

IDENTIFICATION OF WOMEN PRESENT CONDITION IN HOTEL INDUSTRY

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Abstract: Ladies workers in lodgings assume a noteworthy part in rendering administrations which potentially might be done just by them. These incorporate particular administrations in housekeeping, front office, visitor administration, deals and showcasing division and so on. It has been watched that not very many ladies representatives are take up employments in divisions as kitchen and F and B when contrasted with the offices specified above as GRE, Front Office and so forth. None of the inns can have the workforce involving just of male representatives and female representatives must be an indispensable piece of this workforce. However, a pattern has been seen of the profession move of female workers from the administration area. The paper in this way centers on this part of profession move of ladies workers and subsequently finding the explanations behind these representatives to leave the business consequently. Aside from this, the paper additionally tries to distinguish different components related with the profession move as the residency spend by the ladies representatives in inns. The development example of the ladies workers, and the reasons featuring their day of work from the lodging Industry The Primary information was gathered through a survey concentrating on the number of inhabitants in ladies representatives in inn who have moved from the inn business either to retail, scholastics or are homemakers. The optional information however was gathered from books, explore articles and diaries. The paper tries to distinguish the reason/s for ladies to move from inn to different fields.

Index Terms - Women Employees, Career Shift, Work Life Balance

INTRODUCTION

Service Industry dissimilar to an assembling industry depends extraordinarily on its human asset for rendering administrations to the clients. The achievement of every business depends incredibly on their labor and along these lines we say that focal point of the administration isn't just on their client and gainfulness yet in addition on their representatives, there is a huge and consistent interest for gifted or semi talented labor in benefit or the cordiality area. In any case, the incongruity is that the work compel isn't accessible due to most likely a hole amongst request and supply or the tremendous turnover of the representatives that the cordiality Industry is seeing today.

The work power of the lodgings contains a decent mix of people. Ladies add to 70% of the aggregate workforce in the tourism division (Hospitality and Tourism Education in India: looking for inventive projects Dr. Ashish Dahiya) this measurements demonstrate that ladies do have a contributory part to play in lodging industry, besides there are particular employments in inns such a housekeeping, Guest euphoria's, Front office, deals which are more reasonable for ladies and subsequently is generally completed by ladies. The reason being the in conceived characteristics controlled by ladies as delicate quality, Tasteful sense, tolerance and earnestness. All the previously mentioned divisions are beneficial or income delivering offices and since ladies are an integral part of their workforce, the part of ladies representatives in Hospitality Industry is critical.

Regardless of these certainties a pattern that has been seen in the lodging business and that is of vocation move among ladies representatives. The residency or the term spend by them has been seen to be short when contrasted with their men partner, in the meantime there is additionally a lean portrayal of ladies at the higher positions in inns. There can be various purposes behind this status of ladies representatives.

This paper along these lines goes for discovering the variables impacting this profession move of ladies representatives from the lodgings either to other field or for all time leaving the inn business

Objectives

- Identification of working condition/problems of women in Hotel Industry.
- Identify the Gender Ratio in Hotel Industry.
- Steps to Empower the Women in Hotel Industry.

Review of literature:

I, Kate Purcell (1996) in her study focuses on the research on female employees at managerial positions and the findings suggest that women in "feminized" industries and occupations may face more formidable barriers and prejudices when they seek to develop careers rather than jobs because of the entrenched roles already allocated to women in such employment contexts.

¹ Babin, Barry J.; Boles, James s. (1998) the authors examine the attitudes and behaviors of employees who provide frontline service and address the extent to which relationships vary among male and female employees. The study suggest that role stress affects female service providers' job performance more negatively than it does males', and that job satisfaction is related more highly to quitting intent among males.

• **Davies, Taylor & Savery**, (2001). In hotels, women are recruited to do somewhat semi- or unskilled, low-paid, gendered, operative and non-managerial jobs and women are not recruited for other hotel jobs since it is considered inappropriate, such as being bell-boys, night watch or night porters

IV. Linehan & Scullion (2001) stated that women held low-skilled jobs and low-paid positions due to selection and recruitment processes as well as informal and formal policies and processes, and that the main barrier preventing them from reaching senior managerial positions was the instilled negative perception in the organization environment towards them (their gender), as is demonstrated by Biswas and Cassell (1996: 23)

V. Prof. Thomas Baum(2004)the paper highlights the structural and cultural issues which determine the roles that women play within the hotel workforce and the strategies which can make a difference to their status and opportunities within the industry. Some of these issues relate to occupational sex segregation, wage parity, career opportunities, the role of women within micro- enterprises and the informal hotel/catering/tourism economy.

VI. Yan Zono (2006). The study indicates that three gender issues as equity, Family issues and career advancement were the factors influencing the growth of women employees in hotels

VII. Jeanette Cleveland and John W. O'Neil (2007) the paper deals with the issues of work pressures and family stress because of the work pressures. Results of the multisource qualitative research suggest that long, unpredictable hours create individual and family-related stress. This results in women employees either leaving the jobs or suffers health problems

VIII. Ilmtiaz Muqbil (2011) the study indicates that heavy schedules and tighter deadlines at hotel and home both are telling on the health of married women workers. They are becoming prone to restlessness and insomnia. The major cause identified in the study for these problems is domestic stress.

XI. Afshan Naseem Sadia Ejaz Sheikh (2011)the research focuses on the factors influencing the satisfaction of employees. It indicates that from employee's perspective, conducive working atmosphere coupled with incentives like salary and frequent trainings focused the employees to work with dedication to uplift the organization (hotels) and retaining employees, which is reflected clearly by the satisfaction level of customers.

X. Boston Hospitality Review (2013) The study suggests that women have no problem in entering the Hotel Industry to beginning their career, However the number reaching the top thins down as there are a very few women at the top position not because of Glass ceiling but the women employees quit because of their family commitments or they chose not to get promoted as there will be more flexibility to cope up with professional and personal commitments.

XI. Dr. Mousa Masadeh (2013): It was found that female employees did not get promoted to senior levels due to four factors: 1) the belief that women once married would not function as well as their male counterparts; 2) in hotels, promotions could be associated with transfer of assignment to another hotel chain, and there is a belief that married females are not as mobile as males; 3) usually female employees have to work much more than males to be as effective; and lastly, 4) the presence of cultural barriers that prevent women from advancing their careers.

XII. ZeeH0 (2013) The article suggests a need to examine more deeply the underlying dynamics of career progression for female hotel managers, and to explore the reasons for the continued imbalance. If so many women enter the industry, then where along the way do they disappear, and why do they decide to leave the industry.

- RESEARCH METHODOLOGY

Data has been collected from published / unpublished literature, latest references available from the journals, newspapers, research publications and magazines, past records and training reports of the hotel, and other relevant sources like internet.

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