

Composite quality labour indicator (CQLI) for the evaluation of gender discrimination in the tourism industry

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Equal employment opportunities for women are a priority in today's society. Although women have quantitatively and qualitatively improved their participation as workers in the tourism industry, they continue to face numerous barriers and discriminatory situations (Ramos-Mir, Rey-Maqueira & Tugores, 2002). Actually, gender differences in the workplace arise in three separate areas, but directly related (Padavic & Reskin, 1994; Sparrow & Iverson, 1999): gender pay gap, horizontal discrimination (or segregation) and vertical discrimination.

Aware of the importance of women for society and economic development, the World Tourism Organization (UNWTO, 2011) has as one of its primary objectives for the Millennium the elimination of gender disparities in all tourism levels until 2015. The initial stage to fulfil those requirements means developing tools to analyse the situation of women in the tourism sector. Nevertheless, research on job quality in this area is very limited (Lacher & Oh, 2012), despite its direct impact on service quality, productivity and hence profitability.

Within this context, this study aims to build a Composite Quality Labour Indicator (CQLI) focussing on objective conditions related to occupational safety and stability, in order to test whether there are gender differences in labour quality for the hotel sector in Spain. More specifically, this study aims to test the following hypotheses:

H1. The salary is the biggest determinant of labour quality in its dimension of socio-economic security.

H2. The CQLI is higher for men working in the hospitality industry than for women working in this industry.

H3. The largest gender differences in the CQLI are produced in higher skilled positions.

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Job quality is a multidimensional concept that combines both objective and subjective aspects (Muñoz de Bustillo, Fernández-Macías, Esteve & Antón, 2011; Marcos, 2004). Actually the related literature includes different dimensions to be taken into account in order to obtain an operational definition to develop indicators for labour quality. Despite the diversity of definitions there is consensus in including within the definition of such quality, 'employment quality' (Muñoz de Bustillo, Fernández-Macías, Antón & Esteve, 2009), also called 'socio-economic security' by Somarriba, Merino and Negro (2013) and 'position's characteristics' in Marcos (2004). This dimension includes features related to the characteristic of the worker's contract within the company and therefore objective and comparable variables, between different individuals, countries, companies or sectors. This dimension is complementary to the subjective dimension, focused on the employee's job quality and satisfaction perception. This subjective analysis is evaluated through surveys, which makes its comparison more complicated.

The proposed indicator is applied to the Spanish case study using the information provided by the Continuous Sample of Working Lives 2011, which provides information related to 1.2 million person's professional careers. The workers selected for the analysis were those whose main sector of economic activity, as employees, is the National Code for Economic Activities or *Código Nacional de Actividades Económicas* (CNAE) code '551 – Hotels and related lodging facilities'. There were considered as 'main activity' full-time contracts or the contracts with the longest duration throughout 2011. The final sample includes information from 11,598 individuals.

The CQLI is obtained by using multivariate techniques, namely principal components that combine different indicators to get a composite indicator. For the construction of CQLI objective variables have been taken into account, specifically those related to stability and security: work week, total gross wages, duration of last employment and the total duration of all employment relationships with their main employer. CQLI was calculated for all workers and then the differences between men and women were considered, taking into account age and qualification level.

The results allow rejecting the hypothesis that considers that the working conditions in the hotel industry in Spain are the same for men as for women (H2). Specifically, they point out lower quality in the characteristics of women's jobs in comparison with their male counterparts, resulting in statistically significant differences. Moreover it is noteworthy that, in the upper bound of the CQLI distribution (maximum values), there are no women, making it clear that the best positions are occupied exclusively by men. Actually, in all the different qualification levels, women present lower CQLI results.

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