

# Career Scope for Women in Hospitality Industry

**Mrs. Anjali Daniel Chatterton**

Sr. Lecturer

Anjuman-I-Islam's Institute of Hospitality Management, Mumbai, India

**Abstract:** *The hospitality industry makes a substantial contribution to the sustainability of human development through employment creation and the advancement of women. The vast majority, representing a diverse population, favours women's employment and opportunities. One of the safest industries to work in is the hospitality industry. The travel, tourism, and hospitality industries in India provide numerous challenging challenges for women. To be treated equally to men, more women are now entering the workforce.*

**Keywords:** Hotel, Hospitality, Women, employment.

## Objectives:

- To raise the acceptance of women in business and raise the profile of women in the hospitality industry
- To enable women to develop their practical and managerial skills in the working environment and be able to apply them effectively

## I. INTRODUCTION

The word hospitality, which implies to welcome visitors or to provide a home away from home, comes from the Latin word "hospes," which also means visitor or stranger. The hospitality and tourism sector is a sizable one that encompasses all commercial pursuits that either directly or indirectly support or are supported by travel and tourism. Included in this industry sector are: Lodges & Hotels, Nightclubs, bars, and catering establishments, Transportation & Travel Tourism, Wellness & Spas, Bus trips and cruise liners, Sports, business, cultural, and private events. India's female labour force is rapidly expanding, which is a positive step toward their financial independence and freedom. This is also a direct outcome of the focus placed by our planners and numerous grassroots organizations on women's employment as a way to improve their social and economic status. To be treated equally to men, more women are now entering the workforce. However, given many working women now shoulder two jobs—working at home and in offices or factories—achieving this aim may require more than just having a lucrative employment. They don't have more options or higher living standards. Their custom of working from home both before and after duty hours is quite depressing. This is also a direct outcome of the focus placed by our planners and numerous grassroots organizations on women's employment as a way to improve their social and economic status. To be treated equally to men, more women are now entering the workforce. However, given many working women now shoulder two jobs—working at home and in offices or factories—achieving this aim may require more than just having a lucrative employment. They don't have more options or higher living standards. That they perform their regular labor at home before and after a duty hour without acknowledgement or compensation is very tragic. Nevertheless, these minor drawbacks are greatly outweighed by the benefits of gainful employment.

## II. REVIEW OF LITERATURE

### Author Shelagh Mooney (2019) says

Women's work in the hotel industry and how they navigate different national and business contexts while negotiating their professional identities. An overview of women's employment trends, career pathways, and career advancement is provided, emphasizing the role that engaging work, strong social networks, and productive mentoring relationships have in extending the lifetime of a hospitality career. The chapter delves deeper into the well-established problems—such as sexual harassment, occupational sex stereotypes, and the persistent glass ceiling—that drastically lower the quality of work and prospects for advancement for women in the industry.

**Author Bashir Vandana Rawat, Prerna Nandwani, Rakesh Kataria (2017) states**

There is no shortage of women entering the hotel sector. In reality, there is a fairly high success ratio for girls compared to guys when we look at the data that is available from various hotel management institutes. Nonetheless, men still hold the majority of senior managerial roles in hotels, such as general manager and other head of departments. Given that working women are now more accepted in society, the younger generation might experience different outcomes. However, as the current situation is still in place, we should anticipate the same outcomes, which makes it necessary for us to investigate the uneven dynamics of this mismatched career development between male and female employees.

Despite the fact that there are a growing number of women in managerial positions, the majority of the roles that women choose in the hospitality sector are: The hospitality sector is one of the growth-drivers in the economy. The hospitality business is regarded to be one of the safest sectors to work in. Women face a number of difficult obstacles in India's travel, tourism, and hospitality industries. Working nights, weekends, and holidays are all possible throughout the unusual and erratic hours. Additionally, several of these vocations may require substantial travel to other locations. However, women are successfully overcoming these obstacles, and companies are also becoming more aware of their welfare.

One of the oldest industries is hospitality, which dates all the way back to the innkeepers and taverns of biblical times. Contrarily, tourism is a more modern innovation that had its start in Europe, with Switzerland among the first to create specialized lodging and services for visitors. As leisure tourism and hospitality gained popularity in Europe in the late 1800s, Switzerland saw an influx of affluent tourists. Visitors looking for cultural and natural exposure started doing wellness tourism, train trips, and guided tours of the Swiss Alps. Thermal baths, ski resorts, and hotels designed like palaces have all come to symbolize luxury travel in Switzerland. These new, affluent visitors had higher standards for luxurious lodging, practical services, and good eating.

It is improbable that workplace gender imbalance will ever be eliminated. Men and women see the world and frequently each other via gender-specific lenses, regardless of culture, historical background, or social situation (Tannen, 1990). Even though women are perfectly behaved and tidy, they are constantly reprimanded for their employment. The increase of female employees in the hotel industry is in some ways on trend, but trends are always shifting. Because even the administration of human resources has observed that guests are drawn to beauty. Although males might be charming and attractive, women create an entirely different environment when they are around. When it comes to the conversations around women in service, the industry is absolutely at a loss. Furthermore, there's no denying that working in the hospitality industry is one of the hardest jobs for women.

It is a known fact that women have excelled in Hospitality sector not just in India but worldwide. Hospitality sector is one of the largest employers of women in current scenario. Women with their characteristic, charm and enigma are a strong asset to the hospitality industry. The grace and elegance can only be brought forward by the feminine touch. In spite of being an intricate part of the core operations in the hospitality sector, a steady career for them is not guaranteed. Though the women join in good numbers at the initial career stages the representation of women on the senior management level is a dismal, no show. Way back in 80's, 90's women were discouraged to join hotels and even if allowed their domain was limited to Rooms division and sales. In the last decade or so, there has been a substantial increase in women joining the industry and department which earlier had the monopoly of male employee's like in Food and Beverage Service and Food Production. This shift in interest and number increase is usually due to education and change of mind-set issues.

Despite the changing scenario, this numeric size is not converted to the roles that women get to play at higher levels. According to International Labour Organization (ILO) out of considering the changing and demanding current scenario, changes in the workforce and employability are tangible and most required. The increasing numbers of women in employment sector have now changed the face of business world, hospitality industry being a part of such organizations. The tourism industry is a major employer of women. It has been observed that the labour force of the tourism industries includes more female workers (58%) than male workers. The highest proportions are seen in accommodation (60 %), and in travel agencies and tour operators (64 %). Nearly one in every three women working in the tourism industries works part-time however the ratio of men is one in every seven working men. Women working full-time still represent the biggest share of employment 40%. Within the three selected tourism industries, the

proportion of part-time employment is highest in the accommodation sector (25 %), closely followed by travel agencies and tour operators (23 %). Issues Facing Women in the Hospitality and Tourism Sector

The lengthy, rigid work hours are some of the reasons why women avoid jobs in the hospitality sector. Inadequate rest during maternity leaves, etc. Odd and lengthy work schedules, including shifts at night, working on holidays and weekends, less money than their male counterparts, etc. Housekeeping, Front Desk, Guest Services, Sales and marketing departments, Airhostess, Ground Staff and Cabin Crew, Chefs, Entrepreneur

The main economic activity taking place in the globe now include the hospitality industry significantly. It is not overstated to say that the once-dominantly male industry of hospitality is currently undergoing a revolution and gaining ground as the "sophisticated industry" filled by women.

The title itself indicates that hospitality comes naturally to the fairer sex, and women are taking up active positions across most of the verticals due to the nature and diverse character of the job. Women have been joining the various areas of the industry with greater zeal over the past ten years, whether it be the restaurant, serene cruise liners, or top-notch luxury hotels. In recent years, women's contributions to the hospitality industry have increased significantly, and their significant representation in top managerial roles within the hospitality sector has increased their standing in the professional sphere. With a workforce that is primarily made up of women, the sector has now become one of the most prosperous ones. As the industry has grown increasingly cognizant of women's leadership potential and there are examples for the female population, which makes up more than 50% of the workforce, new properties are popping up where it is becoming simpler for women to go into a variety of professions.

### III. CONCLUSION

The hospitality sector is aiming to increase the proportion of women and their visibility through enhancing and solidifying their acceptance in the sector. Considering their current status and circumstances, women are still. The hospitality sector is aiming to increase the proportion of women and their visibility through enhancing and solidifying their acceptance in the sector. Women still face obstacles in the workplace that hinder them from rising through the ranks of their organizations and fully realizing their potential.

Your work fills a large part of your life, and the only way to be truly satisfied is to do what you believe in and set out to achieve the very best in what that maybe be no matter what is your gender."-Emma Lake

### REFERENCES

- [1]. Career opportunities for women in travel and hospitality business
- [2]. Vikas Vij
- [3]. A study on career progression for women in hotel industry: Current Scenario
- [4]. Bashir Vandana Rawat<sup>1</sup>, Prerna Nandwani<sup>2</sup> and Rakesh Kataria<sup>3</sup>
- [5]. Career Advancement for Women in the British Hospitality Industry: The Enabling Factors
- [6]. Valentine Calinaud University of Greenwich, UK Jithendran Kokkranikal University of Greenwich, UK Maria Gebbels University of Greenwich, UK
- [7]. Women in the Hospitality Industry, Gender Inequality/Gender Discrimination Edubirdie.
- [8]. Jobs for the girls? Women's employment and career progression in the hospitality industry Shelagh Mooney, Category: Handbook Chapter, Published: 26 Jan 2018 Page Range: 184–215 Collection: Business 2018
- [9]. A Study on Career Progression for Women in Hotel Industry: Current Scenario
- [10]. Bashir Vandana Rawat Senior Faculty, Institute of Hotel Management & Catering Technology and Applied Nutrition, Jaipur
- [11]. Prerna Nandwani Faculty, Institute of Hotel Management & Catering Technology and Applied Nutrition, Jaipur
- [12]. Rakesh Kataria Faculty, Institute of Hotel Management & Catering Technology and Applied Nutrition, Jaipur