

A Comparative Study of Gender-Related Challenges in Tour Guiding: Insights from Kazakhstan

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Abstract

This research article aims to examine the influence of gender on career prospects and professional motivation formation among tourist guides. In the trend of growing potential of tourism sector in Kazakhstan, it is important to study different motivation factors and professional barriers of men and women on the way to equal career opportunities. The preliminary study uses qualitative analysis based on semi-structured interviews with professional and experienced workers of the sector. The research analyzes respondents' responses to assess the influence of gender identity in accordance with the purpose of the study. Using qualitative analysis methods, congruent and divergent factors influencing motivation, career opportunities, stereotypes, remuneration and professional goals are identified. This research makes a new contribution to the literature, as despite the importance of gender in society, it remains understudied in the tourism sector in Kazakhstan. This research is one of the first in Kazakhstan and can contribute to the creation of equal opportunities and increase the level of job satisfaction in the tourism sector, regardless of gender.

Keywords: gender equality; tourism; social stereotypes; career; motivation