

AN EXPLORATORY STUDY OF CHILD CARE IN
LODGING OPERATIONS

By

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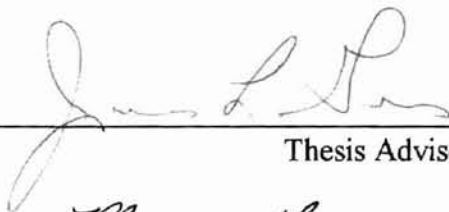
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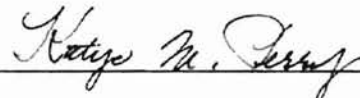
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CHAPTER I

INTRODUCTION

Child care has become a national issue. Companies have begun to realize that child care is not just an employee issue, but also a human resource issue (Gundersen, Kellogg, & Rozell, 1995). Demographic changes are taking place in the workforce. With these changes, comes new situations and responsibilities that cannot be ignored as in the past. A major change since the last decade was the increase in the number of dual career couples. Fewer than seven percent of American families fell into the "traditional" scenario where the male provides sole financial support for the family (Gundersen, Kellogg, & Rozell, 1995). Husband and wife worked full time leaving no immediate family member at home to take care of family responsibilities. These dynamic changes increased the pressure for spouses to integrate both work and family responsibilities.

Companies, including lodging operations, had started to adopt benefits or programs that would aid workers in balancing work and family issues. Child care assistance was the most common work/family benefit (Cowans, 1996). The National Institute of Business Management's *Business Briefing* suggested this was because of the difficulty in finding dependable and affordable child care (Greilsamer, 1995). Greilsamer (1995) also suggested that the difficulty in finding adequate child care was the leading cause of absenteeism among employees with small children.

Literature indicated that child care assistance provided by the employer could help cut absenteeism by guaranteeing a quality facility where parents could take their children.

Companies lost significant amounts of money due to employee absenteeism for child-related reasons or other family problems. Consequently, companies recognized that child care is important (Gundersen, Kellogg, & Rozell, 1995). Child care assistance could also help travelers by providing them with a facility for children during trips.

Research has found that even workers who do not have children or use child care facilities still feel that it is an important benefit to the organization. A 1993 evaluation of Johnson & Johnson work-life programs (i.e. child care or elder care) indicated that 58% of employees who had not used these programs felt their availability was still important to them (Folbre, 1995). Because of the visibility of onsite programs, even childless employees gave their companies positive feedback about the onsite programs (Many, 1995).

Evidence indicated that hotels with onsite care facilities have visibility with employees as well as customers (Huffman and Schrock, 1987). Huffman and Schrock (1987) suggested that nearly one-quarter of the rooms sold in the U.S. were booked by tourists who often traveled with their families. A child care arrangement for guests could be a sales generator by attracting travelers with children (Huffman and Schrock, 1987). Huffman and Schrock (1987) also suggested that hotels would be a logical location for an onsite child care program because hotel rooms or meeting rooms that were undersold could easily be turned into a suitable child care facility following local or state regulations. Costs would be minimal and benefit lodging employees and travelers at the same time. A review of current literature suggested that child care in lodging has received little attention

in the past. However, because of the economic impact on families and the suggested need for such programs, the topic deserves to be investigated.

Purpose and Objectives

The purpose of this research is to examine the need for child care in lodging operations and the perceptions of quality factors in child care services among working and traveling mothers. The specific objectives are to:

1. Examine the child care needs of working mothers employed in lodging operations.
2. Examine the child care needs of traveling mothers staying in lodging operations.
3. Examine the perceptions of quality child care among working mothers employed in lodging operations.
4. Examine the perceptions of quality child care among traveling mothers staying in lodging operations.
5. Compare the perceptions of quality child care among traveling mothers staying in lodging operations and working mothers employed in lodging operations against selected demographics variables.

Research Questions

The following research questions were postulated for this study:

1. What is the difference between working and traveling mothers concerning their need for child care services in lodging operations?
2. What degree of importance do working and traveling mothers place on quality factors (e.g. sanitation, nutrition, safety/security, etc.) in child care services?
3. What is the difference in the importance of quality factors (e.g. sanitation, nutrition, safety/security, etc.) between working and traveling mothers in lodging operations?
4. When compared on the basis of their race, age, marital and employment status, do working mothers differ from traveling mothers regarding the degree of importance placed on quality factors in child care services?

Limitations of the Study

The following limitations will be recognized in this study:

1. The study is open only to female employees of and female travelers at the lodging operations. This limitation excludes men who may need a child care facility for their children.
2. The study is limited to the participating lodging management company which participated in the study.

Assumptions of the Study

The following assumptions will be recognized in this study:

1. Every person who fills out the questionnaire is female and will provide accurate information.
2. The front desk clerks followed instructions given by the researcher for distribution of the questionnaires thus eliminating potential bias in the selection of participants.

Definitions of Terms

For the purpose of this study, the following terms are defined so that the researcher's intent is specifically understood. The study defines:

Women employees as any female employee presently working at a surveyed lodging property.

Women travelers as any woman staying at a surveyed lodging property who is away from home at least one night for reasons related to business or trade.

Onsite child care as a service through lodging operations providing a licensed, supervised, quality program for children at the place of occupancy or employment. (Gundersen, Kellogg, & Rozell, 1995)

Referral services as basic help provided by lodging operations in locating child care services for children of employees or travelers. (Gundersen, Kellogg, & Rozell, 1995)

CHAPTER II

LITERATURE REVIEW

Introduction

The 1990s will be the decade of working women according to the Employment Secretary, Norman Fowler (Sanders, 1989). A new decade is coming which means continuous change is inevitable. This change will include not only technologic, historic, and physiologic change but also demographic change which impacts the family structure. The present family does not fit the stereotype of a two parent, one wage earner family from the "Leave It to Beaver" era (Johnson, 1992). Families today come in all sizes, configurations, and ages. This diversity of the family structure requires flexibility. Today, a family unit can consist of both parents working nontraditional days, shifts, or hours. Families need support under nontraditional conditions to balance changes in their work and family responsibilities.

The United States Department of Commerce indicated that 62% of American families have both husband and wife working full time (Gundersen, Kellogg, & Rozell, 1995). With both the father and mother working to support the family, child care has become an important resource to help families remain intact and teach traditional values. Child care programs must be coordinated to address the changes in the family structure as well as strengthen the family as a unit.

Changing Role of Women and Family

The social and economic structure of the family has undergone a dramatic shift in recent decades (Hayghe, 1990). Traditionally, the family was viewed as an interdependent economic unit in which all members contributed. The unit was identified by society as producing most of the goods it consumed. Children were an important part of the unit because they gained control of property and acquired family skills. Children have ceased being the economic assets of the unit that they were in the past (gopher://ericps.ed.uiuc.edu:70/00/npin/res.parents/parent/families/eisenber.91).

Women's roles in the family have also been transformed. At the turn of the century, women spent virtually all of their adult lives bearing and rearing children. Now with the century coming to a close, the role of women in the workforce has changed and the explosion in the number of working women has been one of the defining trends of the 20th century (http://www.dol.gov/dol/wb/public/whats_new/main.html)

Women in the Workforce

In 1990, 85% of new workers were expected to be Hispanics, African American, and women (Harbrechi, Hoerr, & Garland, 1989). During the present decade, women have made up nearly half of the nation's workforce (<http://www.dol.gov/dol/wb/public/media/reports/working.html>). In 1994, 60 million women age 16 and over were in the civilian workforce. Forty-one million women worked full-time and another 16 million worked part-time (http://www.dol.gov/dol/wb/public/wb_pubs/20f95.html). Many

women who worked part-time were multiple jobholders. In 1994, 3.3 million women held more than one job. The highest rate (7.6%) of multiple jobholders were women age 20-24 (http://www.dol.gov/dol/wb/public/wb_pubs/20f95.html).

Mothers in the Workforce

The number of married women participating in the workforce had also increased due to economic demands on families (Johnson, 1992). Mothers of preschool children represented the fastest growing segment of the workforce. In 1994, fifty-four percent of all women with children under the age of two worked, which was a 35% increase from statistics in 1980 (<http://www.west.net/~bpbooks/qwsidx.html>). The authors also indicated that marital status varies among working women. Divorced and separated women have higher labor force participation rates because most are the primary or only wage earner in their family (http://www.dol.gov/dol/wb/public/wb_pubs/20f95.html).

Nontraditional Work Hours

In recent years, womens' work responsibilities have shifted to include both nontraditional hours and/or nontraditional days. This shift was caused partly by the necessity to travel for work. Of the 656 million trips taken by Americans last year, 156 million (24%) were for business which was an increase of 50% since 1983 (Cutler, 1990). Additionally, sixty-seven percent of business trips involved a hotel stay (Cutler, 1990).

Cutler (1990) also reported that thirty-nine percent of all business travelers were women. Of these women travelers, sixty-six percent were married, and seventy-one percent were less than 45 years old. Based on this traveling group, onsite child care was viewed as an effective way for hotels to attract women who work nontraditional hours (Enz & Marler, 1993). Recent research studying the importance of different factors in hotel accommodations found that the availability of child care was of little importance as far as selection. However, the participants of the study consisted of persons over age 40 (72%), with equal gender differences, and many had never traveled for business(48%) showing that the subjects were not consistent with the individuals needing the service (Greathouse, Gregoire, Shanklin, & Tripp, 1996).

Children Included in Travel

Stoffel (1990) suggested that the trend of taking children on business outings has proven to be a boom for hotel managers who wanted to attract business travelers. The U.S. Travel Data Center reported that 16% of U.S. business trips included children (Israel, 1994). Since women business travelers made up almost 40% of business travel, Israel (1994) suggested that even more children would be "hitting the road" with parents. Israel (1994) also pointed out that few companies were likely to pay for a nanny or grandma to go with these women travelers and care for the children on trips. So the importance of finding a hotel with child care had become a significant selection factor for women travelers (Israel, 1994).

Importance of Child Care

According to the "Working Women Count!" survey (1994), 250,000 working women responded that child care is key to their ability to balance work and family (Nussbaum & Reich, 1995). Women respondents, who had children under age five, indicated that finding affordable and quality child care was a serious problem (<http://www.dol.gov/dol/wb/public/media/reports/working.html>).

Families Need Two Incomes

Johnson (1992) suggested that married couples had to struggle to bring in income to meet family bills. The extra expense of child care during nontraditional work hours had become burdensome. Many parents were being forced to choose between caring for their children and fulfilling their work responsibilities (Johnson, 1992). In the service industry alone, three out of four employees had children who needed child care (Huffman & Schrock, 1987).

Mothers as the Primary Caregiver

In a national probability sample, Ross and Mirowsky (1988) found that depression in employed mothers was positively related to difficulty in arranging child care and little child care participation from their husbands. With this lack of help from spouses, child

care responsibility has been related to greater distress among employed mothers (Ross & Mirowsky, 1988). Despite women's increase in labor force participation, it is still typically the mother who assumes primary responsibility for the care of children. Johnson (1992) reported that parents, especially women whether working or not, maintain responsibility for their children. A study by Deutsch, Lussier, and Servis (1993) found that on a six point bipolar scale ranging from 0 (no participation) to 5 (performed all tasks) fathers participation in both child care and housework was rated at 1.7.

Minorities as the Primary Caregivers

Research on Hispanic and African American mothers supported the studies by Ross and Mirowsky by suggesting that Hispanic and African American mothers were also the primary caregivers for children (Amaro, Russo, & Johnson, 1987). Amaro, et al (1987) added that mothers of different races also needed consideration of other factors (e.g. ethnic discrimination in the workplace) that contributed to the stress of combining work and family roles.

Child Care Needs

Reynolds (1993) suggests that among the workers who need child care programs, most have been left to struggle to pay for the care. When benefits were offered, most went to better educated, higher paid, full-time professional working women (Reynolds, 1993).

However, research indicated that a majority of female labor force participants held a high school diploma or less and two-thirds were part-time workers(http://www.dol.gov/dol/wb/public/wb_pubs/20f95.html). The Bureau of Labor Statistics (BLS) reported that in 1993, only about seven percent of full-time employees of medium and large private firms were offered child care benefits subsidized by their employer. Small private firms' child care benefits were even harder to obtain (Folbre, 1995). The BLS report stated that well-paid professional and technical employees were twice as likely as clerical/sales employees or blue collar/service employees to be offered child care programs (Folbre, 1995).

Child Care Can Reduce Absenteeism & Turnover

Seligman (1994) reported on a survey by the Society for Human Resource Management which found that child care programs could solve many problems for companies. Ninety percent of the companies surveyed blamed employee absenteeism and tardiness on child care problems; while 30 percent attributed low productivity and high employee turnover to the same cause (Seligman, 1994). Galen and McNamee (1995) conducted a study in four states of 400 child care centers and found that when child care was not available for employees, absenteeism and turnover soared.

The Child Care Action Campaign found that in 1994 companies lost \$3 billion due to absenteeism for child-related reasons (Many, 1995). According to the National Institute of Business Management, difficulty in finding dependable and affordable child

care was the leading cause of absenteeism among employees with small children (Greilsamer, 1995).

Child Care as a Benefit

A study by the Conference Board (1991) found that an onsite or nearsite child care facility was the third most preferred benefit option cited by surveyed employees (Gunderson, Kellogg, & Rozell, 1995). Yalow (1994) suggested that few employers offered child care benefits or programs even though child care could contribute to the company.

Evidence has been found that child care support from employers was a positive asset to all (Yalow, 1994). The author indicated that onsite or nearsite child care centers have remained the most visible, prestigious, and desired solution to companies shopping for work/family program options (Yalow, 1994).

Traditional Sources of child care

Werther (1989) indicated that a majority of married parents and single female heads of households felt that finding relatives or friends to care for children was difficult (Werther, 1989). Research has indicated that the traditional sources of informal child care (i.e. neighbors and grandparents) were currently less likely to be available to provide the needed child care (Nussbaum & Reich, 1995). These traditional sources of informal child

care were becoming members of the labor force to make ends meet because income from retirement, disability, or even odd jobs was not enough to survive (Nussbaum & Reich, 1995).

Programs Benefit Children

A 1987 Bureau of Labor Statistics survey found that of employers with ten or more employees, only 1.6% offered employer-sponsored child care programs, and only 3.1% assisted with child care expenses (Enz & Marler, 1993). Johnson (1992) indicated workplace child care programs that allow parents to visit the children or have lunch with them could provide children with knowledge of their importance. Johnson (1992) suggested that children learn and grow from their childhood experiences. Enz and Marler (1993) suggested that companies could easily have benefited by providing a child care program which was most needed by employees.

Historically, the supply of corporate-sponsored child care service was low, despite the evidence of the pressing need for care (Enz & Marler, 1993). A study of employers with 1000 or more employees conducted by Hewitt Associates found that only 9% of those employers surveyed sponsored child care centers (Ogintz, 1994). Children formed a sense of identity, learned trust, and acquired a sense of confidence during early childhood years (Dodge, 1995). Dodge (1995) suggested that through a quality child care program children could learn their value to society and family.

Stress Relief

A study by the Hyatt Travel Futures Project indicated that up to 54% of all business people found travel stressful and among the causes of this stress were children who were left at home (Cutler, 1990). The chance for parents to know where their children were, what kind of care they were receiving, and that they were close in case of an emergency helped to relieve the undo stress that travel could produce. The Marriott's child care center met both work and home requirements of employees because parents did not have to worry about child care related issues (Solomon, 1991).

Child care assistance provided through hotels could help with stress among employees as well as relieve stress for business travelers. Enz and Marler (1993) suggested that child care services provided through employers could relieve stress related to the issues of balancing work and family responsibilities for employees. Research indicates that fathers as well as mothers were concerned with family issues and fathers were as likely as mothers to report "a lot of stress" in balancing work and family responsibilities (Enz & Marler, 1993).

Quality Child Care

Smith (1991) indicated that while working parents differed in family situations and child care needs, all shared the same concern: parents wanted their children to be cared for in a safe environment. The author also indicated that working parents looked at other

tangible quality factors such as cleanliness, licensing, staff certification, and curriculum (Smith, 1991). Radcliffe and Wright (1992) indicated that the traditional influences of the family on nutrition may have changed as women have entered the full-time labor force because of the length of time children spent in child care facilities.

Huffman and Schrock (1987) suggested that because the hospitality industry relied heavily on women, hotel and restaurant operators should take a special interest in employees' family responsibilities; particularly child care. Quality of a child care facility was important in pleasing parents and employees. The Western Idaho Community Action Program (WICAP) study found that problems with finding affordable, quality child care resulted in constant worry for parents (<http://www.dol.gov/dol/wb/public/media/reports/care.html>). A study by the Cost, Quality, and Child Outcomes in Childcare Center found that about 74% of the centers surveyed were only providing "mediocre" care which meant the care could have compromised a child's ability to enter school ready to learn (Galen and McNamee, 1995).

Quality child care has been difficult to find because money or economics has become a factor (Galen & McNamee, 1995). Researchers found that even mediocre care was expensive. On average, quality care costs a center \$4940 per year for one child (Galen & McNamee, 1995). This information suggested that centers have little incentive to boost quality because providing good care costs more than mediocre care

Researchers have found that workplace child care centers adhered to higher standards and were of higher quality than many other centers (Galen & McNamee, 1995). Galen and McNamee suggested that the key difference between workplace quality care

and mediocre care from regular child care centers was the company's access to extra resources that were used to boost the quality of the care. In 1995, 85% of employers offered some form of child care assistance, which was up from 64% in 1990 (Cowans, 1996).

Benefits of Child Care

More than 1800 corporations across the United States have recognized the importance of child care and offered child care as a benefit (Huffman & Schrock, 1987) Enz and Marler (1993) indicated companies which offered some form of employee assistance in child care stood to benefit in the selection and retention of quality employees High morale and loyalty as well as low absenteeism were positive outcomes of "family-friendly" policies and programs (Enz & Marler, 1993).

Benefits to the company

The boost of quality has not only benefited children and parents but also the company. A study conducted by Work/Family Directions revealed that for every dollar a company spent on work or family benefits, there was a return of two to six dollars through reduced absenteeism, increased motivation, and higher rates of retention (Folbre, 1995) This suggested that the more money companies could spare, the higher the quality of work/family benefits, and the greater the return back to the company.

Scott (1995) suggested that the role of employee benefits has become a tool to empower employees, to help employees manage their environment and improve the quality of their lives, to support the business vision of success for the company, and to provide benefits at a value that exceeds cost.

Benefits to the hotel

Hospitality operators have had to do more to hire and keep employees (Huffman & Schrock, 1987). The hospitality industry has tried several strategies such as pay increases, better working conditions, and flexible hours but none of these have completely solved the labor shortage problem or decreased the high rate of turnover. Huffman and Schrock (1987) indicates that child care could have a great impact for the hospitality industry because hotel and restaurant operators in many markets are facing a shortage of workers who are willing to take hourly positions. Since women were an important pool of workers for hotels to target, operators should have taken a special interest in employees' family responsibilities and begin to recruit these workers. Statistics have shown that three out of every four employees in the service industries had children who needed child care, so this type of work/family benefit could have importance in changing the problems of labor shortages and turnover in the hospitality industry (Huffman & Schrock, 1987)

In 1993, the Central Atlanta Hospitality Childcare Incorporated organization assembled a task force which represented hotels in downtown Atlanta to address the child care needs of hospitality industry employees. Through research the taskforce indicated

that when child care concerns were met, employers benefited from improved employee morale, increased productivity, and a decrease in absenteeism and turnover (Nussbaum & Reich, 1995).

Child Care Programs Being Offered in Lodging Operations

Stoffel (1990) suggested that the lodging industry has followed the trends of other corporations. Child care has been a small resource for travelers as well as employees in lodging operations and has taken the form of day camps or activities, front desk care services, or after school programs. For example, Hyatt offered a day camp for children ages three to fifteen and Marriott conducted programs for children ages five to twelve (Stoffel, 1990).

Marriott's onsite child care facility supplied to Marriott employees allowed parents to peek in through the window or stop in to check on children (Solomon, 1991). The program also allowed children to visit a parent at times during work hours upon request by the parent (Solomon, 1991). Programs such as the Marriott child care center have met both work and home requirements while keeping employees as well as employers happy

Child Care Services

Programs for lodging employees have generally consisted of a child care center located at corporate headquarters, a centrally located child care center used by a

consortium of hotels, or discount and referral services (Enz & Marler, 1993). Enz and Marler (1993) found that very few lodging operations offered any type of onsite child care service for travelers or employees at properties. The few documented lodging companies offering child care services at properties for employees or travelers, include Marriott, Opryland Hotel; and Sands Hotel, Casino, and Country Club. (Solomon, 1991; Enz & Marler, 1993).

Other Child Care Services

Lodging operations have, however, experimented with other child care services, such as day camps and referral services, with little success. Day camps are typically available to only school age children in some lodging operations leaving out care for infants and toddlers (Werther, 1989).

Enz and Marler (1993) suggested that a referral service may have been the only option provided by a hotel. Referral services, however, did not help travelers or employees if the hotel was located in an area where little child care was available or where child care during nontraditional hours was not an option (Enz & Marler, 1993). A telephone survey of 160 child care providers conducted by the WICAP (1994) indicated that most of the providers were only open 12 hours a day and just over 75% of the providers cared for children Monday through Friday (<http://www.dol.gov/dol/wb/public/media/reports/care.html>). Onsite child care programs can meet the needs of employers, employees, and travelers.

Conclusion

In the past, children were the only resource for the future. Society was conscious of children's feelings and needs to make sure that future resources grew in a rich and fruitful way. The government and communities have begun to address child welfare and educational issues to ensure a progressive future through children. Companies have also started to take the time to address family issues. Companies have realized that parents have a responsibility for their children and a need for flexible child care options to fit both economic and social responsibilities. Companies also realized the need for unity of the family to sustain the values of parents in children. The chance for parents to have children with them on all occasions has made it possible to match the American values with the changing structure of families.

Child care in hotels has been one step toward a long line of priorities designed to bring families closer to the standards of the new American family structure and values. Families associated with the hospitality industry, both travelers and employees, have begun to prosper through the new work and family services in the form of child care services. Lodging operations have benefited through lower turnover, lower absenteeism, higher productivity, increased quality of new employees, increased morale, and a higher degree of loyalty to the company. Children have also reaped the rewards from child care in lodging operations.

Child care has been shown to relieve stress for both traveling and working parents. Onsite child care has given parents a sense of comfort so they can concentrate on work or business and stop in to check on the children wherever they feel it's necessary. Companies

with child care services have also reported that the expense of a quality child care facility was overshadowed by the benefits provided to both the employer and employee.

As other lodging operations adopt child care services, benefits from these work and family services will spread to lodging guests making a connection with the working parents of the World. Child care has shown to be important, needed, and a benefit to all parties associated with lodging operations. Adoption of child care services in lodging operations has been growing and will continue to grow given the impact of the issue.

This literature review shows that many studies have been conducted concerning the need for quality child care facilities. Evidence supports the importance of child care facilities in lodging operations to employees. However, no studies have been conducted to document the need for quality child care facilities in lodging operations concerning both travelers & employees.

CHAPTER III

METHODOLOGY

Introduction

This chapter identifies the methods that were followed by the researcher to fulfill the objectives of the study. Research design, population and sample, data collection including instrumentation and procedure, and data analysis are included in this chapter.

Research Design

The research design employed was a survey in the form of a questionnaire. Surveys are used in research to describe and quantify characteristics of a defined population (Monsen, 1992). The research survey was designed to identify the childcare needs and degree of importance placed on perceptions of quality childcare services of working and traveling mothers in lodging operations. The dependent variables in this study are the childcare needs and the degree of importance placed on perceptions of quality childcare services of both traveling and working mothers. The independent variables are working mothers employed in lodging operations and traveling mothers staying in lodging operations, and selected demographic characteristics (e.g. age, race, marital and employment status) of traveling and working women in lodging operations.

Population and Sample

The population selected for this study was a hotel management company with properties located in the Southeast United States. A modified random sample of 200 women employees and 200 women travelers from two properties managed by the hotel company; one in Memphis, Tennessee and one in Norman, Oklahoma was used for the study. The two properties were selected because they best represented all properties managed by the hotel management company. The properties were next to major interstates that ran through the city and consisted of fewer than 200 room, meeting room space, a restaurant, and a bar.

Data Collection

Development of the Instrument

Two questionnaires were developed for the study. One questionnaire was developed specifically for traveling mothers. The traveling mothers' questionnaire contained five questions related to travel issues (e.g. frequency of travel, use of childcare facility at a hotel in previous travels, childcare as a decision factor in hotel choice, etc.) that were not applicable to working mothers employed at the hotel. The second survey was developed for the working mothers. The working mothers' questionnaire contained three questions related to work issues in the lodging operation (e.g. work shift, length of employment, etc.) that were not applicable to the traveling mothers. The questionnaires

(Appendix B) were developed through a review of literature and by an expert panel consisting of qualified representatives from the childcare and lodging industries. The questionnaires were designed to determine childcare needs and degree of importance placed on perceptions of quality childcare services of working and traveling mothers in lodging operations. The questionnaires were printed with the word “traveler” at the top of the travelers survey and the word “employee” at the top of the employees survey to distinguish the two during data collection.

Both instruments were divided into three sections: quality factors in childcare service, needs for a childcare service, and demographics of participants. Section I consisted of 18 questions concerning quality factors in childcare services. A five point Likert scale (1, extremely unimportant to 5, extremely important) was used to rank the importance of quality factors associated with childcare services. Section II consisted of 10 questions for the employees survey and 14 questions for the travelers survey concerning the need for childcare. This section contained eight closed ended questions for the employees survey and eleven closed ended questions for the travelers survey asking participants to choose from specific answers concerning the need for childcare in lodging operations (e.g. would the childcare relieve stress, who watches children while away from home, is childcare part of company benefits, and so on). Section II also contained one open ended question for the employees survey and three open ended questions for the travelers survey asking the participants to fill in their answer concerning the need for childcare in lodging operations (e.g. how many days missed for childcare related reasons, frequency of travel outside residence, average stay during travel, and so on). Section III

consisted of six open ended and closed ended questions for the travelers survey and nine questions for the employees survey concerning participant demographics data.

The instruments were pilot tested, using graduate students and lodging employees that were not part of the population. This pilot test checked for question accuracy, clarity, applicability, and time to complete the survey. Modifications in the wording of questions were made to the surveys based on recommendations of the pilot group.

A cover letter (Appendix A) was developed on letterhead from each of the properties. The letter was signed by the General Manager at each property to ensure authenticity and credibility of the research and provide confidentiality to participants. The cover letter explained the project, gave instructions for completing the questionnaire and gave directions on where to return the completed survey. The cover letter was copied on the front of each survey to ensure that each participant received a copy and understood the purpose of the study.

Data Collection and Coding

The surveys were distributed by bulk mail to each property. One hundred employee surveys and 100 traveler surveys, as well as an instructional sheet on the correct process to administer the survey were sent. Traveling mothers were given a survey at the front desk while checking into the lodging operation because the management company felt that this would be the best method for collection purposes. Working mothers were given a survey with their pay checks because this method has been used successfully by

past researchers (e.g. Groves, 1992). All respondents were asked to fill out the survey immediately and place it in a sealed box located at the front desk. The completed surveys were sent to the researcher on a weekly basis from July 15, 1996 until Friday, September 13, 1996. To help increase response rates, the researcher conducted follow-up phone calls to each property every two weeks after the initial bulk mailing of the surveys until the final completion date. Surveys returned after the completion date were not included in the data analysis. Once all completed surveys were returned to the researcher, they were coded for data analysis and processing.

Data Analysis

All questionnaires received from each property were included in the data analysis. Responses to the questionnaire were tabulated and coded for analysis. The data were analyzed using the SPSS for MS Windows (Norusis, 1988). The statistical procedures used consisted of: frequencies, means, t-tests, and analysis of variance (ANOVA). Means and frequencies were computed on all variables contained in the survey. A t-test was used to examine differences between quality factor preferences of women travelers and women employees. ANOVA was used to examine differences between quality factors in childcare services and selected demographic variables of women travelers and women employees. The level of significance was established at $p \leq .05$.

CHAPTER IV

RESULTS AND DISCUSSION

Introduction

This chapter will report and discuss the results of the study. The chapter is divided into the following sections: demographic characteristics of respondents, job related characteristics of respondents, child related characteristics of respondents, respondents perceptions of need for lodging child care services, and perceptions of quality services

Demographic Characteristics of Respondents

Four hundred questionnaires were sent to two lodging properties during the summer of 1996 for completion by working mothers employed at the operation and traveling mothers staying in the operation. The two properties were selected because they best represented all properties managed by the hotel management company. The properties were next to major interstates that ran through the city and consisted of fewer than 200 room, meeting room space, a restaurant, and a bar. One hundred three usable surveys were returned for a response rate of 26%. This response rate is comparable to other studies done in the hospitality field (Gipson, 1996; Martin, 1995; McHoul, 1996).

Descriptive statistics were used to analyze selected demographics characteristics of survey respondents. Table 1 shows personal characteristics of the respondents. Participants were divided almost evenly among employees (53.4%) and travelers (46.6%).

Approximately 43.7% of the total respondents were between the ages of 26 and 35, while twenty-eight percent were between 16 and 25 years. The smallest number of respondents was in the 46 and over age group. Both travelers and employees showed similar results in age categories with a large number in the 26-35 year category and a small number in the 46 and over category. The second largest category for both was the 16 to 25 year category and the third largest category was the 36 to 45 year category for both groups.

Two-thirds of the respondents were Caucasian (N=68, 66%) with African American being the next largest group at 22.3% (N=23). A larger number of working women than traveling women were in the African American category (N=15, 27.3%; N=8, 16.7%), however, the majority was Caucasian for both working (N=36) and traveling (N=32) women. Almost half of the respondents (42.7%) were married, while 29.1% were single and 21.4% were divorced. The four respondents who answered other to the question asking marital status indicated separated as their status (see Table 1)

Slightly over 46% of respondents indicated they had some college education (24%, 4 year degree; 22%, 2 year degree) while 38% had a high school education. Education varied among women employees and women travelers. A higher percentage of employees (43.6%) than travelers (31.3%) had a high school diploma or less. Twenty-nine percent of employees also indicated that they had a two year college education while only 14.6% of travelers had a two year college education. Thirty-five percent of travelers had a 4 year college degree while only 14.5% of employees classified themselves as the graduate of a 4 year college. This suggests that women travelers have more education than women employees (see Table 1).

Table 1

Personal Characteristics of the Respondents

	<u>Traveler^a</u>		<u>Employee^b</u>		<u>Total^c</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Respondents	48	46.6	55	53.4	103	100
<u>Age</u>						
16-25	11	22.9	18	32.7	29	28.2
26-35	24	50.0	21	38.2	45	43.7
36-45	8	16.7	10	18.2	18	17.5
46+	5	10.4	2	3.6	7	6.8
no answer	0	0	4	7.3	4	3.9
<u>Race</u>						
caucasian	32	66.7	36	65.5	68	66.0
african amer.	8	16.7	15	27.3	23	22.3
hispanic	0	0	1	1.8	1	1.0
asian amer.	1	2.1	1	1.8	2	1.9
native amer.	4	8.3	2	3.6	6	5.8
no answer	3	6.3	0	0	3	2.9
<u>Marital Status</u>						
single	12	25.0	18	32.7	30	29.1
married	21	43.8	23	41.8	44	42.7
divorced	10	20.8	12	21.8	22	21.4
widowed	4	8.3	0	0	4	3.9
*other	4	8.3	1	1.8	2	1.9
(*separated)						
no answer	1	2.1	1	1.8	1	1.0
<u>Education</u>						
grade school	0	0	4	7.3	4	3.9
high school	15	31.3	24	43.6	39	37.9
votech	7	14.6	3	5.5	10	9.7
2yr college	7	14.6	16	29.1	23	22.3
4yr college	17	35.4	8	14.5	25	24.3
grad school	2	4.2	0	0	2	1.9

Note. ^aN=48, ^bN=55, ^cN=103.

Discussion

Overall respondents were age 26-35, Caucasian, married, and had some college education. This finding agreed with Cutler's (1990) results which indicated that women business travelers were below age 45 and with the Working Women Count! survey (1994) results which suggested that women 16 and over were entering the workforce. Findings in this study concerning race did not agree with research which indicated that the African Americans and Hispanics were growing in number (Harbrechi, Hoerr, & Garland, 1989). The present study found that African Americans and Native Americans were the highest groups after the Caucasian group.

The results of this study indicated that married women had a higher labor force participation which disagrees with findings from the Working Women Count! (1994) survey which indicated that divorced or separated women usually had a higher labor force participation rate. In contrast, this finding agrees with Johnson (1992) suggesting that the number of married women participating in the workforce has increased. The Working Women Count! survey also indicated that a majority of female labor force participants hold a high school degree or less which agrees with the results of this study.

Job Related Characteristics of Respondents

Table 2 presents a summary of the job related characteristics. A majority (73.8%) of respondents worked full-time, while 22.3% worked part-time. Many more employees

(78.2%) than travelers (18.8%) indicated that they were employed full-time. Employees were not asked about benefits because the management company used in the study does not provide company benefits to employees. Two-thirds of the travelers indicated that they did receive benefits through the employer.

Employees were asked three specific questions concerning other employment, their length of employment, and work shifts that were not applicable of travelers. A majority of the employees indicated that they had only one job, while 9% held a second part-time job. Almost half (45.5%) indicated that they had worked for the company one year or less, with 35% working for the company 2-3 years. Fifty-six percent worked the morning shift and 24% worked the evening shift (see Table 2).

Overall respondents worked full-time. Employees in the study indicated working at the lodging operation for one year or less and working the morning shift. This was consistent with findings from the Working Women Count! (1994) survey which indicated that most women worked full-time. Two-thirds of the travelers received company benefits which is a high percentage and disagrees with the Bureau of Labor Statistics (1993) findings indicating that a small percentage of employers offer benefits.

Table 2

Job Related Characteristics of the Respondents

	<u>Traveler^a</u>		<u>Employee^b</u>		<u>Total^c</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Work hours						
0-35	12	25.0	11	20.0	23	22.3
36+	33	68.8	43	78.2	76	73.8
no answer	3	6.3	1	1.8	4	3.9
Benefits Received						
yes	31	64.6	*na	na	31	30.1
no	16	33.3	na	na	16	15.5
no answer	1	2.1	na	na	1	1.0
Another job						
no	*na	na	47	85.5	47	45.6
yes, part-time	na	na	5	9.1	5	4.9
yes, full-time	na	na	0	0	0	0
no answer	na	na	3	5.5	3	2.9
Length of employment						
0-1	*na	na	25	45.5	25	24.3
2-3	na	na	19	34.5	19	18.4
4-5	na	na	2	3.6	2	1.9
6-7	na	na	3	5.5	3	2.9
8+	na	na	3	5.5	3	2.9
no answer	na	na	3	5.5	3	2.9
Work shift						
morning	*na	na	31	56.4	31	30.1
evening	na	na	13	23.6	13	12.6
graveyard	na	na	0	0	0	0
no answer	na	na	11	20.0	11	10.7

Note. ^aN=48, ^bN=55, ^cN=103, *na=not asked

Child Related Characteristics of Respondents

Table 3 shows the child related characteristics (e.g. number of children, ages of children, and number of children at home) of respondents. Seventy-two percent of respondents indicated that they have children, while 28% had no children. A high percentage of traveling women (79.2%) than women employees (65.5%) had children. Thirty-four percent of women employees had no children which was a higher percentage than women travelers (20.8%). The percentage of the number of children that the total respondents had was similar for no children (28.2%), one child (29.1%), and two children (30.1%). A higher percentage of employees (34.5%) had no children with 20.8% of travelers indicating no children. The traveling women had more children in the one child (31.3%) and two children categories (39.6%) than women employees (27.3%, 21.8%)

Traveling mothers had twice the percentage of two children responses (39.6%) than women employees (21.8%).

Table 3

Child Related Characteristics of the Respondents

	<u>Traveler^a</u>		<u>Employee^b</u>		<u>Total^c</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Have children						
yes	38	79.2	36	65.5	74	71.8
no	10	20.8	19	34.5	29	28.2
How many						
0	10	20.8	19	34.5	29	28.2
1	15	31.3	15	27.3	30	29.1
2	19	39.6	12	21.8	31	30.1
3	4	8.3	5	9.1	9	8.7
4	0	0	2	3.6	2	1.9
5	0	0	1	1.8	1	1.0
7	0	0	1	1.8	1	1.0
Age of children						
no children	10	13.5	19	20.7	29	17.5
0-5	29	39.2	19	20.7	48	28.9
6-12	22	29.7	26	28.3	48	28.9
13-18	2	2.7	16	17.4	18	10.8
19+	11	14.9	12	13.0	23	13.9
Number at home						
0	17	35.4	23	41.8	40	38.8
1	12	25.0	14	25.5	26	25.2
2	16	33.3	12	21.8	28	27.2
3	3	6.3	5	9.1	8	7.8
5	0	0	1	1.8	1	1.0

Note. ^aN=48, ^bN=55, ^cN=103

The age of children was equally divided between the categories 0-5 years (28.9%) and 6-12 years (28.9%) for the total respondents. A higher percentage of traveling women (39.2%) had children in the 0-5 category. Women employees had the most responses in the 6-12 years category (28.3%), however travelers had a higher response than employees in this category (29.7%). For number of children currently living at home, the highest percentage of responses (38.8%) was in the no children category for total of respondents. The second highest overall category was two children at home with 27.2% of responses. A higher percentage of employees (41.8%) had no children at home. Thirty-three percent of travelers had two children at home, while only 21.8% of employees had two children at home. The percentage of responses for travelers or employees with one child at home was equal (25.0%, travelers; 25.5%, employees) (see Table 3).

Overall, the respondents had two or fewer children 12 years or younger. Greater than fifty percent of the respondents had either one or two children currently living with them. This finding agrees with information found in the literature review which indicated that a large percent of working women have school age children to care for at home (<http://www.west.net/~bpbooks/qwsidx.html>).

The overall findings of the characteristics of the respondents indicates that women travelers are between the ages of 26 and 35, Caucasian, married with a 4 year college degree. These travelers work full-time, receive company benefits, and have two children between the ages of five years or younger. The women employees are between the ages of 26 and 35, caucasian, married with a high school education. These employees work

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full-time and receive no company benefits. The typical employee has only one job in the lodging operation and has been working the morning shift at the operation for one year or less. The findings of this study indicated that the respondents were typical of working women based on the available literature.

Respondents Perceptions of Need for Lodging Child Care Services

Descriptive statistics were used to analyze the respondents need for services in lodging operations. Table 4 shows the perceptions of need regarding the use of child care services in lodging operations. Forty-four percent of the respondents indicated that they would not use a 24 hour child care facility, while 28% indicated they would use a 24 hour facility and 27% indicated they were uncertain whether they would use a 24 hour facility or not. The majority of travelers (54.2%) would not use a 24 hour facility. Thirty-six percent of employees would use a 24 hour facility with the second largest percentage (34.5%) indicating they would not use a 24 hour facility.

Travelers' Response to Hotel Child Care

Travelers were asked four questions that were not applicable to employees. Sixty-nine percent of travelers had never stayed at a hotel that provided an onsite child care facility, while 17% had stayed in a hotel that provided onsite child care. Six percent of the

respondents who had stayed at a hotel that offered onsite child care used the facility and 12.5% did not use the facility (see Table 4).

When respondents were asked if they would use an onsite child care service provided by a hotel, 56% answered yes, 10.4% answered no, and 25% were uncertain. Sixty-two percent of the travelers indicated that an onsite child care facility would be a decision factor in their selection of a hotel, while 25% would not use an onsite facility and 12.5% were uncertain (see Table 4).

Discussion

Overall, respondents indicated they would not use a 24 hour onsite child care facility in a lodging operation. Employees would use an onsite 24 hour child care facility, however, travelers would not. Few travelers had stayed at a hotel in the past that offered an onsite child care facility. The few who did stay at a hotel with onsite child care facilities did use the facility. Travelers indicated that they would use an onsite child care facility and that the facility would be a decision factor in their hotel selection. This agrees with Enz and Marler (1993) who found that onsite child care was an effective way for hotels to attract women who work nontraditional hours. This finding also agrees with Israel (1994) who found that locating a hotel with child care had become a significant selection factor for women travelers.

Table 4

Perceptions of Need Regarding Use of Lodging Child Care Services

	<u>Traveler^a</u>		<u>Employee^b</u>		<u>Total^c</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Use 24 hour						
yes	9	18.8	20	36.4	29	28.2
no	26	54.2	19	34.5	45	43.7
uncertain	12	25.0	16	29.1	28	27.2
no answer	1	2.1	0	0	1	1.0
Stayed at hotel w/child care						
yes	8	16.7	*na	na	8	7.8
no	33	68.8	na	na	33	32.0
uncertain	6	12.5	na	na	6	5.8
no answer	1	2.1	na	na	1	1.0
Used hotel child care						
yes	3	6.3	*na	na	3	2.9
no	6	12.5	na	na	6	5.8
no answer	39	81.3	na	na	39	37.9
Would use service in hotel						
yes	27	56.3	*na	na	27	26.2
no	5	10.4	na	na	5	4.9
uncertain	12	25.0	na	na	12	11.7
no answer	4	8.3	na	na	4	3.9
Decision factor in hotel selection						
yes	30	62.5	*na	na	30	29.1
no	12	25.0	na	na	12	11.7
uncertain	6	12.5	na	na	6	5.8

Note. ^aN=48, ^bN=55, ^cN=103, *na=not asked

Preferred Amount and Method of Pay for Child Care

Table 5 presents the perceptions of need regarding the type of care and payment method for lodging child care operations. Travelers indicated that they were willing to pay extra to use the child care services in a lodging operation (71%). The payment method preferred for a lodging child care service was both hourly (33%) and daily(33.9%) methods. Employees had equal percentages for the hourly and daily payment methods (26.7%, 26.7%). The travelers preferred the daily payment method over the hourly but the difference between the two was small (41.8%, daily; 40%, hourly). The respondents were willing to pay an hourly amount between two and seven dollars and a daily amount between eight and forty-eight dollars.

Preferred Type of Care

A large percentage of the respondents (67.5%) preferred an onsite child care facility, while 8.8% preferred day camps. Both employees and travelers indicated that they would prefer an onsite child care facility. Travelers (12.3%) preferred the referred onsite child care service, while employees (8.8%) selected the referred offsite child care service as a second choice. A lower percentage of travelers (1.8%) than employees (8.8%) indicated a preference for referred offsite care. A lower percentage of employees (1.8%) than travelers (12.3%) preferred referred onsite care. A higher percentage of travelers (10.5%) preferred day camps than employees (7%). Two participants selected the other category and indicated that nanny or personal child care services were preferred (see Table 5).

Table 5

Perceptions of Need Regarding Type of Care and Payment Method
for Lodging Child Care Services

	Traveler ^a		Employee ^b		Total ^c	
	N	%	N	%	N	%
Pay extra for hotel child care						
yes	34	70.8	*na	na	34	33.0
no	5	10.4	na	na	5	4.9
uncertain	8	16.7	na	na	8	7.8
no answer	1	2.1	na	na	1	1.0
Payment method preferred						
hourly	22	40.0	16	26.7	38	33.0
daily	23	41.8	16	26.7	39	33.9
monthly	4	7.3	13	21.7	17	14.8
**other	3	5.5	3	5.0	6	5.2
no answer	3	5.5	12	20.0	15	13.0
Amount willing to pay						
¹ hourly	18	26.9	15	22.7	33	24.8
² daily	14	20.9	8	12.1	22	16.5
³ monthly	3	4.5	2	3.0	5	3.8
**other	2	3.0	1	1.5	3	2.3
no answer	30	44.8	40	60.6	70	52.6
Type of care preferred						
onsite center	36	63.2	41	71.9	77	67.5
referred onsite	7	12.3	1	1.8	8	7.0
referred offsite	1	1.8	5	8.8	6	5.3
day camp	6	10.5	4	7.0	10	8.8
no answer	5	8.8	6	10.5	11	9.6
other	2	3.5	0	0.0	2	1.8

Note. ^aN=48, ^bN=55, ^cN=103, *na=not asked, N varies because respondents could provide more than one answer

**weekly-amounts range from \$60-\$75

¹Amounts range from \$2-\$7, ²Amounts range from \$8-\$48, ³Amounts range from \$70-\$400

Perceptions of Need Regarding Work Issues and Current Forms of Child Care

Missed Work Days Due to Child Care Related Problems

Table 6 presents a summary of the perceptions of need regarding work related issues and current forms of child care. Respondents (71.8%) missed an average of four or fewer days because of child care reasons. The second highest percentage was in the 10-14 days category where 11.7% had missed work due to child care reasons. By group, travelers and employees indicated the average days missed for child care related reasons was four or fewer. The second highest percentage for travelers was in the 5-9 days missed category (12.5%). The second highest percentage for employees was in the 10-14 days missed category (12.7%).

Child Care Benefit

A high percentage of respondents would like to have child care as a benefit through the company. Seventy-nine percent of travelers would like to have child care as a benefit, while 58.2% employees would like the benefit. Twenty-five percent of employees were uncertain whether they would like to receive child care as a company benefit, while only 8.3% of travelers were uncertain. A higher percentage of employees said they did not want to receive child care as a benefit with 12.5% of travelers indicating no to child care as a company benefit (see Table 6).

Table 6

Perceptions of Need Regarding Work Issues and Current Forms of Child Care

	Traveler ^a		Employee ^b		Total ^c	
	N	%	N	%	N	%
Missed days for child care reasons						
0-4 days	35	72.9	39	70.9	74	71.8
5-9 days	6	12.5	4	7.3	10	9.7
10-14 days	5	10.4	7	12.7	12	11.7
15+ days	2	4.2	4	7.3	6	5.8
no answer	0	0.0	1	1.8	1	1.0
Receive company benefits						
yes	38	79.2	32	58.2	70	68.0
no	6	12.5	9	16.4	15	14.6
uncertain	4	8.3	14	25.5	18	17.5
Would child care relieve stress						
yes	30	62.5	25	45.5	55	53.4
no	11	22.9	15	27.3	26	25.2
uncertain	6	12.5	15	27.3	21	20.4
no answer	1	2.1	0	0.0	1	1.0
Who watches children						
spouse	8	13.3	9	12.9	17	13.1
family member	20	33.3	17	24.3	37	28.5
friend	6	10.0	5	7.1	11	8.5
daycare provider	12	20.0	15	21.4	27	20.8
other	1	1.7	1	1.4	2	1.5
no answer	13	21.7	23	32.9	36	27.7
Who used to watch children						
spouse	1	2.0	1	1.8	2	1.9
family	5	10.2	1	1.8	6	5.8
friend	1	2.0	2	3.6	3	2.9
daycare provider	3	6.1	3	5.5	6	5.8
no answer	39	79.6	48	87.3	87	83.7

Note. ^aN=48, ^bN=55, ^cN=103.

N may vary because respondents provided more than one answer

Child Care as Stress Relief

A large percentage of respondents (53.4%) indicated that child care would relieve stress in their lives. Sixty-two percent of travelers said that child care would relieve stress, while 45.5% of employees said that child care would relieve stress.

Who Watches Children

Twenty-eight percent of the respondents indicated that children are watched by family members. The second highest care option was child care provided by a daycare provider (20.8%). Both travelers and employees indicated that a family member was their main source for child care (33.3%, 24.3%). Both also indicated that a daycare provider was their second choice (20.0%, 21.4%). Overall, respondents indicated that either a family member (5.8%) or a daycare provider (5.8%) was regularly used to watch their children (see Table 6).

Discussion

Respondents missed four or fewer days for child care related reasons. Both travelers and employees would like to have child care as a company benefit and believe child care would help them relieve stress. This finding agrees with Gunderson, Kellogg, & Rozell (1995) who found that an onsite or nearsite child care facility was the third most

preferred benefit option cited by employees. This finding also agrees with Enz and Marler (1993) who suggested that child care services provided through employers could relieve stress related to the issues of balancing work and family responsibilities. The findings are also supported by the Hyatt Travel Futures Project which indicated that child care could help relieve stress for travelers.

A family member or a daycare provider were found to be the resources for child care by the respondents of the study. This finding disagrees with Nussbaum and Reich's (1995) research that indicated the traditional sources of informal child care (e.g. grandparents) were currently less likely to be available to provide child care.

Perceptions of Need Regarding Travel Issues and Child Care

Table 7 presents the perceptions of need regarding travel issues (e.g. frequency of travel, average number of days of travel, and where stayed) and child care. Only travelers were asked these nine questions because they were not applicable to employees. The respondents traveled for their job an average of 1-5 days per month. During job related travel, 43% of the respondents indicated they stayed in a hotel with only a small percentage staying (4.1%) with a friend or somewhere else. The average stay for job related travels was one to five days (37.5%). The respondents traveled for personal business an average of ten or fewer days and stayed in a hotel. Personal business travelers had an average stay of five or less days. The participants traveled an average of five or

less days per month for pleasure and stayed in hotels (29.2%). The average length of the stay for pleasure was five or fewer days (43.8%) (see Table 7).

Discussion

Overall, the respondents travel five or fewer days per month and stay at a hotel an average of five days or less each time. This finding agrees with Cutler (1994) who found that sixty-seven percent of business trips involved a hotel stay.

Table 7

Perceptions of Need Regarding Travel Issues and Child Care

	<u>Traveler^a</u>		<u>Employee^b</u>		<u>Total^c</u>	
	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>	<u>N</u>	<u>%</u>
Frequency of travel for job						
1-5 days	9	18.8	*na	na	9	8.7
6-10 days	3	6.3	na	na	3	2.9
11-15 days	6	12.5	na	na	6	5.8
16+ days	5	10.4	na	na	5	4.9
no answer	25	52.1	na	na	25	24.3
Frequency of travel for Personal Business						
1-5 days	2	4.2	*na	na	2	1.9
6-10 days	2	4.2	na	na	2	1.9
11-15 days	1	2.1	na	na	1	1.0
16+ days	1	2.1	na	na	1	1.0
no answer	42	87.5	na	na	42	40.8
Frequency of travel for pleasure						
1-5 days	20	41.7	*na	na	20	19.4
6-10 days	5	10.4	na	na	5	4.9
11-15 days	0	0.0	na	na	0	0.0
16+ days	0	0.0	na	na	0	0.0
no answer	23	47.9	na	na	23	22.3
Travel where for job						
hotel	21	42.9	*na	na	21	20.2
friend	2	4.1	na	na	2	1.9
other	1	2.0	na	na	1	1.0
no answer	25	51.0	na	na	25	24.0
Travel where for personal business						
hotel	5	10.4	*na	na	5	4.9
friend	1	2.1	na	na	1	1.0
no answer	42	87.5	na	na	42	40.8

Travel where for
pleasure

hotel	14	29.2	*na	na	14	13.6
friend	8	16.7	na	na	8	7.8
family	3	6.3	na	na	3	2.9
no answer	23	47.9	na	na	23	22.3

Average stay for
job

1-5 days	18	37.5	*na	na	18	17.5
6-10 days	1	2.1	na	na	1	1.0
11-15 days	3	6.3	na	na	3	2.9
16+ days	1	2.1	na	na	1	1.0
no answer	25	52.1	na	na	25	24.3

Average stay for
personal business

1-5 days	4	8.3	*na	na	4	3.9
no answer	44	91.7	na	na	44	42.7

Average stay for
pleasure

1-5 days	21	43.8	*na	na	21	20.4
6-10 days	2	4.2	na	na	2	1.9
11-15 days	0	0.0	na	na	0	0.0
16+ days	2	4.2	na	na	2	1.9
no answer	23	47.9	na	na	23	22.3

Note. ^aN=48, ^bN=55, ^cN=103, *na=not asked.

N varies because respondents provided more than one answer

Perceptions of Quality Child Care Services

Inferential statistics were used to compare women travelers and women employees perceptions of quality of child care services. Table 8 summarizes travelers and women employees perceptions of quality of child care services. All quality factors were found to be important with a mean of 3.85 or higher. The highest mean response for the total respondents regarding the importance of quality factors were: well-supervised facilities (4.86), sanitary facilities (4.81), and records kept on file for each child with emergency information (4.73). The lowest overall means were personal lockers for each child (3.97), onsite medical (4.08), and parent conferences on a regular basis (4.22).

Both travelers and employees rated well-supervised facilities and sanitary facilities as the most important quality perceptions (4.81, 4.90). The third highest mean differed among travelers and employees. The traveling group rated nutritious meals as the third most important quality preference (4.67). The employee group rated a safe play area as the third most important quality preference (4.85) (see Table 8).

Both travelers and employees ranked the degree of importance of personal lockers for each child (3.85, 4.08), onsite medical care (3.94, 4.21), and parent conferences provided on a regular basis (4.13, 4.31) as the lowest quality preferences. Even though these factors were ranked as the lowest for the quality preferences of all respondents, they were still considered important overall (see Table 8).

Table 8

Degree of Importance Perceptions in Quality Child Care Services

	Traveler ^a			Employee ^b			Total ^c		
	\bar{X}	Median	SD	\bar{X}	Median	SD	\bar{X}	Median	SD
Well-Supervised	*4.81	5.00	.45	4.90	5.00	.36	4.86	5.00	.45
Sanitary	4.72	5.00	.45	4.89	5.00	.38	4.81	5.00	.47
Nutritious meals	4.67	5.00	.53	4.77	5.00	.51	4.71	5.00	.58
Records on file	4.64	5.00	.60	4.79	5.00	.50	4.73	5.00	.57
Emergency plans	4.55	5.00	.62	4.65	5.00	.59	4.61	5.00	.65
Safe play area	4.55	5.00	.65	4.85	5.00	.42	4.71	5.00	.60
Licensed facility	4.53	5.00	.72	4.77	5.00	.55	4.66	5.00	.68
Parental consent	4.50	5.00	.59	4.73	4.50	.63	4.62	5.00	.67
Daily reports	4.47	5.00	.69	4.37	5.00	.74	4.41	5.00	.77
Licensed workers	4.40	5.00	.83	4.67	5.00	.62	4.55	5.00	.77
Parents welcome	4.40	5.00	.71	4.67	5.00	.56	4.55	5.00	.71
Payment plans	4.40	5.00	.68	4.64	5.00	.63	4.53	5.00	.71
Inviting facility	4.39	5.00	.74	4.60	5.00	.69	4.50	5.00	.76
Various activities	4.34	4.00	.70	4.73	5.00	.53	4.55	5.00	.69
Referred medical	4.24	4.00	.74	4.56	5.00	.61	4.41	5.00	.75
Parent conference	4.13	4.00	.62	4.31	4.00	.78	4.22	5.00	.79
Onsite medical	3.94	4.00	.79	4.21	4.00	.89	4.08	5.00	.92
Personal lockers	3.85	4.00	.91	4.08	4.00	.90	3.97	5.00	.97

Note. ^aN=48, ^bN=55, ^cN=103

*Scale: 1=extremely unimportant 5=extremely important

Non-applicable answers were excluded from analysis

Discussion

The high ranking of all quality factors (3.85 or higher) suggests that all of the quality factors presented to respondents were considered important. The factors considered highest in importance were well-supervised facilities and sanitary facilities. The factors considered lowest in importance were personal lockers provided for each child and onsite medical care.

Comparison of Quality Preferences of Women Travelers and Employees

Table 9 shows analysis of differences between the means of women travelers' and women employees' perceptions of quality factors in child care services using a two independent sample T-test. Several factors were found to be statistically significantly different. The most significant factors were sanitary facilities, safe play area, and licensed workers ($p \leq .001$). Other factors that had a significant difference among women traveler and women employees included: well-supervised facility ($p \leq .05$), licensed facility ($p \leq .01$), various activities ($p \leq .05$), and parent conferences ($p \leq .05$). All the factors found to be statistically different were ranked higher by employees than by travelers.

Table 9

T-test Comparison of the Quality Preferences of Women Travelers and Employees

Variable	Traveler ^a		Employee ^b		F
	M	SD	M	SD	
Well-Supervised	4.81	.45	4.90	.36	5.007*
Sanitary	4.72	.45	4.88	.38	12.698***
Nutritious meals	4.67	.60	4.79	.50	2.985
Records on file	4.64	.53	4.77	.51	3.198
Emergency plans	4.55	.62	4.65	.59	.976
Safe play area	4.55	.65	4.85	.42	23.542***
Licensed facility	4.53	.72	4.77	.55	9.909**
Parental consent	4.50	.59	4.73	.63	2.244
Daily reports	4.47	.69	4.37	.74	.117
Licensed workers	4.40	.83	4.67	.62	11.163***
Parents welcome	4.40	.71	4.67	.59	3.555
Payment plans	4.40	.68	4.63	.63	1.889
Inviting facility	4.38	.74	4.60	.69	.820
Various activities	4.34	.70	4.73	.53	6.373*
Referred medical	4.24	.74	4.56	.61	.533
Parent conference	4.13	.62	4.31	.78	6.672*
Onsite medical	3.94	.79	4.21	.89	2.634
Personal lockers	3.85	.91	4.08	.90	.377

Note. *=p<.05, **=p<.01, ***=p<.001, ^aN=48, ^bN=55
Scale: 1=extremely unimportant 5=extremely important

Discussion

Even though sanitation was considered the second most important quality factor, there was a significant difference ($p \leq .001$) between the responses given by traveling women and women employees on this factor. Employees ranked sanitation higher on the Likert Scale than travelers. This suggest that even though all participants considered sanitation one of the most important qualities, employees gave sanitation more importance than travelers.

Comparison of Quality Preferences Against Selected Demographic Variables

Test for Significance Using Homogeneity of Variance

When the initial inspection of the response data from the two-way ANOVA indicated the possibility of non-homogeneity of cell variances, a test of this factor was made using both the Cochran's C test of homogeneity of variance and the Barlett-Box test of homogeneity of variance. The degree of heterogeneity was significant for several factors. This non-homogeneity of variance lead the researcher to analyze those factors considered significant using a one-way analysis of variance. When comparing marital status, women employees and women travelers, and quality factors, the cells that yielded significance included: nutritious meals ($X^2=3.1643$, $p<.05$), safe play area ($X^2=5.1212$, $p<.010$), records on file ($X^2=6.8095$, $p<.001$), parent conferences ($X^2=.4142$, $p<.05$),

licensed facility ($X^2=4.2753$, $p<.010$), licensed personnel ($X^2=4.2623$, $p<.010$), well supervised ($X^2=.4098$, $p<.05$), and variety of activities ($X^2=2.9170$, $p<.05$). When comparing race, women employees and women travelers, and quality factors, the cells that yielded significance included: nutritious meals ($X^2=3.2941$, $p<.05$), safe play area ($X^2=5.9441$, $p<.001$), parental consent ($X^2=3.1181$, $p<.05$), licensed facility ($X^2=7.7447$, $p<.001$), licensed personnel ($X^2=2.8269$, $p<.05$), well supervised ($X^2=8.5877$, $p<.001$), and a variety of activities ($X^2=4.1084$, $p<.010$). When comparing work hours, women employees and women travelers, and quality factors, the cells that yielded significance included: safe play area ($X^2=5.3142$, $p<.001$), licensed facility ($X^2=4.7679$, $p<.010$), sanitary ($X^2=4.4908$, $p<.010$), and well supervised ($X^2=10.3738$, $p<.001$). The results of the one-way ANOVA are summarized after the two-way ANOVA discussion.

Discussion of Two-Way ANOVA

A two-way analysis of variance (ANOVA) was used to examine differences in responses to quality preferences among women travelers and women employees and selected demographic variables. The independent variables consisted of travelers and employees and selected demographics (e.g. race, age, marital and employment status). The dependent variable in the comparison was the quality factors of child care services.

The demographic variables of age, race, and marital status were collapsed from the original levels to ensure similar Ns in cells. The age variable was collapsed into 16-25 years, 26-35 years, and 36 years or over and a 2X3 ANOVA was computed to compare

age to women travelers and women employees quality preferences. The race variable was collapsed into majority and minority and the marital status variable was collapsed into single and married, both used a 2X2 ANOVA to compare the them with women travelers and women employees quality preferences. The employment status variable (part-time & full-time) was compared with women travelers and women employees quality factors using a 2X2 ANOVA.

The two-way analysis of variance to test the perceptions of quality child care services resulted in a significant difference between marital status and traveling and working mothers concerning the quality factors: emergency plans ($F=2.804$, $df=2/94$, $p<.05$), parents welcome anytime ($F=4.078$, $df=2/94$, $p<.05$), variety of payment plans ($F=2.858$, $df=2/94$, $p<.05$), parental consent ($F=2.416$, $df=2/93$, $p<.05$), records on file ($F=2.260$, $df=2/94$, $p<.05$), daily reports ($F=2.257$, $df=2/94$, $p<.05$), and referred medical care ($F=1.883$, $df=2/93$, $p<.05$).

There was also a significant difference between race and traveling and working mothers concerning the quality factors: referred medical care ($F=2.716$, $df=2/91$, $p<.05$), licensed facility ($F=2.704$, $df=2/92$, $p<.05$), parents welcome ($F=4.884$, $df=2/92$, $p<.05$), sanitary ($F=2.177$, $df=2/92$, $p<.05$), and payment plans ($F=1.724$, $df=2/92$, $p<.05$). There was a significant difference between work hours and traveling and working mothers concerning the quality factors: variety of activities ($F=2.985$, $df=2/91$, $p<.05$), referred medical care ($F=1.938$, $df=2/90$, $p<.05$), and onsite medical care ($F=2.353$, $df=2/91$, $p<.05$) (see Figures 1-17). There was no significant difference between the rest of the comparisons.

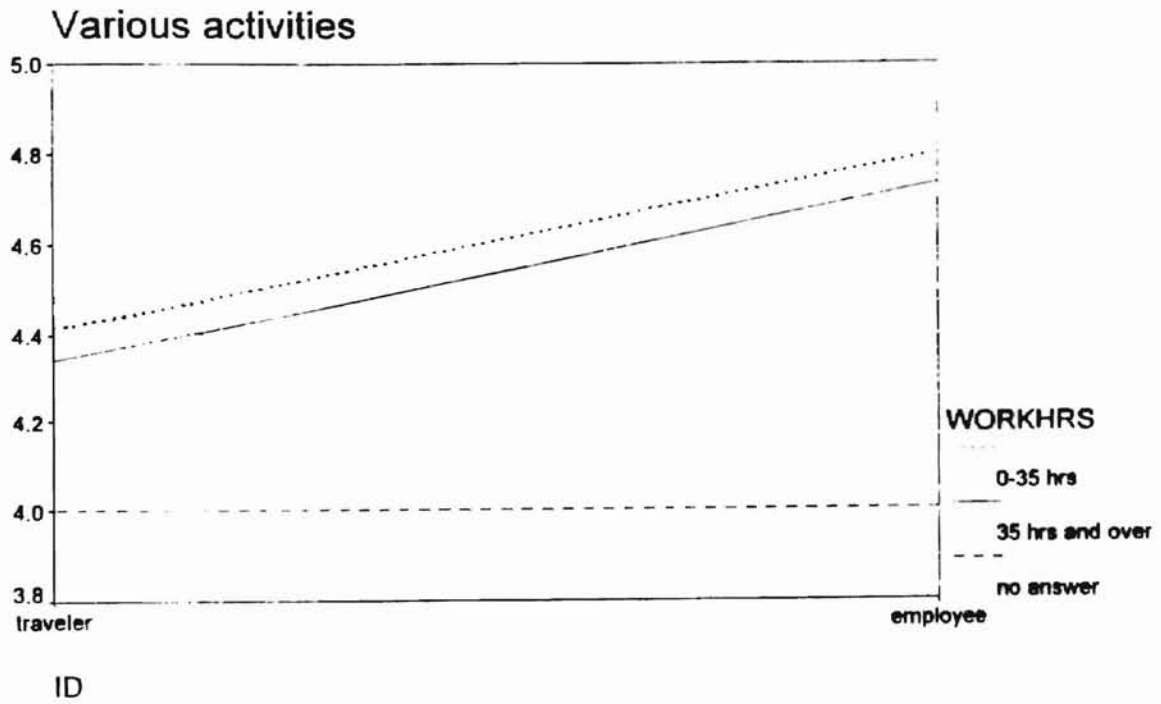


Figure 1. Two-way ANOVA for work hours, group membership (id), various activities.

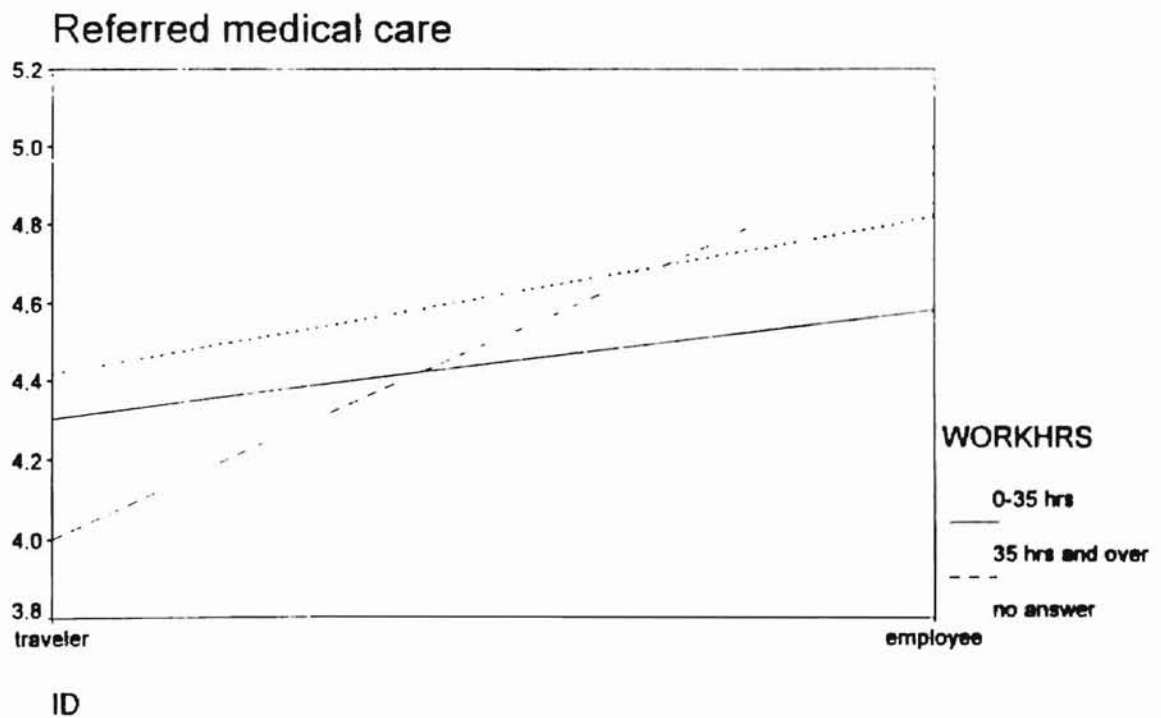


Figure 2. Two-way ANOVA for work hours, group membership (id), referred medical care.

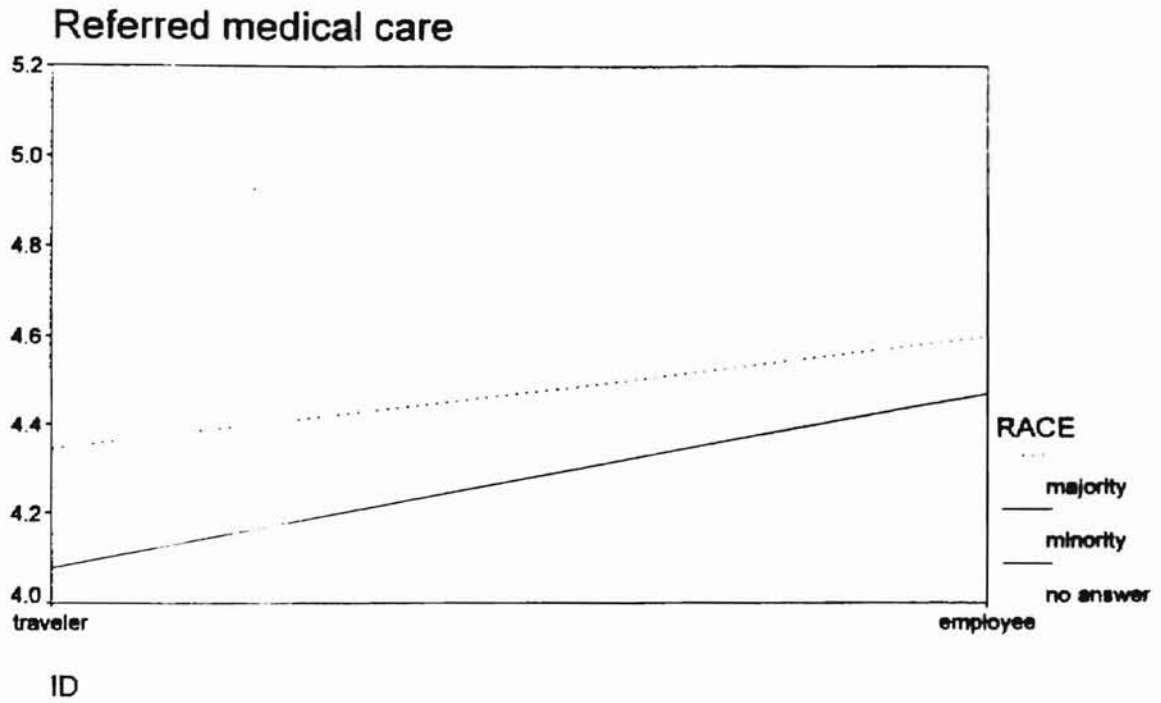


Figure 3. Two-way ANOVA for race, group membership (id), referred medical care.

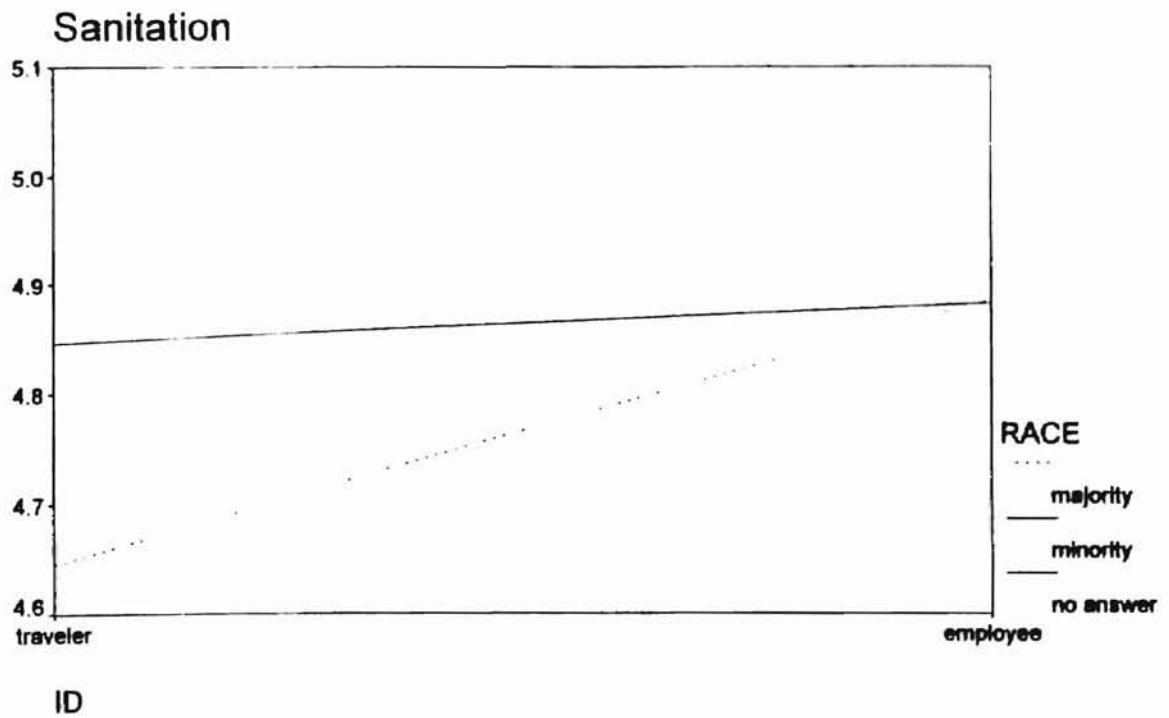
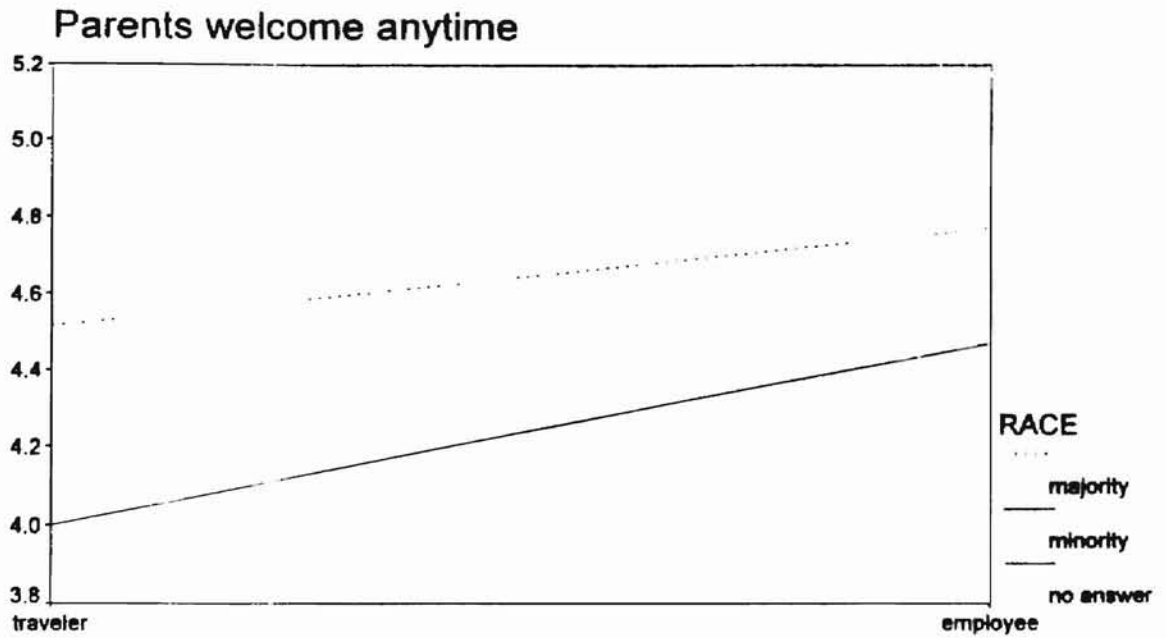
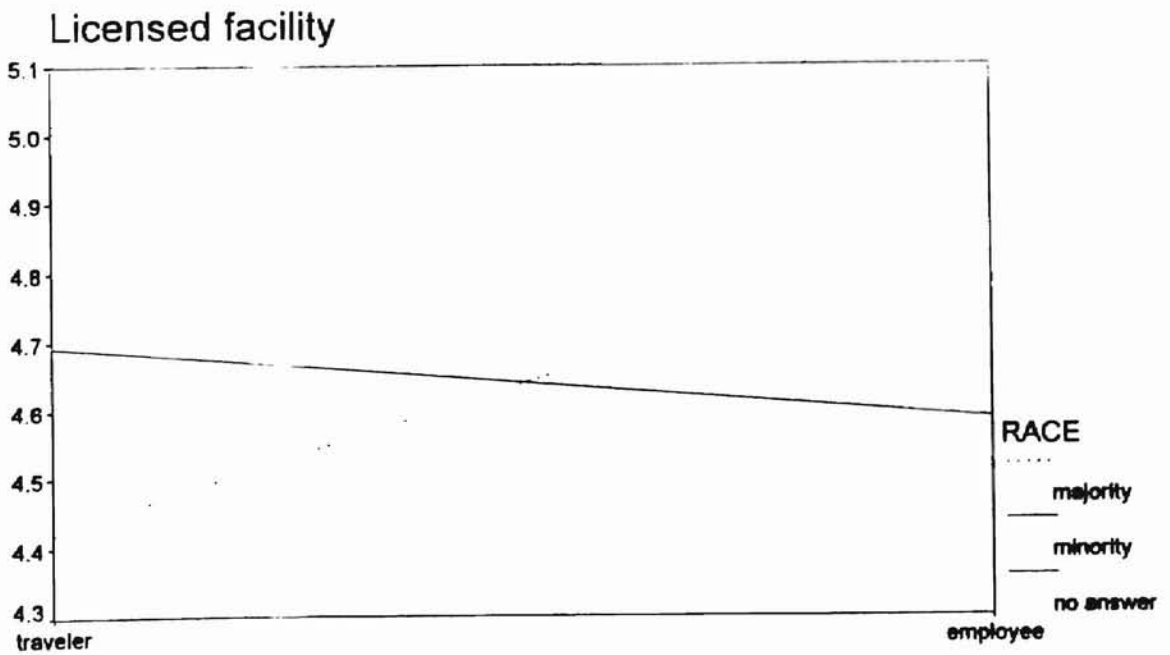


Figure 4. Two-way ANOVA for race, group membership (id), sanitation.



ID

Figure 5. Two-way ANOVA for race, group membership (id), parents welcome anytime.



ID

Figure 6. Two-way ANOVA for race, group membership (id), licensed facility.

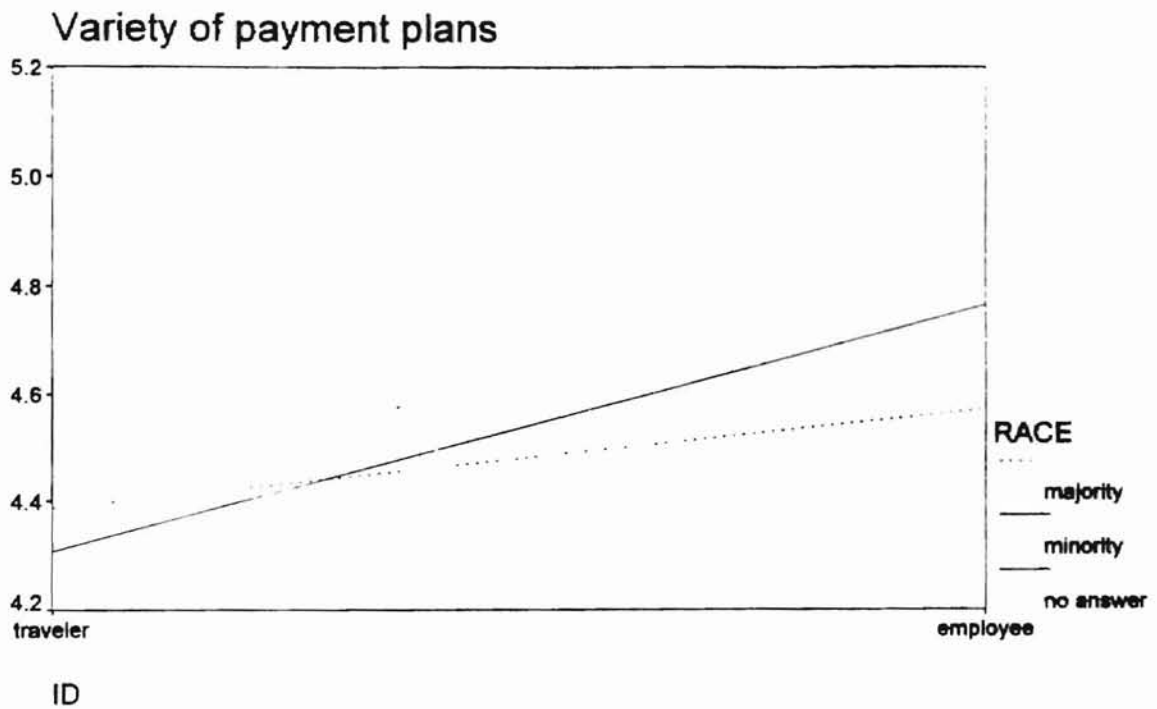
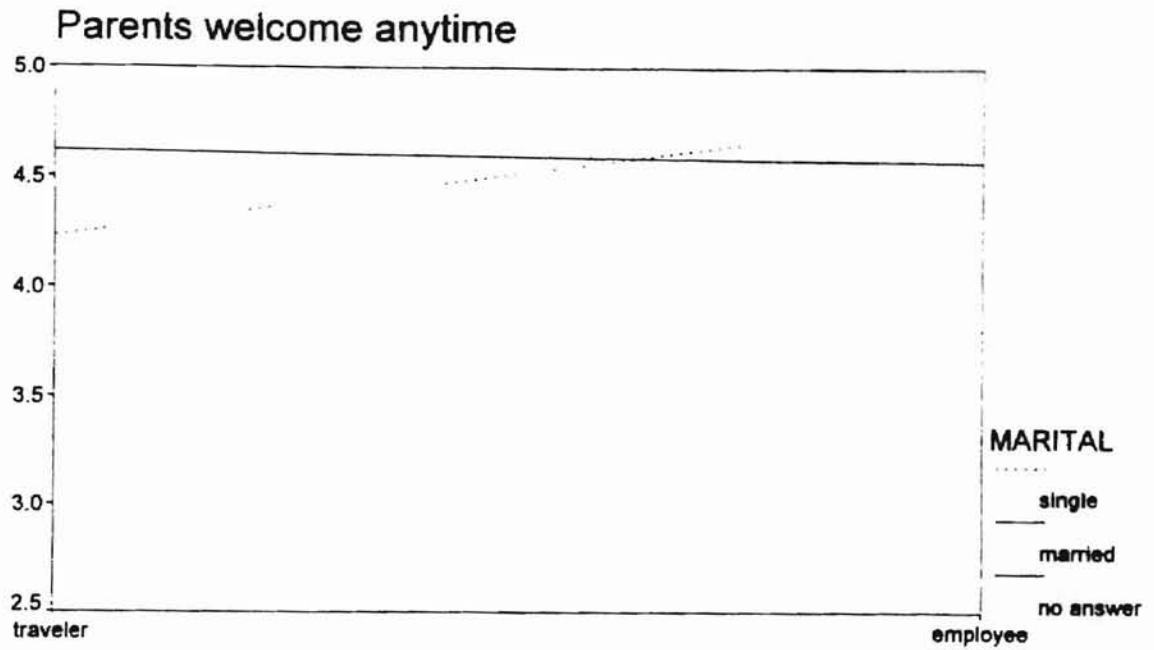
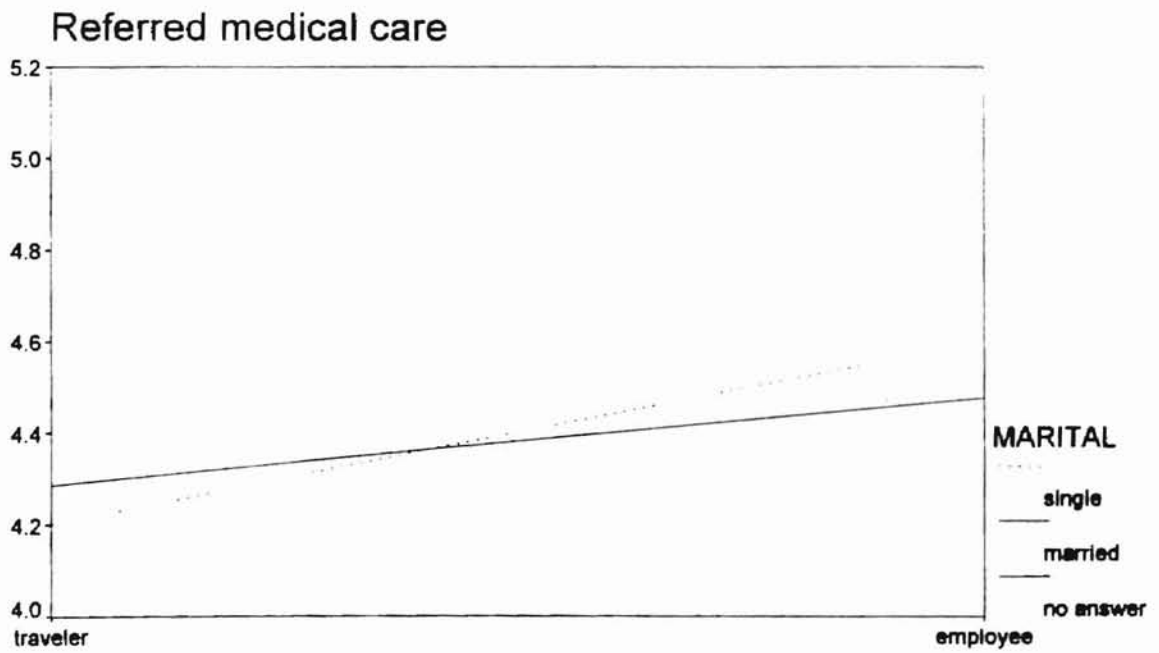


Figure 7. Two-way ANOVA for race, group membership (id), variety of payment plans.



ID

Figure 8. Two-way ANOVA for marital, group membership (id), parents welcome anytime.



ID

Figure 9. Two-way ANOVA for marital, group membership (id), referred medical care.

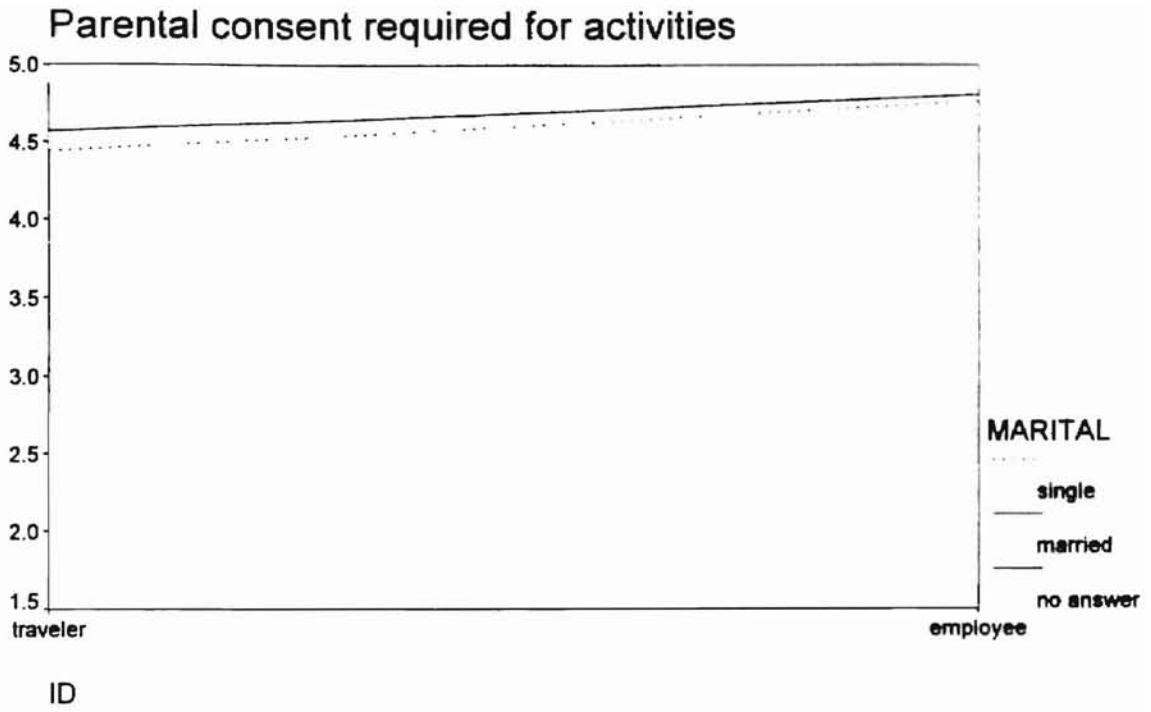


Figure 10. Two-way ANOVA for marital, group membership (id), parental consent required for activities.

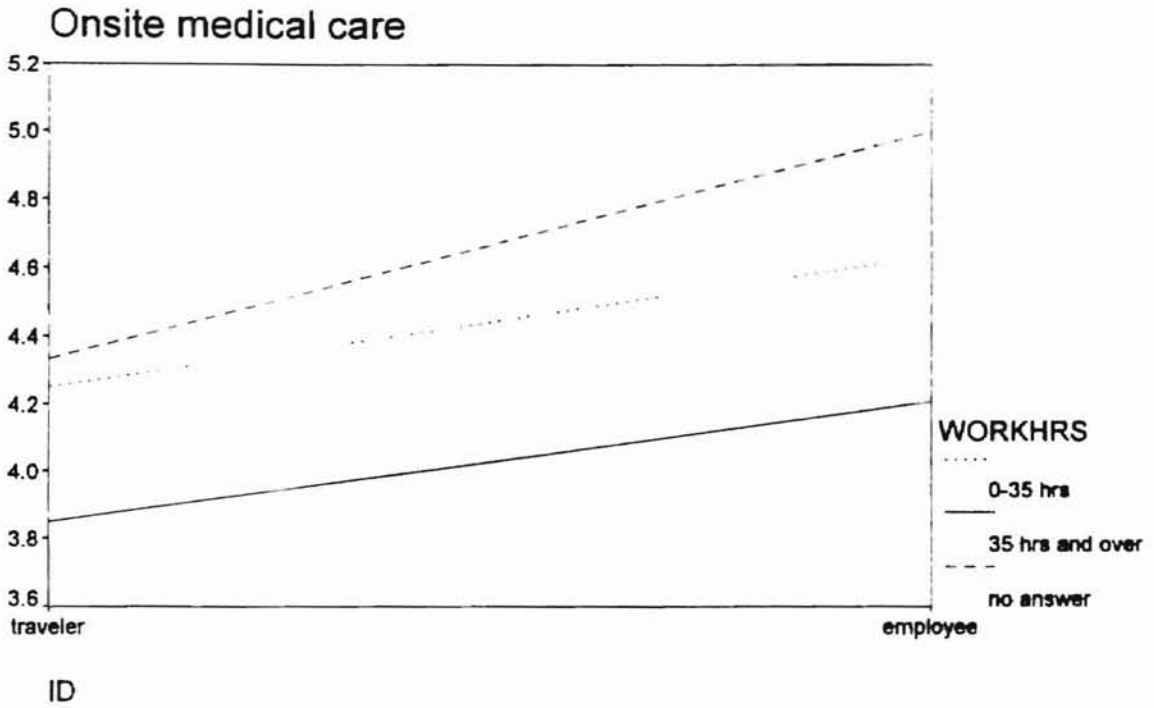


Figure 11. Two-way ANOVA for work hours, group membership (id), onsite medical care.

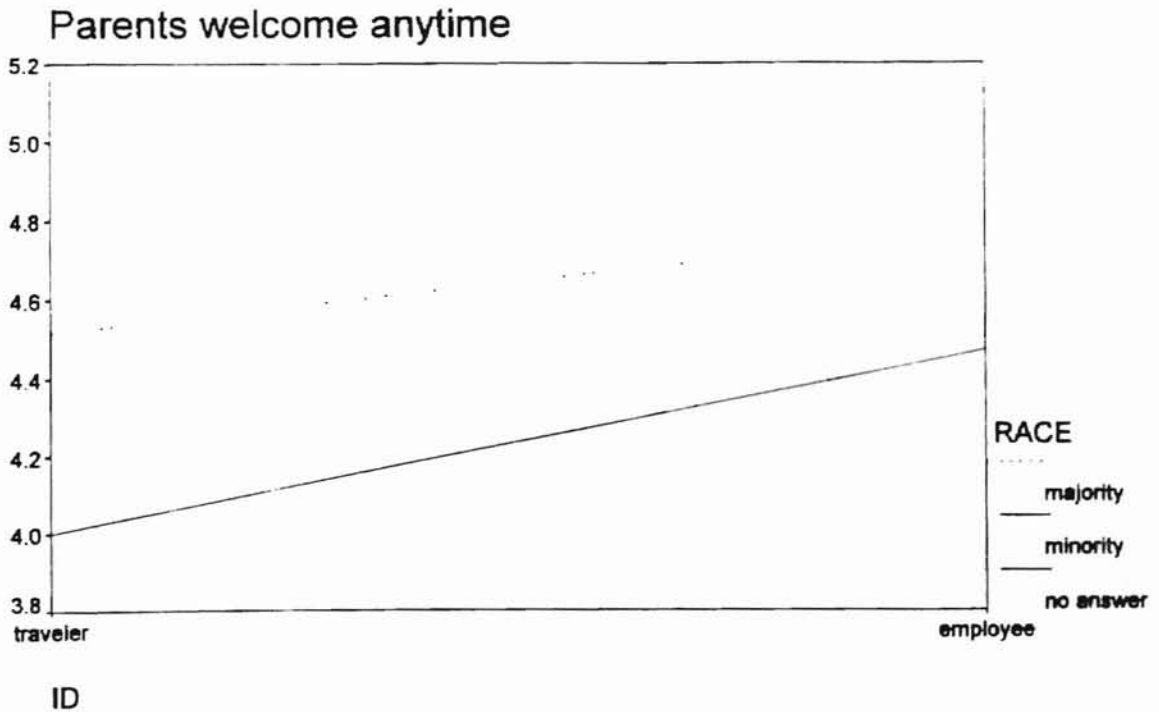


Figure 12. Two-way ANOVA for race, group membership (id), parents welcome anytime.

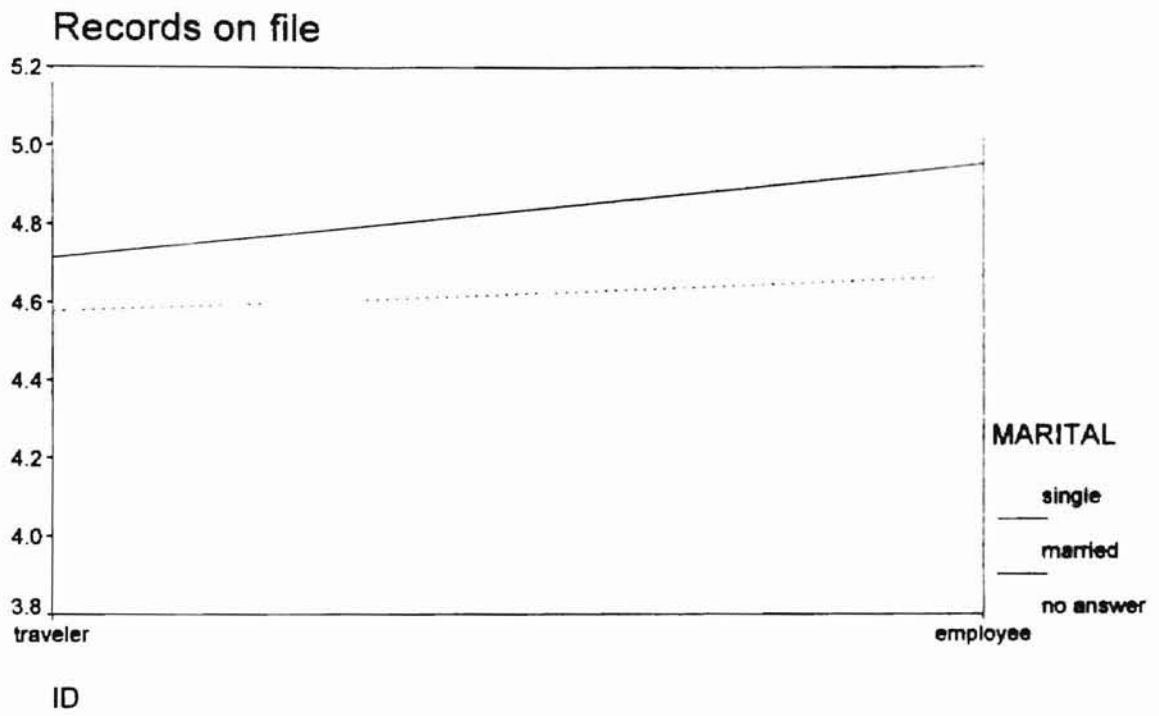


Figure 13. Two-way ANOVA for marital, group membership (id), records on file.

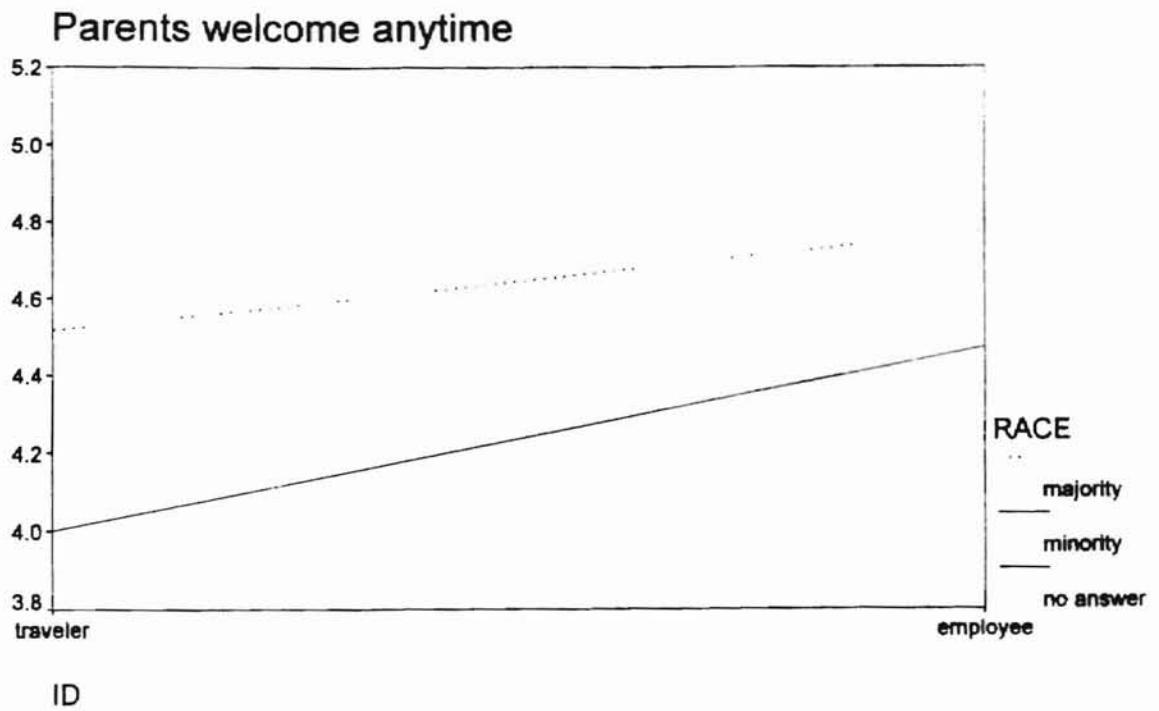


Figure 14. Two-way ANOVA for race, group membership (id), parents welcome anytime.

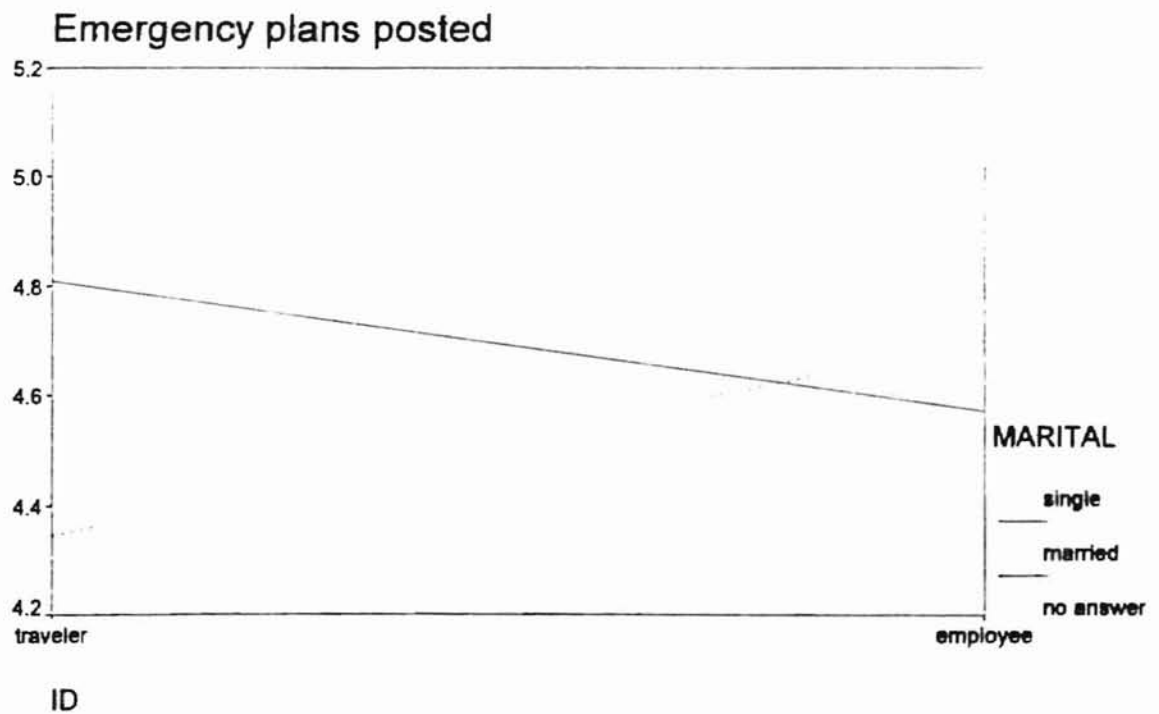


Figure 15. Two-way ANOVA for marital, group membership (id), emergency plans posted.

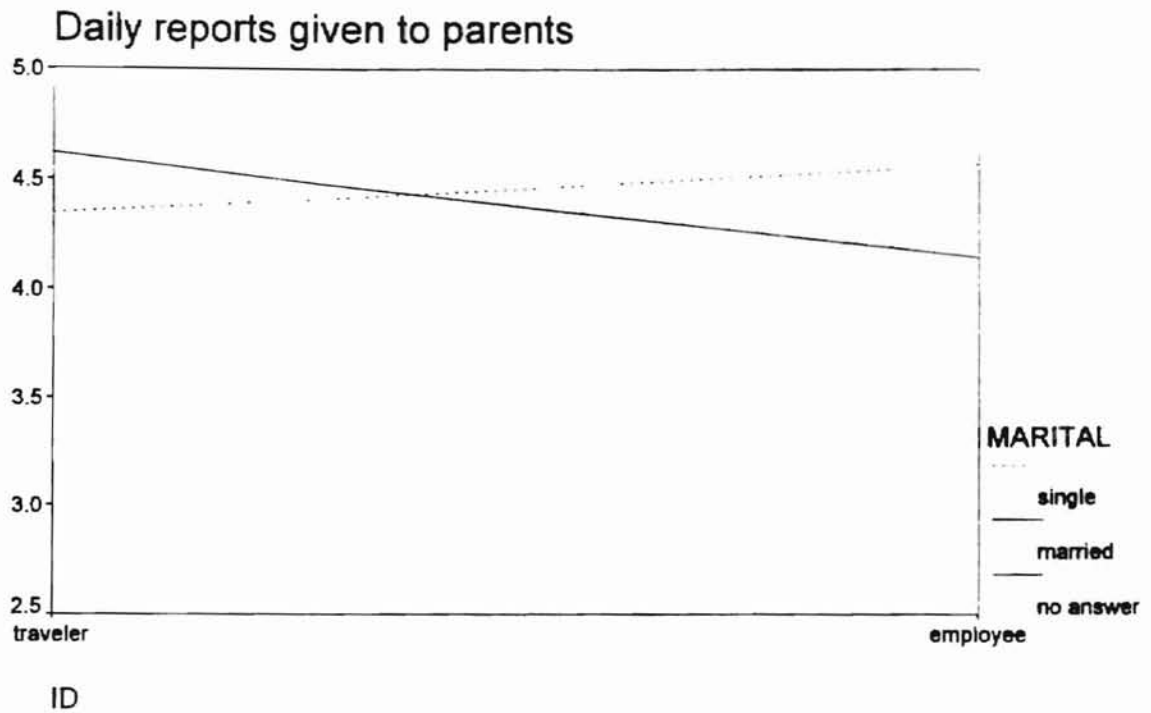


Figure 16. Two-way ANOVA for marital, group membership (id), daily reports given to parents.

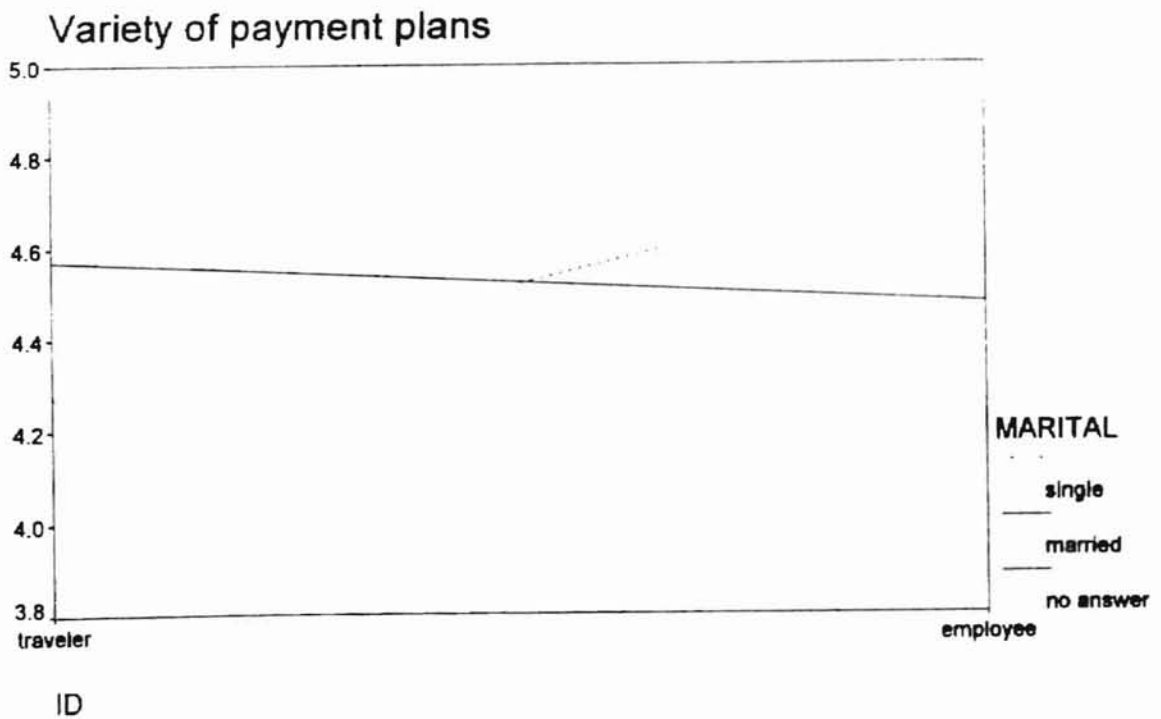


Figure 17. Two-way ANOVA for marital, group membership (id), variety of payment plans.

Two-way ANOVA Findings

Results of the two-way ANOVA suggests that traveling women and working women differed in their responses to the quality factors of emergency plans posted, parents welcome anytime, variety of payment plans, parental consent, records on file for each child, daily reports, referred medical care, licensed facility, and sanitation. The quality factors that yielded similar responses between working and traveling women were nutritious meals, licensed personnel, well-supervised facility, various activities, inviting facility, safe play area, onsite medical care, personal lockers, and parent conferences.

Differences Between Responses of Working and Traveling Women

The results of the two-way ANOVA suggest that based on work hours the responses to the quality factors: various activities for children ($P=.004$) and referred medical care (.032) varied depending on whether the respondent was a traveler or employee (see Figure 1 and 2). Employees ranked both various activities for children and referred medical care higher than travelers. Results of the two-way ANOVA also suggest that based on race responses to the quality factors: referred medical care (.008), sanitary facilities (.041), parents welcome anytime (.014), licensed facility (.040), and variety of payment plans (.049) varied depending on whether the respondent was a traveler or employee (see Figures 3-7). Based on race, employees ranked sanitary facilities, parents welcome anytime, referred medical care, and variety of payment plans higher than

travelers. Licensed facility was ranked higher by majority employees and minority travelers. Additionally, results of the two-way ANOVA suggest that based on marital status responses to the quality factors: parents welcome anytime (.016), referred medical care (.028), and parental consent required for activities (.011) varied depending on whether the respondent was a traveler or employee (see Figures 8-10). Based on marital status, employees ranked referred medical care and parental consent required for activities higher than travelers. Parents welcome anytime was ranked higher by single employees and married travelers.

Demographic Differences

Based on how many hours were worked, respondents differed in their responses to the quality factor: onsite medical care (.042) (see Figure 11). Employees whether working part-time or full-time ranked onsite medical care higher than travelers. There was a significant difference based on race to the quality factor: parents welcome anytime (.005) (see Figure 12). Employees whether majority or minority ranked parents welcome anytime significantly higher than travelers. Based on marital status, the women in the study, differed in their responses to the quality factor: records on file for every child (.042) (see Figure 13). Employees whether single or married ranked the quality factor records on file for every child higher than travelers.

Interaction of Variables That Caused Differences

The variable marital status only had an effect on responses when combined with whether a respondent was a traveler or employee for the quality factors: parents welcome anytime (.016) (see Figure 14), emergency plans posted (.016) (see Figure 15), daily reports given to parents (.015) (see Figure 16), and variety of payment plans offered (.026) (see Figure 17). Single employees and married travelers ranked all five variables higher than married employees or single travelers.

Overall Discussion of Two-way ANOVA

The findings of the two-way ANOVA suggest that marital status had the most affect on the way respondents answered questions concerning their preceptions of quality factors in child care services. There were significant differences among the interactions of traveling and working women and marital status on perceptions of quality factors, while race and work hours had no significant differences in the interaction of variables only when the variables were analyzed seperately.

Discussion of One-way ANOVA Findings

The variables that were considered significant after the test of homogeneity of variance were analyzed using a one-way ANOVA. The one-way ANOVA used to test the

affects of age on quality factors of child care services was tested for significance using the Least Significant Difference test.

Traveler Quality Preferences and Selected Demographics

Table 10 summarizes the findings from the One-way analysis of variance comparing traveler quality preferences and selected demographics.

The significant difference for the variables daily reports and payment was due to the differences in responses among the age group 26-35 years and the age group 36. Respondents in the age group 16-25 years and the age group 26-35 years differed significantly in their response to parents welcome anytime to the child care facility. The age group 26-35 and the age group 36 and over also had a significant difference in their responses to the quality factor parents welcome anytime. The significant difference in responses to the quality factor a variety of activities offered to child care came from the majority group (Mean=4.48) preferring the factor more than the minority group (Mean=3.92).

Table 10

One Way ANOVA Comparison of Traveler Quality Preferences and Selected Demographics

	<u>df</u>	<u>Traveler</u>		<u>F</u>
		<u>SS</u>	<u>MS</u>	
Daily reports X age				
Between groups	2	2.5948	1.297	2.9876*
Within groups	44	19.1073	.4343	
Total	46	21.7021		
Payment plans X age				
Between groups	2	2.9969	1.498	3.5984*
Within groups	44	18.3223	.4164	
Total	46	21.3191		
Parents welcome X age				
Between groups	2	4.1419	2.071	4.7515*
Within groups	44	19.1773	.4358	
Total	46	23.3191		
Various activities X race				
Between groups	1	2.8804	2.880	6.4816*
Within groups	42	18.6650	.4444	
Total	43	21.5455		

Note. N=48, *p<.05, non-applicable responses excluded.

Overall Discussion of One-way ANOVA Findings

The findings of the One-way ANOVA for travelers perceptions of quality factors against selected demographics suggests that age of the respondents affects the way that they will answer certain questions. Race had a slight affect on the way travelers responded to certain questions, while marital and employment status showed no significant differences.

Employee Quality Preferences and Selected Demographics

Table 11 summarizes the findings from the One-way ANOVA comparing employee quality preferences and selected demographic variables

Table 11

One Way ANOVA Comparison of Employee Quality Preferences and Selected Demographics

	<u>df</u>	<u>Employee</u>		<u>F</u>
		<u>SS</u>	<u>MS</u>	
Records on file X age				
Between groups	2	1.5300	.7650	3.0012*
Within groups	45	11.4700	.2549	
Total	47	13.0000		
Licensed facility X age				
Between groups	2	1.5343	.7672	2.6669*
Within groups	45	12.9448	.2877	
Total	47	14.4792		
Inviting facility X race				
Between groups	1	2.3041	2.304	5.1859*
Within groups	50	22.2151	.4443	
Total	51	24.5192		

Note. N=55, *p<.05, non-applicable responses excluded.

CHAPTER V

SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS

Summary

With the increase in the number of females participating in the labor force and the changing role of women, a study of the need for child care in lodging operations has become important. The purpose of this research was to examine the need for child care in lodging operations and the perceptions of quality factors among working and traveling mothers. Four research questions were formed to determine: the perception in need for child care services in lodging operations among working and traveling women; the degree of importance working and traveling mothers place on quality factors in child care services; examine differences in the importance placed on quality factors among working and traveling mothers; and examine the importance of quality factors among travelers and employees when associated with selected demographic characteristics.

The results of the data collected from traveling and working women in two lodging operations selected from a management company were presented in Chapter IV. This chapter also reported the needs and quality factor preferences of working and traveling women. The data obtained from 103 questionnaires were analyzed using frequencies, means, t-test, and ANOVA. The findings of the study are limited to the subjects analyzed and should not be generalized beyond this population.

The majority of respondents were age 26-35, caucasian, married with one to two children and a high school education. Most respondents worked full-time and had only one job. The majority of the respondents' children were twelve years or less suggesting that children were at the age to need child care.

Need for child care

Overall, onsite child care was the preferred type of care for both travelers and employees. Additionally, both travelers and employees indicated that an onsite child care facility would help them relieve stress related to balancing work and family responsibilities which was supported in the literature review. Most of the respondents indicated that a family member or daycare provider took care of their children when they were not at home. The travelers were away from home an average of one to five days per month and stayed in hotels for an average of one to five days.

A majority of the travelers indicated that they would use an onsite child care facility. Employees placed more importance on a 24 hour child care facility than traveling women. Travelers were willing to pay extra for onsite child care services.

Quality Factors

The most important overall quality factors were a well supervised facility and a sanitary facility. The least important overall quality factors were onsite medical care and

personal lockers for each child. The travelers and employee had significantly different responses to quality factors such as, sanitary facilities, safe play area, and licensed workers.

The age of both travelers and employees seemed to affect their preferences of quality factors in child care services provided through a hotel. Marital status and race had some affect on the way that travelers and employees felt about quality preferences. Employment status had very little affect on travelers or employees quality preferences

Implications

The study suggests that an onsite child care facility would be used by both travelers and employees of a lodging operation. Both travelers and employees indicated having children that would need a child care facility. A lodging operations should look at providing child care services for several reasons. First, respondents indicated that a child care facility would help relieve stress. This suggests that employees would be more productive and travelers would be less frustrated. Second, the ability to take children could reduce the five or less days typically missed due to child care related reasons. Third, respondents indicated that they would like to have child care as a benefit through the company. Lodging operations should look at the feasibility of providing some type of child care supplement to employees. Finally, a child care service could help reduce turnover which would help the lodging industry tremendously. Several quality factors (e.g. well-supervised facilities, sanitary facilities, and nutritious meals) are important to

working and traveling women so the industry needs to look at providing a service that meets the quality preferences of the travelers and employees.

The study findings agreed with literature that suggests a child care facility could help relieve stress, travelers would use a child care facility, both employees and travelers prefer an onsite child care facility, quality is important, and women have a need for child care.

This paper sets a foundation for future research in the area of child care in lodging operations. Since the research was exploratory, there are several avenues open for future researchers to take that would improve and build upon the knowledge base of hospitality industry professionals established in this study concerning child care in lodging operations

Recommendations

The research questionnaires consisted of a wide variety of needs questions and asked different needs questions of travelers than employees. For future research, an instrument should be designed to ask the same questions of travelers and employees so that a comparison of their needs can be tested. This study was exploratory and limited to two properties. Future research should broaden the scope and examine the child care needs and quality factors of women in different regions of the United States, different companies, different sized properties, and different types of properties. This study surveyed both employees and travelers. Future research could look at just the travelers or just the employees to make the construction of the questionnaire easier.

Future research should look at the method of distribution. The properties used in this study wanted the questionnaires handed out at the front desk. A better method could be used that would yield a higher number of respondents.

Conclusion

This study determined that there is a need for an onsite child care facility in lodging operations. The facilities should have many of the quality factors that were determined to be important by travelers and employees. If an onsite child care facility can not be established, working women would like to have child care as a company benefit to help relieve the stress of finding affordable daycare. A child care facility can help relieve stress in both travelers and employees. A child care facility can help reduce the number of missed days due to child care related reasons or even help reduce turnover.

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APPENDIX A

COVER LETTER FOR SURVEY INSTRUMENT



Dear Participants:

We would appreciate your opinion on the attached questionnaire that requests information concerning childcare needs in the lodging industry. The questionnaire is part of a study being conducted by Holiday Inn- Mt. Moriah of Memphis and Oklahoma State University. We believe the input from all women is important. For this reason, the questionnaire is designed for any woman with or without children.

The questionnaire has three sections. The first section asks you to circle your response to a statement concerning your perception of several issues affecting quality childcare. The second section requests information about childcare resources and other childcare issues. The final section asks for demographic information. When you have completed the questionnaire, please fold it and return it to the front desk. The questionnaire will be taken directly to Oklahoma State University to ensure your answers are kept confidential.

The information gathered from the survey will be used to produce a report concerning childcare issues in lodging operations. If you would like a copy of this report, please submit a business card or piece of paper with your name and address in the box provided for questionnaire return. Do not attach it to your questionnaire. Your name and address will be kept separate from the information on the questionnaire and will not be reported to anyone. We have taken every precaution to ensure that all information you provide on the questionnaire will be reported in summary form only. No attempt will be made to identify any individual with their completed questionnaire.

As a woman, your opinion is very important to this study. We anticipate that the questionnaire will take no more than 10 minutes for you to complete. Most participants have found it easier to complete the form when they receive it. This will ensure that it is not forgotten or misplaced.

Thank you very much for your time and for helping us with this project. If you have any questions, please call Machele Davison or Doug Weatherford at the telephone number listed below.

Sincerely,

Machele Davison
Machele Davison
Graduate Student
Oklahoma State University
210 HESW
Stillwater, OK 74058
(405)744-6713

Doug Weatherford
Doug Weatherford
General Manager
Holiday Inn- Mt. Moriah
(901)362-8010

MT. MORIAH

2490 Mt. Moriah @ 1240 • Memphis, Tennessee 38115 • 901/362-8010 • Fax 901/362-8452
Owned by Mt. Moriah Hotel Partners, L.P. Operated by Hotel Management, Inc.

APPENDIX B

SURVEY INSTRUMENTS FOR BOTH TRAVELERS AND EMPLOYEES

CHILDCARE IN LODGING OPERATIONS

Please answer questions 1-18 using the scale below. Circle one response to each question.

	1	2	3	4	5	NA
	Extremely Unimportant	Unimportant	Neither Important nor Unimportant	Important	Extremely Important	Not Applicable
How important are the following issues in terms of quality childcare?						
1. Nutritious meals	1	2	3	4	5	NA
2. Licensed facility	1	2	3	4	5	NA
3. Licensed personnel	1	2	3	4	5	NA
4. Clean, sanitary facility	1	2	3	4	5	NA
5. Well-supervised facility	1	2	3	4	5	NA
6. Variety of activities for children	1	2	3	4	5	NA
7. Welcome invitation anytime for parental visits	1	2	3	4	5	NA
8. Emergency plan posted	1	2	3	4	5	NA
9. Inviting facility (decor, equipment, etc.)	1	2	3	4	5	NA
10. Safe play area (fire extinguishers handy, free from dangerous objects, etc.)	1	2	3	4	5	NA
11. Onsite medical care (physician on premises)	1	2	3	4	5	NA
12. Referred medical care (to a physician in the area)	1	2	3	4	5	NA
13. Provides parents with daily reports on children (activities done, accidents, etc.)	1	2	3	4	5	NA
14. Records kept on every child (emergency numbers, allergies, etc.)	1	2	3	4	5	NA
15. Provides personal lockers for child's possessions	1	2	3	4	5	NA
16. Holds parent/teacher conferences on a regular basis	1	2	3	4	5	NA
17. Requires parental consent for activities such as field trips, etc.	1	2	3	4	5	NA
18. Variety of payment plans provided to meet the parents' needs	1	2	3	4	5	NA

Please check (✓) one response or write in your response for each of the following questions

19. Have you ever stayed at a hotel that provided onsite childcare? Yes No Uncertain
 If yes, did you use it for your children? Yes No Uncertain
 If no, would you use an onsite childcare center provided by a hotel for your children?
 Yes No Uncertain

20. Would you pay extra to stay at a hotel that provides a childcare facility? Yes No Uncertain

21. What type of childcare would you prefer as a service through a hotel?
 Childcare center in hotel Referral service (for care onsite)
 Referral service (for care in the area) Day camp Other: specify _____

22. Would you use a 24 hour day care center in a hotel? Yes No Uncertain

Why or why not? _____

23. Would an onsite childcare facility help relieve stress related to your work? Yes No Uncertain

24. Would an onsite childcare facility be a decision factor in which hotel you choose? Yes No Uncertain

Please continue with questions 25-40 on the next page

- 25 How many days have you missed work in the last year because of childcare related problems (Please be specific by using only one number)? _____
- 26 If childcare were part of your company benefits, would you use it? Yes No Uncertain
- 27 What payment method would you prefer for childcare services in a hotel (check all that apply)?
 Hourly Daily Monthly Other: specify _____
28. What specific amount under the following payment methods would you be willing to pay for childcare at a hotel? Hourly Daily Monthly Other: specify _____
- 29 Please indicate your age in years: _____
- 30 Race (check one): Caucasian African American Hispanic Asian American
 Native American Other: specify _____
31. Marital Status: Single Married Divorced Widowed Other: specify _____
- 32 What is the highest level of formal education you have completed?
 Grade school High School VoTech 2 year college 4 year college Graduate School
- 33 What is your current job title? _____
- 34 How many hours do you usually work each week? _____
- 35 Are you eligible for company benefits? Yes No
- 36 Do you have children? Yes No (If no, skip to question 39)
 If yes, how many? _____
 what is the age of each child? _____
 how many currently live at home? _____
- 37 Who watches your children while you are away from home?
 Spouse Family member Friend Daycare provider Other: specify _____
- 38 If your children do not currently live at home, who used to watch them when you were away from home?
 Spouse Family member Friend Daycare provider Other: specify _____
- 39 How many days per month do you normally travel outside the city limits of your residence? _____
- 40 How frequently (# of days) during the month do you travel for the following reasons? Indicate where you stay during your travels and how long, on average, do you stay (# of days) for each reason?

Reason for travel	Frequency of travel	Where (Hotel, friend, etc)	Average stay (# of days)
Job related/Business	_____	_____	_____
Personal Business	_____	_____	_____
Pleasure	_____	_____	_____
Other: specify	_____	_____	_____

Thank you very much for your time!

Please fold the survey and return it to the front desk.

CHILD CARE IN LODGING OPERATIONS

Please answer the following question using the scale below. Circle one response for each question					
1 Extremely Unimportant	2 Unimportant	3 Neither Important nor Unimportant	4 Important	5 Extremely Important	NA Not Applicable
How important are the following issues in terms of quality childcare?					
1. Nutritious meals					1 2 3 4 5 NA
2. Licensed facility					1 2 3 4 5 NA
3. Licensed personnel					1 2 3 4 5 NA
4. Clean, sanitary facility					1 2 3 4 5 NA
5. Well-supervised facility					1 2 3 4 5 NA
6. Variety of activities for children					1 2 3 4 5 NA
7. Welcome invitation anytime for parental visits					1 2 3 4 5 NA
8. Emergency plan posted					1 2 3 4 5 NA
9. Inviting facility (decor, equipment, etc.)					1 2 3 4 5 NA
10. Safe play area (fire extinguishers handy, free from dangerous objects, etc.)					1 2 3 4 5 NA
11. Onsite medical care (physician on premises)					1 2 3 4 5 NA
12. Referred medical care (to a physician in the area)					1 2 3 4 5 NA
13. Provides parents with daily reports on children (activities done, accidents, etc.)					1 2 3 4 5 NA
14. Records kept on every child (emergency numbers, allergies, etc.)					1 2 3 4 5 NA
15. Provides personal lockers for child's possessions					1 2 3 4 5 NA
16. Holds parent/teacher conferences on a regular basis					1 2 3 4 5 NA
17. Requires parental consent for activities such as field trips, etc.					1 2 3 4 5 NA
18. Variety of payment plans provided to meet the parents needs					1 2 3 4 5 NA

Please check (✓) one response or write in your response for each of the following questions

19. What type of childcare would you prefer as a service through a hotel?
 Childcare center in hotel Referral service (for care onsite)
 Referral service (for care in the area) Day camp
 Other specify _____
20. Would you use a 24 hour onsite childcare center at this hotel? Yes No Uncertain
 Why or why not? _____
21. Would an onsite childcare facility help relieve stress related to your work?
 Yes No Uncertain
22. How many days have you missed work in the last year because of childcare related problems (Please be specific by using only one number)? _____

Please continue with questions 23-37 on the next page

23. If childcare were part of your company benefits, would you use it?
 Yes No Uncertain
24. What payment method would you prefer for childcare services (check all that apply)?
 Hourly Daily Monthly Other: specify _____
25. What specific amount under the following payment methods would you be willing to pay for childcare at a hotel?
 Hourly Daily Monthly Other: specify _____
26. Please indicate your age in years: _____
27. Race (check one): Caucasian African American Hispanic Asian American
 Native American Other: specify _____
28. Marital Status: Single Married Divorced Widowed
 Other: specify _____
29. What is the highest level of formal education you have completed?
 Grade school High School VoTech 2 year college 4 year college Graduate School
30. What is your current job title? _____
31. How many hours do you usually work each week? _____
32. What shift do you usually work? (check one) Morning Evening Graveyard
33. Are you employed in another job? (check one)
 No Yes, Part-time Yes, Full-time Other: specify _____
34. How long have you worked for this hotel? _____
35. Do you have children? Yes No (If no, skip to the end)
If yes, how many? _____
what is the age of each child? _____
how many currently live at home? _____
36. Who watches your children while you are at work?
 Spouse Family member Friend Daycare provider
 Other: specify _____
37. If your children do not currently live at home, who used to watch them when you were at work?
 Spouse Family member Friend Daycare provider
 Other: specify _____

Thank you very much for your time!
Please fold the survey and return it to the front desk.

APPENDIX C

APPROVAL FORM FOR RESEARCH INVOLVING HUMAN SUBJECTS

OKLAHOMA STATE UNIVERSITY
INSTITUTIONAL REVIEW BOARD
HUMAN SUBJECTS REVIEW

Date: 07-03-96

IRB#: HE-96-062

Proposal Title: CHILDCARE IN LODGING OPERATIONS

Principal Investigator(s): Jim Groves, Machel Davison

Reviewed and Processed as: Exempt

Approval Status Recommended by Reviewer(s): Approved

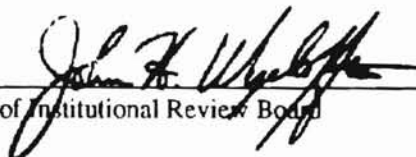
ALL APPROVALS MAY BE SUBJECT TO REVIEW BY FULL INSTITUTIONAL REVIEW BOARD AT NEXT MEETING.

APPROVAL STATUS PERIOD VALID FOR ONE CALENDAR YEAR AFTER WHICH A CONTINUATION OR RENEWAL REQUEST IS REQUIRED TO BE SUBMITTED FOR BOARD APPROVAL.

ANY MODIFICATIONS TO APPROVED PROJECT MUST ALSO BE SUBMITTED FOR APPROVAL.

Comments, Modifications/Conditions for Approval or Reasons for Deferral or Disapproval are as follows:

Signature:


Chair of Institutional Review Board

Date: July 3, 1996

VITA

Machelle Davison

Candidate for the Degree of

Master of Science

Thesis: AN EXPLORATORY STUDY OF CHILD CARE IN LODGING OPERATIONS

Major Field: Hospitality Administration

Personal Data: Home in Pawnee, OK, the daughter of David and Judy Cartmell

Education: Graduated from Pawnee High School, Pawnee, Oklahoma in May 1989, received Bachelor of Science degree in Hotel Administration from Oklahoma State University, Stillwater, OK in May 1994. Completed the requirements for Master of Science degree with a major in Hotel and Restaurant Administration in December 1996

Work Experience:

Oklahoma State University: Stillwater, OK. 1995-present. Research graduate assistant under Dr. Jim Groves. Responsibilities: Literature searches & reviews, grading assignments, recording grades, assisted in class lectures, and assisted with any other professional or course development tasks

Oklahoma State University: Stillwater, OK. 1996. Graduate Assistant under Dr. Gail Gates. Responsibilities: Managing and coordinating the development of five training modules to be used for training of Hospitality and Dietetic Professionals in Oklahoma.

Scholarships and Honors: Chef Event Scholarship Recipient, 1996. Dean's Honor Roll 1990 and 1994. Honors student. 1990. Eta Sigma Delta Honor Society member 1990-present. Phi Upsilon Omicron Honor Society member. 1990-present

Additional Information: Author of a training manual titled "Internet Basics. A Training Manual for New Users" being used in several courses at Oklahoma State University. Creator of the School of Hotel and Restaurant Administration Home Page.