

Sexual Harassment in the Dutch Hospitality Industry From Students' Perspectives

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<p>The hospitality industry is seen as one of the industries with the highest number of sexual harassment incidents happening at the work floor. Research discussed reasons for its occurrence, stating reasons as power, vulnerability, but also misinterpretation of one party to another based on body language. One may claim that this industry's image and having the bedroom as work floor are playing important roles as trigger for sexual harassment to happen casually. To add, the division between sexual harassment initiated by guests and between colleagues is made here. Furthermore, despite that women are often seen as victims of sexual harassment, presence of male victims is noticeable. Nevertheless, most victims feel insecure or do not know where to go in terms of speaking up. Moreover, the Netherlands is scoring high in sexual harassment rates and researched argued that graduates of hotel schools in the Netherlands are leaving the industry with high numbers as soon as they experience working.</p> <p>The purpose of this research is to explore the perceptions and attitudes of students towards sexual harassment in the Dutch hospitality industry. The research objectives are first to study the perceptions and attitudes of students towards the phenomenon of sexual harassment at the work floor. Second is to explore the perceptions and attitudes of students towards the hospitality industry in general. Third, the perceptions and attitudes of students towards the industry's reputation in sexual harassment are studied. And fourth, the students' experiences and interpretation of certain situations in cases of sexual harassment during related work and internships in the hospitality industry are analysed. Empirical research is done among 114 students of three different hotel schools in the Netherlands, using a web-based survey tool. A quantitative research method is used and the t-test of significance is done to be able to analyse all respondents together, but also to make a division between gender for corresponding questions.</p> <p>Based on the results, assumptions are providing the possibility to argue that the students participated in the research nowadays seem to be more tolerant towards lighter forms of sexual harassment being 'inappropriate invitations to go out on dates' and 'disturbing questions about their private life'. They seem to know about the phenomenon of sexual harassment, although nine out of ten students did not discuss sexual harassment during their studies and/or study. However, most students seem not to reconsider working in the hospitality industry because of this risk. And even though nine out of ten students felt some sort of pressure or stress during social interactions with guests, almost half see themselves definitely working in the industry after graduating. Yet, earlier research suggested that 70 percent of Dutch hotel school students left the industry after graduation. Another contradiction between literature and this study was seen most respondents argued that the hospitality industry is not a gendered industry and only some occupations could be sexualized, while previous research assumes that there are more women working in the industry and sexualisation of this industry is an often occurrence.</p>	
Keywords Sexual Harassment, Hospitality Industry, Netherlands, Guests, Employees	

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1 Introduction

Sexual harassment on the work floor is seen as a complex form of workplace harassment where one party receives unwanted sexual advances, requests or contact. This might influence both the committer, the victim and the organization negatively on several areas. Besides, previous research argued that sexual harassment is often discussed in research from the United States, but that for European studies, non-sexual forms of workplace harassment are much more studied (Salin 2009, 3). Relatedly, in the Netherlands limited research is done on sexual harassment at the work place. Existing research is mostly seen as outdated and focusing on facts and numbers that the phenomenon is happening, instead of behaviour of people towards it and consequences it could have on certain industries.

When focusing on a risk industry for sexual harassment being the hospitality industry, an explorative study could be beneficial and give new insights and knowledge on an issue what is not often discussed in detail but is aiming for more research, the perceptions and attitudes of students, and so future employees, on this subject. To elaborate, this thesis could be considered as an explorative research study on sexual harassment on the work floor through the eyes of a part of the future of the Dutch hospitality industry, hospitality management students from three out of five higher hotel school in the Netherlands.

The purpose is to explore the perceptions and attitudes of the students towards sexual harassment in the Dutch hospitality industry by means of analysing quantitative data with some inevitable minor influences of qualitative research. The research objectives are first to study the perceptions and attitudes of students towards the phenomenon of sexual harassment at the work floor. Second is to explore the perceptions and attitudes of students towards the hospitality industry in general. Third, the perceptions and attitudes of students towards the industry's reputation related to sexual harassment are studied. And fourth, the students' experiences and interpretation of certain situations in cases of sexual harassment during related work and internships in the hospitality industry are analysed.

In addition, to explore the concepts and its different angles, objectivity remains important throughout the study to narrow down prejudices and pre-thoughts on the subject, even though one may say that research of this kind could never be completely objective.

The theoretical framework provides a base for an analysis of different angles of the phenomenon of sexual harassment. This concerns the relation of sexual harassment with

the hospitality industry, sexual harassment in the Netherlands and hospitality school students in the age category of generation Y. Next to, the relation between those variables is explored with results which are obtained by the execution of survey research with quantitative questionnaires spread among three out of five similar higher hotel schools in the Netherlands. A limitation here is made to focus on public higher hotel school education with the aim of receiving a university degree after four years of study. This is done since previous research shows that sexual harassment within the European Union is 'more commonly experienced by women with a university degree and by women in the highest occupational groups' (European Union Agency for Fundamental Rights 2014, 96). Nonetheless, there is not only focussed on women, but there has been paid attention to the division of male and females at the school and among all respondents. This, as research claimed that even though women are an obvious target for sexual harassment, men are starting to speak up during the last years and more cases where men where the victims are presenting now.

A decision here is made to first analyse results of all respondents together, and then compare male and female respondents with frequencies and means. Although men are much less represented among the respondents compared with the female respondents, a similar situation at the schools is visible were on average one out of four students is male (Studielink 2017). However, as a non-probability sampling method is used, the fact that it is known that the sample taken is not able to represent the whole population based on this method and the quality of the data, there are no generalizations made.

In the context of conducting academic research, a permission request is send to the five higher hotel schools in the Netherlands, but only granted by three schools, referred to as Hotelschool A, B and C for anonymity reasons. The two other schools did not grand a permission for doing research among its students and thus, they are left out of the research. The approximate respondent rate here was 3,52%. This is referred to as approximate as the questionnaire is spread via Facebook and email with the convenience sampling method and no exact number of the reach is stated. Therefore, again no generalizations are made. In addition, the web-based questionnaire on Webpropol and questions for the students, male and female ranging from the age of 17 and 26 years old, were formulated and limited to the employees point of view; how they expect the industry to be and what they see and learn from the industry, their own experiences. The sensitivity and/or taboo-factor of the topic, sexual harassment, here could be seen as limitation in generating results.

After this introduction, concepts and definitions of sexual harassment are discussed in theoretical chapter two, where there will be made a clear distinction between sexual harassment in general, sexual harassment at the Dutch work floor and sexual harassment within the hospitality industry. A limitation that came across during my research concerned the perceptions in gender. This could be seen from different angles, the male and female difference in perpetrator-victim role, the male and female difference in hospitality employees and the male and female difference in hospitality school students in the Netherlands. In chapter three, research methods are thoroughly explained and justified as well as the presentation of the findings in chapter four where there is also made a division between male and female respondents after presenting the results among all respondents. In the discussion part, previous research from the theoretical framework is combined and questioned by assumptions generated from the findings and results in the form of a discussion. Eventually, the empirical part of this thesis ends in chapter six where further questions for further research on this topic are discussed, as well as an evaluation of the thesis process that is given.

2 Sexual harassment on the work floor

The workplace is for many a place where social interactions take place on a daily base. Despite if these interactions would be with bosses, colleagues, clients or guests, it could influence an employee both positively and negatively. (Bowling & Beehr 2006, 998.) Focusing more on the negative social influences, an often-studied concept here is workplace harassment. Moreover, workplace harassment comes with many negative consequences for both the employee personally and the organization. It is said that organization wise, this could come in three forms all coming out on higher costs; human costs related to the employees' health and wellbeing, organizational costs related to sickness, task performance and productivity, and spillover/crossover costs focusing on employees affecting other employees and attitudes and participation in the work culture (Hershcovis, Reich & Niven 2015, 9-11). In addition, the negative impact on people makes it the reason why workplace harassment is often researched (Salin 2009, 3).

Some refer to harassment at the work place as 'generalized workplace harassment' as being harassment coming in various forms combined (Rospenda, Richman Ehmke & Zlatoper 2005, 96). Where one study makes the division between sexual harassment and psychological harassment, another categorizes harassment into ethnic harassment, gender harassment and a separate generalized workplace harassment including verbal and physical aggression, disrespect, isolation, exclusions, threats and bribes (Salin 2009, 5; Raver & Nishii 2010, 236; Rospenda & Richman 2004, 221). Lim and Cortina (2005, 483) combined all forms of harassment in 'interpersonal mistreat' and argued that gender harassment, unwanted sexual attention and sexual pressure all belong to a form of harassment which receives the most attention in research, media and law; sexual harassment.

To elaborate, for many years, researchers have studied the phenomenon of sexual harassment. Human behaviour is unpredictable and despite laws, acts and policies, it is still not isolated and banned from the work floor with its antecedents and consequences. (Shanker & Astakhova, DuBois 2015, 240.) In 2014, a European Union wide survey among women was published and measured that 55 percent of those women experienced sexual harassment at least once in their lifetime, as from the age of 15 years and above. One out of five women experienced sexual harassment within the 12 months before the survey was held. (European Union Agency for Fundamental Rights 2014, 95.)

2.1 Defining sexual harassment

Defining sexual harassment is done by many researchers as well as federal parties. According to the U.S. Equal Employment Opportunity Commission (2016) Sexual Harassment is defined as "unwelcome sexual advances, requests for sexual favours, and other

verbal or physical conduct of a sexual nature’. Comparing this statement of the United States with the United Kingdoms’ Civil Rights Movement, Crystal (2016) said that sexual harassment is defined as “any type of unwanted contact of a sexual nature. This harassment can occur either physically or verbally.” Both statements are mentioning the division between physical and verbal harassment. The European Union Agency for Fundamental Rights (2014) is stating a similar statement as the above, but also introduces another form with it, namely cyber harassment. With the internet and social media in its booming time, one may argue that this did not come as a surprise. In addition, focusing on sexual harassment at the work floor, according to the Dutch Ministry of Social Affairs and Employment, sexual harassment is defined as when it is the case that sexual favours (seem to) be enforced, verbally or non-verbally. This could happen between employees and employers as well as male and female employers. (Ministerie van Sociale Zaken en Werkgelegenheid 2016.)

One may conclude after reading four different statements of official parties, that all four are defining sexual harassment as a sexual gesture or form of behaviour unwanted or unfavoured by one party. However, there is no clear line in when something is unwanted or unfavoured, as this seems to vary per individual. Even though the forms of sexual harassment could occur as physical, verbal, via internet or at the work floor, with many definitions, this makes sexual harassment a blurred topic. As well as difficult to assess for another human being.

2.2 Perceptions on gender, the perpetrator and the antecedents

People often argue that it is difficult to define sexual harassment and its assaults. Sami Nevala from the Agency for Fundamental Rights, pointed out in a report of the European Network of Equality Bodies (2014, 16) what is seen as direct behaviour when discussing about official sexual harassment:

- Physical forms of harassment: unwelcome touching, hugging or kissing.
 - Verbal forms of harassment: sexually suggestive comments or jokes that made you feel offended, inappropriate invitations to go out on dates, intrusive questions about your private life that make you feel offended, intrusive comments about your physical appearance that make you feel offended.
 - Non-verbal forms of harassment: inappropriate staring or leering that makes you feel intimidated, somebody sending or showing you sexually explicit pictures, photos or gifts that makes you feel offended, somebody indecently exposing themselves to you, somebody makes you watch or look at pornographic material against your wishes.
 - Cyber harassment: unwanted sexually explicit emails or SMS messages that offends you, inappropriate advances that offended you on social networking websites such as Facebook, or in internet chat rooms.
- (Network of Equality Bodies 2014, 16.)

Claimed is that the concept of sexual harassment is based on women who cannot handle jokes, who are over-reacting on situations or overall women’s’ behaviour (Eller 1991, 432).

As stated by Gilbert, Guerrier and Guy (1998, 48) 'the variable factors that may have a determining impact on the perception of sexual harassment are specifically gender, management status of the perpetrator and the education level of the evaluator.' This is not only the case for sexual harassment, but harassment in general, for instance on; age, race or sexual orientation. (Schmidt 2015.) Moreover, body language plays a big role here. The difference between the body language and the interpretation of it for men and women could be a possible cause for those behaviours. Simple touches from one could be misinterpreted and seen as intimate, while for the other sending these gestures is completely harmless. (Stalter 2010, 190.)

Furthermore, in human behaviour theories it goes decades back that people are claiming that the man is stronger, more powerful than women and additionally has more power on the work floor although years of women's movements and feminism throughout the world. (Pleck 1984, 82.) It is said that women are more capable of detecting emotions. However, men might be more capable of sensing signals when it comes to status. It is also said, that for a woman to survive in the business world, she should take on male characteristics to achieve the desired power or dominance. (Stalter 2010, 188-190.) And so is one psychological theory saying that "sexual harassment is mainly about power instead of sex" (Berndahl, Magley & Waldo 1996, 528).

Moreover, gender differences between men and woman on how to perceive sexual behaviour plays a big role here. Previous research confirms that men and women are perceiving and experiencing sexual harassment and related gestures inversely (Uggen & Blackstone 2004, 67). This could be caused by social norms, but as well by past experiences, stereotyping and culturally prescribed expressions of sexuality as the men plays a hetero masculine role within the society and the women a more vulnerable one (Konrad & Gutek 1986, 423). This difference between genders goes back to the time where men were seen as hunters and women seen as gatherers. People claimed that men were stronger all on physical appearances, and women attractive but defenceless. (Morris 2002, 349.) Controversially, Kat Banyard (European Network of Equality Bodies 2014, 14-15) pointed out that if women are constantly presented as objects of desire by an increasing culture of pornography in the media and the advertising world, men are eventually starting to treat women like they see them. This might disrupt gender inequalities and promotes sexism.

Thus, for some it does not come as a surprise that the biggest group of people in the European Union, whom are most exposed as sexual harassment victims, are women aged between 18 and 39 years old (EUAFFR 2014, 96). In general, women play a bigger part as victims when talking about sexual harassment. They are seen as more vulnerable in comparison with men on the work floor as spoken of previously (Loonwijzer 2017).

However, although one may argue here that women are more likely to be the victim, research proves that male victims are present, but mostly remain in silence scared of reactions of society, feeling unheard or being ridiculed (Blunt 2016). As a matter of fact, it is seen that men are speaking up more since the last twenty years as the amount of records of complaints and reported cases on sexual harassment is doubled from 8 percent to 16 percent as said by the American Equality Commission (Arbo Rendement 2010). One may say that the percentage of men speaking up raised, yet, comparing male and female, women are still taking the overhand when there is spoken of victims in cases of sexual harassment.

Besides, in many countries sexual harassment and its assaults are taboo topics. This may partly be caused by the fact that the committer of the harassment or assault is regularly familiar with the victim and mostly this is taking place behind closed doors (Mansur 2015). In 2009, Statistics Netherlands reported that "in nearly half of incidents, the victim knew the perpetrator. In 15 percent of all incidents, a colleague was involved". (Reep-Van den Bergh 2010.) In 2014, a European Union wide survey among women proposed that out of all cases reported, the perpetrator was related to the victims' work, as being the boss, customer or colleague for 35 percent (European Union Agency for Fundamental Rights 2014, 96). In addition, of all sexual harassment cases in the Netherlands, one out of five happened at work (Reep-Van den Bergh 2010).

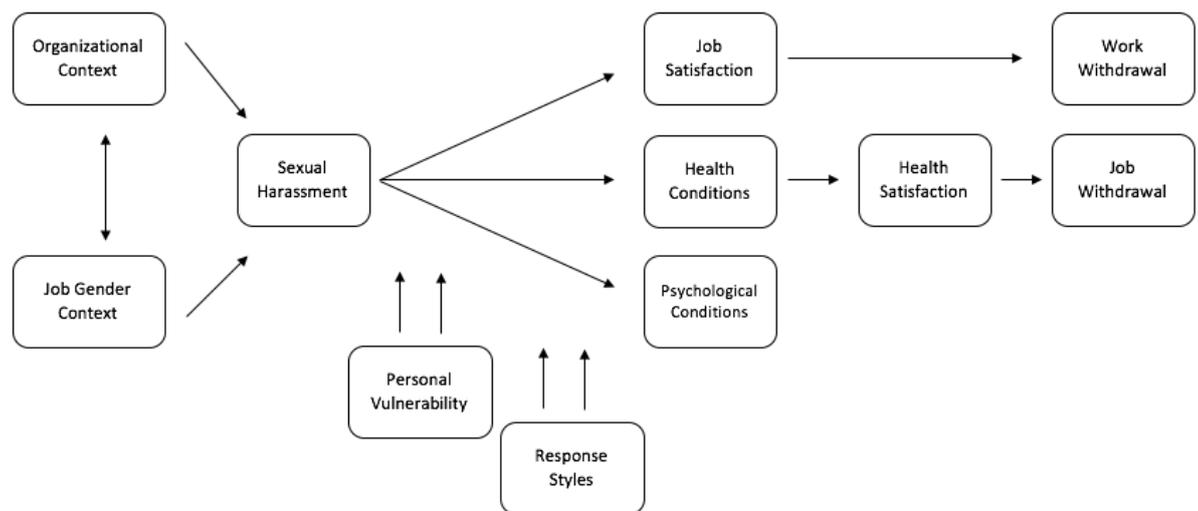
Simultaneously at the work floor, sexual harassment is often not spoken about, as many victims may be scared or do not know where to go and talk about it (Guldenmond 2015). Even in a country as the Netherlands, with one of its images 'since the 1960s based upon a youth culture of sexual liberation and narcotic indulgence, its encouraged ground law; freedom of speech and expression and it's open and easy going image (Article 7 Nederlandse Grondwet; Clift & Carter 2000, 139; NBTC 2017). To illustrate, stated is that only 10 percent in 2009 of Dutch female victims reported the case to the police. Reasons not to were given as 'not important', 'useless', 'no reason to go to the police' and 'matter already settled'. (Reep-Van den Bergh 2010.)

Consequently, fear and other reasons for not reporting sexual harassment may contribute to negative influences in an employees' work and personal life. And that while sexual harassment in general is thought to be one of the most destructive and pervasive barrier in order to gain career success and job satisfaction, especially for women (Willness, Steel, Lee 2007, 127).

A further discussion of the consequences of sexual harassment led to three separate negative outcomes, the 'three-factor model' as being; negative job satisfaction, serious

health conditions and stress related psychological conditions (Fitzgerald, Drasgow, Hulin, Gelfand and Magley 1997, 579). In addition, within the hospitality industry, sexual harassment is seen as the cause of decrease job performance, more absenteeism and a high employee turnover rate, as well as poor customer service (Kensbock, Bailey, Jennings & Patiar 2015, 37).

Fitzgerald et al. (1997, 579) studied the background of sexual harassment in organizations and created a, nowadays obsolete one may argue, model where antecedents and consequences of sexual harassment were combined, the three factor model. It is stated that the presence of sexual harassment at the work floor is defined by the organizational and job characteristics, the organizational context. As well as the organizational culture and climate referred to as the job gender context. The model could be explained by reasoning that the organizational context communicated throughout the organization to what extend sexual harassment is tolerated. Likewise, job gender context defines the characteristics of the employees with as biggest part the male-female ratio. (Fitzgerald et al.



1997, 579.)

Figure 1. The antecedents and consequences of sexual harassment (Fitzgerald et al. 1997, 579)

Years later, Kensbock et al. (2015, 38) studied the causes of sexual harassment on a more extensive level and analysed the phenomenon at the work floor with four different theoretical models, namely; the organizational model, the socio-cultural model, the sex role spill-over model and the biological model.

First, the organizational model explains the theory of hierarchical structures leading to sexual harassment at the work floor. It elaborates on the fact that certain roles within the organization are determining the power and so the power to 'harass'. For instance, this could be internally between employer and employee but also external taken the example

of a room maid feeling the pressure and being obedient to a guest. (Tangri, Burt & Johnson 1982, 35; Pryor, La Vite & Stoller 1993, 68.)

Second, the socio-cultural model refers to the former distinction between men and women together with the possible dominance that men could have over women, with women being the 'second gender'. This theory is made based upon ancient social and cultural factors where women were assessed to with everything they did in terms of their gender. To illustrate, it was said with this theory that women gained their status through men, and so, were more likely to be vulnerable and harassed. (Gruber & Bjorn 1985, 815.) One may debate here that not all women are similarly defenceless and it could be said that there are other factors as age, male protection and ethnical minorities that might play a big part in assuming ones' vulnerability. Moreover, with this theory is assumed that the victim of sexual harassment is female. As what is discussed before, research is proposing evidence of males being the victims.

Third, the sex role spill-over theory is introducing the male and female dominated workplaces with the idea that sexual harassment is happening more often in gendered workplaces (Eagly & Wood 1999, 410; Kensbock et al. 2015, 39). One may say here that this could provide a possible cause for the high ratios of sexual harassment cases within the hospitality industry. Since as referred to an earlier discussion, some might say that the hospitality industry has some gendered occupations. In addition, it is said that the sex role spill-over has different impacts on both men and women whereas women often receive a negative impact and are seen as sex objects by men when working in a male-dominated organization (Gutek & Cohen 1987, 97).

And last, the biological model or natural model refers to the theory that men and women are sexually attracted to each other, but men are assumed to be more sexually aggressive and so have the urge to sexually harass women (Pryor et al. 1993, 68; Kensbock et al. 2015, 39). Again here, one could argue that this theory is initially stating women as victims and men as perpetrators what could be domineered by previous discussed theory.

To conclude, it seems unavoidable no to talk about women being the victim when sexual harassment is discussed. That certainly does not mean that sexual harassment is not occurring among men. Concerning the male role and image in society, one may consequently say that the speaking up-ratio is lower and so less reported and documented. Despite, it is seen that there are several theories on the background and antecedents of sexual harassment. It could be said that most theories are documented years ago what seems to result in mostly presenting men as the perpetrators and women as the victims. Nevertheless, one could comment that the older theories might be seen as starting point

for sexual harassment at the work floor and throughout the years, male and female roles came more near what results into different roles as victim and perpetrator.

2.3 Situation in the Netherlands

Vilters (2009) emphasized that on the Dutch work floor, sexual harassment is a common issue and that in 2008 16 percent of his respondents had faced sexual un-favoured behaviour internally within the last 12 months. One out of four respondents had faced sexual un-favoured behaviour from guests or customers. (Vilters 2009.)

In that same year, a magazine based research among 3700 young Dutch females confirmed that 67 percent of the respondents had been sexually harassed at some point within their lives. This varied from sexual tinted comments and behaviour to assaults and rape. (NU 2008.) The Dutch Ministry stated that women in the hospitality industry belong to one out of seven biggest risk groups and that one out of ten Dutch employees in general are suffering from sexual harassment on the work floor. (Ministerie van Sociale Zaken en Werkgelegenheid 2016.)

In a survey on violence against women in the European Union, the Netherlands scored above the European average score based on several aspects of sexual harassment compared with the other 27 countries of the European Union. The Netherlands belong in the category of 66 to 73 percent of women within the countries' population whom have dealt with any sexual harassment since the age of 15, while the European average score is between 45 to 55 percent of women. In addition, Dutch women whom had experience sexual harassment, within the twelve months before the survey was held, counted for 22 to 32 percent, while the European average score was 13 to 21 percent. In this survey, 'inappropriate staring or leering that made you feel intimidated' and 'unwelcome touching, hugging or kissing' scored as highest being a form of sexual harassment. This last form of physical harassment occurred for 51 percent among the Dutch respondents, just after Sweden and Denmark and the European average of 29 percent. (European Union Agency for Fundamental Rights 2014, 99.)

At the same time, in the Netherlands sexual harassment at the work floor is protected by the law stating that employers should protect employees. This is listed in the Arbowet. (art.3/lid1a1b.) People may argue here that there are no specific guidelines to assess to what extend or how an employer should do this as well as the discussion what to do when the employer is functioning as perpetrator. Consequently, after another statistics report published in 2009 by the Central Office for Statistics in the Netherlands, which was indicating that sexual harassment is a problem and that it is happening for 20 percent of all serious cases at the work floor, the government decided to take more measurements and

created public awareness campaigns. Despite the effort, no measurements on effectiveness were taken and no attention was given any longer. (Bureau of Democracy, Human Rights and Labor 2011, 14.) Currently, the Dutch government is focusing mostly on teaching children and students at schools how to behave and how to have contact with other people in general, as well as concerning sexuality and multiplicity in society. (European Parliament 2015, 13.)

Clearly, one may say that the laws and measurements of the Dutch government taken to handle sexual harassment are not enough or effective. Another may argue that when focusing on teaching acceptable behaviour to children concerning sexual harassment, behaviour on the work floor might have better results for future generations.

2.4 Sexual harassment in the hospitality industry

The hospitality industry is an industry part of the travel and tourism industry with its purpose to provide lodging and accommodation as well as food and beverage services for people whom are away from home. It is often referred to as a 'people business' where there are two groups of people playing the biggest role. One whom provides and produce goods and services and one whom purchase and consumes them. (Hayes & Ninemeier 2016, 2.) On the side of the producers and providers of the service, some state that for working in the industry, it is men-dominated among management, but that the nature of the operational work used to be perceived as work for women and homosexual men (Guerrier & Abid 2011, 260).

One may agree upon this statement, while others may claim that the segregation in gender for some occupations in this industry was caused by the fact that women used to work for lower wages than men. Employers were aiming for low wages and thus, women would fill up that type of work. Nonetheless, this gap between male and female narrowed down by the years. (Campos-Soria, Marchante-Mera & Roperó-Cargía 2006, 2.)

Furthermore, as said that people play the most important role in this industry, business ethics should be provided by hospitality managers. Ethical and unethical behaviour codes and conducts as referring to 'what is right to do' and 'what is wrong to do' should be followed continuously. (Hayes & Ninemeier 2016, 14.)

To elaborate, with 'satisfying the needs of guests', 'exceeding expectations' and 'having a relaxing time', the hospitality industry and its work floor is often seen and referred to as sexualized (Brownell & Walsh 2008, 6). Doing exactly what a guest want is often motivational yelled to employees, but not all wish to do so (Guerrier & Adib 2000, 689). People may argue that it is not a surprise that exactly the hospitality industry is the place where

sexual harassment is most common. It is claimed that the hospitality industry, taken as a part from the tourism industry, has the highest sexual harassment incidents rate compared with all other industries (Ram, Tribe & Biran 2016, 2110). Some may even say that guest-initiated sexual harassment to the employee is becoming normal and accepted in this industry (Kensbock, et al. 2015, 36).

Again, work in the hospitality industry is often referred to as catering human feelings. The service work is based on human resources and it is said that in certain countries sometimes the need is so high to fill up jobs that part-time, low-paid and unskilled employees are hired. (Jordan 2000, 89-91.) Likewise, taking the leisure side of the hospitality and tourism industry, “along with sun, sand, and sea, sex is one of the most pervasive elements in modern tourism imagery” (Wyllie 2000, 79). With moments of the bedroom being the work floor, there could be debated that people in the hospitality industry and especially hotel housekeepers are a great risk for sexual harassment (Robb 2014).

Despite that harassment in general is often seen in all forms, sexual harassment stays the most common form of harassment and repeatedly seen as a base for court proceedings (Schmidt 2015). Taken for example the New York v. Strauss-Kahn case which received a lot of media attention. Dominique Strauss-Kahn, a wealthy and well-known man in French politics was accused of sexual assault and rape of Nafissatou Diallo, a room maid of the Sofitel in New York, with U.S. asylum from Guinea. The case was closed after three months and charges were dropped as it became clear that the two did had a sexual encounter within the hotel room, but there was no case and evidence of an unwanted incident. Another reason was the unreliability of several of the room maids’ stories and knowledge on the financial power of the perpetrator and his public sexual reputation. (Breedon & Rubin 2015; Epstein 2011.) On the reliability of the room maids’ words, one may say that with the reputation of the industry, the charged pressed where made so easily as the setting was the right fitting and the room maid played a good victim.

People could say that cases like the previous one are destroying the image of the industry and making the industry a good target for real cases of sexual harassment, especially played by vulnerable women, as something ‘unwanted’ is challenging to prove. Again, looking at who are categorized within the segment of ‘vulnerable groups’ of workers within the hotel, catering and tourism industry, it is said that young women are the biggest target for violence at the work floor. (Hoel 2003, 8.) As seen in the example of Strauss-Kahn, next to women also immigrants and ethnic minorities are seen as vulnerable targets. In the United States, from all cases of sexual harassment reported by the National Domestic Workers Alliance, 80 percent of the women are immigrants. (Shusman 2011.) It is considered that immigrants are easy targets as they are often more scared for the conse-

quences of speaking up (Yeung 2016). Besides, sexual harassment experienced by operational employees as room maids and waiters is nearly becoming regular. To illustrate, guests who are asking the front office employee for the 'extra' service or cleaners who are isolated in a hotel room with guests who are making unwanted comments and sometimes even exposing themselves. One could argue that operational employees have the biggest risk of being sexually harassed.

Nevertheless, previous study claims that sexual harassment is "more commonly experienced by women with a university degree and by women in the highest occupational groups" (European Union Agency for Fundamental Rights 2014, 96). One may connect this with the difference between perpetrator here, as discussed previously. Some might assume the 'external' harassment between an employee and a guest more applicable for operational employees with guests. As well as the possibility of linking 'internal' harassment between two colleagues or an employer and employee with the higher occupational groups in the industry.

Thereafter, Vettori and Nicolaides (2016, 2) discusses that women are covering approximately 70 percent of the global hotel operations and worldwide. Here, one might say that is that women are most likely the biggest target of sexual harassment. It is argued that there are reasons for the high presence of women within this gendered industry, as some refer to. The first reason may be that employers are seeking for inexpensive labour which might be women. Second, women are sexually seen as more attractive than man which sells better for some. And last, hospitality work might be seen as more feminine compared with past 'feminine traditions' as cleaning, cooking and caring. (Lucas 2004, 48.) Similarly, labour in this industry is sexualized by some and the ideal waiter is no longer invisible and de-sexed (Bingham 2016, 168).

As discussed before, the atmosphere and the image of the hospitality industry are factors which are a possible suggestion that could lead to the high sexual harassment rates. In addition, other research reasoned that there are several other characteristics of this industry which makes it a good target for sexual harassment. There are characteristics that could give stress, for instance employees whom are working long days and with changing schedules as being at nights, weekends and in holidays. (Ram, Tribe and Biran 2016, 2112.) An employee in this industry should find the right work-life balance to reduce stress and so vulnerability to be exposed to or execute undesirable behaviour at the work floor (Chiang, Birtch & Kwan 2010, 25-26).

Another characteristic that could deliver stress is the unstable income. Moreover, this could be applied to operational workers as room maids, waiters and front office personnel as they are profoundly reliant on tips next to their regular salary in some countries. Stated

is that in some cases, the tip is a crucial share of one's income. Restaurants and hotels may have systems where tips are included in the salary which makes people work more to earn more or have tips added later to their salary. (Wright & Pollert 2006,14-16.) One may say this could deliver stress. Nevertheless, with unsecure working hours employees whom are reliant on tips could miss the tips when their hours are cut. This could result into people acting out on the work floor or either employees willing to do everything to satisfy a guest needs, urging to either be vulnerable to become a victim of sexual harassment or acting out in an inappropriate way to other colleagues.

Likewise, the line between employees and customers in the hospitality industry is another characteristic that could deliver stress and makes this industry a bigger target for sexual harassment. Employee behaviour towards customers and having constant contact with customers could make the employees feel more pressured. Combining this with under-trained or uninformed staff, this could lead to vulnerability in situations of harassment. (Hoel 2003, 7.) On the contrary, for others, interaction with the customer from the employees' side is seen as one of the main pleasures of direct service work.

Overall, one could say that the hospitality industry is a controversial industry which may trigger certain feelings and emotions by both guests and employees among each other. It is said that this industry is representing the most vulnerable industry for sexual harassment. This could be caused by the percentage of women working in it, but also other factors as stress and pressure among employees leading to an increase in vulnerability caused by either the employer or the guest.

2.5 The future employees of the industry

When examining the hospitality industry as an employer, one could say that it is known for its high employee turnover. Reasons might be stress and pressured working conditions (among others sexual harassment), job insecurity, salaries and limited internal career opportunities. Lub, Bijvank, Bal, Blomme and Schalk (2012, 554-555) stated after research on generations in the hospitality industry, that nowadays especially employees placed in the category of generation Y might cause high turnovers, as they are seen as less committed to their organization and value challenge, personal development and flexibility with change on the work floor. It is said that this generation tends to leave a hospitality organization faster in case they are not satisfied, compared with two older generations in the same industry. In addition, this generation is studied as most ethnically varied and some may say the generation with the biggest lack of respect to authority. (Cairncross & Buultjens 2007, 5-6.) In the Netherlands generation Y, people born after 1980, is covering 63 percent of the workforce (Lub, et al. 2012, 556).

Besides, when combining hospitality employment and generation Y which is mostly the current and the future generation of the industry, it is considered that characteristics of this workforce should be analysed (Solnet & Hood 2008, 63). Therefore, students studying hospitality programs are taken as lead. It is said that a hospitality management educational program should be a combination of meeting needs of the students and the hospitality industry, as well as let the students develop the necessary skills the industry requires both theoretical and practical, all while adhering to set academic standards (Schoffstall 2013, 1).

Meanwhile, previous international studies among hospitality school students are introducing the view of generation Y on working in the hospitality industry. To demonstrate, previous research on the image which hospitality school students in the UK have of this industry presented a clear distinction between perceptions that students have of the industry and their opinions after experiencing the industry. Perceptions on forehand were highly seen as positive, where opinions after experiences were more seen as negative relating to the quality of the working life and a misleading image of the industry presented by the media. In general, most students believed that this industry had many career opportunities worldwide. (Barron & Maxwell 1993, 5-8.) Outcomes of an Australian based research among students on the same topic presented that after experiencing the industry in real life, more than one-third of the respondents did not want to have a career in this industry. Correspondingly, here is mentioned that there are many international career opportunities, but the nature of the work is seen as stressful with low wages and long hours of work which could be the main point of the uncertainty of working in this industry in the future. (Richardson 2008, 30-35.)

A comparable research study in Taiwan suggested a more positive attitude towards the hospitality industry, mainly saying that in this industry is a great change for career development for the future (Huang & Lo 2014, 20). A study in the Netherlands stated that "within six years after graduation, about 70 percent of all graduates leave the hospitality industry" (Blomme, Van Rheede & Tromp 2009, 6). Again, it is said that most hospitality school students start with a positive perception of the industry, but after three to four years of studying and experiencing the industry, more negative opinions are formed by the generation Y students (Kumar, Kumar Singh, Kumar & Shalini 2014, 16).

Despite, interest in further research is aimed as there are no reason given for the change in perception and opinions of the students. One may conclude that the overall cause of negativity is the experienced working conditions and stress, but no concrete examples are given and are proposing opportunities for further research.

3 Methodological choices

Following a theoretical framework and with it, creating a background, allows us to explore the behaviour, view and perceptions of students on the hospitality industry, the view and perceptions of students of the industry's reputation in sexual harassment, the phenomenon of sexual harassment in the hospitality industry at the work floor and how students interpreted and experience certain situations in related work and internships. As theory formed a background covering all angles of the objectives given above, explorative research could be done among the mentioned target population (Ruel, Wagner III & Gillespie 2016,16).

In this chapter, used research methods will be discussed, as well as the process how the data collected. Then the sample strategy is debated and the questionnaire design is explained. After, the way that the results are presented is explained including the t-test that was executed. In the end, issues of reliability, validity and the limitations of this research are discussed.

3.1 Research methods

One may say that every individual is looking for information, at every moment. Noted is that "information has become like the air we breathe, so pervasive that we scarcely notice its existence and yet so essential that we cannot live without it" (Case & Given 2016, 3).

Information seeking could be done in informal ways, by consulting family and friends, however it could also be transformed into doing research. This basically starts with observing or analysing a certain situation and undertaking steps as following through phases as preparation, planning and processing. (Johns & Lee-Ross 2000, 2.) When using the appropriate research methods and techniques, this may result into a valuable, explorative research thesis presenting new data and giving the reader new insights on the topic, and in this case: sexual harassment in the Dutch hospitality industry. Executed by using survey research and quantitative research methods with as sample population; the future employees and employers of the industry, hospitality management students from three higher hotel school in the Netherlands.

All formal and academic research has its own purpose and research objectives. It is said that based on these objectives, research studies could be categorized in four groups, namely exploratory research studies, descriptive research studies, diagnostic research studies, and hypothesis-testing research studies. (Kothari 2004, 2.) As this thesis is covering the phenomenon of sexual harassment in the Dutch hospitality industry and I have chosen to do research on the view and perceptions of Dutch hotel school students, it

could be justified that this research belongs to the category of exploratory research studies, as the aim here is to gain new insights and get familiar with the phenomenon presented. (Winston 2016.) One could make the misunderstanding here to mix up exploratory research with descriptive research as some might claim that descriptive research “describes the characteristics of an existing phenomenon” and this would fit with the objective of ‘exploring the phenomenon of sexual harassment’. Although this may be, exploratory research concerns the “discovery of ideas and thoughts” more than “describing characteristics and functions”. (Salkind 2009, 11.) Furthermore, descriptive research is focussing more on “an individual, group or situation”, while this thesis covers “research conducted for formulating a problem for more clear investigation”. (Surbhi 2016.)

Next to, a comparable study makes the distinction between nonexperimental research and experimental research whereas nonexperimental research stands for seeking the relation between variables and experimental research explains cause-and-effect relationship between variables (Salkind 2009, 10). Undoubtedly, this thesis is a nonexperimental research study as it does not include cause-and-effect relations. Furthermore, analysing the relation between theory and research could be done by using either a deductive or inductive research approach. The deductive approach is commented by some as the most common research manner. However, where other studies might start with a hypothesis, as being a statement often transferred from the research questions, this explorative thesis is using an inductive approach where I began with observations working ‘up’ to exploring possible hypotheses which in the completion phase would form assumptions, conclusions and possibilities for further research. (Bryman & Bell 2011, 11.)

Eventually, to position the methodology of the research design for this thesis, the division and comparison between qualitative research methods and quantitative research methods is made and comprehensively analysed. It is said that qualitative research methods should be used when the aim is to understand a phenomenon when there is no information, theories, research on it yet (Kananen 2013, 31). As the theoretical framework discusses different angles of sexual harassment and the generation of the students, this might not be applicable. Otherwise, quantitative research methods are mostly used to quantify attitudes, opinions and behaviour of a larger population, what is fitting with the objective of this thesis to understand the behaviour, view and perception of the hotel school students on the industry’s reputation in sexual harassment (Wyse 2011).

One may debate that quantitative and qualitative research methods are often mixed with each other. It is said that one could facilitate the other or fill in gaps that one method cannot explain or justify alone (Bryman & Bell 2011, 636). Consequently, in this thesis some

signs of qualitative analysis of the data are present, but the main approach remains quantitative analysis for data collection. It is also stated that quantitative research originates from a deductive research approach and qualitative research from an inductive approach (Kananen 2013, 33). However, as said previously, the difference between quantitative and qualitative research is not absolute and it is said that “in the background of all research, there is always qualitative research, so qualitative research is always also quantitative research” (Kananen 2013, 35).

3.2 Data collection process

Placing this research thesis in the context of hospitality, tourism and leisure, there are three main methods in which the data could be collected, namely the survey research method, the experimental research method and the ethnographic research method (Finn, Elliott-White & Walton 2000, 4). Where experimental research concerns studies where “the researcher manipulates one or more variables, and controls and measures any change in other variables” and ethnographic research concerns studies where the researcher is becoming a part of a situation where he or she observes to translate the observed data into results, would the survey research method be the right fit for this thesis when collecting data (Blakstad 2013; Bryman & Bell 2011, 426). It is said that surveys have been a remarkable tool over the last 75 years to learn about people’s opinions and behaviours (Dillman, Smyth & Christian 2009, 1). And again, in this case students’ behaviours towards the phenomenon of sexual harassment in the hospitality industry would fit with this method.

When executing the survey research method, a questionnaire could be used as tool to collect the data from the respondents. This is possible in various ways as for example with pen and paper, via the phone, via e-mail or via social media. (Ruel, Wagner III & Gillespie 2016, 13.) When analysing a target population of students, a fitting method of data collection should be applied as well as the right channel to spread the questionnaire. Here using the Internet to reach the target population may be the most time and cost efficient manner as this generation has the highest level of social connection via the internet as well as they are the biggest users of social media (Cabral 2011, 6). Another reason to use the Internet is the fact that the target population is in the Netherlands and I am currently living in Finland. In other words, the survey is using a self-administered questionnaire method, where it is possible for respondents complete and return the survey without the researcher being there (Punch 2003, 40).

To elaborate on the chosen channels, chosen is to use a web-based survey via Webropol spread among the target population via two channels, namely; e-mail and Facebook. As I am researching among students from different schools to increase external validity, I

am working together with various contact persons located at the school to be able to spread the link to my questionnaire to the students via their school e-mail system and actively used Facebook pages. Moreover, when sending e-mails, chosen is to attach a link to Webropol where students can fill in the questionnaire. Chosen is not to attach a document with the questionnaire to fill in since it is said that the response rate will be reduced as people should take too many steps to fill in the questionnaire (Ruel, Wagner III & Gillespie 2016, 21).

3.3 Sample strategy

What is mentioned before, is that the research is studying the population of higher hotel school students in the Netherlands. To create a representative sample for this population, chosen is to do the survey among the students of the five higher educational hotel schools in the Netherlands. These schools represent all public higher hotel and hospitality education available in the Netherlands (Starthoreca 2016). Chosen is to focus on public higher hotel school education with the aim of receiving a university degree after four years of study as previous research shows that sexual harassment within the European Union is 'more commonly experienced by women with a university degree and by women in the highest occupational groups' (European Union Agency for Fundamental Rights 2014, 96).

The representative sample should reflect the population as accurate as possible and so could have been representing a population of five schools, but access to all students and cooperation of the different schools made it more difficult. Therefore, chosen is to create a non-probability sample, using the convenience sampling method among the schools where permission was granted. The accessibility for me to reach the population was the main reason to choose for this method. However, this limited the research in generalizing since this is based on my accessibility to the population. With this method, there is no proof of reaching the whole population and assessing the sample's representability (Bryman & Bell 2007, 190). Therefore, no generalizations are made throughout this research and discussions and conclusions are only based on assumptions of the presented data.

Table 1. From population to sample

Hotel Schools in the Netherlands	Level	Total in the Netherlands	Public / private	Number of schools	Permission granted for research
	HBO (higher hotel school)	8 schools	Public	5 schools	Hotelschool A Hotelschool B Hotelschool C
			Private	3 schools	
	MBO (general hotel school)	31 schools			

To make this sample more representative as ‘future employees’ with knowledge and experience of the industry, the chosen sample represents the hotel school students from each university of module five, six and seven. These are the students that have completed their propaedeutic phase and experienced their working placement of six months in the hospitality industry. Another limitation is made, whereas the international students at the schools are excluded. The reason for this is that different cultures represent different values with a topic as sexual harassment and this research is based on the Dutch nationality. This exclusion is done after the data is collected based on question three in the questionnaire about nationality. Moreover, in the questionnaire, question four analyses if the students experienced working in the industry by means of a job and/or an internship. Students who checked ‘No’ at this question, are also excluded from the research.

As contact persons at the schools have send an email with the link to the survey to the students, the survey is also spread via certain Facebook pages of the schools. No exact amount of links spread of the web-based survey is known. Nevertheless, an approximate number of the population is taken (N) to calculate a less defined respondent rate, as visible in table 2. The respondent rate here was approximately 3,5 percent. With this rate, it could be argued that this research is unrepresentative for the population and that again, no generalizations can be made. Namely, with the choice made to use convenience sampling, there is no information that every student of the population (N) saw or received the link to the survey.

Table 2. Students at three higher hotel schools in the Netherlands (Studiekeuze 123 2017)

Schools	Students registered in the first year	Students in total	Students from module 5,6,7 (N)	Survey respondents	Filtered respondents (n)
Hotelschool A	334	1140	806	50	43
Hotelschool B	207	737	530	50	50
Hotelschool C	250 + 250	2400	1900	28	21
Total	-	-	3236	128	114

$$RR = 114/3236 * 100 = 3,52\%$$

3.4 Questionnaire design

As the target population and the sample was decided, I approached making the questionnaire from a perspective of doing quantitative research. Key topics were analysed while writing the objectives and theoretical framework. As a result, a first draft of questions was made following Gillham (2002, 26) whom stated that the topics fall into questions of facts questions about opinions, beliefs and judgements, and questions about behaviour of the respondents.

In this way, questions one until five are factual, general questions with selected respond options, which is said to work best for these types of questions (Oppenheim 2001, 125). These questions are asked for data analysing and sampling purposes. Furthermore, questions six until ten are closed questions made to find out the students' perceptions and attitudes towards the hospitality industry in general. Questions 11 until 13 are reviewing the students' perceptions and attitudes towards the industry's reputation in sexual harassment including one open question. In addition, to explore the phenomenon of sexual harassment in this industry, questions 14 and 16 are assessing ones' interpretation of the concept and believes towards it including one open question to find out their interpretation of the concept sexual harassment. The last part of the survey, questions 17 until 28 are questions on experiences and interpretations of certain situations of sexual harassment designed in selected respond options based on theory. It is said that surveys should only include sensitive questions when it is essential to the objectives of the research, so a minimalistic approach is hold towards questions on personal experiencing sexual harassment (Dillman, Smyth & Christian 2009, 27). This was essential part the preliminary phase of the questionnaire design with this subject. Again, concerning the sensitivity of the subject, chosen is to remain to complete anonymity and confidentiality at all time. In the survey, no personnel information is asked and data is analysed and processed with using numerical identification numbers for all respondents.

On the 1st of March 2017, a pilot version of the survey was send among six students in their fourth year, all Dutch and studying International Hotel Management, representing students from the targeted population. After receiving feedback from the six students, the survey was adjusted on minor grammar and spelling mistakes, as well as some questions were written and describe clearer in shorter sentences. In the first place, questions in the survey based on a Likert scale were asked from one to five. After one of the pilot testers mentioned that 'opinion three' was an easy way out, I decided to let the students take a stand, and changed the Likert scale into ranging from one to four. This would better fit with my purpose to explore their view and perceptions.

On the 7th of March 2017, the survey was publicly published online. At that same date, an email was sent to all targeted students at the one of the schools as well as spread via four different accessible Facebook pages of the two other schools. On the 15th of March 2017 97 responses were given. A reminder was spread via Facebook including a link to the survey on that same date. On the 22th of March 130 responses were received.

According to question four of the questionnaire; 'What is your nationality?', all international non-Dutch hotel school students were left out which resulted in 115 Dutch responses. Question five; 'Have you experienced working in the hospitality industry by means of a job/internship/placement?' eliminated the students without working knowledge of the industry which eventually resulted into 114 suitable responses for this research, divided into 43 respondents from Hotelschool A, 50 respondents from Hotelschool B and 21 respondents from Hotelschool C.

3.5 Analyzation of the results

As thought of during the design phase of the questionnaire, the purpose of questions one until five about the respondents' school, age, gender and nationality is to be able to filter responses and to ensure working with the right sample and suitable respondents. To elaborate on what is said before, is that out of 130 respondents, five responses based on a 'other' nationality and one response having 'no' work experience in the hospitality industry were left out which resulted in 114 responses divided over 21 male- and 93 female respondents, what is comparable to the situations among the students at the three participating schools.

As the questionnaire included two open-ended questions, the first question, assessing the respondent's emotions and/or feelings on the phenomenon of sexual harassment, was coded to transform this into a numerical variable (appendix 7). Survey coding here is used to take the open-ended question and assign responses to different categories (Ruel, Wagner III & Gillespie 2016, 202). However, this process was done by one coder, which is decreasing the reliability of the codes of this question. In addition, the second open-ended question was aiming for the definition of sexual harassments describe in own words, which is fully analysed as a qualitative question.

Furthermore, mostly univariate analysis is used when looking at the received data, meaning that there is looked at one variable at the time. Questions were the data between male and female respondents is measured and compared is based on a bivariate analysis with contingency tables in particular. (Bryman & Bell 2011, 342-346.) Then the process of ana-

lysing the collected data started with studying frequencies and means within the categories per question. To illustrate, a table was made where one column stood for all answers in general, one column for the responses of Hotelschool A, one column for the responses of Hotelschool B, one column for the responses of Hotelschool C. This table gave the opportunity to compare variables and means and suggested that all responses of the three schools had similar and comparable answers, even though some might consider the data as limited.

The difference between the responses and means of men and women assumed to be more differentiating from each other, so proposed a test of significance between male and female respondents, that was executed eventually. As the male and female group were presenting unrelated and independent variables, a t-test for independent means was executed on answers where an interval and/or ratio scale of measurement was used (Salkind 2009, 178; Finn, Elliott-White & Walton 2000, 220) (table 3). This in order to justify the choice of analysing both groups on classification of gender. A null hypothesis was set, to assume that there is no difference between means of male and female respondents, $H_0: \mu_{\text{male}} = \mu_{\text{female}}$. When rejecting the H_0 , a second hypothesis is set, below probability level 0,05, $H_1: \mu_{\text{male}} \neq \mu_{\text{female}}$ meaning that the two groups seem to be unequal. As presented in table 3, seen is that the null hypothesis is rejected for three questions out of 13 questions tested. Therefore, there is decided to still analyse the data in two ways, even though one might argue that the data is limited. This is done in the opinions of the students of three schools together and after the most important results of which differences were seen in results of male and female respondents.

Table 3. T-test for independent means

	Probability value	Hypothesis to accept
Q6	0,1632	H0
Q13	0,5077	H0
Q15	0,1221	H0
Q16	0,6437	H0
Q20	0,0368*	H1
Q21	0,4990	H0
Q22	0,0168*	H1
Q23	0,0139*	H1
Q24	0,1414	H0
Q25	0,9029	H0
Q26	0,0724	H0
Q27	0,1544	H0
Q28	0,7817	H0

3.6 Reliability and validity

As Kananen (2013, 177) mentions, “the credibility concepts for science are reliability and validity and they are taken into account already at the planning stage of a thesis, used as risk evaluation throughout the process”. Besides, Bryman and Bell (2011, 41) stated that when doing quantitative research, reliability is one of the main issues as this method concerns especially stability of the measurements. They also refer to validity to be more important for quantitative research than qualitative research as it describes the adequacy of measurements. (Bryman and Bell 2011, 41.)

When conducting a questionnaire, reliability is described as obtaining the same answer and having similar findings of the research at any given time (Finn et al. 2000, 28). Often referred to as the level of dependable, reliability could be increased and errors of it could be avoided. To elaborate, when doing research one should keep in mind that there are many factors that could influence errors when filling in the questionnaire as a respondent. Factors as the level of ability of the respondent, individual factors as health and motivation, and the factors affecting the test administration as the condition of the survey could play a big role. (Salkind 2009, 111.) Examine the objectives of this thesis and the questions of the questionnaire, it could be said that the loaded subject of the research might affect the respondent’s behaviour in answering when completing the survey due to personal experiences, emotional status or fatigue. In particular, the questions which are requiring the respondent to assess its feelings at that moment, could differ from other moments where the respondent might emotionally be more stable. Bryman and Bell (2011,158) also challenged a low stability as part from reliability, but stated that with assessing ones’ feelings, there a no such thing as an obvious solution for this issue unless a complex research design is made on the reliability itself. I would argue this as not applicable to this research and consequently, the level of stability is recognized and seen as limitation.

Punch (2003, 42) describes validity to be the assessment if the data collected, really represents the data collected and is the right way to measure it. Hesse-Biber (2010, 82) states that validity asks the researcher: “Do the instruments measure the phenomenon that they are supposed to?”. Among validity, a distinction could be made between internal and external validity. One may argue that internal validity is less applicable for this research, as is focusses on measuring if one variable has impact on the other and on the research itself, and this research requires statistical controls on analysed data (Finn et al. 2000, 28). External validity is more important here, as this emphasises on how representative the sample is and the result can be generalized on the specific population (Bry-

man & Bell 2011, 43). What is mentioned before, is that this research is based on a convenience sample. This makes it impossible to generalize the results of this research. However, this research does create awareness and raises an interest on sexual harassment for further research.

One may debate that for this exploratory research the research would be more valid when focussing on developing ideas and research hypothesis instead of the chosen quantitative questionnaires measuring statistics and gathering facts (Oppenheim 2001, 67). This is often the case emotionally loaded topics as sexual harassment. I have chosen to combine a 'loaded' phenomenon with a 'lighter variable' being the view and perception of hotel management students, as it now measures that relation between the two variables and would be the right fit for a quantitative questionnaire. (Hopkins 2008, 22.)

3.7 Limitations

As some challenges and limitations are discussed previously, here I would like to introduce an additional challenge on the non-probability sampling technique I used. Bryman and Bell (2011, 163) explored the concept of generalization and argued that in especially in quantitative research, the researcher should concern whether the findings are valid enough to represent the whole sample population. The population here represents the higher hotel school students in the Netherlands. The chosen sample are the public, Dutch, higher hotel school students from five universities. These are the students that have completed their propaedeutic phase and experienced their working placement of six months in the hospitality industry. To elaborate, in this research two main issues concerning the sample came up front.

First, as I mentioned before the representative sample should reflect the population as accurate as possible. Unfortunately, I did not received permission from two out of five hotel schools. As a result, the research is representing a smaller population of three schools out of five higher hotel schools in the Netherlands.

Second, the division between male and female among the respondents was noticeable as a division of 21 male against 93 female respondents. For me, this does not directly mean that the limitation here results into a weakness of the research as it could be seen as parallel to the division in gender at the schools, but it gives the reader a more realistic view on what happened and what the real life situation is. To add, when spreading the survey among channels as social media and email, there is no proof of reachability and accessibility of all concerning students. Together with the low respondent rate calculated before,

no generalizations are made during this research as well is the remaining concept of this research explorative.

To conclude, concerning the methodological choices, chosen is to conduct an explorative research study worked from an inductive approach towards forming assumptions based on data retrieved, without generalizing. Quantitative research methods are used here using a survey method. Data is collected by executing a web-based survey via the tool webropol, which made it within reach to spread out the survey among Dutch hotel school students. These Dutch students were forming the population where there was taken a sample of 114 students studying at three different schools in the Netherlands.

Furthermore, the questionnaire was made according four different categories, all focusing on sexual harassment, but keeping in mind the sensitivity of the subject and the anonymity of the respondents. After a pilot version of the survey and two weeks where the official survey was presented online via Facebook and spread among students via email, this resulted into 114 responses limited based on nationality and experience in the hospitality industry.

The results were tested on significance and presented by using univariate and bivariate analysis together, with in particular contingency tables. Limitations and reliability and validity issues here were seen in the division between schools, the division and respondent rate based on gender and the sensibility of the topic together with the emotional stability of the respondents. Again, all issues are considered and acknowledged and a clear statement is made where all results are based on the respondents in the survey and no generalization is made to represent the whole population taking this presented sample.

4 Findings

After developing and conducting the survey among Dutch Hotelschool students, 128 responses were presented via the web-based survey platform Webpropol. As mentioned previously, the responses were filtered based on nationality and experiences in the industry. This resulted in 114 responses from three different hotel schools. To elaborate, all results are first presented and afterward there is made a division between groups classified on gender.

In this chapter, first the background information about the respondents is discussed on gender, school, age, nationality and experience. Then the results of the questions related to the perception and the attitude towards the hospitality industry in general are discussed. This is followed by results of questions focussing on the industry's reputation in sexual harassment. After, questioning the students' own interpretation of sexual harassment and the phenomenon is discussed followed by results in own experiences and behaviour related to sexual harassment. The chapter closes with comparing results of respondents based on gender. This structure is based on the structure of the literature review and the set objectives of this research.

4.1 Background information

Among all 114 respondents, data proposed that Hotelschool A presented itself with 43 students, Hotelschool B with 50 students and Hotelschool C with 21 students. All in the age category of 17 and 25+, with highest representing students with the age of 21 and 22.

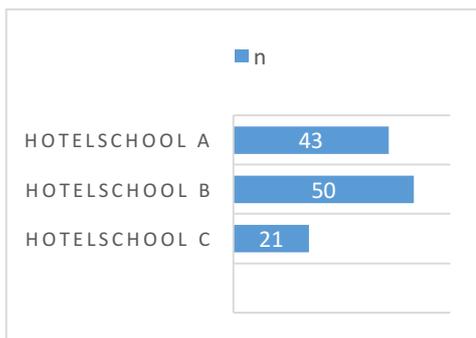


Figure 2. At which school are you studying? (n=114)

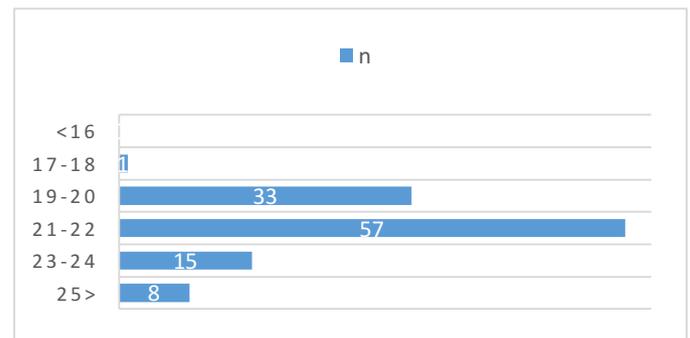


Figure 3. What is your age? (n=114)

Among all respondents, 21 male students and 93 female students participated in the survey. This is similar to the average division in gender at the schools, as discussed before.

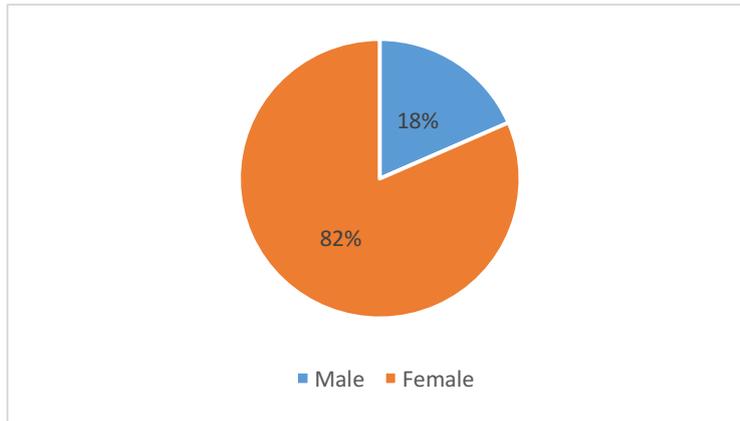


Figure 4. Division of men and women among respondents (n=114)

Furthermore, as the question assessing the respondents' nationality was given, all 114 respondents claimed to be 'Dutch'. For the question: 'Have you experienced working in the hospitality industry by means of a job/internship/placement?' all 114 respondents answered 'yes'.

4.2 The hospitality industry in general

When assessing the respondents' perceptions and attitudes towards the hospitality industry in general, the students were asked if they could indicate if social interactions with guest could give pressure and/or stress during work time in a Likert scale of one (not at all) to four (always). The ordinal data, as seen in table 4, suggested that most students urged to a more positive answer with a mean of 2.43 when speaking of central tendency for all students.

Table 4. Do you have the feeling that social interactions with guests can give you pressure and/or stress during work time? (n=114)

	Students (n=114)	%	Male (n=21)	%	Female (n=93)	%
1 (never)	14	12	5	24	9	10
2	41	36	8	38	33	35
3	55	48	7	33	48	52
4 (always)	4	4	1	5	3	3
Total	114	100	21	100	93	100
Mean	2.43		2.19		2.48	
Median	3		3		3	
SD	0.75		0.87		0.72	

The results assumed that the majority of the respondents argued that men and woman are equally represented in the hospitality industry. However, 25 percent of all students participating believes that there are more women working in the industry. When comparing male and female opinions among the 114 students, thoughts on gender division are quite parallel.

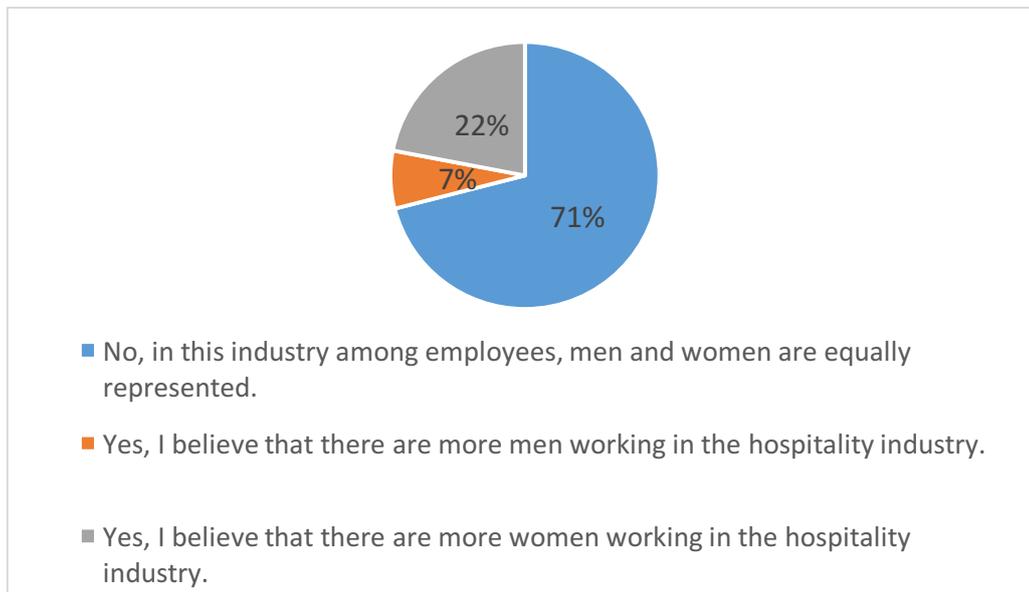


Figure 5. Do you have the feeling that the hospitality industry is a gendered industry? (n=114)

Furthermore, the research suggested that most participating students, 68 percent, believe that among higher management in the hospitality industry, men and women are equally represented as seen in figure 6. Despite, 30 percent of all respondents believe that the industry is dominated and ruled by men.

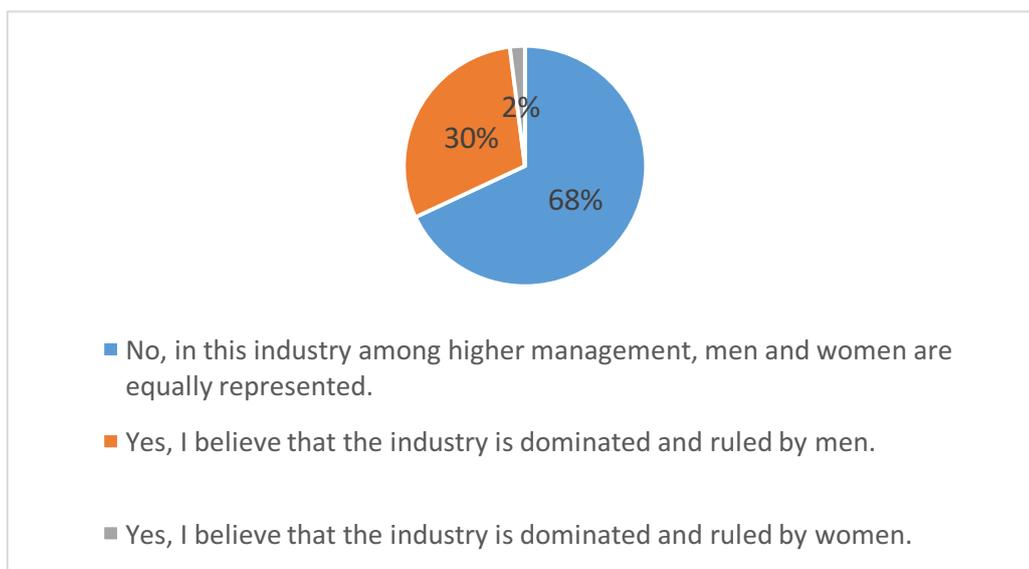


Figure 6. Do you have the feeling that the hospitality industry is ruled by one gender? (n=114)

Moreover, figure seven shows that 55 percent of the students pointed out that they believe that some occupations within the hospitality industry can be seen as sexualized. One out of four students believed that people are neither sexualizing the industry nor hospitality work. The other seven percent said that the hospitality industry in general could be sexualized.

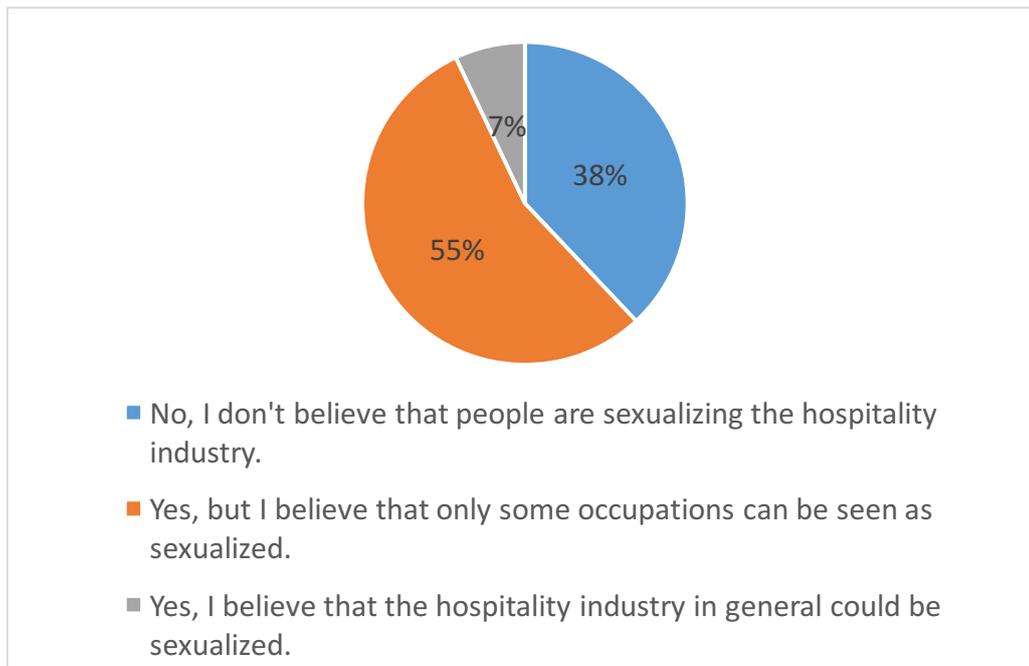


Figure 7. Do you have the feeling that the hospitality industry or specific occupations of it could be sexualized by some? (n=114)

To assess the students' interpretation and behaviour towards certain situations, four statements were given. As seen in table 5, the students could only agree or disagree on the statements. To elaborate, the first statement 'If my employer tells me to do something, I follow this directly without questioning it. He/she knows what is good for the organization' was answered almost equally divided as half of the respondents stated 'agree' and similarly the other half stated 'disagree'.

Statement two, 'If my employer tells me to do something what I consider as 'not normal behaviour', I tell him/her this', a much more absolute answer was given with 88 percent of all respondents agreeing. Comparing statement two with statement three as being the same statement but assessing ones' behaviour when a guest demands something instead of the employer, a small difference is seen. Instead of 88 percent choosing for agreeing, now 77 percent of all respondents are agreeing with this statement. Even more clear answers were presented at statement four, 'I am willing to do everything for that extra tip'. 92 percent of all respondents had chosen to disagree.

Table 5. Statements (n=114)

Statements	Agree	%	Disagree	%
1.If my employer tells me to do something, I follow this directly without questioning it. He/she knows what is good for the organization.	56	49%	58	51%
2.If my employer tells me to do something what I consider as 'not normal behaviour', I tell him/her this.	100	88%	14	12%
3.If a guest tells or asks me to do something what I consider as 'not normal behaviour', I tell him/her this.	88	77%	26	23%
4.I am willing to do everything for that extra tip.	9	8%	105	92%

4.3 The industry's reputation in sexual harassment

As thoroughly analysed before, Hotelschool A, B and C are suggesting comparable and parallel answers throughout the entire questionnaire. Nevertheless, question 11 assessed whether the students believe that the concept of sexual harassment and the way to deal with it during work is discussed enough at school within a course or the study in general. As seen in table 6, the majority of the participating students believed with 86 percent that sexual harassment is not or almost never discussed at school. Analysing the division between the three schools, it is seen that respondents from Hotelschool A and B have similar responses with 89 and 90 percent arguing that it is not discussed enough. However, the results of respondents from Hotelschool C are proposing a more divided answer as the total highlighted in table 6 with 67 percent choosing for no and an in total 33 percent score for yes. One comment here is that the division of respondents per school is not equally divided and in line with the actual number of students studying at the schools. Thus, the answers are analysed in percentages of the total respondents per school without the intention to generalize, but might propose another situation at the different schools. However, one might say that factors as having different teachers and curriculums could be of influence here.

Table 6. Do you have the feeling that sexual harassment and the way to deal with it during work is discussed enough at school during courses and/or the entire study? (n=114)

	All (n=114)	%	A (n=44)	%	B (n=50)	%	C (n=21)	%
No, it is not or almost never discussed.	98	86%	39	89%	45	90%	14	67%
Yes, but I think it should be discussed more often or more in-depth.	11	10%	4	9%	4	8%	3	14%
Yes, I think that it is discussed enough.	4	3%	1	2%	1	2%	3	14%
Yes, I even think that it is discussed too much.	1	1%	-	-	-	-	1	5%

After explaining the phenomenon of sexual harassment in the hospitality industry, an open question was included in the questionnaire to review the students' emotions and feelings on the situation (appendix 7). The emotion 'anger' scored highest with a percentage of 32. Next to, more intense emotions such as amazement, shocked and horrible were mentioned in 29 out of 215 given catchwords and expressed feelings. Sadness scored almost equally high with 27 times. Other catchwords which were mentioned were disgust, shame, indignation as being not fair and disappointment. Despite that catchwords were asked, attitudes and reactions as 'this should not be happening' and 'it is not taken serious enough' were shared. On the contrary, indifferent attitudes as 'not surprised, it is happening everywhere' and 'no experience with it' were also given.

In addition, the students were asked if the risk of sexual harassment made them reconsider working in the hospitality industry. The majority of the students responded, 'not at all', with 69 percent. Only two out of 114 students argued that they definitely would reconsider working in the industry after knowing the percentages of sexual harassment happening.

Table 7. Does this risk makes you reconsider working in the industry? (n=114)

	Students (n=114)	%
1 (not at all)	79	69
2	23	20
3	10	9
4 (definitely)	2	2
Total	114	100
Mean	1.43	
Median	1	
SD	0.75	

4.4 The phenomenon of sexual harassment

To explore the perceptions and attitudes of the students towards sexual harassment, question 14 may have found out what sexual harassment means for them. The only complete qualitative question here was to describe the concept in own words to understand their interpretation. The majority of the respondents described sexual harassment with words as 'unwanted', 'without permission', 'uncomfortable' and 'inappropriate', all in a sexual context. The words 'unwanted' and 'without permission' scored as highest with 28 percent of the students mentioning this.

Although many students participating in the research talked about both unwanted physical and verbal advances and gestures from one to another, the results suggest a possibility that some students participating in the research only assigned the committer of sexual harassment either on the guest side or the colleague side. Nonetheless, the majority of

the students participating in the research mentioned people and persons in general. Additionally, from the data is seen that the participating students often create a link between sexual harassment and sexual assaults, forced sex, interaction and even rape. Feeling unsafe or uncomfortable in the workplace was mentioned several times.

Some students argued that sexual harassments go along with prejudices and assumptions based on certain occupations and the industry when people act upon. Many respondents brought up the differences in gender in their answer. Sexual discrimination and intimidation was especially focussing on men as the perpetrator, making women feel inferior. Moreover, disrespect and money/power issues came up front. Despite that, a few students also mentioned that sexual harassment was particularly about the feelings of the victim and the boundaries they have, no matter if the person is a man, woman, gay or a colleague or guest. The students argued that some people do not even know that they are crossing boundaries and it is deserving more attention than it gets now.

Question 15 and 16 were created to assess the students' opinion on protection against sexual harassment at the work floor by the employment law on one side and managers, supervisors and the HR department at work at the other side. This question is combined in contingency table 9 to be able to compare the two variables. Moreover, the results might give the impression that the students are assuming that the managers, supervisors and/or HR department are protecting employees more than that the Dutch employment law is doing that with a mean of 2.68 compared by a mean of 2.54 that the Dutch employment law received. Data seems to show that the standard deviation around the mean of this question is slightly higher meaning that there is a slightly higher division in answers.

Table 8. Do you have the feeling that the Dutch employment law protects employees enough against sexual harassment at the work floor? Do you have the feeling that your managers/supervisors/HR department at work are protecting you enough against sex? (n=114)

	Dutch employment law		Managers, supervisors and/or HR department	
	n	%	n	%
1 (not at all)	6	5	12	11
2	46	40	32	28
3	56	50	50	44
4 (absolutely)	6	5	20	17
Total	114	100	114	100
Mean	2.54		2.68	
Median	3		3	
SD	0.68		0.89	

4.5 Experiences and interpretations of sexual harassment during related work and internships

As the students explained their interpretation of sexual harassment in question 14, question 17 brought up 16 given forms of physical and verbal sexual harassment, visualized in table 10. The results seem to show here that out of 114 responses that were given, 'Somebody sending you sexually explicit pictures, photos or gifts that make you feel offended' scored as highest with a frequency of 109 respondents covering up 96 percent of all respondents. 'Unwelcome kissing', 'somebody sexual, physically exposing themselves to you', 'unwanted sexually obvious emails or text messages that offend you' and 'somebody makes you watch or look at pornographic material against your wishes' were answers of which 89 to 95 percent of all respondents agreed to categorize to sexual harassment. Two forms which scored lowest were 'disturbing questions about your private life that make you feel offended' and 'inappropriate invitations to go out on dates' with ranging from 44 to 49 percent of all respondents.

Table 9. Which gestures do you perceive as sexual harassment in general? (n=114)

Gesture	I believe that this is sexual harassment					
	All (n=114)		Male (n=21)		Female (n=93)	
	n	%	n	%	n	%
Somebody sending you sexually explicit pictures, photos or gifts that make you feel offended	109	96	19	90	90	97
Unwelcome kissing	108	95	18	86	90	97
Somebody sexual, physically exposing themselves to you	106	93	20	95	86	92
Unwanted sexually obvious emails or text messages that offend you	106	93	17	81	89	96
Somebody makes you watch or look at pornographic material against your wishes	101	89	15	71	86	92
Somebody showing you sexually explicit pictures, photos or gifts that make you feel offended	94	82	16	76	78	84
Sexually suggestive comments that make you feel offended	94	82	16	76	78	84
Unwelcome touching	88	77	11	52	77	83
Sexual jokes that make you feel offended	83	73	14	67	69	74
Inappropriate pictures and videos that offend you on social sharing platforms such as Snapchat and Instagram	78	68	12	57	66	71
Disturbing comments about your physical appearance that make you feel offended	75	66	15	71	60	65
Inappropriate advances that offend you on social networking websites such as Facebook, or in internet chat rooms	73	64	13	62	60	65

Unwelcome hugging	62	54	8	38	54	58
Inappropriate staring that makes you feel intimidated	59	52	7	33	52	56
Disturbing questions about your private life that make you feel offended	56	49	11	52	45	48
Inappropriate invitations to go out on dates	50	44	7	33	43	46

In order to carefully measure personal experiences with sexual harassment among the students, two similar questions were included. Question 18 provided the respondents a list with again 16 forms of sexual harassment. The participating students were free to check each gesture, with the condition if they had experienced it. There was made a division between experienced behaviour by a guest and experienced behaviour by a colleague which is visible in figure 8. In total, 404 gestures were made by a guest among the 114 respondents. 432 gestures were made by a colleague (appendix 8). Among the respondents, the top three of experienced behaviour and gestures made by guests were 'touching' with 55 percent, 'sexual jokes' with 52 percent and third 'inappropriate staring' experienced by half of all respondents. The top three sexual harassment of colleagues was as first 'sexual jokes', experienced by 62 percent of all respondents. Second was 'touching', experienced by 59 percent of all respondents and as third 'sexually suggestive comments' made by colleagues was experienced among half all respondents. The biggest difference between behaviour of guests and colleagues was seen at 'hugging' where 46 percent of the respondents had experienced this from a colleague, while 27 percent of all respondents had experienced this from a guest. Moreover, an example of behaviour more experienced by guests was 'inappropriate invitations to go out on dates'. 42 out of 114 respondents had experienced this, while 28 respondents had experienced this by a colleague.

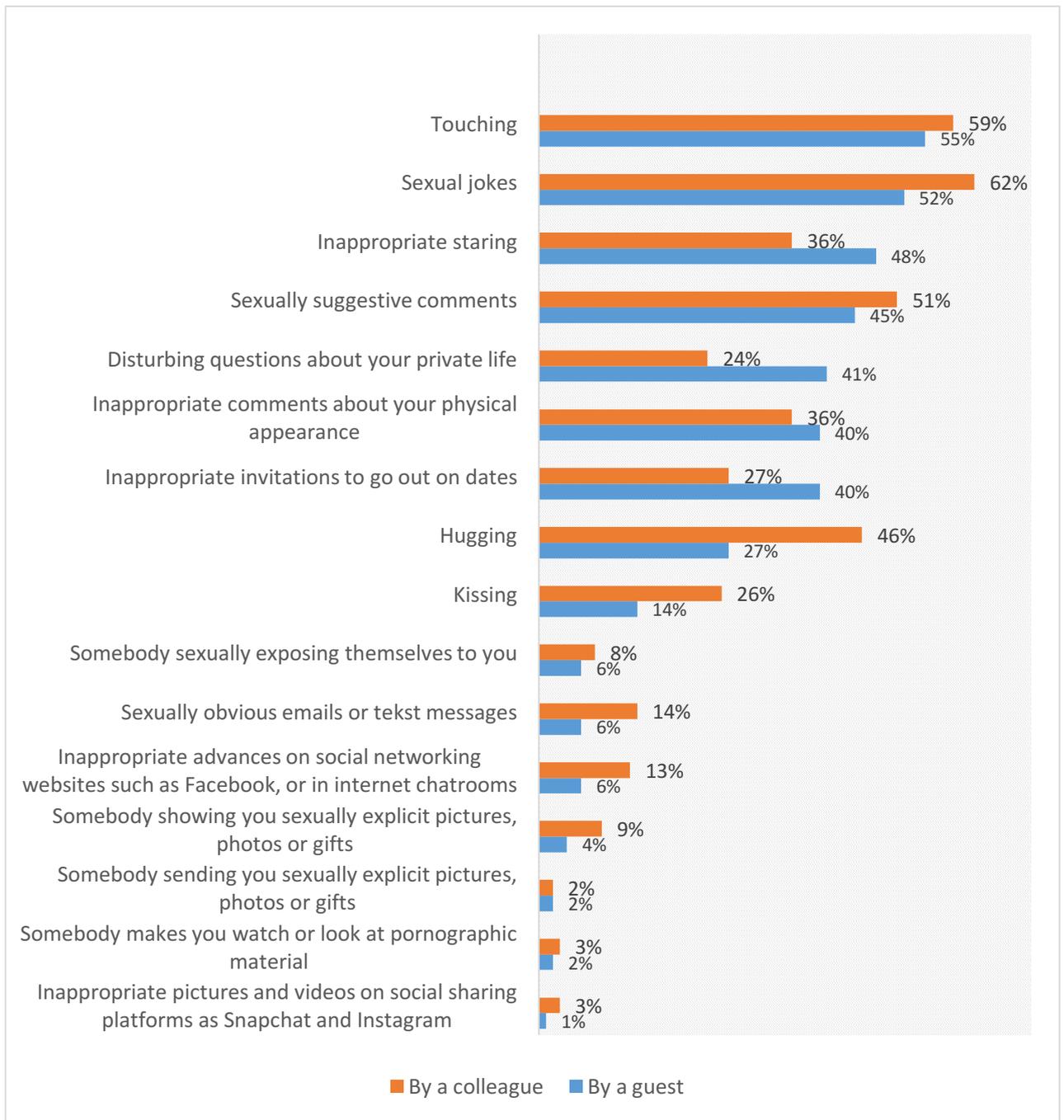


Figure 8. Have you ever experienced one of the following behaviours and gestures of guests and/or colleagues while working in a hospitality related company? (n=114)

Question 19 measured how many of those behaviours, suggested in question 18 as seen before, did the respondent consider as unwanted and worth to report as sexual harassment in and/or outside the company. Here, 272 forms of sexual harassment by a guest were mentioned and 210 by a colleague. Comparing this with results of question 18, the results seems to suggest that the respondents did not consider 32 percent of forms of sexual harassment by guests as sexual harassment. For sexual harassment experienced from colleagues, 51 percent was not considered as sexual harassment.

Nevertheless, for behaviour and gestures made by guests, 57 percent of all respondents considered 'unwelcome touching' as sexual harassment and worth to report. 'sexually suggestive comments' came second with 52 percent, followed by 'sexual jokes' with 43 percent. Assessing gestures made by colleagues, first came 'sexually suggestive comments' with 42 percent, followed by 'unwelcome touching' with 35 percent and 'sexual jokes' with 32 percent. For both categories, 'inappropriate pictures and videos that offended you on social sharing platforms as Snapchat and Instagram' received the lowest score from all respondents with one out of ten students experienced gestures by guests by colleagues. Analysing the biggest differences between gestures made by guests and colleagues was for the category of 'unwelcome' touching, which seemed to receive a percentage of 57 percent by guests and 35 percent by colleagues. The results of the research seem to suggest that the respondents are less likely to consider unwelcome touching of colleagues as sexual harassment as they thought of guests. All comparisons made between gestures of colleagues and guests are visualized in figure 9.

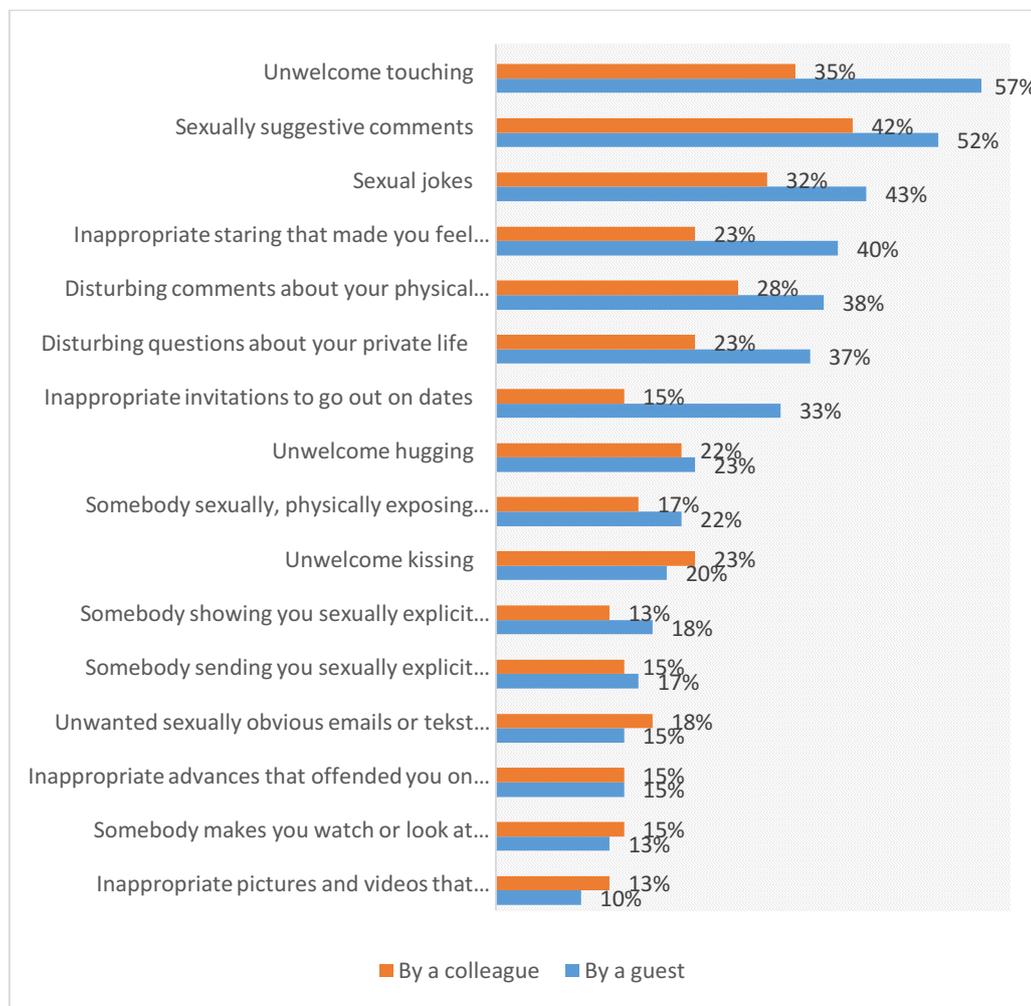


Figure 9. How many of those behaviours and gestures did you consider as unwanted and worth to report as sexual harassment in and/or outside the company? (n=114)

The results of the research seemed to show that the variables of questions 20 until 23 had to be analysed together in order to discover relations between the variables. A multivariate analysis is used to express assumptions between a situation with two different committers of where fictional sexual harassment took place. Likewise, this is linked with the question how likely it would be for the respondent express its negative feelings to the committer and to report the situation within/outside the company. Research proposed that when the committer is a colleague whom stands organizationally lower or equal the majority of the all respondents, 46 percent, tend to express their feelings to the committer but it not entirely sure about this. All respondents are less sure of officially reporting the case with an overall mean of 2.65 compared with the previous mean of 3.02 for expressing the feelings to the committer, displayed in table 9.

Table 10. Imagine that you would experience a form of sexual harassment at the work floor and the committer is a colleague whom stands organizationally lower or equal to you. (n=114)

How likely would you express your feelings about it to the committer?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
All (n=114)	6	5	21	18	52	46	35	31	3.02	0.84
How likely would you report the case in and/or outside the company?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
All (n=114)	9	8	41	36	45	39	19	17	2.65	0.85

Combining the results from table 9 with a new situation where the committer is a colleague whom stands organizationally higher than you (a manager/employer/supervisor/boss) table 10, the majority of all respondents tend to not express their feelings to the committer, as well as the highest percentage is most likely not going to report the case in and/or outside the company. When comparing means, the data may seem to show that the means are lower when the committer is a colleague of a higher organizational level than one equal or lower. The comparison of means between the two situations with different committers and different expressing and reporting of feelings is displayed in table 14 on page 43.

Table 11. Imagine that you would experience a form of sexual harassment at the work floor and the committer is a colleague whom stands organizationally higher than you (a manager/employer/supervisor/boss). (n=114)

How likely would you express your feelings about it to the committer?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
All (n=114)	12	11	42	37	40	35	20	17	2.6	0.9

How likely would you report the case in and/or outside the company?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
All (n=114)	14	12	48	42	36	32	16	14	2.47	0.88

After discussing the respond of the participating student when the committer would fictive be a colleague of the respondent, two new situations are given based on guests. The first situation is analysing the behaviour of the respondent when the committer of any form of sexual harassment is an external guest. The analysed results tend to show that the majority of the students, with 39 percent in table 11, seems to express their feelings to the committer but is not entirely sure. They have chosen for option three. Compared to reporting the case in and/or outside the company, 44 percent of the students would choose option three. Only three percent of all students would not report the case at all when the committer is an external guest. Nine percent of all students seems to say not express their feelings to the committer at all.

Table 12. Imagine that you would experience a form of sexual harassment at the work floor and the committer is an external guest. (n=114)

How likely would you express your feelings about it to the committer?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
All (n=114)	10	9	30	26	45	39	29	25	2.82	0.92

How likely would you report the case in and/or outside the company?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
All (n=114)	3	3	21	18	50	44	40	35	3.11	0.8

The last situation, where the committer is a highly appreciated, loyal, returning guest, 52 percent of all students would be on the positive side of expressing their feelings to the committer, as seen in table 12. This is a difference of 12 percent, compared to the 64 percent that would express their feelings when the committer was an external guest discussed previously and seen in table 11. In the situation where the committer is a loyal guest, 14 percent of all respondents would not express their feelings at all, while this was

9 percent when the guest was external. Besides, with loyal guests, respondents would less likely report the case in and/or outside the company. This seems to be right when comparing means of table 11 and table 12. For loyal guests, the mean of reporting the case seems to be 2.94 while the mean for external guests is 3.11 taken from all students together. In table 14, all situations are combined, displaying question numbers and results of the t-test of comparing men and women, where will be elaborated on in chapter 4.6.

Table 13. Imagine that you would experience a form of sexual harassment at the work floor and the committer is a highly appreciated, loyal, returning guest. (n=114)

How likely would you express your feelings about it to the committer?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
All (n=114)	16	14	39	34	33	29	26	23	2.61	0.99
How likely would you report the case in and/or outside the company?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
All (n=114)	8	7	24	21	49	43	33	29	2.94	0.89

Table 14. Question 20 until 27 combined with the t-test

Q.	Not at all (1) – Definitely(4)	Mean	SD	T-Test
Express their feelings to the committer				
20	A colleague whom stands organizationally lower or equal to you (n=114)	3.02	0.84	0.0368*
22	A colleague whom stands organizationally higher than you (a manager/employer/supervisor/boss) (n=114)	2.6	0.9	0.0168*
24	An external guest (n=114)	2.82	0.92	0.1414
26	A highly appreciated, loyal, returning guest (n=114)	2.61	0.99	0.0724
Report the case in and/or outside the company				
21	A colleague whom stands organizationally lower or equal to you (n=114)	2.65	0.85	0.4990
23	A colleague whom stands organizationally higher than you (a manager/employer/supervisor/boss) (n=114)	2.47	0.88	0.0139*
25	An external guest (n=114)	3.11	0.8	0.9029
27	A highly appreciated, loyal, returning guest (n=114)	2.94	0.89	0.1544

Data tend to show that almost half (41 percent) of all students participated definitely sees themselves working in the hospitality industry after graduation. The median here is 3, meaning that the middle point of all answers is laying at the positive side of working in the industry after graduation as a student, but not being entirely sure just yet. As tested before, the probability value between male and female respondent here was 0,78, and so assumed is that there is no difference between gender for this question (table 3).

Table 15. After I graduate, I see myself working in the hospitality industry (n=114)

	Students (n=114)	%
1 (not at all)	12	11
2	22	19
3	33	29
4 (definitely)	47	41
Total	114	100
Mean	3.01	
Median	3	
SD	1.02	

4.6 Comparisons between male and female students

Referring to the question where the students were asked if they had the feeling that the hospitality industry is a gendered industry, the results seemed to show that thoughts on gender division within the industry are quite in line when comparing male and female respondents. Besides, there are no male respondents who believe that the industry might be dominated and ruled by women, despite that two percent of all female respondents argue this in the question visualized in figure 6.

Moreover, as seen previously in figure 7 that the majority of the respondents assume that some occupations in the hospitality industry can be seen as sexualized, a difference between male and female respondents seem to be noticed here. Where, in figure 10 is seen that 29 percent of all male respondents believe that the hospitality industry cannot be sexualized, is figure 11 assuming that 40 percent of all female respondents are agreeing upon that.

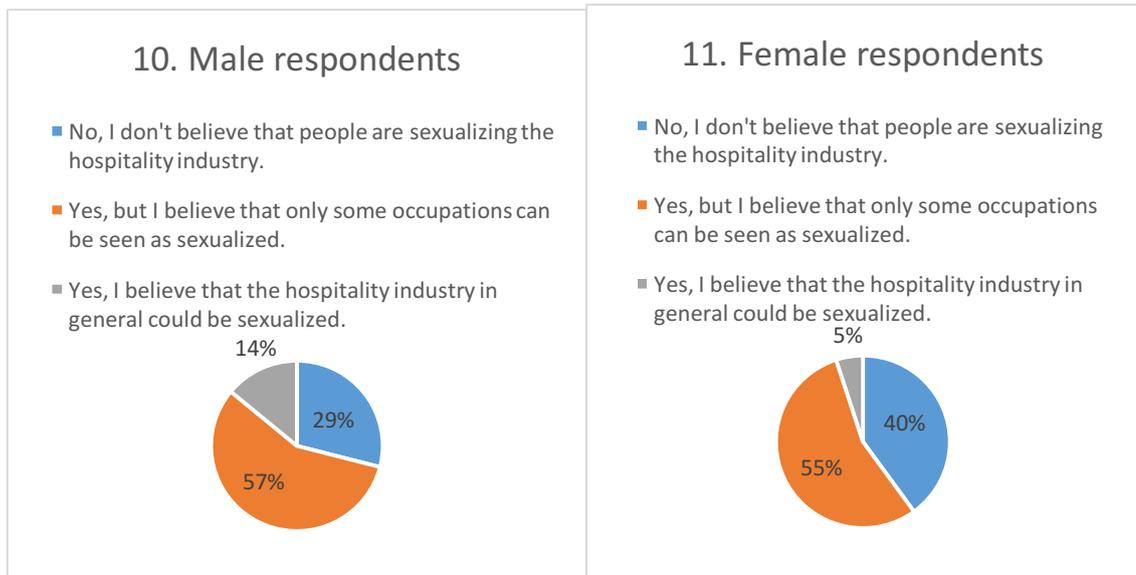


Figure 10. Do you have the feeling that the hospitality industry or specific occupations of it could be sexualized by some? Male respondents (n=21) Figure 11. Do you have the feeling that the hospitality industry or specific occupations of it could be sexualized by some? Female respondents (n=93)

Earlier, in table 5, four statements were stated. Starting with the first statement, 'If my employer tells me to do something, I follow this directly without questioning it. He/she knows what is good for the organization'. Taking the division between male and female respondents into consideration did not give a more prevalent answer than all respondents together in table 5, whereas the division for male respondents was 57 percent agree against 43 percent disagree and slightly leaning more against agree. The female respondents were slightly more leaning against disagree with 53 percent as seen in table 14. With statement two, the male respondents seemed to reach a higher percentage of 95 percent as only one out of 21 male respondents disagreed with the statement.

Comparing statement two with statement three as being the same statement but assessing ones' behaviour when a guest demands something instead of the employer, a small difference is seen when analysing male and female respondents separate. Still, male respondents are more certain with agreeing with a percentage of 86 percent against the female's 75 percent.

Even more clear answers were presented at statement four, 'I am willing to do everything for that extra tip'. At the male side, this percentage was even higher with 20 out of 21 male respondents who are not willing to do everything for that extra tip. Among the female respondents, nine percent agreed with this statement against 91 percent who disagreed.

Table 16. Statements per gender (n=114)

Statements		Agree	%	Disagree	%
1.If my employer tells me to do something, I follow this directly without questioning it. He/she knows what is good for the organization.	Male (n=21)	12	57%	9	43%
	Female (n=93)	44	47%	49	53%
2.If my employer tells me to do something what I consider as 'not normal behaviour', I tell him/her this.	Male (n=21)	20	95%	1	5%
	Female (n=93)	80	86%	13	14%
3.If a guest tells or asks me to do something what I consider as 'not normal behaviour', I tell him/her this.	Male (n=21)	18	86%	3	14%
	Female (n=93)	70	75%	23	25%
4.I am willing to do everything for that extra tip.	Male (n=21)	1	5%	20	95%
	Female (n=93)	8	9%	85	91%

When asking the students which gestures they perceive as sexual harassment, table 8 proposed before differences between gestures made by colleagues against gestures made by guests. Analysing the results of this same question classified per gender gives the following results. 33 percent of all male respondents categorized 'inappropriate invitations to go out on dates' to sexual harassment. For women, this was 46 percent. In addition, the results seems to show more signs of different opinions between the male and female respondents. Where 92 percent of all women participated considered 'somebody makes you watch or look at pornographic material against your wishes' as sexual harassment, merely 71 percent of the men in this research shared this opinion. A bigger difference between men and women seems to be seen at 'unwelcome touching' where data shows that the female respondents labelled this to sexual harassment with 31 percent more than the male respondents. Besides, for 'disturbing comments about your physical appearance that make you feel offended' men are surer that this is sexual harassment than women within this research with 71 percent for male respondents against 65 of all female respondents (all displayed in table 8, page 37).

As a test of significance proposed before, for three out of 13 questions where interval and/or ratio scale of measurement was used assumed that there is a possibility for a difference between male and female respondents among those questions by official measurements. This was seen in questions 20, 22, 23 which are coincidentally analysed together before, taken the results of all respondents together. As discussed before, when visualizing a situation with two different committers of where fictional sexual harassment took place, there is made an assessment on how likely it would be for the respondent express its negative feelings to the committer and to report the situation within/outside the company.

The results seem to show in table 15 that when the committer is a colleague whom stands organizationally lower or equal, women might be more reticent as their mean is 2.96 compared with the male mean of 3.29 what suggest that male respondents may be more confident in expressing their feelings to the committer in this situation. For this question, the test of significance (table 3, page 26) also proposed that it would be possible to accept that the two groups of respondents might be unequal. In addition, when talking about reporting the case in and/or outside the company, results seem to show that the male respondents have a higher mean, 2.76, compared with the female mean of 2.62 when talking about reporting the case in and/or outside the company. Nevertheless, test suggested that the probability value for this question is 0,499 and so here there might be no strong difference between answers of male and female respondents.

In a second situation where the committer is a colleague whom stands organizationally higher than you (a manager/employer/supervisor/boss) in table 15, a difference is seen between male and female respondents as well is tested with significance (table 3, page 26). The means of the female respondents are lower than the ones of the male respondents. This suggests that the female respondents would less likely express their feelings or report the case compared with the male respondents.

When combining the results discussed for both committers being a colleague, the data suggests that the male respondents in general are more likely to express their feelings or report the case no matter the perpetrator when comparing them with the female respondents. Nevertheless, when looking at when reporting the case in and/or outside the company, data provides the possibility that where female respondents are more likely to report the case when the colleague is lower or equal, male respondents are more likely to report the case when the colleague stands organizationally higher.

Table 17. Situation where the committer is a colleague

Q.	Not at all (1) – Definitely(4)	Male mean (n=21)	Female mean (n=93)	T-Test
Express feelings about it to the committer				
20	A colleague whom stands organizationally lower or equal to you	3.29	2.96	0.0368*
22	A colleague whom stands organizationally higher than you (a manager/employer/supervisor/boss)	2.95	2.52	0.0168*
Report the case in and/or				
21	A colleague whom stands organizationally lower or equal to you	2.76	2.62	0.4990

23	A colleague whom stands organizationally higher than you (a manager/employer/supervisor/boss)	2.9	2.38	0.0139*
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After discussing the response of the participating student when the committer would fictive be a colleague of the respondent, two new situations are given based on guests. The first situation is analysing the behaviour of the respondent when the committer of any form of sexual harassment is an external guest in table 16. Again here, male respondents seem to be again more confident with expressing their feelings to the committer as the male mean shows 3.05 while the female mean is 2.76. However, when analysing whether the student would report the case in this situation, women tend to be more likely to report the case. However, at both actions, no single male respondents argued that they would not do anything at all. This while 11 percent of the female respondent would not express their feelings to the committer at all and 3 percent would not report the case at all.

Table 18. Imagine that you would experience a form of sexual harassment at the work floor and the committer is an external guest. (n=114)

How likely would you express your feelings about it to the committer?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
Male (n=21)	0	0	5	24	10	48	6	28	3.05	0.74
Female (n=93)	10	11	25	27	35	38	23	25	2.76	0.95
How likely would you report the case in and/or outside the company?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
Male (n=21)	0	0	5	24	9	43	7	33	3.1	0.77
Female (n=93)	3	3	16	17	41	44	33	35	3.12	0.81

The last situation, where the committer is a highly appreciated, loyal, returning guest, the data suggests that both genders are more secure in both expressing their feelings and reporting the case when the guest is external. Again, no single male respondent chooses not to report the case at all, option one. Also, the means of the male respondents are with both questions higher than the female respondents. When asking female respondents if they would express their feelings to the committer when the committer is a loyal guest, the standard deviation seems to be higher, 1.03, compared to the male respondents, 0.77, whom seems to mention to express their feelings, option three and four, with 67 percent.

Table 19. Imagine that you would experience a form of sexual harassment at the work floor and the committer is a highly appreciated, loyal, returning guest. (n=114)

How likely would you express your feelings about it to the committer?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
Male (n=21)	0	0	7	33	9	43	5	24	2.9	0.77
Female (n=93)	16	17	32	34	24	26	21	23	2.54	1.03
How likely would you report the case in and/or outside the company?										
	1 (not at all)		2		3		4 (definitely)		Mean	SD
	n	%	n	%	n	%	n	%		
Male (n=21)	0	0	6	28	5	24	10	48	3.19	0.87
Female (n=93)	8	9	18	19	44	47	23	25	2.88	0.88

5 Discussion and conclusion

With this research, the perceptions and attitudes of students towards sexual harassment in the Dutch hospitality industry is explored. This was supported by the literature review where sexual harassment was discussed from the point of different angles and perspectives as defining sexual harassment in general and related concepts, looking at sexual harassment at the work floor between guests and colleagues as well as perceptions between gender. Furthermore, sexual harassment in the Netherlands was discussed as well as the phenomenon happening in the hospitality industry and the view of hotel school students towards working the industry.

The objectives here was first to study the perceptions and attitudes of students towards the phenomenon of sexual harassment at the work floor. Second was to explore the perceptions and attitudes of students towards the hospitality industry in general. Third, the perceptions and attitudes of students towards the industry's reputation in sexual harassment were studied. And fourth, the students' experiences and interpretation of certain situations in cases of sexual harassment during related work and internships in the hospitality industry are analysed. Furthermore, to explore the concepts and its different angles, objectivity remains important throughout the study to narrow down prejudices and pre-thoughts on the subject, even though one may say that research of this kind could never be completely objective.

5.1 The phenomenon of sexual harassment

Studied is that sexual harassment is one of the many forms of harassment seen often at the workplace which influences people negatively on a daily base. There has been done a lot of research on this phenomenon, but despite measurements taken, previous research shows that it keeps on occurring on the work floor.

Seen in the results is that the participated students argued that sexual harassment described in own words meant 'unwanted', 'without permission', 'uncomfortable' and 'inappropriate'. On the one hand, it seems to be that the respondents' definition is in line with what is discussed by various researchers as a definition one may give sexual harassment is something unwanted or un-favoured by one party coming in many forms, but difficult to assess as every individual perceives this different. On the other hand, the possibility occurred of a lack of knowledge among the respondents as it suggest that some students only mentioned sexual harassment coming from either the colleague's side or the guest side while previous research proposed that both parties are highly present when assessing sexual harassment incidents as well as that people should be aware of this in order to prevent themselves. To add, in literature research was seen that some may even

say that guest-initiated sexual harassment to the employee is becoming normal and accepted in this industry (Kensbock, et al. 2015, 36).

Furthermore, as 16 direct forms of sexual harassment were stated among categories of physical forms, verbal forms, non-verbal forms and cyber harassment, the students argued what they perceived as forms of sexual harassment (European Network of Equality Bodies 2014, 16). For some forms such as 'somebody sending you sexually explicit pictures, photos or gift that make you feel offended' and 'unwelcome kissing', nearly all students argued that they thought this is a form of sexual harassment. One may say that a surprisingly result here is that only 44 to 49 percent of all respondents categorized 'inappropriate invitations to go out on dates' and 'disturbing questions about your private life that make you feel offended' as sexual harassment. A possible explanation here may be that these behaviours are becoming socially acceptable by some nowadays in the Netherlands by some and no longer labelled as crime but rather a bad joke or an innocent comment. Another explanation that could be argued might be that some no longer see these forms of behaviour as sexual harassment. Referring to what is said by some students in the results part of this research, is that some might attach more concrete sexual offences as assaults and rape to sexual harassment nowadays, instead of what some may consider as lighter forms of behaviour as being disturbing questions and inappropriate invitations.

5.2 The hospitality industry in general

Suggested in the results of this research is that seven out of ten respondents believed that among employees, men and women are equally represented. One may say here that the gap between genders is indeed narrowing down. Another may debate here that although over half of all respondents mentioned that men and women are equally represented, this might be seen from the operational employee perspective. Looking at the gender structure among higher and top management within the hospitality industry, 68 percent believe that the two genders are equally represented whereas 30 percent believes that the industry is dominated and ruled by men, among higher management. This might suggest a possibility for an association with what some researchers claim, as the hotel industry being men-dominated from the top while the more operational task as cleaning, cooking and caring are compared with old feminine traditions (Guerrier & Abid 2011, 260; Lucas 2004, 48). The hospitality industry is often seen as an industry with occupations where the female role plays a bigger part as even some state that the nature of operational work used to be perceived as work for women or homosexual men (Guerrier & Abid 2011, 260). Previous research likewise stated that women are covering approximately 70 percent of the global hotel operations work wide (Vettori & Nicolaidis 2016, 2). Nonetheless, some argued that the gap between male and female employees narrowed down during the years (Campos-

Soria, Marchante-Mera & Roperó-Cargía 2006, 2), but is this really true while the division between genders at hotel schools is one out of every four students being a man?

The results are suggesting a possibility of agreement whereas 55 percent of all respondents pointed out that they believe that some occupations within the hospitality industry can be seen as sexualized. Nevertheless, only seven percent pointed out here that they believed that the hospitality industry in general could be sexualized, while on the contrary research often refer to sexualization of the hospitality industry and association with sex of and with the hospitality industry when discussing to satisfy needs of guests, exceed expectations and having a relaxing time (Brownell & Walsh 2008, 6). On the one hand, one might claim here that this sexualization of the industry might be a perception of older generations, while on the other hand the younger generations focus more on the fact that people in the hospitality industry and especially hotel housekeepers could be seen a great risk for sexual harassment, due to placing the work floor in the bedroom (Robb 2014). Nevertheless, seen in the literature review is that some researchers claimed that labour in the hospitality industry is sexualized and women mainly used for filling in operational tasks when keeping in mind that sex sells and women seen as more attractive than men (Bingham 2016, 168; Lucas 2004, 48).

As mentioned before in the analysis, 12 percent of all respondents never had the feeling the working in this industry could give them stress or pressure. The difference here between male and female respondents could be seen as similar according to an executed test of significance (table 3, page 26). This question is asked due to that literature research has shown that next to the image of the hospitality industry, some say that there are other characteristics that could deliver stress to the employee and might be accused as reasons why this industry is a good target for sexual harassment. However, as still 88 percent experiences stress occasionally of which 52 percent more regularly or even always, one may debate that stress is absolutely seen as one of the common effects of working in the hospitality industry on people. Nevertheless, with this survey, no relations between stress and sexual harassment are assessed among respondents, which could be one reason for further research among this topic, one could argue.

When asking the students if they would follow orders of their employer directly without questioning this, no clear assumption could be made here as nearly half of the participated students agreed upon this statement where the other half disagreed. A new research question was raised here about the reasons for following or not following your employer. Moreover, when assessing whether the student would tell the employer, if the student would assess the employers demand as 'not normal behaviour' 88 percent agreed upon this. Assumptions could be made here that most of the generation Y students within

the research are speaking up, despite the power of hierarchical structure while previous research suggested that older generations have less tendency to speak up to someone of a higher hierarchical level at the work floor (Detert & Edmondson 2007, 67). Besides, as the hospitality industry is an industry where the human being is central, ethical and unethical behaviours should be analysed and dealt with at all times (Hayes & Ninemeier 2016, 14). Employers are mostly setting the rules and seen as examples. However, seen in previous research is that the organization model of Kensbrock et al. (2015, 38) assumes that there is a possibility of sexual harassment between employer and employee. This could be combined with what some mention with the psychology theory that sexual harassment is all about power instead of sex (Tangri, Burt & Johnson 1982, 35; Berdahl, Magley & Waldo 1996, 528).

Still, when this same statement was mentioned replacing the employer by a guest acting as 'not normal behaviour', 77 percent of all students would mention this then to the guest. The 11 percent difference here might bring up an opportunity to assume a link to what is said before, that previous research suggested that nowadays people are more often accepting 'not normal behaviour' of guest to please the guest. Contradicting here is that still 92 percent that disagreed with the statement 'I am willing to do everything for that extra tip'.

Results among the students suggested that almost half of all students participated definitely sees themselves working in the hospitality industry after graduation. Here, as tested before there was no clear difference seen between gender (table 3, page 26). This might raise some questions for further research, as more positivity about working in the industry is seen than previous research seems to claim. Nevertheless, one might argue that a possibility here would be that the students might have positive perceptions of working in the industry at a certain moment in their studies, but that after the actual graduation, opinions may have changed. Moreover, as in the literature review question marks raised on the reasons for the high employee turnover in the hospitality industry, the aim for deeper research was created. In the Netherlands, about 70 percent of all graduates leave the hospitality industry (Blomme, Van Rheede & Tromp 2009, 6).

5.3 The industry and its reputation in sexual harassment

As the hospitality industry is seen as the industry that has the highest sexual harassment incident rate, in the questionnaire, this was cited to the students (Tribe & Biran 2016, 2110). Reactions were given in the form of an open question and most mentioned emotion and feeling that resulted of this was 'anger', together with more extreme forms as 'shocked' and 'horrible' as some mentioned that this was the first time they heard this. Then the students were asked if this risk made them reconsider working in the industry.

As contradicting as it may be, still 69 percent of all students participated mentioned 'not at all', while only two percent of all respondents mentioned 'definitely'. One may argue here that the students are expressing negative emotions, but as long that they did not experience sexual harassment, the clear link between their future industry might not be so clear yet. Another may debate that the relation between experiencing sexual harassment and reconsidering working in a risk industry is not that visible, whereas despite the indifferent attitude of some respondents, higher rates of experiences in sexual harassment are given in further questions.

Moreover, as previous research proposed that one out of five sexual harassment cases in the Netherlands happened at work, one may say that it is alarming that the Dutch government claims to fight sexual harassment and is focusing on making the topic discussable at schools (Reep-Van den Bergh 2010). Since the results of this research seem to show that 86 percent of the respondents believe that sexual harassment and the way to deal with it during work is not or almost never discussed at the participating schools within courses or the entire study (European Parliament 2015, 13). However, at work, most students have the feeling that they are protected against sexual harassment either by the Dutch employment law, or their managers/supervisors and HR department.

5.4 Experiences and interpretations of sexual harassment during related work and internships

The survey let the respondents made the division between assessing experienced behaviour by guest and behaviour by colleagues. Considered as most important results were there top three gestures made by guests being touching, sexual jokes and inappropriate staring. For colleagues, this was sexual jokes, touching and sexually suggestive comments. As the division between gender among respondents was not comparable, no distinction between the two groups is made here which might cause aim for further research with a higher sample taken. Seen in previous research is that in the Netherlands sexual harassment rates among woman are the third highest of Europe. In the literature review was visible that inappropriate staring, unwelcome touching, hugging and kissing scored as highest. (European Union Agency for Fundamental Rights 2014, 99.)

As seen in the literature research, there might be argued that accepting behaviour and not assigning certain inappropriate behaviour to sexual harassment is visible within the results. On the one hand the results seems to suggest that the respondents did not consider 32 percent of forms of sexual harassment by guests as sexual harassment. For sexual harassment experienced from colleagues, half of all gestures was not considered as sexual harassment, while all 16 forms of gestures and behaviours where previously discussed and defined as official sexual harassment. Among the respondents, unwelcome

touching, sexually suggestive comments and sexual jokes were considered as sexual harassment experienced and worth to report in and/or outside the company. A possibility reason here for the participated students could be that the students might have a higher tolerance level nowadays. This would mean that they are accepting certain types of behaviour and considering this not worth the report as sexual harassment. Another possibility here could be again the sensitivity of the subject and the afraid effect it could have on several parties being related to work and the situation at the work floor. This again, is aiming for more in-depth research that might be qualitative that finds out reasons why people are not assessing certain behaviour as sexual harassment.

When assessing how the students would respond in certain situations of fictional sexual harassment, the differences in committer and the differences between male and female responses are taken into consideration. The reason here to assume differences in male and female responses is assumed by a test of significance that suggested that in three various situations, the probability value was under 5 percent (table 3, page 26). To add, one may claim that body language plays a big role for sexual harassment, together with the differences in interpretation of both men and women (Stalter 2010, 190). Previous research also confirms that men and woman are perceiving and experiencing sexual harassment and related gestures inversely (Uggen & Blackstone 2004, 67). Moreover, as previously discussed, people also might claim that nowadays most behaviour of the guest is accepted. It is seen that many victims of sexual harassment are scared or do not know where to go and talk about it (Guldenmond 2015).

First among all respondents, in the results, the difference between behaviour with a lower/equal colleague and hierarchical higher colleague is measured. Suggested was that in general, the respondents assume to both express their feelings to the committer and report the case more confident when the committer stands organizationally lower or equal than it would stand higher. When measuring the difference between behaviour of the respondent with an external guest and a loyal guest. Proposed was that in general, the respondents assume to both express their feelings to the committer and report the case, more confident when the committer would be an external guest than a loyal guest. There could be assumed here that when the committer is has less power, the respondents might be more likely to express their feelings and report the case.

Seen in the results is that when comparing reactions of the two genders, male seem to assume that they are more likely to express their feelings and report the case when speaking of sexual harassment. The biggest difference was seen when the committer would be a colleague whom stands organizationally higher, whereas the male mean was 2.95 and the female mean 2.52. This might seem contradicting with low reporting rates in real life

situations. As discussed before, the literature suggested that most male victims remain in silence fearing reactions of society, feeling unheard or being ridiculed (Blunt 2016). A possible explanation here may be the men feel more confident in imagining certain situations, but when experiencing real life situations, attitude may change. However, as respondent rates of male and female respondents were not reliable and a non-probability sampling technique is used, no generalizations are made, and is this research here aiming for further development.

5.5 Ethical viewpoints

In terms of professionalism and ethical considerations, the complete process is analysed against ethical viewpoints. To begin with, in this research students of three different hotel schools are questioned. A permission of the schools was granted and a completely voluntary invitation to complete the survey was sent to the students. In addition, via email and via Facebook pages, no student was directly assigned and a cover letter was sent to explain the research and important implications as anonymity and confidentiality. Based on anonymity and confidentiality, in consultation, the hotel schools are referred to as Hotelschool A, Hotelschool B and Hotelschool C. Furthermore, based on a non-probability sampling method, the survey was completely anonymous and no contact information was asked and/or given by any of the respondents. To add, the results and data was secured and only accessible for me.

Based on the literature review and assumptions made on previous research, all work of other authors is referred to using the Haaga-Helia reference guidelines. In addition, while conducting an explorative research, objectivity was of high importance throughout the research as well as exploring without generalizing. This due to acknowledgements of a low respondent rate from population to sample, the division between men and women among respondents and the sensitivity of the subject. The sensitivity of the subject could also be seen as direct reason to choose quantitative research methods, instead of conducting qualitative research.

5.6 Conclusions

For this research, the main research purpose was to explore the view and perception of Dutch hotel school students on the phenomenon of sexual harassment in the hospitality industry. This by executing an explorative research study. Starting by existing literature, this suggested that sexual harassment at the work floor is often seen from both the side initiated by the guests, as well as by a colleague which also includes the relation between employees and employers.

The students' perceptions on this phenomenon suggested that they may know about the phenomenon, even though it is not discussed at school. It is suggested that the students know about the definition and the interpretation that the concept is unwanted. However, different interpretations of different forms of harassment are seen among respondents. Furthermore, a sense of higher tolerance seems to involve when discussing certain types of 'lighter' gestures in terms of sexual harassment. Tolerance levels on behaviour of different committers also seem to differ, whereas some results assume that the respondents are more likely to tolerate behaviour of guests, while other results assumed that when the perpetrator has less power, the respondents might be more likely to express their feelings and report the case. Moreover, an important result suggested that although the occurrence of sexual harassment is clearly visible, 69 percent of the students would not at all reconsider working in the industry because of this.

Besides, a question for further research raised where literature seems to show that approximately seven out of 10 graduates in hospitality management in the Netherlands leave the hospitality industry, while almost half of the students in this research claimed to see themselves working in the industry. Another unanswered question in the research was the concept 'sexualisation' of the hospitality industry, what is discussed as an often occurrence, while most students only assign sexualisation to some occupations. Interest might go here to the kinds of occupations and to find out which generations are sexualising the industry and if generation Y is still included.

Furthermore, areas of interest for further research is seen when analysing the presence of men and women within the hospitality industry among employees on operational level and higher management level. The results imply that the majority of students believe that genders are equally divided, while literature shows that nearly 70 percent of occupations in this industry is covered up by women, as well as the situations at the participating schools where in general one out of four students is male.

Although ratios between male and female respondents in this research were not precise in terms comparison, combining existing literature with the executed research suggested that behaviour in situations of sexual harassment is different among gender. Men tend to be more confident in speaking up or reporting a case when experiencing a fictional situation of sexual harassment, but previous research shows that in real life examples women are reporting more and thus, better known as victim of sexual harassment, compared by men. Nevertheless, a shortcoming here that might affect the results is the sample taken with non-probability sampling. Even though the situation in gender division at the schools is comparable, the respondent rate is low and would it be inaccurate to represent the whole population.

Suggested in this research is that 86 percent of all respondents argued that sexual harassment and the way to deal with this is not or almost never discussed at the participated hotel schools during courses or the entire study. This proposes that the schools that are preparing future employees seem not to warn or at least teach students how to work in an industry where the risk of sexual harassment is highest. This result could be beneficial for the industry and used in order to make hotel schools aware of the fact that the students should be prepared for this. In addition, this might be also a possible explanation why students seem to accept certain types of behaviour, especially of guests whereas at school sentences as 'exceeding expectations' and 'the guest is king' are often used. To add, for this and the reasons why people choose not to evaluate certain behaviour as sexual harassment, a further qualitative research could be beneficial and of interest. This together with the reason for one of the results that 88 percent of all respondents, experience stress and/or pressure during social interactions with guests.

To conclude, this explorative research raised several questions for further research and provided possible areas of interest within this topic. Despite a potential lack of respondents and a non-probability sample which assured that no generalizations could have been made, there has been shaped an effort to study a small part of a highly-involved generation which delivered interesting areas for further research including the phenomenon of sexual harassment occurring in the hospitality industry.

Suggestions for the industry and companies would be to pay attention at focussing more on young employees and communicating sexual harassment. The results of this research suggested that majority of the students feel protected at work either by the law or management. However, speaking up ratios are not optimal, so creating an environment within a company where procedures of handling sexual harassment are openly discussed could increase effective communication on a rather sensible subject.

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Appendices

Appendix 1 - Cover letter of the survey in English

Dear respondent,

My name is Ashley Harte. I am a fourth-year hotel school student from the NHTV Breda and currently graduating in Finland by means of a double degree program. For my thesis, I am doing research with the aim to explore the perceptions and attitudes of students towards sexual harassment in the Dutch hospitality industry. So, I am kindly asking for your participation by filling in this survey. This is a web-based survey via the following link: <https://www.webpolsurveys.com/S/B50C025FFD64569E.par>.

To inform you, filling in this survey is of complete voluntary nature. However, it could be beneficial for you! As previous research shows that the hospitality industry has one of the highest ratings in sexual harassment and as future employees, I would like to find out whether this is affecting you, and if so, to make a statement that we as future want to decrease this problem. You would have the possibility here to voice your opinion on this subject, as well as the results would eventually improve our understanding of this phenomenon.

This survey is made via a web-based questionnaire called Webpropol and contains 28 questions following the structure of covering the perceptions and attitudes of students towards the phenomenon of sexual harassment at the work floor, the hospitality industry in general, the industry's reputation in sexual harassment, and the way students experiences and interpreted certain situations of sexual harassment during related work and internships. Filling in this survey will take around five to ten minutes and the due date is the 20th of March 2017.

Keeping in mind the 'loaded' topic of sexual harassment, anonymity will be remained at all times and no personal information is requested. Furthermore, all given answers will remain confidential and no further actions, than presenting the results within the thesis, is taken with your given information.

After filling in this survey, there will be no follow-up plans to contact respondents again, but in case you have any questions, you can contact me via ashleyharte@hotmail.com. Also, if you are interested in a summary of the findings send me an email so I can forward these. By sending me a separate email from the survey, anonymity is ensured.

Your response, time and effort is highly appreciated.

Kindest regards,

Ashley Harte

ashleyharte@hotmail.com

<https://www.webpolsurveys.com/S/B50C025FFD64569E.par>

Appendix 2 - Cover letter of the survey in Dutch

Beste respondent,

Mijn naam is Ashley Harte. Ik ben een vierdejaars hotelschool student van de NHTV in Breda en momenteel aan het afstuderen in Finland door middel van een 'double degree' programma. Voor mijn scriptie doe ik onderzoek naar seksuele intimidatie in de Nederlandse hotel- en horeca industrie. Dit combineer ik met de verwachtingen en het gedrag van de toekomst van de Nederlandse hotel- en horeca industrie, JIJ! Daarom zou ik graag willen vragen om deze enquête in te vullen. Dit is een op het web gebaseerde enquête via de volgende link: <https://www.webropolsurveys.com/S/B50C025FFD64569E.par>.

Ter informatie, het invullen van deze enquête is geheel vrijwillig. Echter, kan het invullen ook nuttig zijn voor jou! Eerder onderzoek heeft namelijk gebleken dat de horeca de sector is waar de meeste gevallen van ongewenste seksuele intimiteit zich voordoen en als toekomstige werknemers, zou ik graag willen weten of dit jullie beïnvloed, en als dat zo is, zou ik graag een standpunt maken naar de industrie toe dat dit zo langer niet kan. Jij krijgt hier de mogelijkheid om jouw mening te delen over dit onderwerp, en kunnen de resultaten van dit onderzoek bijdragen aan een verbetering van ons begrip over het gehele fenomeen van ongewenste seksuele intimiteit op de werkvloer.

Deze enquête is gemaakt via een op het web gebaseerde vragenlijst genoemd Webropol en bevat 28 vragen naar aanleiding van de onderwerpen: het gedrag en de verwachtingen van studenten tegen de hotel industrie en horeca en haar reputatie in ongewenste seksuele intimiteit, het algemene fenomeen van seksuele intimidatie in de hotel- en horeca industrie, en algemene vragen over ervaringen op de werkvloer tijdens werk en/of stages. Het invullen van deze enquête duurt ongeveer vijf tot tien minuten en de sluitingsdatum is 20 maart 2017.

Met in het achterhoofd het beladen onderwerp van seksuele intimidatie, zal anonimiteit te allen tijde gehanteerd worden en zullen er geen persoonlijke gegevens gevraagd worden. Bovendien worden alle gegeven antwoorden beschouwt als vertrouwelijke informatie en zullen er geen verdere acties ondernomen worden met de resultaten van dit onderzoek, anders dan het verwerken en presenteren van de scriptie.

Na het invullen van deze enquête zal er geen verder contact worden gezocht met de respondenten, maar in het geval dat je nog vragen hebt, kun je contact met mij opnemen via ashleyharte@hotmail.com. Ook als je geïnteresseerd bent in een samenvatting van de resultaten van het onderzoek, kan je mij een mail stuur waarna ik vervolgens een samenvatting van de bevindingen doorstuur. Dit dient los van de survey te gebeuren om ten alle tijden de anonimiteit te bewaren. Jouw reactie, tijd en moeite wordt zeer gewaardeerd.

Met vriendelijk groet,
Ashley harte

ashleyharte@hotmail.com

<https://www.webropolsurveys.com/S/B50C025FFD64569E.par>

Appendix 3 - Invitation of the survey in English for Facebook

Dear students,

Currently I am writing my thesis on sexual harassment at the work floor in the Dutch hospitality industry. If you are a student studying hotel management, it would be highly appreciated if you could fill in this questionnaire via this website: <https://www.webpolsurveys.com/S/B50C025FFD64569E.par>.

Thank you so much!
Ashley Harte

Appendix 4 - Invitation of the survey in Dutch for Facebook

Beste studenten,

Op het moment schrijf ik mijn scriptie over seksuele intimidatie op de werkvloer in de Nederlandse hotel industrie. Als jij een student bent die hotelmanagement studeert, wordt het enorm gewaardeerd als je deze enquête zou willen invullen via de website: <https://www.webpolsurveys.com/S/B50C025FFD64569E.par>.

Heel erg bedankt!
Ashley Harte

Appendix 5 - Questionnaire

A Survey on Sexual Harassment in the Dutch Hospitality Industry

The survey on sexual harassment contains 28 questions and should not take longer than five to ten minutes to complete. All responses will remain anonymous at all times and taken all responses together, a better understanding may be created for the behaviour, view and perceptions that students have for sexual harassment in the hospitality industry. Thank you for filling in this survey! Your response, time and effort is highly appreciated.

Questions:

Sexual harassment is stated as “unwelcome sexual advances, requests for sexual favours, and other verbal or physical conduct of a sexual nature.”
(U.S. Equal Employment Opportunity Commission 2016)

Factual, general questions with selected respond options

1. At which school are you studying?

Hotel Management School Maastricht
Hoge Hotelschool NHTV Breda
Hoge Hotelschool The Hague
Hoge Hotelschool Stenden
Hoge Hotelschool Saxion Apeldoorn

2. What is your age?

<16
17-18
19-20
21-22
23-24
25>

3. What is your gender?

Male *Female*

4. What is your nationality?

Dutch *Other*

5. Have you experienced working in the hospitality industry by means of a job/internship/placement?

No *Yes*

Perceptions and attitudes of students towards the hospitality industry in general

6. Do you have the feeling that social interactions with guests are giving you pressure and/or stress during work time?

Likert scale 1-4
1 Never *2 Sometimes* *3 Often* *4 Always*

7. Do you have the feeling that the hospitality industry is a gendered industry?

No, in this industry among employees, men and women are equally represented.
Yes, I believe that there are more men working in the hospitality industry.
Yes, I believe that there are more women working in the hospitality industry.

8. Do you have the feeling that the hospitality industry is dominated and ruled by one gender?

No, in this industry among higher management, men and women are equally represented.
Yes, I believe that the industry is dominated and ruled by men.
Yes, I believe that the industry is dominated and ruled by women.

Sexualizing means that the work has sexual characteristics or people have sexual associations with the type of work.

9. Do you have the feeling that the hospitality industry or specific occupations are sexualized?

No, I don't agree with this.
Yes, but I believe that only some occupations are sexualized.
Yes, I believe the hospitality industry in general is sexualized.

10. Statements, do you agree or disagree?

Statement	Agree	Disagree
If my employer tells me to do something, I follow this directly without questioning it. He/she knows what good is for the organization.		
If my employer tells me to do something what I consider as 'not normal behaviour', I tell him/her this.		
If the guest tells or asks me to do something what I consider as 'not normal behaviour', I tell him/her this.		
I am willing to do everything for that extra tip.		

Perceptions and attitudes of students towards the industry's' reputation in sexual harassment

11. Do you have the feeling that sexual harassment and the way to deal with it during work is discussed enough at school during courses and/or the study in general?

No, it is not or almost never discussed.
Yes, but I think it should be discussed more often or more in dept.
Yes, I think that it is discussed enough.
Yes, I even think that it is discussed too much.

12. What kind of emotions and/or feelings are playing part when knowing that sexual harassment is happening in the hospitality industry? Explain this by using catch-words.

Open question

13. Given is that the hospitality industry is one of the biggest risk industry when we are talking about sexual harassment. Does this risk makes you reconsider working in this industry?

Likert scale 1-4

1 *Never*

2 *Sometimes*

3 *Often*

4 *Always*

The phenomenon of sexual harassment in the hospitality industry at the work floor

14. What is sexual harassment in your own words?

Open question

15. Do you have the feeling that the Dutch employment law is protecting employees enough against sexual harassment?

1 *Not at all*

2

3

4 *Absolutely*

16. Do you have the feeling that your managers/supervisors/HR department at work are protecting you enough against sexual harassment?

Think here of your current or last Dutch organization you have worked.

1 *Not at all*

2

3

4 *Absolutely*

How students interpreted and experienced certain situations of sexual harassment during related work and internships

17. Which gestures do you perceive as sexual harassment in general, not based on experiences?

<i>Unwelcome touching</i>		<i>Inappropriate staring that makes you feel intimidated</i>	
<i>Unwelcome hugging</i>		<i>Somebody sending you sexually explicit pictures, photos or gifts that makes you feel offended</i>	
<i>Unwelcome kissing</i>		<i>Somebody showing you sexually explicit pictures, photos or gifts that makes you feel offended</i>	
<i>Sexually suggestive comments that made you feel offended</i>		<i>Somebody sexual, physically exposing themselves to you</i>	
<i>Sexual jokes that made you feel offended</i>		<i>Somebody makes you watch or look at pornographic material against your wishes</i>	
<i>Inappropriate invitations to go out on dates</i>		<i>Unwanted sexually obvious emails or text messages that offends you</i>	
<i>Disturbing questions about your private life that make you feel offended</i>		<i>Inappropriate advanced that offended you on social networking websites such as Facebook, or in internet chat rooms</i>	
<i>Disturbing comments about your physical appearance that make you feel offended</i>		<i>Inappropriate pictures and videos that offended you on social sharing platforms as Snapchat and Instagram</i>	

18. Have you ever experienced one of the following behaviors and gestures of guests and/or colleagues while working in a hospitality related company?

<i>Situation/gesture</i>	<i>Guest</i>	<i>Colleague</i>	<i>Situation/gesture</i>	<i>Guest</i>	<i>Colleague</i>
<i>Touching</i>			<i>Inappropriate staring</i>		
<i>Hugging</i>			<i>Somebody sending you sexually explicit pictures, photos or gifts</i>		
<i>Kissing</i>			<i>Somebody showing you sexually explicit pictures, photos or gifts</i>		
<i>Sexually suggestive comments</i>			<i>Somebody sexually exposing themselves to you</i>		
<i>Sexual jokes</i>			<i>Somebody makes you watch or look at pornographic material</i>		
<i>Inappropriate invitations to go out on dates</i>			<i>Sexually obvious emails or text messages</i>		
<i>Disturbing questions about your private life</i>			<i>Inappropriate advances on social networking websites such as Facebook, or in internet chat rooms</i>		
<i>Disturbing comments about your physical appearance</i>			<i>Inappropriate pictures and videos on social sharing platforms as Snapchat and Instagram</i>		

19. How many of those behaviours and gestures did you consider as unwanted, unwelcome or made you feel offended and/or intimidated?

<i>Situation/gesture</i>	<i>Guest</i>	<i>Colleague</i>	<i>Situation/gesture</i>	<i>Guest</i>	<i>Colleague</i>
<i>Unwelcome touching</i>			<i>Inappropriate staring that makes you feel intimidated</i>		
<i>Unwelcome hugging</i>			<i>Somebody sending you sexually explicit pictures, photos or gifts that makes you feel offended</i>		
<i>Unwelcome kissing</i>			<i>Somebody showing you sexually explicit pictures, photos or gifts that makes you feel offended</i>		
<i>Sexually suggestive comments that</i>			<i>Somebody sexually, physically exposing themselves to you</i>		

<i>made you feel offended</i>					
<i>Sexual jokes that made you feel offended</i>			<i>Somebody makes you watch or look at pornographic material against your wishes</i>		
<i>Inappropriate invitations to go out on dates</i>			<i>Unwanted sexually obvious emails or text messages that offends you</i>		
<i>Disturbing questions about your private life that make you feel offended</i>			<i>Inappropriate advanced that offended you on social networking websites such as Facebook, or in internet chat rooms.</i>		
<i>Disturbing comments about your physical appearance that make you feel offended</i>			<i>Inappropriate pictures and videos that offended you on social sharing platforms as Snapchat and Instagram</i>		

Imagine that you would experience a form of sexual harassment at the work floor and the committer is a colleague whom stands organizationally lower or equal to you.

20. How likely would you express your feelings about it to the committer?
 1 *Not at all* 2 3 4 *Definitely*

21. How likely would you report the case in and/or outside the company?
 1 *Not at all* 2 3 4 *Definitely*

Imagine that you would experience a form of sexual harassment at the work floor and the committer is a colleague whom stands organizationally higher than you (a manager/employer/supervisor etc.).

22. How likely would you express your feelings about it to the committer?
 1 *Not at all* 2 3 4 *Definitely*

23. How likely would you report the case in and/or outside the company?
 1 *Not at all* 2 3 4 *Definitely*

Imagine that you would experience a form of sexual harassment at the work floor and the committer is an external guest.

24. How likely would you express your feelings about it to the committer?
 1 *Not at all* 2 3 4 *Definitely*

25. How likely would you report the case in and/or outside the company?
 1 *Not at all* 2 3 4 *Definitely*

Imagine that you would experience a form of sexual harassment at the work floor and the committer is a highly appreciated, loyal, returning guest.

26. How likely would you express your feelings about it to the committer?

1 *Not at all* 2 3 4 *Definitely*

27. How likely would you report the case in and/or outside the company?

1 *Not at all* 2 3 4 *Definitely*

28. After I graduate, I see myself working in the hospitality industry

1 *Not at all* 2 3 4 *Definitely*

Appendix 6 - Question 12

Table 20. What kind of emotions and/or feelings do you experience when knowing that sexual harassment is happening in the hospitality industry? (n=114) 215 catchwords

	Response	n	%
Emotions	Anger	36	31.6
	Amazement, horrible, unbelievable, shocked, surprised, incomprehension	29	25.4

	Sadness	27	23.7
	Disgust	19	16.7
	Shame, insecure	12	10.5
	Uncomfortable, unsafe	12	10.5
	Fear	8	7.0
	Disrespectful	6	5.3
	Helpless	4	3.5
	Annoyed, frustration	4	3.5
	Stress, pressure	4	3.5
	Indignation (not fair)	4	3.5
	Disappointed	3	2.6
Attitude/reaction	Should not be happening, bad, not good, not normal	18	15.8
	Indifferent attitude, not surprised, it is happening everywhere, it is how you handle situations	8	7.0
	No experience with it	5	4.4
	It is not taken serious, people should be more aware	4	3.5
	I should be more careful	2	1.8
	It is hate against gay people, or discriminating	2	1.8
	People should be punished heavily	2	1.8
	Drunk people, weird people do that	2	1.8
	It is outdated	1	0.9
	It is about power and money	1	0.9
	Men at the top are mostly committers	1	0.9
	Females should fight back	1	0.9

Appendix 7 - Questions 18 and 19

Table 21. Have you ever experienced one of the following behaviours and gestures of guests and/or colleagues while working in a hospitality related company? (n=114)

Gesture	By a guest	%	Gesture	By a colleague	%
Touching	57	54.8	Sexual jokes	64	61.5
Sexual jokes	54	51.9	Touching	61	58.7
Inappropriate staring	50	48.1	Sexually suggestive comments	53	51.0

Sexually suggestive comments	47	45.2	Hugging	48	46.2
Disturbing questions about your private life	43	41.3	Inappropriate staring	37	35.6
Inappropriate comments about your physical appearance	42	40.4	Inappropriate comments about your physical appearance	37	35.6
Inappropriate invitations to go out on dates	42	40.4	Inappropriate invitations to go out on dates	28	26.9
Hugging	28	26.9	Kissing	27	26.0
Kissing	14	13.5	Disturbing questions about your private life	25	24.0
Somebody sexually exposing themselves to you	6	5.8	Sexually obvious emails or text messages	14	13.5
Sexually obvious emails or text messages	6	5.8	Inappropriate advances on social networking websites such as Facebook, or in internet chat rooms	13	12.5
Inappropriate advances on social networking websites such as Facebook, or in internet chat rooms	6	5.8	Somebody showing you sexually explicit pictures, photos or gifts	9	8.7
Somebody showing you sexually explicit pictures, photos or gifts	4	3.8	Somebody sexually exposing themselves to you	8	7.7
Somebody sending you sexually explicit pictures, photos or gifts	2	1.9	Somebody makes you watch or look at pornographic material	3	2.9
Somebody makes you watch or look at pornographic material	2	1.9	Inappropriate pictures and videos on social sharing platforms as Snapchat and Instagram	3	2.9
Inappropriate pictures and videos on social sharing platforms as Snapchat and Instagram	1	1.0	Somebody sending you sexually explicit pictures, photos or gifts	2	1.9

Table 22. How many of those behaviours and gestures did you consider as unwanted and worth to report as sexual harassment in and/or outside the company? (n=114)

Gesture	By a guest	%	Gesture	By a colleague	%
Unwelcome touching	34	56.7	Sexually suggestive comments that made you feel offended	25	41.7

Sexually suggestive comments that made you feel offended	31	51.7	Unwelcome touching	21	35.0
Sexual jokes that made you feel offended	26	43.3	Sexual jokes that made you feel offended	19	31.7
Inappropriate staring that made you feel intimidated	24	40.0	Disturbing comments about your physical appearance that made you feel offended	17	28.3
Disturbing comments about your physical appearance that made you feel offended	23	38.3	Disturbing questions about your private life that made you feel offended	14	23.3
Disturbing questions about your private life that made you feel offended	22	36.7	Inappropriate staring that made you feel intimidated	14	23.3
Inappropriate invitations to go out on dates	20	33.3	Unwelcome kissing	14	23.3
Unwelcome hugging	14	23.3	Unwelcome hugging	13	21.7
Somebody sexually, physically exposing themselves to you	13	21.7	Unwanted sexually obvious emails or text messages that offend you	11	18.3
Unwelcome kissing	12	20.0	Somebody sexually, physically exposing themselves to you	10	16.7
Somebody showing you sexually explicit pictures, photos or gifts that made you feel offended	11	18.3	Inappropriate invitations to go out on dates	9	15.0
Somebody sending you sexually explicit pictures, photos or gifts that made you feel offended	10	16.7	Somebody sending you sexually explicit pictures, photos or gifts that made you feel offended	9	15.0
Unwanted sexually obvious emails or text messages that offend you	9	15.0	Somebody makes you watch or look at pornographic material against your wishes	9	15.0
Inappropriate advances that offended you on social networking websites such as Facebook, or in internet chat rooms	9	15.0	Inappropriate advances that offended you on social networking websites such as Facebook, or in internet chat rooms	9	15.0
Somebody makes you watch or look at pornographic material against your wishes	8	13.3	Somebody showing you sexually explicit pictures, photos or gifts that made you feel offended	8	13.3

Inappropriate pictures and videos that offended you on social sharing platforms as Snapchat and Instagram	6	10.0	Inappropriate pictures and videos that offended you on social sharing platforms as Snapchat and Instagram	8	13.3
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