

A Study: The Present Scenario of Women's Career Advancement in the Hotel Industry

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Abstract— The global hotel and tourist business has long struggled with the problem of female underrepresentation in executive positions. The effects of the many institutional, economic, and sociocultural factors that work against women's professional progress in the tourist industry vary greatly depending on the specific setting. Women are flocking to the hotel business in droves. In reality, there is a much higher success percentage for ladies compared to boys when looking at the statistics accessible with different hotel management colleges. Men continue to hold most of the power in hotels' upper management, including roles such as general manager and department heads. The younger generation may have different experiences now that society is more tolerant of women in the workforce. However, as things stand, we may anticipate the same outcomes; so, it is necessary to investigate the imbalanced dynamics of the gender gap in professional advancement. The primary data was gathered from a survey that targeted women who had worked in the hotel sector but had since left for other careers, such as teaching, retail, or staying at home to raise a family. On the other hand, books, research papers, and journals were the sources of secondary data. This research makes an effort to determine why women are leaving the hospitality industry for alternative professions.

KEYWORDS- The following topics are related to women's careers: the hospitality sector, female managers, career progression, gender difficulties, and hurdles to advancement.

INTRODUCTION:

Women have made great strides in the hospitality industry, and this is true all across the globe, not just in India. One of the most prominent industries now

employing women is the hospitality industry. Women provide a lot to the hotel sector thanks to their charisma, mystery, and endearing qualities. A feminine touch

is the only way to bring out the grace and beauty. Their job security is uncertain, despite the fact that they are vital to the hotel industry's fundamental functions. Although women make up a sizable portion of the workforce in entry-level positions, they are conspicuously absent from executive-level roles.

During the 1980s and 1990s, women were mostly restricted to working in the rooms division and sales if they were permitted to enter the hotel industry at all. There has been a marked shift in the last ten years or so toward female representation in traditionally male-dominated fields, such as food production and food and beverage service. Problems with schooling and mentality shifts are often to blame for this change in interest and subsequent growth in numbers.

Regardless of the shift, this numerical magnitude does not translate to the positions that women are afforded at the highest levels. According to statistics, women only make up 22.5% of India's workforce (Sucheta Ray, 2016). Of the 131 nations for which statistics are available, India ranks dead last in female labor force participation (FLFP), according to the International Labor Organization (ILO). Workforce and employability reforms are

urgently needed in light of the present demanding and ever-changing situation. The hotel industry is just one of several that has seen a transformation as a result of the rising tide of female employees. A large number of women find work in the tourist sector. There are more female workers than male workers in the tourist industry (58% vs. 42%). The lodging industry has the greatest percentage at 60%, followed by the travel agency and tour operator industry at 64%. Among women in the tourist industry, about one-third work part-time, compared to one-seventh of males. The largest percentage of employees, 40%, are women who work full-time. Of the three tourist sectors we looked at, 25% of workers are employed on a part-time basis in the hotel industry, with 23% working for tour operators and travel agencies.

According to Eurostat (2015).. Women constitute around 70% of the workforce in the sector as a whole; yet, there is a significant gender gap in top positions, with women accounting for fewer than 40% of managers, 20% of general managers, and 5-8% of board members.

The source is Baum (2015). As a result of their status as an invaluable asset to any company, women make up 50% of the

workforce in the majority of nations. According to many, they are also the primary factor that determines how well a company does financially. Both Scott (1995) and Mihail (2006) said that "women who aspire to managerial careers in corporate Greece are likely to face intense attitudinal barriers."

The hospitality and tourist sector is ever-changing and heavily impacted by gender stereotypes; as a result, women tend to excel in certain fields where they are allowed to express themselves while still fulfilling their conventional duties.

In contrast to manufacturing, which depends on physical goods and machinery, service industries rely heavily on human resources to provide goods and services to consumers. We can state that management focuses on employees in addition to customers and profits because of the importance of manpower to every company's success.

The service and hospitality industries have an enormous and ongoing need for qualified workers. The irony, however, is that there is a shortage of workers, either because there is a mismatch between supply and demand or because the hospitality industry is seeing massive employee turnover right now. There is a

healthy mix of men and women working in the hotel industry.

According to a study on hospitality and tourism education in India, which is looking for new and creative programs, women make up 70% of the workforce in the industry.

Dr.Ashish Dahiya, first of all, these numbers show that women do make a difference in the hotel sector. Secondly, there are some positions within the industry, including cleaning, guest relations, front desk, and sales that are better suited to women, and hence are mostly filled by them. Women are naturally more empathetic, patient, and sincere than males. This is due to their inherent softness and aesthetic sense. Since women make up a large portion of these departments' workforces, they play an important role in the hospitality industry's production and income generation. Regardless, there is a pattern of women in the hotel sector making different choices about their careers. It has been noted that their tenure is shorter compared to males, and women also tend to be underrepresented in positions of power within the hotel industry. The position of women in the workforce may be influenced by several factors. Therefore,

the purpose of this article is to investigate what causes women to leave the hospitality business altogether or to pursue careers in other fields.

Literature Review

Researchers Kate Purcell (1996) found that women in "feminized" industries and occupations encounter more prejudice and obstacles to advancing their careers compared to those in more traditionally male-dominated fields. This is likely due to the entrenched roles that women in these fields have traditionally been expected to play.

Frontline service workers' perspectives and actions are discussed in this article by Babin, Barry J., and Boles, James s. (1998), who also explore the degree to which male and female workers' interactions differ. Findings indicate that role stress has a more detrimental impact on the work performance of female service providers compared to males, and that job satisfaction is more strongly associated with intention to resign for males.

III. The work of Davies, Taylor, and Savery, 2001 Hotels only hire women for low-paying, semi-skilled, operational, and non-managerial positions; other occupations, including those of bellhops,

night watch, and porters, are off-limits to women.

IV. According to Linehan and Scullion (2001), women often find themselves in low-skilled roles with low pay. This is largely because of discrimination in hiring practices, both official and informal, as well as ingrained negative gender stereotypes in the workplace, as shown by Biswas and Cassell (1996)

This article by V. Prof. Thomas Baum (2004) examines the cultural and structural factors that impact women's roles in the hospitality sector and proposes solutions to improve their standing and access to opportunities. Some of these concerns include gender inequality in the workplace, equal pay for equal work, advancement chances, women's participation in micro-enterprises, and the underground hospitality, food service, and tourist industries. Section

VI. Yan Zono (2005). Factors impacting the rise of women workers in the hotel industry include gender equality, family difficulties, and professional progression, according to the report. Paper

VII by Jeanette Cleveland and John W. Oneil (2007) addresses the problems of work-related stress and its effects on

family life. The results of the qualitative study that drew from several sources indicate that working long hours with little predictability causes stress for both the person and their family. Women in the workforce either quit their occupations or have health issues as a consequence of this.

VIII. According to research by Iimtiaz Muqbil (2011), the health of married women who work long hours and have strict deadlines at home and in the hotel is suffering. Their tendency toward agitation and sleeplessness is growing. The research found that household stress is the main cause of these difficulties. The emphasis of the study is on the elements that influence employee satisfaction

XI. AfshanNaseem, SadiaEjaz Sheikh (2011). The high level of customer satisfaction is a direct reflection of the hard work and dedication of the hotel employees, who were motivated by a supportive work environment and financial incentives like salary and regular training.

X. The 2013 Boston Hospitality Review The study indicates that women can easily enter the hotel industry and start their careers. However, when it comes to reaching the top positions, there are surprisingly few women. This is not due to

a glass ceiling, but rather to women's work priorities, which may include family responsibilities or the desire for greater flexibility to balance work and personal life.

XI Mousa Masadeh (XI) (2013): There were four reasons why women in the workforce did not advance to managerial positions: There are a number of factors that make it difficult for women to advance in their careers. First, there is the stereotype that married women are less capable than men. Second, promotions in the hospitality industry are often linked with job transfers to other chains. Third, women are often expected to put in more hours than men in order to achieve the same level of success. Lastly, cultural barriers also play a role.

This article raises the important question of why there is still a gender gap in the hospitality industry and calls for more research into the dynamics of women's career advancement in the field. If there are a lot of women entering the field, one might wonder where they go and why they decide to leave.

Methodology

Qualitative research methods were used in the study. The researcher utilized this to

get a feel for what female hospitality workers at all levels think is crucial for their career advancement and to gauge their opinions on the matter. Since this was qualitative research, we gave people greater time to expound on their answers. The main sources of information for this study were in-depth interviews with women working in the hotel sector and a semi-structured questionnaire.

The result was the identification of women employed by Jaipur's five-star hotels. In subsequent rounds, people from all throughout India were invited to participate. The rationale for the decision was that they wanted to have a better understanding of the challenges encountered on the job and, maybe, have firsthand experience with them.

Each interview lasted around 30 minutes and took place either at the respondent's workplace or at the researcher's office. The research drew from a pool of 35 female employees from different operational and support roles in the hotel sector.

Employer perspectives on hospitality education and related skills required by industry were compared using secondary data from prior years' studies. Data chosen from secondary sources that were gathered longitudinally. There was minimal

variation in the research topics, but overall the investigations were comparable.

The Findings and Analysis The population: Factors such as age, level of education, job title, and department

Women made up a disproportionately large portion of the workforce in the 18–25 and 25–30 age groups. Regrettably, not a single person in the 30-35 age bracket responded. Some may see this time apart as a pause in preparation for marriage or having a family.

Following that, there is a precipitous decline in the age category of 35 and higher, with only 3 responders (Table 1). Since teaching is mostly a hands-on field, most students did not pursue further degrees because they felt that getting a job would be a better investment. More women will undoubtedly reach the highest echelons of the profession if given the opportunity and if they remain committed.

Unsurprisingly, there was no representation in the food manufacturing department, and the departments were allies. The number of female chefs has been on the rise, but it's still very low compared to the male chefs. Interestingly, there was a fairly even distribution of employment opportunities from associate

to manager, with 25% of the occupations falling into the manager level and 30% into the associate level.

S.No	Particulars	Percentage
1	Age Group	
	18-25	68
	25-30	27
	30-35	0
	Above 35	5
2	Educational Qualifications	
	Diploma	7
	Graduate	70
	Post Graduate	20
	Others	3
3	Job title	
	Associate	30
	Supervisor	18
	Executive	13
	Assistant Manager	14
	Manager	5
4	Department	
	Housekeeping	29
	Food Production	0
	Sales and Marketing	13

	Front Office	31
	Food and Beverage	14
	Others	13
5	Job position	
	Associate	30
	Supervisor	18
	Executive	11
	Assistant Manager	16
	Manager	25

CONCLUSION

The survey found that a) between the ages of 18 and 30, the vast majority of respondents hold the position of associate. In the age bracket of 35 and above, there is a noticeable decline, suggesting fewer women in managerial roles or quitting their jobs for related reasons. b) Women make up a significant portion of managers (about 25%), thus it stands to reason that they might easily advance to general managers and other senior positions within the sector if they stay put. c) The front desk has the most female employees, followed by cleaning and the food and beverage service department. d) While most respondents said they haven't seen gender prejudice in the workplace, several did mention that they've encountered challenges specific to their job. e)

According to the respondents, a leadership characteristic is the most important aspect in elevating one's career. Support from family and internal resources inside the organization follow. f) Women who took the survey think that the things that keep them going at work are the financial benefits, the support of their families, and the opportunity to advance in their careers. Working long hours is not an impediment to women's career growth, contrary to common belief. g) One of the main reasons why men make up the majority in the hospitality business is because the employment options there are very flexible, often requiring the ability to move quickly. This is due in part to the company's ethos and nature. It would seem that women are having no trouble breaking into the field when they are just starting out. Nonetheless, when they get older, women may be more prone than males to quit the field due to dissatisfaction with wage, professional aspirations, or familial demands. This may not be due to the age-old "glass ceiling" or "old boy club" phenomena.

Although opportunities and treatment have become more equalized, there is a noticeable lack of female representation in senior management positions, and this may be attributed to women's personal choices.

There are many managers in the industry, but only a small number of women seek promotions.

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