4.01   Introduction

Data analysis encompasses the examination, purification, conversion, and modeling of data, aiming to extract valuable insights, draw conclusions, and facilitate informed decision-making. This process entails the utilization of diverse techniques and methodologies for examining and interpreting data to uncover patterns, trends, and relationships that can provide insights into a particular phenomenon or problem. Data analysis can encompass a wide range of activities, including data exploration, descriptive and inferential statistics, data mining, text analysis, and qualitative analysis, among others. The ultimate objective of data analysis is to derive meaningful and actionable insights that can inform decision-making processes and guide future actions or strategies.

Data analysis and interpretation form the crux of any research endeavour, and they hold a pivotal role in the successful completion of a research. In the ever evolving landscape of academia and research, the ability to effectively analyse and interpret data is essential. These processes encompass a range of techniques and methodologies that allow researchers to extract meaningful insights, draw conclusions, and contribute to the existing body of knowledge within their chosen field.

This provides an overview of the fundamental concepts surrounding data analysis and interpretation, emphasing their significance within the context of a thesis. It will delve into the various stages of data analysis, starting from data collection and organization, progressing through statistical analysis and visualization, and culminating in the extraction of meaningful findings. Furthermore, this chapter underscores the importance of robust data interpretation, which involves the synthesis of results, the formulation of hypotheses, and the development of a comprehensive narrative that advances the research question.

It is also crucial to recognise that these processes are not mere technical exercises but rather intellectual endeavours that demand critical thinking, methodological rigor, and a deep understanding of the subject matter.

4.02   Data Analysis Plan

Data Analysis Plan serves as a fundamental blueprint within the research process, guiding the strategic handling of collected data. It plays a pivotal role in maintaining the research's systematic approach, organization, and alignment with its objectives and questions. This section begins by establishing the purpose and context of data analysis,

emphasizing its critical role in addressing research questions. It then provides a concise overview of the data collection methods used, setting the stage for subsequent analysis. Data preparation is addressed, explaining the steps taken to clean and structure raw data for analysis, including the management of missing data and outliers. The heart of the section focuses on planned data analysis methods and techniques, detailing statistical or analytical tools chosen based on the research's nature and objectives. A meticulous explanation of how each method will be applied is provided, including step-by-step processes and software tools to be used. The section outlines the research's approach to interpreting analysis results, highlighting key metrics and trends essential for drawing meaningful conclusions. Quality control measures, such as validity checks and reliability tests, are discussed to ensure data accuracy and reliability. A potential timeline for analysis phases and required resources are outlined, offering insight into the research's practical execution. Ethical considerations, such as data privacy and informed consent, are touched upon, reflecting the research's commitment to ethical standards. Finally, the section briefly discusses expected outcomes and their alignment with research objectives, setting the stage for subsequent result presentation and discussion.

4.03   Data Analysis Results

A data analysis plan is a detailed outline that defines how data will be handled, interpreted, and transformed into meaningful insights during a research study or project. It serves as a roadmap for conducting Data analysis involves specific steps, techniques, and tools to assess the collected data. The data analysis plan delineates the procedures for organizing and cleaning the data, performing statistical analyses, applying relevant methodologies, and interpreting the results to address the research questions or objectives effectively. It also incorporates strategies for handling any potential challenges or issues that may arise during the analysis process. Having a clear and precise data analysis plan is crucial in guaranteeing the accurate processing of data and the reliability and validity of the findings.

The Data Analysis Results section is a pivotal juncture in the research process, where the researcher unveils and interprets the insights derived from the data analysis. This section not only provides a comprehensive overview of the empirical findings but also employs descriptive statistics, visual aids, and contextualization to present key trends and patterns related to women's career aspirations in the Mumbai MMRDA area's

hospitality and tourism industry. It offers readers a numerical summary of central tendencies and variabilities within the data, often enhanced by charts and graphs for clarity. Additionally, this section may delve into relationships between variables and acknowledge potential limitations, all culminating in an overall synthesis of salient findings and their implications. Ultimately, it serves as a critical bridge, transforming raw data into meaningful knowledge and contributing significantly to our understanding of the research topic.

4.04   Test of Significance

The Significance Test in research holds a crucial role in establishing the credibility and importance of the findings. In this segment, the study explores the statistical examinations and measures utilized to assess the importance of the observed outcomes. It goes beyond mere presentation and delves into the core of data analysis, elucidating the reasoning behind the use of various statistical tools like Chi-square, regression analysis, or ANOVA. Statistical tests are vital for researchers to evaluate the strength and validity of relationships and connections within the gathered data. These tests aid in determining whether the observed patterns are statistically noteworthy or simply the consequence of chance. By employing suitable statistical methods, researchers can offer empirical evidence to uphold their research hypotheses and conclusions. The segment involves a comprehensive explanation of each statistical test utilized, encompassing the fundamental principles, formulas, and assumptions. It illustrates how these tests are implemented on the specific dataset under scrutiny, ensuring transparency and thoroughness in the analysis process. This transparency is crucial for peer reviewers and readers, as it enables them to assess the dependability and resilience of the research findings.

4.05   Discussion

This section acts as the intellectual core of a research study, where the researcher engages in a comprehensive analysis and interpretation of the research findings. It surpasses the mere presentation of data and statistical outcomes, striving to offer a comprehensive comprehension of the research's implications and contributions. Here's an elabouration and summary of this section:

In this part, the research delves deeply into the meaning and importance of the findings. It explores the intricacies of the data, establishing connections between the observed patterns and the overarching objectives of the research. The discussion doesn't exist in

isolation; rather, it integrates the results into the wider context of the existing literature on women's career aspirations in the hospitality and tourism industry.

It critically evaluates how the research findings align with or challenge the existing body of knowledge. It identifies areas of agreement and disparity, shedding light on whether the research reinforces current theories or introduces new perspectives. In doing so, it contributes to the advancement of the field, providing fresh insights or validating established concepts.

Furthermore, the Discussion doesn't avoid unexpected or conflicting findings. It embraces these anomalies as opportunities for deeper exploration and comprehension. Researchers may propose alternative explanations, highlight potential limitations, or suggest avenues for future research to resolve these discrepancies.

4.6   Testing Hypotheses
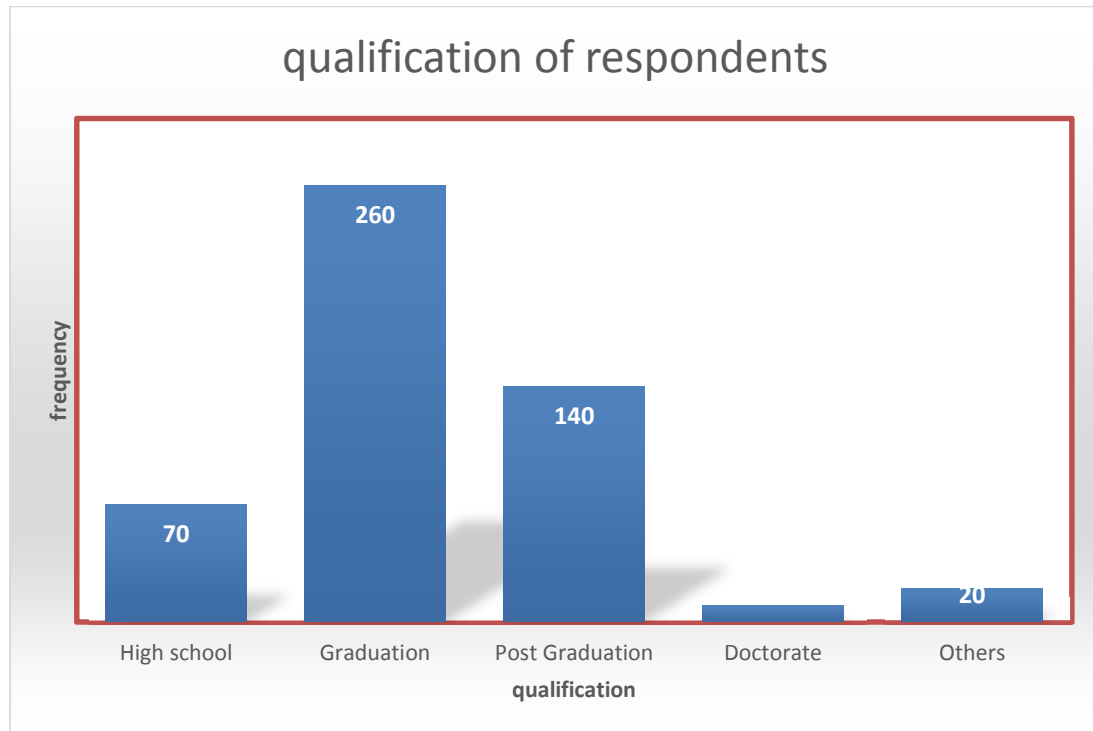
Demographic variables:

1.   Age
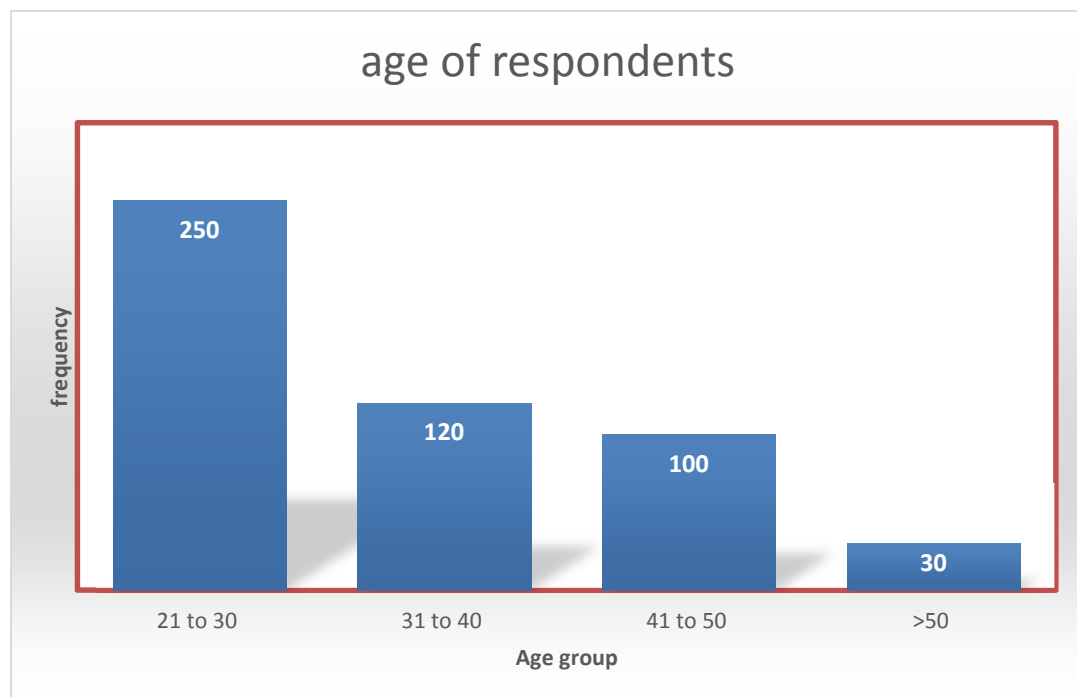
Interpretation: from the data collected of 500 women respondents and with the help of above graph we can conclude that 250 out of 500 respondents are belong to age group 21 to 30, 120 out of 500 respondents are belong to age group 31 to 40, 100 out of 500 respondents are belong to age group 41 to 50 and the rest 30 out of 500 respondents are belong to age group greater than 50. Which clearly shows that they only prefer

youngsters in their organization and age work as a barrier for women in hospitality and tourism sector.

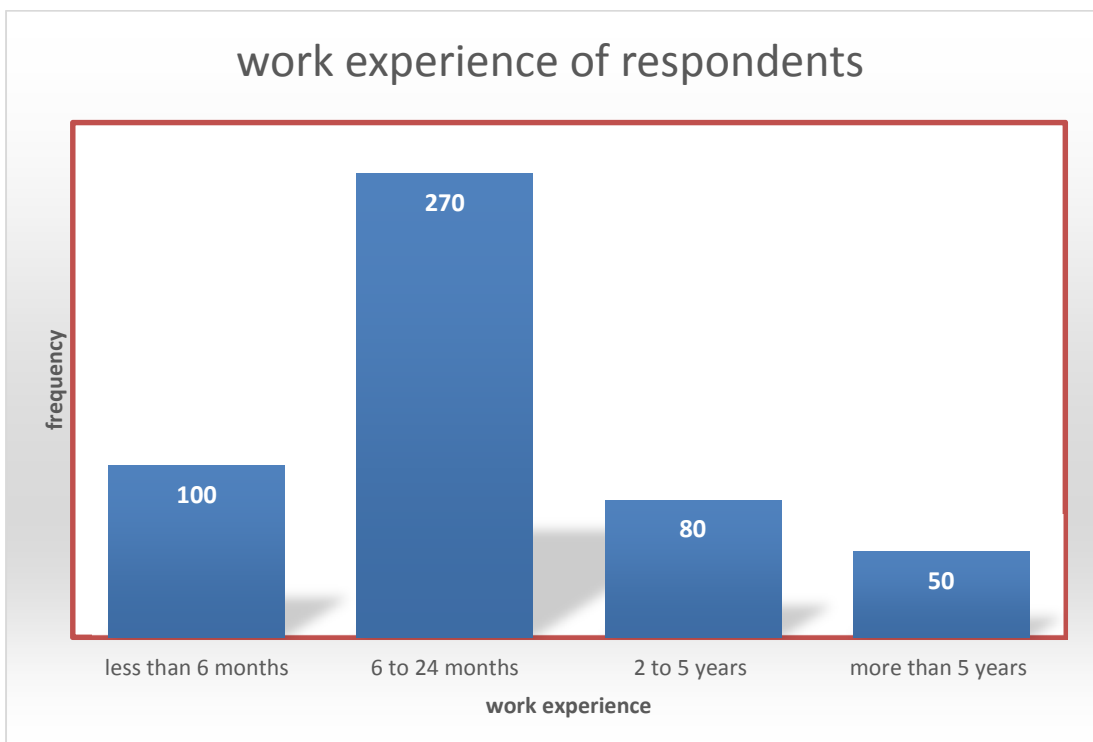## 2.   Qualification of respondents:

Interpretation: from the data collected of 500 women respondents and with the help of above graph we can conclude that only 70 out of 500 respondents are high school passed, 260 out of 500 respondents are graduated, 140 out of 500 respondents are post graduated, 10 out of 500 respondents are having doctorate degree and the rest 20 out of 500 respondents are having some other degree/diploma.

3.   Marital status of respondents:
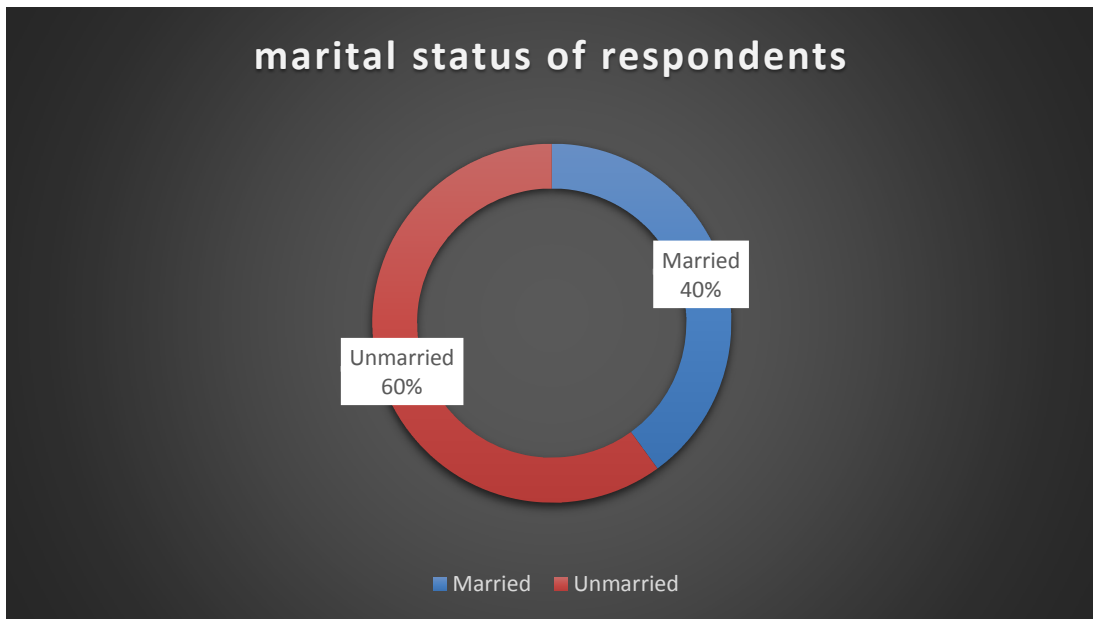
Interpretation: Based on the data gathered from 500 female respondents and the provided graph, it can be understood that 40% of the participants, which constitutes 200 out of the total 500, are married, while the remaining 60%, accounting for 300 out of the 500, are unmarried. Hence, it can be inferred that the hospitality and tourism industry displays a preference for unmarried female employees over their married counterparts.

4.   Work experience of respondents:

Interpretation: from the data collected of 500 women respondents and with the help of above graph we can interpret that 100 out of 500 women respondents are having less than 6 months experience, 270 out of 500 women respondents are having 6 to 24 months experience, 80 out of 500 women respondents are having 2 to 5 years experience and the only 50 out of 500 women respondents are having more than 5 year experience. So we can conclude that there is dearth of women at higher post of hospitality and tourism sector.

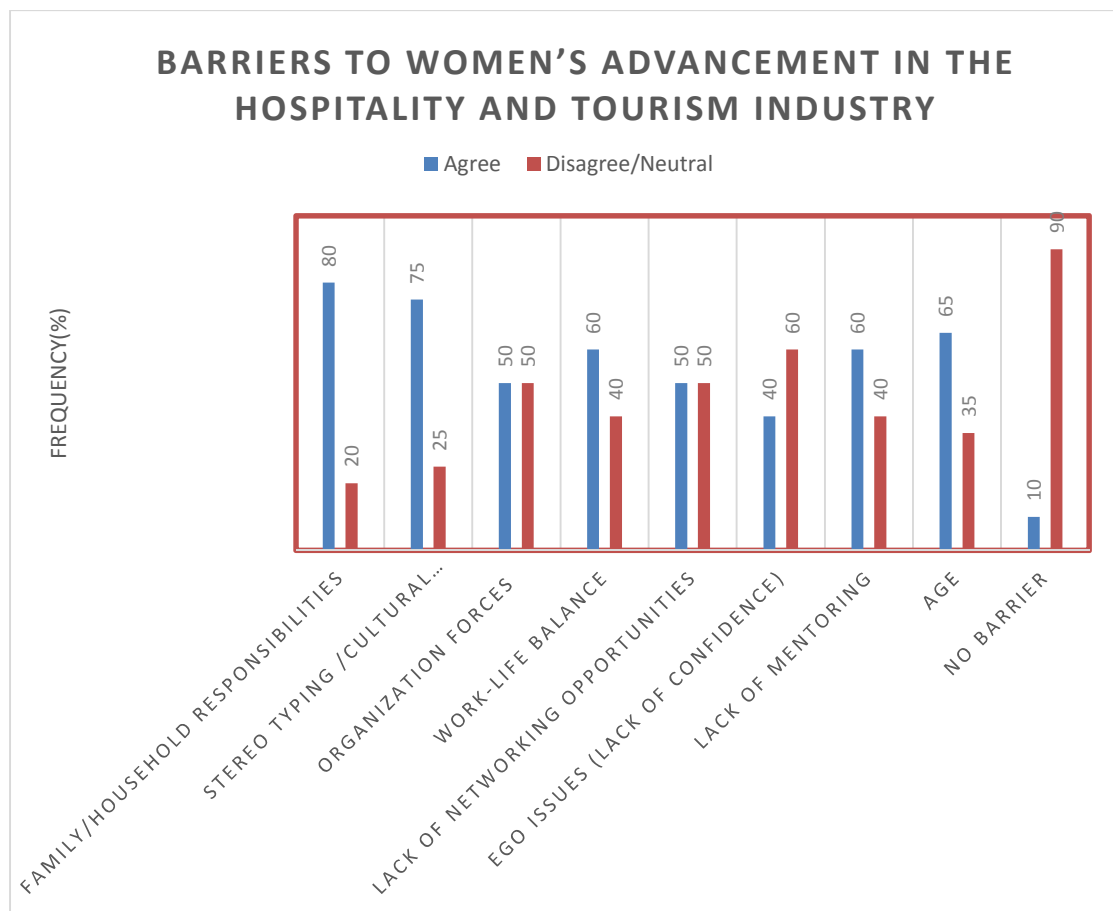1.   **The priorities for more women professionals working in hospitality and tourism industry.**
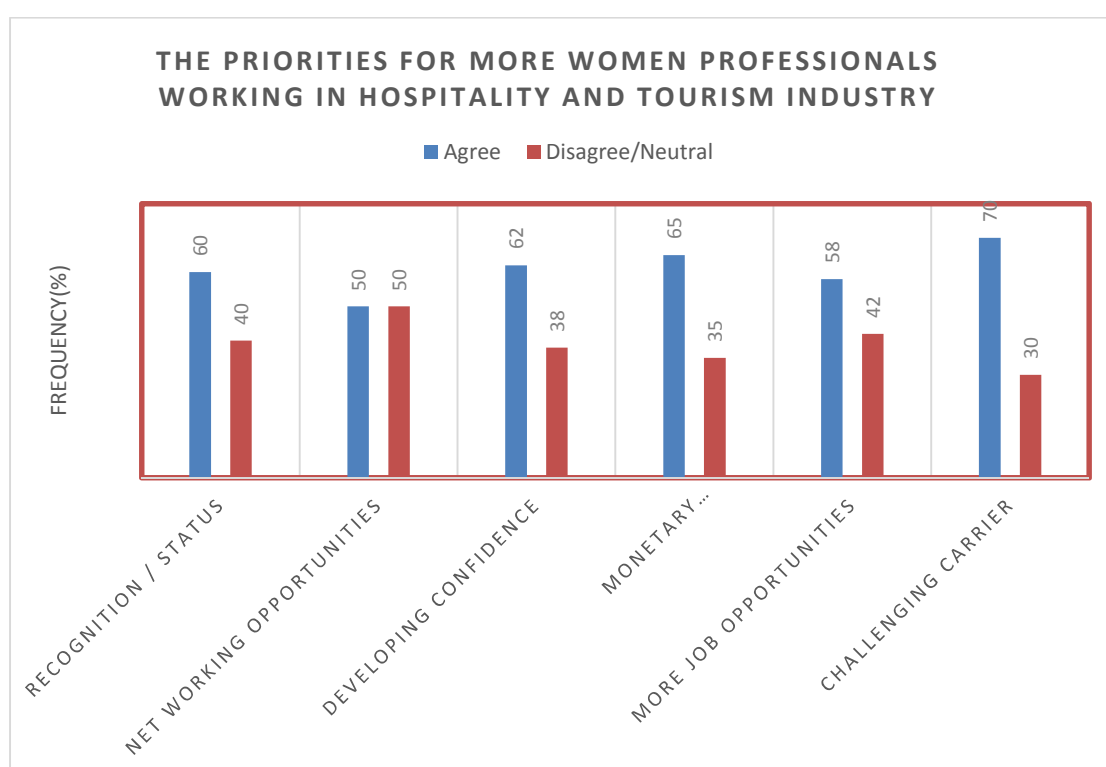
Interpretation: Based on the data gathered from 500 female respondents and the corresponding graph, it can be deduced that a significant majority, constituting 70%, of women professionals employed in the hospitality and tourism sector express a preference for their career due to its challenging nature. Conversely, 30% of the respondents do not agree with this statement.

Furthermore, 65% of the women professionals in this industry cite monetary benefits or women welfare benefits as the reason for their career preference, while the remaining 35% do not share this viewpoint. Additionally, 62% of the women professionals indicate that their career choice in this field contributes to the development of their confidence, with 38% of respondents disagreeing with this notion.

Moreover, 60% of the women professionals in the sector perceive their career as providing recognition or status, while 40% do not hold this perspective. Similarly, 58% of the respondents view their career as offering enhanced job opportunities, contrasting with 42% who do not share this perspective. Lastly, 50% of the women professionals in the hospitality and tourism industry regard networking opportunities as a significant aspect of their career, whereas the remaining 50% do not hold this viewpoint.

2. Barriers to Women's Advancement in the hospitality and tourism industry.

Interpretation: According to the data obtained from 500 female respondents and the corresponding graph, it can be inferred that the majority, accounting for 80% of women professionals, acknowledge that family or household responsibilities pose barriers to women's advancement in the hospitality and tourism industry. Conversely, 20% of the women professionals do not concur with this notion.

Likewise, 75% of the female respondents agree that stereotypes, cultural prejudices, gender-biased attitudes, and discrimination act as hindrances to women's advancement in this sector, while the remaining 25% do not share this perspective. Furthermore, 65%

of the women professionals perceive age as a barrier to their advancement, with 35% of the respondents holding a contrary view.

Similarly, 60% of the women professionals identify work-life balance as an obstacle to their advancement in the industry, while 40% of the respondents do not see it as a significant barrier. Additionally, 60% of the respondents affirm that the lack of mentoring hampers women's progress, whereas 40% of the women professionals disagree with this notion.

Moreover, 50% of the women professionals assert that organizational constraints, including limitations in job design, succession planning, and talent development, impede their advancement, while the remaining 50% of the respondents do not perceive these factors as major barriers. Similarly, 50% of the respondents perceive the absence of networking opportunities as a barrier to their advancement, while the remaining 50% do not view this as a significant obstacle.

Furthermore, 40% of the women professionals consider ego issues, particularly a lack of confidence, as obstacles to their advancement, while 60% of the respondents disagree with this view. Lastly, only 10% of the women professionals believe that there are no barriers to their advancement in the hospitality and tourism industry, while the majorities, 90%, of the respondents do not support this statement.

H1: There exist barriers that are affecting the career aspirations of women in Hospitality and tourism industry.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	37.500ᵃ	1	.000		
Continuity Correctionᵇ	34.440	1	.000		
Likelihood Ratio	44.629	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	37.125	1	.000		
N of Valid Cases	100				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.00.

b. Computed only for a 2x2 table

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	77.778[a]	1	.000		
Continuity Correction[b]	73.397	1	.000		
Likelihood Ratio	85.433	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	77.000	1	.000		
N of Valid Cases	100				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.50.

b. Computed only for a 2x2 table

Interpretation: In order to examine whether barriers are impacting the career aspirations of women in the hospitality and tourism industry, we conducted a chi-square test between the barrier (family/household responsibilities) and the priority (recognition/status) to assess their association. Upon reviewing the provided table, it is evident that the p-value is below 0.05. Thus, there is insufficient evidence to uphold our null hypothesis. Consequently, we will dismiss the null hypothesis suggesting that no barriers are affecting the career aspirations of women in the hospitality and tourism industry.

Likewise, we performed a chi-square test between the barrier (stereotyping/cultural prejudice/gender biased attitudes/discrimination) and the priority (challenging career) to evaluate their association. Upon analysis of the presented table, the p-value is less than 0.05, indicating an absence of adequate evidence to support the null hypothesis. Consequently, we will discard the null hypothesis that proposes the nonexistence of barriers affecting the career aspirations of women in the hospitality and tourism industry.

2.   Issues faced by women during their career in hospitality and tourism sector.

2.1   In the context of the hospitality industry, the practice of stereotyping involves treating employees based on gender norms rather than their organizational roles, presenting a significant obstacle to the career progression of women.

In the context of the hospitality industry, the practice of stereotyping involves treating employees based on gender norms rather than their organizational roles, presenting a significant obstacle to the career progression of women.
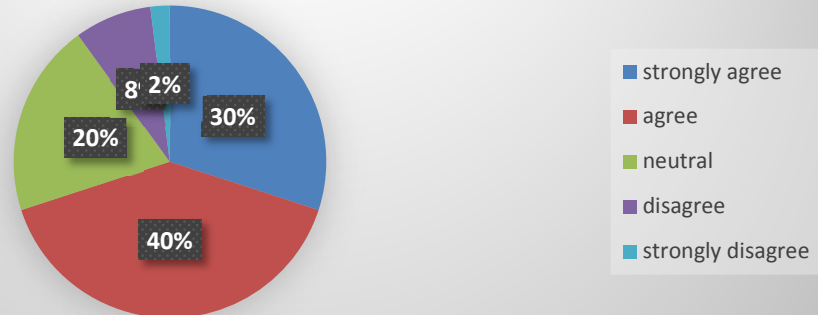
Interpretation: Based on the data gathered from 500 female participants and the presented pie chart, it can be inferred that 30% of respondents firmly support the notion that stereotyping in hospitality settings, characterized by treating employees based on gender expectations irrespective of their organizational roles, poses a significant hindrance to women's professional progress. Additionally, 40% of respondents simply agree with this notion, while 20% of participants remain neutral or refrain from expressing a definitive opinion. On the other hand, 8% of respondents disagree with the statement, and the remaining 2% strongly oppose it.

2.2   Women in the workplace might experience situations where their viewpoints are not actively sought or valued.
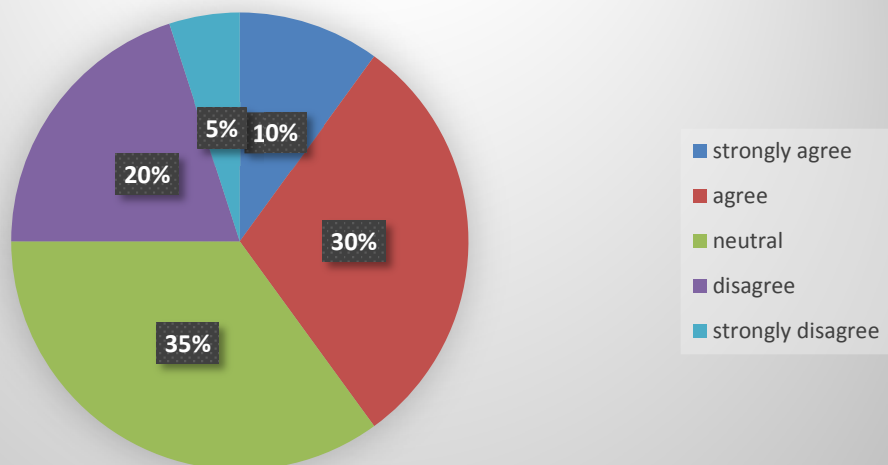
Interpretation: Based on the data gathered from 500 female participants and the accompanying pie chart, it can be deduced that 10% of respondents strongly support the notion that women may encounter situations in hospitality work environments where their viewpoints are neither sought nor valued. Furthermore, 30% of respondents simply agree with this assertion, while 35% of participants remain neutral or refrain from expressing a definitive opinion. On the contrary, 20% of respondents disagree with the statement, and the remaining 5% strongly oppose it.

2.3 **The lack of guidance and understanding the most of the women employees feels isolated into their issues and problems thus face many challenges in making a right decision in time of struggle in the workplace leading to overall obstacle in their career development.**

The lack of guidance and understanding the most of the women employees feels isolated into their issues and problems thus face many challenges in making a right decision in time of struggle in the workplace leading to overall obstacle in their career development
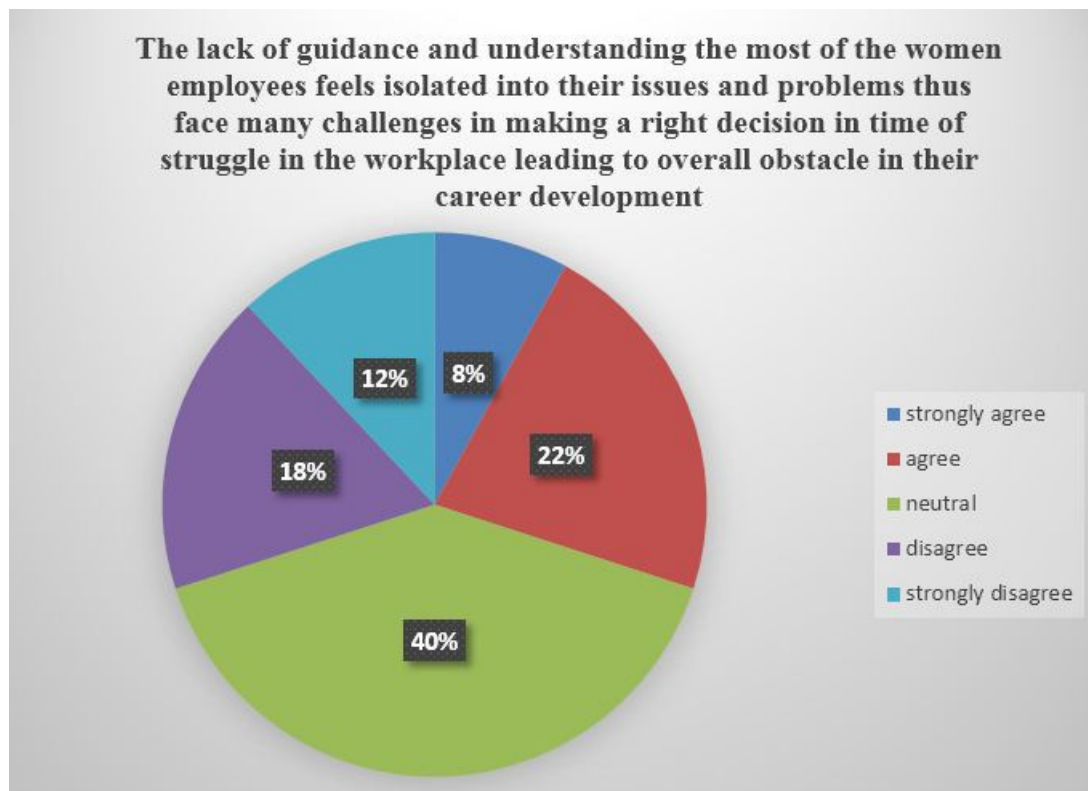
Interpretation: Based on the data obtained from 500 female respondents and the pie chart provided, it is evident that 8% of the participants firmly support the idea that insufficient guidance and understanding leave many female employees feeling isolated in dealing with their issues and challenges in the workplace. This, in turn, hinders their career progression. Additionally, 22% of the respondents agree with this sentiment, while 40% remain neutral or refrain from expressing a definitive stance. On the

contrary, 18% of the participants disagree with the statement, and the remaining 12% strongly oppose it.

2.4   The women are recruited in entry levels and lower levels of management like personnel department and sales and marketing positions compared to core departments of the hotel which has higher authority and growth.
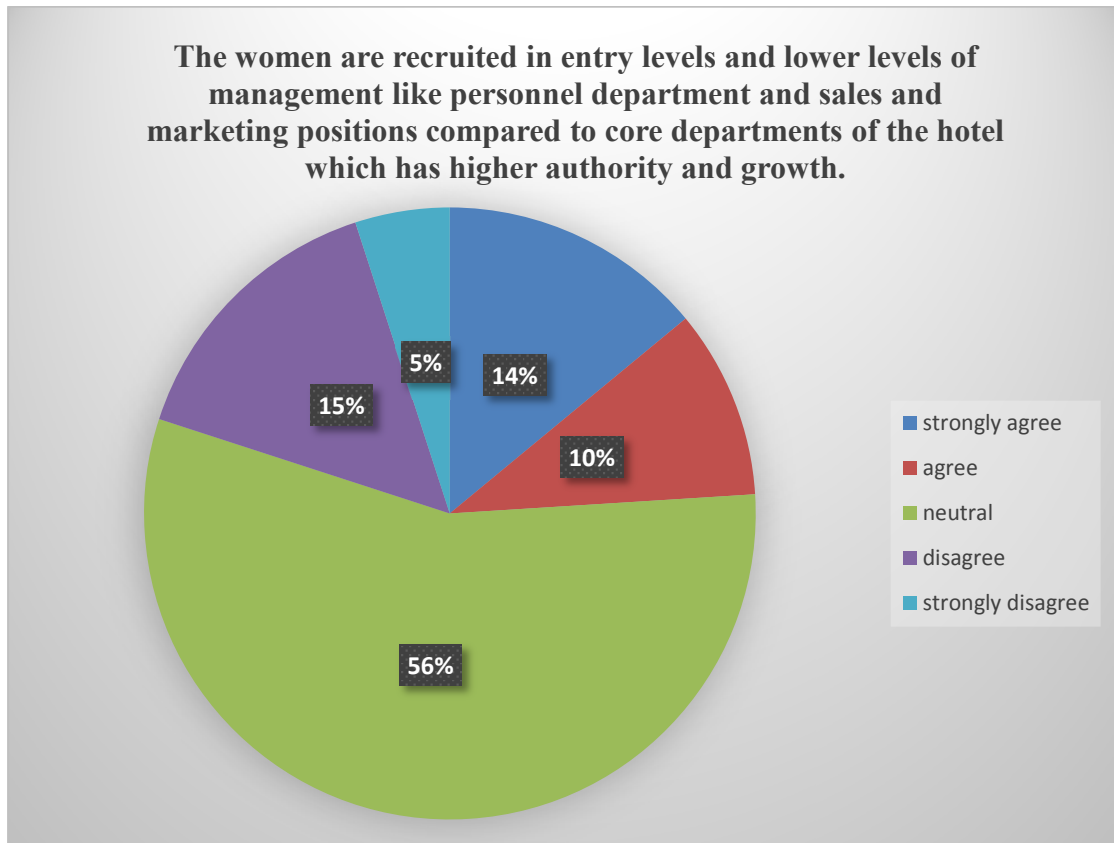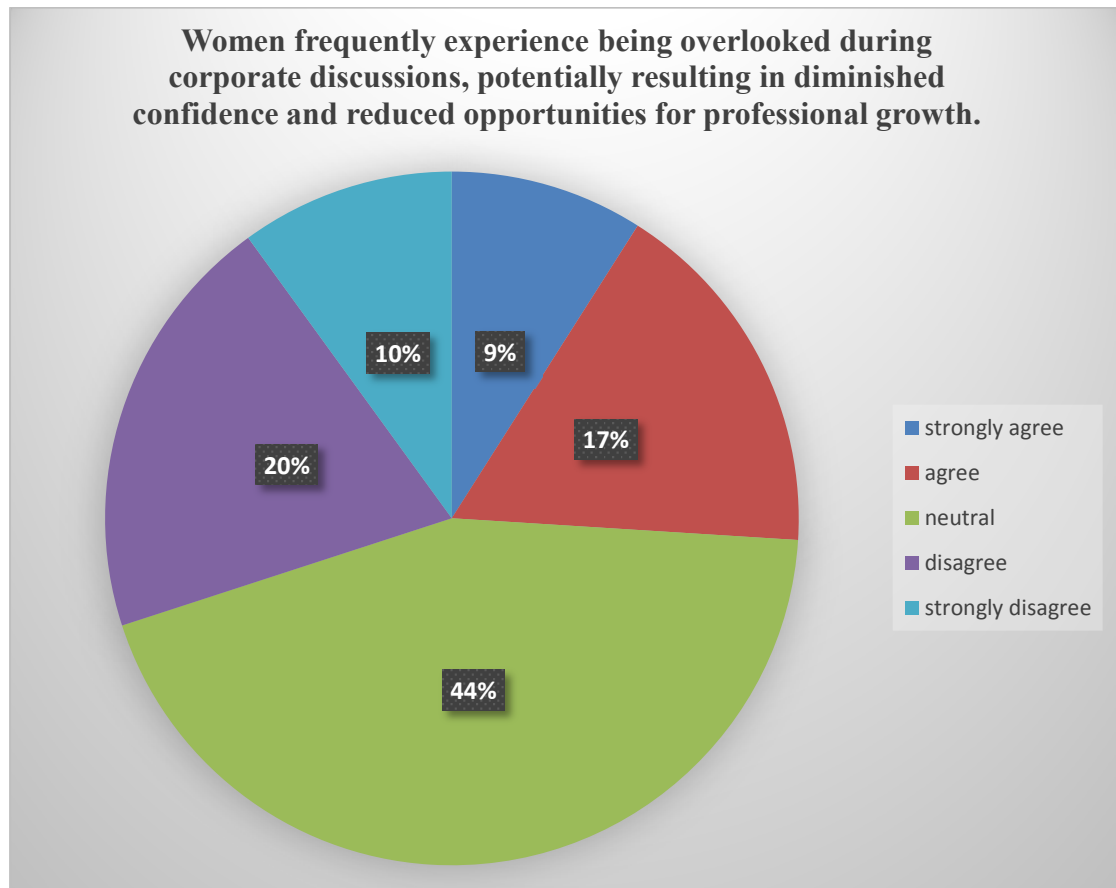

Interpretation: Based on the data gathered from 500 female participants and the corresponding pie chart, it can be inferred that 14% of the respondents strongly support the notion that women are predominantly recruited in entry-level and lower management positions, such as the personnel department and sales and marketing, as opposed to the more influential core departments of the hotel. Additionally, 10% of the respondents agree with this idea, while 56% remain neutral or do not provide a definite opinion. Conversely, 15% of the participants disagree with the statement, and the remaining 5% strongly oppose it.

2.5   Women face sexual harassment at work in the hospitality and tourism industry.
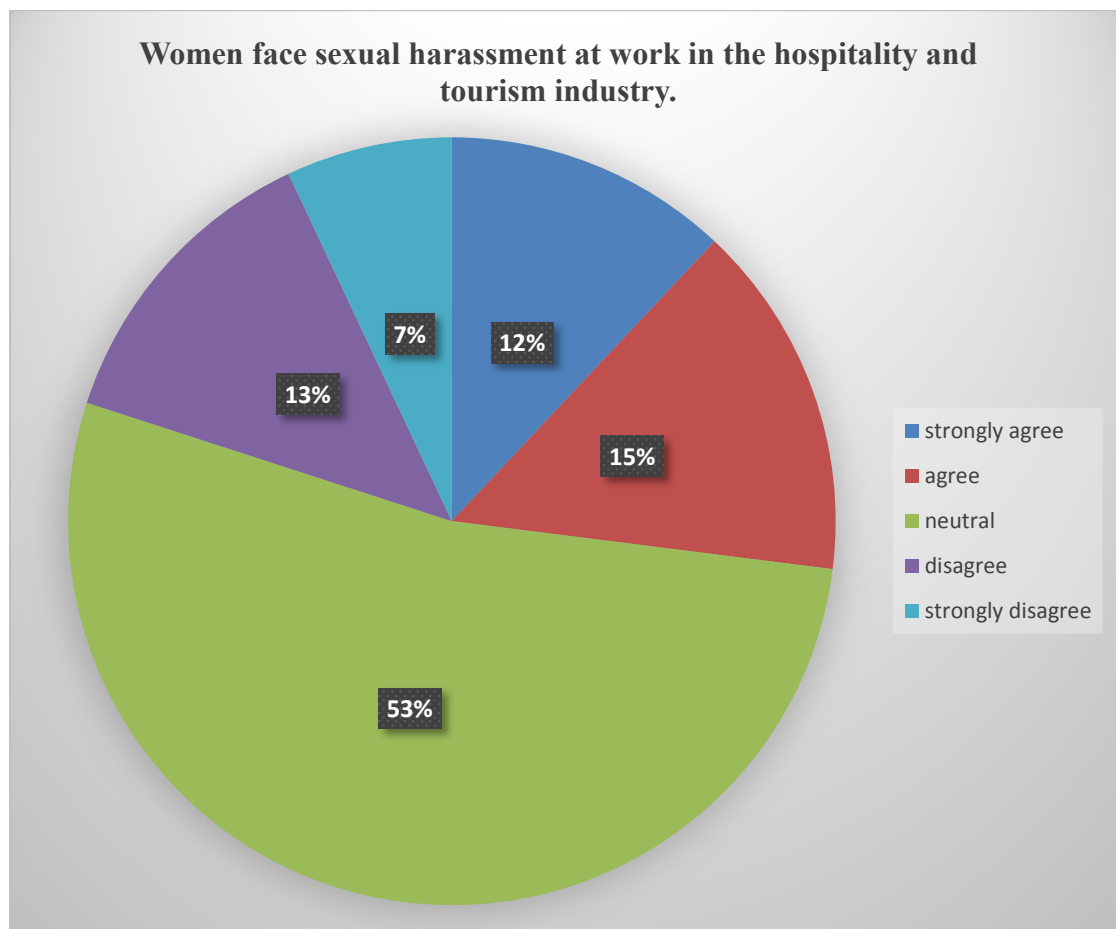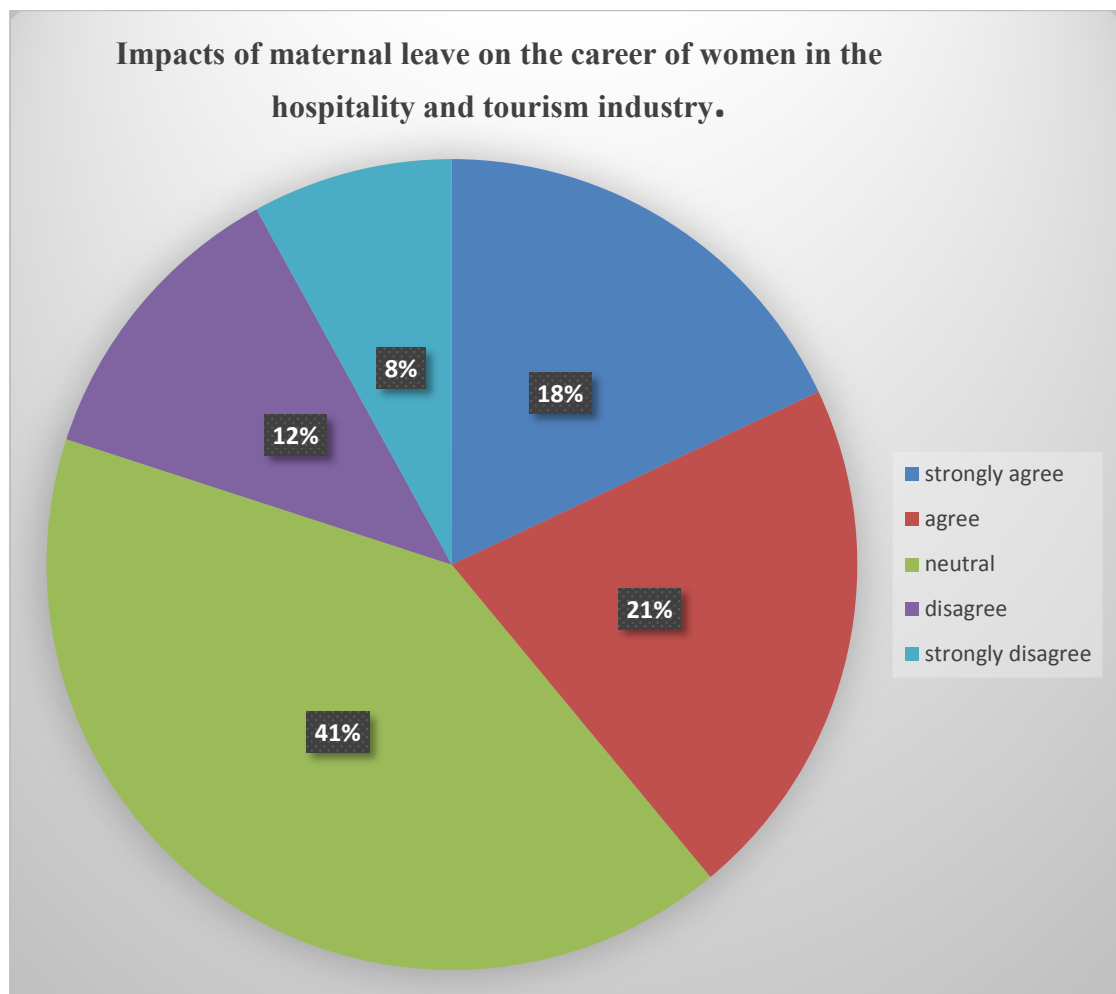

Interpretation: Based on the data collected from 500 female respondents and the accompanying pie chart, it can be deduced that 12% of the participants strongly support the idea that sexual harassment represents a significant issue encountered by women during their careers in the hospitality and tourism sector. Additionally, 15% of the respondents agree with this sentiment, while 53% remain neutral or refrain from expressing a definitive opinion. On the other hand, 13% of the participants disagree with the statement, and the remaining 7% strongly oppose it.

2.6   Babaria, a recognized authority on gender dynamics in professional settings, asserts that women frequently experience being overlooked during corporate discussions, potentially resulting in diminished confidence and reduced opportunities for professional growth.


Interpretation: Based on the data gathered from 500 female participants and the corresponding pie chart, it can be inferred that 9% of the respondents firmly support the notion that women frequently experience disregard during corporate meetings, potentially resulting in diminished self-confidence and reduced prospects for career progression, according to the renowned gender issues expert Babaria. Additionally, 17% of the participants concur with this statement, while 44% maintain a neutral stance or refrain from expressing a definite opinion. Conversely, 20% of the respondents disagree with the assertion, and the remaining 10% strongly oppose it.

2.7   Impacts of maternal leave on the career of women in the hospitality and tourism industry.

Interpretation: Based on the information gathered from 500 female respondents and the accompanying pie chart, it is evident that 18% of the participants strongly support the assertion that the effects of maternity leave present a significant challenge for women in their careers within the hospitality and tourism industry. Furthermore, 21% of the respondents express their agreement with this viewpoint, while 41% maintain a neutral position or abstain from stating a clear opinion. On the other hand, 12% of the respondents disagree with the statement, and the remaining 8% strongly refute it.

H2: There is a lack of awareness and consensus on key issues faced by women in Hospitality and Tourism industry.
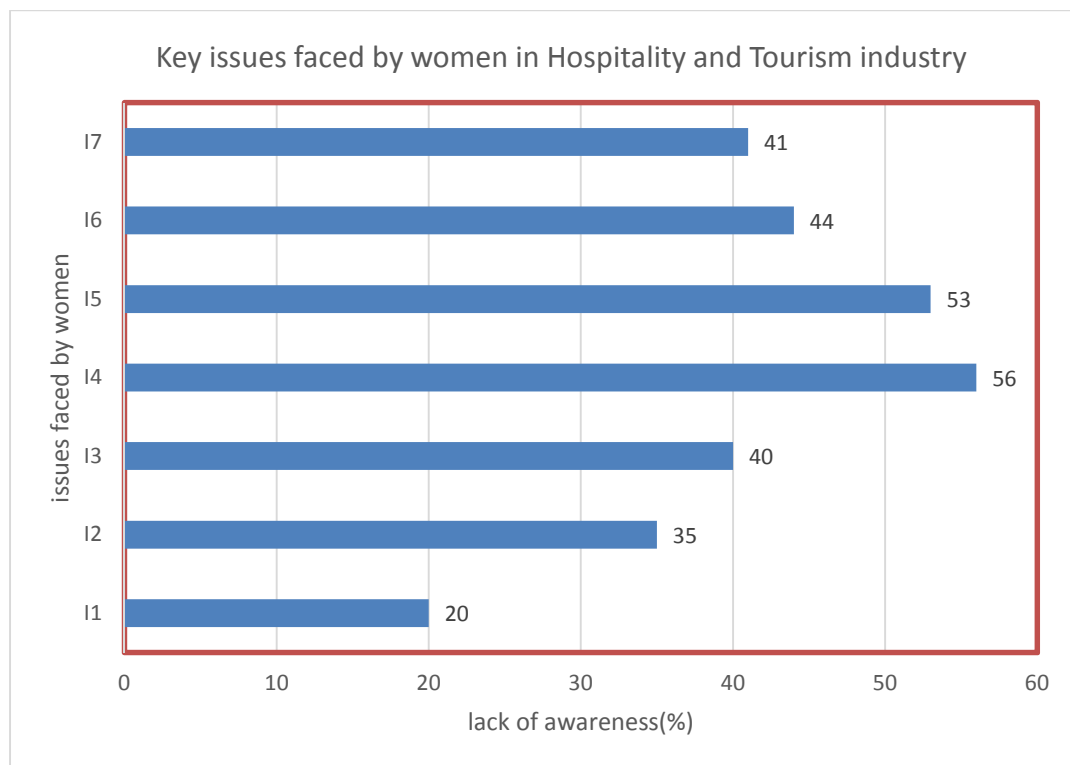
Interpretation: To examine the existence of limited awareness and consensus regarding critical challenges encountered by women in the Hospitality and Tourism sector, a graphical method is employed, leveraging qualitative data from 500 female professionals within the industry. Upon reviewing Pie Chart 2.1, it becomes evident that 20% of the respondents either lack awareness or do not possess sufficient knowledge about the issue of gender stereotyping in hospitality environments, where both male and female employees are subjected to gender-related expectations, regardless of their organizational position, which significantly hinders women's career advancement. Examining Pie Chart 2.2 reveals that 35% of the respondents are not informed or do not comprehend the problem whereby women in the workplace may encounter situations where their opinions are neither sought nor respected.

Turning to Pie Chart 2.3, it is apparent that 40% of the respondents lack awareness or understanding of the issue involving the isolation of many women employees who struggle with making crucial decisions amidst their issues and problems, thereby encountering substantial obstacles to career development in the workplace. When reviewing Pie Chart 2.4, it is observed that 56% of the respondents either lack awareness or have no knowledge of the matter involving the recruitment of women in

lower management positions, such as personnel and sales and marketing departments, as opposed to core departments within hotels, which hold greater authority and opportunities for growth.

Further inspection of Pie Chart 2.5 indicates that 53% of respondents are unaware or uninformed about the issue of sexual harassment being a major concern for women throughout their careers in the hospitality and tourism sector. Examining Pie Chart 2.6, it becomes evident that 44% of the participants do not possess awareness or knowledge regarding the problem where women often experience neglect during business meetings, potentially resulting in reduced self-esteem and diminished prospects for career advancement. Finally, by referring to Pie Chart 2.7, it is clear that 41% of the respondents lack awareness or do not have a proper understanding of the challenges associated with maternal leave and its impact on women during their careers in the hospitality and tourism sector.

Consequently, the data presented in the aforementioned pie charts collectively suggests that there is an evident deficit in awareness and agreement concerning the critical issues faced by women within the Hospitality and Tourism industry.

H3: There exists a dearth of women friendly policies in hospitality organisations.
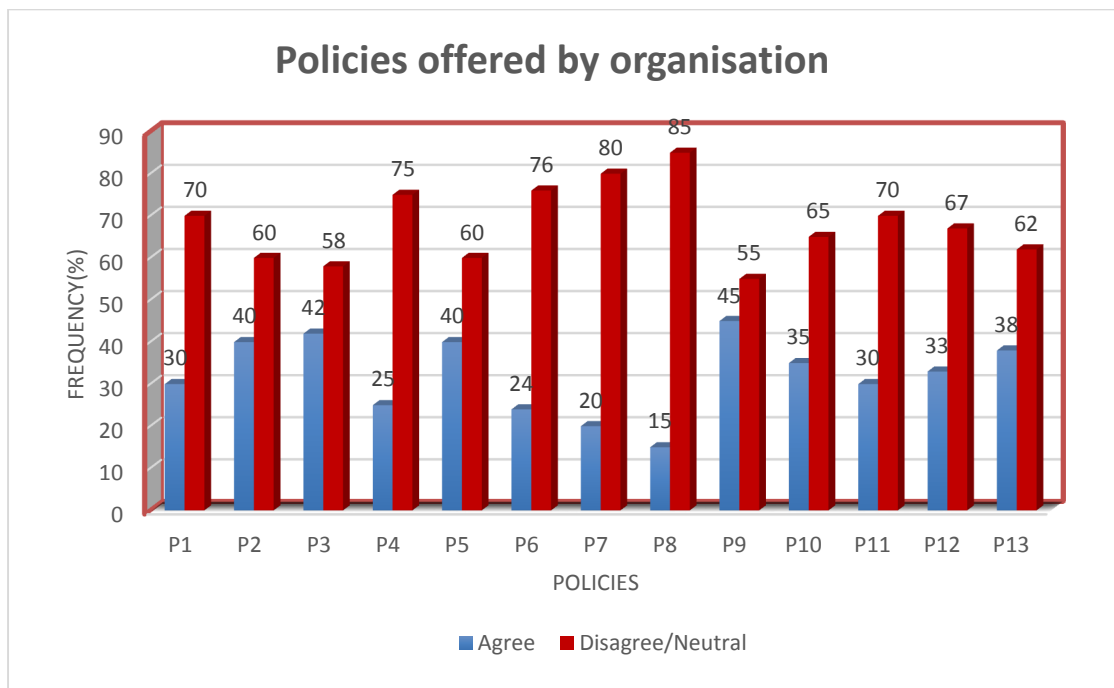
P1: Female employees have received education regarding women-centric policies, including those concerning sexual harassment and maternity leaves, during their initial training sessions or induction programs.

P2: The hotel strictly adheres to the Government of India's guidelines on handling sexual harassment.

P3: Women are treated equally compared to their male counterparts.

P4: The evaluation of employees is carried out without any discrimination based on gender.

P5: Both male and female candidates are provided with equal opportunities during the interview process within the organization.

P6: The organization offers flexible working hours, particularly catering to the needs of married women.

P7: There is a human resources policy in place that ensures an appropriate male-female employee ratio within the organization.

P8: The organization provides a childcare facility for women with children.

P9: The organization grants maternity leave to its employees.

P10: The organization provides transportation facilities during night shifts.

P11: There are specialized career development programs in place for women within the organization.

P12: A dedicated women's grievance cell is available within the organization.

P13: The organization ensures equal pay and unbiased promotional opportunities for all employees, regardless of gender.

Interpretation: To evaluate the presence of women-friendly policies in hospitality organizations, responses were gathered from 500 women professionals in the hospitality and tourism sector regarding thirteen different policies. Analyzing the data and the accompanying bar graph indicates that a mere 30% of Survey participants confirm that women have been informed about women-oriented policies, including those related to sexual harassment and maternity leave, as part of their onboarding or training sessions within their organizations, while the remaining 70% do not perceive these policies as prevalent. Similarly, only 40% of the respondents affirm the adherence to Government of India guidelines on handling sexual harassment within their hotels, with the remaining 60% expressing uncertainty or disagreement regarding the implementation of this policy.

Additionally, it is apparent that a mere 42% of the respondents agree that women are treated equally with men (Policy P3), and only 25% affirm that employees are appraised without bias based on gender (Policy P4). Moreover, the data suggests that approximately 40% of the respondents believe that both male and female applicants are given equal opportunities during the interview process (Policy P5). Similarly, only 24% agree that their organization provides flexible working hours, particularly for married women (Policy P6).

Furthermore, a meager 20% of the respondents affirm the existence of a human resources policy for maintaining a male-female ratio within their organizations (Policy P7), and a mere 15% acknowledge the provision of a crèche facility for women with children (Policy P8). While 45% of the respondents agree that their organizations offer maternity leaves (Policy P9), only 35% acknowledge the provision of transportation facilities during night shifts (Policy P10). Similarly, the data suggests that 30% of the respondents perceive the presence of career development programs for women (Policy P11), and approximately 33% affirm the availability of a separate women's grievance cell within their organizations (Policy P12). Finally, only 38% of the respondents acknowledge the practice of offering equal pay and promotional opportunities without bias (Policy P13).

In sum, the data strongly indicates that an average of 67.92% of the respondents either disagree or remain unaware of the implementation of women-friendly policies by the government and their respective organizations within the hospitality and tourism industry. This underscores the evident scarcity of women-friendly policies in various hospitality organizations.

4.7   Findings

- The study indicates a prevalent preference for younger individuals in the hospitality and tourism sector, creating an age-based barrier for women. More than 50% of the respondents have completed their graduation, while 28% have pursued post-graduate studies.

- Another significant finding suggests that unmarried women are favored over their married counterparts within the hospitality and tourism industry.

- The data on the respondents' experience levels highlights a notable scarcity of experienced women in higher positions within the sector.

- Among the priorities for women experts within the hospitality and tourism sector, factors such as recognition/status, networking opportunities, confidence development, monetary benefits/women welfare benefits, increased job opportunities, and challenging careers emerge as the most crucial.

- Recognized obstacles to progress of females working in the hospitality and tourism sector include family/household responsibilities, stereotyping/gender bias, work-life balance, and age-related constraints.

- Major challenges faced by women during their careers in the hospitality and tourism sector include a lack of guidance, sexual harassment, restricted recruitment to entry-level positions, and the impacts of maternal leave.

- On average, around 67.92% of the respondents either disagree or are unaware of the presence of women-friendly policies implemented by the government and their respective organizations in the hospitality and tourism industry. This suggests a notable absence of supportive policies tailored to women in hospitality organizations.