companies, taking into consideration of major organisational actors, the internal and external environment factors. It does so from a multi-phase pragmatic feminist approach, where the first phase involves a systematic quantitative literature review of both grey and academic literature. Based on the findings from phase one, the next phase involves concurrent multi-method data collection from multiple tourism organisation cases with two aims in mind: (1) to identify any key enablers and barrier which may impact the effectiveness of gender equality policies and strategies; and (2) to examine the role and perception of major organisational actors in promoting gender equality.

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