

Women, Work and Stress Management in Hospitality Sector at Bangalore

Sudha Tiwari¹, Dr. Rashmi Bansal²

¹Assistant Professor, Army Institute of Hotel Management and Catering Technology, Kothanur Post, Bangalore- 77, India

²School of Management Studies, Indira Gandhi National Open University, Maidan Garhi, New Delhi-110 068, India

Abstract: A study of the stress management in women working in the hospitality sector at Bangalore has been carried out. Different factors of stress were identified and a structured questionnaire was distributed. 100 samples were collected by using simple random probability method. Study reveals that women at top management are experiencing more of work related stress. Positive thinking towards the work and counseling are the most preferred coping mechanisms.

Keywords: Hospitality sector, Professional Stress, Personal Stress, Coping mechanism.

I. INTRODUCTION

Women who were till recently the most dormant segment of Indian population have now become active participants in all walks of life and constitute a vibrant section of our society. The modern society has also reciprocated by extending proper recognition to the individual identity of women. The women now work in offices both as assistants as well as officers. They participate in the discussions in the State Assemblies and also in National Parliaments as people's representatives. Women, with their intelligence and personality, protect the family from disruptions and disintegration.

India is the second most populous country in the World. Women comprise 48.5% of the population. Currently more than one-third of Indians live in cities. 65.5% of women and 82.1% of men are literate^[1]. In 2011, 80% of urban women were literate compared to 59% of rural women. 45.9% of all enrolled undergraduate students in India are women. 40.5% of all enrolled Ph.D. students are women. In 2012-2013, the percentage of women enrolled in specific undergraduate degree programs included- 28.5% Engineering/Technology, 40.2% IT and Computer, 35.6% Management, 32 % Law. In labour force, more women work in rural India than in cities. Overall, the labour force participation rate for women is falling: from 37% in 2004-05 to 26.1% in 2009-10 and in 2011-2012, women comprised 24.8% of all rural workers, down from 31.8% in 1972-73. In 2011-2012, women comprised 14.7% of all urban workers, a small increase from 13.4% in 1972-73. 13.4% of Indian working women have a regular salaried job compared to 21.2% of working men (aged 15-59). Women earn 56% of what their male colleagues earn for performing the same work. India will add 110 million people to its labour force in the next 10 years, including youth and women entering the workforce. If India can increase women's labour force participation by 10 percentage points (68 million more women) by 2025, India could increase its GDP 16%. Women hold only 7.7% of Board seats and just 2.7% of Board chairpersons.^[2]

Stress is a state of mental tension and worries caused by problems in our life, work, etc. It may be perceived as something that causes strong feelings of worry or anxiety and creates physical fatigue or pressure^[3]. Recent dictionary definitions associate the word "stress" with disease. The **Shorter Oxford Dictionary (2007)** describes stress as, "a condition or adverse circumstance that disturbs, or is likely to disturb, the normal physiological or psychological functioning of an individual".^[4] Most recently, work stress has been operationally defined by the **U.K. Health and Safety Executive** as, "The adverse reaction people have to excessive pressures or other types of demand placed upon them".^[5]

Hospitality sector

Hospitality industry has emerged as the largest employer of women in the current scenario. According to a report published by The Times of India ^[6] in south India and West Bengal, 55- 60 per cent of the employees in hotels are women while in Maharashtra , Punjab and Delhi, the figure is 40- 50 per cent. The percentage is lowest in Jammu and Kashmir, UP and Bihar. With Mumbai being the financial hub of not just Maharashtra but the nation, it is natural that a large chunk of hospitality jobs in the city, which has topflight hotels and airline operations, are performed by women. Out of the 3 regions of study, Karnataka shows the best result in this lot with 13.4 per cent female and 86.6 per cent male workers in this industry. West Bengal lies in the middle with 9.4 per cent female and 90.6 per cent male employees. ^[7]

According to India Brand Equity Foundation (IBEF), the total market size of the tourism and hospitality industry in India stood at 117.7 billion dollars in 2011 and is expected to touch 418.9 billion dollars by 2022 .“The scope is widening with the economy booming and multinational players entering the Indian market,” says Verghese adding, “Therefore, there is a need for all types of hotels, including budget hotels, business hotels and luxury hotels for different segments of society,” she adds.^[8]

Internationally, tourism’s contribution to employment is estimated to be 6 – 7 per cent of the overall number of jobs (direct and indirect). Global employment in Travel and Tourism industry (both direct and indirect) in 2009 was actually 250 million or 8.6 per cent of the employed. Women make up 70 per cent of the labour force in tourism sector and worldwide half of all tourism workers are 25 years of age or under.

In India, travel and tourism sector contributes 5.9 per cent of the GDP and 9.2 per cent of the total employment. The total number of jobs (direct and indirect), in the tourism sector in 2010 and 2009 was 53 million and 49.8 million respectively, and it is estimated that this number will rise to about 77.5 million by 2016. Travel and tourism sector is estimated to create 78 jobs per million rupees of investment ^[9].

II. OBJECTIVES OF THE STUDY

1. To analyze and interpret various factors for the stress at different managerial levels.
2. To make recommendations for stress coping mechanism.

III. RESEARCH METHODOLOGY***Research Statement***

“Women, Work and Stress Management in Hospitality Sector at Bangalore”

Description of the sample

This research can be categorized as descriptive, because it includes survey and fact finding studies of various kinds. Simple random probability sampling method has been used to collect data from Hospitality Sector at Bangalore, a hub of these activities at present.

Data Collection Methods

Primary Data: A questionnaire was distributed to 100 women employees working at all the managerial levels in hospitality sector. Purpose of the questionnaire was explained to the respondents in advance. The hotels targeted included The Taj Group of Hotels and Resort, The Oberoi Group of Hotels, Sheraton-Brigade (Starwood), The Lemon Tree, Double tree -By Hilton, Movenpick, Intercontinental Group of Hotels, The Park, Oakwood Premium Service Apartment, Accor Hotels, Radha Regent Hotel, Sarovar Hotel, Thomas Cook, Make my Trip, Yatra.com and Clear trip.

Managerial Levels: Top level- General Manager, Director HR, Director – Sales and Marketing, Director–Room Divisions, Executive Chef, Executive Housekeepers, **Middle Level-**Assistant Managers, HR Managers, Front Desk Travel managers, Concierges, **Floor Level-** HR Executives, Guest Relation Executives, Front Office Executives, Commis and Attenders.

Secondary Data: It was collected from the internet, books on related issues and research reports relevant to the study.

Different Factors of Stress were identified: Self Related Stress (SRS), Organization Related Stress (ORS), Family Related Stress (FRS) and Work Related Stress (WRS).

Hypothesis: H0-Stress exists at all the managerial level in the Hospitality Sector.

Limitations of the study:

- Research is confined to Bangalore City.
- Analysis of the stress has not been done on the basis of a particular management level in the organization.
- Responses may be influenced by the colleagues or some respondents may not disclose the truth.
- Stress level and its management has been studied and discussed only in respect to working women.

IV. ANALYSIS AND INTERPRETATION

Various statistical tools have been employed, like frequency distribution, bar graphs for analysis and representation of data; SPSS 22 and AMOS were used for the analysis of the data.

Table 1. KMO and Bartlett's Tests

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.638
Bartlett's Test of Sphericity	Approx. Chi-Square	3995.3925
	Df	231
	Sig.	0.000

Table shows the KMO and Bartlett tests used to evaluate the strength of the linear association among the set of items in the correlation matrix. The result of KMO is 0.638 which is higher than 0.5 indicating to be good for factor analysis. The Chi square value is significant at 5% since the p value is 0.00. Based on these two criteria, the correlation matrix appears to be factorable. Therefore, the test outcome suggests rejecting null hypothesis.

Table 2. Rotated Component Matrix

Components-	SRS	ORS	FRS	WRS	Communalities
Eigen value	4.516	4.385	3.818	2.772	
Total variance explained	20.525	19.934	17.355	12.601	Total = 70.415

It is extracted by using principal component method and varimax rotation method to represent the data into four underlying dimensions. Eigen value is kept closer or greater than 1 to extract factors from the given variables. Here Principal Components Analysis (PCA) is used to extract factors to represent the data. In the present study, original number of variables is 43. While conducting factor analysis, 21 items are discarded due to unfitting and low communalities. Finally, 22 variables are identified for factor analysis and these 22 variables are reduced into 4 factors; therefore, the predesigned four underlying factors are constructed for our further study.

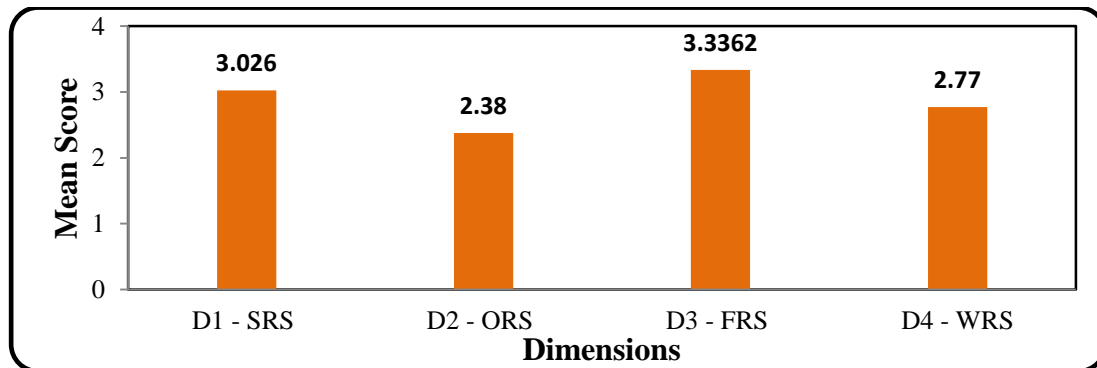
Table 3. Reliability statistics

Factors	Items No	Cronbach's Alpha	No. of Items
D1 (SRS)	35, 37, 39, 41, 43	.971	5
D2 (ORS)	1, 2, 4, 6, 8	.952	5
D3 (FRS)	25, 26, 28, 29, 30, 31, 33, 34	.825	8
D4 (WRS)	12, 13, 20, 21	.845	4
All	1, 2, 4, 6, 8, 12, 13, 20, 21, 25, 26, 28, 29, 30, 31, 33, 34, 35, 37, 39, 41, 43	.792	22

Table 3 brings out Cronbach alpha to construct the present analysis. All four constructed dimensions are having alpha value more than 0.8 and alpha value for the overall construct is 0.792. The stated Cronbach alpha value indicates the consistency of the instrument and reliability of the responses for the test.

Table 4. Descriptive Statistics for all dimensions

	Name of the Factors/ Dimensions	N	Minimum	Maximum	Mean	Std. Deviation
D1	SRS – Self-Related Stress	100	1.00	4.60	3.0260	0.91393
D2	ORS – Organization Related Stress	100	1.00	4.80	2.3800	0.90453
D3	FRS – Family Related Stress	100	1.50	4.88	3.3362	0.57067
D4	WRS – Work Related Stress	100	1.00	4.50	2.7700	0.76680

Graph 1: All Dimensions Mean Stress Score

From Table 4, it can be concluded that D3: Family Related Stress Score has highest mean score of 3.3362 with the standard deviation of 0.57067 and D2: Organization Related Stress Score has lowest mean score of 2.38 with the standard deviation of 0.90453.

Stress Factors and Level of Position in Hospitality Sector

All dimensions of stress factors of the sample observations of hospitality sector are tested in terms of the independent factor of level of position.

Table 5. Descriptive Statistics of Stress Factors at level of position

		N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
D1: SRS	Floor Level	21	2.7048	.96046	.20959	1.00	4.00
	Middle Level	71	3.1437	.90218	.10707	1.00	4.60
	Top Level	8	2.8250	.73630	.26032	2.00	3.80
	Total	100	3.0260	.91393	.09139	1.00	4.60
D2: ORS	Floor Level	21	2.5714	.98648	.21527	1.00	4.80
	Middle Level	71	2.3831	.80053	.09501	1.00	4.80
	Top Level	8	1.8500	1.39694	.49389	1.00	4.80
	Total	100	2.3800	.90453	.09045	1.00	4.80
D3: FRS	Floor Level	21	3.1369	.66133	.14431	1.50	4.00
	Middle Level	71	3.3803	.54709	.06493	2.00	4.88
	Top Level	8	3.4688	.45193	.15978	2.75	4.25
	Total	100	3.3362	.57067	.05707	1.50	4.88
D4: WRS	Floor Level	21	2.3214	.81832	.17857	1.00	4.00
	Middle Level	71	2.8838	.70941	.08419	1.00	4.50
	Top Level	8	2.9375	.77632	.27447	1.50	3.50
	Total	100	2.7700	.76680	.07668	1.00	4.50

Table 6. Test of Homogeneity of Variances of Stress Factors

Factors/Dimensions	Levene Statistic	df1	df2	Sig.
SRS – Self-Related Stress	0.485	2	97	.617
ORS – Organization Related Stress	2.655	2	97	.075
FRS – Family Related Stress	1.773	2	97	.175
WRS – Work Related Stress	0.744	2	97	.478

Table 6 depicts the Levene statistics of value of four factors. The Levene statistics for SRS, ORS, FRS and WRS are 0.485, 2.655, 1.773 and 0.744 respectively. These values are statistically insignificant at 5% since all $p > 0.05$ at 2, 97 degree of freedom. Therefore, it can be concluded that the variance of the all stress factors is constant; hence, the hypothesis of homogeneity of variances stress factors cannot be rejected.

Table 7. ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
D1: SRS	Between Groups	3.473	2	1.737	2.126	.125
	Within Groups	79.219	97	.817		
	Total	82.692	99			
D2: ORS	Between Groups	3.017	2	1.509	1.877	.159
	Within Groups	77.983	97	.804		
	Total	81.000	99			
D3: FRS	Between Groups	1.113	2	.556	1.734	.182
	Within Groups	31.128	97	.321		
	Total	32.240	99			
D4: WRS	Between Groups	5.370	2	2.685	4.928	.009
	Within Groups	52.840	97	.545		
	Total	58.210	99			

Table 7 depicts the ANOVA of four factors of stress score. The mean square between the groups of SRS, ORS, FRS and WRS in terms of level of position is 1.737, 1.509, 0.556 and 2.685 respectively. Mean square error within the groups of SRS, ORS, FRS and WRS is 0.817, 0.804, 0.321 and 0.545 respectively. The corresponding F value at 2, 97 degree of freedom is 2.126, 1.877, 1.734 and 4.928 respectively. The computed F value is statistically significant at 5% only for WRS since p value is 0.009 ($p < 0.05$). Therefore, it can be concluded that there is significant difference between the average of work related stress score of observations across the level of position; hence, the hypothesis of average of work related stress score across the level of position at hospitality sector as same can be rejected.

Table 8. Post Hoc Tests - Multiple Comparisons: Work Related Stress

Dependent Variable	(I) Level of Position	(J) Level of Position	Mean Difference (I-J)	Std. Error	Sig.
D4: Work Related Stress	Floor Level	Middle Level	-.56237*	.18334	.003
		Top Level	-.61607*	.30665	.047
	Middle Level	Floor Level	.56237*	.18334	.003
		Top Level	-.05370	.27526	.846
	Top Level	Floor Level	.61607*	.30665	.047
		Middle Level	.05370	.27526	.846

*. The mean difference is significant at the 0.05 level.

Table 8 shows the Post Hoc Tests - Multiple Comparisons Test by using LSD test. The mean difference of work related stress score is highest between floor and top level (0.61607) and lowest between top level and middle level (.05370). As per LSD test, the mean difference of work related stress score is statistically significant at 5% between floor level and middle level (.56237) since its p value is less than 0.05. And also the mean difference of work related stress score between floor levels to top level (0.61607) is significant since its p value is less than 0.05. Therefore as per LSD test, the pair-wise comparison of work related stress score across the floor level and middle level, floor level and top level differs significantly.

The following model conceptualizes the above output of the factor analysis into path diagram. The path diagram shows the loading of the items for each of the dimensions. The double headed arrow indicates covariance among the dimensions.

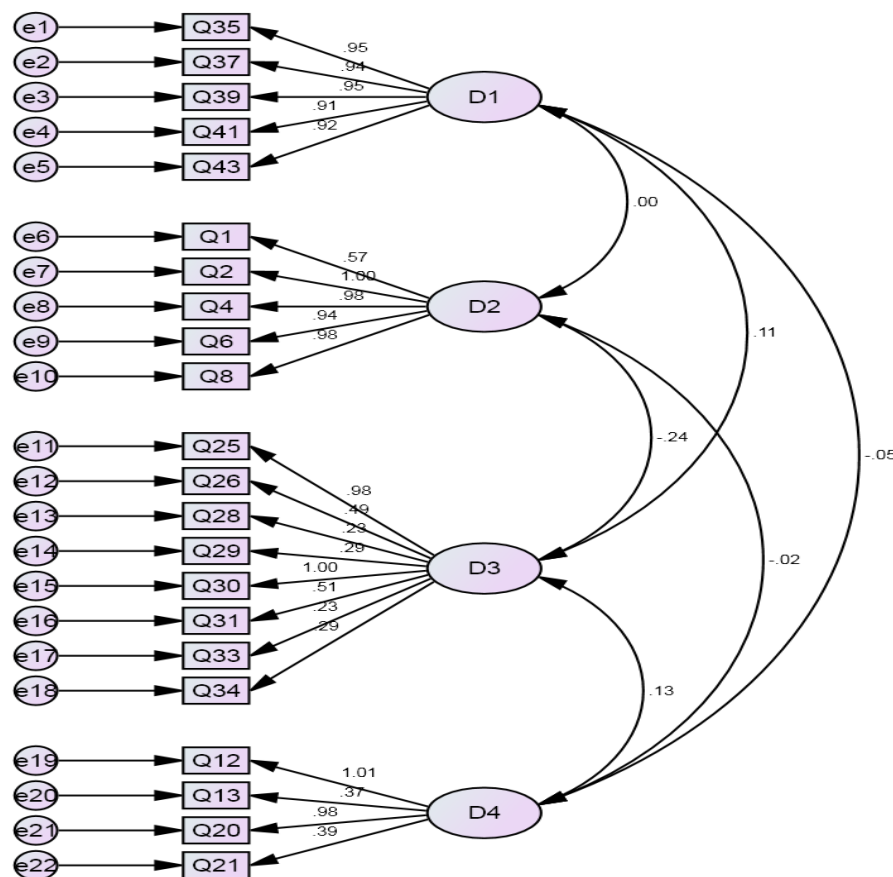


Diagram 1. Factor Analysis

V. CONCLUSION

This study analyzes the dimensions that are causing stress among working women in hospitality sector at different managerial levels which is indicated in stress score factors. Hypothesis of stress existing at all the managerial level cannot be rejected. Work Related Stress differs significantly across the level in hospitality sector. Mean of Floor Level is 2.3214, Middle Level 2.8838 and Top Level is 2.9375. As the mean score is high at Top Level, it can be concluded that in hospitality sector, Top Level women employees are experiencing more of Work related stress as compared to other levels and dimensions of stress.

Different coping mechanism is used by the women employees for managing the stress. Most of the respondents strongly agreed with positive thinking and considered counseling, reduction in responsibility and recreation with family as preferred coping mechanism. Hotels are using different techniques to help the women employees to handle the stress and they are following six off's in a month, women meet in a month and providing them with learning and training programs.

VI. FUTURE RESEARCH

Different dimensions in the study can be added like categorization of different star hotels, age, marital status and year of work experience etc. After effect of the stress management techniques can also be studied in this sector.

REFERENCES

- [1] "Women and Men in India". A publication by the Central Statistics Office under the Ministry of Statistics and Programme implementation, Government of India, Central Statistics office, National statistical Organization (2012).
- [2] <http://www.catalyst.org/knowledge/women-workforce-india>
- [3] Source: Merriam-Webster's Learner's Dictionary
- [4] Daniel Girdano, George S. Everly, Jr., Dorothy E. Dusek; (2009), Controlling Stress and Tension, Eighth Edition, Pearson Education.
- [5] Dean Bartlett (2010), Stress-Perspectives and Processes, Tata McGraw-Hill.
- [6] The Times of India, Bangalore, dated February 23, 2013.
- [7] <http://www.franchiseindia.com/restaurant/Role-of-Women-in-Indian-Hospitality-Industry.6110>
- [8] http://zeenews.india.com/news/education/hospitality-industry-provides-significant-employment-opportunities_1522209.html First Published: Monday, December 29, 2014 - 23:16
- [9] FHRAI Magazine- <http://www.indiahospitalityreview.com/article/shortage-skilled-manpower-hospitality-industry>.