

Gender Issues in Hospitality Sector- A Study Among Women Employees in Star Hotels and Resorts in Thiruvananthapuram District

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Abstract- *This paper reveals the gender issues in the hospitality sector. Gender inequality or gender discrimination is the factor that discriminates people on the basis of their gender. It is a social evil. Women are often concentrated in low status, low paid and precarious jobs in the hospitality industry. Gender stereotyping and discrimination mean that women mainly tend to perform jobs such as cooking, cleaning and hospitality. Hospitality sector being considered as one of the fastest growing sectors in India creates more employment opportunities. Both men and women are being employed in this sector. In such a scenario, gender issues are creeping in to it. It results in gender issues there. “Gender Issues in Hospitality Sector- A Study among women employees in Star hotels and Resorts in Thiruvananthapuram District” tries to focus on gender issues and career management related problems in the hospitality sector.*

Keywords- Hospitality, Gender, career management, Tourism

I. INTRODUCTION

Hospitality sector is the sector which faces gender issues like gender inequality. Gender discrimination is well reflected in tourism industry. It is the problem in the society which should be identified and to be eliminated. The word ‘Hospitality’ has been derived from the French word ‘Hospice’, which means ‘To provide for the weary’ and or ‘To take care of those travelling’. Hospice means the nursing home, a medieval house of rest for travelers and the pilgrims. Hospitality industry is that part of travel and tourism industry. It is the largest and fastest growing industry in the world. It is the fascinating and ever changing industries that have been evolved during colonial period of 1770s.

Hospitality and tourism is described as ‘the pleasure industry’ or ‘the welcome industry’. It is an industry where communication is the key factor. Gender inequality is the major issue. Gender inequality refers to unequal treatment of individuals based on their gender. It arises from differences in socially constructed gender roles. Gender system may reflect

the inequalities that manifest in numerous dimensions of daily life. Gender inequality stems from distinctions, whether empirically grounded or socially constructed. In sociology the word gender refers to the socio-cultural characterization of man and woman, the way societies make a distinction between men and women and assign them social roles. Socially constructed gender roles, the biological differences between men and women, and how these interact in the world of work are therefore at the core of decent work.

Hospitality industry demands long hours and requires a great deal of crisis management and problem solving. These factors combine to create a dynamic but often stressful and exhausting work experience for managers. Balancing work and family becomes major challenge for women in particular, because of the perpetuation of traditional gender roles. Women still often serves as the primary caregivers for families, despite their expanded activities outside the home. When females return home to their children and spouse who are anticipating their full support and attention, the balance of work and life may then become difficult to achieve.

Tourism is one of the world’s largest and fastest growing industries. In many countries it acts as an engine for development through foreign exchange earnings and the creation of direct and indirect employment. Tourism presents a wide range of income generation opportunities for women in both formal and informal employment. Tourism jobs are often flexible and can be carried out at various different locations such as the workplace, community, and household. Additionally, tourism creates a wide range of opportunities for women through the complex value chains it creates in the destination economy. There are also known to be challenges facing women in tourism and hospitality sectors.

II. REVIEW OF LITERATURE

- **Nitya Sharma and Anil Kalotra (2016)¹** in the paper “Hospitality Industry in India: A Big Contributor to India’s Growth ” concluded that hospitality industry in

India has generated tremendous employment opportunities and is a big source of foreign exchange for India. As per the planning commission the hospitality sector is responsible for more jobs per million rupee of investment than any other sector. This sector provided varieties of jobs which satisfies unskilled people to specialized one. The govt. of India and the ministry of tourism have contributed significantly to the development and growth of the industry by providing various tax incentives, policy measures and other various supports.

- **Rajeshwari M. Shettar (2015)²** in the paper “A Study on Issues and Challenges of Women Empowerment in India” states that women of India are relatively disempowered and they enjoy somewhat lower status than that of men in spite of many efforts undertaken by Government. It is found that acceptance of unequal gender norms by women are still prevailing in the society. The study concludes by an observation that access to education, employment and change in social structure are only the enabling factors to Women Empowerment.
- **Gaurav Kashyap (2014)³** in the paper “Challenges faced by the Hotel Industry: a review of Indian Scenario”, This study follows the flaws in some of the government policies directly related to hotel industry which are effecting hotels and also discusses other issues related to hotel Industry as well such as Taxation Policies of Indian Government, Debt- funding by Indian Banks, Licensing Issues, Visa Issues, Descending Indian economy, Online Travel Agents, Guest Profiling, Human Resource Management, Quality of Guest Services in the era of Social Media, Safety and Security etc. These are few of the most important concerns which have a long lasting effect upon the business of the hospitality.
- **G.Shiva(2013)⁴** in the paper “A Study on Work Family Balance and Challenges Faced By Working Women” said that Work-life balance is the term used to describe practices in achieving a balance between the demands of employees family and work lives. The demands and pressures of work make difficult to stretch time for balancing work-life activities. Women taking up work life balance challenge have an impact on women's advancement. Organization also may create work place culture and climates that reflect concern for employees' lives outside of work. It is important for organizations to periodically review current work processes and practices to determine which ones lead to work in efficiencies and employee stress. In this background the present study was undertaken to determine the work-life balance and challenges faced by working women.

III. METHODOLOGY OF THE STUDY

The study is based on primary data. A structured Interview schedule was used to collect the data. The data were collected in the study in and around Thiruvananthapuram district for a period of one month. The time and cost constraints difficulty to access to the potential respondents caused to use the convenience sampling method. The collected data was formulated using the statistical tools such as Percentage analysis, independent t test , ANOVA.

IV. LIMITATIONS OF THE STUDY

- Due to time constraint sample size was restricted to 30.
- There may be errors due to the personal bias of the respondents.
- The respondents were initially reluctant to participate because they were busy.
- The study was conducted only in Thiruvananthapuram district .So the findings and conclusions may not be applicable to other district.
- There was limitation of time to conduct such a big survey in limited available time.

V. DATA ANALYSIS AND INTERPRETATION

Table 1
Age of the Respondents

		Count	Table Total N %
Age of the respondent	BELOW 25	10	33.3%
	26-40	12	40.0%
	ABOVE 40	7	26.3%
	Total	30	100.0%

Source : Primary data

From the table 1, it is clear that 40.0 percent of respondents are lies in the age group between 26-40. 33.3 percent of respondents are lies in the age group below 25. 26.3 percent of respondents are lies in the age group above 40. Respondents includes women employees only.

VI. HYPOTHESIS:1

ANOVA test for significant relation between Age and Gender issues

Null Hypothesis- H_0 = Age is independent of gender issues issues faced by women employees in hospitality sector.

ANOVA table for Age and Gender issues

Table 2
Age and Gender issues

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
BELOW 25	10	2.7765	.70359	.22250	2.2732	3.2798	1.53	3.59
26-40	12	2.6422	.71976	.20778	2.1848	3.0995	1.35	3.29
ABOVE 40	8	3.4632	1.01615	.35926	2.6137	4.3128	1.94	5.65
Total	30	2.9059	.84831	.15488	2.5891	3.2226	1.35	5.65

Source: Primary data

Table 3
Test of Homogeneity of Variances

Gender issues			
Levene Statistic	df1	df2	Sig.
.141	2	27	.869

Source: Primary data

The table 3, shows the homogeneity of variance between different groups which a prerequisite for performing one-way ANOVA. However, the Levene Statistic = .141 with and the sig. value .869 shows that there is homogeneity of variances between age and gender issues. Therefore, Welch ANOVA and Games-Howell test for multiple comparisons are performed instead of One-way ANOVA and Scheffe test for multiple comparisons.

Table 4
ANOVA

Gender issues					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.487	2	1.744	2.708	.085
Within Groups	17.382	27	.644		
Total	20.869	29			

Source: Primary data

Table 5
Robust Tests of Equality of Means

Gender issues				
	Statistic*	df1	df2	Sig.
Welch	1.907	2	15.626	.182

Source: Primary data

Table 6
Multiple Comparisons

Dependent Variable: Gender issues
Scheffe

(I) Age of the respondent	(J) Age of the respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
BELOW 25	26-40	.13431	.34355	.927	-.7555	1.0241
	ABOVE 40	-.68676	.38059	.215	-1.6725	.2990
26-40	BELOW 25	-.13431	.34355	.927	-1.0241	.7555
	ABOVE 40	-.82108	.36622	.100	-1.7696	.1275
ABOVE 40	BELOW 25	.68676	.38059	.215	-.2990	1.6725
	26-40	.82108	.36622	.100	-.1275	1.7696

Source: Primary data

From the results in the table 6, there is no significant difference between the gender issues as a whole. The table 6, Multiple Comparisons shows that the different gender issues is not differed from each other. The Scheffe test result shows that there is no significant difference between the groups. There was a no statistically significant difference between groups as determined by one-way ANOVA.

VII. HYPOTHESIS: 2

ANOVA test for significant relation between Age and Career management

Null Hypothesis- H₀ = Age is independent of career management issues faced by women employees in hospitality sector.

ANOVA Table for Age and Career management

Table No.7
Age and Career management

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval	
					Lower Bound	Upper Bound
BELOW 25	10	2.5400	.83160	.26297	1.9451	3.1349
26-40	12	2.8167	.75779	.21875	2.3352	3.2981
ABOVE 40	8	2.1125	.60578	.21417	1.6061	2.6189
Total	30	2.5367	.77659	.14179	2.2467	2.8267

Source: Primary data

Table No.8**Age and Career management - Career management-ANOVA**

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.380	2	1.190	2.127	.139
Within Groups	15.109	27	.560		
Total	17.490	29			

Source: Primary data

Table No.9
Multiple Comparisons**Dependent Variable: Career management**
Scheffe

(I) Age of the respondent	(J) Age of the respondent	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
BELOW 25	26-40	-.27667	.32030	.692	-1.1063	.5529
	ABOVE 40	.42750	.35484	.493	-.4915	1.3465
26-40	BELOW 25	.27667	.32030	.692	-.5529	1.1063
	ABOVE 40	.70417	.34145	.139	-.1802	1.5885
ABOVE 40	BELOW 25	-.42750	.35484	.493	-1.3465	.4915
	26-40	-.70417	.34145	.139	-1.5885	.1802

Source: Primary data

Interpretation

The table no.7 shows the descriptive statistics of the perception to the career management based on age of the respondents. , it is clearly mean that the different age categorizations are not so satisfied with the career management opportunities.

The table 8 shows the output of the ANOVA stating whether there is a statistically significant difference between the group means. There was a no statistically significant difference between groups and career management opportunities as determined by oneway ANOVA (F =2.127, p-value =.139). Age does not make a significant difference in the women employees perception towards career management i.e. the null hypothesis is upheld as the p-value of expectation and experience is more than ' $\alpha = .05$ '. The Scheffe test (Table No.9) multiple comparisons shows that the different age and career management is not differed from each other. The Scheffe test result shows that there is no significant difference between the groups. There was a no statistically significant difference between groups as determined by oneway ANOVA.

VIII. FINDINGS

- From the study it was revealed that majority of the respondents were in the age group of 26-40.
- The most serious issues faced by women employees in hospitality is lack of resting time and negative attitude of

society towards their work at star hotels and resorts among various problems.

- The important career management issue related with women employees is lack of proper job rotation and lack of involvement and information about organisational plans
- The most important Factor affecting career management is getting clear feedback on respondent's performance and proper training to develop career.
- The most critical factors restraining the career management of women employees are the heavy workload and family responsibilities followed by many other hindrances.
- There is no statistically significant difference in the mean of age and gender issues.
- Age does not make a significant difference in the women employees perception towards career management.

IX. SUGGESTIONS

- Provide training on gender equality to people at management positions i.e. educate managers in both the obvious and the subtle discrimination that takes place in the hospitality organisations.
- Showcasing the talents organisation's successful women employee. Because they are not getting proper attention and recognition of their success and remarkable performances.
- Adequate resting time should be provided for women working hospitality sector by amending the existing policy of the organisation.
- Hospitality management should establish a policy that allows women to balance their work lives with their personal lives.
- Promote women employees to the administrative and intellectual work than physical or manual works.
- Women employees are having heavy workload. The management should kindly consider the issue and reduce the quantum of work.
- Working time in the hospitality organizations are not women friendly. The present working schedule is not suited to women in Kerala.

X. CONCLUSION

Hospitality industry in Kerala offers good employment opportunities to qualified and skilled persons. However, the work allotment and ambience is not suitable to women candidate because of many gender issues at work place. The study has made an attempt to identify the major gender issues faced by women employees working in star

hotels and resorts in Thiruvananthapuram district. The result of the study reveals that women employees are facing direct and indirect discriminations and other gender problems at the workplace. Career management issues and factors restraining career management were also identified and assessed. In global tourism market women are having very attractive job offers and positions to showcase their talents and skills. But unfortunately, in Kerala women are employed in the sector for physical and heavy manual work. Supports for career advancement of such women employees are not so remarkable. Proper intervention of authority is invited taken proper action against exploitations and harassments. Otherwise, gender issues may remain as usual in the hospitality sector.

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