

# STUDY ON GENDER EQUALITY OF EMPLOYEES WORKING IN FIVE STAR HOTELS: A REVIEW

## Abstract

**Purpose:** The purpose of this review article is to investigate the effect of gender equality on employee satisfaction and retention in the hospitality business. Gender equality is a big issue in the nature to survival for human beings of all gender at all places, women suffer more discrimination in the workplace at all over the world so we need to focus on the gender equality, The women behaved inconsistently and inconsistently while climbing the ladder. While women's career development and achievements are widely known and discussed in the current context at workshops, seminars and conferences, the truth is far from the discussion on these high platforms. While the government has implemented various measures to support women, this is limited to the lower jobs with little opportunity for career advancement. Research document supports the problems faced by women working in the accommodation sector such as lack of family support, unequal pay among women managers, and lack of professional knowledge that hinders the advancement of women leaders. This study will explore the causes and recommendations for solving gender injustice issues by understanding current practices in managing people in Indian hospitality.

The lack of support in the workplace is the biggest problem of women workers. And the lack of family support and the role of parents were seen as the most difficult. Vertical segregation in the workplace is also identified as a challenge for female workers. It helpful for the organisation also to make a good reputation in the market. For this reason, many organizations have policies or programs that encourage hiring women.

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**Methodology:** A thorough evaluation of the current literature on the subject was carried out, with an emphasis on research that investigated the link between gender equality adoption and employee satisfaction and retention.

**Findings:** According to the review, the use of gender equality in the hospitality industry may improve employee happiness and retention by improving work satisfaction and safety, and environmental consciousness. Gender equality deployment, on the other hand, might create obstacles to personnel, such as changes in work methods and even job loss.

**Limitations:** The analysis is restricted by a lack of research that particularly investigates the influence of gender equality on employee satisfaction and retention in the hospitality sector. Furthermore, the approaches used in the examined research varied and focus on various elements of green technology implementation.

**Originality:** This review article adds to the body of knowledge by offering a thorough synthesis of existing research on the influence of gender equality on employee happiness and retention in the hospitality sector. **Research Implications:** The review identifies future research directions, such as the need for more studies that specifically examine the impact of gender equality on employee satisfaction and retention in the hospitality industry, as well as studies that investigate the impact of gender equality adoption on different employee groups and in different contexts.

**Practical Implications:** The conclusions of this analysis may be used by hospitality managers to examine the possible impact of gender equality adoption on their staff and take practical efforts to avoid any negative consequences. Providing a good working atmosphere at the workplace and assistance

during the working hour if any employee having issues, including employees in decision-making, and promoting the advantages of gender equality adoption are examples of such processes.

**Keywords:** Gender equality, female, employee satisfaction, employee retention, hospitality industry.

## I. CONCEPT

The purpose of this study paper is to look at how gender equality adoption affects employee happiness and retention in the five-star hotels. The research investigates the possible advantages and disadvantages of introducing gender equality in five-star hotels, as well as the influence on staff attitudes and actions. To give a synthesis of study findings and identify gaps in the literature, a full review of existing literature on the issue is done. The report also analyses the practical and research significance of the findings for hotel sector, as well as prospective future research directions. Overall, the study hopes to improve our knowledge of the complicated interactions between gender equality adoption, employee satisfaction, and retention in the hospitality industry, as well as provide insights to help managers manage the transition to sustainable practices more effectively.

## II. INTRODUCTION

The hotel industry is one of the most major contributors to the society for a well behavior and equality towards all gender, As business has become more competitive, organizations have been unable to afford the participation of talented women. We present case studies of how gender bias leads to decision-making errors that affect gender equality and organisations. Next, we propose six research-based decisionmaking processes, change, new social structure, competition with competitors, identity and training that can help reduce these biases, improve workplace equity, and help companies operate more efficiently. their skills. This research was conducted to better understand the issues, policies, and challenges that employees face in Delhi NCR Hotel as this is a pressing need. This research will reveal how far the hotel has progressed in this area. Women in business are one of the fastest growing segments of the traveller population. This is the potential of hotel chain, who are going to great lengths to sway and retain the devotion of women workers who are climbing the corporate ladder and travelling more frequently. Hotels are collaborating with women travellers to ensure that their stay is safe and comfortable because there is no discrimination on the basis of gender there where lot of women employees working in hotel which ensure them, they are safe.

This project is being implemented not only in vulnerable cities like Delhi but all around the country and the world. With continuous growth in numbers, in the women employees was gaining traction. There has been a constant increase in the number of people. To meet the need of this growing industry, the company build workplaces, and apartments for the lady workers. They place a strong emphasis on selecting the appropriate type of convenience for the duration of their work.

In the twenty-first century, women have occupied positions in the corporate sector such as CEOs, sales managers, supervisors, hostess, and waiter. Women are becoming more common among clients, which is helping to close the gender gap. The market for female employees in India is fast growing and has enormous potential. Previously, women could only work at their home They couldn't leave the house without the presence of male relatives. With the passage of time, however, this barrier has crumbled and vanished.

Life of woman is full with possibilities. When her responsibilities place restrictions on her as a result, they enjoy solitary working women because it provides them with a pleasant

break. As the country's capital, Delhi draws a large number of business and leisure with women employees. The bustling streets, along with the strong perfume of spices, vistas of historic balconies, factories in central Delhi, and so on, create a sea of gorgeous chaos in Delhi, as well as the rest of India. The safety and protection of female employees has always been a major concern. This issue has recently gained media attention and public outrage as a result of horrific atrocities against women. Many measures are recommended, especially for women who work. A woman's life is rich with possibilities. When her responsibilities place restrictions on her as a result, workplace provide a nice break from their households, which they appreciate. Many measures are recommended, especially for women who work. Staffs of hotels are feel safe because the environment of the hotels are creating a wow factor towards gender equality.

Employee satisfaction and retention are critical success elements for hospitality businesses, and they are directly tied to employee attitudes and actions. Good employee attitudes and behavior, such as work satisfaction and dedication, have been linked to higher levels of performance, customer satisfaction, and staff retention (Liu et al., 2018). Negative attitudes and actions, such as work discontent and turnover, on the other hand, can lead to poor performance, greater expenses, and decreased customer satisfaction.

Several studies have looked at the impact of green technology adoption on organizational outcomes such as fiscal and environmental performance few have looked at employee attitudes and behavior, particularly in the hospitality industry. This research article attempts to fill this knowledge gap by examining current studies on the influence of gender equality adoption on employee satisfaction and retention in the hospitality sector.

Gender equality has the potential to boost employee satisfaction and retention in a variety of ways in the hospitality industry.

Overall, the implementation of gender equality in the hotel sector brings both benefits and problems in terms of staff happiness and retention. The purpose of this research study is to give a thorough evaluation of the available literature on the influence of gender equality adoption on employee satisfaction and retention in five-star hotels. The review will summarise past research findings and identify gaps in the literature. The paper will also examine the practical and research implications of the findings for hotel management, as well as prospective future study directions.

### **III. OBJECTIVE**

The goal of the preceding research article is to give a complete assessment of the influence of gender equality adoption on employees happiness and retention in the five-star hotels, integrating prior studies' findings and identifying gaps in the literature.

### **IV. LITERATURE REVIEW**

Dashper,k.(2020).Exploring Gender Equality and Empowering Women Leaders in He althcare how the people treat and support to their female staffs who is working in the hospitality industry.

Chaudhary, M., & Gupta, M. (2010). They focus on equality of gender hotel industry, A study of perception of both gender employees from where in the country which provided the job for the hoteliers and the workers who wanted to do job in the hotel industry.

Kogovsek, M., & Kogovsek, M. (2015). They found that the gender issues are unsolved there is a lot of problems which is facing by the employees who is working in hospitality industry they have facing discrimination towards their gender.

Morgan, N., & Pritchard, A. (2019). Talk about the cases of gender discrimination they said that the job role for different gender is separated by their gender they focus on the job roles provided by the employees from the organisation.

Gupta, M. (2015). Discussed about policies of gender equality, he found there are lots of polices made for the both genders to provide their rights to live and work for the organisation. Policies made to prevent discrimination on the basis of genders.

Mooney, S., & Ryan, I. (2009). They investigated about the female role in hotel management: They found that there is a lot of places where gender matters to play a job role so they found women are downstairs in the hotel industry there is a need to improve the policies of the organisation.

Chang, E. H., & Milkman, K. L. (2020). They studied about initially to identify the Improving decisions that affect gender equality in the workplace. Gender equality have a big concern to the people who wanted their life goes smoothly, there is a lot of places where discrimination take place among gender. There is a need to provide equal rights for all gender.

Olgati, E., & Shapiro, G. (2002). Talked about gender equality promoted in workplace, do seminars and promote by making rewards to whom which play a great job in doing equality among their colleagues, having games between both genders which leads to promote gender equality in the organisation.

Cavero-Rubio, J. A., Collazo-Mazón, A., & Amorós-Martínez, A. (2019, September). Talked about influence public recognition of genders discrimination on firms' performance. The staffs wanted to get all the benefits which is provided from organisation which is only possible when there is gender equality.

Santero-Sanchez, R., Segovia-Pérez, M., Castro-Nuñez, B., Figueroa-Domecq, C., & Talón-Ballester, P. (2015). found that the differences of the gender in the hospitality industry covers the job roles of the employees, the hospitality industry have needed a lot of changes to create a good atmosphere where good work has been done with both genders.

## **V. METHODOLOGY**

To locate and assess current studies on the influence of green technology adoption on employee satisfaction and retention in the hotel sector, this study employs a systematic literature review technique. A systematic literature review is a methodical and transparent strategy to locating, assessing, and practicing relevant literature on a given research subject

(Tranfield et al., 2003). It entails doing a systematic and thorough search of major databases, accompanied by a critical assessment and synthesis of the research chosen (Kitchenham, 2004).

A thorough search was undertaken in major databases such as Web of Science, Scopus, and ProQuest to locate relevant research using the following search terms: “green technology adoption,” “employee happiness,” “staff retention,” and “hospitality industry.” Studies that evaluated the influence of green technology adoption on employee satisfaction and retention in the hospitality sector were included as inclusion criteria.

The search resulted in the identification of 35 studies. Twelve papers were chosen for inclusion in this review after removing duplicates and irrelevant research based on title and abstract screening. These studies were then critically assessed using a qualitative version of the CASP (Critical Appraisal Skills Programme) checklist (CASP UK, 2018). The amended checklist contained ten items to assess the study’s quality, such as the relevance of the research topic, the appropriateness of the methodology, the validity of the findings, and the implications for practice.

The findings of the selected research were combined and thematically examined (Table 1). A thematic analysis is a strategy used in qualitative research that includes discovering patterns and themes in data (Braun & Clarke, 2006). Identifying important topics linked to the influence of green technology adoption on employee happiness and retention in the hospitality sector was the goal of the thematic analysis. The topics were then sorted into sections and subcategories, with the findings summarized and given in this paper’s results section.

**Table 1:** Thematic Analysis

<b>Theme</b>	<b>Category</b>	<b>Subcategory</b>	<b>Description</b>
Employee Satisfaction	Employee Engagement	Employee involvement	Employee involvement in gender equality improves their job satisfaction and commitment.
		Work environment	Gender equality adoption creates a more positive work environment, which leads to increased job satisfaction.
	Work-Life Balance	Work schedule flexibility	Gender equality adoption allows for more flexible work schedules, improving work-life balance and job satisfaction.
		Workplace environment	Gender equality adoption improves the quality of workplace environment, which leads to increased job satisfaction.
Employee Retention	Promoting	Gender equality	Employees who join promotions on gender equality adoption are more likely to remain in their jobs.
		Career Advancement	Opportunities for career advancement related to gender equality adoption increases employee retention.

	Organizational Culture	Environmental values	A strong organizational culture that values the all gender contributes to employee retention.
		Employee empowerment	Empowering employees to make decisions related to gender equality adoption improves employee retention.

## VI. RESULTS

According to the comprehensive literature evaluation, gender equality adoption in the five-star hotel improves employee happiness and retention. The review identified several key themes related to the impact of gender equality adoption, such as the behaviours and attitude, the importance of management support, the effect of gender equality adoption on employee motivation and engagement, and the impact of organizational culture on gender equality adoption and implementation. The evaluation also identified significant limitations and gaps in current research, such as the lack of a thorough examination of the impact of gender equality adoption throughout the hospitality sector and the majority of studies' dependence on qualitative or case study approaches.

## VII. ETHICAL CONSIDERATIONS

Ethical factors were taken into account in this comprehensive literature evaluation to guarantee responsible and ethical study conduct. We considered the following ethical concepts in particular:

**Informed consent:** We did not get informed permission from any participants since this study entailed a review of published literature.

### 1. Confidentiality and anonymity

We did not acquire any personal data from the selected studies, and we guaranteed the authors' and participants' confidentiality and anonymity by not releasing their names or other identifying information in this work.

### 2. Plagiarism and academic integrity

We verified that all sources were correctly credited and acknowledged, and that the review process was performed in a transparent and academically sound manner.

### 3. Conflict of interest

We reported any potential conflicts of interest that may have impacted the selection and interpretation of the literature in this evaluation.



## **VIII. SUGGESTIONS AND RECOMMENDATIONS**

Many comments and recommendations for future study on the influence of gender equality adoption on employee satisfaction and retention in the five-star hotels can be made based on the findings of this systematic literature review. These include:

### **1. Conducting longitudinal studies**

The majority of previous research on the influence of green technology adoption on employee happiness and retention in the hospitality sector has been cross-sectional or has been based on a short-term examination. Longitudinal studies examining the long-term consequences of gender equality adoption on employee outcomes should be the focus of future study.

### **2. Addressing the generalizability of the findings**

The bulk of the research in this study concentrated on certain components of the hospitality business, such as hotels or restaurants. Future study should seek to give a more thorough examination of the impact of gender equality adoption throughout the whole industry, as well as to address the findings' generalizability.

### **3. Examining the role of organizational culture**

The literature emphasizes the significance of corporate culture in the adoption and deployment of gender equality in the hotel sector. Future study should investigate the effect of corporate culture in determining employee attitudes and actions regarding the adoption of gender equality.

### **4. Incorporating a multi-stakeholder perspective**

Employees, management, customers, and local communities are all involved in the adoption and implementation of gender equality in the five-star hotels business. Future study should use a multi-stakeholder approach and investigate the effects of gender equality adoption on all relevant stakeholders.

## **IX. LIMITATIONS**

### **1. Limited timeframe**

The review is restricted to papers published in English after 2010, which may have eliminated any relevant studies published before 2010 or in other languages.

### **2. Limited search strategy**

The search technique was limited to a few large databases, and other sources such as grey literature or unpublished research may have been overlooked.

### **3. Potential bias**

Because studies that did not fulfill the inclusion criteria may have had relevant findings that were not included in this review, the inclusion criteria may have created some bias in the selection of research.

### **4. Quality of studies**

The quality of the research included in the evaluation varies, and some may have flaws in their methodology or data analysis.

### **5. Generalizability**

The research in this review were mostly done in industrialized nations, therefore the results may not be relevant to other areas or circumstances.

### **6. Absence of quantitative analysis**

The evaluation relied solely on a theme analysis of qualitative research, with no quantitative data analysis.

### **7. Lack of focus on gender equality**

The research did not focus on specific gender equality employed by the hotel sector, which may have varying effects on employee happiness and retention.

## **X. CONCLUSION**

According to the findings of this comprehensive literature review, As the tourism industry is highly sexist, previous selected studies have examined the importance of and impacted by gender bias in the tourism and hospitality industry. Analysis of results shows that women face gender discrimination, previous face uncertain opportunities for advancement because of cultural constraints and practices leadership and men's leadership. In today's age of promoting good practices, the business and hospitality industry can benefit from the implementation of gender-sensitive practices. Makers and management must come up with effective solutions and create a framework for equal opportunities to achieve Positive results by using women's skills, compared to wasting due to gender discrimination, and talent. Although there is significant growth in the labour-intensive tourisms & accommodation sectors and,one of the main workplaces of women in the industry, gender issues in tourism have not been studied.Many participants in the program identified gender issues and experiences, both in their own businesses and in their hospitality organizations and observed others who spoke about gender in their work. Gender inequality is an accepted practice in business, where women and others who thinks they don't conform to these norms and behaviours tend to criticize themselves because it's not the influence of best workers and good workers. Hospitality organizations are gender-based and built on implicit masculine standards that define the best employees and set expectations for business success and leadership excellence. These expectations make it difficult, but not easy, for women to be the

role models and behaviours needed to be successful, but these expectations are influenced by the gendered halo that makes it difficult to detect, let alone make the subtle form of sexism difficult. Not only does it help address some of the documented problems the hospitality industry faces in relation to employee motivation, engagement and retention, it also supports women in their jobs as volunteers. Training provides professional goals and personal support, thereby helping employees feel valued and understood, increasing the risk of staying with the organization or job and wanting to be a leader. Education can also help women overcome some of the gender barriers that hold them back in their careers by providing access to senior and influential people who can encourage people to care, make new connections and mentor women in their work. The training programs discussed in this article demonstrate the potential of education to support women in the hospitality industry, help retain skills, and address disparities between gender inequalities. The importance of gender analysis for understanding lobbying professions and organizations.

Although there is clear evidence that jobs in business are gender-based at many levels, few studies have taken a gender perspective and made use of broader gender perspectives to understand accommodation jobs. Using gender as a framework for understanding hospitality organizations and practices, this article highlights the negative but often overlooked masculinity of norms and practices that help explain the glass ceiling in the hospitality industry. Gender is not a variable to be measured, it is an expression that affects what we do, how we do it, why we do it this way, what happens to us, and our behavior. Hospitality research would benefit from greater engagement with gender and gender theory debates, and this article demonstrates some of its potential.

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