A STUDY ON PREFERENCE OF WOMEN AS EMPLOYEES THAN MEN IN HOSPITALITY SECTOR

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ABSTRACT

The dimensions of international hospitality and the potential which exists in India show tremendous scope for the accelerated growth of hospitality industry in the country. The scope for accelerated growth of hospitality is more in Kerala than any other states in India. There is not much benefit earned from the huge sums spent by governments to boost hospitality industry in Kerala because they tend to tie the horse behind the cart. This article presents findings of issues in hospitality industry with special reference to preference of women as employees than men in hospitality sector, factors influencing such preferences and the resulting issues to be addressed in the hospitality sector in Kerala. The study focus on hospitality industry spread across broad three areas namely food and beverages, accommodation and travel & tourism in Kerala. Data is collected by means of secondary sources.

KEY WORDS: Tourism, Hospitality Industry, Women, Employment, Kerala.

REFERENCE:


