



Synchrony of Choice of the Departments in Tourism and Hospitality with Gender Stereotyped Careers

Dewa Gde Ngurah Byomantara¹, Arifuddin²

^{*1}Politeknik Pariwisata Bali

Jl. Dharmawangsa Kampial, Nusa Dua, Bali

²Universitas Mataram

Jl. Majapahit No.62, Gomong, Kec. Selaparang, Kota Mataram, Nusa Tenggara Barat

*e-mail: byomantara@yahoo.com

ABSTRACT

The present study aimed at examining the proportions of the students' genders in each department in Bali Hospitality and Tourism Institutes or higher educations and the community mindset regarding the choice of jobs based on gender. 1,656 students of the three Tourism and hospitality institutes in Bali took part. Data were based on the entrance test and questionnaire (Google Form) analyzed with iterative analysis (Yin, 2010). Hospitality Management, Food and Beverage Service Management, Hospitality, Food Service Management, and Tourism Management and Hospitality Administration are the favorite departments. Two of the six departments, Hospitality Management and Food and Beverage Service Management are the two most favorite departments. On the contrary, four least favorite departments are Travel Business Management, Tourism Destination, Convention and Exhibition Management and Spa Management. All departments of the Bali Tourism and Hospitality institutes, females are more dominant. It shows that Balinese community are flexible and hold the same mindset regarding gender-stereotyped careers, such as Food and Beverage Service Management, Hospitality, and Food and Service Management.

Keywords: *hospitality, tourism, gender*

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1. INTRODUCTION

In Indonesia, the choice of job is determined by its suitability with the men and women destiny. It was established that there was no relationship between beliefs towards gender stereotyping and career path (Kimaro & Lauo, 2016). However, in Indonesia, particularly in Bali, the community's mindset related to gender-stereotyped jobs still exists. This mindset may affect job preference or choice and career shift.

A study conducted in Bali by Setiyarti and Lestari (2020) shows that female graduates of tourism schools who work in the tourism sector or industry tend to take career shift to choose a job with multi-roles, as a wife and a career woman. Male students, on average, think that they will continue to work in hospitality and tourism industries and do not want to shift elsewhere, while for female students, on average, they will leave hospitality industry after starting a family and looking for a workplace with more flexible time. This is a mindset.

Consequently, tourism education institutions should anticipate the graduates' preference shift their careers.

Meanwhile, from several studies in various countries, it is reported that there exists gender discrimination in terms of proportion and 'career development' opportunities in the tourism and hospitality industry, which may be one of the triggers for career shifts. The reasons for 'career shift', among others, include better income or security, family reasons, traditions or mindset; barrier and discrimination in career development, inaccurate choice of major with a prospect career.

In reference to the situation above, the research questions involve: 1) What are the proportions of the students' genders in each department in Bali Hospitality and Tourism Institutes? 2) Is there a significant difference of number of students in hospitality and tourism departments based on gender? 3) How consistent is the choice of departments in hospitality and tourism educations with Balinese mindset to gender stereotyped jobs?

The present study aimed at examining the proportions of the students' genders in each department that they chose in the admission tests held by the Bali Hospitality and Tourism Institutes. What was tracked in this study is, both as a whole and for each department, how the distribution of departmental choices based on gender at the Hospitality and Tourism Universities in Bali. Is the choice of a major still relevant to the mindset of Indonesian society that gender is one of the considerations for choosing a major or a job?

Since the present study aimed at examining the significance of gender difference both in the selection of departments in Bali hospitality and tourism institutes, as an anticipation for the global trends in gender-related career opportunities, the present study is urgent and novel. Bali tourism institutes have never conducted such a study. Concretely, the combination of findings of the present study and those of previous studies are important for 1) the fulfillment of students' needs, curricula, teaching strategies, and expected work known as 'link and match' principle; 2) appropriate future career development, 3) minimizing career switch, women in particular; 4) improvement of job or career satisfactions. 5) avoiding curriculum and admission mismanagement.

Do Bali tourism institutes provide guidance to the candidates to choose particular departments? Or are the candidates independent in department selection? Ideally, the institutions have mapped the students' preferred departments and all related demographic aspects related to their prospective careers. In the long run, Bali hospitality and tourism institutes should have identified which career paths the freshmen are sought for.

Tourism studies on gender differences is not immune (Basurto-Barcia & Ricaurte-Quijano, 2017; Pritchard & Morgan, 2017). Despite ongoing problems with gender inequalities in tourism (Nunkoo, et al., 2020; Nygaard & Bahgat, 2018; Pritchard & Morgan, 2017) and their underrepresentation in tourism industries, the percentage of women is high and their contribution has significantly increased in recent years (Cave & Kilic, 2010).

Regardless of gender, the objective of education to prepare the students' employability and success in their chosen careers (Ariffin, Raja-Abdullah, Baba & Hashim, 2015). However, it indicates the female gender is not correlated to the choice of marketing profession, personal interest factors were positively related to the choice, followed by the nature of marketing, quality and reputation of lecturers, and job related factors (Agbanu et al., 2014). There are a variety of factors that affect our decision-making, including cognitive biases, information accessibility, past experiences, and personal relevance (Barry & Halfmann, 2016).

Good career planning leads to life fulfillment however; cultural heritage can conflict with youths' personal interests. Findings revealed that youth from collectivist cultures were mainly influenced by family expectations, whereby higher career congruence with parents increased career confidence and self-efficacy (Akosah-Twumasi, et al., 2018).

When gender stereotypes get attached to a job, it biases the authority that people attribute to the man or woman who happens to work in that position. In this way, men experience negative bias when working in positions that others associate with women (Thebaud and Doering, 2017).

In common with other research, the analysis shows that girls are significantly less stereotyping of jobs and occupations than boys. More girls than boys stated that both men and women were suited to most of the jobs and occupations. Girls also displayed less gender stereotyped attitudes towards wider gender roles in society (Critchley, et al, 2004). A person's mindset can cue patterns of functional and dysfunctional thoughts, feelings, and behaviors during a range of job search tasks (Heslin & Keating, undated/in press).

We interpret the observed differences in favor of men as signaling gender bias in recruitment. This bias is reduced when women have higher qualifications and increases when they have children. We interpret employers' openness to modify their decisions when candidates' personal characteristics differ from the group norm, and the absence of discrimination among highly qualified non-mothers, as evidence that gender bias in recruitment is largely grounded in employers' stereotypes rather than in prejudices (Gonzlaes, et al., 2019).

Some stereotypes are descriptive and based on knowledge of men and women's typical abilities. This knowledge can be direct, based on experience, or indirect and transmitted by trusted third parties. Thus, in our societies, in which the division of labor is gendered, men typically appear as possessing greater agentic and leadership qualities than women, and higher aspirations and commitment at work. In contrast, women are assumed to possess greater communal qualities associated with caring behaviors (Cuddy et al., 2004). Other stereotypes are prescriptive, that is, based on cultural beliefs about what men and women ought or ought not to do. They are often justified with reference to higher communal values that reinforce a system of patriarchal authority favoring men (Rudman and Glick, 2001). Prescriptions are accompanied by sanctions when someone violates them. Thus, working mothers who behave agentially may be perceived as lacking femininity and be subjected to a variety of sanctions (Benard and Correll, 2010).

Employment in the hospitality industry is generally associated with lower quality of employment opportunities than other industries (Santero-Sanchez, et al, 2015). The institutions should examine their resources to ensure that students' easy to get jobs (Shroder, 2019) and determine specific curriculum areas needed for being employable graduates (Gursoy, Rahman & Swanger, 2012). Institutionally, the goal of tourism and hospitality educations is to prepare students with skills appropriate with their future careers. Therefore, hospitality educators are advised to improve the curricula to better prepare students for hospitality careers (Wen, Li, Kwon, 2018) and gender-based careers.

In China, more female students than male students in the hospitality education (Guillet, Pavesi, Hsu & Weber, 2019). In tourism schools, the irrelevance between the students' hospitality skills and their job interest occurred. They were interested in department of the hospitality and tourism industry, but no interest in that sector after graduation. Even they switched their jobs. The crucial question is, "Why did they switch their careers?"

Currently, there is a mismatch between industry requirements of graduates and actual preparation (Gursoy et al., 2012; Wang & Tsai, 2014) in the hospitality and tourism educations. This might be one indicator of the incongruity between department choice and the expected employment (Zhong, Couch & Blum, 2013). Hospitality education should provide facilities for fulfillment of the students' expectations (Abou-Shouk, Abdelhakim, & Hewedi, 2014), to better prepare graduates with suitable positions within the industry (Li-Ting, et al. 2014) and their gender. Hopefully, the congruity between freshmen's preference to the departments, the process of education, and career choice will be synchronized.

Therefore, some studies focusing on students' motives for majoring in certain departments in hospitality and tourism educations have been done, e.g. motivational factors to major in Hotel Management (Lee, Old & Lee, 2010). Nevertheless, candidates neglect their gender in the selection of hospitality and tourism departments. In some hospitality and tourism educations, the proportion of men and women is neglected (Lu & Adler, 2009). Probably, those educations have not considered the jobs preference based on gender.

2. METHOD

The participants are the students of three Tourism and hospitality institutes in Bali Indonesia. 1,656 students, 976 male and 670 female, participated in the present study.

Data were collected through some documents, the results of the entrance tests held by the three favorite Hospitality and Tourism Institutes or Higher education in Bali Indonesia that they displayed on the internet. As mentioned earlier, as an anticipative research, closely relevant studies focusing on the gender-related employment trends in hospitality and tourism worldwide were described.

The data were analyzed with Iterative analysis (Yin, 2011) through Identification (Identify the department choice based on gender, Prepare a table for data tabulation, Input the number of male and female students in each column), Display using figures and graphs, Profiling (Determining gender domination, Ranking the departments, Identifying the sub-departments, Classifying the departments, Calculating the percentages of male and female students in every department and every career in hospitality industries and their gender-based preference to certain departments and careers and of gender-dominated and preferred related careers in the hospitality industries), Inferencing (Associating the proportions of the students' gender-based preference to certain departments or careers and of the gender-dominated and preferred related careers. For example, Pinar, et al, 2011); and Drawing Conclusions.

3. RESULT AND DISCUSSION

3.1 Favorite departments in Bali Hospitality and Tourism Institutes

Table 1: Departments Ranks and Students' Genders

Department	Gender	Number of Students	Total	Rank
HPM	M	276	584	1
	F	308		
FBSM	M	296	394	2
	F	98		
HPT	M	108	184	3
	F	76		
FSM	M	98	124	4
	F	26		
TM	M	48	87	5
	F	39		
HPA	M	40	74	6
	F	34		
TR	M	20	41	7
	F	21		
RDM	M	27	34	8
	F	7		
HAM	M	28	32	9
	F	4		
HB	M	15	25	10
	F	10		
TBM	M	10	23	11

	F	13		
TD	M	11	22	12
	F	11		
CEM	M	3	16	13
	F	13		
SPM	M	0	6	14
	F	6		

Codes:

HPM (Hospitality Management), FBSM (Food & Beverage Service Management), HPT (Hospitality), FSM (Food Services Management), TM (Tourism Management), HPA (Hospitality Administration), TR (Tourism), RDM (Room Division Management), HAM (Hospitality Accounting Management), HB (Hospitality Business), TBM (Travel Business Management), TD (Tourism Destination), CEM (Convention and Exhibition Management), and SPM (Spa Management), M (Male) and Female (F).

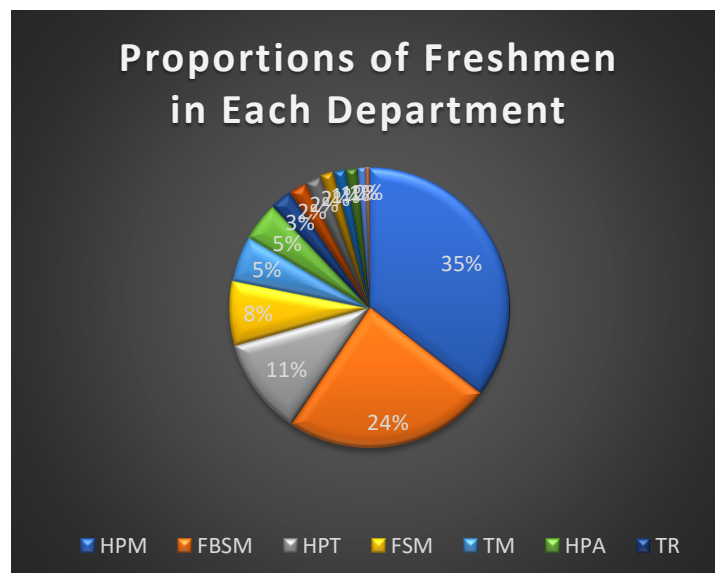


Figure 1. Proportions of freshmen in each department

As summarized in the Codes, the departments of the three Hospitality and Tourism Institutes in Bali involve Hospitality Management (35%), Food and Beverage Service Management (24%), Hospitality (11%), Food Services management (8%), Tourism Management (5%), HPA (5%), Tourism (3%), Room Division Management (2%), Hospitality Accounting Management (2%), Hospitality Business (2%), Travel Business Management (0.9), Tourism Destination (0.1%), Convention and Exhibition Management (0.09%), and Spa Management (0.09%).

Of all departments, Hospitality Management (35%), Food and Beverage Service Management (24%), Hospitality (11%), Food Service Management (8%), Tourism Management (5%) and Hospitality Administration (5%) are the favorite departments. Two of the six departments, Hospitality Management (35%) and Food and Beverage Service Management (24%) are the two most favorite departments. On the contrary, four least favorite departments are Travel Business Management (0.01%), Tourism Destination (0.01%), Convention and Exhibition Management (0.09%) and Spa Management (0.09%).

3.2 Gender-Based Choice of Hospitality and Tourism Departments

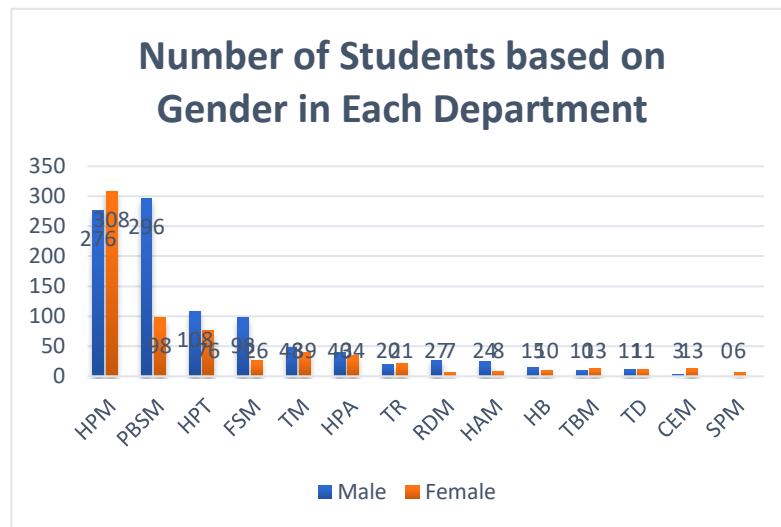


Figure 2. Number of students of based on gender

The number of students from all departments is 1,656 students, 976 male and 670 female. The number of male students is far more than that of female students. Do the numbers of the students based on gender differ significantly?

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Male	70.00	14	97.16	25.97
	Female	47.57	14	79.91	21.36

Figure 3. The Means Difference of Male and Female Students

Paired Samples Test										
		Paired Differences				t	df	Sig. (2-tailed)		
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
					Lower	Upper				
Pair 1	Male - Female	22.43	55.92	14.94	-9.86	54.71	1.50	13	.16	

Figure 4. The Significance of the Difference between Male and female

Based on the *t-test* 1.50 and the level of significance .16 are higher than $\alpha = .05$, so that the difference of the two groups of means is significant. Thus, the number of male students and female students in all departments of the three hospitality and tourism educations is significantly different.

Regarding gender domination in departments, below is the summary of the test.

Paired Samples Test										
		Paired Differences				t	df	Sig. (2-tailed)		
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference					
					Lower	Upper				
Pair 1	Male - Female	-6.69	10.81	4.08	-16.69	3.30	-1.64	6	.15	

Figure 5. Gender domination in all departments

Gender domination in all careers: Male 34.2% and Female 40.92%, so it is female-dominated.

Based on the *t-test* = -1.64 and significance level .15 are higher than $\alpha = .05$, so that the number of male students and female students is significantly different. The number of female students is higher than that of male students. In summary, in Bali Tourism and Hospitality institutes, in all departments, females are more dominant. Thus, in all careers in tourism industries, female workers are dominant. This is relevant to the global trend.

3.3 Maintenance of Balinese Mindset Regarding Gender Stereotyped Jobs in Hospitality and Tourism

Of the fourteen departments, 8 departments (Food and Beverage Service management, Hospitality, Food Service Management, Tourism Management, Hospitality Administration, Room Division Management, Hospitality Accounting Management, and Hospitality Business) are dominated by male students, 5 departments (Hospitality management, Tourism, Travel Business Management, Convention and Exhibition Management and Spa Management) by female students and one department, Tourism Destination, consists of the same number of male and female students. There are three most male-dominated departments, Food and Beverage Service Management, Hospitality Management, and Food Service Management. Although, female-dominated, the number of male students in Hospitality Management is on the second position of all. Thus, male students prefer the four departments.

This gender-based department preference raises a question regarding the maintenance of Balinese mindset to gender stereotyped jobs. The description of the preference in the choice of departments based on the students' gender confirms the bias from (or inconsistent with) Balinese mindset to gender stereotype jobs.

1) Food and Beverage Service Management and Food Service Management

Based on the students' choices, of the three Bali Hospitality and Tourism Institutes in Bali, Food and Beverage Service Management and Food Service Management, Travel Business Management, Convention and Exhibition Management and Spa Management are the favorite departments, 78.6% of students from all departments.

2) Accommodation and Food Industries (AFI)

In Accommodation and Food Industries, 670 male students, 68.6% of all male students from all departments and 445 female students, 66.4% of all female students of all departments. Accommodation and Food Industries is 67.7% of all departments, Male 68.6% (670) and Female 66.4% (445). Regarding gender, Accommodation and Food Industries is male-dominated.

Thus, although Food and Beverage Service Management, Food Service Management and Accommodation and Food Industries have been believed to be female-oriented jobs (careers), the evidence indicates that they are male-preferred jobs in Bali Tourism institutes. This male-dominated choice of departments or careers is inconsistent with Balinese mind-set of gender stereotyped jobs. Thus, Balinese mindset regarding the choice of departments in hospitality and tourism educations and in career development is more flexible. In other words, currently, the commonly accepted mindset of gender stereotyped jobs is not extremely rigid anymore.

Of the fourteen departments, six departments, Hospitality Management (35%), Food and Beverage Service Management (24%), Hospitality (11%), Food Service Management (8%), Tourist Management (5%) and Hospitality Administration (5%) are the favorite ones, but, four least favorite departments are Travel Business Management (0.01%), Tourism Destination (0.01%), Convention and Exhibition Management (0.09%) and Spa Management (0.09%). Hospitality Management (35%) and Food and Beverage Service

Management (24%) are the two most favorite departments. Since Hospitality Management and Food and Beverage Service Management cover Food and Beverages Management, the students prefer Food and Beverages Management. This preference is also shown by the hospitality and tourism students in Turkey (Pinar, et al., 2011). However, Kim, McCleary & Kaufman (2020) report that the most favorite one is lodging or hotel and, on the other hand, the least favorite is food and beverages or restaurant.

Those enrolled in the Diploma Programs Academic Year (2005-2013) included Tourist Services Management (Total 330, Female 137), Culinary Arts (Total 108, Female 39), and Hotel Management (Total 304, Female 21). Tourism management and development were found to be the most preferred areas of study within HTM followed by tourism travel agency management and hotel management. Many factors enhance the Jordanian students to major in HTM (Alrawadieh & Alrawadieh, 2015). Students were often discouraged about prospects of a career in hospitality and tourism based on their initial experiences Maxwell, Ogden & Broadbridge (2010), and only 10% to 20% of hospitality graduates pursued a career in the hospitality or tourism industry after graduation (Wong, Liu, & Bao, 2007).

The choice of departments also relates to gender. The total of male students is 976, much higher than that of female students 670. This is relevant with Alrawadieh & Alrawadieh's (2015) study reporting that the number of male students enrolled in the General Secondary Exam 2006-2013 in Jordan is much higher than female students, male 7959, and female 169 students. In Maldivian, 60 to 70% of the labor force in tourism sector is women, but the share of women working in industry is relatively low (Shakeela, Ruhanen & Breakey, 2010).

Of the fourteen departments of the three Hospitality and Tourism institutes in Bali, 8 departments, namely, Food and Beverage Service Management, Hospitality, Food and Service Management, Tourism Management, Hospitality Administration, Room Division Management, Hospitality Accounting Management, and Hospitality Business are dominated by male students, 5 departments, Hospitality management, Tourism, Travel Business Management, Convention and Exhibition Management, and Spa Management are dominated by female students and one department, Tourism Destination, consists of the same number of male and female students. There are three most male-dominated departments, namely, Food and Beverage Service Department, Hospitality, and Food Service Management.

In Jordan, male students also prefer Food and Beverages Management. This is relevant to Pinar, et al.'s (2011) study reporting that in Turkey, 74.1% of Food and Beverage Service Department are men and 25.9% are women (Zhong, Couch & Blum, 2013). This preference is inconsistent with Balinese mindset in gender stereotyped jobs. However, World Bank Group & IFC's (2017) survey reports that in Philippines, 58% of workers in AFI is women. Thus, this is consistent with Balinese mindset, though inconsistent with real preference in the choice of departments based on gender in hospitality and tourism institutes in Bali.

In relation to community mindset regarding gender stereotyped jobs, these research findings indicate that Balinese community and people from those countries just mentioned are flexible and hold the same mindset regarding gender stereotyped jobs, such as Food and Beverage Service Management, Hospitality, and Food and Service Management. So, Balinese hospitality and Tourism educations initiate a cooperation in training and recruiting the alumni from these departments.

4. CONCLUSION

Of all departments, Hospitality Management, Food and Beverage Service Management, Hospitality, Food Service Management, Tourism Management and Hospitality Administration are the favorite departments. Two of the six departments, Hospitality Management and Food and Beverage Service Management are the two most favorite departments. On the contrary, four least favorite departments are Travel Business

Management, Tourism Destination, Convention and Exhibition Management and Spa Management. Regarding gender, in all departments of Bali Tourism and Hospitality institutes, females are more dominant. This is relevant to the global trend. In relation to Balinese mindset and belief, it shows that Balinese community and people from those countries just mentioned are flexible and hold the same mindset regarding gender stereotyped jobs, such as Food and Beverage Service Management, Hospitality, and Food and Service Management. Thus, so far, gender-stereotyped jobs neither strictly apply nor contradict with Balinese community's mindset.

Preference to management positions look diverse from country to country, so that, there should global policies in attempt to provide broader opportunities for the development of careers in hospitality and tourism industries. In the area of hospitality and tourism education in Bali, the present study contributes to the 1) admission and selection process; 2) provision of appropriate future career development, 3) relevance of students' needs; and 3) verification of the consistency of Balinese mindset with students' preference in the choice of departments and global trends related to gender stereotyped jobs.

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