



A Comparative Study of Women Work Challenges in Cairo and Fayoum Hotels

A Thesis Submitted in Partial Fulfillment of the Requirements of Master Degree
in Hotel Management, Hotel Studies Department, Faculty of Tourism and
Hotels, Fayoum University

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FAYOUM UNIVERSITY

2019

Abstract

There is a lack of research regarding women work challenges in hotels in the Egyptian market especially in the field of tourism and hotels, so women participation in the tourism and hotel sector is still subject to the influences of values, customs, traditions, social and economic considerations. Therefore, the scarcity of women work in the hotel sector is observed.

This research aims at identifying women work challenges in the hotel sector. To achieve the research aim, the primary data were gathered through an empirical study conducted by questionnaire on a stratified random sample of women work in Cairo and Fayoum five-star hotels, department of housekeeping and front office. Secondary data were collected from studies related to women work in the hospitality sector, the gathered data were analyzed by using Logistic regression that could be binary logistic when the dependent variable takes the values of 0 and 1 (dummy variable) to make sure from the existence of the significant relationship between study variables and to identify the impact of following dimension of Job challenges, social challenges, Administrative challenges and demographic data on women work in the hotel sector. The descriptive statistics (frequencies) and means were used in order to calculate all variables. The SPSS (version 23) software was used in analysis and cross-tabulation analysis is most often used to analyze categorical data.

The results showed that the society has a bad impression about working women in the hotel sector. The results also indicated that the independent variables (Job, social and Administrative challenges) affected the dependent variable (women work). While the demographic data, such as (age, educational level, years of experience, social status) had an effect on women work in the hotel sector. The research recommends that the trends of the Egyptian rural society towards females work in the hotel sector need to be studied.

Keywords: Women Work, Job Challenges, Social Challenges, Administrative Challenges, Hotels, Fayoum, Cairo.