

Lack of women representation in senior management roles in the Indian hotel sector. A study was conducted in 4-5-stars hotels in Nagpur City

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INTRODUCTION

India's tourism industry is a significant contributor to the country's economy, and it is also a significant employer. However, the industry has been dominated by men, and women's representation in leadership positions has been limited (Chakraborty & Mukherjee, 2020). In recent times, there has been an increasing understanding of the significance of gender diversity in organizations, and studies have shown that firms with more female in leadership positions tend to perform better. In this context, examining the impact of women's leadership in India's tourism industry is of particular interest.

RESEARCH QUESTION

What is impact of women's leadership on organizational performance in India's tourism industry?

OBJECTIVE

1. To assess the representation of women in leadership positions in India's tourism industry.
2. To identify the factors that contribute to the women are not sufficiently represented in positions of leadership.
3. To examine the impact of women's leadership on organizational performance in India's tourism industry.
4. To provide recommendations for promoting gender diversity and women's leadership in India's tourism industry.

METHODOLOGY

This study will use a mixed-methods research design, with data collected through a survey and in-depth interviews. The study will be conducted in two phases. In the first phase, the researcher will administer a survey to a sample of tourism organizations in India to assess the representation of women in leadership positions and identify the factors that contribute to the under-representation of women. In the second phase, the researcher will conduct in-depth interviews with women leaders in the tourism industry to examine the impact of women's leadership on organizational performance. The data collected will be analysed using descriptive statistics and thematic analysis.

EXPECTED OUTCOMES

The study is expected to provide insights into representation of women in leadership positions in India's tourism industry and the factors that contribute to the under-representation of women. The study will also examine the impact of women's leadership on organizational performance in the industry. This study's findings will provide recommendations for promoting gender diversity and women's leadership in India's tourism industry and contribute to the body of knowledge on gender diversity and firm's performance in the tourism industry.