

**MAPPING WOMEN'S PERCEPTIONS TOWARDS JOBS IN HOTEL
INDUSTRY IN BATTICALOA**

By:



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ABSTRACT

Women's participation in the hotel industry is currently declining due to many reasons. In this context, this study has explored this phenomena by conducting interviews with the women who are currently working in hotels and other unemployed women from the society to explore their perceptions towards employements in hotel industry in the Batticaloa.

Hence, aims of this study are to explore the nature of the job opportunities and level of women employment in the hotel sector in Batticaloa, the factors that positively influence the women to work in the hotel sector in Batticaloa, factors that negatively influence the women who are working and not working in the hotel sector in Batticaloa, women's perceptions towards employment in the hotel sector in Batticaloa and recommend possible strategies to increase women's employment participation in the hotel sector in Batticaloa. To find out about the women 's perceptions of employment at the Batticaloa Hotel, the interviews were conducted among the working women in selected four hotels in Batticaloa and unemployed women of Pethalai and Kalkudah areas of Batticaloa. It is an inductive study where the qualitative approach was undertaken, 20 employed women and 20 unemployed women were interviewed by using a semi-structured interview method. Collected data were analyzed using NVivo 10 through Thematic Analysis. According to the findings, similar perceptions were observed regarding employed and unemployed women towards employements in the hotel sectors.

Further, study found that there are some positive factors such as financial aid, motivation, welfare service, skills development, and social interactions were influence them to work in the hotel sector in Batticaloa. At the same time, the researcher found there are some negative factors such as unexpected situations, harassment, overwork, customer reaction, less job security, and lack of knowledge were negatively influence the women who are working and not working in the hotel sector in Batticaloa. The syndrome researcher found that women 's perceptions such as culture and society influence, glass ceiling, high male dominance, lower level of work, and personal behaviors were considered as some key aspects of their perceptions of employment in the hotel sector in Batticaloa. Finally, the researcher proposed some policies and frameworks for policymakers to boost the performance of working women and to increase the involvement of women in hotels in Batticaloa.

Keywords:- Hotel industry, Tourism, Perception, Unemployment, and Employment

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