Empowerment and women in adventure tourism: a negotiated journey

DORAN, Adele <http://orcid.org/0000-0002-4964-6908>

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Figure 1: Types of constraints for women in adventure tourism

**PERSONAL**
- Sense of guilt
- Self-doubt in abilities
- Fear
- Perception of being unadventurous

**SOCIO-CULTURAL**
- Social expectations
- Lack of companions
- Unwanted male attention
- Masculine portrayal of adventure
- Adventure activities maintain gender stereotypes
- Experiencing localism

**PRACTICAL**
- Lack of time
- Lack of money
- Need for certain equipment
- Lack of role models
- Expedition mentality
- Unfamiliarity of destination
- Poor promotion of benefits/opportunities for women