

WOMEN IN THE HOSPITALITY INDUSTRY: ISSUES & CHALLENGES

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The most successful and thriving sectors of hospitality industry is usually supported by female-centric employees. By the year 2019, there would be 275 million jobs offer in the hospitality sector projected to be filled mostly by women (the World Travel and Tourism Council, 2016). However, the existing gender discrimination becomes a very challenging environment for women employees. The aforesaid job opportunities are actually more focused towards male candidates, as they are viewed to be mentally accomplished and able to work for longer hours.

The hotel industry is known for long working hours, overtime shifts, stressful and difficult to handle customers (Hsieh et al., 2010). Hence, when a firm opens for promotions, the male candidates are often preferred to more quickly.

Traditionally, women were considered as home-makers, caregiver for children and guardian for household. They are viewed neither capable to work for long hours nor shift-work where most find it difficult to stabilize between their work and personal life.

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Furthermore, women are not capable to be engaged with work which brings out negative impact on their job performance. More or less, women in hospitality industry have to suffer a lot of stress which makes it difficult For them to achieve work-life balance.

There are also challenges that comes from outside of the industry. Mainly, it is when people feel women should not seek work in this industry at all. The causes are diverse but it includes the demands of the job which need people to physically stand for long and the long working hours.

In addition, some people negatively associate hotels with sexual harassment that becomes an inappropriate environment for women. Thus, it is important for organizations to give extra attention to women, whom represents the largest proportion of hospitality workforce so they can balance their work-family life (Malik & Ahmad, 2010).

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Ideally, it would increase their job satisfaction and organizational commitment. Hotels need employees of both genders at all levels because these roles are diverse and allows many opportunities for men and women alike to progress in range of departments. We recognize that we also need to change the way society views the industry. The top management of hotel groups must play a role by offering equal opportunities to women.

They also need to see how public norms respect women and their roles. Equal chance for both gender could be arranged through hotel activities and programs that support women to achieve all they can be. The ability to pool within the hotel industry's needs to nurture and change.

It is necessary for hotel industry to look beyond and explore opportunities that could nurture women's talent. This can only be achieved if the hotel can eliminate the practical difficulties that women face at work so that the latter can contribute in their workplace.

Apart from this, the hospitality's management should call for vigorous dialogue between hotels and other hospitality enterprises, trade unions, national governments and other key players, such as civil society; to bring about change to the normal norms practiced in the industry.