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ГАЛУЗЕВІ АСПЕКТИ ЕКОНОМІЧНОГО РОЗВИТКУ SECTORAL ASPECTS OF ECONOMIC GROWTH ОТРАСЛЕВЫЕ АСПЕКТЫ ЭКОНОМИЧЕСКОГО РАЗВИТИЯ

GENDER INEQUALITY IN THE HOTEL INDUSTRY

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Recently, the hospitality industry is getting developed in the modern economy that works within the national economics movement of the service field.

Hospitality brings not only income to the state, but also creates jobs that enable people to get employed as with the higher education as without that. According to the State Statistics Committee [1] of March 2016 in Ukraine, there are 1218 hotels, in common with all hostels and sanatoriums, amount of which is more than 3200. This is due to the dynamic development and popularity of the hotel business, while in Ukraine this kind of business is not good enough. Since the hotel business goes on a level with the largest export branches of the world economy, such as automobile manufacturing and oil production, the investors believe that Ukrainian hospitality is promising, with opportunity to enter international networks, such as Hilton.

However, in its formation, the industry faces with some problems. One of the problems is about gender inequality, ranging from the selection of positions and ending with salaries. In fact, today the proportion between men and women is 20 to 80%, despite the fact that there is quite a natural division of labor on the specifics of work (eg, night supervisors usually men, cleaners are women). The problem is that when we have an availability of a high-level education, professional potential of women and the legal framework, which declares equal rights and opportunities for both genders, gender policy remains far from implementation in our country. This is due to the existing framework, adopted by society and stereotypes, which oblige share work on male and female types. Nevertheless, if we consider, for example, the American hotel, we will see that a woman could easily handle a guard position, and on the housekeeping position prefer to see men. At first glance, we do not have opinions on any discrimination, because all the same, woman is a keeper of hearth and coziness in the house, and man can use not only his physical strength, but also intellectual capacity. However, if we look deeper into all hotel processes, for example, a usual girl - housekeeper should clean at least eight rooms per day that really hard and requires good stamina, unlike guard boys, who makes the night bypassing.

If we analyze an organizational structure of a hotel, we will be faced increasingly with gender inequality. Nevertheless, in the hospitality business should be no discrimination a priori. The defining feature of the hotel business is

that this type of activity involves primarily sale of services, which depend only on the executive feeder, that is, on the hotel staff. Customers will not care who will carry out the task better, a man or a woman, the important thing is to get everything done.

One of the causes of gender inequality can be psycho-emotional differences between men and women. Gender inequality is especially pronounced at the position of general manager, as it is believed that men are inherent to self-control or cold reasoning, and women - impetuous emotionality. On the other hand as for disciplinary and corruption components, women are more reliable, because men are less satisfied with their situation, they constantly need professional growth. For the same reason, women are more effective in accounting. Men are not that stable, careful and attentive, however they are excellent analysts and financiers. This suggests that gender discrimination has been identified for a long time, but now we can observe the phenomenon of denial of discrimination. This phenomenon exists because some companies are trying to fight against gender inequality by leveling the balance of men and women, and trends for hiring women on "top" position. But, unfortunately, it is only creates discrimination because these trends are not suitable, and they should have been made to support public newfangled trends.

The only right way of resolving the problem of gender inequalities is an ordinary selection of employees only on personal qualities of the candidate: experience, intelligence, professionalism, initiative, team spirit. At any position of the employee's effectiveness should depend only on his expertise and experience, but not by gender. The candidate should be treated as a person, from who the external competitiveness of the hotel, the image and the level of organizational culture will depend on. If still at the enterprise there are already any quotas and gender restrictions, we should create a modern staffing strategy and innovative methods of personnel management with off-site trainings. Such trainings can be confirmed with hotels that have emerged in the international market. All others can improve themselves by using the innovations of other successful hotel complexes. So, the usual employee, who went only once to the training in another foreign hotel, changes initially opinion about the policy of the enterprise and the gender inequalities, which again is declared the society, and then brings improvements to his organization. Examples of such improvements provide gender alignment on reception, when the ratio of men and women is 50 to 50, that creates some tandem. Similarly, for chain hotels, are created trainings of some coaches that have a program according to which they visit these hotels and help with adaptation, development and improvement. In any case, we should not forget that the main competitive advantage is the quality of service, and the owners are obliged to focus on quality management, because it is the key moment of success in this market sector.

1. Колективні засоби розміщування / Державна служба статистики України [Електронний ресурс]. – Режим доступу: <http://www.ukrstat.gov.ua>.

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