

IPOE Conference
11th – 15th November 2018

A CAREER IN THE HOSPITALITY INDUSTRY:
AN EXPLORATORY STUDY OF FEMALE POSTGRADUATES'
ATTITUDES AND PERCEIVED DIFFICULTIES

Dr. Edmund Goh
Deputy Director, Markets and Services Research Centre
School of Business and Law
Edith Cowan University, Australia

Accommodation and Food Service Industry



(Workplace and Gender Equality Agency, 2015)

Across Industries



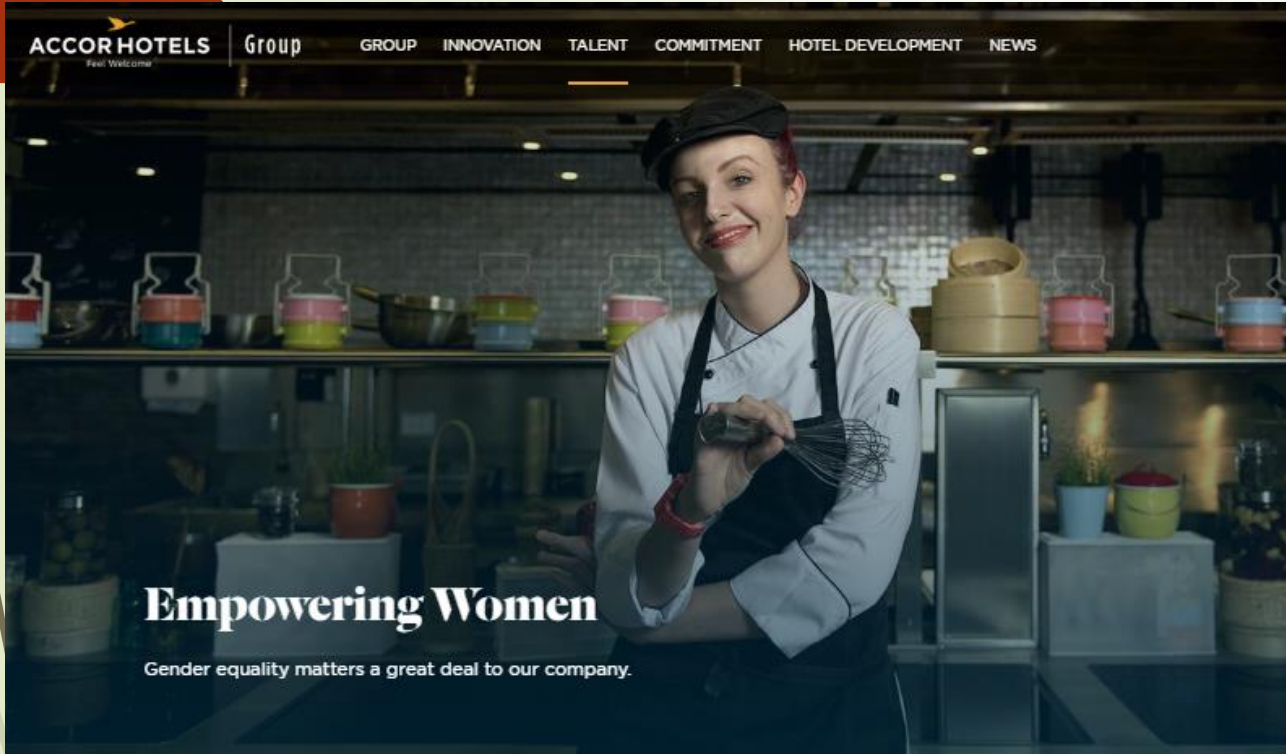
managerial positions



How many female directors are there on the THE-ICE Committee?
(total number of directors = 12)

<http://the-ice.org/our-team/board-of-directors/>

Answer = 2



No woman should see her ambitions limited, tormented or reaching a ceiling. To instil change, our Group does not merely settle with a narrative: it is committed to concrete objectives that foster equality.

REACH 1000s OF
HOSPITALITY INDUSTRY BUYERS AND SPECIFIERS
THE ONE STOP SOURCING EXHIBITION
29-31 MAY 2019 | SYDNEY

Hotel News | Tourism News | Global Reports | HMTV | Supplier News | F&B News | Hotel Technology | HR News

Marriott named a top employer for female executives

by James Wilkinson on [March 3, 2017](#) in [Email Newsletter](#), [Hotel News](#), [Human Resources](#)



Marriott International has been named one of the 2017 NAFE Top Companies for Executive Women by the National Association for Female Executives (NAFE).

NAFE recognizes American corporations where women have significant clout to make the decisions that affect their company's future and its bottom line.

"The NAFE Top 60 Companies for Executive Women are the leaders in the U.S. that have moved women into top executive positions and created a culture where talented women are nurtured, promoted and thrive," says Betty Spence, President of NAFE. "

We are very proud to honor their contributions to the advancement of women in the workplace."

Career Progression Barriers in Hospitality

- Demanding Workload of the industry
- Poor Job content
- Lack of opportunities for promotion
- Low salary

(Goh and Lee, 2018; Mooney, 2016; Mooney & Ryan, 2009; Richardson, 2009; Blomme, et al, 2008)



Women Barriers in the Industry

- Discrimination
- Sex-role stereotype
- Pre-conceived negative expectations

(Mooney, 2016; Mooney & Ryan, 2009; Zeytinoglu, et al, 2001)

Achieving Employee Retention and Commitment

- Empowerment
- Involvement
- Good organisational environment

(Robinson, Kralj, Solnet, Goh and Callan, 2016;
Kusluvan, et al 2010; Kazlauskaite, et al, 2006)

Hospitality Students' Perception of the Industry

Why students choose a Hospitality Course?

- ▶ Customer interaction
- ▶ Professional development
- ▶ Practical curriculum
- ▶ Industry internship

(Goh, Nguyen and Law, 2017; Chuang & Dellmann-Jenkins, 2010; Richardson, 2009)

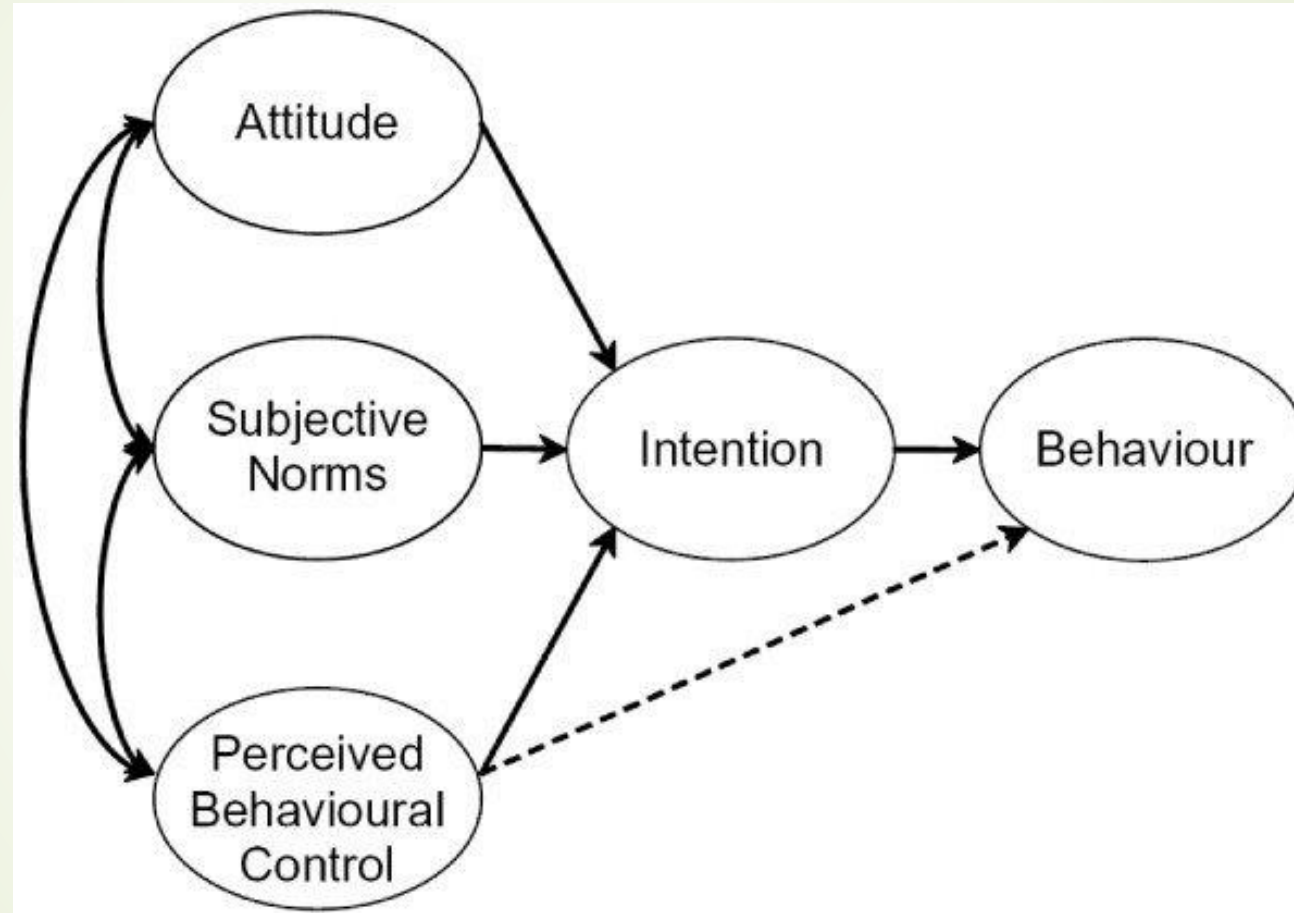
Hospitality Students' Perception of the Industry

Concerns from Employers

- Need to provide training
- Unrealistic expectations of Work-life balance
- Different working styles and culture
- Different ways of communication
(highly dependent on technology)

(Goh and Lee, 2018; Madera, 2011; Kapoor & Solomon, 2011); Richardson, 2009

Theory of Planned Behaviour



(Ajzen, 1991)

Research Aims and Questions

Explore female students' motivation towards pursuing a hospitality career

- What are the attitudes toward pursuing a career in hospitality?
- Who are the important social groups that could influence the decision in pursuing a career in the industry?
- What are the perceived difficulties faced in pursuing a hospitality career?

Methodology

- Qualitative Approach
- Convenient sampling
- 23 Female Hospitality Students
- Personal Interviews
- Content Analysis

(Goh and Lee, 2018, Goh, Nguyen and Law, 2017; Goh & Ritchie, 2011; Ajzen, 1991)

Results

Positive Attitudes

- Connect and communicate with people
- Service oriented
- Multiple career opportunities
- Travel and work

Results

Negative Attitudes

- Long working hours
- Irregularity of Schedule
- Difficult Industry
- Stressful Environment

Results

Subjective Norms

- School career advisors
- Industry professionals

Results

Perceived Behavioural Control

- Visa restrictions
- Competition
- Stressful Work Environment
- Language and Cultural differences
- Unwillingness of employer to train staff

Results

Perceived Behavioural Control (particular to women)

- Men leadership
- Sexism
- Single women managers
- Negative perspective of companies towards individuals with family

Conclusions

- Importance of educational institutions and professionals in encouraging students
- Attraction and retention of younger hospitality individuals are a challenge for managers
- Address the issue for young women

References:

- Ajzen, I. (1991). The Theory of Planned Behaviour. *Organizational Behaviour and Human Decision processes*, 50, 179-211.
- Blomme, R.J., Tromp, D. M. & Rheede, A. (2008). Predictors of turnover intentions of highly educated employees in the hospitality industry, in Joseph S. Chen (ed.) *Advances in Hospitality and Leisure*, 4. Emerald Group Publishing Limited, pp.3 – 28.
- Chuang, N. & Dellmann-Jenkins, M. (2010). Career Decision Making and Intention: A Study of Hospitality Undergraduate Students. *Journal of Hospitality & Tourism Research*, 34(4), 512-530.
- Goh, E. (2009). Public education and parents: eliciting salient beliefs using the theory of planned behaviour as a qualitative research framework. *International Review of Public Nonprofit Marketing*, 6(2), 99–108.
- Goh, E. (2010). Understanding the heritage tourist market segment. *International Journal of Leisure and Tourism Marketing*, 1(3), 257-270.
- Goh, E., & Ritchie, B. (2011). Using the Theory of Planned Behavior to Understand Student Attitudes and Constraints Toward Attending Field Trips. *Journal of Teaching in Travel & Tourism*, 11(2), 179-194.
- Kapoor, C. & Solomon, N. (2011). Understanding and Managing Generational Differences in the Workplace. *Worldwide Hospitality and Tourism Themes*, 3(4), 308–318.

References:

- Kazlauskaite, R., Buciuniene, I. & Turauskas, L. (2006). Building employee commitment in the hospitality industry. *Baltic Journal of Management*, 1(3), 300 – 314.
- Kusluvan, S., Kusluvan, Z., Ihan, I., & Buyruk, L. (2010). The Human Dimension: A Review of Human Resources Management Issues in Tourism and Hospitality Industry. *Cornell Hospitality Quarterly*, 51(2), 171-214.
- Madera, J. (2011). Removing communication barriers at work: What workforce diversity means for the hospitality industry. *Worldwide Hospitality and Tourism Themes*, 3(4), 377–380.
- Mooney, S. & Ryan, I. (2009). A woman's place in hotel management: upstairs or downstairs?. *Gender in Management: An International Journal*, 24(3), 195 – 210.
- O'Leary, Z. (2013). *The Essential Guide to Doing Your Research Project* (2nd ed.). Social Science.
- Richardson, S. (2008). Undergraduate tourism and hospitality students attitudes toward a career in the industry: A preliminary investigation. *Journal of Teaching in Travel and Tourism*, 8(1), 23-46.
- Workforce and Gender Equality Agency (2015). Gender Composition of Workforce by Industry. Workforce and Gender Equality Agency, retrieved on July 28, 2015 from <https://www.wgea.gov.au/research-and-resources/fact-sheets-and-statistics>
- Zeytinoglu, I.U., Ozmen, O. T., ErgençKatrinli, A., Kabasakal, H. & Arbak, Y. (2001). Factors affecting female managers' careers in Turkey. *The Economics of Women and Work in the Middle East and North Africa*, Vol 4. Published online: 09 Mar 2015; 225-245.