



**AN ANALYSIS OF ROLE CONFLICT & SOCIAL ADJUSTMENT IN  
WOMEN WORKING IN DIFFERENT SECTORS OF TOURISM  
INDUSTRY IN AGRA CITY**

**( IN SPECIAL REFERENCE TO WORKING WOMEN, FAMILY  
SITUATIONS AND ROLE ADJUSTMENT)**

**Dr. Anupama Sharma**, Assistant Professor, Maharaja Surajmal Institute, C-4, Janakpuri,  
New Delhi-58

**ABSTRACT**

*Women today can be seen working in every sphere. They are dominating each and every organised and unorganised sectors. Tourism industry today is the most preferred sector by the women to serve. The glamour's image of tourism industry is the chief factor which pushes them to work into this sector. Into this sector they can be seen working as a receptionist, front desk manager , floor supervisor, store keeper and chef etc. Though today women are competing with males , supporting their families economically, looking after their child, performing their traditional and professional roles with equal importance, are not seen satisfied with their personal and professional life because they have to face various kinds of personal social, psychological, physiological and environmental problems on both ground .In this present paper I have tried to put forth the problems which are generally faced by women while choosing career and performing personal and professional roles together. How the attitude of fellow colleague and immediate superior affect their work performance? Do they have to face the behavioural problem of their family members? Further how they make adjustment with their social and professional life is also studied. For analysing all these facts a survey has been conducted among 300 female employees working in different field of tourism sector. Various sectors of tourism industry including hotels ,travel agencies,*

*transportation sector and different shopping emporiums of Agra city has been chosen as the study area. In spite of this, information also has been gathered through secondary sources. After analysing all the facts it can be conclude that though they have to face lots of problem due to their personal and professional roles. Sometimes they have to gone through the misbehaviour of their husband and children but still trying to maintain a balance between dual responsibility of personal and professional roles. This paper throw a light on working women, their family situations and role adjustment. All including husband, children, in-laws, colleagues, and officers have to understand their situation and have to cooperate them in all sense.*

**KEY WORDS:-** Family situations, Hospitality, Role Conflict, Social – Adjustment, Tourism Industry, Working Women,

## **INTRODUCTION**

Tourism Industry is the second largest industry of the world. It is composed of various sectors such as hotels ,travel agencies, transportation sector and different shopping emporiums . Agra city ,a city of seventh wonder is complete in itself which has the plurality of women working in different sectors of tourism industry. Traditionally women were only limited to the household activities .But now the time has changed . and women can be seen leading all the sectors, earlier designated for men only. Now it is the time which call for intense studies for sociologist to learn about the different aspects of issues related to women career and their personal life. Before understanding the status and the role played by women in all sphere of life we have to learn about the structures and social processes which hinders their way to success. The following are the factors which stop them to move forward and choose the career of their own choice.

## **FACTORS RESPONSIBLE FOR HINDERING THEIR WAY OF OCCUPATIONAL MOBILITY IN TRADITIONAL SOCIETIES**

**CASTE SYSTEM:-** Traditionally upper caste women were only limited to household activities and were not having any say in decision making. In men dominating societies they were earlier exploited and harassed for the sake of spiritual piousness ,biological purity , to maintain the dignity of elite caste and economic power. In imitation of upper castes lower

caste started to restrict the freedom of their own women and have adopted various cultural patterns which were followed by upper caste only.

**FAMILY:-** Traditionally women were only the mean of giving birth to a child, an instrument for pleasing her husband and a maid to look after their family. They were discriminated on every ground whether it is the education, food, rights/justice or freedom. They were not having right to choose their career and excel their potential. It was the family which never allowed them to enjoy their life.

**CLASS STRUCTURE:** Further it was the class structure which never allowed them to come out from their home. At that time Elite class were restricted to only homely affairs and middle class women could be found busy in some agricultural activities. Only lower class women were free to work any where due to shortage of agricultural land and money.

Thus we see that how caste, class and family stopped the way of success for women in traditional societies but now the time has changed .Now women are aware about their rights and dominating every field with their talents which were earlier considered to be the property of men only.

**OTHER FACTORS AFFECTING OCCUPATIONAL MOBILITY AMONG WOMEN WORKING IN DIFFERENT SECTORS OF TOURISM INDUSTRY**

**TABLE-I**

<b>S.N.</b>	<b>Factor</b>	<b>Problem faced by them</b>
1.	<b>Family ties</b>	They are over burdened with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy. In such situation, it will be very difficult to concentrate on work and justify both role simultaneously.
2.	<b>Gender Discrimination</b>	Tourism Industry has traditionally been seen as a male preserve. All these put a break in the growth of women.
3.	<b>Lack of education</b>	Due to lack of proper education, women working in transportation & shopping emporiums remain in dark about the rights and laws made to protect them from undue exploitation by their boss or supervisors.

4.	<b>Social barriers</b>	The traditions and customs prevailed in Indian societies towards women sometimes stand as an obstacle before them to grow and prosper
5.	<b>Problem of finance</b>	Bankers, creditors and financial institutes are not coming forward to provide financial assistance to women borrowers who wants to open their own restaurants or dhabas on the ground of their less credit worthiness and more chances of business failure.
6.	<b>Cut Throat competition</b>	In a market where the competition is too high, they have to fight hard to survive in the market against the organized sector and their male counterpart who have vast experience and capacity to adopt advanced technology required to survive in modern dynamic world.
7.	<b>Not Ready to bear the risk involved</b>	Lack of education, training and financial support from outside also reduce their ability to bear the risk involved in an enterprises.
8.	<b>Limited Occupational Mobility</b>	Moving alone and asking for a room to stay out in the night for business purposes are still looked upon with suspicious eyes.
9.	<b>Not well informed about the market-situation</b>	Women who are working as an attendants, crafts women and artisans in different handicrafts emporium are not aware about the real market situation and sometimes becomes the prey of unwanted exploitation.
10.	<b>Exploitation by middle men</b>	Middle men tend to exploit the women engaged in making flower pots, antiques & candles . They add their own profit margin which result in less sales and lesser profit.
11.	<b>Government Intervention</b>	Government intervention and various legal formalities make it difficult for the women to get various licences and electricity, water and shed allotments. In this

		situation they are not able to concentrate on the smooth working of the enterprise.
12.	<b>Lack of Self-Confidence</b>	They lack self confidence and sometimes fails to make adjustment between traditional and professional roles.

### **Ratio of Women working in Tourism Industry and other Sectors**

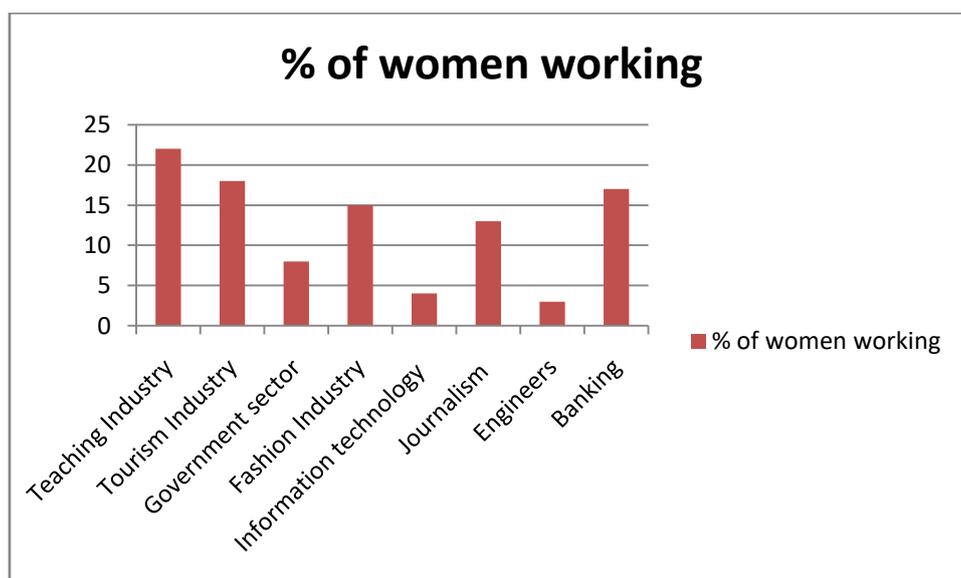
Today, women are in every field. Be it the teaching industry or Fashion industry or Hotel Industry or Media or Government services. Below is the given ratio of women engaged in different sectors.

**TABLE-2**

<b>S. No</b>	<b>Industry/Profession</b>	<b>% of women working</b>
1.	Teaching Industry	22
<b>2.</b>	<b>Tourism Industry</b>	<b>18</b>
3.	Government sector	8
4.	Fashion Industry	15
5.	Information technology	4
6.	Journalism	13
7.	Engineers	3
8.	Banking	17

**SOURCE- Self Made Table**

**FIGURE-1**



**SOURCE- Self Made Figure**

As we can see that the least opted profession by women is engineering. Tourism Industry is the second most opted profession amongst women after teaching and banking. It is so because of the following reason.

Women predominate numerically in the hospitality industry making up 17% of employees in catering services and 80% of employees in the rest of the sectors.

## **REVIEW OF THE LITERATURE**

A qualitative study conducted by Misra (1998) found that at work a woman is expected to be committed, dynamic, competitive, straight forward, non-sentimental and a "professional", while at home, she is expected to be sweet, soft, sensitive, adaptable, gentle, unassertive and domesticated. As an ideal woman she wants to fulfill the duties of a faithful wife, a sacrificing mother, obedient and respectful daughter in-law and an efficient and highly placed career woman. These contradictory expectations cause the most confusion, tension and create many other problems for her. A career woman finds it difficult to do justice with both roles simultaneously. An attempt to play one of the roles with perfection leads to an inadvertent sacrifice of the other.

*Aldo Salvador and Ana Garcia Pando* (text edited)Ecuador in their article "Empowering Women through Entrepreneurship in the Galapagos Islands", states that in spite of initial misgivings, overwhelming pressure at home and the intense displeasure of their husbands, the

women continued with the business venture. Learning how to tailor their product to satisfy foreign tourists, deal with their clients, and negotiate with (mostly male) logistics officers in charge of supplies, earning the admiration of their husbands and seen sales rise from a mere US\$ 200 a month to over US\$ 6,000. Making financial decisions, solving problems, assuming risks and responsibilities, repaying their loans and discussing refinancing has enabled these women to lose their initial inhibitions and discover instead their enormous capacity for endurance. As they put it, "We now run our business and our own lives".

The Global Report on Women in Tourism 2010 is a first attempt to develop a quantitative framework for monitoring the status of women working in tourism across the globe. Its focus is on tourism in developing regions. The objectives of the report were to: i) establish a set of indicators and an indicator framework that could be used to monitor the performance of tourism as a tool for women's empowerment; and ii) to use the indicators to assess the extent to which tourism is advancing the needs of women in the developing world. The overarching vision for the Global Report on Women in Tourism 2010 is to promote women's empowerment and protect women's rights through better tourism work. The report is structured around five thematic areas: employment, entrepreneurship, education, leadership, and community. The results are derived primarily from analysis of ILO's Laborsta database<sup>2</sup> and sorted by developing world regions: the Caribbean, Latin America, Africa. This report concludes that tourism provides better opportunities for women's participation in the workforce, women's entrepreneurship, and women's leadership than other sectors of the economy. Women in tourism are still underpaid, under-utilized, under-educated, and underrepresented; but tourism offers pathways to success and is still preferred by women as the primary sector to serve.

According to the most recent Professional Convention Management Association's (PCMA) Meetings Market Survey, 89.9% of meetings managers are women. While the industry has succeeded in attracting females, some still argue that work lies ahead for women reaching top executive leadership roles but here a question arises that How do we go to the next level when it comes to facilitating for these successful professionals to the executive suite?

Women play an essential role as consumers today, says Marriott's Donna Klein, vice president of diversity and workplace effectiveness. "Eighty percent of consumer decisions are made by women," she says. "They're deciding where to go on vacation. And meeting planners are comprised heavily of female decision-makers." To be successful, the company needs women in top management positions to represent the viewpoint of this important

consumer group. "At Marriott, we're recognizing our dependence as a company on not only female consumers but also female workers." The advantages that accrue on employing females in hospitality industry outweigh the negative points both from employer's & employee's point of view. For a woman working in hospitality industry, there are numerous advantages. Firstly in this industry the amount of physical work to be done is less as compared to other industry. For this reason women are more suitable for this industry. Moreover the hospitality field is more in line with natural caring tendencies of females. Women fit in more easily in this industry than let's say police force.

## **OBJECTIVES OF THE RESEARCH PAPER**

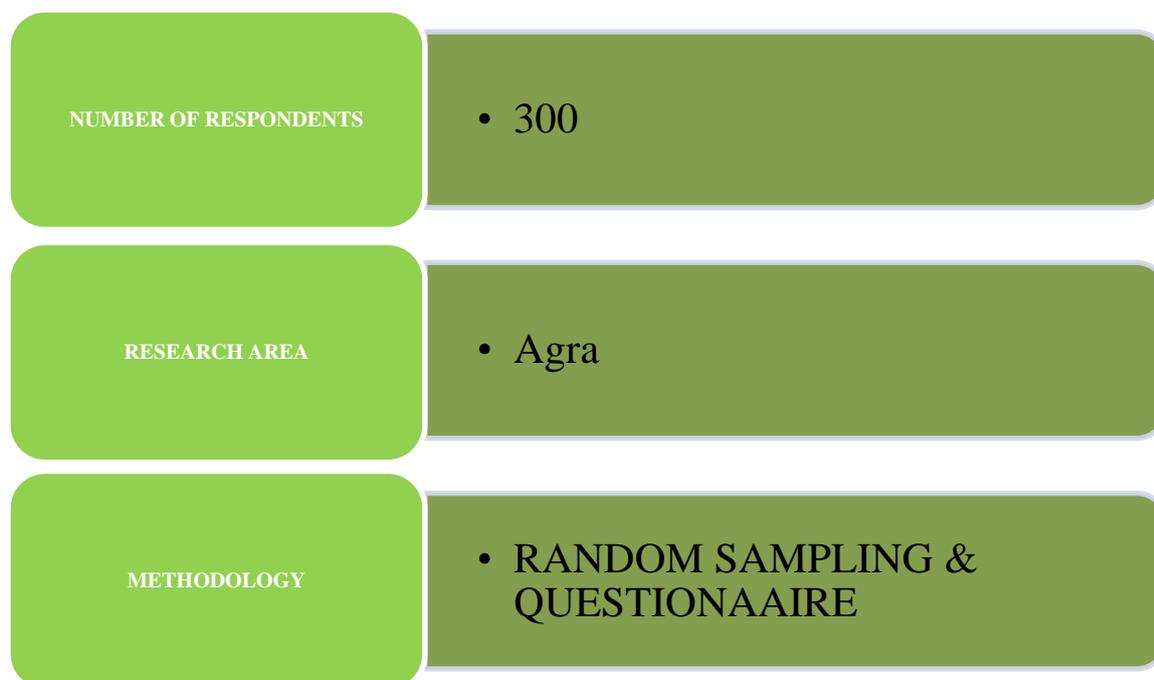
- To study about the working women, family situations, and their role adjustment.
- To analyse the facts related to their family cooperation and role balancing
- To know about the impact of strained relations with their husband and other family members.
- To study about the cooperation and help extended to them by their family members.
- To understand how they are coping up with the problems incurred by their traditional and professional roles.

## **Research Methodology**

Research methodology is partly analytical, partly descriptive, partly exploratory and partly casual. For this study data and information has been collected through both primary as well as secondary sources. A questionnaire has been made to gather the fact regarding occupational mobility and social adjustment in women working in tourism industry. From the all universe a number of 300 women working in different fields of tourism sector of Agra had been chosen with the help of random sampling for this research.

Further information also has been taken from various secondary sources which includes Books, Magazines, Newspapers, Research Articles, Research Journals, E-Journals, UNWTO Report, Report of Ministry of Tourism, Report of World Travel and Tourism Council & Statistics from Agra Tourism Development Corporation .

**FIGURE-2**



**SOURCE- Self Made Figure**

**TABLE-3**

**No. Of Respondents chosen for study are from different sector of Tourism Industry**

<b>Tourism Sector</b>	<b>No. Of Respondent</b>
<b>Hotel Industry</b>	<b>115</b>
<b>Travel Agencies</b>	<b>55</b>
<b>Transportation Sector</b>	<b>102</b>
<b>Shopping Emporium</b>	<b>28</b>

**Occupational Mobility Scale:-**

This study primarily used data obtained from four sectors of tourism industry including hotels ,travel-agencies, transportation sector & Shopping Emporiums of Agra City. . The questionnaire consisted of three sections. Section A solicited information regarding the demographic profile of respondents, section B was designed to measure the impact of working conditions on occupational mobility among women working in different sectors of tourism industry while section C consist of questions which measure the problems faced by them at their work place and their home and adjustment made by them to overcome them. To analyse the problems and relation between socio-economic factors and occupational

mobility a measuring scale was made on the basis of five point likert scale ranging from 1=extremely unimportant to 5=extremely important. Occupational mobility was measured using a five point likert scale from a minimum of 1 = no consideration to change job to 5 = very likely to change job. The questions were placed here and there to analyse the facts related to various problems and occupational mobility.

## **SCOPE OF THE RESEARCH**

Many researches have been done to understand the problems generally faced by the working women at their home and working place but nothing has been done to study the role conflict generally faced by the women working in tourism sector. This paper highlights the problem and the role conflict which is generally faced by the women working in hospitality as well as in another sectors. Tourism sector require its employees to be sincere, hard worker, disciplined, and punctual. As this industry basically depends upon its female staff to have a good market and image in the society, so this industry expect that their staff must be punctual and sincere in performing their duties. Women are the major factors for the survival of any tourism industry because most of the guest likes to visit the same hotel to enjoy the good hospitality and some times to see the beautiful female attendants . This paper tries to find out a way to make women' path easier to cope with different contradictory situations which they have to face on regular basis in the fulfilment of their traditional and professional roles. The suggestion which are given by the author in the last section of this paper is applicable for every sector where women works. Lots of the problems of working women can be removed with the combined efforts of employer, working women, husband , in laws and their children. Their effectiveness and productivity can be enhanced only if they are supported emotionally and morally by their husband in all sphere of the life.

## **LIMITATIONS**

While conducting the methodology of our study we come to realize certain facts about the methodology, which had become a hurdle in our study. The barriers created in the study were inevitable and did prove to affect our study but their influence was not determining, therefore allowing us to conduct the study successfully. The limitations I found while proceeding with this paper are:

- The research is based on primary data hence involves huge time in filling up the questionnaire and getting response from respondents.

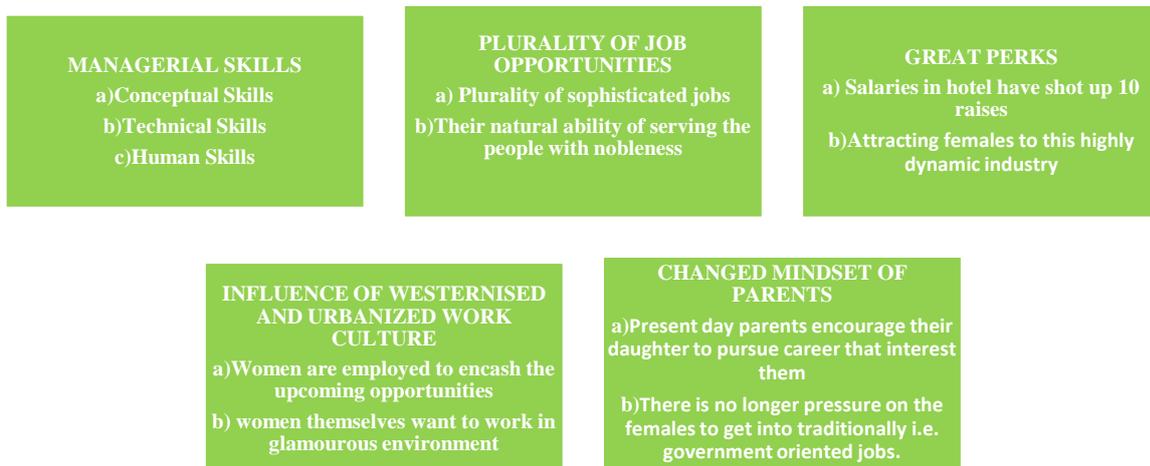
- Sometimes respondents didn't feel comfortable while discussing the matters related to their personal problems in this situation they may have given the false information. So the data may be less accurate and hence cannot be fully trusted upon.
- As the research is based on secondary data, it is less accurate and hence cannot be fully trusted upon.
- Being informed by the interpretive social sciences paradigm, the research findings of the thesis are specific to the people and phenomenon being studied and are not representative of the wider population.

### Analysis and Discussion

Women working in tourism industry not only enjoy the status, economic benefits but also increased standard of living. Participation in tourism enterprises not only contributes to decreasing individual and household poverty but can also alter the gendered structure of work and decision-making within the wider community. Thus, women who previously felt themselves to be devoid of status and power, can gain increased standing and esteem within society. Why women want to be a part of tourism industry? The answer of this question may be as follows:-

### REASONS TO EMPLOY WOMEN IN TOURISM INDUSTRY

FIGURE-3



SOURCE- Self Made Figure

Tourism industry in India is flourishing day by day and generating thousands of jobs for the people in various organised and unorganised sectors. From all working women around 18% are engaged in hotel industry. Reports suggest that where men has to work for 100 hrs women works only for 89 hours and are related with less physical works. They earn around 20% less in comparison to a man as they are considered weak and not suitable for outgoing jobs. As this industry demands services for 24 hours and expect its employees to be ready to cooperate accordingly. In this situation a women feels stucked between personal and professional roles . This situation causes various kinds of physical, social, psychological and personal problems to them. Women can be seen irritating, fighting, and frustrating as they fails to perform both duties in an effective manner.

### **ROLE CONFLICT AMONG WOMEN WORKING IN TOURISM INDUSTRY**

Today in the era of women empowerment, women are getting highly qualified ,ambitious, and career oriented and trying to cooperate with both personal and professional life .But sometimes they fails to perform both roles due to some adverse conditions prevailing at home and office together. Where they are expected to wake up in early morning, preparing lunch for all family members, satisfying all needs of husband and all other family members at home on the other hand at office they are required to complete all pending files and tasks at time. This situation causes role conflict among women working in hospitality industry.

**TABLE-4**

#### **FACTORS RESPONSIBLE FOR CAUSING ROLE CONFLICT**

<b>FACTORS RESPONSIBLE FOR CAUSING ROLE CONFLICT AT HOME</b>	<b>FACTORS RESPONSIBLE FOR CAUSING ROLE CONFLICT AT OFFICE</b>
Unlimited expectations of family members	Completion of given task at right time
Traditional image of a women	To build a good image in the eyes of superiors
Importance to the male factor	Fear of loosing jobs
Pressure of the society/ Social obligations	To achieve growth, promotion and other advancements
Respect of the elder people	To compete with other colleagues

**SOURCE- Self Made Table**

As it is clear from the above table that at home they are expected to fulfil all desires and needs of all family members. They are required to wake up early, arranging food for all, preparing lunch boxes for all, supervising elders, taking care of husband's requirement, taking care of children's education and fulfilment of other social obligations. They have to make compromises at all levels. Being a male, husband do not want to support her in homely affairs as they feel insulted but expect that their wife must be traditionally fit for home as well as modernized and up to date for the society. I must say that they require a "harfhanmola" (All rounder) for their family. This situation sometimes causes a state of stress and frustration for them.

On the other hand at office they have to face another set of problems like they are required to complete all tasks and targets at given time. In this dynamic environment where all are highly talented, well trained, skilled and qualified they have to prepare themselves up to mark because they have to compete with them. When they find someone getting promoted on the basis of favouritism feels demotivated and demoralised. In this situation they have to work hard and sometimes has to make compromises with family roles which is not accepted by the in-laws and husband. This situation affects them mentally as well as physically. This situation of role-conflict make them suffocated and helpless and they felt themselves failed in the performance of both traditional as well as professional roles. Thus they start loosing their interest in both places. An overview of the problems faced by working women is clear from the following list:-

**TABLE-5**

**PROBLEMS FACED BY WOMEN WORKING IN TOURISM INDUSTRY**

TYPE OF PROBLEM	NATURE OF THE PROBLEM
Social	Disrespect from family members Quarrel between husband and wife Lack of harmonious relation with family members and colleagues Lack of trust and confidence Disputed family Misunderstanding between husband and wife Misunderstanding between mother and children Disputes with in-laws

Physical	High Blood-pressure Acidity Joint-pain Migraine and severe headache Back-pain etc.
Psychological	Stress Frustration Mental Trauma Sleepless nights Anger Irritation Fear
Environmental	Unhygienic working conditions No Proper arrangement of rest Odd working hours Lack of cooperation Delay in work Pending of files
Organisational	Rigid organisational policies Strict discipline Promotion on the basis of favouritism Biased working environment Discrimination between man and woman Polishing of the officials Lack of cooperation and coordination among employees Cut throat competition

**SOURCE- Self Made Table**

## COMMON BARRIERS FOR WOMEN WORKING IN TOURISM INDUSTRY

There are certain other barriers which hampers the growth of women:-

- ❖ Lack of childcare provision in the hospitality industry
- ❖ The dual role of maintaining a management career and caring for children and other dependents makes greater difficulties for many women
- ❖ Lack of flexible and part-time opportunities at higher levels in the industry
- ❖ The 'macho' atmosphere in some kitchens
- ❖ Poor career planning
- ❖ Shortage of positive female role models

Women should be encouraged to get involved in independent community based hospitality initiatives, through promoting the opportunities, offering advice, contacts and networks, training and education, access to information and access to credit - by national and local governments, trade unions, NGOs and industry collaborating with women's local initiatives. Training and education programs should aim at encouraging women to move into non-traditional occupations which require more skills and are better paid and at encouraging women to aim at rising into key managerial positions.

Various research conducted in regards to know the successful and unsuccessful rate of women in tourism industry depicts that women who are sincere and dedicated are enjoying the higher status. They are rising like anything. women are preferred in this industry because they have the natural warmth and care required in this field. They can tackle difficult people and situation better. In case of mistake the guest softens down his attitude if female has committed it. As women are naturally very good in cooking so they can work better in kitchens and can be a better chef than males. Further they are good in handling the hospitality department and can maintain good relations not only with colleagues but also the customers. The woman make better public relation, do increased sales and marketing and in this way earn more business for the organization they are working in. They can do better customer care.

In spite of all above benefits women has to face gender discrimination in tourism industry. Where as women are being employed as receptionist, ber-tenders, chambermaids, flight attendants, sales girls etc. Men can be seen enjoying and serving higher status jobs like managers, floor- supervisors, store-keeper, and master-chefs,etc. Thus we can say still in

hospitality industry the lower level occupations and positions with few career development opportunities are dominated by women key managerial positions being dominated by men.

Today women have achieved higher level of education and represent more than 40% of the total global workforce yet their share of management positions remains unacceptably low. They still are considered as “Abla Nari” or helpless creature depending upon her husband and restricted to the home affairs only. Still they are expected to perform their personal duties like raising children, caring for the elderly, and doing household work. Though husband wants them to be economically supportive, modernized and dynamic but on their own conditions. They are forced to choose day shifts, casual job, part-time and seasonal employment only. They still not allowed for the outdoor jobs. This discrimination creates a state of frustration, stress, and irritation for them. They are not only discriminated at their home only but also in their offices. They are discriminated on the basis of biasness and favouritism and are assigned less interesting and unimportant assignments. Promotions are done on the basis of preferences which frustrate them and loose their interest in both traditional and professional roles.

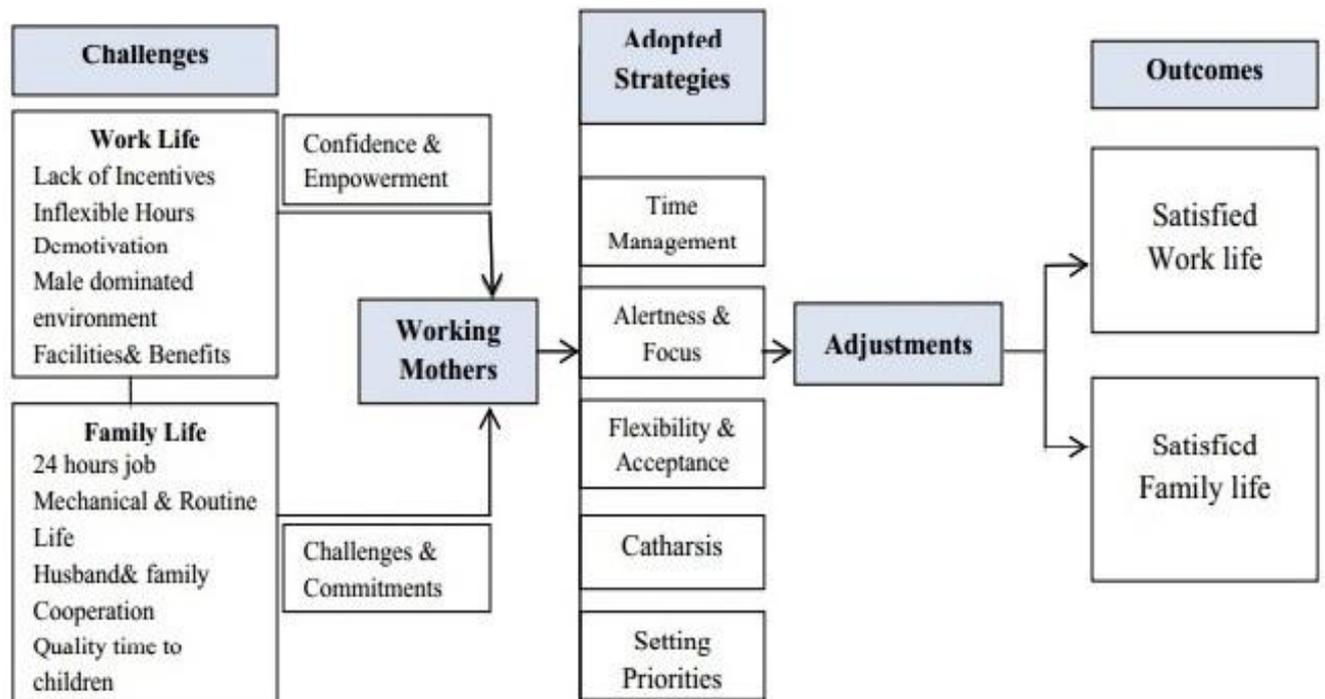
Not only this sometimes the unruly behaviour of the guest makes them irritated and stressed. Women who are working as bar tenders sometimes has to face the vulgar, abusive and dirty behaviour of the guest. Sometimes they are mistreated and molested by their superiors. Employer has to apply some protective measures so that they can work safely. From the point of view if the employer there are some inherent advantages of employing females in the hospitality industry. First & foremost advantage is that females make better public relation people compare to males as people display software attitude towards them. Secondly the employing of females enhances the image of organization. People take this as the symbol of good working environment. Increase in sales in case of hotel industry takes place due to the inherent tendencies of bachelor that visits the hotel employing female staff.

## **STRATEGIES TO COPE UP WITH ROLE CONFLICT**

In this dynamic environment every body has to be fit enough to walk with the need of hour. Thus a women is expected to be committed, dutiful, competitive, straight forward, disciplined, non-sentimental and professional, while at home, she is expected to be sweet, soft, sensitive, adaptable, gentle, unassertive and domesticated. As a committed daughter-in-law and trustworthy wife she is required to be a sacrificing mother, obedient and respectful daughter in-law and an efficient and highly placed career woman. These contradictory

expectations cause the most confusion, tension and create many other problems for her. She finds it difficult to do justice with both roles simultaneously. An attempt to play one of the roles with perfection leads to an inadvertent sacrifice of the other. Here are the some strategies which can be adopted by working women to cope with this kind of contradictory situations:-

**FIGURE-4**  
**(STRATEGIES TO COPE UP WITH ROLE CONFLICT)**



It is clear from the above diagram that there are various challenges which a working women has to face at home and office together. This kind of a problem can be solved with the help of time management, alertness, flexibility, acceptance, catharsis, and setting up of the priorities. They should determine time for each task and should try to complete them in due period. They must feel accountable for the failure or success of a task and must be flexible to accept the change. They must sequence their priorities and should give them due importance. Definitely they will succeed to secure happy work life and family life.

## **AN ANALYSIS OF SOCIAL ADJUSTMENT IN WOMEN WORKING IN TOURISM INDUSTRY**

Here I am presenting the data analysis of those 300 women who are working in different sectors of tourism industry in Agra city of Uttar Pradesh. They are engaged in different segments of tourism industry including hotels, travel-agencies ,transportation sector & shopping emporiums. Women of different age category has been chosen to know about the role conflict and social adjustment among the working women. Here an effort has been made to know how working women cope with different role situations.

### **WORKING WOMEN, FAMILY SITUATIONS AND ROLE ADJUSTMENT**

**TABLE-6**

**Q1- Did you feel disappointed when you are not in the position to get the solution for particular family problem?**

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Extreme</b>	<b>67</b>	<b>30</b>	<b>25</b>	<b>8</b>	<b>130</b>	<b>43.33</b>
<b>Less</b>	<b>35</b>	<b>14</b>	<b>55</b>	<b>15</b>	<b>119</b>	<b>39.67</b>
<b>Nothing</b>	<b>13</b>	<b>11</b>	<b>22</b>	<b>5</b>	<b>51</b>	<b>17.00</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

Above table states that the 58.26% of the total women who are engaged in hotel industry got extremely disappointed when they couldn't find solution for the particular family problems.30.43% are least concerned about it where as 11.31% of them felt nothing about the family problem.

Thus it is clear from the above table that the 43.33% of the total women engaged in all four sectors of tourism industry got extremely disappointed when they didn't find solution for their family problems. 39.67% of them are least concerned and 17% of them felt nothing about their family issues.

**TABLE-7**

Q-2 Do your family members extend cooperation for house-hold work?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	<b>64</b>	<b>23</b>	<b>30</b>	<b>20</b>	<b>137</b>	<b>45.67</b>
<b>Never</b>	<b>18</b>	<b>11</b>	<b>29</b>	<b>8</b>	<b>66</b>	<b>22.00</b>
<b>Very Less</b>	<b>33</b>	<b>21</b>	<b>43</b>	<b>-</b>	<b>97</b>	<b>32.33</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

The study of all the facts clearly states that most of the working women have cooperation of their family members. The percentage of them constitutes 45.67% of the total. 32.33% of them have very less cooperation of their family members.22% of them are those whose family never extends help to them neither in household activities nor in professional matters.

**TABLE-8**

Q-3 Do you think that husband should cooperate in performing the household activities to maintain the cordial relation with his wife?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	<b>45</b>	<b>10</b>	<b>52</b>	<b>-</b>	<b>107</b>	<b>35.67</b>
<b>Sometimes</b>	<b>53</b>	<b>23</b>	<b>18</b>	<b>-</b>	<b>94</b>	<b>31.33</b>
<b>Very Less</b>	<b>9</b>	<b>15</b>	<b>15</b>	<b>14</b>	<b>53</b>	<b>17.67</b>
<b>Never</b>	<b>8</b>	<b>7</b>	<b>17</b>	<b>14</b>	<b>46</b>	<b>15.33</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

Here it is necessary to clear that this question has been answered by those who are unmarried and strongly believe that husband cooperation is required to maintain cordial relation with his wife. 35.67% of working women are strongly in favour of this statement.31.33% of them says that sometimes it is required .17.67% of them are least in favour of this statement .15.33% of them said that they do not believe in this fact that life-partner should help in household affairs.

**TABLE-9**

Q-4 Have you ever felt stress in relation with your husband due to your professional commitments?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	-	-	7	-	7	2.33
<b>Sometimes</b>	40	7	50	7	104	34.67
<b>Very Less</b>	32	3	20	7	62	20.67
<b>Never</b>	13	35	25	14	87	29.00
<b>Unmarried</b>	30	10	-	-	40	13.33
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

It is clear from the above table that 34.67% of the total respondents have sometime faced this situation. While 29% of them have never gone through such situation. The women who felt very less stress in relation with their husband due to their professional commitments is 20.67% of the total. Besides this 2.33% are those who always have gone through such situations. Rest 13.33% of the respondents were unmarried.

**TABLE-10**

Q-5 Who manages the house hold expenditure ?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always Husband</b>	<b>6</b>	<b>3</b>	<b>17</b>	<b>1</b>	<b>27</b>	<b>9.00</b>
<b>Husband more than wife</b>	<b>54</b>	<b>4</b>	<b>20</b>	<b>15</b>	<b>93</b>	<b>31.00</b>
<b>Equally</b>	<b>15</b>	<b>38</b>	<b>40</b>	<b>12</b>	<b>105</b>	<b>35.00</b>
<b>Wife more than husband</b>	<b>10</b>	<b>-</b>	<b>25</b>	<b>-</b>	<b>35</b>	<b>11.67</b>
<b>Unmarried</b>	<b>30</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>40</b>	<b>13.33</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

35% of the respondents said that they both together manage the household expenditure.31% are those whose husband basically deal with this function..11.67% are those who manage the household expenditure more than their husband. 9% of them said that this function is mostly carried out by their husbands.13.33% of them are unmarried.

**TABLE-11**

Q-6 Have your children ever felt neglected due to your professional commitments?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>3</b>	<b>8</b>	<b>2.67</b>
<b>Sometimes</b>	<b>50</b>	<b>11</b>	<b>55</b>	<b>3</b>	<b>119</b>	<b>39.67</b>

<b>Very less</b>	<b>20</b>	<b>14</b>	<b>7</b>	<b>7</b>	<b>48</b>	<b>16.00</b>
<b>Never</b>	<b>15</b>	<b>15</b>	<b>40</b>	<b>15</b>	<b>85</b>	<b>28.33</b>
<b>Unmarried</b>	<b>30</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>40</b>	<b>13.33</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

39.67% of the respondents have felt that their children sometimes complains that they are not giving due importance to them due to their busy schedule. while 28.33% of them are of the opinion that their children are happy and cooperate them in household activities.16% of the respondents states that their children are satisfied with their job and felt very less neglected due to their professional commitments.2.67% of working women always has to gone through such situation .13.33% of them were unmarried and haven't replied about this question.

**TABLE-12**

Q-7 Do you ever experience the unpleasant behaviour of your children due to your professional commitments?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Sometimes</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>5</b>	<b>1.67</b>

<b>Very less</b>	<b>17</b>	<b>7</b>	<b>27</b>	<b>15</b>	<b>66</b>	<b>22.00</b>
<b>Never</b>	<b>68</b>	<b>38</b>	<b>70</b>	<b>13</b>	<b>189</b>	<b>63.00</b>
<b>Unmarried</b>	<b>30</b>	<b>10</b>	<b>-</b>	<b>-</b>	<b>40</b>	<b>13.33</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

63% of them have never experienced this negative attitude of their children. 22% of the total respondents admits that they have experienced the irritating and unpleasant behaviour of their children. But it is very less. As 13.33% of them are unmarried, this question is not of any use for them. 1.67% of them sometimes experience that their children felt neglected due to their business and professional commitments.

**TABLE-13**

Q-8 Who take care of the sick-person in the family?

<b>Response of the respondents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always Husband</b>	<b>-</b>	<b>2</b>	<b>-</b>	<b>-</b>	<b>2</b>	<b>0.67</b>
<b>Always Wife</b>	<b>15</b>	<b>10</b>	<b>28</b>	<b>12</b>	<b>65</b>	<b>21.67</b>
<b>Husband more than wife</b>	<b>14</b>	<b>8</b>	<b>2</b>	<b>3</b>	<b>27</b>	<b>9</b>
<b>Wife more than husband</b>	<b>58</b>	<b>25</b>	<b>66</b>	<b>3</b>	<b>152</b>	<b>50.66</b>
<b>Equally</b>	<b>28</b>	<b>10</b>	<b>6</b>	<b>10</b>	<b>54</b>	<b>18.00</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

It is clear from the table that most of the working women has to take care of the family member more than their husband when they fall sick. They constitute the 50.66% of the whole.18% of them are blessed with cooperative husband who help them in taking care of the children and other family when they fall ill.21.67% of the working women do not have any assistance and alone are responsible for taking care of the sick person.9% of the total respondents admits that mostly their husband takes leave if someone fall ill in the family. As they are bounded by their company policies. Only 0.67% of them are lucky one who never have to bother about this situation and enjoy full cooperation of their husbands.

**TABLE-14**

Q-9 Have you ever felt conflict among personal and professional duties?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	-	-	-	-	-	-
<b>Sometimes</b>	-	<b>15</b>	<b>23</b>	-	<b>38</b>	<b>12.67</b>
<b>Never</b>	<b>115</b>	<b>40</b>	<b>79</b>	<b>28-</b>	<b>262</b>	<b>87.33</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

Women engaged in all four sectors of the tourism industry states that they never have faced conflict among personal and professional duties. They try their best to satisfy demands of both the roles.87.33% of the total respondents have never faced conflict among family and professional roles .12.67% of them sometimes face this situation. Thus it is clear that they never experience difficulty in performing both roles together.

Q-10 Do you ever have to stay for long hours in office for finishing some pending work?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	-	-	-	-	-	-
<b>Sometimes</b>	-	<b>55</b>	-	<b>28</b>	<b>83</b>	<b>27.67</b>
<b>Never</b>	<b>115</b>	-	<b>102</b>	-	<b>217</b>	<b>72.33</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

Women working in travel agencies and shopping emporium sometimes have to stay for long hours to complete some pending work. They constitutes only 27.67% of the whole. While 72.33% of them reach their home as per schedule. They never have to stay for long in offices.

**TABLE-15**

Q-11 Have you ever felt difficulty in working under male officers?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	<b>21</b>	<b>5</b>	<b>7</b>	<b>-</b>	<b>33</b>	<b>11.00</b>
<b>Sometimes</b>	<b>32</b>	<b>14</b>	<b>25</b>	<b>14</b>	<b>85</b>	<b>28.33</b>
<b>Never</b>	<b>62</b>	<b>36</b>	<b>70</b>	<b>14</b>	<b>182</b>	<b>60.67</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

India is a male dominating society and they still believe that women can never over power them. When I asked this question to them 28.33% of the total admits that they sometimes feel that their boss has negative attitude towards them and can't see them leading the sector. 60.67% of them were disagree about this fact. They told that their male boss has very positive attitude towards their performance and motivate them to work hard and helps them in getting recognition. While 11% of them strongly favour this statement. They said that they always has to face the biasness of their boss.

**TABLE-16**

Q-12 Does your co-workers extend help and cooperation to you at office?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	<b>62</b>	<b>31</b>	<b>58</b>	<b>15</b>	<b>166</b>	<b>55.33</b>
<b>Sometimes</b>	<b>29</b>	<b>16</b>	<b>24</b>	<b>13</b>	<b>82</b>	<b>27.33</b>
<b>Never</b>	<b>24</b>	<b>8</b>	<b>20</b>	<b>-</b>	<b>52</b>	<b>17.34</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

55.33% of the respondents said that they enjoy full cooperation of their colleagues .sometimes they have to stay for long in office and has to rush to their home in late night. Their male colleagues help them to reach their home safely. Where as 27.33% of them sometimes felt the assistance and cooperation of their colleagues .17.34% of total working women were strongly disagree with this statement. Because they have seen their colleagues busy in backbiting and spoiling their image in the office.

**TABLE-17**

Q-13 Do you feel disappointed when you are not able to perform your role according to the professional expectations?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	-	-	-	-	-	-
<b>Sometimes</b>	<b>65</b>	-	<b>70</b>	-	<b>135</b>	<b>45.00</b>
<b>Never</b>	<b>50</b>	<b>55</b>	<b>32</b>	<b>28</b>	<b>165</b>	<b>55.00</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

This table depicts that all of them perform their duties with all dedication and sincerity and they never got disappointed about their professional expectations. 55% of the respondents have never felt disappointed because they always give preference to their work. 45% of them were in favour of this statement that they sometimes have to face disappointment when they have to perform both personal and professional roles simultaneously.

**TABLE-18**

Q-14 How do you spend your leisure time?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Watching Movie With Family</b>	<b>60</b>	<b>25</b>	<b>30</b>	<b>8</b>	<b>123</b>	<b>41.00</b>
<b>Newspaper/Magazine</b>	<b>30</b>	<b>15</b>	<b>6</b>	<b>6</b>	<b>57</b>	<b>19.00</b>

<b>Listening music / Watching TV</b>	<b>25</b>	<b>10</b>	<b>66</b>	<b>14</b>	<b>115</b>	<b>38.33</b>
<b>Club</b>	<b>-</b>	<b>5</b>	<b>-</b>	<b>-</b>	<b>5</b>	<b>1.67</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

The analysis of the above table clearly states that the most of the women spend their leisure time with their family members. They watch movie on TV and play indoor games with their children as well as finish their household activities. These women constitutes 41% of the whole. 38.33% women pass their time by watching television or listening music on radio. 19% are those who like to read news paper and magazines during their free time. Only 1.67% of the total working women like to visit club.

**TABLE-19**

Q-15 Have you ever felt difficulty in any field of life due to your professional commitments?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Always</b>	<b>25</b>	<b>10</b>	<b>12</b>	<b>14</b>	<b>61</b>	<b>20.33</b>
<b>Sometimes</b>	<b>32</b>	<b>12</b>	<b>23</b>	<b>-</b>	<b>67</b>	<b>22.33</b>
<b>Never</b>	<b>58</b>	<b>33</b>	<b>67</b>	<b>14</b>	<b>172</b>	<b>57.34</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

57.34% of the working women never felt difficulty in any other field of life due to their professional commitments. 20.33% of them are of the opinion that sometimes they have to face routine problems which are resolved themselves with time. 22.33% of working women always experience difficulty in performing their duties. These problems are always related to the education/studies of children or living style.

Q-16 Are you satisfied with your family?

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Highly Satisfied</b>	<b>62</b>	<b>35</b>	<b>25</b>	<b>14</b>	<b>136</b>	<b>45.33</b>
<b>Satisfied</b>	<b>40</b>	<b>12</b>	<b>65</b>	<b>14</b>	<b>131</b>	<b>43.67</b>
<b>Unsatisfied</b>	<b>13</b>	<b>8</b>	<b>12</b>	<b>-</b>	<b>33</b>	<b>11.00</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

45.33% of the total 300 women engaged in different sectors of tourism industry are highly satisfied with their family and have full cooperation of their family. 43.67% are only satisfied.11% of them are not satisfied with their families and suffers lots of problem in day to day life.

Q-17 Which of these is proving a hurdle in performing the professional commitments? Family or Society.

<b>Response of the respondenents</b>	<b>Hotel Industry</b>	<b>Travel Agency</b>	<b>Transportation</b>	<b>Shopping</b>	<b>Total</b>	<b>%</b>
<b>Society</b>	<b>80</b>	<b>-</b>	<b>62</b>	<b>28</b>	<b>170</b>	<b>56.67</b>
<b>Family</b>	<b>35</b>	<b>10</b>	<b>40</b>	<b>-</b>	<b>85</b>	<b>28.33</b>
<b>None of these</b>	<b>-</b>	<b>45</b>	<b>-</b>	<b>-</b>	<b>45</b>	<b>15.00</b>
<b>Total</b>	<b>115</b>	<b>55</b>	<b>102</b>	<b>28</b>	<b>300</b>	<b>100.00</b>

56.66% of working women said that still India is a male dominating society and d can't see women representing the leading sector. Society serves as an obstacle in the progress and growth of Indian women .While 28.33% of working women believe that it is their family which never allow them to grow. Family and society are synonyms to each other and hinder the way of their occupational mobility and progress. Rest 15% of them remain neutral about this statement.

## **FINDINGS OF THE STUDY**

After analysing all the facts it may conclude that:-

1) In reference to the study related to working women, their family situations and role adjustment it may be concluded that most of the 300 working women engaged in tourism industry got disappointed when they didn't get solution of their family related problems. They felt guilty when they fail to fulfil the expectations of their family members.

2) They always expect good cooperation from their family members. It is good to see that most of the working women engaged in different sector of tourism industry have full cooperation of their family members.

3) Most of the household activities like cooking, nursing, teaching and shopping etc. are done by their own. Few of them are fortunate whose husband supports them in performing their personal as well as professional duties.

4) It is the general perception that working women neglect their family and do not take proper care of their children. Sometimes they have to suffer from strained relations with their husband, in-laws and their children. According to my study most of the women have full support of their children.

5) When they were asked about the cooperation of their colleagues and their officers, most of them admit that their colleagues are very good and help them in their routine problems. Sometimes they support them in reaching their home when they get late.

6) Working women have to perform two roles together. Sometimes they have to suffer from role conflict. When they were asked that whether they have suffered any difficulty in serving other field of life due to their professional commitments. Most of them replied that they have been given due respect by their and have full freedom in making decisions.

## **CONCLUSION**

Women till today have been looked down upon as the weaker sex. This concept of the weaker sex has been changing but still has some remaining in the minds of people.

1. Women are coming up gradually. In course of research, we have talked to many people inside and outside the industry.
2. There are some people who agree that tourism is an industry meant for women and they can manage better than men.

3. On the other hand there are people who argue that tourism is an industry not meant for women at all. They believe that men can handle the work pressure better than females
4. Women face a lot of problems while performing both the roles i.e. professional as well as personal.
5. Women make some adjustments to adjust with their personal life and professional life.

At last it can be concluded that though women of present age is well qualified, doing well and leading all sphere of the service industry, sharing 18% of the total working women workforce and benefitting their employer with all their sincerity, hardwork, and nobleness still are a victim of partial treatment of society. Everybody should consider their loyalty and should pay respect towards their sacrifices which they made on regular basis in home and at their offices. They require love and better understanding at both ground. Employer should consider their genuine problems and should made such provision which will supports them at all levels.

## **RECOMENDATION**

After going through the paper, we have come to the conclusion that females are quite successful in the hotel industry and are readily willing to participate in the industry if proper working conditions are provided

1. The major problems faced by the females in hotels are due to the nightshift allotted to them. the females are not willing to work in night shift because they don't consider night shifts to be safe enough no matter what safety measures the management takes, the night shift always pose a problems for the females as well as there family members. The women of hotels is managing two houses simultaneously namely her own house and the hotel. Therefore to get most out of the potentials of a female, night shifts should not be there for them.
2. Another problem brought to the fore front through the interviews was the problems of long continuous working hours. The females no matter how strong they are cannot be compared to the males on ground of physical strength. The 9-12 hours shift is tiring for females. We would suggest that the hoteliers should decrease the working hours.

3. A female can face off the subject and lose talks made by the guests, if she is in the forefront of guest dealings. At times the guests don't constrain themselves to be verbal. This problem can be avoided if the management has strict policies. The management should not entertain such people in the hotels. Right of admission must be reserved no matter what loss the management has to suffer. The safety of the female staff should be given priority over revenue.

4. The female working in the tourism industry has to face stress not only within the hotel or travel agency but also in every sphere of serving sectors. We are entering into a new millennium. But still some people still consider tourism industry to be a place of indecent working environment and the people working there especially the females are pretty fast. This attitude of the people should not discourage females from taking up hospitality as their career.

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