



Stereotypes Simplify our Social World

Tourism Diversity Matters

What are
Stereotypes?

Stereotype

An over-generalized belief about a particular category of people.

The use of stereotypes is a significant way to simplify our social world; since they reduce processing.

What are forms of Stereotypes?

Explicit Stereotypes

Aware, hold and use stereotypes to judge people.

Implicit Stereotypes

Reside within our subconsciousness, we have no control or awareness.

Arbitrary Stereotypes

Ways of categorizing individuals.

Subtyping Stereotypes

Explaining an exception by assigning individual to a subcategory.

Content Stereotype

Attributes that people think characterize a group.



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