



Assessing the Challenges Facing Women Recruitment in the Hotel Sector

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Abstract

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Women are considered one of the main assets to the hospitality industry since a hotel cannot be a “home away from home” for a guest without a woman’s touch. Women also have higher levels of emotional intelligence; they are better at anticipating guests’ requirements, and their feminine touch gives beauty and elegance to the hospitality sector. However, women faced many challenges while applying for work and while working in the hotel sector. The study aims to shed light on assessing the challenges facing women's recruitment in the hotel sector. To achieve the aim of the study, a sample of five-star hotels in Cairo, Egypt was under study. Questionnaires were directed to female employees in the hotel industry using the random sample method, and 212 forms were statistically analyzed. The study recommends that focus should be placed on training and developing working women's skills to provide them with greater. Additionally, the chamber's board should implement mentoring programs as a strategy to shatter persistent fragments of the glass ceiling and enable more women to apply for senior management positions.

Introduction

Hospitality is a huge and rapidly developing industry that contributes significantly to the global economy. It also represents one of the essential industries in the world, as people rely on the hospitality industry to fulfill their basic needs of accommodation, food, entertainment, and work (Talukder & Sultana, 2016; Morgan & Pritchard, 2019). As per the Global Report on the 2nd edition of Women in Tourism, women comprise over half (54%) of the workforce in the tourism industry worldwide. Nonetheless, women have fewer options for education and professional advancement and are frequently appointed to low-skilled or informal employment. In Egyptian tourism and hospitality enterprises, women hold 24% of supervisory management roles and 15% of high-level jobs. These jobs are characterized by long working hours, low levels of responsibility, greater job insecurity, and low wages. Furthermore, around 57% of tourism and hospitality

organizations continue to have gender candidate preferences in their vacancies (Ruxandra, 2019; UNWTO, 2020; UNWTO, 2021). The hospitality industry may have a feminine nature, which requires perseverance, problem-solving skills, innovation, and creativity, which are well-suited for this sector. However, female employees face numerous challenges in this rapidly developing sector (ElSayed et al., 2024). Gender inequity is a global concern, and despite progress, women still face obstacles to career advancement and promotion. Women in the industry face discrimination, prejudice, and long hours, further exacerbating the gender inequality issue (Masadeh & Alhammad, 2020). In the Middle East, Muslim women face challenges in the hospitality industry, including preventing them from wearing hijabs at front desks and facing social issues (Rahman, 2019). Moreover, they face incorrect perceptions and behaviors regarding tourist jobs, which require social interaction, travel, and lengthy work hours (Salamaa & AlTurifb, 2021). Cultural and religious norms also prohibit working late at night, further exacerbating the issue (Koburtay & Syed, 2019).

Literature review

The Relationship Between Administrative Challenges and Job Insecurity

Women encounter obstacles in the service sector, such as extended working hours and impediments to career progression stemming from workplace cultural concerns, including employer bias, discrimination, stereotyping, and insufficient training (Yasin et al., 2019; Atef & Eissa, 2023). Men are often selected for recruitment and leadership positions in hotel departments because of their ability to work late and long hours, leading to discriminatory hiring and promotion practices (Hasanat et al., 2021).

Specifically, some forms of discrimination are overt and deliberate, while others are the result of unconscious biases and stereotypes. One type of discrimination called "statistical discrimination" is based on employers' expectations or assumptions about how employees would perform depending on the groups to which they belong. Therefore, in situations where a decision-maker needs to evaluate a person's appropriateness as an employee but does not have instant access to qualities that are causally relevant to that decision, statistical discrimination takes place (Cohen, 2013; Duéñez-Guzmán et al., 2021). Consequently, the "women at home, men at work" stereotype in society hinders women's careers in various sectors. This is due to the persistent social stigma and situation-specific decisions of male employees, leading to women working in jobs like cleaning and customer service with little responsibility and compensation (Abdulrahman & Amoush, 2020; Balu & Thomas, 2022; Liu et al., 2022).

Statistics from the World Tourism Organization and the United Nations in 2019 revealed a significant gender gap in tourism education and training, as women frequently experience discrimination and opportunities for career advancement and informal work are limited, contributing to their marginalization in the industry (UNWTO, 2019). Women's unequal treatment at work and a lack of opportunity for promotion are key contributors to their poor performance, notably in the hotel and tourism industries, where they are more likely to quit (Khan & Rainayee, 2020; Russen et al., 2020).

Gender equality has sparked debate due to women's historically disadvantaged position. Article 18 of the Universal Declaration of Human Rights, in 1948, states, "Everyone has the right to freedom of thought, conscience, and religion; this right includes freedom to change his religion or belief and freedom, either alone or in community with others and in public or private, to manifest

his religion or belief in teaching, practice, worship, and observance” (United Nations, 1948; Galloway, 2014). However, individuals wearing the hijab face discrimination even during the hiring process (Radha et al., 2020). Most of the hotels will not take the workers who wear hijab as the frontline of the hotel, and often workers who wear the veil will only be allowed to work behind the scenes, like in the back office (Mohd Daud, 2017). The prohibition on women wearing hijab at the front desk is the most recent example of discrimination in the hotel industry. This is still a source of anxiety in a country with a majority of Muslims. There is no link between the hijab ban and the employee's ability to perform her job competently or effectively (Rahman, 2019).

From another perspective, sexual harassment is another significant issue that many women encounter during their work in the hospitality industry, particularly young women who are working as waitresses or receptionists (Coffey et al., 2023). Sexual harassment involves generalized sexist behaviors, which include verbal harassment and nonverbal harassment (Yasin et al., 2019). Regretfully, sexual harassment is a serious problem in many Arab nations. Harassment affects many people; it is not mainly an "Arab" problem; it is a global problem. Workplace harassment is a barrier to female empowerment and inclusion in many careers, specifically in industries ones where men are predominant (Sidani, 2017).

From another point, the term "glass ceiling," first used in 1986, in a Wall Street Journal special report on the businesswoman, depicts a corporate world where organizational traditions and prejudice have hindered women's access to the top. The glass ceiling is an example of overt discrimination against women in organizations, an important component of women's lack of access to power and positions in organizations. Also, the "glass ceiling" is defined as an impenetrable barrier that prevents women from moving up the organizational hierarchy. A woman can only be promoted to a certain level and must work in traditional supporting roles with fewer opportunities for advancement (Dutta, 2014; Liu et al., 2021).

There is also evidence that the 'glass cliff' exists, where women are placed in more risky leadership roles than men, because women are thought to be more prepared to handle crisis circumstances. The phenomenon wherein men are promoted more quickly than qualified women in female-dominated organizations or jobs has been dubbed the "glass elevator." Glass ceilings and lifts are caused by indirect discrimination, unequal educational or training opportunities, or men having stronger networks and mentors. This leads to "sticky floors," a situation where women are less likely than men to move up the career ladder. (Fitzsimmons et al., 2014; Segovia-Pérez et al., 2019; Hutchings et al., 2020; Masadeh & Alhammad, 2020; Maringa et al., 2023).

Specifically, women encounter challenges in their jobs, and men and women do not enjoy equal chances. This would imply that women experience greater employment insecurity (Coron & Schmidt, 2022). In addition, employees' self-concept may be negatively impacted by the expectation of losing their jobs in the future. This is because they lose hope when they fear losing their status and career. Additionally, it could hinder their capacity to utilize avenues to achieve their objectives (Bouzari & Karatepe, 2018). Job insecurity can also be caused by the presence of types of traumatic events, which may be related to the job (such as a poor performance appraisal) or unrelated to the job (such as lack of promotion or a disagreement at work) (León & Morales, 2019).

The Relationship Between Social Challenges and Job Insecurity

Women in the hospitality and tourism industry face numerous obstacles due to socio-cultural factors and dysfunctional family structures. These challenges stem from traditional ideas, habits,

and practices passed down through generations, as well as negative societal perceptions, parental opposition, and rigid societal norms. Cultural factors, such as gender-specific household duties, unequal responsibilities, and sexual harassment fear, also impact women's resourcefulness. These cultural ideals restrict women's activity and limit their role as stay-at-home wives and mothers (Al Mazro'ei, 2010; Elhoushy & El-Said, 2020; Zahri et al., 2021; Khalid et al., 2022).

Furthermore, Arab society does not like to see females working in environments that require working long hours, serving alcoholic beverages, and so on. That social norms and cultural practices that forbid women from interacting with strangers impede their ability to find employment and advance in the field. Consequently, the business environment in the hotel sector is more favorable for men to grow in their careers. A veiled woman isolated from social life seems to be the vivid image of the average Arab woman. Although this might be the case in some Arab communities that are now in existence, it is not typical of early Arab societies (Sidani, 2005; Adebayo, 2015; Abou-Shouk et al., 2021).

In the last ten years, many Arab women's lives have seen significant change. The stereotype of Arab women as timid, submissive homemakers who seldom leave their homes is becoming less and less common. Furthermore, the economic and social conditions of society have also made women's entry into the workforce necessary (AL-Hazmi et al., 2017; Arar, 2019).

The Relationship Between Facilities and Job Insecurity

Employee trust in the organization's ability to value their labor, care for their welfare, reward their contributions, meet their immediate needs, provide future benefits, and provide comfort are all indicators of organizational support. Employee perceptions of their employer's support, policies, procedures, and decisions to provide them with functional support are also known as perceived organizational support (POS). It is regarded as a means of enhancing the feeling of loyalty to the employer (Jasim et al., 2024).

Due to post-maternity challenges, there is an indispensable need to provide sufficient work support, such as paid maternity leave, to female employees (Ma et al., 2021). Consequently, it will have a big impact on how women in managerial roles develop professionally. Companies that provide ample maternity leave and flexible work schedules foster an atmosphere that facilitates women's work-life equilibrium at pivotal phases of their lives (Nanaya, 2023). Additionally, the division of caregiving and family responsibilities is still unequal. Women are mostly responsible for caring for dependent family members. In addition to the dearth of childcare and elder care facilities, women are frequently compelled to leave the workforce (Baum, 2013). Therefore, women employ and make use of flexible work schedules to balance their personal and professional lives (Lott, 2020).

From another point, in contrast to male passengers, women are typically recognized as a group of public transportation users who encounter different obstacles (Chowdhury & Van Wee, 2020). Consequently, mobility plays a crucial role in day-to-day professional operations and greatly enhances employees' sense of job security (Ma et al., 2019). As a result, transportation facilitates access to job opportunities and has been associated with improved employment probability outcomes (Bastiaanssen et al., 2020).

The female traits moderate the relationship between administrative challenges and job insecurity

Everyone believes that women are being introduced to the tourist business because it is a service-based sector. Specifically, they are more empathetic, caring, have a smile on their face, listen

better, and collaborate more than men do. All of these traits can be linked to hospitality. Its welcoming atmosphere can significantly boost the hospitality sector (PwC, 2018; Kobra et al., 2019). In addition, women are seen as more skilled at recognizing potential conflicts or difficult circumstances with clients, resolving them with greater ease and patience, and being able to smooth out any fluctuations in the client's mood. These qualities are associated with female "natural characteristics" (Silva & Couto, 2023).

Additionally, given that a child expresses their emotions through facial expressions, caring for them requires the ability to quickly and accurately recognize emotions. Therefore, women are often better at identifying both positive and negative emotions and paying attention to the children than men are (Koc, 2019). Therefore, appropriate personal traits, competencies, and skills are among the several elements that contribute to employees' success in the hospitality sector. Personality traits are very important when it comes to effectively managing difficult customer service situations. Thus "person-job fit may be important in this relationship, but it's frequently overlooked" (Grobelna, 2019). From another point, employers and bosses often express concerns about the dedication of working mothers to their jobs. Consequently, women face particularly unstable conditions in the labor market, which increases the likelihood that they will experience a feeling of job insecurity (Vargas-Jiménez et al., 2020; Uwannah, 2023).

Hypotheses Development

H1: There is a significant relationship between social disabilities and job insecurity.

H2: There is a significant relationship between administrative obstacles and job insecurity.

H3: There is a significant relationship between female character traits and job insecurity.

H4: There is a significant relationship between facilities for females and job insecurity.

Method

Sampling and data collection

Hospitality research are classified as applied studies with many methods in order to collect data (Yusof and Fadil, 2005). Both qualitative and quantitative methods are used to collect observations, measure attitudes and analyze information. A self-administrated electronic questionnaire addressed to female workers was designed and revised by professionals to ensure the validity and rationality of its' questions. Questionnaires were directed to female employees in hotel industry at Great Cairo hotels during November 2023 using random sample method. The dissertation team handed out a total of 300 questionnaires. Only 229 questionnaires were returned, yielding a response rate of 70.7%. Only 212 responses were valid and coded for data analysis. Respondents were required to sign a consent form and could either take part in the survey or skip it. All respondents were assured that the results of their participation in the survey would be kept private. The data was analyzed using a program smart pds version 3 and spss version 22. As for demographic data, twenty to less than thirty-five years old (74.5%) is the age group with the highest percentage of female employees, followed by thirty-five to less than forty-five years old (18.9%), forty-five to less than fifty-five years old (5.7%), and beyond fifty-five years old (0.9%). Qualifications for Education A bachelor's degree or its equivalent has the largest number (74.5%), followed by postgraduate studies (15.1%), while a technical diploma (10.4%) has the lowest rate. The percentage of people who are single (72.6%) is higher than the percentage of people who are married (27.3%). Workers with children by percentage (17.9%), and workers

without children by percentage (82.1%). The largest percentage of hospitality industry experience spans from two to less than five years.

Measurement

The questionnaire was developed to test the study's hypotheses, and the study's measures were extracted from a previous study. The "Social Challenges" was evaluated using 5-items derived from (Yasin et al., 2019). The "Administrative Challenges" was operationalized using the 8-items scale suggested by (Atef & Eissa, 2023). The "facilities for females" was evaluated using the 6-items scale proposed by (Choudhary et al., 2023). The female traits variable was operationalized using the 7-items scale suggested by (da Silva et al., 2020). Finally, three items from (Elshaer & Azazz, 2023). were used to measure "job insecurity". A Likert scale of 5 points was used where one refers to "strongly disagree" and five means "strongly agree."

Results of Data Analysis

This study operated and employed "Structural Equation Modeling" (SEM) with the "Partial least squares" (PLS) approach to evaluate the justified hypotheses with SmartPLS version 3.0. program. The developed model was evaluated with a two-step sequential methodology endorsed by (Leguina, 2015).

Assessment of outer Measurement Model

The study looked at discriminant and convergent validity, internal consistency, and composite reliability to evaluate the outer model. Cronbach's alpha (α) and composite reliability (CR) are presented in Table 1; they range from 0.776 to 0.948 and 0.848 to 0.953, respectively, which indicate proper reliability.

Table (1) Outer Model Evaluation Statistics

Variables	Loading	VIF	α	C_R	AVE
Social challenges			0.776	0.848	0.529
Social1	0.736	1.602			
Social2	0.706	1.397			
Social3	0.730	1.488			
Social4	0.661	1.313			
Social5	0.797	1.819			
Administrative challenges			0.894	0.915	0.577
Administrative1	0.679	1.932			
Administrative2	0.678	1.967			
Administrative3	0.824	3.080			
Administrative4	0.829	2.668			
Administrative5	0.647	1.980			
Administrative6	0.811	2.787			
Administrative7	0.741	1.845			
Administrative8	0.837	3.125			
Facilities for female			0.887	0.915	0.684
Hr1	0.756	1.808			
Hr2	0.867	3.117			
Hr3	0.827	2.414			

Hr4	0.887	3.471			
Hr5	0.791	2.770			
Famel traits			0.948	0.953	0.744
character1	0.908	4.122			
Character2	0.844	4.236			
Character3	0.848	3.441			
Character4	0.796	2.832			
Character5	0.830	3.626			
Character6	0.898	3.338			
Character7	0.908	3.442			
Job insecurity			0.911	0.944	0.848
insecurity1	0.904	3.134			
Insecurity2	0.943	4.006			
Insecurity3	0.916	2.748			

Second, all standardized factor loading (SFL) scores were greater than 0.60 (Henseler et al., 2009), indicating that the factors had satisfactory reliability. The average variance extracted (AVE) scores were greater than the threshold value of 0.50, evidence for a proper convergent validity (Henseler et al., 2009). Finally, two criteria were checked to test the discriminant validity: cross-loading, and Fornell-Larcker criterion (Leguina, 2015). Outer-factor loading for each latent observed variable (bolded) was greater than cross-loading in Table 2.

Table (8) Cross loading results

	Social	Administrative	Facilities	Traits	Insecurity
Social1	0.736	0.541	0.097	0.169	0.303
Social2	0.706	0.482	0.039	0.028	0.373
Social3	0.730	0.519	0.146	0.193	0.381
Social4	0.661	0.478	-0.144	0.007	0.348
Social5	0.797	0.571	0.047	0.150	0.387
Administrative1	0.464	0.679	0.089	0.128	0.422
Administrative2	0.413	0.678	0.137	0.010	0.388
Administrative3	0.636	0.824	0.149	0.088	0.460
Administrative4	0.560	0.829	0.005	- 0.085	0.523
Administrative5	0.574	0.647	-0.017	0.004	0.436
Administrative6	0.584	0.811	0.117	- 0.103	0.592
Administrative7	0.479	0.741	0.238	0.016	0.518
Administrative8	0.599	0.837	0.197	0.033	0.686
HR1	0.073	0.148	0.756	0.126	0.068
HR2	-0.057	0.120	0.867	0.121	0.037
HR3	0.058	0.193	0.827	0.128	0.042
HR4	0.066	0.117	0.887	0.128	0.084
HR5	0.012	0.049	0.791	0.190	0.031
character1	0.142	0.059	0.187	0.908	-0.068

character2	0.174	0.065	0.120	0.844	-0.027
character3	0.200	0.062	0.117	0.848	-0.069
character4	0.158	0.053	0.108	0.796	-0.011
character5	0.209	0.090	0.193	0.830	-0.001
character6	0.110	-0.040	0.191	0.898	-0.097
character7	0.082	-0.048	0.086	0.908	-0.089
insecurity1	0.377	0.545	0.173	- 0.064	0.904
insecurity2	0.468	0.640	0.035	- 0.096	0.943
insecurity3	0.513	0.677	0.013	- 0.076	0.916

Table 3 demonstrates that the bolded scores of the AVEs on the diagonal line exceed the correlation coefficient between the research variables, which supports discriminant validity (Henseler et al., 2009). Also, some studies examined the Heterotrait–Monotrait ratio of correlation (HTMT) test to confirm the discriminant validity. Table 4 also shows that the discriminant validity is appropriate because all HTMT values are <0.90 (Leguina, 2015). Accordingly, the results demonstrated that the structure model has sufficient discriminant validity. In this way, the results from the outer measurement model were adequate to move forward with the structural model evaluation.

Table (3) Discriminant validity criteria (Fornell-Larcker Criterion)

	1	2	3	4	5
1. Facilities	0.827				
2. Social challenges	0.052	0.727			
3. Administrative challenges	0.156	0.713	0.759		
4. Insecurity	0.073	0.497	0.679	0.921	
5. Traits	0.161	0.150	0.008	-0.086	0.863

Table (4) Discriminant validity criteria (HTMT)

	1	2	3	4	5
6. Facilities					
7. Social Challenges	0.172				
8. Administrative Challenges	0.201	0.855			
9. Insecurity	0.090	0.580	0.730		
10. Traits	0.186	0.221	0.117	0.069	

Assessment of the Structural Model

After testing and guaranteeing that the employed scale has adequate convergent and discriminant validity, the inner structure mode (the structural model) was evaluated regarding the structure inner model's predictive and explanatory power (Hair et al., 2016). The VIF values for all the observed variables vary from 1.313 to 4.236 (Table 1). These numbers are lower than the recommended threshold of 5.0, which shows that there is no multicollinearity in the structural inner model. Chin (1998) suggested a minimum R^2 value of 0.10 for adequate GoF. As shown in Table 5, the R^2 value for the job in security variable ($R^2 = 0.474$) is adequate. Additionally, the Stone-Geisser Q^2 evaluation demonstrated that the job in security variable value were higher than zero (Table 5), indicating a proper predictive power of the structural inner model (Hair et al., 2016).

Table (5) Model GoF

Endogenous Latent Construct	(R^2)	(Q^2)
Job insecurity	0.474	0.372

Finally, the direct and moderating effects were examined using the bootstrapping option in the SmartPLS program to evaluate the study hypotheses. All direct and moderating assumptions were assessed through the path coefficient (β), significance p-values, and the related t-value (Table 6). Administrative challenges at $\beta = \beta = 0.659$ and $t = 9.016$ with $p < .000$, have a significant positive association with job insecurity; thus, H1 is supported. On the other hand, social challenges ($\beta = 0.057$, with $p < 0.516$) and facilities ($\beta = -0.021$, with $p < 0.756$) have insignificant association with job insecurity; thus, H2 and H3 are unaccepted. Similarly, the moderating role of female traits in the relationship between administrative challenges and job insecurity was insignificant, indicating that H4 was unconfirmed.

Table (6) The structural inner model's findings

		Beta (β)	T-Value	p Values	Results
H1	Administrative Challenges -> job Insecurity	0.659	9.016	0.000	Supported
H3	Social Challenges -> job Insecurity	0.057	0.650	0.516	Not supported
H2	Facilities -> job Insecurity	-0.021	0.311	0.756	Not supported
H4	Administrative Challenges \times Traits-> job Insecurity	0.070	0.764	0.445	Not supported

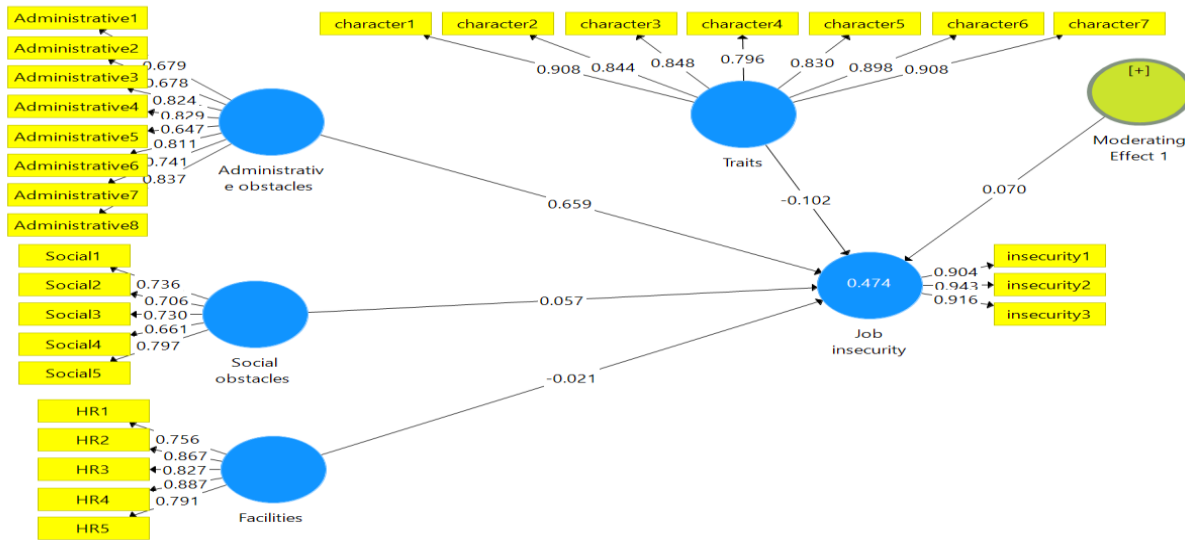


Figure (1) The inner and outer model results. the model extracted from the program smartpls v3.

Discussion, Conclusions

The results showed that administrative challenges have a moral and positive effect on women's job Insecurity, and this confirms the validity of the first assumption (H1). Therefore, there are challenges to women's advancement in the hotel business, including the glass ceiling, cultural barriers, gender stereotypes, dual roles, and gender segregation. In addition to overwork, role pressure and irregular and prolonged working hours are characteristics of the hospitality industry workplace. One of the main reasons why fewer women work in the hotel industry is salary discrimination and the prohibition on women wearing hijab at the front desk and dressing in western attire like a skirt or a suit in order to appear as an international hotel service provider. Because of this, women who work in hotels or restaurants may occasionally experience harassment. There are also reasons for the de-representation of women in managerial positions and their advancement on the career ladder. These reasons include employment barriers, achieving work-life balance, and discriminatory prejudices that hinder women from applying to senior positions for reasons beyond their control. This is consistent with (Rahman, 2019; Hasanat et al., 2021 and Atef & Eissa, 2023). The survey results showed that the biggest challenge for female employees inside the hotel is poor female rehabilitation and a lack of training programs, which raises concerns because it has been suggested that women lack the high level and soft skills training necessary to ensure career progression.

Also, according to the results, the influence of social challenges has no significant effect on job insecurity in women, and this denies the validity of the second hypothesis (H2). This also doesn't agree with the opinions of the researchers; they found that unwritten social standards and gender stereotypes that penalize women exist in the patriarchal social structures of the Arab world. Women are perceived as less capable and independent than men in Arab societies. Arab women are subject to cultural norms and familial constraints, irrespective of their religious beliefs. It is widely believed that women's primary responsibilities lie within the home, and they are severely discouraged from seeking employment outside the home. According to (Elhoushy & El-Said, 2020 and Khalid et al., 2022). The survey results showed that the biggest challenges for female employees outside the hotel is marrying a woman who works in the hotel sector, which is undesirable in society.

Also, according to the results, there was no significant effect of facilities for females, and this denies the validity of the third hypothesis (H3). This is also not consistent with the researchers' opinions; they found that offering facilities for women complies with all legal and regulatory standards for equality, health, and safety at work. It demonstrates how dedicated a company is to upholding moral standards, complying with laws, and fulfilling its social duty. Workplace environments that promote dignity, respect, and equitable opportunities for all are fostered by attending to the unique needs of women. This is an essential component of encouraging a fair and encouraging work environment, not merely a convenience. According to (Choudhary et al., 2023 and Nanaya, 2023). This hypothesis effects H1 due to the fact that the facilities provided to females are few or almost nonexistent, and therefore the administrative challenges increase for females in the workplace. The survey results showed that facilities for females are important to reduce job insecurity, and the most important of these facilities is granting a female employee's special leave.

Also, according to the results, the moderator role of women's traits in the relationship between managerial disabilities and job insecurity in women is immaterial, and this denies the validity of the fourth hypothesis (H4). But according to (Koc, 2019; Widiastini & Prayudi, 2021 and Silva & Couto, 2023). They have shown how important women's attributes are in the hotel sector, and they play a crucial role as the backbone of the tourism sector, especially in the hotel sector. Specifically, women are more empathetic, listen better, and cooperate more than men. Women are perceived as more skilled in recognizing possible conflicts or difficult circumstances with clients, resolving them with greater ease and patience, and being able to smooth out any fluctuations in the client's mood. These qualities are associated with female "natural characteristics." However, the importance of women's characteristics does not affect the administrative challenges and job insecurity they face at work. The results of the survey showed that female features are important in the hotel sector, and the most important of these features is the ability to care for children.

Recommendations and Implications

The results of the study depicted administrative challenges as having a positive effect on women's job insecurity. Therefore, hotel management should prioritize raising employee awareness about the importance of employing women in the hotel industry, emphasizing the unique talents and skills women bring to the hospitality sector. Focus should be placed on training and developing working women's skills to provide them with greater opportunities for career advancement. Additionally, managers should consider the specific needs of female employees, such as providing dedicated vacation options and facilities for women, as these measures help reduce job insecurity. Guidance should be provided to HR directors and managers on effectively handling cases of sexual harassment to prevent harmful practices that compromise female employees' job security and force them to leave. Tackling this issue will help reduce employee turnover.

Managers should treat employees in a gender-equal manner, ensuring that behaviors, values, and needs are addressed equitably. This does not imply making men and women identical but rather guaranteeing equal rights, responsibilities, and opportunities for both genders. such as offering appropriate childcare support to enable female employees to continue their careers and remain active in the workforce. In addition, the growing difficulty faced by veiled female hospitality students in securing employment or enrolling in summer training programs highlights the urgent need to address and overcome this obstacle.

The Chamber's board should implement mentoring programs as a strategy to shatter persistent fragments of the glass ceiling and enable more women to apply for senior management positions. Research has shown that mentoring significantly benefits women by helping them achieve better professional outcomes.

Limitations and future research

The findings of the study may only be applicable across some geographic regions or cultural contexts due to differences in societal norms, administrative practices, and workplace conditions in the hotel industry. Additionally, the study might have relied on a limited sample size, which could restrict the diversity of perspectives included. Also, data collected on social and administrative obstacles, facilities, and women's traits may be influenced by respondents' personal biases or cultural backgrounds. As for future research, studies could compare administrative and social challenges faced by women in hotels across different countries or regions better to understand the influence of cultural and legal frameworks. Furthermore, scholars can assess how advancements in technology (e.g., AI in HR practices) could help address administrative challenges and create more equitable workplaces for women in the hospitality industry. Moreover, it can examine how other factors, such as age, marital status, or educational background, interact with gender to shape the experiences of women working in hotels.

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تقييم التحديات التي تواجه توظيف المرأة في قطاع الفنادق

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الملخص باللغة العربية

على الرغم من أن النساء في صناعة الضيافة يعتبرن أكبر رصيد لأن الفندق لا يمكن أن يكون "منزلاً بعيداً عن المنزل" للضيف دون لمسة امرأة. تتمتع المرأة بذكاء عاطفي وهي أفضل في توقع متطلبات الضيف ، وتضفي اللمسة الأنثوية الجمال والأناقة على قطاع الضيافة. ومع ذلك ، واجهت النساء العديد من التحديات أثناء التقدم للعمل وأثناء العمل في قطاع الفنادق ، من بين أمور أخرى ، تواجه النساء عقبات في النهوض بوظائفهن ويمثلن تمثيلاً ناقصاً في الأعمال الفندقية. وعلى وجه الخصوص ، تساهم ثقافة الأعمال التجارية والمعايير الاجتماعية والثقافية هيمنة الرجال في الميدان في اختلال التوازن بين الجنسين في هذا القطاع. على الرغم من أن النساء يتفوقن على الذكور، إلا أن لا يزال يحدث عدم المساواة بين الجنسين. تهدف الدراسة إلى تسليط الضوء على تقييم التحديات التي تواجه توظيف النساء في قطاع الفنادق. لتحقيق هدف الدراسة ، كانت عينة من فنادق الخمس نجوم في القاهرة الكبرى، مصر ، قيد الدراسة. تم توجيه الاستبيانات إلى الموظفات في صناعة الفنادق باستخدام طريقة العينة العشوائية ، وتم تحليل 212 نموذجاً إحصائياً.

توصي الدراسة بضرورة التركيز على التدريب وتطوير مهارات المرأة العاملة لتزويدها بمزيد من المهارات. بالإضافة إلى ذلك ، يجب على غرفة المنشآت الفندقية تنفيذ برامج التوجيه كاستراتيجية لتحطيم الأجزاء المستمرة من السقف الزجاجي وتمكين المزيد من النساء من التقدم لشغل مناصب الإدارة العليا.

الكلمات المفتاحية: المرأة المصرية؛ التحديات؛ توظيف النساء؛ قطاع الفنادق.