Title: 'Journeys in Second Life' - Iranian Muslim women's behaviour in virtual tourist destinations

Author(s): Tavakoli, R (Tavakoli, Rokshad); Mura, P (Mura, Paolo)


Cited Reference Count: 90

Abstract: While corporeal patterns of mobility continue to increase, virtual tourism has become a widespread social practice in contemporary society. Despite this, tourists' experiences in virtual tourist destinations remain relatively unexplored. This is particularly true if Iranian women's gendered identities and patterns of behaviour in virtual tourist destinations are referred to. In order to fill this gap, this paper explores Iranian female tourists' patterns of behaviour travelling in Second Life. Driven by an interpretivist approach, this study employs virtual ethnography, also known as netnography. The findings show that in virtual tourist spaces the participants reject 'subordinated' gender-based stereotypes concerning Muslim women's bodily representations in Iran. However, their gendered performances also accept other 'subordinated' stereotypical representations of femininity, mostly reiterated by the media in many Western societies. Overall, this paper provides a more in-depth understanding of Iranian women's tourist behaviour in virtual tourist destinations, a topic neglected by tourism academics. (C) 2014 Elsevier Ltd. All rights reserved.

Language: English

Document Type: Article

Author Keywords: Virtual tourism; Netnography; Tourist behaviour; Gender; Women; Iran; Religion; Second Life

Keywords Plus: REALITY; GAMES

Addresses: [Tavakoli, Rokshad; Mura, Paolo] Taylors Univ, Sch Hosp Tourism & Culinary Arts, Subang Jaya 47500, Selangor, Malaysia.

Reprint Address: Tavakoli, R (reprint author), Taylors Univ, Sch Hosp Tourism & Culinary Arts, Lakeside Campus 1 Jalan Taylors, Subang Jaya 47500, Selangor, Malaysia.

E-mail Addresses: rokhshad.tavakoli@taylors.edu.my; paolo.mura@taylors.edu.my

Publisher: ELSEVIER SCI LTD

Publisher Address: THE BOULEVARD, LANGFORD LANE, KIDLINGTON, OXFORD OX5 1GB, OXON, ENGLAND

Web of Science Categories: Environmental Studies; Hospitality, Leisure, Sport & Tourism; Management

Research Areas: Environmental Sciences & Ecology; Social Sciences - Other Topics; Business & Economics

IDS Number: AS3XN

ISSN: 0261-5177
eISSN: 1879-3193

29-char Source Abbrev.: TOURISM MANAGE

ISO Source Abbrev.: Tourism Manage.

Source Item Page Count: 10

Open Access: No

Output Date: 2017-11-15