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**A STUDY ON CHALLENGES & ISSUES OF WOMEN EMPLOYEES IN THE HOSPITALITY
SECTOR CONCERNING SELECTED PREMIUM HOTELS IN HYDERABAD.**

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Abstract:

Women employee workforce is rapidly increasing in the Indian organized hospitality sector, and their contribution is much more significant and valuable to achieve organizational objectives. Moreover, the focus of this study is to analyze women employees work environment challenges and issues like: Company gives adequate facilities for women for work-life balance; Women get equal opportunities as men in promotions. The attitude of the male boss is fair towards women employees. The efficiency of women work is treated the same as male co-employee. Women tend to be given lower-level positions even when they have sufficient skill to perform the higher-level job at the workplace. Whether Women employees are facing any sexual harassment at the workplace. The Survey was conducted in selected premium five-star Hotel units for this study, with 266 respondents of various level women employees and staff. The researcher adopted a convenient random sampling technique for data collection, and the SPSS 17.0 as an analytical tool used to create cross-tabulation and chi-square test have done to analyze the women employee issues and their challenges at the workplace in a Hospitality organization.

Keywords: women employee issues, women work-life balance and challenges, Gender equality. Women empowerment

1.1 INTRODUCTION:

The Indian hospitality industry has tremendous growth and opportunities. The contribution of women employees' efforts has been increasing in the hospitality sector in recent years. Women employee workforce is rapidly increasing in the Indian organized hospitality sector. Their contribution is much more significant and valuable to achieve organizational objectives. The hotel chains have started hospitality education, setting up management institutes to cater to their internal staffing requirements. Although the hospitality industry, the percentage of women who work in the hospitality industry is high, their role is dominated by skilled, low-paid jobs. Moreover, the focus of this study is to analyze women employees work environment challenges and issues like: Company gives adequate facilities for women for work-life balance; whether the hospitality industry provides various opportunities for women employment and welfare for creating self-employment in the field of Premium Hotels.

1.2 REVIEW OF LITERATURE:

H.G. Joshi (July 2016); the survey targeted 344 female executives from 47 5-star hotels in India. Five-star hotels here represent both luxury and five-star categories. Participants were a good sample of women in managerial positions at these hotels. The results of the factor analysis revealed five dimensions that catalyze the path to ascent. You; glass ceiling, work environment, development gaps, gender equality, cultural disappointment. The results show that, despite all the qualities needed, female executives are unable to achieve managerial positions. The analysis shows the challenges faced by female managers in Indian hotels to improve their professional careers. It can be used to investigate various factors that will

Dr. Ramesh Gotte

contribute to the underestimation of the Indian hospitality industry at the management level in the future. Kanchana Arun said in (2015): According to a TimesofIndia report (February 23, 2013), women can play an important role in the hospitality and tourism industry by leveraging a combination of communication and interpersonal skills and women's strengths in conflict. management. Aspects of the "SHE" (spiritual, human, existential) model of women's empowerment were introduced and put into practice to identify the many qualities needed by hospitality industry professionals. Women are also given equal and diverse opportunities. Most of the right people in the right place with the right work are McDonald's motto. Professor Vinayak Anil Bhat Leena Nitin Fukey (2014) ;: A survey in the city of Bangalore revealed the glass ceiling of a female staff member of the hotel. Knowing what we know about the role of women in creating macroeconomic growth and how they can contribute to the company, businesses need to make more use of women in the workforce. It is clear that there is. The purpose of this study is to investigate the factors that prevent women from being promoted in the industry, mainly in the hotel industry in Bangalore. This study describes how female hospitality leaders face promotion challenges. Factors such as attitude, personality, work knowledge, work-life balance, and work shifts serve as a positive perspective for recognizing an integral part of women's empowerment. This study highlights female workers' perceptions of the barriers they face in the service sector, contributing to women's empowerment.

Mrs. CothyC.J Anupama. K (2015); Study on Women's Preference as Employees over Men in Hospitality The aspects of the international hospitality industry and India's potential show great potential for accelerating India's hospitality growth. .. There is more room to accelerate hospitality growth in Kerala than in any other state in India. The enormous amount of money the government is spending to boost the hospitality industry in Kerala is less likely to come because it tends to tie horses behind carts. This article provides insights into issues in the hospitality industry. In particular, we will discuss female employee preferences over males in the hospitality industry, the factors that influence these preferences, and the resulting issues that need to be addressed in the hospitality industry in Kerala. The study focuses on the hospitality industry in three broad areas: food and beverage, accommodation, travel and tourism in Kerala. Data is collected from secondary sources.

Jyoti Peshave& Kirti S. Gupta (2016); Are women well cared for with hospitality? Hospitality is an important and rapidly expanding service sector that contributes significantly to the global economy. Over the last two decades, Pune's hospitality industry has quadrupled. Hospitality has quadrupled in Pune over the last 20 years. Women currently work in nearly 50 5-star and 4-star hotels in various national and international chains, accounting for about 1215 percent of the total workforce on average. The proportion of women in the hospitality industry is steadily increasing. However, women are still underestimated in managerial positions. The main reason is that they are unable to balance work and family. In this research article, we identify existing female-friendly policies that managers offer to female employees, examine women's perceptions of the facilities offered to females, and finally some to help them advance their careers. The management method of is recommended. This study examines previous studies on female-friendly practices used in the hospitality industry to help women advance their careers. Researchers use a descriptive approach to examine and identify information. The sample size was 268 female respondents who worked in various 5-star, 4-star, and 3-star hotels in Pune. The sample was selected using quota sampling. The results show that hotel workers in Pune are not provided with facilities such as creche, flexible schedules, transportation services, government-regulated maternity leave, and special leave for

Dr. Ramesh Gotte

childcare. Flexible working hours, part-time work options, workplace cresh, grievance room, women's counselingcenter, training program, successor development program, role model and mentoring, pick-up facilities, incentives and perks make them work. Here are just a few of the suggestions that can be made to help and encourage them to make it a better place for them.

Nithish Vijayakumar and Prof. Soni Vivek (2018); Survey on Employee Job Satisfaction in the Hospitality Industry The number of luxury hotels in India is increasing year by year. This is due to the positive impact of national tourism. However, the satisfaction of employees working in the hospitality industry is declining year by year, which is a concern for any organization in this area. Maintaining employee satisfaction in a company is not an easy task. Various variables such as career progress, salary and benefits, employer stability, and work environment affect employee satisfaction in the hospitality industry. In this way, the analysis assesses the relationship between the four criteria and employee satisfaction. In particular, there is evidence that employee satisfaction in the workplace depends on these four factors in the survey. With this in mind, companies need to focus more on career development, salaries and awards, employment stability and working conditions in order to enhance the well-being of hospitality industry representatives. The survey was used to continue the survey. The survey was sent to workers in this industry who helped to accurately distinguish the elements. The report also emphasizes the importance of people to the profitability and functioning of an organization.

CvetankaRistova Tanja AngelkovaPetkova (2019); The 4th International Conference on Tourism Theme Minutes to Help Develop Tourism in the Republic of Serbia as a Job Creator: 21st Women's Opportunities and Challenges in Hospitality The Century, Hospitality Industry Makes a Great Contribution to Employment Matured in economic and social phenomena. After health care, hospitality is currently the second fastest growing sector, with the highest recruitment rates in the last few years. In the hospitality industry, females make up about 70% of the workforce. Still, women are significantly undervalued in leadership positions, with women accounting for less than 40% of all leadership positions, less than 20% of general leadership positions, and 58% of board seats. This essay aims to identify and outline the challenges and opportunities for women working in the hospitality industry. Similar articles, reports, and studies were selected, compared, and summarized using narrative reviews. JanmithaAlemada (2019) Work Family Issues for Female Hospitality Employees: Disability and Realization Strategies The hospitality industry faces a complex and unique set of issues related to female representatives. It is becoming clear that female hospitality workers are facing greater challenges due to the nature and details of the industry in which they work. However, female workers, especially in the hospitality industry, have shown that they face many challenges, starting with managing long working hours, irregular working hours, and the difficulty of balancing work and family life. increase. Extensive literature reviews shed light on issues that generally relate to women in the workforce, especially those who run hotels. For this reason, current research focuses on the challenges faced by female hospitality workers. In addition, the research report describes several ways to eliminate work-family conflicts in the hospitality industry. It also touches on the direction of future research.

Galim Nagpal (2020); World Business Report. The Changing Situation of India's Hospitality Industry for Female Leaders Business World (2020) The hospitality industry has evolved from an unattractive outlook for women to one of the top five industries that employ women at all levels. .. The story changes as more women get into the profession, pursue a successful career, and make their names. According to

Dr. Ramesh Gotte

the CARE Rating, the hotel business is expected to grow by 2% from 7% to 9% in 1819, showing how the sector is growing and providing opportunities for Indian women. increase. That wasn't the case a few years ago. The hotel industry, which is dominated by men, has experienced many female fluctuations. Even with the necessary, and in some cases, excellent professional qualifications and skills, women were not considered competent enough to be promoted to managerial positions. Awareness was the main reason women were denied the opportunity and fair compensation. Having a more important sentiment index is a plus, but women are considered to be unsuccessful in their senior development, investment, or financial roles because they are strong negotiators. There was also a misunderstanding about the young mother. They were considered unselectable after the sabbatical, but their male counterparts were allowed to move forward in their careers. These prejudices seem to have improved over time, and the hospitality industry is now more open to women. Garim Nagpal (2020) World Economic Report.

The Changing Landscape of India's Hospitality Industry for Female Leaders The Business World (2020) The hospitality sector has evolved from an unattractive outlook for women to one of the top five industries in which women work at all levels. The story changes as more women get into the profession, pursue a successful career, and make their names. According to the CARE Rating, the hotel business is expected to grow by 2% from 7% to 9% in 1819, showing how the sector is growing and providing opportunities for Indian women. increase. That wasn't the case a few years ago. The hotel industry, which is dominated by men, has experienced many female fluctuations. Even with the necessary, and in some cases, excellent professional qualifications and skills, women were not considered competent enough to be promoted to managerial positions. Awareness was the main reason women were denied the opportunity and fair compensation. Having a more important sentiment index is a plus, but women are considered to be unsuccessful in their senior development, investment, or financial roles because they are strong negotiators. There was also a misunderstanding about the young mother. They were considered unselectable after the sabbatical, but their male counterparts were allowed to move forward in their careers. These prejudices seem to have improved over time, and the hospitality industry is now more open to women. The HamptonAlexander Review (2020) argued that while significant progress was made towards the goal of 33% female on the FTSE 350 board by the end of 2020, there is still a "long way to go." This finding is supported by an analysis conducted by Cranfield University earlier this month. In this analysis, the FTSE Women on Boards Report shows that the diversity of large boards tends to decline. When the review first announced its goal, it was considered ambitious and achievable. But executives, executives, and analysts in every industry knew that change needed someone to make a difference. Tea Colaianni is one such change maker. Her career spans the hospitality, travel and leisure (HTL) industries and has held senior positions at some of the industry giants, including Merlin and Hilton. Tea is currently playing a leading role in addressing gender inequality in the HTL sector, in addition to its portfolio of NED roles, and is the founder and chair of the Women of Hospitality 2020 (WiH2020). .. Kanchana Arun said in (2015): Aspects of the "SHE" (spirituality, humanity, existential) model of women's empowerment were introduced and practiced to identify the various attributes needed by hospitality industry professionals. Women are also given equal and diverse opportunities. With the right people in the right place, the right job is McDonald's motto. According to a report published by the Times of India (February 23, 2013), women play a key role in the hospitality and tourism industry by leveraging women's strengths in communication, interpersonal skills and conflict management. can do.

Dr. Ramesh Gotte

1.3 **RESEARCH OBJECTIVES:**Toanalyze women employee challenges and issues at work place in hospitality sector.

1.3.1 **Research methodology:** The Researcher have conducted survey of 266 HyderabadPremium Hotel women employees from various designations with structured questionnaire, about the role of organization in providing safety security and work life balance towomen employees. The perception of the respondents has analysed in SPSS 17.0 and statistical tools Cronbach Alpha test have conducted for reliability of the data i.e. 0.786, cross tabulation, chi- square test have conducted to know the association between role of premium hotels and their perception about women employee issues.

1.3.2 **Research Gap:** Women employees are key resources in achieving continuous success in hospitality sector. Various studies have been conducted to analyze the how women work force is essential in in hospitality sector, but narrow study is available about the role of Hotel organization in providing safety and security for women work life balance. To analyze the women work environment challenges and issues.

1.3.3 **Null hypothesis (Ho):**There is no significant association between selected premium Hotels and women employees.

1.3.4 **Alternative hypothesis (Ho):**There is a significant association betweenselected premium Hotels and women employees.

1.3.5**Research Limitations:**

1. The study is limited to Premium Hotels in Hyderabad only. Its conditions cannot be applied to the whole hospitality sector at national level.
2. The primary data have been collected through questionnaire from the selected Hotel organizations in Hyderabad. So there are the possibilities of errors in the opinions of the respondents which apply to the present study.

1.4 **DATA ANALYSIS:**

1.4.1 Table: Cross tabulation test forpremium Hotel-Organization and women employee challenges and issues at work place

Crosstab								
			WOMEN EMPLOYEE CHALLENGES &ISSUES					Total
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Organ ization	ITC Kohenur	Count	8	6	8	10	30	62
		% within Organization	12.93%	9.67%	12.90%	16.12%	48.38%	100.0%
	TajFalkna ma	Count	5	8	8	12	25	58
		% within Organization	8.62%	13.79%	13.79%	20.68%	43.10%	100.0%
	Marriot&	Count	11	7	11	12	13	54
		% within Organization	20.37%	13.02%	20.37%	22.22%	23.98%	100.0%

Dr. Ramesh Gotte

	Resort	% within Organization	20.37%	12.96%	20.37%	22.22%	24.07%	100.0%
	Park Hyatt	Count	9	20	8	7	8	52
		% within Organization	17.30%	38.46%	15.38%	13.46%	15.38%	100.0%
	Hotel Avasa	Count	10	9	8	9	4	40
		% within Organization	25%	22.5%	20%	22.5%	10%	100.0%
Total		Count	43	50	43	50	80	266
		% within Organization	16.16%	18.79%	16.16%	18.79%	30.07%	100.0%

1.4.2 Table: Calculation chi-square test for premium Hotel-Organization and women employee challenges and issues at work place.

S.No	Observed frequency: (Oi)	Expected frequency: (Ei)	(Oi - Ei)	(Oi - Ei) ²	Chi-square ($\chi^2 = \sum [(Oi - Ei)^2 / Ei]$)
1	8	10.03	-2.03	4.12	0.41
2	6	11.65	-5.65	31.92	2.73
3	8	10.03	-2.03	4.12	0.41
4	10	11.65	-1.65	2.72	0.23
5	30	18.64	11.36	129.04	6.92
6	5	9.37	-4.37	19.09	2.03
7	8	10.90	-2.9	8.41	0.77
8	8	9.37	-1.37	1.87	0.19
9	12	10.90	1.1	1.21	0.11
10	25	17.44	7.56	57.15	3.27
11	11	8.72	2.28	5.19	0.59
12	7	10.15	-3.15	9.92	0.97
13	11	8.72	2.28	5.19	0.59
14	12	10.15	1.85	3.42	0.33
15	13	16.26	-3.26	10.62	0.65
16	9	8.40	0.6	0.36	0.04

Dr. Ramesh Gotte

17	20	9.47	10.53	110.88	11.70
18	8	8.40	-0.40	0.16	0.01
19	7	9.77	-2.77	7.67	0.78
20	8	15.63	-7.63	58.21	3.72
21	10	6.46	3.54	12.53	1.93
22	9	7.51	1.49	2.22	0.29
23	8	6.64	1.36	1.84	0.27
24	9	7.51	1.49	2.22	0.29
25	4	12.03	-8.03	64.48	5.35
Chi-square(χ^2)= $\sum [(O_i - E_i)^2 / E_i]$					Chi-square(χ^2)=44.58

From the above table 1.4.2: Chi-square calculated value is 44.58, which is greater than Chi χ^2 table value 23.6 at @ 5% level of significance with 16 degrees of freedom, The null hypothesis is rejected. It recommended that there is a strong link between some high-end hotels and female employees' concerns.

1.4.3 The strength of association between the organization and their opinions on women employee issues is 0.381, which is a positive.

1.5 Finding: From the above cross tab found that 64.5% of ITC Kohenur employees and 63.78% of Taj Falknama employees, 46.29% of Marriot Hotel, 28.84% of

Park hotel employees, 32.5 % of Avasa hotel employees have to Agree and strongly Agree that Women get equal opportunities as men in promotions. The attitude of the male boss is fair towards women employees. Women employees are not facing any kind of sexual harassment at the workplace. The efficiency of women employees is treated the same as male coemployee. Women are not tending to be given lower level positions even when they have sufficient skill to perform higher level and critical jobs in the selected premium Hotel organization. The strength of the association is explained by the contingency factor 0.167 in the symmetry table. This shows that there is a positive link between the role of the selected hotel organization and the problems and challenges faced by female employees.

1.5 Conclusion: The role of the premium hotel organization is about 48.57% (50%), and the entire premium hotel provides a good balance between work and life for female employees and effectively addresses the problems of female employees. I am. Now, the healthy working culture of female hospitality workers also needs to be improved.

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Dr. Ramesh Gotte

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