

Alexander Salvisberg, 2004:

Muster geschlechtsspezifischer Segregation im Wandel: Frauen- und Männerstellen im Gastgewerbe 1950 – 2000

(Changing patterns of gender-specific segregation: women's and men's jobs in the hospitality industry 1950 – 2000)

pp. 9-30 in Nollert, Michael, Hanno Scholtz & Patrick Ziltener (eds.), *Wirtschaft in soziologischer Perspektive. Diskurs und empirische Analysen*. Münster: Lit-Verlag. (Verlagswebseite)

[abstract]

Introduction: On 12 March 1951 a “country inn” in Emmental advertises a post for a “loyal and amiable serving girl”. She is promised “good treatment”. A few days later, a “large restaurant” in Bern is looking for an “experienced [male] head waiter with international training” as the “head of a restaurant department”. These two job advertisements reflect, in an absolutely clichéd manner, the nature of a labour market that assigns qualitatively very different roles to men and women. But to what extent can this be generalized for the female-dominated hospitality industry? And how does the gender-specific segregation develop over time? What effect does the structural change towards generally more demanding jobs have on gender distribution? Does the stereotypical allocation of positions decline as women are increasingly integrated into the job market and the ideal of equal opportunities becomes widespread? Would the two advertisements quoted here be worded in the same way at the end of the 20th century?