

## **Job Satisfaction among Female Professionals Working in Travel and Tourism Business: A Case Study of National Capital Region**

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### **Abstract**

Tourism is an ever expanding industry with latent vast growth potential and has, therefore, become one of the crucial concerns of not only the nations but also international community as a whole. In fact, it has come up as a decisive link in gearing up the pace of socio economic development world over. Being tourism as service industry it is highly people oriented. The quality of services is highly depends on tourism professionals. Any organization, whether it is business organization or non-profit making organization, requires effective and efficient performance. To achieve these main objectives, employees are the most important part of the organization that plays vital roles. Unless employees are satisfied by the job they are assigned to work, the output of the organization will be affected either directly or indirectly It is observed that tourism has a great opportunity of employment for female. So the study on the level of job satisfaction has become important to know the satisfaction scenario among female professional.

The present study is mainly concerned to know the level of job satisfaction among female professionals who are working in travel agency and tour operation business. The respondents belong to National Capital Area. Five point Likert scale have been used with various job satisfaction attributes. The results have been analyzed and interpreted with mean and percentile method.

Keywords: Job satisfaction, female professionals, tourism, job satisfaction attributes

### **Introduction**

Tourism is one of the largest and fastest growing industries of the world. Most of the countries of the world are interested in tourism sector because of its multiple economic impacts on the economy i.e. employment generation, foreign exchange generation, positive balance of payment, infrastructure development, women empowerment etc. Being a service

industry there is need of tourist satisfaction which is possible with the satisfaction of professionals working in tourism sector. In India, there are not so many studies have been done with special reference to job satisfaction among female professional especially in hospitality and tourism. So the present study will provide a scope to study the level of job satisfaction, which will be helpful for the organisation, professionals, employer and the society.

During the process of modernization the common economic performance turn into differentiated into more and more definite professions, that is, the attention of individual activities into a narrower area marks in professional field. This process is the coming out of professions, which, though with various approaches, can be regarded as work performance. Encouraging the growth of the Travel & Tourism (T&T) sector is all the more significant these days given its imperative role in job creation, at a time when many countries are distress from high unemployment. . T&T already accounts for 5% of India's employment and its huge potential for further growth (WTTC report 2015).

Today's livelihood women are constantly challenged by the demands of full-time employment and when the day is done at the workplace, they bear more of the responsibilities and commitments at domicile. An integral part of their lives is profession. In the modern world women empowerment is an important aspect and it is their right to be empower as equal as men.

## **Review of literature**

A literature review is a body of text that aims to review the significant points of available current knowledge which is available at the time of study including substantive conclusions as well as theoretical and methodological contributions to a particular subject. Literature reviews are secondary sources which have been used for other relevant areas of interest, and as such, do not report any new or original experimental work. No doubt satisfaction is an important aspect of life which is affected by various attributes. The available literatures on job satisfaction provide a guideline to achieve the goal of the research and study.

Spector (1997) stated that the attitude of job satisfaction among employees can be categorised into two groups. The first group includes the job environment itself and several factors connected to the job. The second group includes personal factors related to the person, which are highly related with the factors concerned with his personality as per the job including previous experiences and personality, often both groups of antecedents work together to influence job satisfaction. According to Mullins (1998), the level of job satisfaction is highly affected by social, personal, cultural, environmental, and organisational factors.

Hoppock (1935) refers that job satisfaction is the combination of psychological, physical and environmental circumstances that causes an individual to say, "I am satisfied or dissatisfied with my job". Various researcher and experts have tried to define job satisfaction among the most accepted definition of job satisfaction is by Locke (1969) who defines job satisfaction as a positive emotional feeling, a result of one's assessment towards his profession or his job experience by comparing between what he expects related to his job and what he actually gets from it. Job satisfaction is the outcome of the relations of the

employees' values and his observation in the direction of his job and environment (Locke, 1976).

Hoppock (1935) forwarded a customary approach to job satisfaction. He indicates that job satisfaction is a result of various attributes in the job working environment and if these aspects are there in the organisation, the levels of job satisfaction will be high, otherwise job dissatisfaction will emerge. The same factors will influence job satisfaction and job dissatisfaction. In contrast, Herzberg et al. (1959) illustrates the various aspects like work environment, pay and company policies that reduce job dissatisfaction as the hygiene factors and motivational aspects of the job satisfaction like challenging work, responsibility, recognition and achievement as motivators. Thus, the job satisfaction construct can be considered to be a utility of work-related rewards and work values.

The importance of job satisfaction of female professionals working in travel and tourism business is therefore a worthy subject to investigate. Tourism and hospitality is a service sector by nature something that is intangible but by interacting with customers, the professional who is involved directly in the hospitality and tourism, frontline employees convey the service and are therefore vital elements of the process. Lee-Ross (2010) pointed out that people who come in direct contact with the tourist and travellers perform the most important role in tourism and hospitality organisation. They are the image builders of the country in the tourism sector which provide a competitive advantage to the organisation.

Assessment of job satisfaction amongst employees has become a common activity in which the management is concerned with the physical and psychological well-being of the people but there is a need to study the level of job satisfaction among female professionals.

In the field of tourism, travel agents play a vital role. Without travel agents, tour operators, travel consultants travelling would be very difficult, cumbersome and time-consuming. They act as intermediary professionals between the tourist and the supplying components of the tourism sector i.e. (transport companies, hotels, firms offering excursions or entertainment). Technically, a travel agent is the owner or manager of an agency, but other employees responsible for advising clients and selling tickets are also commonly referred to as travel agents.

### **Objectives of the study**

- To study the level of job satisfaction among female professionals working in travel and tourism business
- To study the available literature regarding job satisfaction.

### **Source of data**

For the study, both primary and secondary methods of data collection were used. The primary data was collected by approaching the respondents with the help of a questionnaire. The questionnaire was based on a five-point Likert scale to study the level of job satisfaction. The secondary data was collected from various resources like journal articles, previously conducted researches, magazines, books etc.

## **Research design**

### **Sample area**

The National Capital Region (NCR) is a metropolitan city or region that includes the Delhi region plus the surrounding urban areas in the neighbouring states of Haryana, Uttar Pradesh and Rajasthan. The NCR is India's largest and world's second largest urban agglomeration with a population of over 54 million inhabitants.

The sample area of the study is National Capital Region. In the national capital area; the identified sample area is Delhi, Faridabad and Gurugram.

### **Research design**

The total numbers of the respondents were 113 on which behalf it was conducted. In the National Capital Area the female tourism professional were the respondents. On the bases of their response on five point Likert scale the level of job satisfaction among female tourism professional have been studied.

To achieve the objective of the study, mainly focused on the level of job satisfaction among female tourism professional mean and percentage technique have been implemented.

### **Analysis and interpretation**

Research objectives can't be achieved until data is not properly analyzed and interpreted. Data analysis is considered as essential stage and spirit of research. After collecting data with the help of related tools and techniques, the next reasonable step, is to analyze and interpret data with the expectation to reach at empirical solution to the stated topic/problems. "Data analysis consists of examining, categorizing, tabulation or otherwise re-combining the evidence, to address the initial proposition of a study" (Yin, 1984)

### **Demographic profile of the respondents**

Research results and implication of the study highly depends on the demographic profile of the respondents. The present study is based on the attitude of female professionals towards their job working in travel agencies and tour operation business.

The table 1.1 shows that the total numbers of female respondents are 113. On the basis of marital status of the respondents it is find that there are 37.2% married and 62.8% unmarried respondent. Distribution of respondents on the base of age indicates that 33.6% respondents are less than 20 years, 44.2% are between 21-30 years old with highest share in the sample, 14.2% respondents are between 31-40 years, 7.1% are between 41-50 years age group and 0.9% are above 50 years age group. With regard to education qualification of the respondents 5.3% upto senior secondary, 39.8% are graduates, 17.7% are post graduate. The respondents having professional degree/diploma are 37.2%. on the basis of working experience 46.9% respondents having experience less than 5 years, 27.4% having experience between 5-10 years, 9.7% having 15-20 years experience and no one respondent having job experience

above 20 years. 9.7% respondents earns less than Rs. 10,000 per month, 26.5% are between 10001-20000 income group, 47.8% are between 20001-30000 income group, 5.3% are between 30001-40000 income group, 10.6% are between 40001-50000 income group and no one respondent is above 50000 age group.

**Table 1.1****Demographic characteristics of Respondents**

	Frequency (N=113)	Percentage
<b>Marital Status</b>		
Married	42	37.2
Unmarried	71	62.8
<b>Age</b>		
Less than 20 years	38	33.6
21-30 years	50	44.2
31-40 years	16	14.2
41-50 years	8	7.1
Above 50 years	1	0.9
<b>Educational Qualification</b>		
Senior Secondary	6	5.3
Graduate	45	39.8
Post graduate	20	17.7
Professional Degree/Diploma	42	37.2
<b>Working Experience</b>		
Less than 5 years	53	46.9
5-10 years	31	27.4
10-15 years	18	15.9
15-20 years	11	9.7
Above 20 years	0	0
<b>Income (In Rs.)</b>		
Less than 10000	11	9.7
10001-20000	30	26.5
20001-30000	54	47.8
30001-40000	6	5.3
40001-50000	12	10.6
Above 50000	0	0

**Table 1.2****Frequency and Percentage of Respondent Data (N=113)**

Attributes	Highly Dissatisfied		Dissatisfied		Neutral/Average		Satisfied		Highly Satisfied		Mean
	F	%	F	%	f	%	f	%	F	%	
The co-operation/teamwork among co-workers.	0	0	6	5.3	48	42.5	36	31.9	23	20.4	3.9247
Relationship between employees.	0	0	6	5.3	30	26.5	18	15.9	59	52.2	4.1062
Possibilities to receive assistance from co-worker when necessary.	0	0	0	0	30	26.5	77	68.1	6	5.3	3.7397
The work I do is interesting.	0	0	12	10.6	0	0	47	41.6	54	47.8	4.1986
My job is a good fit with my skills/qualifications.	0	0	30	26.5	24	21.2	24	21.2	36	31.9	3.8185
Chance to do something different time to time.	12	10.6	0	0	24	21.2	66	57.5	12	10.6	3.7192
Balance between personal and professional life.	30	26.5	18	15.9	12	10.6	47	41.6	6	5.3	3.1473
Amount of annual leave.	18	15.9	36	31.9	30	26.5	12	10.6	17	15.0	3.3322

<b>This job does not add significant pressure and anxiety to life.</b>	30	26.5	24	21.2	42	37.2	6	5.3	11	9.7	3.0274
<b>Working hours are convenient.</b>	6	5.3	18	15.9	42	37.2	18	15.9	29	25.7	3.3322
<b>The Number of employees available in firm for performing work is enough.</b>	0	0	36	31.9	24	21.2	41	36.3	12	10.6	3.4966
<b>Workload pressure.</b>	6	5.3	12	10.6	65	57.5	30	26.5	0	0	3.1096
<b>I know what is expected of me.</b>	0	0	6	5.3	30	26.5	53	46.9	24	21.2	3.7021
<b>The praise I get for doing a good job.</b>	0	0	12	10.6	60	53.1	35	31.0	6	5.3	3.4075
<b>I feel that I am valued by this agency.</b>	6	5.3	6	5.3	36	31.9	53	46.9	12	10.6	3.6370
<b>I am trusted with great responsibility in my work.</b>	0	0	12	10.6	18	15.9	48	42.5	35	31.0	3.7123
<b>Satisfaction concerning your current salary.</b>	12	10.6	6	5.3	36	31.9	53	46.9	6	5.3	3.2740
<b>I make pretty good money compared to others in this field.</b>	24	21.2	12	10.6	36	31.9	41	36.3	0	0	3.3493
<b>The frequency of salary increases.</b>	12	10.6	18	15.9	54	47.8	23	20.4	6	5.3	3.1918
<b>Connection between pay and performance.</b>	0	0	30	26.5	30	26.5	47	41.6	6	5.3	3.2226
<b>The current model for rewarding overtime work</b>	24	21.2	24	21.2	48	42.5	6	5.3	11	9.7	2.6130
<b>I have given enough authority to make decisions I need to make.</b>	6	5.3	6	5.3	42	37.2	53	46.9	6	5.3	3.5034
<b>The chance to do work that is best suited to my abilities</b>	6	5.3	12	10.6	36	31.9	17	15.0	42	37.2	3.6507
<b>The chance to work alone on the job.</b>	0	0	18	15.9	42	37.2	30	26.5	23	20.4	3.5514
<b>I have ample opportunities for advancement in this profession.</b>	12	10.6	0	0	36	31.9	53	46.9	12	10.6	3.3699
<b>I have a clear path for career advancement in this field.</b>	6	5.3	12	10.6	30	26.5	53	46.9	12	10.6	3.4932
<b>Promotional opportunities are handled fairly.</b>	6	5.3	12	10.6	48	42.5	30	26.5	17	15.0	3.4144
<b>I am promoted on performance bases.</b>	12	10.6	6	5.3	30	26.5	47	41.6	18	15.9	3.6404
<b>I receive adequate training to do my job well.</b>	6	5.3	6	5.3	60	53.1	35	31.0	6	5.3	3.5377
<b>There are opportunities available for me to develop new skills.</b>	12	10.6	12	10.6	24	21.2	42	37.2	23	20.4	3.5342
<b>Satisfaction concerning your job security.</b>	18	15.9	6	5.3	42	37.2	24	21.2	23	20.4	3.0822
<b>Job security is ensured only on performance basis.</b>	12	10.6	18	15.9	18	15.9	36	31.9	29	25.7	3.4966
<b>Future assurance with this job.</b>	24	21.2	6	5.3	36	31.9	35	31.0	12	10.6	3.4075
<b>I receive adequate support from my supervisors.</b>	0	0	24	21.2	30	26.5	42	37.2	17	15.0	3.5548
<b>Management believes that employees are the most important asset of their firm.</b>	0	0	18	15.9	54	47.8	23	20.4	18	15.9	3.5582
<b>The respect I get from my supervisor/line manager.</b>	0	0	18	15.9	36	31.9	36	31.9	23	20.4	3.6575
<b>The way my boss handles his/her employees.</b>	0	0	12	10.6	18	15.9	48	42.5	35	31.0	3.7842
<b>I am generally satisfied with the leadership style in organization.</b>	6	5.3	12	10.6	42	37.2	41	36.3	12	10.6	3.3322
<b>Company policies secure the goodwill of employees.</b>	0	0	6	5.3	60	53.1	12	10.6	35	31.0	3.4726
<b>Head of section deals fairly and without discrimination with the employees.</b>	0	0	12	10.6	30	26.5	66	58.4	5	4.4	3.4555
<b>Head of section are committed to laws and regulations regarding labor.</b>	0	0	6	5.3	66	58.4	29	25.7	12	10.6	3.3082

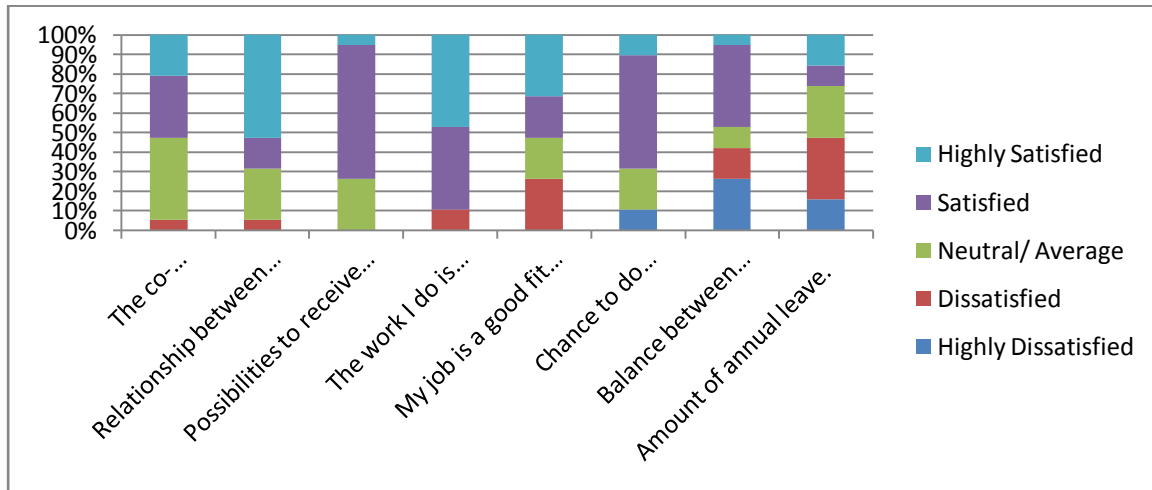
<b>Believe that work performance is evaluated fairly.</b>	0	0	30	26.5	18	15.9	35	31.0	30	26.5	3.4726
<b>The Social position in the community that stand with this job.</b>	0	0	12	10.6	48	42.5	47	41.6	6	5.3	3.4486
<b>The type of my work compatible with my religious beliefs, customs and traditions.</b>	0	0	18	15.9	30	26.5	36	31.9	29	25.7	3.8630
<b>Being able to do the job without feeling it is morally wrong.</b>	12	10.6	0	0	18	15.9	54	47.8	29	25.7	3.7397
<b>I am satisfied with the fringe benefits offered to me through this job.</b>	0	0	6	5.3	60	53.1	24	21.2	23	20.4	3.3493
<b>Amount of paid vacation time/sick leave offered.</b>	0	0	36	31.9	36	31.9	17	15.0	24	21.2	3.5137
<b>Satisfaction concerning types of benefits provided.</b>	0	0	6	5.3	60	53.1	36	31.9	11	9.7	3.2466
<b>Satisfied with bonus and incentives given.</b>	0	0	24	21.2	48	42.5	35	31	6	5.3	2.9589
<b>The physical working condition (heating, lighting, ventilation etc.) on this job.</b>	0	0	6	5.3	18	15.9	59	52.2	30	26.5	3.7808
<b>The pleasantness of working environment.</b>	6	5.3	12	10.6	24	21.2	42	37.2	29	25.7	3.7397
<b>Feeling safe and comfortable in work environment.</b>	6	5.3	6	5.3	24	21.2	47	41.6	30	26.5	3.8801
<b>If get the opportunity I would like to change my career.</b>	12	10.6	30	26.5	30	26.5	12	10.6	29	25.7	3.2842
<b>I suggest my friends to join tourism industry?</b>	12	10.6	12	10.6	42	37.2	30	26.5	17	15.0	3.5308
<b>Your overall satisfaction with your job.</b>	6	5.3	12	10.6	42	37.2	36	31.9	17	15.0	3.6130

On the behalf of table1.2 it is stated that the level of job satisfaction among female professionals working in travel and tourism business have been studied on the bases of 55 variable related to the job and 5 demographic variables of the respondents. The variables related to job are concerned with organisational environment, physical and psychological attitude of the respondents towards their job.

In the graph 1.1 below the result indicates that on the bases of attribute the co-operation among co worker; 20.4% were highly satisfied, 31.9% were satisfied, 42.5% were neutral/average, 5.3% were dissatisfied, no one was found highly dissatisfied and the average mean is 3.92. In concerned to relationship between employees 52.2 were highly satisfied, 15.9% were satisfied, 26.5% were neutral/average, 5.3% were dissatisfied, none of the respondent is highly dissatisfied and average score of the aspect is 4.10. The respondents responded their attitude toward aspect possibility to receive assistance from co-worker 5.3% were highly satisfied 68.1% were satisfied and 26.5% were neutral about the statement and none was dissatisfied and highly dissatisfied with mean score 3.73. The response regarding the aspect the work I do is interesting state that 47.8% were highly satisfied, 41.6% were satisfied and the mean score is 4.19 which show the highly satisfaction level with this statement. The attitude of the respondents with the aspect my job is a good fit with my skills/qualifications indicates that 31.9% highly satisfied, 21.2 were satisfied and 26.5 were dissatisfied with the mean score is 3.81%. With the statement chance to do something different time to time 10.6% were highly satisfied, 57.5% were satisfied, 21.2% were neutral/average, 10.6% were highly dissatisfied and the mean score of the attitude in this

regard is 3.71. On the statement balance between personal and professional life shows that mere 5.3% were highly satisfied, 41.6% felt satisfied, 10.6% were neutral/average, 15.9% were dissatisfied and 26.5% were highly dissatisfied with balance between personal and professional life. The attitude of respondents indicate about amount of annual leaves show that 15.0% were highly satisfied, 10.6% were satisfied, 26.5% were neutral/average, 31.9% and 15.9% were highly dissatisfied respectively. The mean score of the statement is 3.3

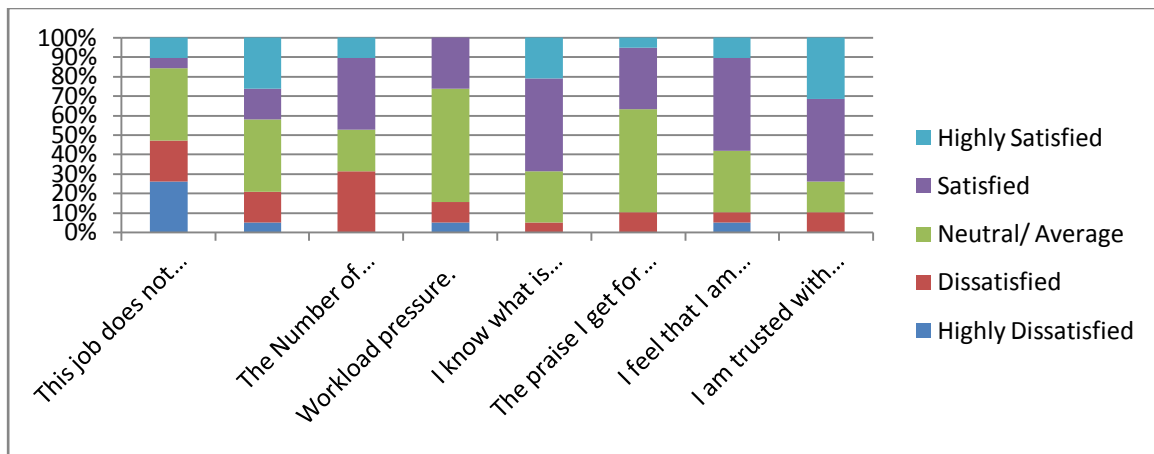
Graph 1.1



Graph 1.2 below represents that the attitude toward the statement this job does not add significant pressure and anxiety to life revealed that 9.7% were highly satisfied, 5.3% were satisfied 37.2% were average, 15.9% were dissatisfied and 5.3% were highly dissatisfied. The level of job satisfaction with the working hour convenient indicated that 25.7% were highly satisfied, 15.9% were satisfied, 37.2% were average/neutral about the working hour while 15.9% and 5.3% were dissatisfied and highly dissatisfied respectively and the mean score is 3.3. On the behalf of the responses the aspect about the number of employees available in firm for performing work is enough; 10.6% were highly satisfied, 36.3% were satisfied, 21.2% were neutral/average while 31.9% were dissatisfied and no one was highly dissatisfied with the number of employees in the organisation. Work load pressure is an important aspect to decide job satisfaction in this concern no one was highly dissatisfied, 26.5% were satisfied, 57.5% were neutral about the statement, 10.6% and 5.3% were dissatisfied and highly dissatisfied respectively. The aspect I know what is expected of me revealed that 21.2% were highly satisfied, 46.9% were satisfied, 26.5% felt neutral/average, the satisfaction level is 5.3%. The mean score remain 3.6. The statement on the praise I get for doing a good job presents that 5.3% were highly satisfied, 31.0% satisfied, 53.1% were neutral on the other hand 10.6% were dissatisfied and non was highly dissatisfied. On the attribute I feel that I am valued by this agency 10.6% were highly satisfied, 46.9 % satisfied, 31.9 neutral/ average about the statement with the average score of 3.63. To study attitude toward the aspect I am trusted with great responsibility reveals 31.0% highly satisfied, 42.5% satisfied, 15.9% were neutral about the statement and 10.6% dissatisfied.

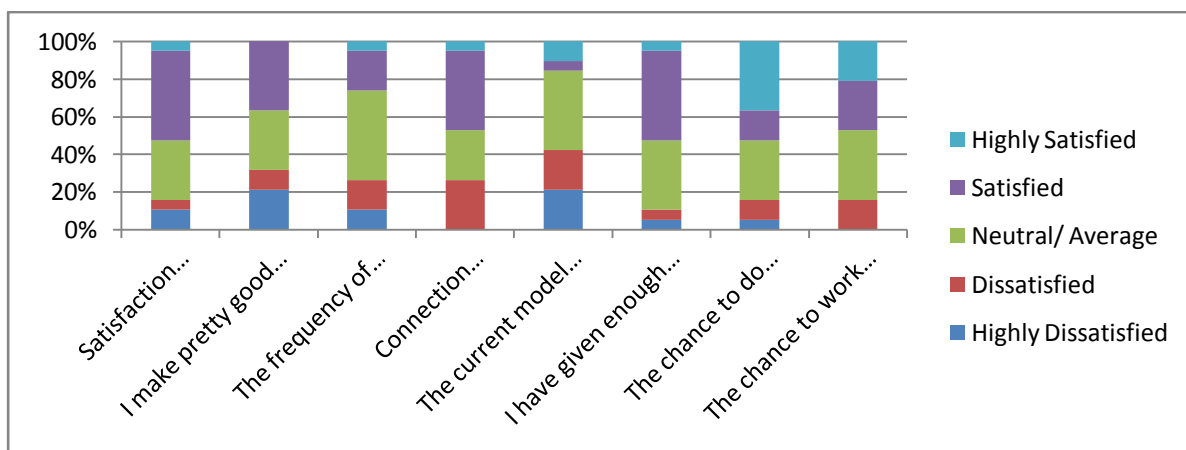


Graph 1.2



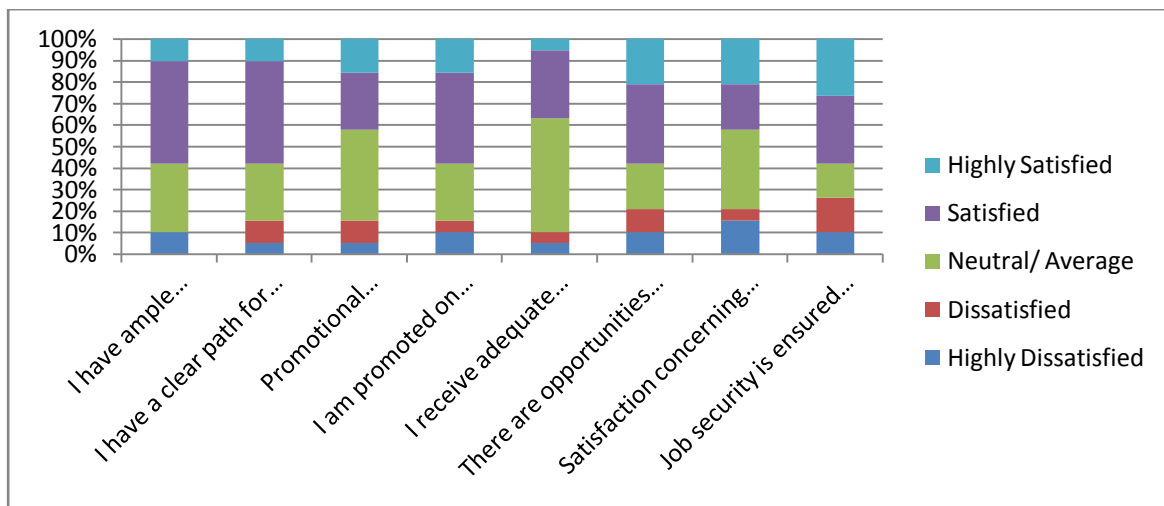
The Graph 1.3 below shows salary play an important role to decide the level of job satisfaction which indicates 5.3% were highly satisfied, 46.9% were satisfied and 31.9% were neutral to say about their attitude toward their salary. 5.3% were dissatisfied and 10.6% were highly dissatisfied with the salary they receive against their efforts for the organisation. Answering the question on I make pretty good money compare to others in this field find that 36.3% were satisfied but no one highly satisfied about the statement, 31.9% were neutral/ average about the statement while 10.6% were dissatisfied but 21.2% observe highly dissatisfied and the overall mean of the statement was 3.3. The frequency of salary increase reflects that 5.3% were highly satisfied, 20.4% were satisfied, 47.8% felt neutral and 15.9% and 10.6% were highly dissatisfied about the job. The aspect related to connection between pay and performance found that 5.3% were highly satisfied, 41.6% were satisfied, 26.5% neutral while 26.5% were dissatisfied. The mean score of the statement remain 3.22. The level of job satisfaction related to the aspect the current model for rewarding overtime work indicated that 9.7% were highly satisfied, 5.3% satisfied, 37.2% were neutral, 21.2% were dissatisfied and same ratio was find highly dissatisfied with the statement. The attitude related to I have given enough authority to make decisions need to make represented that 5.3% were highly satisfied, 46.9% satisfied 37.2% were neutral/ average, 5.3% respondents were dissatisfied and highly dissatisfied. The mean score of the aspect remain 3.5. The level of satisfaction related to the chance to do work alone on the job shows that 20.4% were highly satisfied, 26.5% were satisfied, 37.5% having neutral/average attitude, 15.9% having dissatisfaction attitude and the mean score is 3.55.

Graph 1.3



In the graph 1.4 below which shows the level of job satisfaction among female professionals. I have ample opportunity for advancement in this field with this aspect the level of satisfaction represent that 10.6% were highly satisfied, 46.9% were satisfied, 31.9% having neutral/ average attitude, while highly dissatisfaction ratio was 10.6% toward the statement. The level of satisfaction with the aspect I have clear path for career advancement in this field in it 10.6% were highly satisfied, 46.9% were satisfied, 26.5% were neutral/average,10.6% were dissatisfied, and 5.3% highly dissatisfied and the mean score is 3.49. The attribute on promotional opportunities are handled fairly indicted the attitude of the respondents that 15% were highly satisfied, 26.5% were satisfied, 42.5% were neutral, 10.6% and 5.3% were dissatisfied and highly dissatisfied with the aspect and the overall mean was 3.41. The level of satisfaction with the aspect I am promoted on performance bases that 15.9% were highly satisfied, 41.6% were satisfied, 26.5% were neutral, 5.3% were dissatisfied and 10.6% were highly dissatisfied. The average score of the statement is 3.64. On the attribute I have receive adequate training to do my job well indicate that 5.3% were highly satisfied, 31.0% satisfied 53.1% were neutral/average, and 5.3% were satisfied and highly dissatisfied . The mean score found 3.53 With regard to there are opportunities available for me to develop new skills there were 20.4% were highly satisfied, 37.2% were satisfied, 21.2% were neutral/average, and 10.6% were dissatisfied and highly dissatisfied with the statement. Regarding the attribute satisfaction concerning the job security it is found that 20.4% were highly satisfied, 37.2% were satisfied, 5.3% were dissatisfied and 15.9% highly dissatisfied with this statement and the mean score was 3.49. levelling to the statement job security is ensured only on performance basis indicates that 25.7% were highly satisfied,31.9% were satisfied,15.9% were neutral and the same percentage was dissatisfied while 10.6% were found highly dissatisfied and the average score is 3.08

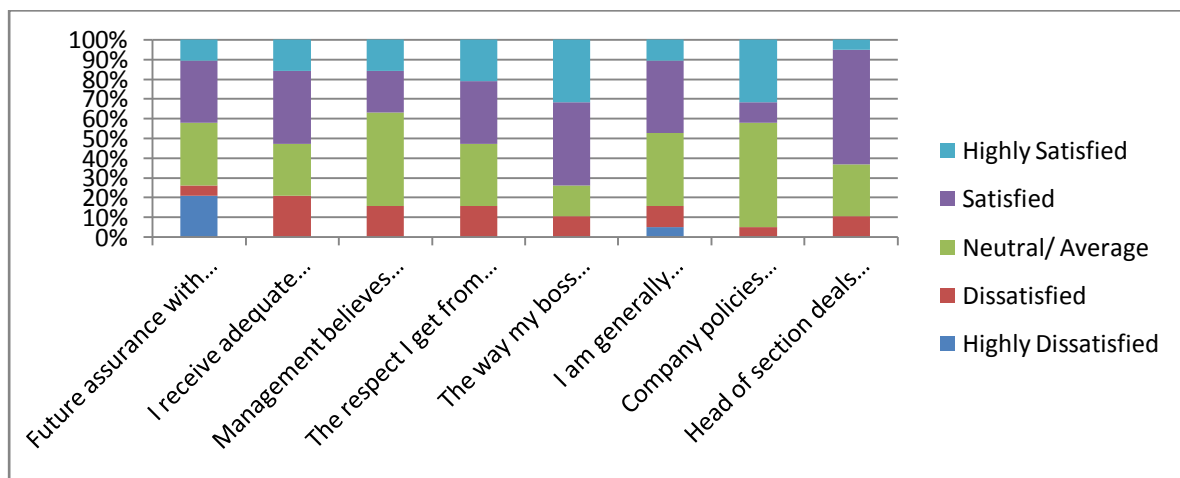
Graph 1.4



In the graph 1.5 below the respondent response on the question with the aspect future assurance with this job was founded that 10.6% were highly satisfied, 31.0% were satisfied, 31.9% were neutral/average, 5.3% were dissatisfied, 21.2% were highly dissatisfied and the mean score of the statement remained 3.40. On the aspect I receive adequate support from my supervisor were found 15.0% were highly satisfied, 37.2% were satisfied, 26.5% were neutral/average, 21.2% were dissatisfied and none was highly dissatisfied. The average score of the statement on I receive adequate support from my supervisors was found 3.55. While observing the attitude of tourism professional on the statement Management believes that

employees are the most important asset of their firm, in this regard it was found that 15.9% were highly satisfied, 20.4% were satisfied, 47.8% were neutral/average, 15.9% were found dissatisfied and none was found highly dissatisfied; the mean score remained 3.55 according to the results of the study. On the attribute of the study with the respect I get from my supervisor/line manager were found 20.4% were highly satisfied, 31.9% were satisfied, 31.9% were neutral/average, 15.9% were dissatisfied and none highly dissatisfied. In the concerned statement the mean score is 3.65. While getting the answer related to the aspect the way my boss handles his/her employees indicated that 31.0% were highly satisfied, 42.5% were satisfied, 15.9% were neutral/ average, 10.6% felt dissatisfied and none was found highly dissatisfied with their attitude. The mean score for the statement founded about 3.78. On the aspect of job satisfaction concerned with the statement i.e. I am generally satisfied with the leadership style in organisation founded that 10.6% were highly satisfied, 36.3% were satisfied, 37.2% were average/neutral, while 10.6% and 5.2% were dissatisfied and highly dissatisfied respectively and the mean score founded 3.33. On the statement company policies secure the goodwill of employees indicates that 31.0% were highly satisfied, 10.6% were satisfied, 53.1% were average/neutral, 5.3% found dissatisfied and no one highly dissatisfied. The mean score remained 3.47. The respondent responded on the statement that the head of section deals fairly and without discrimination with the employees founded that 4.4% were highly satisfied, 58.4% were satisfied, and 26.5% were neutral/average,10.6% were dissatisfied. The mean score of the statement was found 3.45.

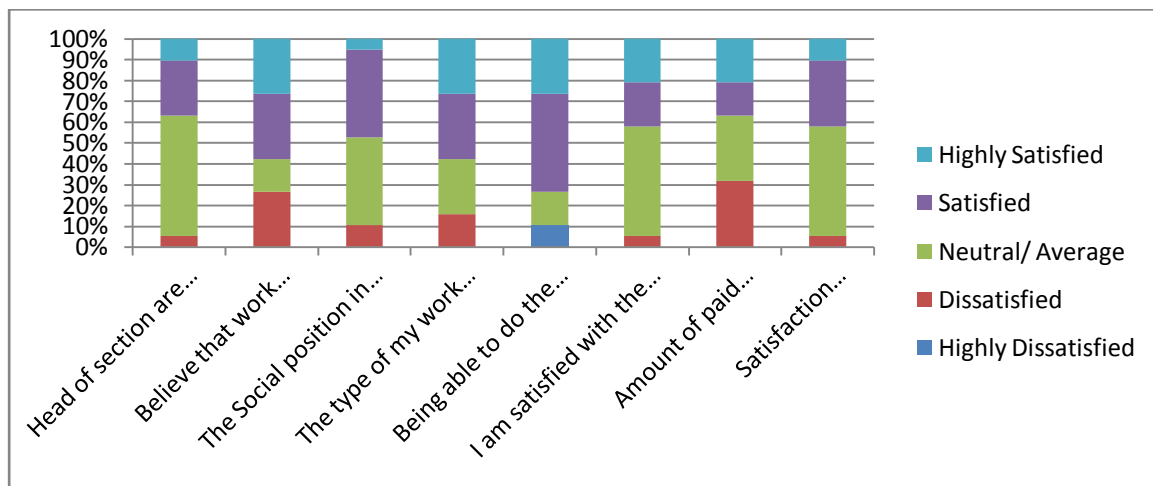
Graph 1.5



The graph 1.6 below shows the respondents indicated their attitude on the statement that head of section are committed to laws and regulations regarding labour i.e. 10.6% highly satisfied, 25.7% were satisfied, 58.4% were neutral/average, 5.3% were found dissatisfied and none highly dissatisfied. The statement on believe that work performance is evaluated fairly indicated that 26.5% were highly satisfied, 31.0% were satisfied, 15.9% were average/neutral on their opinion at the statement, 26.5% respondents were dissatisfied and no one highly dissatisfied; the mean score of 3.47 on the statement. The respondents response indicated their attitude on social position in the community that stand with this job showed 5.3% were highly satisfied,41.6% were satisfied, 42.5% were neutral/average, 10.6% were dissatisfied and no one was found highly dissatisfied with their social position with the present job as a tourism professional. The mean score of the statement remained 3.44. On the statement the type of my

work compatible with my religious, beliefs, customs and traditions founded that 25.7% were highly satisfied, 31.9% were satisfied, 26.5% were neutral/average, while 15.9 were dissatisfied and no one respondent was highly dissatisfied with the statement, the attitude of the respondent mean score regarding the statement founded 3.86. Answering the attitude regarding the statement being able to do the job without feeling it is morally wrong founded that 25.7% were highly satisfied, 47.8% were satisfied, 15.9% were average/neutral and 7.4% were highly dissatisfied. The mean score of the statement remained 3.73. The attitude of the respondents with the statement I am satisfied fringe benefits offered to me through this job indicated that 20.4% were highly satisfied, 21.2% satisfied, 53.1% average/ neutral, 5.3% were dissatisfied, and none was highly dissatisfied. The average score of the statement was 3.34. With the statement concerned with amount of paid vacation time/sick leave offered indicated that merely 21.2% were highly satisfied, 15.0% were satisfied, 31.9 were neutral, 31.9 were dissatisfied and no one was founded highly dissatisfied with average score 3.51. While getting the responses on the statement satisfaction concerning types of benefits provided indicated that 9.7% were highly satisfied, 31.9% were satisfied, 53.1% were average/neutral and 5.3% were dissatisfied and no one highly dissatisfied. The mean score of the concerned statement founded 3.24.

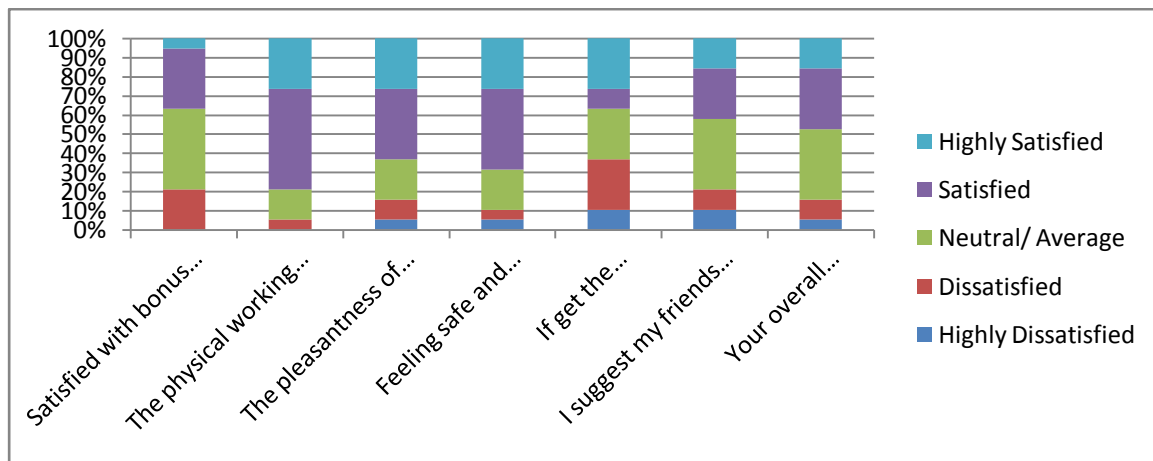
Graph 1.6



In the graph 1.7 the level of satisfaction with bonus and incentives given presents the level of satisfaction with 5.3% were highly satisfied, 31% satisfied, 42.5% were neutral, 21.2% were dissatisfied and no one was found highly dissatisfied. The level of satisfaction with the physical working conditions (heating, lighting, ventilation etc.) on this job. 26.5% were highly satisfied, 55.2% were satisfied, 15.9% were neutral about the aspect, while 5.3% were dissatisfied and no one indicate attitude of highly dissatisfaction. The mean score of the attribute is 3.78. The attitude of the respondents regarding the pleasantness of working environment show that 25.7% were highly satisfied, 37.2% were satisfied, 21.2% were neutral/average, 10.6% were dissatisfied, and 5.3% were highly dissatisfied with the working environment. The mean of the statement was 3.73. The attitude related to the feeling safe and comfortable in work environment indicate that 26.5% were highly satisfied, 41.6% were satisfied, 21.2% were neutral/average, 5.3% were dissatisfied and same ratio was highly dissatisfied. The average score of the statement was 3.88. On the statement regarding if get the opportunity I would like to change my career indicates the attitude of the respondent that 25.7 were highly satisfied, 10.6% were satisfied, 26.5% were feeling neutral/average and 10.6% were highly dissatisfied. The average of the statement is 3.28. On the basis of attribute I suggest my friends

to join tourism industry the respondents responses indicate that 15.0 were highly satisfied, 26.5% satisfied, 37.2% were neutral/average, 10.6% were dissatisfied and the same percentage was highly dissatisfied. The mean score of the statement is 3.53. Apart from all above, while levelling the overall satisfaction with job the respondent indicate their satisfaction as 15.0% were highly satisfied, 31.9% were satisfied, 37.2% were neutral/average with their overall job satisfaction. While on the other hand 10.6% were dissatisfied and 5.3% were highly dissatisfied with their jobs. The mean of overall job satisfaction is 3.61 which represent positive feeling about the job.

Graph 1.7



## Conclusion

The study of job satisfaction among female professional working in travel and tourism study is an important aspect in the human resource management prospects. The present study will be helpful for the organisation to know the level of job satisfaction in the tourism sector. The organisations related to tourism industry would really beneficial with the present study. The study would be helpful to level of job satisfaction on the basis of various attributes of job satisfaction.

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