



Facets of job satisfaction among female employees in travel agency

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Abstract

Tourism is rapidly growing industry with the pace and contributing to the growth of nation, therefore it become necessary to look after the tourism sector. Tourism agency is people based industry and its employees play crucial role in the success of a travel agency. Female employees are the vital part of the organisation's workforce. To attain organisational goals it becomes important to have job satisfaction among employees. Job satisfaction has many facets like pay, promotion, supervision, fringe benefits, contingent rewards, working condition, coworkers, nature of work and communication. The present study highlights the importance of job satisfaction among female employees in travel agencies and also helps the travel agent's employer to take care of job satisfaction level among employees and retain the adequate employees for long run. Also this study will guide for the formulation of policies for smooth functioning of travel agency and alleviate the crises cause due to dissatisfaction among employees of travel agency.

Keywords: job satisfaction, female employees and travel agency

Introduction

Tourism is rapidly growing industry and playing prominent role in the growth and development of a country. According to WTTC report of 2017, India's travel and tourism industry is 7th largest industry among the world's nation. In 2017, Tourism industry contributed 9.4% to the nation's GDP or 15.24 Lakh Crore and 8% to the employment or 41.622 million. It is predicted to notify the growth of 7.5% and 2.8% in the nation's GDP and employment respectively by 2018. The tremendous growth in tourism sector give rise to many travel service provides like travel operators, travel agents/agencies and transport operators etc. Travel agency acts as a mediator between producer and consumer. It plays a significant role in the development of tourism as it arrange and package the services in a product form and deliver it to the final consumers. Every travel agency or other organizations consider their employee as an asset of a company as employees of an organization help to achieve the goal and sustain in the competitive market. In tourism industry female employees play a vital role as majority of the workforce of travel industry are women (Sharma, 2015). As per Census 2011, the total number of Indian female workers was 149.8 million i.e female workers in rural area was 121.8 million in rural areas as compare to 28.0 million in urban areas. Also notified 25.51% work participation rate among women i.e 30.02% in rural areas and 15.44% in urban areas. According to Employment and unemployment survey launched in Oct. 2012 and Dec. 2013, labour Bureau had registered hike in Female Labour Force Participation i.e increase from 22.6% to 25.8%. As per the McKinsey Global Institute's analysis of ten regions, India's GDP could rise by \$0.7 trillion in 2025 or 16% of the business-as-usual level. This can turn out into 1.4 % p.a increase in GDP growth for

India. Human resource department also adhere many practices to retain employees within the organization and to boost job satisfaction among employees. According to Hoppock, Job Satisfaction is any combination of psychological, physiological and environmental circumstances that leads a person to express satisfaction with job. Job Satisfaction is a key element for good productivity of an organization as satisfied employees perform their duties effectively and efficiently. Job satisfaction has many facets which affect the overall satisfaction of employees. This study will highlights the importance of job satisfaction among female employees in travel agencies and also help the travel agent's employer to take care of job satisfaction level among employees and retain the adequate employees for long run. Also this study will guide for the formulation of policies for smooth functioning of travel agency and alleviate the crises cause due to dissatisfaction among employees of travel agency.

Job Satisfaction

Job satisfaction is defined by various leading authors as few of them are mentioned below:

- According to Keith Davis, Job Satisfaction is "the favourableness or unfavourableness with which employees view their work".
- According to Hoppock "Job Satisfaction is an outcome of psychological, physiological and environmental forces that cause a person to say truthfully, I am satisfied with my job".
- Smith defined Job Satisfaction as "the persistent feeling towards discriminable aspects of the job situation".
- Vroom defines Job Satisfaction as "the positive orientation of an individual towards all aspects of the work situation".
- According to Bullock definition "Job Satisfaction is an

attitude which results from a balancing and summation of many specific likes and dislikes experienced in connection with the job".

- Blum definition "Job Satisfaction is a general attitude which is the result of many specific attitudes in different area".

Job satisfaction plays a prominent role in a organisation as it affect the productivity but dissatisfaction give rise to absenteeism and turnover. Job satisfaction is an evaluation process influenced by feelings and beliefs (Kova, Gaji, & Peni, 2012) [5].

Job Satisfaction Factors

According to Spector, Job satisfaction is influenced by various factors as follows:

- pay,
- promotion,
- supervision,
- fringe benefits,
- contingent rewards,
- working condition,
- coworkers,
- nature of work and
- communication

Pay/Salary

Pay required to be taken care to avoid the problem of employee's turnover as pay is directly proportional to the turnover (Ali, 2010) [2]. Organisations are needed to pay fair salary to employee rather than discriminating and it will not only act as a motivator but also increase the loyalty towards organisation (Kova et al., 2012; Yew, 2008) [5, 8]. While contradict study stated that salary doesn't have any effect on the satisfaction and even remuneration payed in tourism industry is relatively good. (Akin Aksu & Aktaş, 2005; Sharma, 2015) [6, 1]. Women working in travel agencies are found less satisfied with their pay as compare to men (Brown, 2006) [3]. Tourism industry is needed to look after the salary structure as tourism industry is commission based industry and salary is very low (Brown, 2006) [3].

Promotion

Promotion lead to high dissatisfaction among employees and in return leads to employee's turnover (Ali, 2010) [2]. Promotional opportunities in tourism industry act as a key for motivating and increasing employee's participation (Solanki, 2016) [7]. In contrary a literature stated that tourism industry provides vast promotional opportunities (Sharma, 2015) [6]. To alleviate or eliminate the issue of employee's turnover it is necessary to provide fair promotional opportunities to competent employees as it is one of the controllable factor (Brown, 2006; Chaubey, 2016) [4].

Supervision

Supervision has impact on the employee's organizational commitment as good supervision leads to develop the loyalty among employees (Yew, 2008) [8]. Skilled and qualified employees can be retain for long run with the help of supervision (Chaubey, 2016) [4].

Working condition

Working condition is required to be developed in near future (Akin Aksu & Aktaş, 2005) [6, 1]. In India, female workforce is attracted towards pleasant working environment (Sharma, 2015) [6]. Better working condition improves satisfaction among employees as it leads to feel comfortable and also it improves the productivity. Working condition plays a significant role to motivate and increase participation of employees (Solanki, 2016) [7].

Coworkers/peers

Peers play a prominent role in the satisfaction of employees as personnel's of travel industry feel highly satisfied, motivated and stress free alliance with peers/coworkers (Solanki, 2016) [7].

Implication

This study reveals that majority of the literature focus that there is need to look after the employee's satisfaction for the long run of travel industry or any other industry. Female travel agents are assets of the organisation and play vital role in the success of travel agency. Travel agency should restructure the salary, provide training and career development opportunities, good working condition, fair rewards for the better performance and in return this all initiatives will help the travel agency to attain its goal.

Conclusion

Tourism industry is contributing to nation's development in the form of economic, social, cultural etc. Tourism is people based industry and its employees play a key role in the success of industry. Female employees play a prominent role in the workforce and cannot be avoided. Unfortunately employees of tourism industry is facing dissatisfaction and employees turnover due low salary, lack of promotion opportunities, discrimination in rewards, poor working condition etc. Dissatisfaction among employees can leads to failure of industry. So to eliminate this situation there is a need look after the issues and take corrective actions like restructure salaries as income is commission based, provide career and promotional opportunities to employees.

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