CHAPTER III

METHODOLOGY

The methodology adopted for the study entitled “Situational Analysis of Graduate Working Women in Selected Sectors of the Commercial Hospitality Industry” is detailed under the following headings:

3.1 Research design
3.2 Sampling design
3.3 Selection of geographical area of study
3.4 Identification of sectors of hospitality industry
3.5 Selection of sample
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3.10 Analysis of data
3.1 Research design

Ex-Post-Facto Research Design used for the current investigation is descriptive in nature and analytical. This research is an attempt to find out the prevailing status of women in the hospitality industry and also the existing perceptions on a career in the industry. Ex-Post-Facto Research approach was adopted to meet the main objectives, thereby testing the hypotheses framed.

3.2 Sampling design

The Non-Probability Sampling method was followed. The sampling technique used was Convenience Sampling. This is because samples were taken mainly from two cities Chennai and Coimbatore. The wide area restricted the researcher to go for Non-Probability method of sampling.

3.3 Selection of geographical area of study

The present study was undertaken to analyze the situation of graduate working women in selected sectors of commercial hospitality industry at Chennai and Coimbatore. Chennai being the capital city and a top ranking metropolitan city in India and Coimbatore being the upcoming city among the Tier 2 cities in India, these cities have been selected for the study. These two cities are also recognized for the following features:

- While Chennai is a prominent international air hub for a long time, Coimbatore is now exposed to international air routes.
- Coimbatore is the second most popular city next to Chennai.
- Both Chennai and Coimbatore enjoy the privilege of having excellent health care and educational service, due to which the inflow of tourists and visitors increase.
- In terms of industry and business the two cities are closely linked.
- In terms of transportation too, the cities are highly linked.
- Both Chennai and Coimbatore host the maximum number of colleges in Catering Science and Hotel Management.
- Coimbatore next to Chennai has the highest inflow of women migrants from across the neighboring states.
3.4 Identification of sectors of hospitality industry

An outline of the existing hospitality industry setup is illustrated below (Davis et al., 1998).

Hotel industry is expanding day by day to meet the demands of the world’s travelers, a major part being business and pleasure travelers. Restaurants are also flourishing with the change in eating pattern and habits of people today. Fast foods outlets have become the choice of today’s youth and are fast growing. These three sectors thereby have more scope for study. Hence the following three commercial sectors of the hospitality industry are selected for the study:

- Hotels (N=30)
- Restaurants (N=30)
- Fast food outlets (N=30)

3.5 Selection of sample

3.5.1 Sampling unit

- Employers and women employees of hotels
- Final year female students pursuing undergraduate course in Catering Science and Hotel Management
- Female students studying 10+1 and their parents
3.5.2 Selection of subjects in selected sectors of commercial hospitality industry

- Situational analysis of graduate working women in the selected sector (hotels) of commercial hospitality industry was performed through the subjects selected as detailed below:
  - 30 subjects from the employer segment in hotels
  - 367 subjects comprising of graduate working women in four operational departments of the hotels (Front Office, Housekeeping, Food Production and Food and Beverage Service)

- Intervention programme was conducted among employers and employees with the objective of sustaining and increasing the participation of women employees in the industry.
  - 30 representatives of employers from the Human Resource department of hotels
  - 100 women employees from the selected hotels

3.5.3 Selection of students pursuing undergraduate course in Catering Science and Hotel Management

- In order to identify the interest of students in the Catering Science and Hotel Management course, the student strength in undergraduate course in Catering Science and Hotel Management and placement details of final year female students pursuing undergraduate course in Catering Science and Hotel Management was collected from:
  - 20 Arts and Science Colleges, 10 each in Chennai and Coimbatore offering Catering Science and Hotel Management course
  - 10 Catering Colleges in Chennai offering Catering Science and Hotel Management course

* To find out the opinion of final year undergraduate female students on the Catering Science and Hotel Management course and to know their career decisions, information was collected from
  - 63 final year female students of Catering Science and Hotel Management course who were completing the degree in 2008, from the selected 30 colleges
3.5.4 Selection of prospective students who would enroll in Catering Science and Hotel Management course

- Awareness on the existence and scope of Catering Science and Hotel Management course was observed among
  - 100 female students studying 10+1, 50 each from Chennai and Coimbatore
  - Parents of the above 100 female students

3.6 Study design

The study design followed for the investigation is illustrated below.
3.7 Hypotheses of the study

Based on the literature reviewed the following hypotheses were formulated pertaining to interactive effects on the independent and dependent variables:

* H 1: Employers rate the overall performance of women employees as good.
* H 2: The reasons stated contribute equally to the difficulties faced by women employees in their job.
* H 3: The reasons mentioned contribute equally to the high turnover of women employees.
* H 4: The reasons stated contribute equally to reduced percentage of women employees in hotel industry.
* H 5: Women employees work in various operational departments of a hotel equally
* H 6: Single and Married women employees draw on an average the same amount of salary.
* H 7: Women employees at all levels of hierarchy draw on an average the same amount of salary.
* H 8: Women employees in various operational departments draw on an average the same amount of salary.
* H 9: Single and Married women employees work on an average the same number of hours per day.
* H 10: Women employees at different levels of hierarchy work on an average the same number of hours per day.
* H 11: Women employees in various operational departments work on an average the same number of hours per day.
* H 12: Single and Married women employees work on an average the same number of hours per day as overtime.
* H 13: Women employees at different levels of hierarchy work on an average the same number of days per month as overtime.
* H 14: Women employees in various operational departments work on an average the same number of days per month as overtime.
* H 15: The reasons stated contribute equally towards inconvenience in work timing of women employees.
* H 16: Marital status and reasons for inconvenience in job timing are independent.
* H 17: The reasons mentioned contribute equally towards women employees joining the present concern.
* H 18: Marital status and reasons for joining the present concern are independent.
* H 19: Level of hierarchy and reasons for joining the present concern are independent.
* H 20: The reasons stated contribute equally towards women employees quitting their previous job.
* H 21: Marital status and reasons for quitting the previous job are independent.
* H 22: Level of hierarchy and reasons for quitting the previous job are independent.
* H 23: The reasons mentioned contribute equally towards job satisfaction of women employees.
* H 24: Marital status and reasons for job satisfaction are independent.
* H 25: Level of hierarchy and reasons for job satisfaction are independent.
* H 26: The reasons stated contribute equally towards dissatisfaction of women employees in the current job.
* H 27: The reasons mentioned contribute equally towards the increased number of women employees in Front Office and Housekeeping departments.
* H 28: The reasons stated contribute equally towards the decreased number of women employees in Food and Beverage Production and Service departments.
* H 29: Marital status and reasons for working in Front Office and Housekeeping departments are independent.
* H 30: Marital status and reasons for not working in Food and Beverage Production and Service departments are independent.
* H 31: Level of hierarchy and reasons for more number of women working in Front Office and Housekeeping departments are independent.
* H 32: Level of hierarchy and reasons for less number of women working in Food and Beverage Production and Service departments are independent.
* H 33: The reasons stated contribute equally towards social stigma attached to women employees working in hotel industry.
* H 34: Marital status and social stigma attached to women employees working in hotel industry is independent.
* H 35: Nature of job will be better understood if the father/husband of the women employee was also employed in hotel industry.

* H 36: Marital status and understanding about nature of job if the father/husband of the women employee was also employed in hotel industry is independent.

* H 37: Level of hierarchy and understanding about nature of job if the father/husband of the women employee was also employed in hotel industry is independent.

* H 38: The reasons stated contribute equally towards the basis for promotion.

* H 39: Level of hierarchy and criteria for promotion are independent.

* H 40: Women employees had faced all the major grievances in their job.

* H 41: Marital status and major grievances faced in the job are independent.

* H 42: Level of hierarchy and major grievances faced in the job are independent.

* H 43: Information about Catering Science and Hotel Management course was obtained from all the sources equally.

* H 44: The factors stated equally influenced the students to enroll in Catering Science and Hotel Management course.

* H 45: Students were equally interested in all the major subjects when they joined the Catering Science and Hotel Management course.

* H 46: Students were selected equally for all the departments of the hotel in campus interview.

* H 47: The reasons mentioned contribute equally for the unwillingness of students to take up a job in hotel industry.

* H 48: The subjects listed will be taught as core subjects in Catering Science and Hotel Management course.

* H 49: The reasons stated contribute equally towards the interest of students in Catering Science and Hotel Management course.

* H 50: The reasons stated contribute equally towards the disinterest of students in Catering Science and Hotel Management course.

* H 51: The major departments in a hotel are equally suitable for women to work.

* H 52: The reasons mentioned contribute equally towards the interest of parents in Catering Science and Hotel Management course for their wards.

* H 53: The reasons mentioned contribute equally towards the disinterest of parents to enroll their wards in Catering Science and Hotel Management course.
3.8 Method of Data Collection

The primary method of data collection was adopted in this study. The methods used to collect data from different sources were:

i. **Questionnaire I** to elicit information on the general profile of the selected concern.

ii. **Interview-cum-schedule** to procure information on the employers’ opinion on the role of graduate working women in the hotel sector.

iii. **Questionnaire II** to secure data on the profile and opinion of graduate working women in the hotel sector.

iv. **Questionnaire III** to obtain information on the opinion of final year female students pursuing undergraduate course in Catering Science and Hotel Management.

v. **Questionnaire IV** to find out the opinion of female students studying 10+1 and their parents towards enrolment in Catering Science and Hotel Management course.

**Questionnaire I**: was used to elicit the “General profile of the selected concern” (hotels, restaurants and fast food outlets). Information regarding the location, year of establishment, type of ownership, number of rooms (in hotels), number of covers (in restaurants and fast food outlets), type of cuisine, type of customers, total number of employees and percentage of women employees in the selected concerns were obtained using the questionnaire. (Annexure I)

**Interview-cum-schedule** was used to procure information on “Employers’ opinion on the role of graduate working women in the hotel sector”. Information regarding the human resources practices followed, performance of employees, employers’ perception of difficulties faced by women employees and reasons for high turn over and reduced percentage of women employees in the hospitality industry were obtained. (Annexure II)

**Questionnaire II**: This involves the “Profile and opinion of graduate working women in the hotel sector”. Information regarding the age of the respondents, marital status, department, job position, working hours, work timing, overtime, satisfaction in the
current job, work environment, social stigma, departments in which women are more in number and the reasons, reasons for quitting previous job and joining the present concern and other human resource practices followed were obtained from the women employees using the questionnaire. (Annexure III)

**Questionnaire III:** was used by the researcher to obtain information on “Opinion of final year female students pursuing undergraduate course in Catering Science and Hotel Management”. From the questionnaire the opinion of the students regarding their area of interest when they joined the course, training undergone, the sector of hospitality industry they have decided to work and the reasons, selection in campus interview and reasons if they were not willing to work in hospitality industry were acquired. (Annexure IV)

**Questionnaire IV:** was used to find out the “Opinion of female students studying 10+1 and their parents towards enrolment in Catering Science and Hotel Management course”. A pre-testing and post-testing questionnaire was used to find out their awareness on existence of the course, their interest in the course, the scope and job options and their opinion on suitability of job for women in the hospitality industry (Annexure V).

3.9 Conduct of the study

The present study was conducted to perform situational analysis on three different categories of subjects namely graduate women working in selected sectors of commercial hospitality industry, female students pursuing undergraduate course in Catering Science and Hotel Management and prospective students who would enroll in Catering Science and Hotel Management course, using three different questionnaires.

3.9.1 Situational analysis of graduate working women in selected sectors of commercial hospitality industry

The general profile of the selected concerns (Hotels, Restaurants and Fast food outlets (N=30) were elicited using Questionnaire I (Annexure I) with the objective of obtaining information regarding the city-wise distribution and demographic profile of the selected concerns and planning, organization and staffing of the concerns under study.
Thirty subjects were selected from the employer segment in hotels and their opinion on the role of graduate working women in the hotel sector was obtained by interview-cum-schedule (Annexure II). Information regarding human resources practices, recognition practices and motivational practices followed, welfare schemes and benefits offered, performance of women employees, employers’ perception of difficulties faced by women employees and reasons for high turn over and reduced percentage of women employees in the hospitality industry were obtained.

Graduate working women comprising of 367 subjects from four operational departments of the hotels (Front office, Housekeeping, Food Production and Food and Beverage Service) were selected and their profile and opinion on the job, career prospects and career advancement in the industry was obtained using Questionnaire II (Annexure III). Also, details regarding work environment, welfare schemes and benefits, recognition and rewards received and social implications of the job were collected. The information thus collected from the employers and employees helped to analyze the existing situation of graduate women working in the hotels selected for the study.

An intervention program was conducted for selected employers, one from each hotel selected for the study (N=30) and women employees, ten from 10 hotels under study (N=100). The scope of the program was to explore the avenues for sustaining and increasing women employees in the hospitality industry. The duration of the program was 3 hours and the method adopted for the conduct of the program was seminar followed by discussion.

The intervention program was conducted for managerial staff with the objective of imparting knowledge on

- the participation and contribution of women employees
- the availability of student graduates who could be converted into catering professionals
- the provision of necessary facilities to women employees and the recruitment of more number of them
The program was conducted for women employees with the objective of imparting knowledge and highlighting

- the scope of growth in career in their respective domains
- the facilities and support provided by the employers
- the career in the industry as a socially acceptable one

3.9.2 Situational analysis of female students pursuing undergraduate course in Catering Science and Hotel Management

In order to identify the interest of students in the Catering Science and Hotel Management course, the student strength and placement details of female students undergoing the course was collected from 30 colleges (N=30). Arts and Science colleges offering Catering Science and Hotel Management course in Chennai (10) and Coimbatore (10) were selected for the study. Similarly 10 colleges offering only Catering Science and Hotel Management courses in Chennai were selected.

An opinion survey of final year female students (N=63) who were about to complete the Catering Science and Hotel Management degree in 2008 from the above mentioned colleges was obtained using Questionnaire III (Annexure IV). Information was obtained on their attitude and interest towards the course and decisions regarding their career in the hospitality industry. The information thus collected helped to analyze the existing situation of female students pursuing undergraduate course in Catering Science and Hotel Management.

3.9.3 Situational analysis of prospective students who would enroll in Catering Science and Hotel Management course

An awareness programme was conducted (Annexure VI) for 100 female students studying 10+1 and their parents (50 each from Chennai and Coimbatore) on the existence and scope of Catering Science and Hotel Management course. The preference and opinion of the students and parents on the course was obtained using Questionnaire IV (Annexure) before and after the awareness programme. The information thus obtained helped to analyze the situation of prospective students who would enroll in Catering Science and Hotel Management course.
3.10 Analysis of data

The data collected was processed, tabulated and analyzed to facilitate interpretation and discussion using the following statistical tools:

Kolmogorov-Smirnov test

The Kolmogorov-Smirnov test is based on the expectation that there is likely to be a difference between discrete distribution generated from data and the continuous distribution from which it was drawn, the size of the difference is expected to decrease. If the measured maximum difference is smaller than that expected, then the probability that the distributions are the same is high.

Chi-square statistics

The Chi-square, a non-parametric statistic is applied to test the following:

i. Goodness of Fit (Significant difference between observed and expected values)

The chi-square statistic is used to compare the observed frequency of some observation with an expected frequency. The comparison of observed and expected frequencies is used to calculate the value of the chi-square statistic, which in turn can be compared with the distribution of chi-square to make an inference about a statistical problem.

The symbol for chi-square and the formula is as follows:

\[ \chi^2 = \sum \frac{(O - E)^2}{E} \]

where

O is the observed frequency
E is the expected frequency

ii. Independence of attributes

The chi-square test of independence is a test which reveals whether there is an association between subjects' attributes on one variable and their attributes on another. As its name suggests, the test is based on the chi-square distribution.
‘Z’ test

This statistic is used to test
1. the sample mean
2. the difference between two sample means

In this research the opinion in terms of scores was to be compared between the group like 1) male and female 2) employer and employee. As significant difference between two mean values was to be compared, ‘Z’ test was applied.

Analysis of Variance (ANOVA)

ANOVA means “segregation of variances ascribable to one group of causes from the variances ascribable to another group of causes”. By analyzing the variance of different groups, comments will be given on the significant difference between several mean values. Hence in this research wherever three or more groups was to be compared ANOVA (one-way) technique and Post-hoc Tukey’s test was used.

Garrett’s Ranking Method

This method is used to find the most preferred attributes. The respondents were asked to rate (rank) the attributes from their perception. The rates were converted into percentile positions by using the formula

\[ P = \frac{100(R - 0.5)}{N} \]

P = Percentile position
R = Rank
N = Number of items

For these percentile positions, percentile scores (x) were taken from Garrett’s Table. Then taking the number of respondents giving ranks 1,2,3,4 and 5 for the attributes as frequencies, the product xf and total \( \Sigma xf \) were obtained. Based on the total, ranks were assigned. Higher the score, higher is the rank.