

# Gender Equality of Tourism Graduates in Tourism Industry

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**Abstract**—This study aims to examine the participation of women workers, especially in tourism industry related to industrial revolution 4.0, to identify whether they have gender inequality. Qualitative research was carried out with a total of 56 respondents who were women graduates of the Tourism Department, Politeknik Negeri Bali. Data is collected through online forms and in-depth interviews with Human Resources Managers (HR), and women workers who have graduated. Based on the analysis of access, participation, control and benefits, women who graduated from Tourism Department got gender equality both when looking for a job and carrying out work in their fields at international, national or local companies. The discrimination was still there, like the physical requirements about women on the job vacancies, facilities that were not gender-responsive, and some policies that were not responsive to women sexuality problems regarding the company operation.

**Keywords**—women, gender equality, tourism, industry 4.0

## I. INTRODUCTION

This sustainable tourism always becomes one of the references in term of tourism industry, especially about women. Various tourism companies are places where women intend to work, such as hotels, restaurants, villas, MICE, event organizers, travel agents, and tourist attractions. This company, especially hotels, was growing very rapidly in Bali so there are many employment opportunities for women workers who graduated from Department of Tourism, Politeknik Negeri Bali. Most of the graduated women from department of tourism currently work in the hospitality industry. In recent years, hotel companies have seen that the problem of human resource management (HR) and the right employee selection process are important for the sake of business [1], [2], so that the companies in the tourism industry today have better human resource management and recruitment processes. The availability of vast employment opportunities, good human resource management and better employee selection process attracted graduated women from tourism to find work in this industry. The availability of job opportunities in the tourism industry for graduated women from Department of Tourism was vary

greatly from the most basic level of work to the level of managerial work. Women workers have been employed at all levels in the organizational structure of hotel companies, such as the clerical level to the management level, and this has brought general conceptual changes to the hotel business [3]. The large number of job prospects encourages many high school graduated student to continue their education in tourism higher education institution. These phenomena lead women student to choose education in tourism, as well as encourage more women student to enter work in tourism companies. Tourism company is an amalgam company that provides services and goods for tourists who travel to certain destination, and the work of providing services for tourists is also one of the women workers intention to work on this industry.

Now, there are many women workers who make living in the tourism industry graduated from tourism education institution. They work in the various fields of work, different levels of management, and different type hotel chains such as international, national, and local chain company. Meanwhile, women workers do their work with male workers so that it is very possible for them to face gender inequality when they were in work or reached higher career path. Therefore, a research needs to be carried out to know gender inequalities that might be faced by women workers

## II. RESEARCH METHODOLOGY

The research design was carried out by quantitative descriptive method, based on the study of gender equality and women's mainstreaming, which is to describe and interpret in-depth about gender equality obtained from graduated women of Department of Tourism, Politeknik Negeri Bali, who do their work especially at tourism industries, viewed from the access, participation, control and benefits obtained by women workers.

The location of this research is in all companies engaged related to tourism which is a place where graduated women from tourism department work and it is not geographically limited. The respondents of this study

were 56 women workers who graduated for the last three years (2016-2018).

The population of this study were all graduated women from the Department of Tourism, Politeknik Negeri Bali who graduated for the last three years (2016-2018). That was determined as populations due to the consideration of massive development in tourism industry that expected to have an impact on women workers. The total number of graduated women from Department of Tourism was 336 students [4], and the number of respondents who completed questionnaires (google form) were 56 respondents. In-depth interview with some Human Resources Manager and women graduated from Department of Tourism was also carried out to verify the information of the respondents

### III. RESULTS AND DISCUSSIONS

The tourism industry all over the world has been growing rapidly because they considered as very potential industry to generate foreign exchange of the economy. Based on that facts, many countries opened their territories to be developed as tourist destinations for both domestic and foreign tourists. The significance of this massive tourism development began to be studied further by experts. The initial critical discussion that had been carried out on tourism and its development focused on the assumption that the tourism industry exploited colonial associations and then shifted focus to the colonial power structure to promote and develop the tourism industry, especially in the developing countries [5]. But the subsequent development of tourism in various countries also involves countries that have never colonized any other countries.

The tourism industry in Bali has also been developing rapidly, marked by the number of tourists who visits and the provision of tourism facilities for tourists that continue to grow from year to year. The number of foreign tourists that visited Bali in 2018 was 6,070,473 people, increased 6.54% from the previous year. The number of hotels at Bali in 2017 for all classes is 551 hotels [6]. The development of the provision of various tourism facilities provides many employment opportunities for women workers. Many women see this work as prospective workplace to make living, so they continue their education into some existing tourism education. The number of women students who continue their education at certain tourism universities or institution is also increasing, included Department of Tourism, Politeknik Negeri Bali. The increasing number of women students who continue their education in tourism is strongly influenced by the prospect of job availability and the amount of salary they would get.

Women workers who graduated from Department of Tourism do work in various types of businesses related to tourism such as restaurants, tourist attractions, MICE companies, travel agents, event organizers, and airlines, but most of them are as many as 80% working in the hospitality industry. The increasing number of women worker in hotel is a fact because the increasing number of hotels in Bali, especially star-rated hotels that have international and national networks, provides many highly

prospective employment opportunities, especially for women workers.

The tourism industry in the industry 4.0 is an industry that is predicted to be influenced strongly by the latest technological development. The industrial revolution 4.0 has brought many changes to the field of work availability. In the industrial revolution 4.0, there are many various jobs that will be created in science, technology, engineering, mathematics (STEM), and IT. All changes in the field of work availability of the industry can widen the gender gap in the workforce because women tend to avoid STEM work and choosing work related to office and administration, which are most vulnerable to be changed by robot [7]. In the period 2018-2020, it is predicted that many industries will use advanced robotics and autonomous transportation [8]. It was also stated that in the G20 countries and outside the G20, women workers were paid less than male workers and were discriminated both in the household, market and institution [9]. The statement regarding the widening of gender inequality, women workers being paid less and discriminating against women workers in the tourism industry needs to be studied more deeply in order to get clear understanding, especially because many women currently continue their education in various tourism higher education institutions and wish to find jobs in the tourism companies. Graduated women student from Department of Tourism, Politeknik Negeri Bali had worked in the tourism industry, and currently many women student still completing their education in the Department of Tourism. This study intended to get description about tourism-graduated women student who do work in the tourism industry, and it carried out by examining four things, namely access, participation, control, and benefits of the work.

#### *A. Graduated Women Workers Access Related to Work*

Women student graduated from tourism department get equal opportunities to get jobs after they graduate, and there is not much discrimination faced by women student who graduated from Department of Tourism regarding the access to jobs as their want in the tourism industry today. A number of 96.4% of them stated that graduated women workers from Department of Tourism had never experienced refusal to get the job just because they were women. Job opportunities offered by companies do not limit women student from these jobs. Higher level of career opportunities is available in the companies where graduated women student from Department of Tourism are offered with equal opportunities for both women or man workers, and filling job in these vacancies are based on the competency of the workers. As many as 98% of women stated that career opportunities were based on the competencies of workers. Existing career opportunities can be filled by women or men if they have competencies regarding requirements in the position. Only 2% of them stated that they did not get the same opportunity as men workers related to their desired job. Gender equality regarding to access in getting a job and pursuing career is obtained by graduated women student in Department of Tourism, all those who work in the international, national and local companies. There is no gender equality gap for women workers in international, national and local companies. Local companies also provided equal

opportunities for women workers to get jobs and gain career in their fields of work. A number of 93% of women workers said that the opportunity to have career in the workplace was the same between women and men workers. Data related to the access of women workers who graduated from tourism can be seen in Fig. 1.

Even though in general they did not experience gender inequality, but they still get discrimination against them in terms of getting a job, like there was still available job vacancies which required the physical of women workers such as attractive appearance, height, and dressed up. About 39% of graduated female student from Department of Tourism find the conditions listed on job vacancies that containing female's physical criteria. Inclusion of physical criteria for women workers in job vacancies according to the rules is not permitted. The issue of discrimination has been regulated and clearly stated by law regarding the elimination of forms of discrimination against women [10], and the government has mandated the position and role of women [11], also women's rights are protected by law [12]. The UN also stipulates the Millennium Development Goal 3, namely promoting gender equality and empowering women [13].

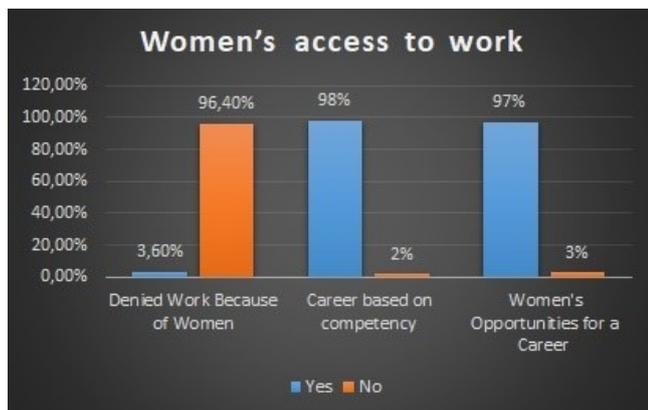


Fig. 1. Graduated women workers access related to work.

Women student graduate from Department of Tourism, even though in general they did not experience gender inequality, but in the form of prohibiting physical criteria of women most of them did not know this provision. A number of 72.7% of them did not know the prohibition related to discriminating against women in term of getting job opportunities. So it was seen from graduated women workers access to jobs in the tourism industry, especially in industrial revolution 4.0, graduated women from tourism majors have had equal opportunities.

**B. Graduated Women Workers's Participation at Work**

Graduated women workers from Department of Tourism get equality regarding their participation by carrying out work in the company. Women stated that they were involved in discussions and important decisions in their field of work. There is no discrimination for them related to making decisions in their field of work. This issue of participation is also strongly associated with equal opportunities for women workers to occupy higher levels of employment. They also get equality in expressing their opinions at their field of work. There are no restrictions for women to participate in making decisions in the field of

work. The women workers graduated from Department of Tourism do their jobs in various fields of work related to the tourism industry and they get equality by participating in term of making important decisions at their field of work, and they do not have restrictions to express their opinions when they discussed at meetings. A number of 96% of graduated female workers from Department of Tourism stated that they had the same opportunity in terms of opinion to making decisions.

Many graduated women workers from department of tourism also felt that they were considered brave in term of taking risks at work so that they were actively involved in making decisions and carrying out work. A number of 91.1% of them stated that they were brave enough to take risks in their work. Seeing that graduated women workers from Department of Tourism were considered brave in taking risks at work so they can achieve higher career path like men workers. From the data obtained, the company offered employment opportunities at higher level based on the competencies possessed by workers. The company assessed the feasibility of the worker to occupy position in the job determined based on the competencies possessed by the employee. Data on graduated women workers participation can be seen in Fig. 2.

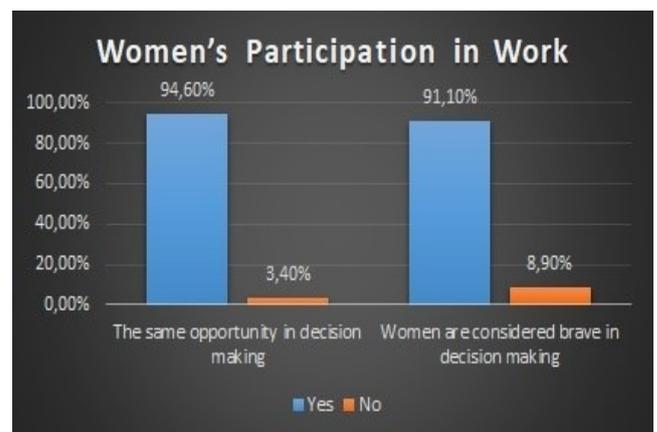


Fig. 2. Graduated women workers participation at work.

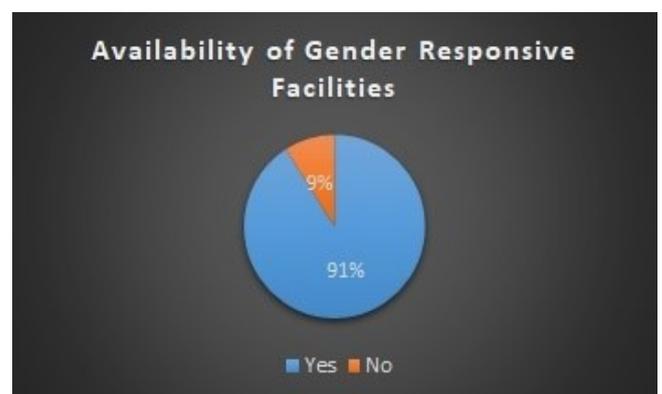


Fig. 3. Availability of gender responsive facilities.

**C. Control of Graduated Women Workers at Work**

To carrying out work in the company, graduated women workers from Department of Tourism get the same opportunity to use various facilities in the company to

carry out their obligations and responsibilities. In some companies, about 9% female workers said that they still used one type of facility which was shared between women and men, such as toilets and lockers. The underlying reason is the limited space available at the company. Meanwhile, graduated women workers from Department of Tourism who carried out their work at national or international companies can use facilities adjusted based on gender. Available facilities are distinguished for male workers and female workers (Fig. 3).

Women workers in the tourism industry indeed get their leave rights according to labor regulations, such as menstruation leave, but many women workers did not use this right because the leader consideration in terms of company operational and also the consideration of women workers related to the number of days off they have in a year. Companies should pay attention to the Presidential Instruction on Gender Mainstreaming at National Development so the policies that made would responsive to gender [14].

Graduated women workers from department of tourism get the same opportunity to use existing work equipment in the company to be able to complete their work. Women workers are not restricted to use existing work equipment so that they can complete work as well as the men workers. So, the control of work equipment in the company is the same between women workers and men workers.

#### D. Benefits That Women Workers Get at Work

Graduated women workers from Tourism Department got the same benefit as the men workers got from their work. Graduated women workers get salary offers the same as men workers. There is no discrimination for women workers regarding the work they did. Related to the benefits obtained by women workers, those who work in international, national or local companies did not get gender gaps. The utilization of facilities provided by companies for positions held by women workers were also the same as men workers. Implementation of the law of labor that provided equality between men and women workers, can be said well implemented [15], so that greatly influence the reduction of gender inequalities that occurred in the tourism industry (Fig. 4).



Fig. 4. Same salary offers.

#### IV. CONCLUSION

Women workers graduate from Department of Tourism, Politeknik Negeri Bali who do work in the tourism industry, especially in industrial revolution 4.0 finding both oral and written rules and also policies set by companies where they work responsive to gender. The rules and policies set by the company did not differentiate between women and men workers regarding their career and salary levels.

In terms of access, participation, control and benefits, graduated women workers from Tourism Department Politeknik Negeri Bali get gender equality when they were looking for work, doing work, or pursuing career path in the tourism industry today. The factor that discourages women from getting a job is about job requirements that included the physicality of women, where this factor discriminated against women to get the desired job. Women get equal opportunities for the positions offered because filling in positions in the company was based on the competencies of workers. They also get same salary.

The development of tourism in the industrial revolution 4.0 where various fields of work have been developing based on information technology, however this development did not limit the role of women who graduated from department of tourism for pursuing their careers in the tourism industry. The more massive use of technology in the tourism industry did not limit the role of graduated women from department of tourism in terms of access, participation, control and benefits in their work.

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