

Conflicts Due To Women Leadership Roles In Hospitality Sector

¹*Priyanka Purohit

Abstract

Analysts have asserted that businesses with a higher proportion of female executives enjoy higher profit margins and better key performance indicators. Furthermore, a research of roughly 22,000 publicly listed businesses in 91 countries found that the presence of women on the top leadership team was positively correlated with higher profits. Sales, ROI, and net profit, as well as customer and employee happiness, are just some of the KPIs that have been shown to grow with a more diverse staff. At least a 6% increase in net profit margins was found when the Peterson Institute for International Economics & EY evaluated the financial data of 21,980 publicly listed firms throughout the world in 91 different industries and sectors. The number of firms led by women on the 2016 Fortune 500 list fell to 21 from 24 the year before. The hospitality sector might do more to encourage and enable women to enter and advance in the field of their choice.

Keywords: Companies, Female leaders, The Peterson institute, EY analysed result, C-suite, female professionals, career development.

Introduction

There are now the same number of men and women graduating from hospitality programmes as there are males joining the job. Women's participation in the hotel industry in the MENA region may be on the rise, nevertheless. Although the area has traditionally trailed behind more developed markets like Europe when it comes to gender diversity, it has come to appreciate the value of such diversity in modern business. Widespread measures to increase the number of women in the workforce are gaining support from both the commercial and governmental sectors, which is good news for the hospitality business in the Middle East.

The impression of women's capacity to succeed in executive roles is one of the main challenges they confront in the hospitality sector. The HeForShe solidarity campaign's Impact 10x10x10 programme, supported by UN Women, seeks to promote gender equality by shifting perspectives within the hospitality sector.

Overcoming gender stereotypes, advancing gender equality, and providing support to women inside the Accor group are the driving forces behind the creation of the Women at Accor Generation (WAAG), a worldwide network with over 10,000 members. WAAG provides younger female managers with the guidance of an experienced female manager, as well as training, networking, and educational opportunities. WAAG claims that having access to male mentors is just one more way in which the mentor pairs benefit everyone involved. As the hotel business expands in Saudi Arabia, more and more Saudis are interested in pursuing careers in the field. Women in Saudi Arabia are showing more interest than ever before in the hotel industry. With the help of Cornell University, Marriott International introduced Tahseen, an 18-month hospitality training curriculum, in the Middle East in 2016. It was a sign of progress since just three years ago it was very unusual for a Saudi woman to work in the hotel industry. The sector has progressed to the point that females may find culturally appropriate employment in fields including finance, human resources (HR), and marketing.

According to Holiday Inn Muscat Al Seeb's general manager, Laura Eggleton, the idea of "being first" as the first female manager on a hotel's leadership team or the first female (GM) selected by a hotel operator is the biggest barrier preventing women from advancing to leadership positions.

But, is enough being done to encourage female participation in the hospitality sector? In addition, firms should provide "flexibility whenever feasible, for both male and female team members," according to Julia Miller, Hilton's director of pay and benefits for the Middle East and Africa (MEA). A minimum of 12 weeks of fully paid maternity leave was instituted earlier this year for female team members across the Middle East and Africa. "At Hilton, we pride ourselves on establishing a family-friendly atmosphere," she added.

However, the hotel industry in the area is mostly male-dominated. Most of the major hotel groups do have initiatives in place to advance women to executive positions, and the results have been encouraging. For instance, since 2014, Rezidor has increased the number of female managers in Saudi Arabia from zero to eight. Earlier this year, Rezidor hired Saudi Arabia's first female hospitality GM, and Accor followed suit a few months later. I'm glad to hear that Rezidor has implemented a more generous maternity leave policy in the hopes that it will encourage other companies to follow suit.

Despite this progress, there are currently no women represented among the top 100 hospitality industry executives in the Middle East. The fact that women are increasingly occupying positions of power is just a recent occurrence.

¹*Asst. Professor, School of Management, Graphic Era Hill University, Dehradun Uttarakhand India
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Role of Women Manages in Hospitality Industry:

Since women are overrepresented in the upper echelons of management in the hospitality industry, it is one of the leading industries that provides women with a wide variety of employment opportunities. Boosting women's standing, the industry does so through spotting and fostering female creativity.

There are many different levels of leadership in the hospitality industry, and women at each level face unique challenges, including juggling personal and professional commitments and finding a comfortable work-life balance.

Women's contributions to the hospitality business, especially at the managerial and executive levels, including but not limited to:

- a. Director
- b. GM (General Manager)
- c. Executive

The present state of the industry has ushered in a time of unprecedented progress and opportunity for women in the business. A growing number of women are holding directorships, general managerships, and executive-level positions in the hospitality industry, which includes a wide variety of restaurants, hotels, catering companies, resorts, and other establishments.

Human Resources professionals have found that more than half of individuals with experience in hotel management want to work in luxury establishments with five stars or more. This is mostly attributable to increased job security, competitive salaries, and high professional status.

Interviews with many HR managers shed light on the profile of women workers in the hotel business, which is mostly limited to front-office, back-office, and cleaning positions.

Nonetheless, it seems that women have favourable employment prospects in these fields. The managers sounded optimistic when they expected a rise in the number of women hired in traditionally male-dominated fields like the food and beverage industry.

Growing in Tourism Industry and Participation of Women:

Women may participate in many different aspects of the destination economy thanks to the intricate value chains facilitated by tourism. Unfortunately, the significant contributions that women make to the tourist industry are often overlooked or taken for granted.

Recognising women's economic contributions is crucial, as is providing them with the resources they need to succeed, such as education and training opportunities, financial support, access to markets, and encouragement to organise into groups like unions, associations, and cooperatives to strengthen their collective negotiating position.

When compared to other industries, tourism is a great place for women to work, start businesses, and take leadership roles.

1. Many women work in the tourist industry full-time. (It's preferable to cite a source of X%)
2. While they predominate in service and clerical roles, women are underrepresented in upper-level management and leadership positions. Is there a breakdown? You may rely on the survey findings to back up your claims.
3. In the tourist industry, women often make 10–15% less than males.
4. Women make up about half of the workforce in the tourist industry.
5. Women make up 20% of all tourism ministers in the globe.
6. Women are overrepresented as sole proprietors in the tourist industry.
7. In family tourist enterprises, women do a disproportionate share of unpaid labour. (The State of Women in Travel Around the World, 2010)

The UN Millennium Development Goals (MDGs) identified improving the status of women as one of the world's most pressing development concerns and so resolved to "promote gender equality & empower women." In March 2008, as part of MDG's target of gender equality, the United Nations World Tourism Organisation (UNWTO) unveiled a new Action Plan for promoting the empowerment of women via tourism. For the first time since 1980, the United Nations World Tourism Organisation (UNWTO) picked women and tourism as its subject for 2007. (Tracing the Maze: A Dossier on Women and Tourism; Women in Bangalore's Hotel Industry, EQUATIONS, 2010) June 11)

Women are also known to experience difficulties in the tourist industry. Women in the tourist business are disproportionately represented in low-status, low-paying, and unstable positions. Because of discrimination based on gender, women are more likely to be the primary carers in the home and to work in the service industry. According to the UNWTO's 2010 Global Report on Women in Tourism:

While women are still underrepresented, underpaid, underutilised, and undereducated in the tourist industry, there are opportunities for advancement.

There are more and more women entering the hospitality industry with the education and training to succeed, yet they continue to face substantial barriers to advancement in their jobs. Although women are better represented at management levels than ever before, less than 4% of industry presidents and CEOs are women (Nelsen, 1990; Ettore, 1992), and the rate at which women leave the hotel sector is more than double that of males.

Women in the workforce face several challenges, and the field of hospitality management is no exception (Conlin, 1989; Marshall, 1989; Kenton, 1989). It is clear from research on topics such as the glass ceiling, and work-life balance (Lobel, 1991; Grummer, 1991; Cook, 1987), that men and women often have very different experiences in the workplace. There's no denying that situations like these make it harder for women to advance to executive roles.

So, "what can be done within the framework of academic contexts to assist women's career development?" is the second issue that hospitality educators have started to address.

This research examined 287 women working in middle management roles in full-service hotels in the United States. The survey was designed to find out what participants thought were the biggest hurdles in the way of their professional growth. Teachers in the hospitality industry were also asked for their input on how they might help today's young women succeed in today's competitive job market.

The results of this investigation provide suggestions for how instructors in the hospitality sector might inspire their students to adopt management strategies that advance women's careers.

Challenges of the Hospitality Environment

Women in management encounter a number of gender-related obstacles; some of them seem especially relevant for women in hospitality organisations, where gender-related concerns may be heightened for a variety of reasons. Old boy networks (DeLuca, 1988) are a barrier to advancement for women in business just as they are in other fields. Because most of the top decision-makers in the hotel sector are males, women have a harder time making the personal connections that are essential to advancing their careers. Men have historically relied on these unofficial connections as a means to advance in their careers. Women's professional advancement may be limited by their inability to access these information sources.

Many researchers have focused on the "glass ceiling" in recent years (Brophy & Lennon, 1987; Melucci, 1989; Silberman, 1991). As a consequence of the glass barrier, there are fewer women in positions of authority to act as role models and mentors (Burke & McKeen, 1990). When females turn their heads, they still see a lot of guys. Working late into the night is not uncommon in the hospitality industry, and neither are unusually lengthy shifts. Relocating and taking on more, time-consuming obligations are common side effects of promotions. When juggling domestic responsibilities and professional obligations, married women often find themselves up against formidable challenges to their quality of life. For example, Gutek, Cohen, and Konrad (1990) suggested the idea of "sexualized" work contexts, in which gender disparities are accentuated owing to an increase in expected physical contact. Clearly, the duties of those who work in the hospitality industry often require them to enter settings more commonly associated with heterosexual sociability, such as pubs, lounges, and beds.

It has been argued that the hotel industry is more prone to sexual harassment than other fields (Nozar, 1990; Eller, 1989). There's no denying the difficulties women face in the hotel management field.

The Vast Hospitality Sector:

Today, the hospitality industry ranks high among the world's most lucrative businesses. Since this is a very labor-intensive service sector, it generates a lot of jobs. It has been noted that women make up an average of 55% of the workforce in the hospitality business worldwide. Women are employed in all roles, from cleaners and cooks to front-line service agents and executives. Despite women's growing influence in the economic sector, they remain underrepresented at the highest levels of leadership. There are a lot of women working in the hotel business, but most of them undertake low-skilled work for poor pay. It even allows ladies to start their own businesses.

Key determinants influencing women's engagement in the hotel business include demographic and socioeconomic issues. Therefore, this research follows and analyses these variables as they pertain to the D K District's hospitality sector. Women in the local hospitality business (including hotels, restaurants, travel agencies, and B&Bs) are the primary focus of this research. While several studies have examined the hospitality sector from a sociocultural, economic, and ecological perspective, none have specifically examined women's engagement in the field.

Due to the increased importance of the service sector in today's economy, providing exceptional customer service continues to be a key competitive differentiator. The importance of women in the workforce and their contributions to national economies have been acknowledged for quite some time. Women have always been connected with the managerial notion of emotion management in today's enterprises. A hotel on the eastern coast of Mauritius was selected because it has received consistent high marks for the level of service it provides, and this should help cast some light on the intricacies of the situation at hand. This study aims to shed light on the emotional labour performed by women in the service industry and to inquire into the motivations behind the assignment of these responsibilities to women. Exposing the capitalists' labour route, where the private lives of these women are being commercialised, will also bring to light the realities of the working world, including alienation, emotional conflict, and health consequences, between others.

Many experts agree that women play a disproportionately large role in the modern tourist business. There has been a lot of study done to try to figure out what draws so many women to work in this field, and it's important to remember that the tourism industry is also known as the hospitality industry, which helps to explain why so many women work in this field in such large numbers. (Biswas and Casell, 1996). The Equal Opportunity Act of 2009 ensures that women have the same rights and opportunities as men in all areas of society, and it also promotes and protects women. CSO data shows that during the previous two years, the number of women working in the tourist industry has increased.

Women are portrayed as a major economic force even in the ILO Report (1998). Biswas and Cassell (1996), who addressed the issue, noted that women are viewed in a variety of roles within the hospitality industry, including those of caretaker, charmer, out-of-the-ordinary, and mother-earth. The nurturing qualities of women have traditionally been seen as a commodity within the hospitality industry, as evidenced by the prevalence of jobs such as chambermaid. In addition, women are portrayed as sexual objects and assigned positions that need them to seduce men, which gives the sex service industry a competitive advantage.

Dignity at Work:

As Sayer (2007) points out, when capitalists force women to perform emotional labour, it can lead to feelings of disrespect and indignity on the part of the worker because of the delicate emotional balancing act she must maintain in order to avoid coming across as cold to customers.

Emotional work, such as forced niceness in stressful situations when there is a lack of trust, may be seen as demeaning to both the worker and the consumer. Distancing oneself from one's job is another potential outcome. A worker's performance and dedication to their job improve when they are treated with dignity and respect.

Work-Life Balance:

This shift in the traditional workplace has helped women tremendously in striking a balance between their personal and professional lives. Researchers have shown that unlike males, women of all marital statuses and income levels continue to conduct conventional housework in addition to their paid employment.

According to Hochschild (1989), modern women are expected to fulfil the roles of both breadwinner and housewife.

Conclusion

Women in executive positions in the hotel industry still face barriers to advancement. Educators in the hospitality industry have several opportunities to prepare their students for the challenges of working in the hospitality industry regardless of their gender. It is possible to arrange for professionals to meet with students outside of formal education settings in order to impart some of their knowledge and wisdom. Educators may instantly address several significant problems within the framework of their existing management programmes, in addition to designing and presenting particular courses on women in management. Role plays, investigations, and open conversations may help students learn about the challenges women face in the hospitality industry and develop the skills they'll need to succeed. In a protected classroom setting, students may hear about challenging topics and try out different strategies for dealing with situations based on their gender.

Teachers in the field of hospitality management who actively pursue such occasions to offer knowledge and activities addressing gender-related problems may be aiding in the construction of traits that will define the most successful hospitality leaders of the future. Women in leadership positions should be a part of the standard that students imagine when they think about successful businesses. This kind of common vision can best be developed in today's hotel management schools.

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