Exploring The Factors Affecting Low Female Students' Enrollment in The Hotel Management Department at Governmental Universities

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ARTICLE INFO	ABSTRACT
	Nowadays, there is a shortage of females with a higher level of education. Moreover, the number of female students begins to decrease as the grade level of education rises. As a result, females are still underrepresented in higher education, both as students and faculty members. Hotel education institutions are the main source of supplying qualified graduates in response to the growing demand of the industry. Recently, it has been noticed that the number of female students enrolled in the hotel management department has decreased in most Egyptian governmental universities. This study aims to explore the main factors that affect the low enrollment of female students in the hotel department in the Egyptian governmental universities. The study developed a measure of six main factors that may influence female students' choice to join the hotel management department. Only five universities were selected out of ten governmental Egyptian universities that have the Faculty of Tourism and Hotel Management. Online surveys were the best way to reach students easily, maintain social distancing and follow preventive measures against COVID-19. A scale of 19-items was developed, consisting of 6 dimensions represent the factors affecting the lack of female students' enrollment in the hotel department at the level of Egyptian tourism and hotel colleges. The results indicated that the job income dimension was the most influential factor among the universities' sample. While the job opportunities factor came in second place, followed by Socio-culture, Department image, Parental desires, and then Admission & learning was the least influencing factor.

1. Introduction

Tourism is considered one of the most important industries which contributes to economic growth not only in Egypt but also in all countries of the world. Besides providing employment opportunities, the industry is also a major source of income and foreign investments. Tourism also has indirect effects on the economy through other sectors, such as agriculture, fishing industry, construction, and manufacturing, which provide goods and services to tourism organizations and activities as explained in the European Training Foundation report (ETF,2009). Recently, a published report from the World Travel & Tourism Council (WTTC, 2020) revealed that the

contribution of the travel and tourism sector in Egypt was 10.3 percent of the Gross Domestic Product (GDP) total economy in 2018. The tourism industry in Egypt has created 2.48 million jobs, representing 9.5% of the total workforce, and this percentage expected to reach 3,222 million by 2029.

The tourism and hospitality industries mainly depend on human elements (Saad, 2013). Tourism and hotel education has expanded to provide skilled personnel for this promising industry. Therefore, many schools and universities considered teaching this specialization. Inui et al. (2006) stated that tourism and hotel education started due to the growth of technical schools in Europe. In addition, Osland and Mackoy (2012) stated that public and private sector demand has encouraged the rapid growth of these kinds of education and expanded tourism and hotel departments in private and public education institutions. Tourism and hotel management education are supposed as the modern sciences that have flourished in the last three decades (Breakey and Craig-Smith, 2008). In Europe and America, tourism and hotel management education were first introduced, particularly in Switzerland, Italy, France, and Spain. While, Lausanne/Switzerland, Milan/Italy, and Cornell/US were the first schools, which appeared in the early 1930s (King et al., 2003).

2. The education system in Egypt

The Egyptian government has given a greater priority for improving the education system in the 21st century. Since 2014, the Egyptian Ministry of Higher Education focused on improving the private and public education sectors. The vision of 2030 called for the necessity of a comprehensive reform of the current educational system, with ambitious and promising plans. The Egyptian education sector took numerous steps to improve the education system from elementary level to university education (Singer, 2020). The number of Egyptian governmental universities reached 28 universities, including 513 colleges, according to the Central Agency for Public Mobilization and Statistics (CAPMAS, 2018), while the number of private universities reached 25 universities, including 153 colleges.

Furthermore, CAPMAS (2018) reported that the total number of enrolled undergraduate students in the governmental universities was 2263055 students, roughly 72.9% of the total number of students in the Egyptian higher education (1060162 males, 46.8 %, and 1202893 females, 53.2%). The balance regarding female and male students differs depending on the areas of study. While the majority of male students enrolled in engineering and technology programs, more female students were in education, economics, political science, language, arts, and humanities. Moreover, female students account for nearly 90 percent of kindergarten education. However, there was a female-only faculty. On the contrary, there were male-only faculties like Quran studies, Sharia and law, and Arabic-language faculties as stated by Japan International Cooperation Agency (JICA, 2018).

2.1. Hotel and Tourism education

In Egypt, hospitality education began in 1962, with the first foundation of two educational institutions (a two-year tourism and hotel institutes) with a hotel training facility. These two institutes transformed into two higher colleges (a four-year

tourism and hotel institutes) in 1968. While in 1975, under the name of "Faculty of Tourism and Hotels (FTH), the University of Helwan " those two higher institutes were combined into one entity. The FTH is considered the first faculty of tourism and hotel management in the Middle East, and until 1983 with the establishment of many governmental and private tourism schools, institutes, and colleges that specialized in the field of tourism and hotels spread all over Egypt and the Middle East (Afifi & Wahab, 2010).

Table 1 shows the number of tourism and hotel colleges affiliated to governmental universities in Egypt has reached (10) colleges, as mentioned in the Egyptian higher education annual bulletin for the academic year (2018-2019). Furthermore, the CAPMAS report (2018) concluded that the total number of students in the Egyptian faculties of tourism and hotel management of governmental universities was 10,796 (male 5514, 51%, female 5282, female 49%). Hence, it can conclude from previous statistics that the female enrollment percentage was lower than male students.

Table 1
Tourism and Hotel Faculties at Egyptian Governmental Universities

No.	University	No. of Students		
		Male	**Female**	**Total**
1	Alexandria	470	663	1133
2	Beni-Suef	205	144	349
3	Fayoum	302	260	562
4	Helwan	1668	2117	3785
5	Luxor	248	140	388
6	Mansoura	690	591	1281
7	Matrouh	28	23	51
8	Minia	1018	727	1745
9	Sadat City	444	216	660
10	Suez Canal	441	401	842
Total	**10 Governmental Universities**	5514	5282	10796

Adapted from CAPMAS Report (2018)

Universities and academic institutions in many countries are working hard to increase student enrollments in the hospitality and tourism departments (Kim et al.,2008). The reason behind this interest is the result of the growth of tourism. Globally, most universities, which provide tourism and hospitality programs were interested in increasing local and international students, stakeholders, and researchers (Barron, 2002 and Kim et al., 2008). In addition, hospitality and tourism education is a significant concern because it encourages undergraduates to be more skilled, experienced, and qualified for the labor market (Cho and Kang, 2005; Kang et al., 2005).

Hospitality remains one of the fastest-growing industries in the world. The Hotel Management Department has a strong business foundation with an emphasis on people and service-oriented operations. The department aims to prepare students for various professions and jobs in the hospitality industry, as well as to practice the

occupational and safety measures required to work in special places such as hotels, resorts, or restaurants. In addition to theoretical courses, the department also participates in practical aspects and summer training each academic year. The practical training is conducted in the departmental workshops or laps for food production, food service, housekeeping, and the front office departments.

On the other hand, tourism and hotel industry cannot imagine without strong women involvement (Chugh, 2012). Women accounted for 46% of the workforce in tourism worldwide, according to the report of the International Labor Organization (Baum, 2013). The report suggested that, however, women in Egypt who work in hotels and food and beverage services were small in comparison with men. The Egyptian tourism reform program (2018) stated that the participation of females in hospitality sector jobs is still below the required level, and one of the program's important recommendations was to increase the empowerment of women by increasing the number of female workers in the hotel industry. To achieve this goal, the reasons that lead to reluctance female students to enroll in hotel education must be studied. The main aim of this research was to explore the contributing factors that influence low enrollments of female students in the hotel management department in Egyptian governmental universities.

Few studies were related to the factors that motivate students to enroll in hospitality and tourism education (Kim et al., 2007). As discussed by Gurel *et al.* (2010) that the choice of tourism and hospitality management education for the students in developing countries may be one of the following reasons, the impact of parents on their intention to continue their parent's business, or the influence of their socio-cultural backgrounds such as family background, education, and national culture on their behavior and the intention to start a new business in tourism.

Moreover, studies explained many conflicts, which may appear during the interaction between the host community and tourists that called the socio-cultural conflict. Al Haija (2011) added that working in tourism may conflict with religion like in Islamic countries, even though Islam orders its followers to respect other religions, cultures, and races. However, some tourist behaviors may conflict with Islamic principles, such as eating pork meat, drinking alcohol, and the way tourists dress. These behaviors may cause some kind of rudeness against tourists or prevent a group of people from dealing with them or even working in places that provide facilities to them (such as restaurants and hotels), this may negatively affect students' enrollment in hotel education.

Al Haija (2011) stated that women tend to work in the tourism sector, especially in hotels and restaurants, because of their religion (respect toward other religions) and tradition (to offer hospitality and generosity to their guests). On the other hand, Magableh (2005) stated the barriers that influence women from working in hotels, including the customs and practices of not permitting women to work for long hours, especially at night, sometimes without hijab, the principles of Islam that prohibited any use of alcoholic beverages, and the main factor is that women do not have the required qualifications and education. Accordingly, there is a lack of previous

research that determined factors influencing the low enrollment of female students in the hotel management department at Egyptian universities.

3. Research Methodology
3.1. Measurement
The purpose of this study is to explore the factors that affect the low enrollment rate of female students in the hotel management department in Egyptian governmental universities. According to the lack of research that dealt with this issue, the instrument for this research drawn on theoretical frameworks from previous studies (Mohammad and Alsaleh, 2013; Alananzeh, Omar, 2014), and along with the researchers' own observations and interactions with the students. A total of 19 closed-ended items were chosen to identify the main barriers that limit students from choosing the hotel department. The selected items investigate social, cultural, personal, and other factors, which explore the reasons behind the low enrollment of female students in the hotel management department. Those 19 items were the second part of the study survey. While the first part asked students about in which University and department, they are enrolled. The five-point Likert-type scale was adopted where "5" represented the highest level of agreement, while "1" anchored at "strongly disagree."

3.2. Data Collection
Survey questions have been translated into the Arabic language, then the link to questions was directed to Tourism, Guidance, and other undergraduate programs for the first-year female students (except for the hotel management department) to identify the most significant reasons that pushed them to refuse to join the hotel department. Data were collected using an online survey tool rather than a face-to-face survey. The online survey method provides a convenient way for participants to respond, and it is a reliable method for the researcher to export and collect the data. The survey was conducted electronically through Google forms application which is web-based surveying software that allows easy design, distribution, and survey data analysis.

3.3. The Sample
The study population included only five, tourism and hotel faculties were selected from 5 different universities out of 10 governmental universities, generating 50% from the total with the same specialization. There are several reasons for choosing this sample to conduct the study, including the geographical distribution of different regions in Egypt and the ease of communication with their administrations. The data shown in Table 2 was collected from the Student Affairs Department of the selected faculties, which illustrates the number of students (by gender) enrolled in the first year of all departments in the 2020-2021 academic year. This table is considered a strong indication of the small number of registered female students, especially in the Hotel Management Department, compared to male students. Whereas Table 2 presented that the total number of female students registered in the first year of the Hotel Management Department reached 323 compared to 868 male students. While the number of female students is higher than the number of male students in other departments.

Table 2

Students' profile at faculties of Tourism and Hotel Management

University	Hotel Dept.		Tourism Studies		Tourism Guidance	
	Male	**Female**	**Male**	**Female**	**Male**	**Female**
A-Helwan	331	137	294	518	122	215
B-Beni-Suef	61	16	108	70	——	——
C-Minia	177	88	148	209	144	142
D- Mansura	247	46	112	176	57	68
E-Luxor	52	36	61	78	43	18
Total	**868**	**323**	**723**	**1051**	**366**	**443**

3.4. Data Analysis

The Statistical Package for the Social Sciences (SPSS) 23.0 was used to analyze the data collected. First, descriptive statistics for the respondents were calculated, including frequencies, means, and standard deviations for each item. The factor analysis was carried out to identify the most factors that affect their reluctance to join the hotel management department. Finally, the MANOVA test and Pearson's correlation were used to identify the significant differences and correlations between variables.

4. Results

4.1. Data Reliability

As illustrated in Table 3, the Cronbach's alpha test examined the reliability of the study variables. Cronbach's alpha value is 0.76, which is higher than 0.60, and then the analysis confirmed its reliability.

Table 3

Reliability Statistics of the study's variables

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.763	.753	19

4.2. The student's profile.

A total of 251 online surveys were received and valid for analysis. Table 4 shows the frequencies and percentages of the five universities that participated in the survey. The majority of the participants were enrolled at A University 44.2%, while C University was the least involved in the survey nearly, 14%. Furthermore, most of the students (216 out of 251) were enrolled in the Tourism Studies Department at a rate of 86%, while the tourism guidance department was only 29 students with 11.6% and the other programs had the lowest rate of participation at 2.4%.

Table 4

Frequencies and percentages of the student's profile

University	Department			Frequencies	Percentage
	Tourism	**Guidance**	**Others**		
A	107	1	3	111	44.2
B	48	17	1	66	26.3
C	13	5	1	19	7.6
D	31	4	0	35	13.9
E	17	2	1	20	8
Total	**216**	**29**	**6**	**251**	**100**

4.3. Factor analysis

Factor analysis was used to outline the key factors that affect female students' choice of the hotel management department. The principal component analysis was performed to extract common dimensions from the 19 variables. As shown in Table 5, the sample adequacy calculated by Kaiser-Meyer-Olkin (KMO) is 0.74, and the chi-square value is also statistically significant, and its value is less than 0.05, indicating that the data is suitable for factor analysis.

Table 5
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.740
Bartlett's Test of Sphericity	Approx. Chi-Square	944.679
	df	171
	Sig.	.000

Table 6 summarizes the outcomes of factor analysis of 19 attributes limiting students from choosing the hotel department. The resulting factor structure was classified into six factors with a total of 57.73% explained variance. The factors classes were labeled " Socio-culture," " Job opportunities," " Admission process," " Parental desires," " Department image," and " Job income." Based on the previous results, " *Socio-culture* " was the most significant factor that affects female students' desires to choose the hotel department. It concluded 20.22% of the variance, with a totaled eigenvalue of 3.84, that factor consists of five considerable elements that cause reducing female students' desire to choose the hotel management department. The " *Some alleged rumors about harassment of girls at work in the hospitality industry after graduation*" factor came first with a mean of 3.38, followed by " *Irregular working hours in this sector adversely affect my family after graduation*" with a 2.68 score, and so on.

Table 6
Factor analysis of the study

Factors	Loading	Comm-unality	Eigen value	Mean	Variance
Factor 1: Socio-culture			**3.843**		**20.225**
Some alleged rumors about harassment of girls at work in the hospitality industry after graduation.	0.665	0.639		3.38	
Some rules and subjects' conflict with religious teachings in this specialization.	0.622	0.395		2.66	
The practical training and bad environments.	0.583	0521		2.68	
The negative effect of the different tourists' cultures on choosing this specialization.	0.577	0.420		2.75	
Irregular working hours in this sector adversely affect my family after graduation.	0.475	0.376		3.18	

Factor 2: Job opportunities			**2.012**		**10.592**
Working in the hotel industry after graduation does not help me to use my skills and my creations.	0.748	0.576		3.02	
Working in the hospitality sector after graduation does not guarantee me the future.	0.642	0.621		2.96	
In General, the disadvantages of choosing the hotel industry exceed the advantages.	0.63	0.535		1.36	
I have practical experience in another department.	0.588	0.631		3,07	
There are good career opportunities in another specialization.	0.575	0.549			
Factor 3: Admission &learning			**1.590**		**8.370**
The difficulty of education in this department.	0.785	0.665		2.06	
Due to the department's tuition fees.	0.73	0.597		2.02	
The selection committee decision.	0.7	0.601		2.18	
Factor 4: Parental desires			**1.323**		**6.966**
Family member discourages me from choosing that department.	0.719	0.694		2.33	
The effect of parent's educational level on rejecting this specialization.	0.617	0.628		2.7	
The influence of my parents' occupation and background.	0.589	0.578		2.39	
Factor 5: Department image			**1.199**		**6.311**
Friends' influence negatively on the choice of the hotel department.	0.682	0.544		2.65	
The influence from male professors, other staff members, or youth from the surrounding environment.	0.616	0.667		2.6	
Factor 6: Job income			**1**		**5.265**
The effect of future financial income in selecting this specialization.	0.804	0.732		3.16	
Total Variance Explained			**10.967**		**57.729**

The following factor was " *Job opportunities*," it got a 2.01 eigenvalue, with an explained variance of 10.59%, followed by " *Admission & learning*," " *Parental desires*," and "*Department image,*" factors. However, the lowest important factor for the Age-friendly workplace was "*Job income*," which obtained a 1 eigenvalue and 5.26% of the explained variance.

4.4. University Differences and sudy's Factors

Table 7 lists a summary of the six dimension analysis that affects the low enrollment rate of female students in the hotel management department based on Universities. Moreover, Table 7 shows the ranking of these six dimensions, as follows: The dimension of (job income) was the most influential factor with a mean score of (3.2) among the universities, while the (job opportunities) factor came in second place with a mean score of (3.1), followed by (Socio-culture) with a mean of (2.9), followed by (Department image) with a mean of (2.6), followed by (Parental desires) with a mean of (2.5), and then (Admission & learning) came at the end of the influential factors with a mean score of 2.2.

Table 7

Analysis summary for the six dimensions based on university.

Variable	A	B	C	D	E	*Mean*	*Sig.*	*R*
Socio-culture	2.9	2.9	2.9	2.8	3.3	2.9	0.360	0.058
Job opportunities	3.2	3	3.2	3	3.1	3.1	0.363	-0.058
Admission &learning	1.9	2.2	2.5	2.4	2	2.2	0.020	0.147*
Parental desires	2.5	2.5	2.5	2.5	2.4	2.5	0.923	-0.006
Department image	2.4	2.8	2.7	2.7	3	2.6	0.045	0.127*
Job income	3.1	3.2	3	3.3	3.2	3.2	0.665	0.027

**. Correlation is significant at $p \leq 01$, (2- tailed)
*. Correlation is significant at $p \leq 05$, (2- tailed)

MANOVAs and Pearson correlation matrices were performed to test whether there were significant differences or correlations between research variables and the participating universities. The results in Table 7 showed two significant differences with positive correlations were found in Admission & learning factors [p=. 0.020 and r= 0.147*]. Similarly, significant differences and positive correlations existed in Department image [p= 0.045 and r= 0.127*] between the participating universities.

5. Conclusion

This study concluded six significant factors that negatively affect the selection of the hotel management department, especially for female students in Egyptian governmental universities.The results extend previous research to include more relevant factors such as " Socio-culture," " Job opportunities," " Admission process," " Parental desires," " Department image," and " Job income." Overall, job income was the most influential factor among the universities' sample for female students, which push them to choose other departments instead of the hotel management department. Of course, this affected the rate of enrollment in the hotel management department, especially for girls. Other factors were Socio-culture, Department image, Parental desires, and then Admission & learning was the least influencing factor. In this regard, the study suggests the idea that a faculty's management should provide a variety of work and networking opportunities through a department's connection to industry, coursework, summer courses, employment fairs, and social activities. Moreover, promoting the department and presenting it well to first-year students, and responding to all inquiries, especially before their personal interviews examinations

for admission to the faculty, are considered highly recommended issues to introduce the department and its academic courses.

6. Future Research

Researchers suggest that future studies could be conducted to gain a deeper understanding of the influencing factors. Due to differences in customs and traditions from one place to another, future studies may include comparisons between universities in Lower Egypt and Upper Egypt, as well as an increase in the sample size of the population.

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استعراض العوامل المؤثرة في انخفاض التحاق الطالبات بقسم إدارة الفنادق بالجامعات المصرية الحكومية

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قسم إدارة الفنادق، كلية السياحة والفنادق، جامعة حلوان

معلومات المقالة	الملخص
الكلمات المفتاحية انخفاض؛ الطالبات؛ الالتحاق؛ الفنادق. **(JAAUTH)** **المجلد 21، العدد 1، (ديسمبر 2021)، ص 91-102.**	بالرغم من ارتفاع نسب التعليم على مستوي الجمهورية بجميع مستوياته وأنواعه إلا أنه يلاحظ انخفاض أعداد الإناث ببعض الكليات والتخصصات كقسم الإدارة الفندقية بكليات السياحة والفنادق، ويلاحظ ذلك من خلال انخفاض أعداد العاملات الإناث والقيادات النسائية بصناعة الضيافة مقارنة بأعداد الذكور. من هذا المنطلق ركزت الدراسة الحالية على استعراض العوامل التي تؤثر في انخفاض أعداد الإناث الدارسين بقسم الإدارة الفندقية (أحيانا يطلق عليه ببعض الكليات إدارة الفنادق أو إدارة الضيافة) بالجامعات الحكومية المصرية. لهذا استخدمت الدراسة مقياسا مكونا من ستة عوامل رئيسية تتضمن العوامل المؤثرة في اختيار الطالبات محل الدراسة أقساما أخري كقسم الدراسات السياحية أو الإرشاد السياحي بدلا من اختيار قسم إدارة الفنادق. وتحقيقا للتباعد الاجتماعي في ظل جائحة كورونا وللوصول لأكبر عدد من الطالبات بالجامعات الحكومية التي بها كليات للسياحة والفنادق تم توزيع وتجميع الاستبيان عبر الانترنت. وقد أوضحت الدراسة من خلال الاحصائيات والنتائج قلة عدد الإناث بقسم الإدارة الفندقية مما يؤكد استمرار عجز وقلة مشاركة المرأة العاملة بصناعة الضيافة مقارنة بنظرائهم من الذكور، ويرجع ذلك لعدة أسباب أهمها انخفاض الدخل الوظيفي كما جاء من وجهه نظر الطالبات، يليها الموروث الثقافي من تدني رؤية المجتمع لوظائف قطاع الفنادق خاصة بالنسبة للإناث، ويؤكد ذلك العامل الثالث وهو رفض الآباء أنفسهم إلحاق ذويهم للدراسة بذلك القسم، بينما جاء العامل الأخير والأقل تأثيرا هو عدم قبول ورفض التعلم لمناهج ومواد قسم الإدارة الفندقية نظرا لصعوبتها وتعدد الجانب التطبيقي بها.