

“Challenges Encountered by the Women among Government Sectors of Hospitality Industry”

Sub Theme: “Women empowerment: Achievements and Limitations”

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Abstract:

The word ‘hospitality’ is derived from the French word ‘Hospice’ which means ensuring travelers stay and visit comfortable in a well-planned and pleasant manner. It is a service offered to one or more travelers which involves food, shelter, local purchase, event organizing, transport arrangements, following protocol, leisure services to the guest and provides professional experience to them.

The Hospitality is involved everywhere and ensures every events, conferences, meetings, seminars, lectures, business events, promotional activities & trade shows looks pleasing and elegant. Hospitality sector is known as one among ‘Fantastic Five Growth’ of Australia in the next 15 years. Hospitality starts with warm welcome which ensures food, accommodation and related services in a professional manner. The travel, tourism and hospitality sector engaging nearly a million people. The Indian hospitality starts with the concept of AtithiDevo Bhava which means “The guest is equivalent to God” to various travel tour operators and is extended to different restaurants and 5 star hotels.

1. Introduction:

Indian Travel, Tourism and Hospitality industry has achieved a rapid growth in the World economy. The Tourism in 2019 has achieved more than Rs.17 Lakh crore and 9.2% or more of India’s GDP. The third largest foreign exchange earner for India is Travel and Tourism.

The rapid increase in the flow of international tourist to India in 2017 which is more than 10 million foreign tourists compared to 8.89 million in 2016 compelled the constitution for the improvements of infrastructure with in the country.

Hospitality Development and Promotion Board (HDPB) was introduced on 2010 at INDIA. The central government has constituted the ‘Hospitality Development and Promotion Board’ (HDPB) and is controlled by the Secretary, Tourism, GOI with the support of Convener, Additional director general and around 11 members (from various ministries, including two experts from hospitality). The HDPB will monitor, ensure the timely clearance and approvals of hospitality projects, so that to finish the projects as per the rules and guidelines of GOI.

2. Related Work:

Hospitality in Government organizations -- Statistics

The Government organizations under the, Government of India by Central and state government has set up several Tourism Outlets, catering outlets & guest houses, for providing a comfortable hospitality services to its visitors. A list of such Organizations details are provided in Table 1.

Table 1: List of State/ Central Government Hospitality Outlets

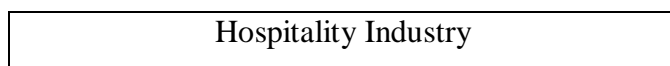
Name Of Organization	Details of Services Offered	Reference
INDIA TOURISM DEVELOPMENT CORPORATION (ITDC) was started in October 1966 and has been the promoter and facilitator in the development, promotion and expansion of tourism in India.	The ITDC is maintaining different types of hotels, restaurants, snack bars at different venues for travellers including the transport requirements for them. The ITDC is responsible for the nurture of distribution, production & sale of visitor publicity literature. They also concentrate and ensure tourist	The capital fund for the ITDC is Rs.75 Crores. The settled fund for the financial year 2005 was Rs.67.52 Crores. The 89.9748% of the settled up value capital of the ITDC and it is kept in the name of President, GOI. http://tourism.gov.in/india-tourism-development-corporation-itdc

	in providing entertainment and duty freeshopping facilities.	
State Tourism In India	There are 34 State tourism which are currently operational under Ministry Of Tourism, Government Of India	http://tourism.gov.in/stateto urismlinks
Government Guest Houses like CSIR, ICAR, ISRO, CDAC, DRDO etc.	The prime motto is to render hospitality services to the official guest visiting to the concerned laboratory on official grounds and others will be given second priority based on the priority list of allotment.	The hospitality charges will be very nominal and the services offered also will be limited. The staff deputed may not be competitive professionals.

3. Objectives of the study:

This study is carried to determine the operational challenges encountered by the women among government sectors of hospitality industry with special reference to the ITDC, State Tourism & Guest Houses run by the various government organizations. Accordingly, the following sub-objectives were defined for carrying out the study the “Women empowerment: Achievements and Limitations”

4. Major Departments Involved In Hospitality Industry are as follows:



- FRONT OFFICE - Reception → Guest Relation Officer → Bill Settlement
- HOUSE KEEPING - Stock Handling → Linens → Cleaning Agents & Equipment's

- Food & Beverage Service - Dining Hall → Mis-en-place → Mis-en-scene

- Food & Beverage Production - Preparation & Garnish

- Maintenance Department - Civil → Electrical

5. Limitations of Women Empowerment

Women are formally represented in the hospitality industry in India. One in five tourism ministers worldwide is women. In India the need for women empowerment is more required due to the progressive history of ill-treating women. The women from all over the world have been rebellious to occupy the current status they have gained today. In India men are still dominating women in most of the regions. As per the global report on women in Tourism in 2010, the women are paid 10 to 15% lesser remuneration than the men. The women who perform the same duty get paid less than their male counterparts which need to be taken up a series social crime. It is downright unfair and sexist to pay someone less for the same work because of their gender. It need to be addressed that the government has not provided many opportunities for women in the hospitality industry of Government Organizations. Women must be given equal opportunities in every field, irrespective of gender. The shift duties which includes night shift also in the hospitality industry is very challenging for the women.

Reference study:

Three pioneering Nepali Sisters By Kristie Druzca. The three sisters have reacted very smartly due to the high demand for the women guides in an otherwise male dominated sector in the Himalayas region. They started a trekking company by name “The Sisters adventure and Trekking company”, which was founded in 1994. The aim of the company was to ensure ladies –only trekking choice for the visitors. After five years, the Empowering Women Nepal (EWN) was enrolled as a NGO. As a result of the efforts and endeavors of these sisters, ladies are currently making up somewhere in the range of five and ten percentages of aides and doormen in Nepal, offering visitors more noteworthy decision and propelling the strengthening and monetary status of Nepali ladies.

6. Conclusion

This paper is focused on the various aspects of hospitality industry. A detailed review of the resources in hospitality depicted the need for streamlining the usage of resources. Research on hospitality services in India suggested the advantages of tourism and guest houses over other modes of accommodation and also the importance, limitations of women empowerment in the Hospitality Industry.

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