



# Women Empowerment Sustainability – in Hospitality Industry

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**Abstract:** Today it is considered that hospitality industry as important instrument for continuous human development including employment generation and advancement of women making it world's largest economic. In recent years involvement of women in work force has increased with an average of 55.5% of total work force including in different top levels and positions in hotel industry. The current scenario in the industry has created a period of remarkable change and growth of women in this field by capturing and expressing the talents in them and offering key positions like General Managers, Directors and Executives in restaurants, hotels, catering firms, resorts and many other venues. The research studies suggest that women are equally competent to their male peers and they acquire skills like nurturing, better at communicating with the people, they are caring and they adopt supporting behaviors making them more effective in the hospitality sector. This research paper aims to find the significance of women in the hospitality industry, discuss the levels of women's participation in hospitality industry and proposes that hotels with women leadership are more successful in facing the increase in competitiveness and adapt to changes more efficiently.

**Key words:** Women's Acceptability in Hospitality Industry, Role of Women in Management, Leadership qualities in women.

**Introduction:** All over world in some past years there as being lots of changes happening regards in role of top position in different industries. There has being increase in women taking top notch position in male dominated industries such as cruise liners and top luxury brands. As per a study Commissioned by Diageo some years back, 70% of work force in hospitality sector consists of women in which 50% women were in lower and middle management while only 20% were in top management position. The is considered that hospitality industry is one of the largest employer for women, which can be proven by referring to a report published by Times of India (February 23, 2013) that out of total work force in hotels in South India & West Bengal 55 -60 % of the employees are women with good example is in, while in Maharashtra, Punjab & Delhi the figure is 40-50% while in Jammu & Kashmir, UP, Bihar it is lowest 10-12%. with Mumbai being the financial hub of not just Maharashtra but the nation, it is but natural that a large chunk of hospitality jobs in the city, which has top-notch hotels and airlines operations are performed by women and Karnataka shows best results with 13.4% female workers in the industry is good example regarding above statement. Within this changing and challenging environment, changes in the workforce and employability are evident and required.

#### Literature Review:

- Dr P.V. Murthy Senior Vice President and Global Head Human Resources IHCL said in an interview for Hospitality Biz India that underscanning the fact that hospitality industry which has been a male-dominated industry over the past several years; it is now steadily gaining reaction as the “go-to industry” for women. The current proportion of women at IHCL would be at 16%, they are constantly working towards holstering their proportion of women and enhancing gender party across IHCL through various in-house initiatives that are being undertaken.
- Nihar Mehta Corporate Human Resource Manager Sarovar Hotels & Resorts said on similar lines that they have a higher percentage of male compared to female employees but they are making efforts to have a higher percentage of female employees in the organization. He also mentioned that women attrition is less as compared to male employees at me workplace, with women employees having a longer tenure at their jobs comparatively.
- Alok Verma CEO Cygnett Hotels & Resorts says that drop out or attrition rate in women is almost negligible or nil at Cygnett. Female candidate works well in

a healthy work environment and the dropout or attrition rate is very low if they feel a sense of belongingness in the company and which in turn gives them a sense of security.

- Nichola A.Ramchurie and Dr.Wasil Paktin (2011) in their article Hospitality Industry and Tourism a vehicle for women's empowerment: prospect and challenges; examine the importance of women in the hospitality sector; analyze and evaluate the reasons for and constraints to women's vertical mobility. In addition to this; it is discussed new opportunities for income generation that hospitality industry might provide for women.
- Christou & Eaton(2000); Ladki Riley(1996); Lockyer & Scholarios (2004) identified several personality characteristics in the hospitality industry such as courtesy, considerations, tact, perceptiveness and good communication skills which are required for hotel managers to have. Their study comparing male and female managers; suggested that women showed very good performance on organizational, financial and management knowledge manner with people. They also found that women were very good at organizing work and spotting problems, which they solved quickly.

Objectives of the study:

The objectives of the study are:

- Women's Participation
- Leadership qualities in women working
- Current scenario of women professional

This research study consists of both secondary and primary data. The evaluation of secondary data involved an extensive, literature review of published and semi-published sources such as reports of various committees, magazine articles, etc. For this research both candidates' male and female manager opinions and views of the industry were taken into consideration. The comparative study helps to analyze the way managers understand and how they manage day- to- day situations. Hence, the researcher aspired to explore the nature of hospitality management and leadership through the eyes of the participants, by penetrating to the frames of meaning with which these people operate in the organizational context.

**Sample Size and Techniques:** Hence empirical data are gathered with semi-structured interviews with a variety of participants and views based on different organizational structures and cultures, 5 male and 8 female managers in Pune and around 5 star categories and to all types such resort, business hotel, national and international hotel chain are chosen with convinces sampling techniques.

**Limitations of the study:** This research is based on the data obtained by observations made during the survey of the female employees of hotel industry. An element of personal bias may affect the data to some extent further; the results of this study may be applicable only to areas similar to that of the study area. With due awareness of these limitations, an attempt is made to analyze of the Women's Empowerment practiced in hospitality industry.

**Analysis and Results:** The participants expressed their opinion mainly on factors that lead to successful management and style of leadership adopted by manager in the hospitality industry with encouraging women's empowerment sustainability.

Still there is discrimination regarding sex and gender, though, the situation is getting better, lady managers are given more chances to flourish their managerial carrier in the hotel sector. Both the candidates' male and female managers mentioned that their knowledge regarding job and of the industry; the prior studies as well as experience help them to gain the respect of their peers and superiors. In addition to this research female participant value more than the male manager towards work delegation and sharing the decision-making with the staff which allows them to have more time to spend on staff training, planning and organizing their job. Female managers in contrast to the male managers in the study claim that patience, smile and humor may help deal with challenging situations and circumstances with all the stakeholders. The study found out that interpersonal skills and determination; as assertive as men; enthusiastic and caring of their staff make women more suitable for manager's position in hospitality industry. Another factor is acknowledging the mistakes and apologizes when necessary. Male and female managers agree on some competencies and skills that are required to advance and progress in hospitality industry. On the contrary; male managers believe that male and female managers are

equal and equally treated; they have the same way of thinking and professional values. When they get married; they both value their families and think that family comes first, and thus; for both it is difficult to progress. Also long inflexible working hours and negligible relaxation on maternity leaves, etc. It becomes more challenging owing to demands of long working hours and high levels of flexibility which discourage women from taking up jobs in the industry. However understanding the rising concerns of women with regards to their safety, flexibility in working hours and pleasant work environment, keeping in mind their needs and the various responsibilities they juggle; some companies have changed their policies carefully as extended maternity leave; options for sabbaticals. Also flexible timings and work-from-home options are also offered at the corporate offices to ensure a healthy work-life balance for their women employees.

#### Major Findings:

- The organization involves women managers in critical decisions; various engagement activities and women centric forums which ensure comfortable space and environment for everyone and encourage women empowerment in hospitality industry.
- A safe work environment for female employees is a key focus which organization follows both at unit and corporate level which encourages women to take up jobs in hospitality industry.
- Women have every right to be treated equally with men in every field.

#### Conclusions and Recommendation:

The empowerment of women would result in overall development of society and active participant of women in activities and decisions would contribute towards overall development of hospitality industry. The study found that the overall representation of women in managerial position is still low in the hospitality industry though there has been a general increase in the number of women who participate in managerial positions. This study suggests that female managers may be employed as they are flexible and may help the organization to adapt to new demands. Women's empowerment in hospitality industry is growing rapidly. It can frame model by developing key initiatives and strategies for advancement of women.

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