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Sephora Dasha Cole

Gender Equality Within Leadership Roles in Five-Star Hotels in Malta: A Comparison Study Between Operation Managers and Human Resources Managers

The hotel industry continues to face challenges with regards to gender inequality, particularly in leadership positions. The aim of this dissertation is to examine the extent to which gender equality is taken into consideration during the recruitment process for operations managers and human resources managers in five-star hotels in Malta. The research topic under investigation is whether gender equality is a factor that is taken into consideration during the recruitment process for managerial positions in five-star hotels. Semi-structured interviews with four HR managers and four operations managers were conducted as part of this study and surveys were distributed among 21 novice workers in the hotel industry. The aim was to identify potential obstacles to attaining managerial roles due to gender discrimination. According to the survey, gender stereotypes persist in the business sector, as evidenced by the disproportionate representation of women in HR manager roles and men in operations manager roles. The findings of the study suggest that gender bias could impede the career progression of novice workers towards managerial roles. As per the report, the implementation of human resource management strategies is necessary to tackle gender inequality and foster professional development among employees. This dissertation aims to increase awareness regarding gender discrimination and foster gender equality within the hospitality industry in Malta. It is recommended that hotels adopt gender-neutral hiring protocols and provide equitable opportunities for career progression to all employees.



Olivia Galea Bugeja

Understanding Employment Expectations of the Tourism and Hospitality Workforce

The appropriate choice of personnel is regarded as a vital element in the tourism and hospitality business because the workforce shapes standards and quality. Attracting, maintaining, and engaging qualified people should be seen as a top priority in the business due to the intangible nature of the tourism/hospitality services, attitudes, and behaviours that contribute to the client experience (Bartolo, 2021). Organisations must notice and comprehend the potential elements that could affect the expectations of the tourism and hospitality students, as the industries are facing an increasing challenge to engage and retain employees (Holston-Okae, 2017). The purpose of this research is to uncover potential barriers that could increase turnover as well as the traits, attitudes, and beliefs of the upcoming Generation Z toward their potential careers in the tourism and hospitality sectors. The aim is to analyse Generation Z's perceptions, motivational needs, and engagement drivers via an electronic survey among undergraduate students in two specific higher education institutions in Malta. The data gathered was discussed via an interview with the Ministry of Tourism, suggesting that a framework for job design that demonstrates effective line management, two-way communication, internal cooperation, development, and a focus on employee well-being, along with HR rules and practices that are clear and understandable, could establish that working in hospitality and tourism is a viable option.



Jake Mifsud

Challenges faced by HR managers in 5 star Maltese hotels when building and maintaining a professional and loyal team

The aim of this research is to investigate the level of workplace quality in 5 star Maltese hotels in relation to HRM initiatives and job satisfaction. The following study shall provide an indicator of the level of staff job satisfaction and various factors which lead to the following results whilst an insight of how HRM strategies in 5 star hotels found in Malta are applied. Furthermore for this research a mixed method approach will be taken as a number of surveys were distributed to 5 star Maltese hotels whilst several interviews were also held with HR Managers of 5 star hotels. In order to address the gap in job quality which shall lead to reduced loyalty as identified from the results gained from the participants several recommendations as inspired from several past researches shall be suggested at end of the following research. Reduced job satisfaction which occurs when sufficient HRM strategies are not implemented shall lead to reduced loyalty whilst also increased staff turnover. The following phenomenon shall lead to lessened transfer of skills as employees are brought to address the staff shortage hence leading to new recruits not being properly trained thus leading to reduced service quality due to increased working pressures.



Stevie Sammut

Persuading Maltese Wine Consumers to purchase and consume Local Wines

This research sought to identify how Maltese people can be persuaded to opt for local wines within Maltese fine-dining restaurants. The sub-research questions in cohesion with the central research questions are:

What are the main factors that affect consumer preferences towards choosing a local wine?

What type of training can be given to servers or sommeliers to promote local wines to the Maltese public?

Secondary data was compiled to identify means and ways that Maltese consumers could be persuaded in opting for Maltese wines within local fine-dining restaurants. Secondary data also aimed to identify the main factors affecting consumer preferences towards choosing a local wine. Furthermore, the literature review also aimed to acknowledge what type of training can be given to servers or sommeliers to promote local wines to the Maltese public.

A mixed methodology approach was chosen, being surveys and observations to come up with different recommendations and conclusions. The two methodological approaches were chosen as a triangulation could be made to compare results from both approaches.

The author managed to identify the pertinent factors which have a casual effect on the decision-making process of the consumers. Price, quality, style of wine, customer's knowledge and region of origin were amongst the most variable factors affecting the decision-making process of Maltese consumers with local fine-dining restaurants.

With regards to the second sub research question, the author first identified all the courses provided within the Island of Malta regarding wines in the literature review. From the research conducted, it seems that the only appropriate course would be “Award in Wines of the Maltese Islands” provided by the Institute of Tourism Studies. The researcher then aimed to identify the perception of the respondents regarding the knowledge that the sommeliers working within Maltese fine-dining restaurants have. A total of 60.6% answered that the sommeliers are not trained enough while only 12.1% of the respondents think that the sommeliers are well trained and knowledgeable on Local wine production. Hence, the author finds a gap which needs to be filled.

By managing to persuade Maltese consumers to opt for local wines, the wineries benefit as they're upselling more Maltese wines. Furthermore, by doing so, the idea that Maltese wines are seen as inferior products when compared to foreign wines could be eliminated.



Emily Sciberras

Equity in the tourism and hospitality workplace: An analysis of the type and frequency of discrimination experienced by ITS students in their off-site workplace

This study investigates the most common types of prejudice encountered by ITS students at their offsite employment in Malta, as well as the consequences of the discriminatory experience. The study utilised a single research methodology. The questionnaire was semi-structured, consisting of a defined framework that established clear boundaries while allowing participants space to express their thoughts. The analysis revealed that students working in the hospitality and tourism industry in Malta were subject to multiple forms of discrimination. Including age, gender, and ethnicity, etc., have been identified in this study as contributors to employee discrimination in the workplace. The results demonstrated that workplace discrimination can have a significant impact on an employee's work demeanour, work and life satisfaction, and in many instances, their job retention. The recommendation is to establish a work setting that cultivates a supportive culture and promotes a sense of comfort and empowerment among employees to report instances of discrimination. This can be achieved by utilising practical tools to aid staff in the transition from theoretical concepts to policy implementation. It's also advised to allocate supplementary resources towards educating both students and employees on the diverse manifestations of discrimination, alongside the significance of embracing diversity to promote equality. It was also suggested that employee resource groups, mentorship programmes, and diversity training initiatives be studied to determine how well they combat discrimination and help ITS students at work.



Britney Bugeja

Quality Management towards Employee Job Satisfaction; A Case Study in 5-star Hotels in Malta

The study aimed to evaluate various quality management strategies towards employee job satisfaction and also to investigate how quality management effects employee job satisfaction within two selective five-star hotels in Malta.

QM is crucial as it ensures customers to receive consistent and high-quality service. By implementing QMPs, hotels are able to identify and resolve any potential problems and will continuously strengthen their operations. The findings of this study indicate that quality management practices such as top management commitment, training and education and continuous improvement have a positive significant impact on employees' job satisfaction, teamwork and participation of employees were found to be negatively related to job satisfaction. This research also determined a positive employee's job satisfaction within both hotels. According to the respondents, wages, job security, job interest, working hours, working environment, flexible hours, bonuses, opportunities for advancement, co-workers, empowerment, training, loyalty, and being part of the team are very important in determining their satisfaction. Therefore, if organizations obtain the following factors their employees' satisfaction will increase, especially if the lack of teamwork and participation of employees' practices are also improved.

In conclusion, this research findings may provide valuable insights for managers and employees to understand how to execute effective QMPs to increase EJS.



Amber Galea

Identifying which are the Current and Preferred Leadership Styles in the Hospitality Industry in Malta

The purpose of this study is to examine the leadership styles and factors utilized in local 5-star hotels, and to determine their effectiveness in this industry. Specifically, the study aims to identify the most important traits of an effective leader and provide a definition of leadership.

Leadership can be defined as a process in which an individual influences a group of individuals to achieve a common goal, according to John Kotler. Effective leadership is crucial for the success of a business, and it involves a combination of various leadership styles. This study will explore the seven leadership styles, with a focus on the transformational, strategic, and bureaucratic styles commonly used in the hotel industry. The goal is to identify which leadership styles are most effective in achieving outstanding performance, as measured by customer and employee satisfaction.

Primary data will be collected through interviews and questionnaires with hospitality industry professionals, specifically those in the HR and front office departments of hotels in both Malta and Gozo. Additionally, interviews with managers and staff from various hotels will be conducted to gain insight into effective leadership.

The study will result in an understanding of the different leadership styles found in local 5-star hotels and their impact on employee job satisfaction.



Mark Tabone

The Viability of an Insect-based Diet for Malta

The primary objective of this research is to investigate whether the Maltese population would be willing to shift from consuming conventional sources of protein such as meat to shifting their eating habits towards an insect-based source of protein, when presented with some of the global benefits of consuming an insect base source of protein as an addition to their diet. This study makes use of two different research methods which are qualitative and quantitative. A thorough research was conducted by the researcher of this study with the aim to gather the views of the Maltese population in relation to this change in dietary element which included sources such as peer reviewed studies, corporate articles, and scholarly journals in addition to a questionnaire amongst others was executed. To gather in depth information about the views of the Maltese population a sample of 149 individuals was collected. This sample varied in age, residential location, and educational background. Anonymous questionnaires were distributed as the main research tool for the qualitative section of this research. These were distributed via multiple social media platforms. Various interesting subjects were collected from the questionnaires, however, the study ultimately concludes that although the world in general seems to be more inclined to find alternative solutions to help reduce climate change including shifting to an alternative source of protein such as entomophagy, the Maltese population seems to be less inclined to do so and seems to see any kind of change in diet as a 'one-off experience' rather than an embracing in this alternative culinary shift. This sets out to be yet another missed opportunity to contribute to a global effort if no collective effort is made on time. There are so many proven and positive impacts to mini livestock rearing for the human consumption in Malta and it would be a shame if we do not take advantage of these.



Izaak Abela

How the Rooms Division Department's functions vary between Large and Boutique Hotels

This research project aims to identify the different functions of the Rooms Division Department in large hotels and Boutique Hotels. The project will include a comparison of both, since they utilise different practices and approaches.

This long essay will portray the practices and responsibilities of the sub departments that are a part of the Rooms Division, that are, Front Office and Housekeeping. The tasks within the Front Office Department of the two accommodation establishments and the approaches of the Housekeeping Department at large hotels and Boutique Hotels will be described and compared. Moreover, it will give a clear picture of their different organisational structures and their respective roles.

The findings of this inductive research will be examined using a qualitative approach. The author will conduct semi structured interviews with two Rooms Division Managers of large hotels and two General Managers of Boutique Hotels.

Following the interviews, the respective responses will be analysed and compared. Finally, recommendations and suggestions will be brought forward.



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