

What Challenges Affect Women work in the Hotel industry? Evidence from Five Star hotels in Cairo

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Abstract

There is a scarcity of research of work influence on women work in in the Context of Egyptian market, this rarity involves the area of tourism and hotels sector, So women participation in the tourism and hotel sector is still subject to the influences of values, customs, traditions, social and economic considerations at the level of the tourism and hospitality industry, as a whole the scarcity of women work in the hotel sector is noted. This research aims to identify women work challenges in the hotel sector, to accomplish the research aim, the primary data was gathered through empirical study conducted by questionnaire strategy on stratified random sample of women work in Cairo five star hotels, Department of housekeeping and front office. secondary data was collected from studies related to women work in hospitality sector, to analyze the gathered data by using Logistic regression could be binary logistic when the dependent variable takes the values of 0 and 1 (dummy variable) to make sure from the existence of the significant relationship between study variables and identify the impact of every dimension of Job, Social and Administrative Challenges on women work in the hotel industry. The results showed that the image of the society effect on women work in the hotel industry. The results also indicated that there is a significant impact of Job challenges on women work in the hotel industry, then social challenges have a significant impact on women work in the hotel industry, while there is a significant impact of Administrative challenges on women work in the hotel industry. The Research recommends that the trends of the Egyptian rural society towards women work in the hotel sector need to be studied.

Keywords: women work, Challenges, Hotels, Binary logistic regression.

Introduction

Women play an effective role in economic, political and humanitarian life. Where the role of women in working is influenced by the types of society in which they live, in terms of cultures, beliefs, customs, traditions, and the dangers, values they control. All religions, traditions and international conventions have so declared that the civilizational development of any society requires the active participation of women on an equal balance with men in all fields (Tahawi, 2009). In spite of the increasing interest of the state in motivating women to work in all directions and by taking all measures to ensure this, The Egyptian women have enjoyed economic and social benefits that have led to the continuous increase in the number of women in various fields of work including tourist and hotels work (Helmy, 2003). The work of women is still low and slowly causes of many of the opposition of Parents to female employment in the hospitality sector, and religious belief (Abu Kharama, 2008). So Al-Qahtani, *e.tal.* (2010) noted that most of the challenges of women work in the tourism and hospitality sector stems from the beliefs and customs, traditions, impressions and constants in herited by generations without a real reason, but can't deny its strength and impact, in which women suffer from many challenges and obstacles that hinder their work in this sector which is one of the largest employment sectors, so the challenges faced by women in the field of tourism and hospitality is included the negative view of the society for the women work in tourism sector and the opposition of the parents to their work and the strict social traditions (Farraj, 2016). In order to benefit of the tourism and hospitality industry should be an integration of women in this industry, where conceded tourism

and hospitality sector are important industries (Posholi, M. R. 2012). Accordingly, the aim of this study is to identify women work challenges in hotel industry which may contribute to identify the factors that motivate women to study field of tourism and hotels , then to engage in the hotels labor market.

Women in the workforce

For the last four decades the gender issues have occupied the center stage of consequently the Equal Remuneration Act, which addresses the gender-based discrimination concerns in respect of recruitment, wages, work transfers, and promotions as a result, discernible changes have happened in the context of women's employment (Nath, 2000).

Many social and employment norms have been rearranged within an established by breaking the prevailing cultural values and assumptions to investigate women's career paths (Hewlett and Luce, 2005) where absence of women in top management owing to organizational barriers as well as self-imposed barriers (Woods and Viehland, 2000; Ng and Pine, 2003; Brownell, 2004; Zhong, 2006; Ladkin and Reklitis 2007; Boone, 2013; Clerk, 2014). Although of the participation of women is increasing in the recent past the rate falls behind other countries across various sectors of the economy and tourism women remain under-represented at senior management levels According to MasterCard Worldwide Index on Women Advancement (2014). Where the positive attitudes towards working in the hotel sectors include: (1) working in hotels useful and important (2) working in hotels achieves good income and professional position.

Women in the hospitality Sector

In recent decades women have been contributing to the professional work- force in spite of their house- wife role. Where the hotel industry is still suffer from inequality, discrimination and harassment against of women (UNWTO, 2015; National Center for Social Research, 2018). In the same context Brownell and Walsh (2008) cleared that woman in hospitality experience additional challenges as a result of the nature and characteristics of the industry in which they work. According to Studies by Burton (1991) and Bierema & Opengart (2002) problems that surround women career development lie in the history, social attitudes and direct experience of work. Amone recent study conducted by Razan and amal (2015) indicated that There are many studies that have dealt with the theme of tourism in general and there are Arab and foreign studies spoke about the trends / contribution of women in the labor market where The topic of women and tourism in this field is very few and there is no previous study in this filed. where Tahawi (2009) suggested that the concern for the concept of women labor dates back to the beginning of the industrial revolution when factory workers began leave the work as a result of exhausting long hours of work and a limited wage because of this women entered the field of work to cover the shortage of labor in factories for fear of work interruption and financial loss so Makak and Ibrahim (2015) Assured that working women are women who play a dual role both inside and outside the home, She also works outside the house and stands side by side with the men and participates in the production processes and Al-Kabeer (2007) defined as a woman who works in an establishment and is paid or rewarded for her work. According to Anisah & Frinwei (2016), the tourism sector must be exploited in the employment of women where it became clear that there are many motives for women to work in hotels, the motives included social and subjective motives, Economic motives, cultural and educational motives (Hana, 2018). In addition, the Egyptian labor market is characterized by a number of characteristics that have affected the status of Egyptian women and the extent of their demand for labor, which has caused

imbalance between the supply of labor and demand These characteristics are as follows: functional duplication, labor market segmentation, qualitative discrimination in the Egyptian labor market (Shehab, 2013; Sulaiman, 2000).

Benefits of women work in the tourism and hospitality sector

Women felt their values in society so become an effective element, and increase their self-confidence where working women are a necessary element in the development and prosperity of their country, the research also seen that many women workers in leadership positions, especially as tourism work increases confidence by dealing with multiple cultures (Al Mazroei, 2010). According to Jassim (2011) Where women play a key role in raising a generation with open minds and knowledge of different cultures, which contributes to the development and development of tourism, which increases the number of tourists. Where Zu'bi (2013) indicated that the presence of women in tourist work is a proof of the community's acceptance of the presence and hosting of tourists, Women employment in the tourism sector reduces the need for expatriate labor, reduces the unemployment rate for women and the highest unemployment among graduates is for women.

Women work in the hospitality - Challenges

The Arab Tourism Organization organized a seminar to discuss obstacles, challenges and ambitions of women work in the field of hospitality. Where the seminar pointed to a number of challenges facing women work in the field of tourism and hospitality sector. (1) the view of many societies to tourism field as an open or non-conservative area, and thus trying to distance their daughters from work in this area; (2) many of the obstacles facing Arab women in the tourism field are the same facing men, the same (3) Some believe that women abandon their customs and traditions while working in tourism, (4)The society's views of the correlation of work in the field of tourism with the downside of tourism practice (Journal Riyadh, 2006), in addition to (5) the society's view of women working in the tourism sector . in a study conduct by by the Jordanian Association of Travel and Tourism Agents (2014), Challenges and difficulties faced by Arab women working in the tourism sector have shown that one of the most important reasons for the reluctance of Arab women to work in tourism is the opposition of parents to female employment in the tourism sector, as well as difficulties related to the conditions of women themselves. The religious belief is another challenge to the work of the family, where women's issues are of great importance in the religious circles and their worldly spheres (Al-Qahtani and Abdul Mohsen, 2012), It is clear that the employment rates of women in the hotel and restaurant sectors are particularly low. Female workers have to work much harder to prove themselves than male counterparts and the presence of cultural barriers prevent women advancing their careers (Kattara, 2005).The International Labor Office highlighted that unskilled and semi-skilled women tend to be in the most vulnerable jobs, experience poor working conditions, facing inequality of opportunity, violence, exploitation and sexual harassment in the hotels, catering and tourism (HCT) sector. Long and irregular working hours, old boy network, hiring practices, geographical mobility (Baum, 2015). Gender stereotypes, glass ceiling, cultural barriers, gender stereotype, dual role, visibility factor, gender segregation, lack of role models were found to be key barriers to career progression for women in the hotel industry. What is blocking the career path of women is not only external factors such as problems of the family, lack of school facilities and employment but also internal factors such as own motivation, skills (Shrestha, 2016).

Lutfi (2015) noted that Arab women face a wide range of challenges in the world of work such as Low wages and working hours; Tourism is based on a large reserve of employment (Hana, 2018) and religious beliefs for the role of Women, society, traditions, and culture, family life (Masadeh, (2018). According to Al-Asman 2002),Ibrahim& Makak 2015)and Abbas (2015)Challenges facing women working in tourism and hospitality sector included(Work-related challenges, Economic Challenges, Social challenges related to traditions and values, Media-related challenges , Education challenges, Challenges related to multiple roles).

Women work challenges in the hotel sector

Job Challenges

According to Peshave and Gupta (2017) women do confront a significant number of challenges including difficulties in managing the long working hours/ irregular working hours. While Madsen (2010) and Ng & Pine (2003) indicated that it is clearly that these challenges are mostly related to workplace culture and include employer bias, discrimination, stereotyping, and limited training. Where Kanokanga, Felistas Chimutingiza (2014) explored that the challenges being faced by women in decision- making positions in the hotel sector in Zimbabwe, which included slow promotion and lack of job culture. So Taher & Dodo (2011) found that women rarely occupy the work that requires management power and leadership experience. Then According to HCT (2013) and megblih (2006) the hospitality industry has overall low representation of women in the work force where currently there are 14.6% women employed in the hospitality industry. However, despite of increase in the number of women employed in the Hospitality industry over the past decade, they still constitute only 14.6 % of the work force; this clearly shows that the Hospitality industry continues to be male culture in the work place (New, Ali 2007). Where Khaled (2005) declared that Women in the Arab countries suffer from many problems which included reconciling work outside the home with family duties and the lack of suitable employment opportunities, that forcing women to work in fields that are unsuitable for them. So there are negative attitudes towards working in the hotel sector such as: slow promotions, exhausting work conditions, harassment and discrimination against women. While Karunarathna (2015) and Kattara (2005) cited that there are a number of factors that function as barriers to women work in hotels and career advancement such as gender discrimination and sexual harassments, glass ceiling, age ,qualification, years of experience, pay inequality, working family conflict organizational culture and Mqabala (2000) found that lack of scientific qualifications and practical experience as required by the nature of work is of the most important obstacles to women participation in the hotel sector. According to Baum (2013) there is a marked underrepresentation of women in senior positions in hospitality, with women holding less than 40% of all managerial positions, less than 20%of general management roles, causes of working conditions, inequality of opportunity to participation in workplace. Furthermore, Asman (2002) cited that there are problems related to the structure of society and the development policies adopted in the country and with educational policies that do not take into account the needs of the society from the labor force then women not participate in management policies.

Social Challenges

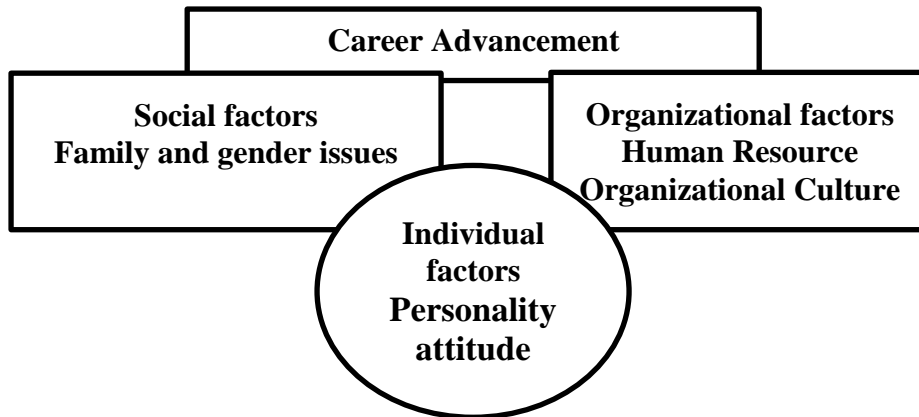
Molebatsi (2006) and Mqabla (2005) indicated that, women in the hospitality industry are facing many various critical challenges from the sides of family responsibilities, work balance and the need to face various problems and attaining many challenges to conquer a career prospect with high prestigious position within the Hospitality Industry. Halim *et.al.* (2011) showed that the

labor dispute and family conflict is the biggest obstacle to the participation of women in tourism work, as about 52% of married women were economically active before marriage and after marriage may be prohibited to work and rely financially on the husband. Among recent study by Abbas (2015) found that, one of the most important reasons for leaving women work is the presence of young children. As well as women play an effective role in economic political and humanitarian life, Where the role of women in working is influenced by the types of society in which they live in terms of cultures, beliefs, customs, traditions and international conventions have so declared that civilizational development of any society requires the active participation of women on an equal balance with men in all fields (Tahawi, 2009; Baum; 2013; Posholi, 2012). Thrane (2008) found that the discrimination between males and females in promotion males in tourism and hotels receive higher wages than women by 20%. Thus wage discrimination is considered one of a major cause of low female participation in tourism and hotel sector. So the factors which lead to professional advancement include: lack of Family support, personal skills. So the research must work to remove the negative image prevailing in our societies, which hinder start women in the development of Egyptian tourism (European Training Foundation, 2009). The Dual managerial roles make women temporarily leave their career to take care of family needs. Where Madsen (2010) cited that there are challenges are mostly related to workplace such as: no acceptance women in the hospitality industry.

Administrative Challenges

According to Taylor (2004) in recent years, research has reflected that work-family conflict is also one of the major challenges in women's career progression; women appear to be leaving the industry at a much higher rate than their male counter-parts due to the barriers like the impact of distinctive job characteristics and un clear work specification. Ali (2014) also found that sexual harassment at work results from the dominance of sex roles on other roles and sexual harassment including verbal harassment (such as comments, impulsions, sexual sounds) nonverbal harassment (displaying images, expressions and gestures that transcend boundaries). In a similar study women working in five-star hotels in Turkey face insufficient experience and time for friends and relatives, low wages and the difficulty of getting a promotion as few of the barriers while working in the hospitality industry, Mqabala (2000) suggested that there are Insufficient promotion opportunities and a non-clear functional description of job. so there are still many issues that women face today including that they are not treated equally in the workplace and there are discrimination of wage, reported that unfair workplace treatment and discrimination and other challenges such as biased thinking and stereotyping, safety and security issues, glass ceiling problems (Kumari, 2014). Mqabala (2005) showed that women prefer to work in the functions of booking , reception and the post of hostess and then sales , administrative functions and the lowest food and beverages. While Al- Sman (2000) reported that Female workers in the tourism and hotel sector suffer from difficulties due to the irregular and length of work hours, and the continuous direct effort, with no opportunities for promotion, Peshave and Gupta (2017) and Mooney (2008) It is found that women do confront a significant number of challenges including difficulties in managing the long working hours/ irregular working hours. Where Ibrahim (2015) noted that discrimination between males and females in promotion in tourism and hotels receive higher wages than women by 20%. Thus wage discrimination is one of a major cause of low female participation in tourism and hotel sector.

Figure (1): The main factors that affect career advancement for women

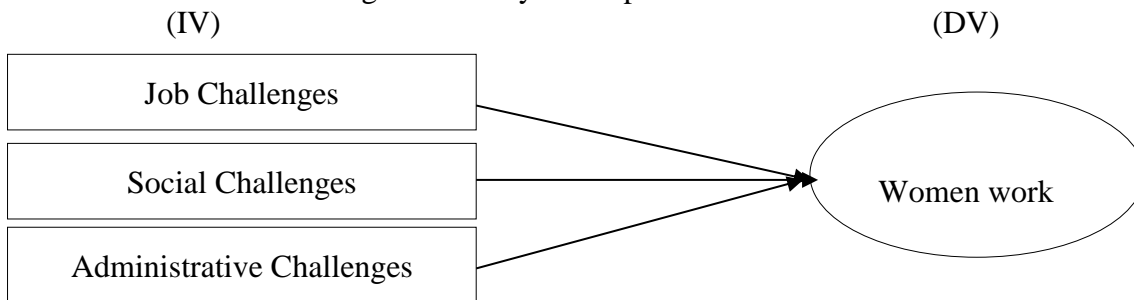


Source: (Magablih, 2006)

Research Methods

The present study was undertaken in quantitative methods to be appropriate to numerical analysis through SPSS program version 23. Questionnaire strategy was implemented with Five points Likert scale (1 strongly disagree and 5 strongly agree). In drawing up the questionnaire, furthermore, the questionnaire was consisting of twelve points measuring study's variables. to analyze the gathered data by using Logistic regression, to make sure from the existence of the significant relationship between study variables to identify the impact of every dimension of Job, Social and Administrative Challenges on women work in the hotel industry the stratified random sample was selected to be the study sample. While the period from June 2018 to August 2018. The measured constructs are shown in figure (3).

Figure 2: Study Conceptual Framework



Sampling

Cairo Five star hotels, where identified as being the population according to Egyptian hotel Association (2015-216), Hence the departments of housekeeping and front office were selected as study population.

It was found that the number of five-star hotels in Cairo (29 hotels) according to Egyptian hotel Association (the hotel guide) for the year 2015-2016, the latest issue 34, The research found number of women workers in Cairo (530) workers in housekeeping and front Office which led to the study of this great change and the reasons for women disconnection from work in these hotels. The stratified random sample was selected to be the study sample. so the researcher conduct personal data with HR managers in the investigated hotels to identify the number of working women.

Table 1: sample selections

No of hotels in Cairo	Total No of worker	Sample size	Type of sample
29	530	225	Stratified Random sample

In Current study, the total number of questionnaire was 225forms; distributed women work in five star hotels in Cairo, department of housekeeping and front office. The returned forms was 215, from which 10 invalid forms have been excluded, so the number of valid forms was 215 with 95% response rate that considered a high response rate.

Table 2: Response Rate

Total number	Sample size	Type of sample	No. of Invalid	No. of Valid Returned	Response rate
530	225	Stratified	10	215	95%

Results and discussion

Introduction: (Binary Logistic Regression)

Logistic regression is a multiple regression with a categorical outcome variable and continuous or categorical predictor variables (Field, 2009). What distinguishes logistic regression from linear regression models is that the outcome variable (dependent variable) is binary or dichotomous (Hosmer and Lemeshow, 2000). Logistic regression could be binary logistic when the dependent variable takes the values of 0 and 1 (dummy variable) or could be multinomial logistic regressions when the dependent variable becomes more than two categories (Chatterjee and Hadi, 2006).

Dependent variable: Do you prefer to work in the hotel industry: 1= work; 0=not work.

Predictors or independent variables are:

- Job Challenges
- Social Challenges
- Administrative Challenges

Describing the Variables in the next Model

Running the binary logistic regression using the above mentioned variables, table (1) describes the variables in the model.

Table 3: Description of the variables in the model

		B	S.E.	Wald	df	Sig.	Hypothesis
Step 1	Job Challenges	-.326	.156	4.382	1	.036	H1 supported
	Social Challenges	-.351	.172	4.194	1	.041	H2 supported
	Administrative Challenges	-.240	.106	5.095	1	.024	H3 supported
	Constant	4.320	.948	20.778	1	.000	

From table (3), the formula can be written as follows:

$$\text{Logic}_{\text{work}} = 4.320 - 0.326 * \text{job challenges} - 0.351 * \text{social challenges} - 0.240 * \text{administrative challenges}$$

Exploring the Overall Goodness of Fit

To explore the overall goodness of fit, using -2 Log likelihood & chi-square test (tables 4 and 5). It is obvious that including three variables in the model reduced the -2likelihood by 250.985.

Table 4. Model summary of goodness of fit

Step	-2 Log likelihood	Model Summary	
		Cox & Snell R Square	Nagelkerke R Square
1	250.985	.078	.109

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than .001.

Table 5: Chi-square values of coefficients

Omnibus Tests of Model Coefficients			
	Chi-square	df	Sig.
Step	17.349	3	.001
Block	17.349	3	.001
Model	17.349	3	.001

To test the overall goodness of fit where H_0 : all coefficients =0, it is clear that Chi-square = 17.349, $df = 3$, $p < 0.01$ so we reject H_0 and the independent variables (Job, Social and Administrative Challenges) as a whole significantly affect the dependent variable (women work). Additionally to assess how much explanatory effect having the independent variables in the model has over just the constant, it is useful to compare the classification table to it in block 0. In Block 0 = no independent variables. 68% and in Block 1 = all independent variable. % = 72% which means that the inclusion of the independents variables (block 1) does improve the explanation of the model.

Ho1: there is a significant impact of Job Challenges on women work in the hotel sector: the result of Binary Logistic Regression showed that: $df = 1$, $sig = < .05$ then Job Challenges have a significant impact on women work. So results agrees with (HCT, 2013), and megblih (2006), madsen, 2010) and Ng & Pine, (2003), Taher & Dodo (2011).

HO2: there is a significant impact of Social Challenges on women work in the hotel sector: the result of Binary Logistic Regression showed that: $df = 1$, $sig = < .05$ then social Challenges have a significant impact on women work so results Coincides with (Molebatsi (2006);Muqabla (2005);Halim *etal.*(2011) and Lakshminar(2013).

HO3: there is a significant impact of Administrative Challenges on women work in the hotel sector: the result of Binary Logistic Regression showed that: $df = 1$, $sig = < .05$ then Administrative Challenges have a significant impact on women work so results agree with (Kumari, 2014). Mqabala (2005) Biswas and Cassell (1996), Peshave, J., and Gupta, K. (2017). The results also indicated that housekeeping and front office is the biggest departments of the hotels for females work in spite of there are a lot of departments valid for women work such as restaurant , kitchen.

Figure 3: The summary of Binary logistic Regression between Job, social and Administrative challenges on women work.

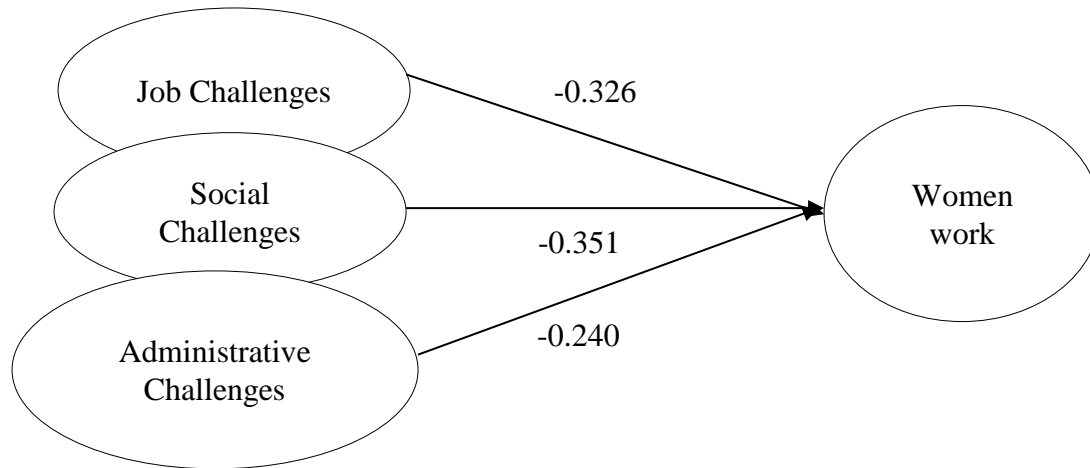
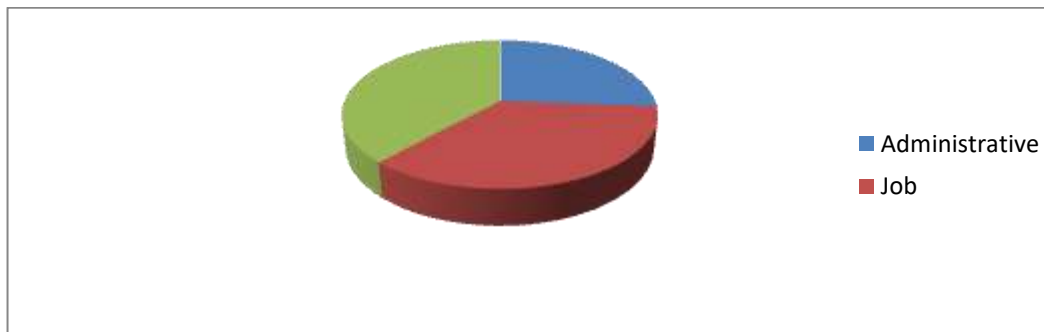


Figure 4: summary of Binary logistic Regression between Jobs, social, Administrative Challenges on women work.



From Figure (3-4): showed that Job Challenges has a positive impact on women work and this is strongest Binary logistic Regression with (-0.326) and Social Challenges in the second stages with (-0,351) while Administrative Challenges comes in third stages with (-0,240) and this is weak logistic Regression.

Summary and Further Research

In conclusion, this study can be classified as an extension to previous studies that attempted to investigate or explore women work trends and challenges in hotel sectors, a lot of authors around the world addressed this issue as: Masadeh, M.*et.al.*, (2018), , kumara (2014), yan zhong (2006), Hana (2018), lutyfi (2015), al Saman (2002), Ibrahim &makak (2015), Abbas(2015) , Muqubla (2005). the results of this study which reported the significant impact of perceived Job ,Social, and Administrative challenges on women work are agreed with Heilman (2012), Chaudhary and Gupta (2011). The researcher uses Logistic regression could be binary logistic when the dependent variable takes the values of 0 and 1 (dummy variable). While there is a significant impact of Job Challenges on women work (Ho1 supported), then it is revealed that there is a significant effect of Social Challenges on women work (Ho2 supported) and there is a significant effect of Administrative Challenges on women work (Ho3 supported) through this analyze, Job Challenges has the strongest Binary logistic Regression with women work, then Social

Challenges in second stages, while Administrative Challenges comes in third stages with weak logistic Regression. So women work challenges in hotels issues have a great attention at the recent years. The scientific Research addressed women work from different directions over 50 years and carefully its influence tourism sector. Although hotels in Egypt had a Remarkable growth last year's Studies on women work Challenges in hotels in this field were not sufficiently so women participation in the tourism and hotel sector is still subject to the influences of values, customs, traditions and social and economic considerations at the level of the tourism and hospitality industry as a whole, and the scarcity of women labor is observed in the hotel sector. This study aimed to identify women work Challenges in the hotel sector, to accomplish aim of the study, the secondary data was collected from women work literature in order to complete research, and 225 questionnaire forms were distributed to women work in hotels (5) Stars, department of Housekeeping and Front Office by using Stratified sampling technique.

The main findings of this study were:

- Job Challenges has a significant impact on women work in the hotel sector.
 - Social Challenges has a significant impact on women work in the hotel sector.
 - Administrative Challenges has a significant impact on women work in the hotel sector.
- According to research results, we can provide some recommendations to.

Recommendations For ministry of tourism

- 1) Activating specialized training centers in tourism and hotel professions to train large numbers of women to enter the tourist work market and hotels.
- 2) Improving the working conditions of women in the field of tourism and hotels, such as the opportunity to work half-time and reduce working hours.
- 3) To carry out awareness campaigns in educational institutions to know the importance of the tourism and hotels industry, the role of women in contributing to the development of this sector.
- 4) Work on involving women in development plans in the tourism and hotel sector to benefit from their future capabilities in this pioneering field.
- 5) To work on forcing tourism and hotels institutions to employ a percentage of its Egyptian female employees.

Recommendations for National Council for Women

- 1) Holding workshops for women working in the tourism and hotels sector to raise awareness and educate them about their social and legal rights and duties to curb negative practices in this field.
- 2) Reach solutions to facilitate the obstacles facing women in tourism and hotels work and overcome the challenges they face in the field.
- 3) To adopt the National Council for Women and the Ministry of Tourism to enact legislation that encourages women to participate in the work of the tourism and hotels sector and follow up the implementation of this legislation, especially in terms of seasonal (job stability) and low wages.

Recommendations for human resources managers

- 1) Develop recruitment and selection processes that encompass women should be evaluated to identify possible constraints to women's career advancement.
- 2) Human resource policies should cover and guarantee elimination of any form of stereotypes and sexual harassment. Such policies should be discussed with employees on a regular basis.
- 3) Work on equality between men and women in incentives and wages.

Recommendation for Future studies

- 1) For future research it is recommended that same study can be conducted on four- stars hotels at another region such as Hurghada and Sharm El- Shaikh.
- 2) Study trends of Egyptian rural society towards Women work in tourism and hotel sector.

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