

Women and Spanish Tourism Industry

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Abstract

In this paper we analyze the employment situation of Spanish women, starting with a brief review of the historical background, the institutions created for women and the current situation within the tourism sector. Statistical data about women and their participation in the tourism labor market from different Spanish regions will be presented. European Union legislation and laws regarding protection and prevention of inequality in both genders will be summarized. Today women want to work and promote in their organizations, but there still exists a problem reconciling work and family life, despite their support. Inequality in reward and promoting policies still remain in Spain, most cases in hotels and restaurants.

Keywords: European Union, Inequality, Restoration, Woman

1. Introduction

The XXI century woman wants to be a mother, wife, professional, citizen, all at once. In this new context, women want their femininity respected and to be given the opportunity to prove that their specific contribution can transform business and society, making it more homely and more human. While it is true that the situation of women is changing, not all is correct. Today, 60% of women ambition to reconcile work and family, another 20% opt exclusively by her family and the remaining 20%, for her work (Chinchilla y León, 2005). We must also mention that in the company a family environment is required because of balance, motivation and skills learning for working life come from that reality.

2. Background

2.1. Background in the world

In feudal era (X-XIII centuries) women belonging to high social classes could have and administer fiefdoms, went to the crusades and govern. In some cases, women had a great political, economic and social power by kinship or business relationships. That began to change especially in modern and contemporary ages, with the development of the bourgeois mentality. In the early nineteenth century, women did not vote neither were in public office. They did not have properties because they were transferred to her husband. They were not allowed to engage in trade, having a business, open a bank account or obtain credit. Nowadays in the twentieth century there were three events that changed the status of women (Chinchilla and León, 2005):

- 1) The right to vote
- 2) Greater equality in access to education
- 3) Massive entry of women in the labor market

The right to vote was giving to them gradually in different countries: Australia was in 1901, Denmark in 1905, Russia and the Netherlands in 1917, United States of America in 1920. In other European the right to vote appeared later: Spain in 1931, France and Italy in 1945 and finally in Switzerland in 1975 (Chinchilla and León, 2005). The next event is access to education. The first country where women went to college was the United States when, in 1837, the first women's college, Mount Holyoke in Massachusetts, was created. In Europe, the first country was England in 1848, then in France in 1880 and in 1894 in Germany. It was in the wake of World War I where there is a massive incorporation of women into the labor market, because men left their jobs to join the war. At the same time, in Spain the Civil Code was modified in 1958, by replacing the concept of "husband's house" by "marital home"; it was defined as the common property of the marriage. Before that, the husband was the sole administrator of marital property and, if a separation occurred, the woman lost her house and money.

Time after, radical movement towards civil rights for blacks in the United States starts, together with student revolts and the hippie culture in May 1968. This breaks with the conventional family and society, freeing women. As expressed Billing (2012) in an analysis made concerning women and work, generally men had a career and worked, while his wife supports him and stayed at home. Today it is not common to see this situation because, at least in Europe, most women have jobs outside home. It is important to say that the concept of family has gone through several stages. An initial patriarchal model has become to a nuclear model, consisting of parents and children. Today the model has different features as a decline in the birth rate and an increase in couples without children and single parents. Moreover, roles of father and mother are no longer the same as centuries ago, where she dealt exclusively with home care and education of the children, while he provided the means of subsistence.

2.2. Background in Spain

In 1784 it was decided by royal decree that all women could work in the manufacture of wire and in occupations according to "the decorum and force of their sex." In some factories their contribution was so important that not only measures to facilitate their incorporation were given, but also to reward their husbands. In 1845 in Alcala de Henares there were different women developing different jobs as trade or tavern head. With regard to the various sectors, the primary sector is few known; the nineteenth-century Spanish economy was basically agrarian in the sense that most people lived in rural communities and had agricultural occupations. In the secondary sector, the traditional dedication on some women to spinning and weaving allows them access to the textile industry. The preparation of tobacco was another activity which employed a high percentage of female labor. In 1849 in a factory in Seville, from the total 4,542 workers, 4,046 were women, and in 1850 in Madrid, there were 3,000 operatives engaged making cigars and cigarettes. Cabrera (2005) indicates that in the census of professions, arts and crafts in 1860 there were 54,455 industrial women, 114 558 artisans and 54,472 laborers. With respect to the tertiary sector, there were three activities with a high proportion of women: domestic service, teachers and midwives. The first dealt primarily at women between 15 and 25 years, unmarried who once married, abandoned the activity.

In Spain during the last thirty years the position occupied by women in the labor market has suffered dramatic changes. From the legislative point of view, there have been changes as legally recognition of the right of women to work (early 60's); with the constitution of 1978 the legal basis for equal rights between women and men was created; in 1983 the Institute for Women was founded and policy of equal opportunities were approved (Sarrío Ramos and Barber, 2000). While, in Spain it existed discrimination in the selection of personnel not for sex, but for being or becoming a mother: in the 86% of cases, in the face of candidates with equal skills, selectors preferred young males. However when the job requires maturity, being mother begins to be a plus. It is true that having children, in many cases, temporarily reduces women's professional involvement, but instead enriches their emotional and relational life. Nowadays it is true that today many women have delayed being a mother to have more availability to secure a place in the business world. The fertility survey of the National Statistics Institute (Instituto Nacional de Estadística - INE) in 1999 showed that 36.42% of Spanish families had not yet the number of children they wanted and the reasons were: lack of financial resources, health problems and the desire or need to work outside the home. In addition, birth rates have fallen drastically from 2.8 children per woman in 1975 to 1.2 in 2000. Today, Spain is one of the last countries of the European Union regarding to generational replacement, which endangers the pension system, although it is true that due to the phenomenon of immigration, this problem has been balanced (in Cataluña in 2000, half of the borned children were children of immigrants).

A comparative analysis of women managers and men managers by labor sectors and occupational categories indicates that women are distributed especially in the services sector (34%) and agriculture (22%); these sectors tend to be socially and economically less valued (Chinchilla and León, 2005), but these data should be interpreted contextualizing them in their historical perspective, as the Spanish labor situation has undergone profound transformations. In Spain, the service sector has been gaining ground bringing economic wealth to the country, and which includes trade, transportation, hospitality, education, health and personal services. In Table 1 we can see how male employees have a figure slightly larger than the female population. Women are concentrated in the service sector (53.64% of all employed women) while the construction sector is underrepresented by women (with 8.45% of all employed women); the agricultural sector also has a lower percentage of women than men.

For activities, we can highlight four of them, in which women have a high degree of participation, occupying the majority of jobs; some of these activities have been considered proper female: wholesale and retail; health and social services, education and hospitality. While female underrepresented activities are: extractive industries activities of extraterritorial organizations, provision of electricity, gas, steam and air conditioning, and water supply, sewerage, waste management and decontamination where male sector prevails (see table 2).

In sum, the changes occurred in education and labor legislation in the second half of the twentieth century, have generated significant impact on the social status of women, but none of these changes has achieved the elimination of gender desegregation ruling in the vast majority of organizational environments. Table 3 shows the employment rate of women by Spanish regions and shows that in Valencia the evolution of women has experienced within the employed population a constant maintenance in the last four years. Moreover, with the passage of time the presence of women has been increasing in the labor market. Regions where there are large numbers of workers are Cataluña (1.3994 million), Madrid (1.3032 million) and Andalucía (1.1312 million). By contrast in Ceuta there are 8,800 women working, Melilla with 10,400 and 56,300, La Rioja. In 2009 women accounted for 43.83% of the total employment while for 2013 it had grown to 45.65%.

An important fact is that INE provides the female presence in Spanish education system. In in the academic year 2012/2013 it was distributed as follows:

- 1) Child education. Total number of students enrolled was 1.912.324 of which 924.781 were women.
- 2) Primary education. Of the 2.828.445 students enrolled, 1.371.959 were women, representing a 48.51% over the total.
- 3) Secondary education. From a total of 1.808.502 students, 880.227 were women.
- 4) Regarding to High School. 317.965 students were women from a total of 600.467.
- 5) Job training. From a total of 310.720 medium level students, 134.222 were women and representing a 43.20% while in the higher level, were 140.171 (a percentage is 47.67%) of the total 294.067.
- 6) University. In regards to college, there was a slight increase in percentage of enrolled women (55.35%) than men (44.65%).

3. Organizations and Associations Created for Women

3.1. European Union

One of the fundamental principles of the European Union (EU) has been to achieve equal treatment for men and women. Since its founding in 1957, EU has tried to eliminate gender discrimination in the labor market. With the Treaty of Rome the principle of equal pay is established. Since the seventies, European legislation has sought to improve the working lives of women, which have been increasing: since year 2000, working women account for three quarters of the millions of new jobs created in Europe.

It was not until 1975, when a series of rules were implemented to develop the principle of equality (Diaz, 2001):

- 1) Equal reward
- 2) Equal treatment in access to employment
- 3) Equal treatment in social security
- 4) Equality between women and men who develop an independent activity
- 5) Improvement of safety and health for pregnant employees or have just given birth
- 6) Parental leave for the conciliation of family and professional life
- 7) Equal opportunities in structural funds
- 8) Balanced participation of women and men in decision-making processes

In 1982 the Advisory Committee on Equal Opportunities was founded, which aim is to promote women. In 1988 an informal board about women's issues meets to find a commitment at European level measures to improve the compatibility between family and work. In 2000, the Committee established an EU action program for a period of five years (2001-2005) called Agenda 2000 whose main function was to reinforce the policy of equality between men and women. Figure 1 presents the European legislation, summarizing the rights connected with women. It has 32 sections of which 3 are about women: human rights, which in turn is divided into two and these have programs dealing with violence against women and children, Daphne and guidelines on violence; justice, freedom and security, that has 11 divisions including 2 about women, the principle of equality and new actions to combat trafficking in women; finally, employment and social policy that includes 14 subdivisions, one of which has to do with women (equality between women and men which in turn consists of several sections, a general framework, discrimination principle sex, female employment, combating sexual harassment and international dimension of equality between men and women)?

3.2. Institute for Women

The Institute for Women was created in 1983, and its function is to study the situation of women in the legal, educational, labor, health and socio-cultural field. Next, some statistics about development of women in Spain are shown. According to data obtained from the Institute, in 2009 there were more than 187.000 births and the average age of the mother was between 31-35 years, but in 2013 although the threshold age of the mother is still the same, total births down to 162.256. On the other hand and according to the nationality of the mother, in 2001 only 8.24% of births correspond to foreign mothers, although in recent years this figure has been increasing and in 2013 has reached 18.58%. This is a consequence of increased immigration has had in recent years in Spain.

4. The Woman and her Labor Participation in Tourism

It is important to note that in Spain, in terms of equality laws there is a before and after from the creation of the Organic Law 3/2007 for Effective Equality of Women and Men, as there was a universe consisting of 3,210 agreements in 2007, before the publication of it and affecting 6.5 million workers. This Act establishes the obligation to develop measures of equality of opportunity and treatment in all businesses, as well as equity plans over 250 staff employed in those who rely on an stated agreement and who have been punished by a procedure in which additional penalties are replaced by that plan. For the rest, the implementation of these plans is voluntary and can count on the support of public administration. It is important to note that tourism is classified within the service sector, so in Table 4 we show percentages by sector, both the Spanish and foreign working population, which in turn has been divided into 4 groups: European Union, rest of Europe, Latin America and rest of world. We can observe that the highest percentage is found precisely in the service sector (with reference to the total number of women employed in each sector). This information indicates that in relation to immigration, an increasing number of foreigners are entering the country to work (from 17.1389 million in 2013; 1.9256 million were foreigners). Of these foreigners, 1.459.700 worked in the service sector, which 583.800 were men and 875.900 were women. Figures in Table 5 are organized by sector and shows the percentage of employed women by regions, stating that the service sector includes hotels and restaurants. From the four sectors, services have the highest percentage of participation of women and, otherwise, the building sector has less participation.

4.1. Hotels

According to some studies (Gomez Gonzalez and Yúdice, 1995), female employment was concentrated in primary and tertiary sectors, ie agriculture and services, being this one where a high overrepresentation of women was detected. In the services sector women were concentrated in two sectors: trade (10%), restaurants and hotels (40%) and other services (50%). It is important to note that following the contributions of Barañano (1992) women worked in hospitality in the lower levels and they were preferably employed in jobs as waitresses, cleaners and maids. Added to this, the working conditions were bad even affecting the health of workers and causing injuries or ailments. Some women were employed as cooks, usually in medium or low category establishments. Usually, women were kitchen helpers and in other cases they were in the reception but the percentage was much lower than men. In 2008, the Spanish Federation of Hospitality (Federación Española de Hostelería - FEHR) conducted a study on hospitality workers and their participation in training courses, for a total of 60,860 employees, 35,886 were women, representing a 54.4%. Today, although women represent over 50% of the workforce in the hospitality industry, only 28% are in management positions and 82.4% are in cleaning and food service areas (García, Campos and Sanchez, 2012).

The low representation of women at senior levels within the hotel is linked, on one hand, to the prejudice and discrimination they face, such as when pregnant and, on the other side, to the professional requirements of the sector, such as schedule changes, overtime, worked weekends, etc. (Marco, 2012). It is also important to note that there are few women managing hotels, and external financing for hotel companies managed by women is lower (Dyer, McDowell and Batnitzky, 2010). In Europe there are more men than women running their own businesses; female entrepreneurs represent 8% of the female labor force, compared with 16% of men.

4.2. Restaurants

The Institute for Women in Spain conducted a study in relation to labor market access of those with higher education. In 2008, women were employed in the following sectors: 28.4% professional and technical-scientific and support; 24.3% in catering; 22.6% in machinery operators and unskilled workers. Those who work in administrative-type jobs are the 14.9 % and, finally, engaged in business management and public administration occupies a 6%. In relation to the Organic Law for Equality began in 2007 in Spain, hospitality and catering sector was the first to implement it in the workplace. The scored goals were: strengthening that women occupy more senior positions (in 2008 according to the Labour Force Survey, only 2 out of 10 positions were held by women in the hospitality industry), end the wage gap (they usually occupy the lower level jobs with lower wages), and enable companies to develop conciliation measures (in restoration you work more on weekends, no minimum education or training is required, and there is no flexibility in schedule). In terms of statistics, according to the Spanish Labour Force Survey in 2013 there were a total of 1.2842 million people active in the food and beverage sector, of which 625.900 were men and 658.300 women, representing 5.0% and 6.2% respectively. From 1.0194 million persons employed, 515.200 were women and 504.200 were men. There are not many studies about the issue of participation of women in the food and beverage industry but with the data referred we show that this is a field where female workforce prevails although jobs are in lowest level and there are not many managers.

5. Conclusions

Today more than ever there is a strong relationship between the presence of a family-responsible culture and the effective performance of the company. For women it is vital to concile their work and family life. It is about seeing the employee as an element of the total set of the company, seeking to balance in all aspects of personal and professional life. By achieving this, the company will also benefit because productivity will increase, managers will find the loyalty of the employee and a greater retention of new talent will happen. Women today need to have a job that enables them to grow professionally with constant training, but also have time to enjoy family and to be valued for what they can contribute. Anyway, the actions made in restoration companies, like all other areas of the tourism industry and other sectors, are only a part of other actions to be implemented by the State and public administration, especially about legislation regarding maternity/paternity, direct aid to families and financial subsidies by number of children, among others.

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Table 1: Representation of Women in Labour Market

Occupied population by sector and gender 2013 (thousands)			
Sector	Total	Men	Women
Agriculture	736,6	561,5	175,4
Industry	2.355,5	1.777,8	577,7
Construction	1.029,5	942,4	87,0
Services	13.017,5	6.034,5	6.983,0
Total	17.139,1	9.315,8	7.823,2

Source: www.ine.es**Table 2: Occupied Population by Sector and Gender, 2013**

BRANCH OF ACTIVITY	MEN		WOMEN	
	Thousands	Percentage	Thousands	Percentage
Agriculture, forestry and fishing	561,1	6,0	175,4	2,2
Extractive industries	26,0	0,3	3,9	0,0
Manufacturing	1.583,5	17,0	535,2	6,8
Electricity supply, gas, steam and air conditioning	61,6	0,7	17,1	0,2
Water supply, sewerage, waste management and decontamination	106,7	1,2	21,5	0,4
Construction	942,4	10,1	87,0	1,1
Wholesale and retail	1.436,4	15,4	1.410,2	18,0
Transport and storage	682,2	7,3	149,2	1,9
Hospitality	632,6	6,8	700,0	8,9
Information and communication	345,4	3,7	177,4	2,3
Financial and insurance activities	232,5	2,5	221,6	2,8
Real state	38,3	0,4	53,8	0,7
Professional, scientific and technical activities	441,0	4,8	395,6	5,1
Administrative activities and support service	385,9	4,1	469,9	6,4
Public administration and defense, compulsory social security	753,4	8,1	524,0	6,7
Education	380,1	4,1	783,4	10,0
Human health and social services	306,4	3,3	1.059,2	13,5
Arts, entertainment and recreation	178,4	1,9	137,2	1,8
Other services	142,5	1,5	277,1	3,5
Activities of households as employers of domestic staff and as producers of goods and services for own use	78,1	0,8	591,7	7,6
Activities of extraterritorial organizations	1,2	0,0	5,4	0,1
TOTAL	9.315,7	100	7.795,8	100

Source: www.ine.es

Table 3: Occupied Women by Spanish Regions (Thousands)

Spanish Regions	2009	%	2013	%
Andalucía	1.224,3	14,6	1.131,2	14,5
Aragón	253,9	3,0	230,1	2,9
Asturias	192,4	2,3	173,4	2,2
Islas Baleares	218,8	2,6	217,8	2,8
Canarias	337,1	4,0	339,5	4,3
Cantabria	110,9	1,3	101,1	1,3
Castilla y León	422,3	5,0	401,9	5,1
Castilla - La Mancha	315,3	3,8	291,5	3,7
Cataluña	1.485,4	17,7	1.399,4	17,9
Comunitat Valenciana	878,4	10,5	791,3	10,1
Extremadura	152,3	1,8	146,1	1,9
Galicia	524,6	6,3	475,8	6,1
Madrid	1.390,1	16,6	1.303,2	16,7
Murcia	244,4	2,9	222,3	2,8
Navarra	121,1	1,4	115,2	1,5
País Vasco	424,9	5,1	407,9	5,2
La Rioja	59,8	0,7	56,3	0,7
Ceuta	9,6	0,1	8,8	0,1
Melilla	8,2	0,1	10,4	0,1
Total	8.373,8	100	7.823,2	100

Source: www.ine.es**Table 4: Occupied Population by Nationality and Gender, 2013 (Thousands)**

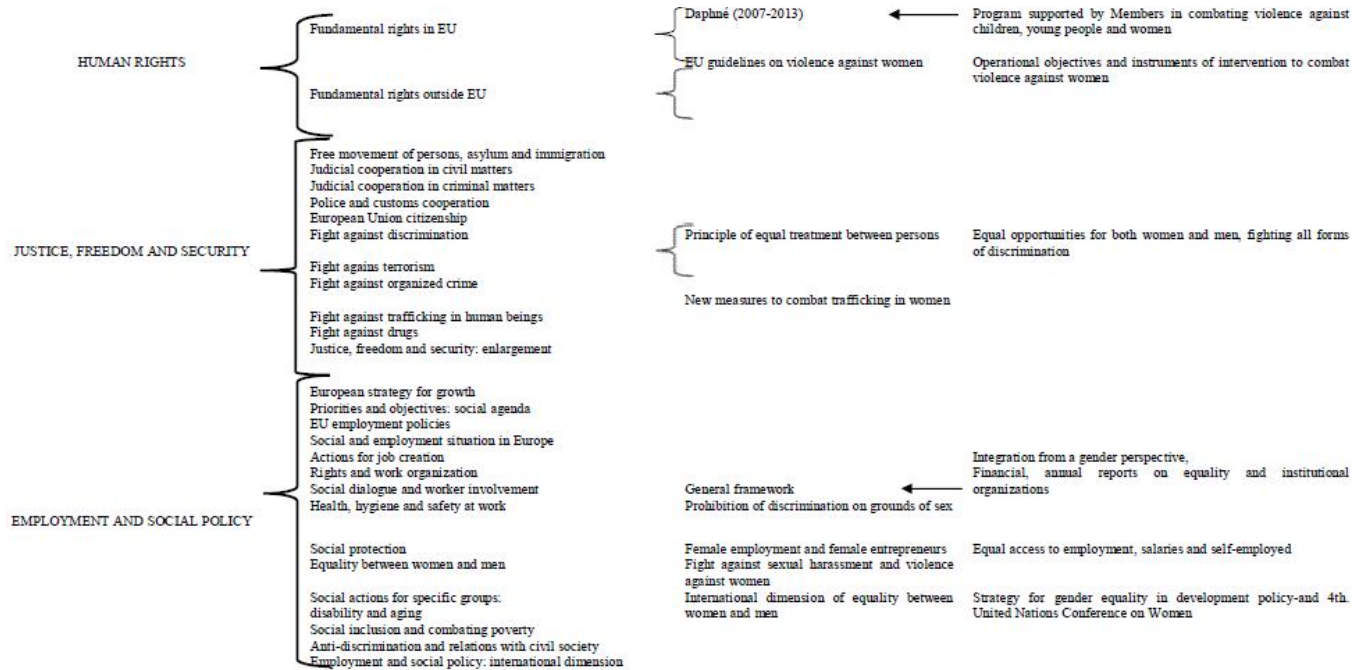
Sector	Total	Spain	European Union	Rest of Europe	Latin America	Rest of world
Men						
Agriculture	561,1	443,0	31,6	2,3	30,2	54,0
Industry	1.777,8	1.646,9	61,5	4,3	29,0	36,1
Construction	942,4	803,6	67,6	10,8	36,4	24,1
Services	6.034,5	5.450,7	211,0	14,0	182,6	176,2
Women						
Agriculture	175,4	142,1	18,7	1,0	9,8	3,8
Industry	577,7	538,9	17,1	2,1	14,1	5,3
Construction	87,0	81,0	3,4	0,2	0,9	1,6
Services	6.983,0	6.107,1	312,6	51,6	390,6	121,0

Source: www.ine.es**Table 5: Occupied Women by Sector, 2013 (Percentage)**

REGION	AGRICULTURE %	INDUSTRY %	CONSTRUCTION %	SERVICES %
Andalucía	4,5	3,8	0,8	90,9
Aragón	1,7	9,7	1,3	87,3
Asturias	4,6	5,8	1,2	88,4
Baleares	0,5	2,6	0,9	96,0
Canarias	1,5	2,3	1,1	95,1
Cantabria	2,9	7,7	1,5	87,9
Castilla y León	3,2	7,3	1,2	88,3
Castilla - La Mancha	2,5	9,2	1,0	87,3
Cataluña	0,6	10,6	1,1	87,6
Comunidad Valenciana	1,5	9,8	1,1	87,6
Extremadura	4,6	5,7	0,8	89,0
Galicia	6,5	9,6	0,8	83,1
Madrid	0,1	5,2	1,4	93,3
Murcia	6,8	7,7	1,2	84,3
Navarra	2,3	14,8	1,4	81,5
País Vasco	1,0	8,0	1,3	89,6
La Rioja	3,4	16,6	0,8	79,2
Ceuta	Not Available	2,5	ND*	97,5
Melilla	Not Available	0,5	ND*	99,5

Source: www.ine.es

Figure 1: Legislation Framework in European Union to Defend Women



Source: Author