Cultural sexism in the UK airline industry

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Abstract
Purpose
The purpose of this paper is to examine cultural sexism in the UK aviation industry through the experiences women commercial pilots have encountered with their male colleagues and management.

Design/methodology/approach
Interviews were carried out with 20 women commercial airline pilots: 17 women were currently airline pilots, or were previously airline pilots and resigned and three women were flying instructors. There were nine different UK airlines for which the women airline pilots worked.

Findings
Women pilots face cultural sexism where their male colleagues expect them to be different based on their assumptions about women in general but expect their female colleagues to adapt to the current social and cultural system in the UK industry.

Research limitations/implications
Further research is needed to explore ways to combat cultural sexism. Limitations include a focus on UK airlines only, plus the methodology relied upon women who were open to discussing their experiences rather than a random sample of pilots.

Practical implications
Research in this paper highlights how change is needed to produce a more inclusive culture to improve the working culture for women pilots and to appreciate the diversity that women bring to organizations.

Originality/value
This paper provides insights into an under researched area of women's employment and the existence of cultural sexism.

Keywords
Women, Airlines, Employment, Organizational culture, Sexual discrimination, United Kingdom

Citation

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The culture of the United Kingdom is rooted in the country’s long history. Although the cooking traditions and styles have primarily remained the same, over the years the food and drink in the UK has changed as a result of the growth of commercial eateries. People have less time to cook as they spend more time at work and school. Art and Literature. The appreciation of art in Britain is evidenced by its many art galleries and the legendary works of famous artists like John Constable and William Blake. Art has remained part of British culture and comprises of works in different artistic movements. The UK has a rich history in the literature which was inherited from the British culture has its roots in the United Kingdom’s rich history, the people and the four countries — England, Wales, Scotland and Northern Ireland — that it’s made up of each with their own unique traditions and customs. British culture and social norms are very unique. One of the most important things to know before going to any country is what their cultural and social norms are. No matter where you are in the UK, here are some of the social norms that you will learn from British people: Things you need to know about the British people. The British are punctual. Hello and Welcome to our Guide to British Culture, Customs, Business Practices & Etiquette. In a country where the favourite dish is an Indian curry and the people drive on the wrong side of the road, you would be forgiven for getting a little confused about the UK. What will you Learn? You will gain an understanding of a number of key areas including: Language. Religion and beliefs. Culture & society. Social etiquette and customs. Business protocol and work culture. Gain an Expert Understanding. If you are doing business in the UK, then ensure the success of your British venture by en While these airline industry executives dined on a luxury three-course meal at the four-star Park Plaza Hotel in central London, thousands of migrants worldwide were – and still are – struggling to make ends meet, having been forcibly removed from countries where they were seeking sanctuary. Similarly, in the US, American, Frontier, Southwest and United airlines have refused to carry migrant children separated from their parents under new policies implemented by Trump due to fear it would damage organisational reputation as a result of being complicit in such cruel measures. Swearing, personal abuse, racism, sexism, homophobia and other discriminatory or inciteful language is not acceptable. Do not impersonate other users or reveal private information about third parties. 29. Research conducted in 2009 into Gender in management which included sexism in the UK airline industry examined the cultural sexism in this industry through interviews with pilots and cabin crew. (Sarah Neal-Smith et al, 2009) The paper indicated that female pilots face a sort of ‘cultural sexism’ where their male colleagues expect them to be ‘different based upon assumptions’. The use of the colour red on finger nails of stewardesses and sexism similar to what we explored in the previous chapter with Virgin’s advertising historically create a sense of sex, passion and desire. The airline, however is no stranger to such accusations of ‘discrimination against flight attendants’ and journalist Mark Sweeney wrote in The Guardian in 2009 commenting that ‘The complaints argue that the.