

Study on the gender equality in hotel industry

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Abstract

Status of women in a society gets reflected in the roles played by them in its institutions such as family, political or other social groups. Corporate also echo the same. In Indian industry woman hold more positions of power now than in the past. Indian hospitality industry also shows the same pattern. But compared to their share in population women hold few positions compared to males. This is in spite of a number of measures taken by the government through legislation and policy measures.

The vertically typical "Gender Pyramid" is prevalent in this too-lower level occupation with few career development opportunities dominated by women and key managerial positions dominated by men. Earlier studies found the deeply entrenched beliefs and stereotyped attitudes towards women in the workplace to be the main barrier in gender equality.

Though India seems poised for superpower status because of its booming economy. However, beneath the spectacular "India Shining" story lurks an area of darkness-the unequal status of its women, who constitute more than half it's demographic. This study on Gender Equality in Indian Hotel Industry- A study of Perception of male and female employees aims to examine whether female employees of hotel industry perceive gender equality issues differently than male employees.

Keywords: gender equality, hotel industry

1. Introduction

The Constitution of free India guarantees all its citizen's equal rights and it goes a step further and makes a special provision for safeguarding the interest of women. Legally speaking they enjoy equal rights in all aspects of the social, economic and political setup of the country.

While gender inequalities in many areas have been on the agenda of social research and activism for decades, gender inequality in organizational leadership has been sadly overlooked. Women have attained remarkable success in what was once considered the "male domain", of the working world (Global banking conglomerate standard chartered).

Worldwide the number of women in the workforce has increased over the years with a corresponding increase in the number of highly educated women equipped with technical know-how. However, discrimination against women in the workplace has impacted their advancement in jobs that acquire higher societal recognition among men. Gender inequality in the workplace is exhibited in various forms, such as occupational segregation, gender-based wage gap and discrimination. Their presence in senior management level is negligible.

Women are graduating and entering management positions, yet there is a bottleneck at middle management levels. While entry is easier, progression slows down after the middle level and in most situations, regardless of their technical and professional qualifications or achievements, women are prevented from climbing up in the corporate ladder to reach the top (Krishnan & Daewoo, 2014) [7].

In India, research and surveys reveal that men outnumber women in terms of attaining top managerial positions. Review of secondary sources shows that data on Indian female managers is almost non-existent. A

tremendous amount of research has been undertaken in this area with "Breaking through the Glass Ceiling" being one of the most comprehensive international studies. The very fact of women being adequately represented in the work-force, but hardly present in the managerial positions got labeled "the glass ceiling", "a barrier so subtle that it is transparent, yet so strong that it prevents women and minorities from moving up in the management hierarchy".

Women make up 9, 1% of the workforce in the Hotel and restaurant industry and men 90, 9%. According to the 2001 census, in India, 90, 07% of employees in hotels and restaurants are male; women only fill 9, 93% of the positions in this field. In Delhi 3370 women work in hotels and restaurants compared to 56780 males (Lan & Wang Leung, 2011) [8].

Rich mind of educated female talent has been an important factor in allowing India to become one of the world's fastest-growing economies. But recently this particular dynamo has been showing signs of strain (Correll 2012) [2]. According to a recent Nielsen survey in The Economic Times "Women of Tomorrow," 6,500 women across different nations, Indian women are the most stressed in the world today. An overwhelming 87% of Indian women said they felt stressed most of the time, and 82% reported that they had no time to relax.

An awareness of the under-representation of women in top positions in the corporate world has prompted many corporations to review their policies and practices. If firms are to remain productive and competitive in an increasingly demanding global market place, they must recruit, retain, develop, and promote their most talented people, regardless of their sex. This is increasingly seen not only as the right or ethical thing to do, but also the smart thing to do. And in keeping with this realization, a

small number of leading edge organizations are attempting to become more women-friendly.

Having women in key positions is argued to be associated with long term company success and competitive advantage adding value through women's distinctive set of skills and creating cultures of inclusion through a diverse workforce. This work tries to evaluate the gender equality policies in selected Indian hotels and finds a mixed picture. The analysis suggests that majority of the hotels are not yet adopting pro-active policies to encourage the representation or empowerment of women in hotels. Female employees tend to be concentrated at entry or operational level and their presence is lower at senior positions. Based on the results study suggests the Indian Hotel industry to rework on HR policies to provide equal and equitable opportunities for female employees.

1.1 Review of Related Literature

As more women joined the force, researchers started investigating whether the gender of the applicant and or recruiter had any impact on the hiring decision. In this regard, several studies have investigated sex bias during the employment interview in attempting to separate the effects of applicant sex and recruiter sex on recruiter's evaluations.' These studies produced mixed results concerning the effect of the similarity of applicant sex and recruiter sex on interview outcomes. For example, personnel managers regarded same sex applicants as more similar to themselves than opposite sex applicants, but sex similarity was not a factor in ratings of likability or suitability for the job (Gallois *et al.*, 2012) ^[4].

Similarity, a study by Graves and Powell (2010) showed no significant effect of applicant gender on the interview outcome, but found that gender similarity and interpersonal attraction were important factors in recruiters' decision processes. They found that female recruiters saw male applicants as more similar to themselves and more qualified than female applicants. Also, a study by Hardin (2012) ^[6] found that the gender of a hypothetical recruit gender. He claimed that the effects of sex similarity on recruiting and interview outcomes are inconsistent and complex. However, other researchers have shown that gender and gender-role stereotyping can influence hiring decisions.

Some studies that examined management behavior found no significant difference in the way men and women manage. Billing and Alvesson, (2014) ^[1] reported that most empirical investigations, show only a few differences in between the genders in their management roles, and those differences tend to be quite small. When it comes to behavior, attitudes, etc. they stated that the similarities between men and women in management positions are more striking than the dissimilarities.

Ferrario (2014) ^[3] reported no evidence to suggest at male and female managers differed in their managerial styles. Similarly research indicated that supervisors felt that men and women were equally effective and that there were no differences in the perceptions of male or female managers by their boss, peers, or staff, irrespective for the gender of the perceiver.

2. Results

The index in the above information shows that about 69.9% of the respondents were of the view that gender unequally exists in the Indian hospitality industry about 26% disagreed while about 3.9% were indifference. Hence, gender inequality exists in the Indian hospitality industry. Research shows that about 73.8% of the respondents were of the view that the extent of gender: inequality in the Indian hospitality industry is high, while about 26.20% of the respondents were of the view that the extent is low.

The index in this information shows that the extent of gender inequality in the Indian hospitality industry is high. Hence, employment opportunity in the industry is one gender sided. Research shows that about 70% of the respondents were of the view that gender inequality in the Indian hospitality is in favor of male while about 21.3% of the respondents optioned in favor of female while about 8.7% of the respondents were indifference.

The index in this information shows that gender inequality in these Indian hospitality industries is in favor of male hospitality professionals. Research shows that about 30.5% of the respondent were of the view that discrimination is the major cause of gender inequality in the Indian hospitality industry.

About 22% of the respondents believed that culture and traditions is the major cause, about 37% attributed the cause to pressure of the work. While about 10.5% of the respondents attributed the information shows that, discrimination in employment (30.5%) and pressure and nature of the work (37%) are the major came of gender inequality in the Indian hospitality industry.

3. Conclusion

1. Gender inequality exists in the Indian hospitality industry
2. The extent of gender inequality in the Indian hospitality industry is high.
3. Gender inequality in the Indian hospitality industry is in favor of the male hospitality professionals.
4. Discrimination in employment, pressure and nature of work are the major cause of gender inequality in Indian hospitality industry.

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