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## Keynote Address: Care in Tourism

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## **Care in Tourism**

### **Prof. Soile Veijola, University of Lapland**

Prof. Veijola will address care in tourism from the point of view of gender theory. In feminist social sciences gender has been theorized as “a contingent habit” or “an embodied performative.” Gender works in us, habitually, whether we want it to or not, yet it is also marked by indeterminacy and unruliness, since gender habits and structures of action are incessantly open to change and surprise. Veijola and Jokinen have suggested the concept of “the Hostessing Society” for investigating contemporary working life as one that utilizes various affective, caring, and aesthetic performances of femininity as employees’ assets and a necessary fabric of the social, without however improving the societal position of real women. Here, Prof. Veijola will elaborate an additional layer of gender theories topicalizing the notion of care and care-giving as effects of coding, codability, productivity, and efficiency, the consequences of which are manifested not only in the lives of women academics but also in the creativity and quality of future tourism products and development outcomes.