



A Study on Factors Affecting Women Career Advancement in Hotel Industry

With Special Reference to Star Hotels in South Coast Region in Sri Lanka

This dissertation is submitted as a partial fulfillment of the degree of Bachelor of Business Management in Hospitality, Tourism and Events Management.

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ABSTRACT

Assessing the Factors Affecting Women Career Advancement in Hotel Industry Special Reference to Star Hotels in South Coast Region in Sri Lanka

Hospitality industry emphasizes high disparity in female empowerment and career advancements in most of the countries where the problem is acute in developing countries as women face many encounters, often concerted in low status, low paid, gender discrimination and unsecure jobs in the hotel industry. With the increased number of women workforce who enrolled with higher education in the past few decades, still women employees has not been embedded in the sophisticated managerial positions in most of the Sri Lankan hotels. As concerns tourism presents a wide range of prospects for an individual in the international arena, hotels still do not recruit, promote or assist women compared to male. In recent years, female underrepresentation in top management positions has made women's status in the industry a great concern. The main objective of the study is to identify relationship between career advancement factors to women career advancement and conducted a quantitative survey based on 70 women supervisory and upper level managers in south coast region in Sri Lanka. The study was considered three major career advancement factors; job related, organizational, and sociocultural factors which affect on women career advancement in hotel industry. Judgmental sampling techniques adopted, Person Correlation and Regression Analysis were used to analysis. Findings revealed weak negative relationship between the career advancement factors and women career advancement. Job related factors identified as the major factor to affect women career advancement. As conclusions the women participation and women in top positions in hotel industry in south coast in Sri Lanka is considerably low due to impact of job related factors. The study recommends that at the hotel level, corporate policy and senior executive commitment is key feature in formulating strategies to facilitate women's career advancement to management positions lead on women empowerment.

Keywords: *Female career advancement, Hotel industry, Hospitality, Job related factors, Organizational factors, Socio cultural factors*