

CHAPTER 1

INTRODUCTION

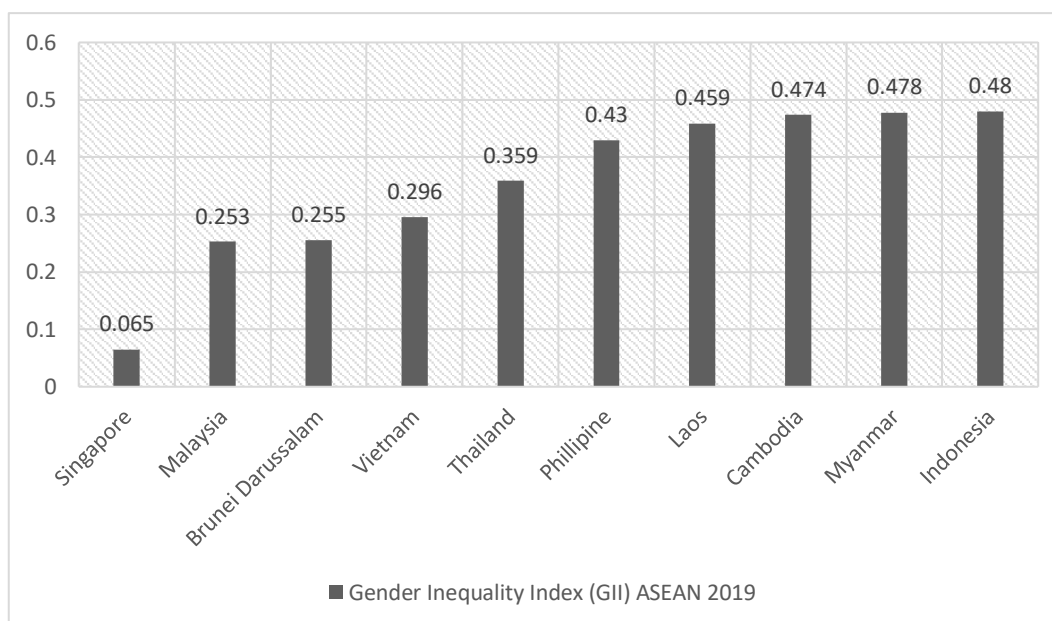
A. Background

Gender issues are major challenges at the national and global levels which continue to constrain human potential around the world. The United Nation (UN) has given the particular attention to these issues as stated in the Sustainable Development Goals (SDGs) on 2030 Agenda: Goal 5 to “*achieve gender equality and empower all women and girls*”. In reaching the 2030 Agenda's targets, tourism plays a vital part as it is widely recognized as an important tool for promoting gender equality which puts men and women on an equal footing in the fields of tourism, education, tourism services, women's representation in the tourism industry, and other areas of justice. Gender equality is defined by the United Nations World Tourism Organization (UNWTO) as “*equal rights, responsibilities, and opportunities for women and men, as well as girls and boys.*” Equality does not imply that men and women will become equal. Rather, it means that women and men's rights, responsibilities, and opportunities will not be decided by whether they are born male or female. Without gender equality and women's empowerment, it is impossible to accomplish progress and sustainable development because half of humankind would be denied rights and opportunities (ADB and UN Women, 2018).

Women's responsibilities in Indonesia are controlled by both formal and informal institutions, and they are reinforced by long-held restrictive gender norms. Women are not considered as wage earners in the family and are perceived negatively as non-productive in society. As a housewife, a woman provides free domestic labor. Women are also perceived as isolated, with insufficient political and economic authority (Ida, 2001). In many cases, these norms significantly limit women's freedom to pursue their rights and opportunities in

a range fields of work, including education, health, and finance. While Indonesia has made tremendous contribution to reducing gender inequality, the country's gender gap remains significant. In 2020, the data from Central Bureau of Statistic showed that the labor force participation rate for men was at 82,4% while only 53,1% for women (Subdit Statistik Ketenagakerjaan, 2020). Another indicator showing gender gap in Indonesia can be seen from the number of Gender Inequality Index (GII) (UNDP, 2020).

FIGURE 1
ASEAN GENDER INEQUALITY INDEX



Source: UNDP Human Development Reports, 2020.

The Maternal Mortality Rate (MMR) and Adolescence Birth Rate (ABR) are used to assess GII successes in several areas, including reproductive health and adolescent fertility. Furthermore, gender equality in educational achievement, job prospects, and women's participation in parliament are all taken into account. According to the data published by United Nation Development Program, Indonesia was ranked 121 out of 162 countries with the highest GII at 0.48 points in ASEAN, above the average of world's GII number at 0.436

points (UNDP, 2020). This demonstrates that, in comparison to other ASEAN countries, Indonesia has underachieved in terms of gender development.

FIGURE 2
PROPORTION OF WORKERS BY GENDER IN INDONESIA



Source: Rahman, et al., Smeru Research Institute, 2020.

During the last few decades, the impact of globalization on the hospitality business in terms of women and gender equality has substantially risen the opportunities for women to play an active and gratifying part in the hospitality industry around the world, in line with the sector's growth. The presented data in Figure 2 shows that in accommodation and food service has the highest rate of female worker proportion compared to five other sectors. According to World Tourism Organization Global Report (2019), women make up to 54% of the global tourism labor force. In another study about gender equality in the tourism sector by Noelia Araújo-Vila et al., women make up 59% of the tourism workforce, with even more women employed in lodging with 61% and travel agencies and tour operators with 64% (Araújo-Vila, N. et al., 2021). However, despite the fact that the number of women

participation in the workforce grows every year, it cannot be denied that many women still face discrimination in the workplaces.

According to Syamsuddin (2004), there are still numerous kinds of discrimination against women in the workplace. Gender discrimination in the workplace has become a growingly serious issue in all types of occupations, regardless of skill level (Alhammad and Masadeh, 2020). Despite of legal frameworks for equal opportunities, the presence of the glass ceiling and its impact on women's career growth has been widely verified in many countries (Kumara, 2018). Women are underrepresented in the hotel industry and they face barriers to career advancement. Based on the statistics published by International Labor Organization (ILO) and UN Women in 2020, there is a gender pay gap in Indonesia, which is defined as the difference between the average salaries paid to men and women, with women earning 23% less than men (Chatani, 2020).

TABLE 1
GENDER PAY GAP IN INDONESIA

	Number of Employment	Average Monthly Income (Rp)
Men	1.549.467	7.232.138
Women	507.722	5.907.336

Source: Chatani, International Labour Organization and UN Women, 2020.

According to the data shown in Table 1, men dominate high-paying jobs. Even for the same position, women are still paid less than men. This is also supported by the data from Global Report on Women in Tourism showing that in tourism sector women earn 14.7% less than men (World Tourism Organization, 2019).

TABLE 2
ECONOMIC PARTICIPATION AND OPPORTUNITY BY GENDER IN
INDONESIA

Job Position	Women (%)	Men (%)
Legislators, Senior Officials, and Managers	29.8	70.2

Source: Global Gender Gap Report, World Economic Forum, 2021.

Another gaps are shown from the percentage of managerial position less occupied by women. In consumer, recreation, and travel, women's hiring into senior management position has been declined from 35% in 2019 to 33.9% in 2020. Another data shows that in the international hotel sector, women hold fewer than 40% of all managerial and supervisory positions (Baum, 2013). In addition to that, only 23% of tourism ministers in 2018 are women (World Tourism Organization, 2019).

The COVID-19 outbreak has inevitably affected every sector across the globe, and hotel industry is among the hardest hit, which has seen significant job losses and reduced working hours since the start of the pandemic. The gender impacts of the COVID-19 crisis emphasize the disparities in progress toward gender equality. According to research calculation conducted by McKinsey Global Institute in 2020, employment for women are 1.8 times more exposed to the crisis than jobs for men. Women account for 39% of worldwide employment but account for 54% of total job losses (McKinsey Global Institute, 2020). The current COVID-19 pandemic crisis has the potential to further decrease women's labor participation. This is because the proportions of women working in other service activities, as well as accommodation and food service activities, are higher than those of men, hence women are more likely to face layoffs or furloughs.

Based on the preceding summary of the statistics, it is clear that the corporations have not fully implemented Equal Employment Opportunity (EEO) in the workplace, especially for women. In fact, the Indonesian Government has ratified two fundamental ILO Conventions – the ILO Convention No. 100 on *Equal Remuneration for Equal Work*, and ILO Convention No. 111 on *Discrimination in Respect of Employment and Occupation*. Another basis for the National Strategy for Equal Employment Opportunity in the Manpower Act (Law No. 13 of 2003) in Article 5 and 6 that mentioned about the equal rights, treatment, and opportunity of every worker without any forms of discrimination.

The implementation of EEO helps to create the baseline for acceptable behaviour in human resources management which can be seen from several aspects, including recruitment, selection, work placement, and on employee relations including wage, welfare, employment social security, working condition and environment, and the arrangement of working requirement (Task Force EEO, 2005). EEO practice creates an impact to employees' mental state, as well as their feeling of personal worth and well-being. An individual who feels secure in all situations, including those in which he or she is a minority, will increase the individual's sense of overall worth and ability to contribute comfortably. The disparity in employee treatment will affect job satisfaction, leading to poor productivity, demotivation, absenteeism, and high turnover level (Task Force EEO, 2005). Contrariwise, the equality in employee treatment will lead to elevated employee engagement, satisfaction and commitment to the organization. Unfortunately, EEO is still rarely discussed in Indonesia, specifically in hotel industry. Thus, it is worthwhile to conduct study about this issue.

Delonix Hotel Karawang is a four-star modern luxury hotel located in the heart of Karawang International Industrial City (KIIC). It is ideal for both business and leisure travellers. The hotel features 289 spacious and comfortable rooms including

172 hotel rooms and 117 unit serviced apartments with the touch of Japanese design and concept. The proportion of women employees rate in this hotel is 25.3% from the total of 83 permanent employees, with the composition of 33.3% in supervisory and managerial position from the total of 21 women employees. With women are considered as minority in Delonix Hotel Karawang employment, the author wishes to explore the implementation of EEO from the standpoint of women employees.

In this study, the focus is limited to employee equality by using EEO theory. This research aims to get a closer look of women's perspective on the EEO application at Delonix Hotel Karawang and how it affects their job satisfaction.

B. Focus of the Research

From the afformentioned, the treatments of women employees are generally still far from equal. This is due to the fact that women in the hotel business continue to face discrimination in terms of pay and work advancement as stated by Kumara (2018) and the survey data published by ILO and UNWTO. This is what drives the need to learn deeply more about the importance of EEO implementation from the perspectives of women employees at hotel industry. This research is conducted to analyse how Equal Employment Opportunity is implemented for women employees and how the significance of Equal Employment Opportunity affecting job satisfaction for women employees at Delonix Hotel Karawang.

C. Objectives of the Research

The objectives of this research are namely:

1. To analyse the implementation of Equal Employment Opportunity for women employees in Delonix Hotel Karawang
2. To identify whether or not women employee at Delonix Hotel Karawang are satisfied with the implementation of Equal Employment Opportunity

3. To identify in which factors from the Equal Employment Opportunity theory that has been well implemented and contributing to job satisfaction for women employees at Delonix Hotel Karawang

D. Significance of the Research

The outcome of this research is expected to,

1. Add insight and scientific finding in the use of Equal Employment Opportunity in hotel industry to help improving the quality of human resources
2. Contribute in providing actual data and consideration in the implementation of Equal Employment Opportunity in hotel and tourism industry
3. Provide a better understanding to general public regarding the existing issues and the important role of equal treatment towards women at workplace
4. This research is aimed to provide industrial knowledge and insight into the application of Equal Employment Opportunity in the hotel business.
5. To be utilized by hotel as a basis for evaluating and considering human resource management, and establishing Equal Employment Opportunity policies in order to improve the quality of current human resource.