

PRESENT SCENARIO OF WOMEN'S IN TRUISM AND HOSPITALITY SECTOR

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Abstract

Gender issues at the national, regional and global levels, are major challenges which face countries, employers and workers in harnessing the capacity of women to contribute more in economic, political and social terms. This article seeks to inform gender roles and gender equality issues within the specific context of the sector and to assess evidence with respect to the various roles which women currently have and, potentially, can play in this sector of the global economy. As Ferguson notes, "tourism employment is highly gendered, and – as with many other industries – draws on gender inequalities that provide a large global supply of highly flexibilized and low-paid female workers and potential tourism entrepreneurs".

INTRODUCTION

There are three Stages of Gender Consideration in sector viz., Analysis: Identify gaps in outcomes between men and women, and the causes of these in the given sector or project context. Actions: Design interventions to address the gaps between women and men. M&E: Support mechanisms to measure changes in outcomes between women and men.

Step 1: Analysis: It is imperative that project leaders and specialists have knowledge of the full tourism and gender context in their destination from the start. This will help analyze the degree to which gender sensitivities should be raised in subsequent sector diagnoses.

- Verify if the country is a signatory of the Convention on the Elimination of all Forms of Discrimination against Women (CEDAW)***. If so, when did they sign and what reports on progress have been issued?
- Check ILO's statistics for labor force participation: ILOSTAT source of labor statistics. Note how women are represented in different sectors of the economy (e.g. agriculture, services, manufacturing).
- Use the World Bank Group's Gender Data Portal to research additional gender-specific

statistics on health, education, literacy, public agency and more.

Leadership: Are women represented in leadership in NGOs, and the private and public sectors?

- Do they have decision-making power? Please list by sector.
- Do women participate in professional associations? Do they have leadership roles?
- Are women's roles changing? Do they take leadership positions? Do they sign contracts?

What is women's own perception of change? Did they gain more self-confidence, credibility?

- Can these changes be interpreted as empowerment?

Employment: Do women play an important role or predominate in certain tourism roles? If so, which roles?

- Are women underrepresented in accommodations, cultural interpretation, or tour and transport roles? If so, which roles? Please break out by field.
- What is share of men and women working in the tourism value chain in each activity

(suppliers, construction, financial services, transportation, and entertainment)?

- Are there any segments where the presence of women is more important? Are women involved in stages where value-added is generated? Where is actual income earned?

Entrepreneurship: What types of firms do women tend to run? (e.g. large, medium, small or micro; formal/informal; rural/urban; years in operation; management structure, number of employees). Are women entrepreneurs disadvantaged compared to their male counterparts? If so, why?

- Do women have equal land and property rights?
- What are the sector-specific constraints to business regulation, licensing, and taxation?
- What resources do women business owners need to improve their efficiency, productivity, and effectiveness?
- How do female business owners most commonly receive information?

Culture and Society: What are the main constraints faced by women in different segments of the value chain?

- What is women’s access to land, water and other resources?
- What is women’s access to information on production, organizations and services available? Through what means of communication? Are these adapted to the possibilities of women?
- Is there a presence of social norms or mores that prevent women from working alongside men or in roles typically occupied by men?

What is the sexual division of labor within the household (socially determined gender roles)?

Step 2: Actions: If significant gender gaps were identified in Step 1, actions to address them should be considered in Step 2. Table 1 provides examples of common constraints and suggested actions.

Table 1: Gender Constraints and Suggested Actions

Common Gender Constraints to be Alert to	Suggested Approaches to Common Gender Constraints
<p>Employment</p> <ul style="list-style-type: none"> • Wage gaps. • Occupational segregation. • Inadequate workplace policies and conditions. • Inadequate skills. • Concentration in lower level positions. • Lack of upward mobility. <ul style="list-style-type: none"> • Lack of childcare or flexible work schedules options. • Security/mobility concerns. • Gender related problems, e.g. sexual harassment, sex-related entertainment. 	<p>Employment</p> <ul style="list-style-type: none"> • Examine the wage, position, and work segregation between men and women in tourism, and collect baseline data and design actions to address them. • Examine the underlying causes of the gender patterns observed, e.g. security, mobility, and legal constraints, and design actions to address them. • Provide training opportunities for women employees at convenient times with a focus on segments and jobs with fewer women, and move women into positions of responsibility and leadership. • Provide onsite childcare or guidelines on flexible work schedules for mothers

Entrepreneurship	Entrepreneurship
<ul style="list-style-type: none"> • Burdensome business regulations • Limited access to finance, markets, and technology. • Cultural and legal constraints. • Lack of access to information. • Lack of business skills. 	<ul style="list-style-type: none"> • Ensure new policies and strategies are gender aware. • Support female entrepreneurs in gaining access to finance and information to scale up operations. • Strengthen tourism linkages with agribusiness and retail sectors. • Increase women-led businesses in supply chains and distributors. • Provide business plan and marketing training at times that work with women’s schedules.
Leadership and Voice	Leadership and Voice
<ul style="list-style-type: none"> • Limited inclusion in stakeholder consultation or Public-Private Dialogue (PPD). • Lack of participation and input into decision-making. • Low representation in formal institutions 	<ul style="list-style-type: none"> • Increase women’s participation in the development of tourism plans and policies. • Increase female representation in tourist boards, destination marketing organizations or tourism associations. • Take into account women’s participation in PPD

Step 3: Monitoring & Evaluation: The World Bank Group has set a goal of incorporating gender disaggregated data in 20% of all new advisory and lending projects across the portfolio. Strong gender indicators should track expected tourism results and be SMART: specific, measurable, achievable and attributable, relevant, and time bound..

Women Must Serve as Mentors

A surprisingly strong preference was shown by women for male supervision. Although women believe that they personally are as effective as a man in the supervisory role, almost 30 percent would themselves prefer to be supervised by a man. This finding is troublesome, especially when viewed in combination with other responses that indicate women's relationships with other women may not be as supportive as previously assumed. Women's preferences are much weaker when it comes to the gender of their subordinates. While a few women had a preference for one gender over the other, the majority indicated that they felt equally comfortable supervising either sex. Recent work on women's support groups and networking suggests that women's career development can be facilitated through the help of other women. Clearly, women appear sensitive

to the lack of mentors and role models in the industry.

Balancing demanding jobs and family: what research reveals

In a quest of understanding further how women with demanding jobs and family responsibilities cope with their work and family life, I conducted a study interviewing female leaders primarily in the hospitality sector across Switzerland. As an increasing number of women join leadership positions without an intention to leave their family ambitions behind, I focused in particular on what factors enabled women to achieve their life goals.

I found that women have a **dual-centric identity as they place a high identity on both and work family roles**, and not necessarily one over the other. Women perceived their work and family spheres as integrated (vs. segmented) even if the degree of permeability (cognitive, affective, and behavioral spillover of roles) and flexibility (roles are elastic and mutable) of work-family boundaries were context dependent.

Methodology:

This study is to explore the professional skills of women within the workplace. A discussion and

interview method approach to data collection was adopted. The questionnaires were distributed to the available persons to get authentic information. The parameters for the professional skills of the women in the industry were analyzed in a percentage analysis.

To conduct the study both the qualitative (interview with structured questionnaire) and quantitative methods have been used. Interviews are suitable method when there is a necessity to collect in-depth information on people's thoughts, familiarities, and outlooks. Interviews are useful

when the topic of analysis relays issues that call for multipart questioning and substantial probing (Wang et al., 2011).

Results

Additionally, analyzing the adjectives used by employees to describe their supervisor/manager, we noticed that female leaders are more often described more transformational than male leaders and that is significant. These adjectives have been divided in five categories based on transformational leadership characteristics.

POWER	determined, perfectionist, demanding, tough, direct, goal-oriented, assertive
CHARISMATIC	smart, incredible
SOCIABLE	friendly, relaxed, kind, outgoing
PROFESSIONAL	good advisor, well organized, hard worker, effective, steadfast, great leader, strong communication skills, competent, pedagogue
COOPERATIVE	helpful, comprehensive, patient, listening, guiding, open-minded, understanding
PEOPLE ORIENTED	human, calm, attentive, down to earth, empathic, careful, respectful

Our survey revealed that transformational leadership can be called female leadership as women used this style more often than men and are frequently described as transformational leaders.

Seven Traits Every Powerful Female Leader Possesses

1. Strength : Powerful women have the strength to take risks, learn from failure, deal with remarks, insults or stereotypes, and the courage to fight for what they believe in and to never give up, no matter how hard a challenge is. Being a female leader in a male-centric business world requires the strength and confidence to deal with every obstacle or setback. We need to be strong enough to believe in ourselves, even when people around us don't, and inspire others to do the same.

2. The Ability To Create Women-Empowered Workplaces: Female leaders possess the same traits as their male counterparts: vision, perseverance, empathy, passion, etc. But one thing that next-generation female leaders need to have is to truly be at the forefront of creating women-empowered workplaces. While some policies have changed over time to create gender-

equal workplaces, most have not been revamped to keep up with the times. We still see very few women taking leadership positions. Now is the time for female leaders to play a crucial role in redefining the future by building a work culture that embraces women, encourages them and grooms them to become future leaders. - Shilpi Sharma, Kvantum Inc.

3. Adaptability: All leaders, whether male or female, need to be confident, creative, and persevering, but above all else, they need to be adaptable. Every work environment and job position will have a unique set of demands, and those demands will continue to evolve as our technology, workforce, and clients' needs do. Today's leaders need to be able to weather these changes and wield them to their advantage. April Underwood, the vice president of product at Slack, is a great example of this quality in action. She's helped maintain Slack's relevance but also understands how to continuously enhance her own portfolio by launching side-projects like #Angels. - Anthony Katz, INexus

4. Knowing How To Ignore Bad Advice: Being able to ignore bad advice (especially without offending the adviser) constantly makes the

difference for me. The only way I keep moving forward is to stick to my plan, based on knowing my company, my industry, and my buyers, and to ignore advice from people without that kind of knowledge. Frankly, I'm only willing to listen to advice from people who have some experience with whatever I'm working on. I'll smile and nod, whether a software developer wants to tell me that I really ought to use restructured Text to manage all of the content I write or a man wants to tell a room full of women how to be a woman in tech. These would-be advisers aren't ill-intentioned, but are guided by unconscious bias: My gender, age, and background have all triggered well-meaning advice. Just ignore them. - Thursday Bram, The Responsible Communication Style Guide

5. Grit : Grit is the perseverance and passion to achieve your long-term goals. Today's business world is filled with uncertainty. And uncertainty creates distractions, stress, and obstacles. Having the "grittiness" to thrive in the face of adversity is necessary to be successful long-term. One woman who exemplifies grit is Jessica Matthews, CEO of Uncharted Play (renowned for their energy-generating "Soccket" ball). After a few less-than-optimal tries at creating energy-capturing products, she didn't give up, she pivoted and found her sweet spot! The company now enables energy-capture tech within various manufacturers' products. They also recently raised a \$7 million Series A round, which Matthews says is the largest amount raised by a woman of color, ever! - Cooper Harris, Klickly

6. Knowing How To Ask: Women in particular often struggle to really claim their worth in an organization and shouldn't shy away from opportunities and conversations that allow them access to resources and opportunities to propel them forward. These must often be asked for and managed (managing upward) to continue to progress. Powerful women know how to ask for what they want and need to be successful. Instead of falling victim to the situation or waiting for someone to see barriers and remove them, women must be empowered to take charge of these situations themselves. Those who do will be the most powerful in the room. Consider how someone like Sheryl Sandberg or Arianna

Huffington would handle herself. - Baruch Labunski, Rank Secure

7. Tenacity: Women in leadership positions often face certain challenges that men never will. Many are family-oriented, and happy personal events like pregnancies and maternity leaves are deemed by some as damaging to momentum in the workplace. For these reasons, it's especially important for female leaders to demonstrate both confidence and determination when it comes to business. These extra responsibilities are not justification for setting aside businesswomen under some pretense that they are delicate or distracted. Rather, they serve as testaments to the weight we can carry and our ability to act as leaders in all facets of life. - Kelly Woo, Profectus Financial

Tourism industry and its struggle to meet the needs of women: Education is the fundamental weapon for women to use against discrimination visible in the tourism industry. The shortage of women in the tertiary level of teaching and graduate studies is due to the lack of a proper push to let them grab the brilliant opportunities which are usually availed by men.

Socio-economic pressures: Poverty may be one significant reason for families to withdraw their girls from pursuing further education due to which many are deprived of formal and informal opportunities in tourism industries. The tourism industry has many "own account workers" who are women. Dealing with such pressure exerted upon them is quite tough but one shouldn't ever forget that women are born strong enough to cope up with pressures a man can't face in his lifetime. The tourism industry should address gender equality in every area which can help the community as a whole.

Conclusion:

In the developing world, 60% of women (in non-agricultural work) work in the informal sector. Much of this is linked directly and indirectly to tourism. Remodelling of tourism initiatives post COVID-19 in convergence with the state governments should happen ensuring participation of various sections of the workforce which is the backbone of the industry.

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