

WOMEN'S ROLE IN TOURISM AND HOSPITALITY INDUSTRY: PEOPLE'S PERCEPTION

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Abstract

According to the WTTC 2013 Economic Impact Report, Travel and Tourism directly supported over 101 million jobs, representing 3.4% of total employment. Including jobs indirectly supported by the industry, Travel and Tourism supports 1 out of 11 jobs in the world, in the industry forecast by 2023. Travel and Tourism provides unique work opportunities for females. In 2010 the World Tourism Organisation (UNWTO) and UN Women published a Global Report on Women in Tourism. This developed a series of indicators to monitor the role of women in tourism in developing regions. Closer to that of men than in other sectors and that Travel and Tourism provides opportunities for women as employers and for self-employed work

Introduction

Historically women's entrance in the workforce has been limited due to familial confinements, cultural values societal norms, world economy and stringency for women's mobility. Lack of educational training, fewer market-sustainable skills, and social taboos are other reasons which keep women away from the workforce. The participation of women in the labour market is rapidly increasing in countries around the world. In Pakistan too women can be seen in various disciplines including teaching, medicine, nursing, social services as well as in commercial fields like marketing, advertising, banking, planning development, and administration. However, the participation of women in male dominated professions is low and women prefer to work professions like teaching and health which are socially acceptable. One reason for this may be the fact that in India the decision about the selection of a job is not personal and is made by the male members in the family. This is especially true for the young women who have less autonomy and decision-making power. The families may also enforce prevention from work outside the home. Various factors effect women's participation in

the workforce in India including social, religious and cultural values.

Studies on the public attitude towards working women are very few especially in the context of Pakistan. The basic premise of this research was to explore the perceptions of working women about the attitude of public about their work in the labor force. The paper posits that negative attitude towards women's work in patriarchal society's effects women's personal lives as well as their performance at work.

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.

Results:

Individuals were interviewed to gather authentic information, questioner was designed for all working and non working women. Question 1 state that: Would you welcome more discussion around women's roles in the tourism industry in India? For this question 86 women replied yes

while 3% said no and 11 percent were not sure about reply. Question 2 state that: Which issue affecting women in tourism would you say is most pressing? for this 38.4 % said yes for flexible work followed by child care (23.4 %), hours (19.6 %) mentorship (12.4%), women on boards (4.2%) and remuneration (2%) . question 3 state that : Have you ever felt discrimination in the workplace on the basis of gender? For this 43.3 % responded said yes followed by no (34.3%), sometimes (12.2%) and very often (10.2%). Question 4 said that: Organisations that respect and value the diversity brought by both women and men are better able to attract and retain high performers and improve operational performance" for this Mark the status of women's in hospitality and tourism industry with respect of Value for money 81.5 % respondents said yes followed by unsure (16.4 %) and disagree by 2.1 %. Question 5 state that: Mark the status of women's in hospitality and tourism industry with respect of Value for money: for this 38.4 % elevethat womens are outstanding followed by great (21.2%), mediocre (15.6%), average (13.7%) and poor by 11.1%.Question 6 state that : Mark the status of women's in hospitality and tourism industry with respect of Speaker quality, for this total 42.1% believe outstanding performance of women's wahile 32.4% said it as a great followed by average (22.1%), mediocre (3.1%)

and 0.3 % as poor. Question 7 state that: Mark the status of women's in hospitality and tourism industry with respect of Organisation at the event, for given question 52.1% replied outstanding ollowed by great (19%), average (12.4%), mediocre (11.1%) and 5.4% with poor performance. Question 8 state that: What factor helps women to progress in work place? So 32.5% replied that women are in progress because they are updated with task, followed by smart work (28.1%), enthusiastic (12.2 %), current scenario (11.3%), institution (8.4%) and 7.5 % believe supportive nature. Question 9 state that: What unique strength women posses to be successful in her carrier? 30.1% believe that it's an adaptable attitude followed by disciplined (25.4%), understanding customer's problem (23.1%) and patience (21.4%). Question 10 state that: Mark the status of women's in hospitality and tourism industry with respect of Lead up communication? 33.1 % that it's a patience followed by adaptable attitude (25.3%), understanding customer's problem (23.2 %) and disciplined (18.4%).Question 11 state that: Mark the status of women's in hospitality and tourism industry with respect of Value for money ? 53.3 % believe outstanding followed by great (23 %), average (17.2%), mediocre (5.4 %) and poor (1.1 %).(fig 1 to 11)

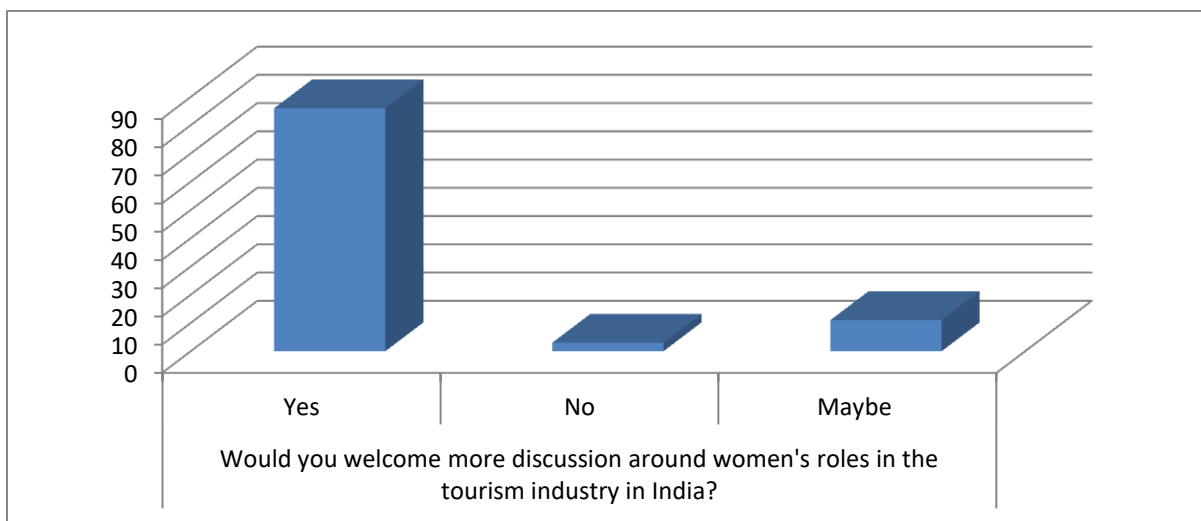


Fig 1: graphical presentation of ; Would you welcome more discussion around women's roles in the tourism industry in India?

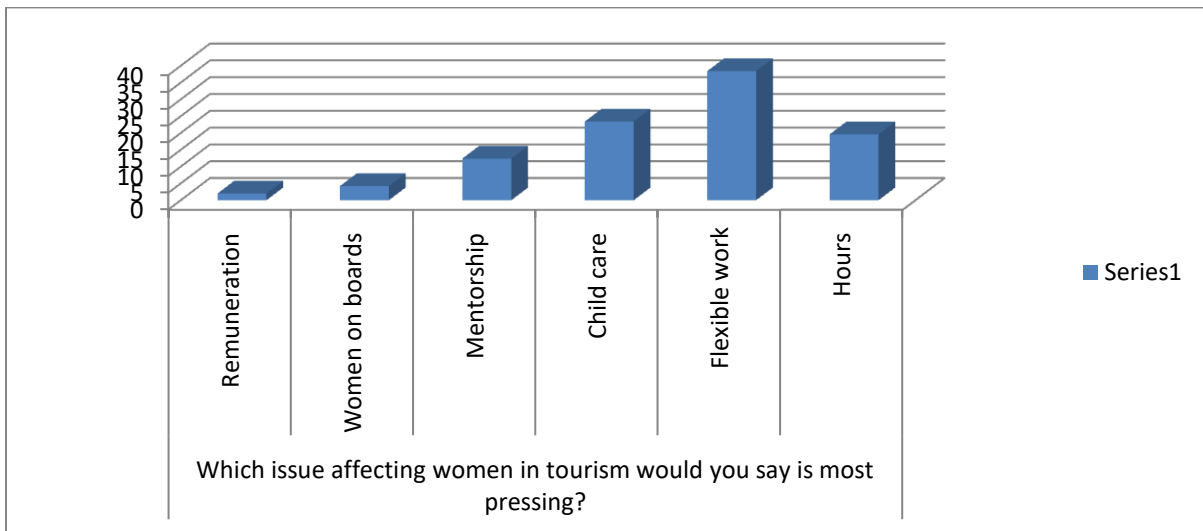


Fig 2: Graphical presentation of ; Which issue affecting women in tourism would you say is most pressing?

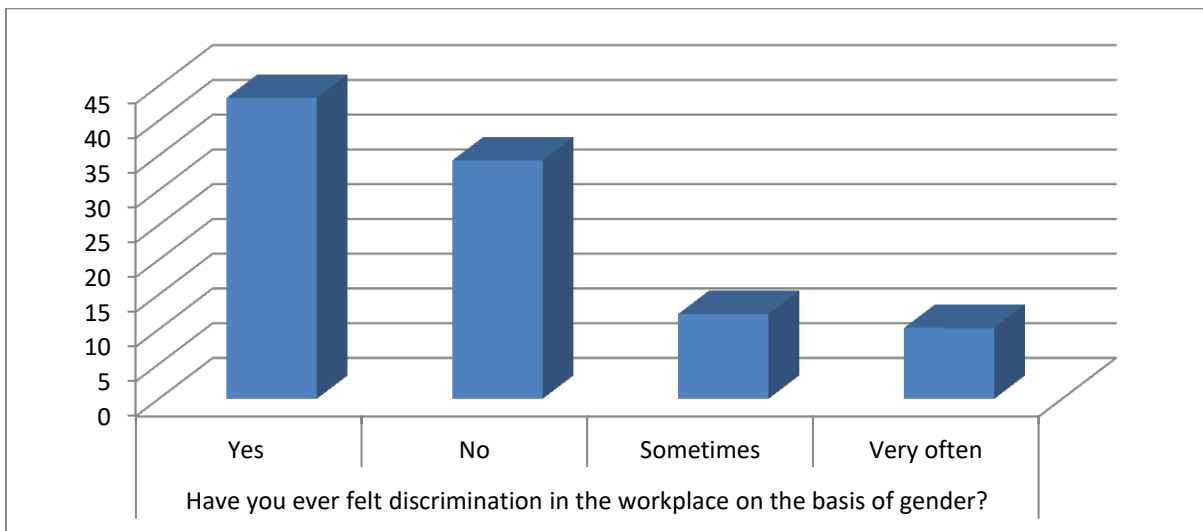


Fig 3: Graphical presentation of ; Have you ever felt discrimination in the workplace on the basis of gender?

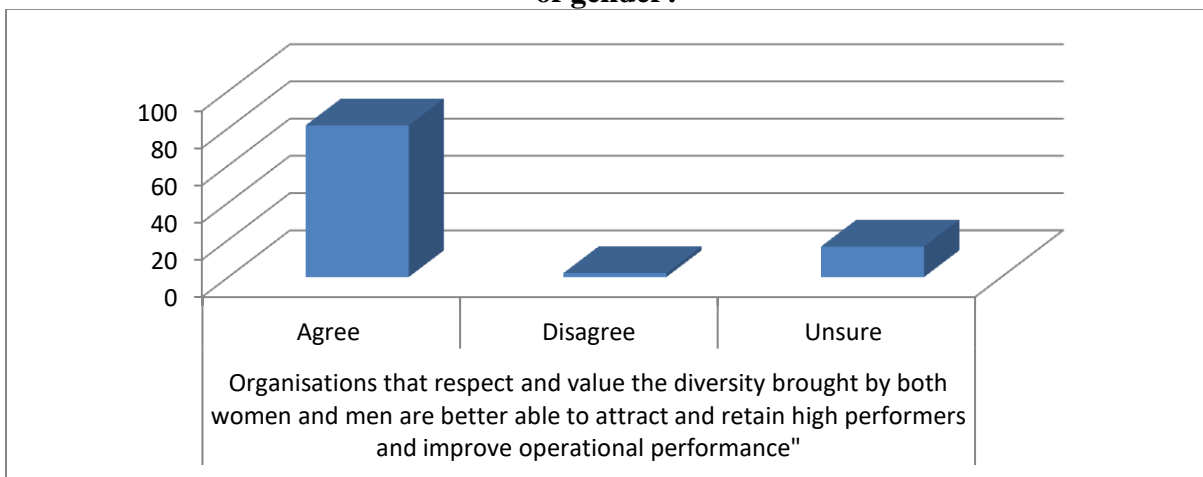


Fig 4: Graphical presentation of ; Organisations that respect and value the diversity brought by both women and men are better able to attract and retain high performers and improve operational performance"

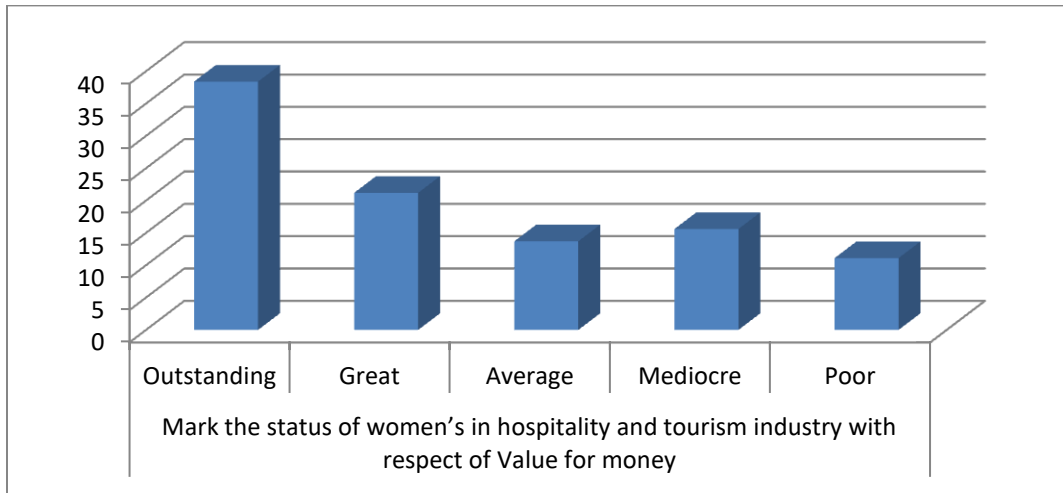


Fig 5: Graphical presentation of ; Mark the status of women's in hospitality and tourism industry with respect of Value for money

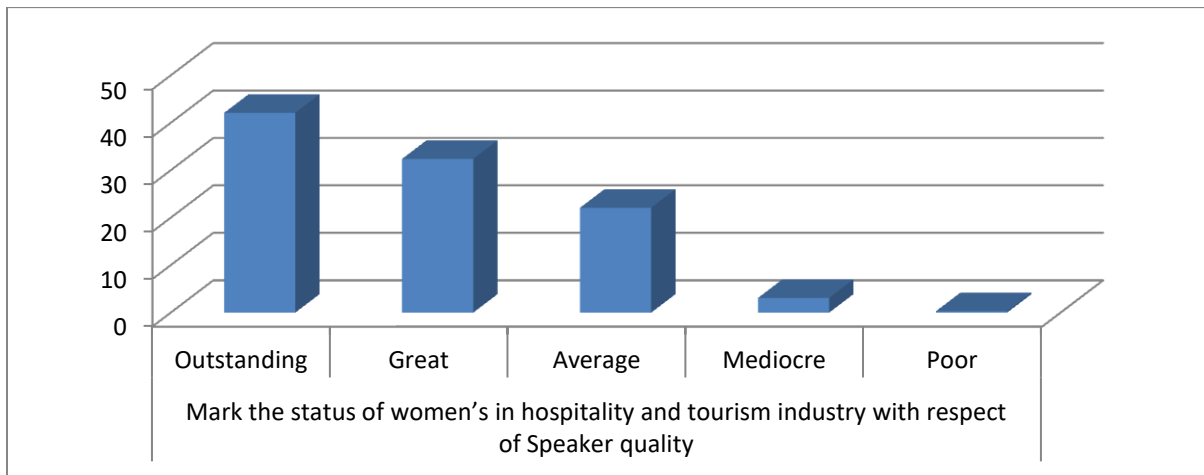


Fig 6: Graphical presentation of ; Mark the status of women's in hospitality and tourism industry with respect of Speaker quality

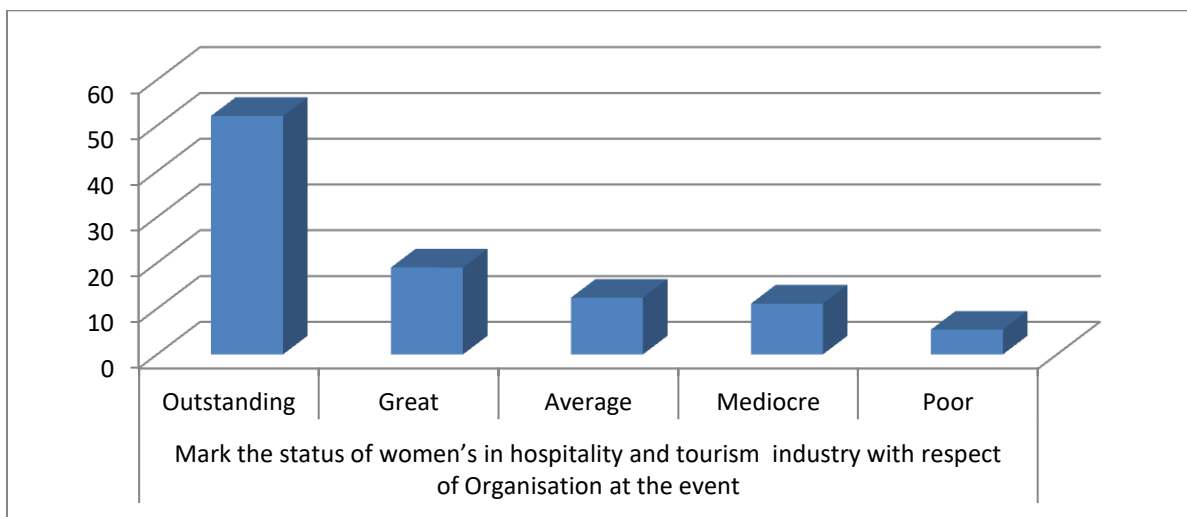


Fig 7: Graphical presentation of ; Mark the status of women's in hospitality and tourism industry with respect of Organisation at the event.



Fig 8: Graphical presentation of ; What factor helps women to progress in work place?

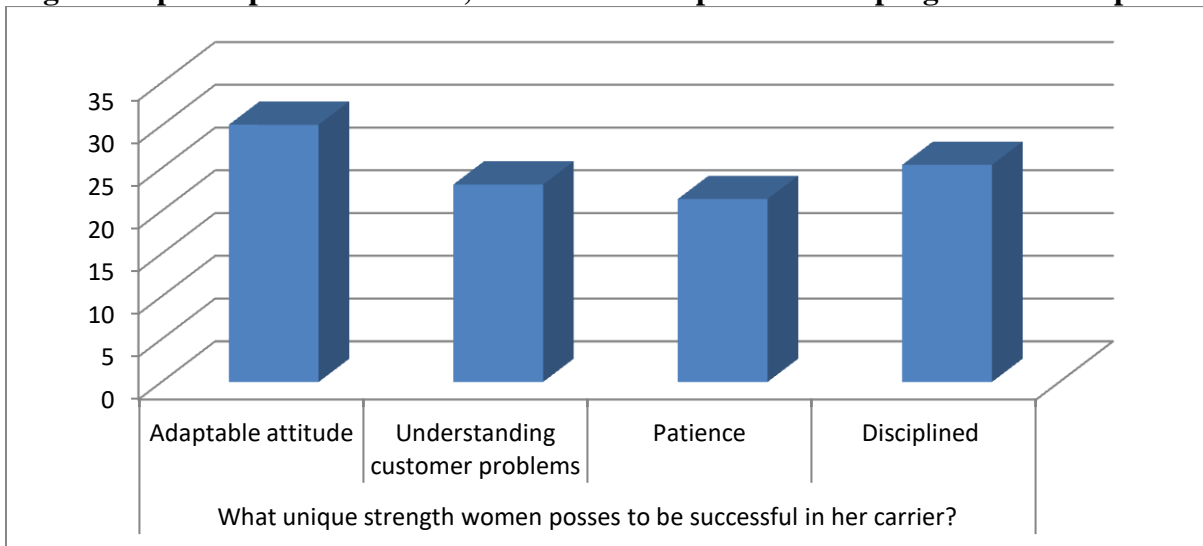


Fig 9: Graphical presentation of ; What unique strength women possess to be successful in her carrier?

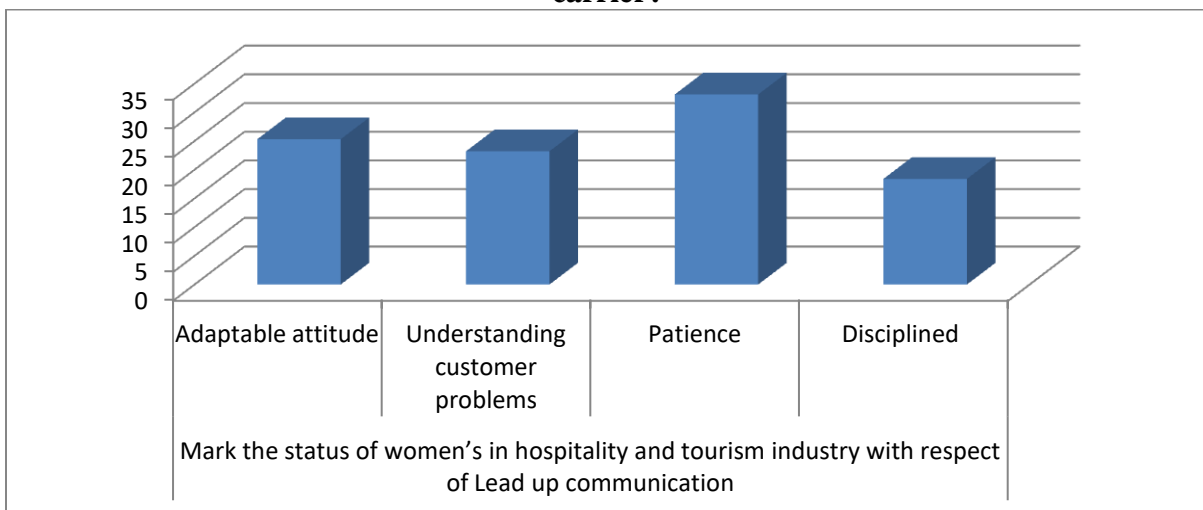


Fig 10: Graphical presentation of ; Mark the status of women's in hospitality and tourism industry with respect of Lead up communication



Fig 11: Graphical presentation of ; Mark the status of women’s in hospitality and tourism industry with respect of Value for money

Conclusion:

Reconciling work with care for their families, however, poses a significant challenge for working women globally. In fact, both men and women in the vast majority of countries and territories surveyed mention, “balance between work and family” as one of the top problems facing women in paid jobs. Other issues such as unfair treatment, abuse, harassment in the workplace, lack of good-paying jobs and unequal pay also emerge among the top problems in various regions of the world.

In India, for the development of women participation in industry the Government has given much effort for women employment to improve their social and economic status and overcoming in sex discriminations since earlier times. Former Prime Minister **Pt. Jawaharlal Nehru** had said “*You can tell the condition of the nation by looking at the status of women.*” This statement alone signifies the importance of women’s role in the cultural, social and economic development of any Nation.

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