Chapter 10
Work–Life Balance in Tourism Industry

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ABSTRACT

The modern era of competition and commercialization changed working patterns. Paradigm change of competitive global world has caused many challenges and conflicts arising as a result of an increased competition amongst industries. Business has become proactive, aggressive, and demanding in order to stand tall in this competition. Every industry requires workers to be actively involved and devote comprehensively, but specifically, tourism and hospitality requires an extra mile. Workload is different than other industries. Comprehensive view is given on the conditions of hospitality and tourism industry faces keeping up with the contemporary business environment of this sector and how this sector suffers due to the work-life balance conflicts. Furthermore, insights on work-life balance and conflicts that rises on the horizon for hospitality industry worker, difference of work-life balance in this industry, link of performance and balanced work-life, and most importantly, role of human resources policies are given.

INTRODUCTION

There has always been debate about personal and private life conflicts intersecting an individual’s performance in performing the duties in one of them because of the other. Both professional and private lives demand efforts, time, focus and energies to be delivered in a comprehensive manner in order to excel in them. Man in the
struggle of achieving better has to compromise and cope up with many challenges. Every profession requires hard work, involvement, commitment, and conviction. But when rating different professions on the basis of efforts needed, services sector typically wins the race by leaps and bounds. Hospitality and tourism business is the standout sector in the service industry that is rewarding as well as extremely challenging for a worker. As compared to other professions, this especially is far more demanding and challenging to perform. This chapter examines how hospitality and tourism sector is a flashpoint between personal and private life and how it impacts the work-life balance, furthermore, how vital role of human resource policies is in achieving work-life balance for people associated with hospitality and tourism sector and different valuable insights from researchers in this domain are being discussed to analyze in depth how hospitality and tourism sector is one of the most challenging sectors to work and influences the work-life balance.

WORKING CONDITIONS IN TOURISM INDUSTRY

Contemporary business environment employees are considered an integral asset, services organizations in particular because of benefits of performance ability (Evans, Campbell, & Stonehouse, 2003). Tourism and hospitality industry though encounters a critical shortage of skilled workforce, presently the workforce is incompetent, illiterate, demotivated, and futile (Huda, Haque, & Khan, 2014). Because, the tourism industry is one of the most problematic industries for employee benefits and working conditions, in particular during peak season. While workers in the hospitality sector are normally low waged and work in uncertain, long, tough working conditions, they have to comply with demanding and difficult customers also (Karatepe & Aleshinloye, 2009). Problems like demotivation and decreasing moral in the tourism industry workers are present as a result of extensive working hours, working conditions, working weekends which stresses them out (Özkan, Esitti, & Köleoğlu, 2015).

Vulnerable perceptions are built in work value, pays, job security, opportunities for vocational development, and balance between career and private life. Apparent challenge modern tourism company faces, is the insignificance two facets of working conditions, which are considered insignificant in market services and accumulative economy namely career advancement prospects and work-life balance working conditions demanding special attention (Bednarska, 2012).

The hotel industry is one of the most common service-based organizations. Work-life balance encompasses crucial role nurturing employees efficiency, since in services industries such as hotels, in order to deliver high-quality services to the
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