

# WOMEN'S PARTICIPATION IN TOURISM DEVELOPMENT IN SRI LANKA AND WOMEN'S EMPLOYMENT IN THE HOTEL INDUSTRY

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**Abstract:** In the Sri Lankan setting, there is a long bounden connection between foreign direct investment (FDI) and financial development rate. The FDI dropped 54% to \$ 450 million of every 2016 year-on-year, contrasted and \$ 970 million in the earlier year. Sri Lanka wants to be the most famous nation for FDI by 2018 with financial development estimated at 7% in the coming years. One of the significant zones for such venture is believed to be tourism. Tourism is an incredible open door for financial improvement and neediness lightening in creating nations. The tourism industry is a standout amongst the most potential territories for outside speculation and development. Ladies' work in tourism industry stays low under 8 percent for the main lodging networks in the nation and there are fears that this capacity for development might be decelerated by a genuine shortage in human resources especially. In a setting when ladies have break even with access to training and in fact are moving in huge numbers and generally utilized in numerous segments, and this exploration investigates why ladies' work in the tourism industry in Sri Lanka is at such low levels? This exploration centers the inescapability of social hindrances to ladies' work in the tourism industry, through a contextual analysis of one of Sri Lanka's most seasoned resort tourism industry and meetings with senior industry experts. This was a cross sectional descriptive study with 11 women respondents who're still working in the Heritage Ahungalla (HA) in the Southern region and the decisions a little example of five ladies who lived and worked near the exploration site, i.e. Heritage Ahungalla, were additionally met as the sample. The samples were selected purposively on the basis of inclusion and exclusion criteria. A semi structured questionnaire was used to collect data and consent was taken a prior interview. The investigation additionally worries to the idea of these hindrances: a) misperceptions b) preferences c) absence of mindfulness d) male centric dispositions and socio-social impacts e) contrasting levels of social estimation of various callings. The investigation features the part business and government can play in tending to these hindrances and to this end makes particular suggestions to extend ladies' entrance and development inside the business.

**Keywords:** Tourism, hotel industry, women, employment, development

## Introduction

The lodging business is key to Sri Lanka's economy and has been distinguished as a noteworthy strategy need by the Sri Lankan government. In 2011, the GNP from inns and eateries (at steady costs) developed at 26.4%, while in 2014 it developed at 32%; in the two years the speediest among all parts. In 2014, lodgings and eateries contributed 32,029 million rupees to the GNP. It is the fourth biggest remote trade worker for Sri Lanka and it is proposed to end up the main worker by the year 2020, Influenced by Malaysia, a nation concentrated unequivocally at advancing tourism. In Sri Lanka it is relied upon to draw in 2.5 million landings and win US\$ 2.5 billion by 2016. At the point when focus on the significance of Tourism and Hotels to Sri Lanka's Economy;

- Sri Lanka Tourism has blasted to another breakthrough of 1,274,593 entries in 2013, rising above unsurpassed high hits in the history which is an expansion of 26.7 percent over a year ago's 1,005,605 landings.
- Asia rose as the primary wellspring of tourism to Sri Lanka in year 2013 bookkeeping to 40 for each penny of the aggregate offer. Western Europe was the second wellspring of tourism recording 33 for every

penny of the offer. Eastern Europe 9.9 for each penny, Middle East 6.3 for each penny and North America 5.1 percent.

Work produced in the tourism part (both immediate and backhanded) expanded by 65.9 for each penny to 270,150 of every 2013. As per information from the Sri Lanka Tourism Development Authority, 112,550 individuals are at present specifically utilized in tourism of which lodgings and eateries utilize 90,444 people (Sri Lanka Tourism Development Authority, Annual Statistical Report, 2013). It is likewise visualized that by the year 2016 the quantity of individuals straightforwardly utilized will develop by 50 for each penny i.e., to 160,000 keeping in mind the end goal to take into account the expanding quantities of traveler landings. Considering that in 2011 the quantity of those utilized was 65,000 the expansion is sensational. This obviously demonstrates the focal significance of the inn area to tourism and underlines the requirement for noteworthy development of HR in this segment. It is likewise essential to take note of that development in tourism and related areas like inns has a high multiplier impact on business: the making of one extra employment in the part prompts the formation of 1.5 occupations in a roundabout way (Travel and Tourism, ICRA Lanka and ICRA Managing Consultancy Services, 2011). The expansive influence too is noteworthy as it makes four overlay openings in different divisions in administrations and creation. The steady interest for clubhouse and other excitement are a valid example. Hence, the inns segment can possibly create large amounts of gainful business and add to the nation's financial improvement. Tourism, and the lodging business specifically, is additionally thought to be a work advertise with low passage obstructions as far as training and specialized abilities and this is relied upon to profit ladies and youth specifically. However as of now ladies represent under 10% of those utilized by the tourism segment.

### **Statement of the research problem**

Sri Lanka's tourism segment is quickly developing, is a noteworthy strategy need and inn are key to the development of this work serious administration division. Additionally, given ladies' under-portrayal in Sri Lanka's work compel, the nature of the Sri Lankan economy by and large and generally minimal effort of passage into the lodging business specifically, understanding the boundaries to ladies' entrance into the inn business and reviewing them is of monstrous criticalness to the economy, society and the nation. As per the 2014 Annual Report of the Central Bank of Sri Lanka, the number of inhabitants in Sri Lanka is 20.48 million of which 52.8 for each penny are ladies. Be that as it may, as per the Labor Force Survey, ladies' work compel cooperation was 35.6 for every penny when contrasted with 60.7 for each penny of men (Sri Lanka Labor Force Survey, Quarterly Report– 2012). Note that these figures clearly avoid the around 110,489 ladies who left the nation for outside work in 2014. The noteworthiness of this number turns out to be clear when one considers the way that in 2014, the aggregate number of ladies utilized in the administration segment in the nation was just 345,683.

In spite of Sri Lanka accomplishing the status of a center salary nation, as indicated by a World Bank report referred to by the Daily FT (The everyday FT, 2015), Sri Lanka's female work interest is the most reduced in South Asia and it has the twentieth biggest sexual orientation hole in labor constrain cooperation. As a center salary nation with a normal development of GDP to be at US \$ 4500 BY 2016, 52% of the populace contributing just 30% to the economy is an unacceptable condition for advancement. Such low investment of ladies in the work drive ponders ineffectively Sri Lankan culture and economy. A similar report noticed that since "ladies make 52% out of Sri Lanka's populace obviously their proceeded with nonappearance from the workforce could bring about moderate financial development and stances issues of value development to the nation." at the end of the day, there is noteworthy degree for expanding the quantity of ladies who are monetarily dynamic outside of the home. The lodging business is additionally an alluring financial alternative in

light of the fact that the time expected to prepare staff for the inn division is generally less, for a few offices or fields around half year term. Considering that preparation is frequently an expensive venture, the possibility of talented work after such short a length ought to in a perfect world urge young ladies to join the business as they can abuse their gaining potential sooner. For sure, given the low passage boundaries, business enterprise is likewise a choice, especially in territories like home-stays, for ladies to wind up financially dynamic. Without a doubt, aside from segments, for example, pieces of clothing and the ranches, ladies in Sri Lanka are exceptionally very much spoke to in the minding human administration callings like instructing and nursing. Sri Lankan ladies have not wavered in joining the instructing and the nursing staff. Indeed, in the nursing field, the subsidiary exchange associations have since quite a while ago asked for individual governments to affirm that medical caretakers could acquire a degree by giving college statues to establishments instructing nursing. Tending to a gathering in Colombo in May 2015 the meeting US Secretary of State Johan Kerry commended the ladies in Sri Lanka for the part they have played in aiding and helping the poor and uprooted: "They are urging individuals to construct secure and prosperous neighborhoods, they are giving directing and other social administration. every one of these impacts are essential and we should all help them. be that as it may, we need to accomplish more than that, here (Sri Lanka) as in each nation unmistakably for any general public to flourish ladies must be full control they must be full members in financial matters and in political life" (Daily FT, 2015). Therefore, the inn business, likewise an administration calling, ought to have the capacity to draw in ladies.

This gave the analyst promote understanding and information of examples of work in the tourism and lodging industry. A standout amongst the most evident examples saw by the analyst is that the quantity of ladies working in the lodging business in Sri Lanka is low. Subsequently, the accompanying examination question was decided for this broadened exposition: Why is ladies' work in the lodging business in Sri Lanka low?

### **Objective**

The principle objectives of the examination are:

- To comprehend if there are social hindrances to ladies' work in the lodging business.
- To Identify the idea of any such boundaries and how such obstructions can be evacuated or tended to.

### **Relevance of the research**

Thinking about neighborliness and inns as an imperative focus of FDI, the accessibility of the work is critical to draw in such speculations. The Sri Lanka Federation of University ladies (SLFUW) sorted out a symposium to address the difficulties looked by ladies in work on 21 March 2015. They additionally talked about new open doors that ladies have in the economy of SL. They likewise talked about more adequate types of work in the center east, for example, beauticians and attendants. The symposium suitably named, 'Get It Going', however neglected to talk about ladies in friendliness as the numbers in the exchange did not legitimize a discussion. one could contend this ought to have been the very motivation behind why the college would need to urge the ladies to join such an exchange. Mr. Kromhout General, Manager of Hambantota Shangri-la communicated worry of the poor reaction of ladies for work in the inn. He was stressed that 900 ladies ought to work at the Salt assembling in nearness to the lodging, in tiring frequently troublesome conditions with no expectation of improvement, however neglected to the potential in Shangri-la. He has guaranteed free preparing to any ladies who wish to join accommodation and if demonstrates a positive and dynamic disposition to give a global presentation. Mr. Patrick Vandenbruaene, senior coordination officer of The World Bank in Colombo communicated his readiness through the bank and its subsidiary services of the legislature to give preparing to people of the friendliness business and to ladies specifically. The European Union in 1992 viewing tourism as of

monetary imperative to Sri Lanka built up an instructional hub to prepare staff in lodgings through a "Prepare The Trainer" program. Named the SATS (South Asian Tourism Standards), the program urged the inns to have a coach in every one of its areas of expertise. The mentor who might be in charge of building up the required standers through preparing will likewise urge new staff to join the neighborliness business. SATS, having comprehended the obstructions to ladies work in the business, to or in visitor contact territories empowered the cooperation of ladies as coaches or instructors. Such reasoning is sure as ladies have been seen assuming liability in educating with much acknowledgment of the general public in which they live.

Plainly a critical offer of the nation's female HR is looking for work however leaving the nation for absence of it locally. In the meantime, as pointed out over, the legislature is attempting to quickly extend the tourism and lodging areas and there will be a critical requirement for HR. Combined with its significance to the national economy and the way that it has moderately low passage obstructions as far as specialized capabilities and so on., additionally called attention to above, clearly the inns area can possibly ingest an expansive number of ladies trying to enter the work constrain with all round social and monetary advantages.

### **Theoretical Foundations and Literature Review**

Hence, an extremely applicable inquiry in such manner is whether there are sexual orientation generalizations and sex obstructions that shape ladies' work in specific segments in Sri Lanka and inn industry specifically. In the first place the idea of sex is vital to characterize with regards to business. The International Labor Organization (ILO 2014:70) notes, "while 'sex' alludes to the natural contrasts amongst guys and females, 'sexual orientation' portrays the socially developed parts, rights and duties that groups and social orders think about fitting for men and ladies." What this implies is that the sorts of work or business and work environments and business that are viewed as suitable for ladies are socially built or molded by social relations. At the end of the day, it isn't an issue of decision of a solitary or specific gathering of ladies however the social sexual orientation relations and setting that tend to drive them towards or far from specific structures, places and kinds of business. The idea of sex boundaries possibly explained assist by drawing from Kiaušienė, Štreimikienė, and Grundeythe (2011:90) as the " proficient partition of sexes and in addition proficient isolation" originating from cliché assessment of manliness and gentility that outcomes in sex isolation in various callings. Wickramasinghe and Jayatileke (2006: 50-51) take note of that sexual orientation stereotyping is the manner by which ladies are viewed as especially suited to do certain sorts of work or work in specific spots or divisions and not in others. In this manner, ladies may in truth be viewed as especially suited to go up against specific occupations in specific parts, for instance including minding as in nursing or instructing and family unit related work. Then again, a few divisions are not seen as alluring or are seen as less reasonable for ladies. The two men and ladies in the public eye because of numbness, maintaining of conventional esteems and the dread of being marked as socially extraordinary, engender these ideas. Sex stereotyping, Wickramasinghe and Jayatileke and others contend, is among the most conspicuous reasons why ladies and men tend to seek after various occupations and even isolation (boundaries between segments or inside parts of work) and vertical isolation (obstructions between various levels or positions of business) wins in labor markets.

However, the issue, as a recent report authorized by the International Labor Organization and the Employers Federation of Ceylon appears, is that there are sex obstructions and stereotyping that exist in the working environment for ladies in Sri Lanka. Two discoveries of the investigation are especially significant for this exploration. Right off the bat, that stereotyping "limits open doors for ladies to enter in to various occupations as specific occupations are socially characterized as being more proper for ladies and others for men."

The investigation additionally found that 86% of ladies' representatives crosswise over various areas were not given any preparation in non-conventional employments and just 6% of these ladies could allude to other ladies' specialists in non-customary occupations inside their associations (Maithree Wickramasinghe and Wijaya Jayatilaka, 2006).

The examination likewise found that "social stereotyping of ladies as a gathering that necessities insurance and as being more reasonable for a few kinds of parts and work, swarms' society and might be a noteworthy deterrent to ladies."

The worldwide normal of the offer of ladies' work in the lodging business is 48.62%. Note that the level of ladies utilized in inns and eateries was the most minimal in Asia, yet, at 35.4%, it is noteworthy exceedingly than in Sri Lanka. As per the World Tourism Organization Annual Report 2014, ladies utilized in tourism, of which inn business constitutes the lion's offer, in Singapore, Malaysia and Philippines added up to 55, 48, and 52 for each penny separately. Unmistakably Sri Lanka makes them make up for lost time to do yet the absence of information and research implies we don't have a decent comprehension of the reasons why ladies' work in the inn business is low and how that can be tended to.

Information accumulated by the specialist from different industry sources show that the quantity of ladies in the inn business in Sri Lanka is undoubtedly low. For example, the Aitken Spence aggregate, in whose inn network the specialist himself worked for more than two decades, possesses 8 surely understood lodgings the nation over and utilizes a sum of 1,700 people however just 7% of which are ladies. Drawn from enquiries with previous industry associates and companions the accompanying information additionally shows that ladies' work in the business is low:

- John Keels Hotels utilizes around 3,000 people, of which just 9 for each penny are ladies; an assume that drops to 6.5 for each penny if the chain's Colombo lodgings are prohibited.

- Bentota Beach Hotel, which has 281 workers, has a negligible 11 ladies on its staff.

- The Galle Face Hotel, conceivably one of the most established lodgings in Sri Lanka, did not have a solitary lady on its staff until 1980. Today of an aggregate staff of 370, there are just 35 ladies. Just two of these ladies are division heads.

- Jet Wing Hotels is the main rumored inn organization to have 2 ladies who hold the situation of General Manager of inns.

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