

A Study of Gender Equality in the Hotel Industry with Special Reference to Pune City

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Abstract

Gender equality is the state of equal ease of access to resources and opportunities regardless of gender, including economic participation and decision-making; and the state of valuing different behaviors, aspirations and needs equally, regardless of gender.

The research paper aims at analyzing if gender equality is given due consideration while framing HR policies of five star hotels and also the work culture of the hotels where gender equality is followed.

The Primary data has been collected through a structured questionnaire from HR managers of 15 Five star hotels and 25 female employees.

Keywords: Gender, Career Progression, Gender Equality

Gender equality, equality between men and women, describes that all human beings, both men and women, are free to develop their personal abilities. Gender equality also means that one should consider the different behavior, values and needs of women and men equally. It does not mean that women and men have to become the same, but it says if their rights, responsibilities and opportunities should not depend on whether they are born male or female. Gender equity means fairness of treatment for women and men, according to their respective needs. Having said that the study tries to find out the opinion and perception of hotel industry about gender equality. The study focus on 20 five star hotels of Pune city and the respondents were HR managers of the hotels.

AIMS AND OBJECTIVE OF THE STUDY

- To understand the male and female ratio at different hierarchy in Hotels.
- To study HR Policies regarding gender equality.
- To study the perception of female employees about gender equality in hotels.

LITERATURE REVIEW

Megha Gupta (2015) this study 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

INTRODUCTION

Worldwide the number of women workforce has increased over the years with a subsequent increase in the number of highly educated women well equipped with technical know-how. However, discrimination against women in the workplace has impacted their advancement in jobs. Gender inequality in the workplace is observed in various forms, such as occupational segregation, gender based wage gap and discrimination.

As far as hotels are concerned, a study indicates that women make up 9.1% of the workforce in the Hotel and restaurant industry and men 90.9%. This ratio is too low. This leads to the need of the study if this gap is due to the gender inequality.

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Indian Hotel industry to rework on HR policies to provide equal and equitable opportunities for female employees.

Sonal Sharma (2016) A study of Perception of male and female employees is conducted to examine whether female employees of hotel industry perceive gender equality issues differently than male employees.

Thomas Baum (2013) The research paper throws light on the structural and cultural issues which determine the roles played by women within the HCT workforce and the strategies which can make a difference to their status and opportunities within the industry. Some of these issues discussed are relate to occupational sex segregation, wage discrimination, career opportunities, the role of women in hotel/catering/tourism economy.

Vidya Patwardhan (2016) through this study, an attempt is made to understand the dimensions of mobility pathway that lead to career advancement. this study was conducted to determine the impact of several career experiences on the career advancement of women managers in Indian five star hotels. Although they are equipped with appropriate education, training and development, and years of experience in the industry, women managers have failed to make progress in reaching higher positions of management in hotels

RESEARCH METHODOLOGY

A complete analytical research methodology was used to come up to conclusions and recommendations. Relevant data was gathered by conducting surveys in the 20 five star hotels in Pune city as well as personal interactions with employees of these properties.

To analyze the objectives data was collected from Primary and Secondary Sources.

Primary Data Sources

The primary data required for the study was collected from 20 five star hotels in Pune through a structured questionnaire. The Questionnaire was filed by the HR Managers of the hotel.

Secondary Data Sources

The relevant secondary data was collected by referring to research journal, internet, books, research articles and any other relevant print material.

DATA ANALYSIS AND INTERPRETATION

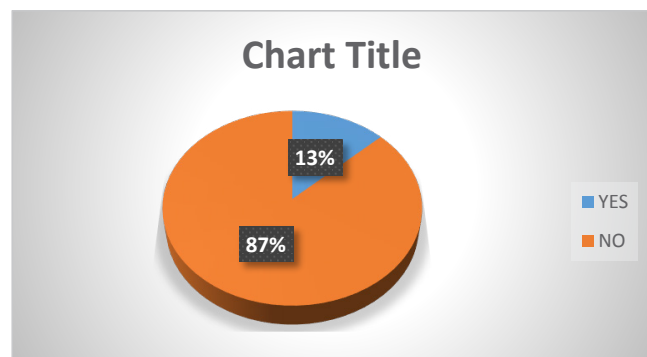
Male to Female Ratio

PARTICULARS	MALE	FEMALE	RATIO (Male to Female)
Entry Level	1145	229	5:01
Mid Management	392	98	4:01
Top Management	760	76	10:01

Observation: The male to female ratio as mentioned in the above table clearly indicates that the strength of female is far less as compared to male employees. The ratio is absolutely low as you move up the hierarchy.

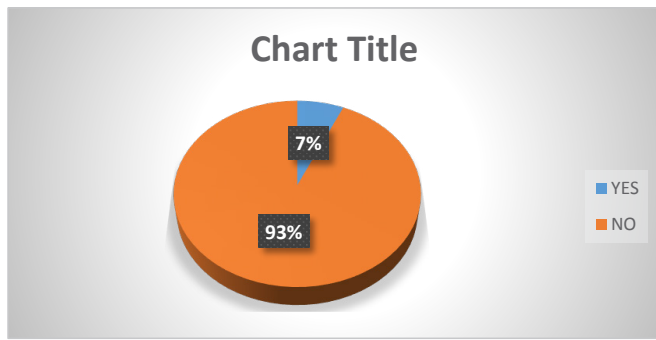
Does Hotel have a Policy of Special Quota for Women for Recruitment?

Observation: 87% of the HR managers do not agree that there are special quota for female recruitment however hotels do have certain positions such as GRE, Housekeepers, hostesses etc. where female employees are preferred.



Complaint from Female Employees at any Level Regarding Biased Behavior of Superior towards Them

Observation: 93% of the respondents (HR Managers) have not received any complaints from the female employees about biased behavior from their superiors. This clearly indicates that female employees do not have any issues with the superior subordinate relation being a female employees and therefore it shows that female and male employees are treated at par.



Special Promotion Policies for Only Female Employees

Observation: 87% of the respondents disagree the any special promotion policies exist for female employees, in fact fair opportunities are available for both female and male employees for promotion. This indicates the gender is not an obstruction for career progression for female and male employees.

Hotel have Different Policies for Male and Female Employees for the Following:

PARTICULARS	YES (%)	NO (%)
Wages and salary for the same position	0	100
Leaves	16	84
Facilities	13	87
Flexible timing	33	67
Sexual harassment cell	95	5
Work load	0	15

Observation: From the above table it can be interpreted that most of the hotels do not have (84-87%) different policies for male and female employees. However, there seem to be a different opinion as far as sexual harassment cell is concerned. Mostly Sexual Harassment cell are meant for and used by female employees and very rarely any incidence about male harassment is reported.

CONCLUSION AND SUGGESTIONS

Hotel employees comprises of both male and female gender. But it has been discussed time and again that

women have an inferior position in organizations as compared to men. The study tends to put forth the Human Resource views about gender bias in hotels and it can be observed from the responses that HR managers do not have any bias opinion or policies for female employees however certain desired benefits are provided to female employees as maternity leaves and in a very few cases flexible timings.

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