

Women Entrepreneurship in Tourism Sector

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ABSTRACT

Tourism sector is one of the key sectors in India providing a lot of opportunities for women to state their own entrepreneurial activities and it is one of the fast-developing sectors in India, the scope for development of women entrepreneurship is unlimited. Economic independence, peer support, strategic management and social values are factors influencing development of women entrepreneurship in tourism sector. Significant difference prevails between profile of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector. Economic independence, strategic management, peer support and social values have positive and significant effect on success of women entrepreneurs in tourism sector. In order to enhance development of women entrepreneurship in tourism sector, women entrepreneurs should create interest and motivate themselves for taking entrepreneurial activities and they must develop their skills, knowledge and build self confidence for doing business activities. Family, friends and relatives should give moral support and financial institutions must encourage and provide sufficient financial support to them. Government and other industrial bodies should give technical support to women entrepreneurs through adequate trainings and workshops.

Key Words: Entrepreneurship, Factors, Tourism, Women.

1. INTRODUCTION

Women entrepreneurship is considered as the main cause for growth of economy in India. Women entrepreneurs create employment and provide solutions to various business issues by means of planning and making correct decisions (Tshabalala and Ezeuduji, 2016). Women entrepreneurship encourages cultural, economical and social well being of family by their empowerment and starting personal development and independence in term of finance, decision making and quality of life. Major portion of women entrepreneurs are engaging in small business activities especially in agro-based, hospitality and tourism sectors (Samiei and Akhoondzadeh, 2013). Further, they play an important role in removal of poverty and act as catalyst for other women entrepreneurs in the society (Vinothini, 2016).

Tourism sector is one of the key sectors in India providing a lot of opportunities for women to state their own entrepreneurial activities and it is one of the fast developing sectors in India, the scope for development of

women entrepreneurship is unlimited (Bharathi, 2019). Similar to other sectors, it also motivates women entrepreneurs to involve in all kind of business activities. Thus, more number of women is entering in to tourism sector in order to take up entrepreneurial activities and their contribution to development of tourism and economy is consciously and significantly increasing particularly in recent years (Aynalem et al 2016). At the same time, women are experiencing various problems from family to financial resources, technical to marketing, social to legal for developing entrepreneurship among them (Nagarajan, 2016). Therefore, it is necessary to study factors influencing development of women entrepreneurship in tourism sector.

2. REVIEW OF LITERATURE

Jesurajan and Gnanadhas (2011) found that education, knowledge, experience, compulsion, economic independency and support of family were affecting development of women entrepreneurship.

Ismail et al (2012) concluded that independency, reorganization by society, own activities, personal desire, interest, self employment and personal beliefs were influencing development of entrepreneurship among women.

Pandey (2013) revealed that level of education, experience, independence, improving economic status, social status, need to achieve, family and financial support and self confidence were affecting development of women entrepreneurship.

Krishnamoorthy and Balasubramani (2014) showed that skills, desire, opportunities, market potential, support of family, independency, creating unique identity, support from government and achievement motive were main factors that influence development of entrepreneurship among women.

Foissal et al (2015) indicated that financial support, education on entrepreneurship, management, administration, and infrastructure and legal and political factors were factors that affect development of women entrepreneurship.

Matharu (2016) found that self esteem, enforcement, independency, risk bearing, opportunities, support, personal motivation, need for achievement, tradition of family and dissatisfaction of exiting job were affecting development of entrepreneurship among women.

Geetha and Rajani (2017) concluded that income generation, interest, economic independency, self-dependency, social status, family support and prestige were affecting development of women entrepreneurship.

Kumar and Patrick (2018) revealed that need for independent, self motivation, interest, support of family, doing something, continuation of family business, loans, demand, success of others, higher return, self employment and need for enrichments were influencing development of entrepreneurship in women.

Nasir et al (2019) indicated that financial support, support from family, accessibility to financial resources, management of time, restriction by family, education level, previous experience, knowledge and skills, environment, legal and political factors were affecting development of women entrepreneurship.

3. OBJECTIVES OF THE STUDY

1. To identify factors influencing development of women entrepreneurship in tourism sector.
2. To inspect difference between profile of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector.
3. To study effect of factors influencing development of women entrepreneurship on success of women entrepreneurs in tourism sector.

4. METHODOLOGY

Chennai is selected for the present study and convenience sampling method is employed to choose women entrepreneurship in tourism sector. Questionnaire method is applied to gather data from 325 women entrepreneurship in tourism sector. Profile of women entrepreneurs is studied by using percentages. The exploratory factor analysis is employed to identify factors influencing development of women entrepreneurship in tourism sector. To inspect difference between profile of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector, mean, standard deviation, F-test and t-test are applied. Regression analysis is used to study effect of factors influencing development of women entrepreneurship on success of women entrepreneurs.

5. RESULTS

5.1. PROFILE OF WOMEN ENTREPRENEURS

The profile of women entrepreneurs is given in Table-1. Among women entrepreneurs, large proportion of them (25.54 per cent) is in age group of 31 to 35 years and majority of them (31.69 per cent) have higher secondary. Major portion of them (37.54 per cent) have 4 to 6 years of work experience and most of them

(56.61 per cent) have marital status of married and large number of them (58.77 per cent) have nuclear family.

Table-1. Profile of Women Entrepreneurs

Profile of Women Entrepreneurs	Number	Percentage
Age		
21 to 25 Years	54	16.62
26 to 30 Years	77	23.69
31 to 35 Years	83	25.54
36 to 40 Years	69	21.23
41 to 45 Years	42	12.92
Education		
Informal	65	20.00
Secondary	85	26.16
Higher Secondary	103	31.69
Under Graduation	72	22.15
Work Experience		
1 to 3 Years	63	19.38
4 to 6 Years	122	37.54
7 to 9 Years	87	26.77
10 to 12 Years	53	16.31
Marital Status		
Married	184	56.61
Unmarried	82	25.23
Divorced	40	12.31
Widowed	19	5.85
Family Type		
Joint	134	41.23
Nuclear	191	58.77

5.2. FACTORS INFLUENCING DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN TOURISM SECTOR

To identify factors influencing development of women entrepreneurship in tourism sector, the exploratory factor analysis is applied and the result is given in Table-2. Kaiser-Meyer-Olkin test value for measuring sampling adequacy is 0.865 and Chi-square value for Sphericity test of Bartlett is 0.0032, it is significant in one per cent level. These measures reveal method of factor analysis is highly suitable. Principal Component Analysis

is employed to obtain factors through varimax rotation and it is converged in 9th iterations. Cronbach's Alpha value is 0.89 explaining each measure has acceptable level of internal consistency. Four factors are obtained and they have 75.79 of per cent of variation on variables included in the present study.

Table-2. Factors Influencing Development of Women Entrepreneurship in Tourism Sector

Factor	Variables	Rotated Factor Loadings	Eigen Value	% of Variation	Factor Name
I	Personal interest	0.69	3.36	22.96	Economic Independence
	Improving financial condition	0.66			
	Earning money	0.68			
	Desirability for self employment	0.65			
	Knowledge	0.62			
	Self confidence	0.64			
	Self esteem	0.63			
II	Family support	0.67	2.47	19.85	Peer Support
	Friends support	0.64			
	Financial support	0.65			
	Government support	0.62			
	Relatives support	0.63			
	Technical support	0.60			
III	Higher demand	0.65	1.19	17.70	Strategic Management
	Infrastructure	0.67			
	Leadership	0.64			
	Low investment	0.66			
	Easy for marketing	0.62			
IV	Personal protection	0.68	1.02	15.28	Social Values
	Degree of social acceptance	0.64			
	Respects from society	0.66			
	Total	-	-	75.79	-

Factor - I includes personal interest, improving financial condition, earning money, desirability for self employment, knowledge, self confidence and self esteem. Hence, this factor is stated as **Economic Independence** and it has 22.96 per cent of variation.

Factor - II consists of family support, friends support, financial support and technical support and government support and relatives support.

Factor - III comprises of higher demand, infrastructure, leadership, low investment and easy for marketing. Thus, this factor is denoted as **Strategic Management** and it has 17.70 per cent of variation.

Factor - IV contains personal protection, degree of social acceptance and respects from society. So, this factor is labeled as **Social Values** and it has 15.28 per cent of variation.

Economic independence, peer support, strategic management and social values are factors influencing development of women entrepreneurship in tourism sector.

5.3. PROFILE OF WOMEN ENTREPRENEURS AND FACTORS INFLUENCING DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN TOURISM SECTOR

The relation between profile of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector is given below.

5.3.1. Age and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

Table-3. Age and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

Age	N	Mean	Standard Deviation	F-value	Sig.
21 to 25 Years	54	77.22	7.57	7.208**	.000
26 to 30 Years	77	77.48	8.65		
31 to 35 Years	83	76.96	8.52		
36 to 40 Years	69	78.12	8.56		
41 to 45 Years	42	77.19	6.35		

** Significant at 1% level

Mean value of factors influencing development of women entrepreneurship in tourism sector for women entrepreneurs in age of 21 to 25 years, 26 to 30 years, 31 to 35 years, 36 to 40 years and 41 to 45 years are 77.22, 77.48, 76.96, 78.12 and 77.19 correspondingly which explicates factors influencing development of women entrepreneurship in tourism sector is higher for women entrepreneurs in age of 36 to 40 years in comparison with other age groups.

The F-value of 7.208 is significant explaining significant difference exists between

The relation between age of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector is given in Table-3.

age of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector.

5.3.2. Education and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

The relation education of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector is given in Table-4.

Table-4. Education and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

Education	N	Mean	Standard Deviation	F-value	Sig.
Informal	65	77.22	8.94	8.306**	.000
Secondary	85	77.40	7.92		
Higher Secondary	103	76.47	8.30		
Under Graduation	72	78.92	7.23		

** Significant at 1% level

Mean value of factors influencing development of women entrepreneurship in tourism sector for women entrepreneurs with education of informal, secondary, higher secondary and under graduation are 77.22, 77.40, 76.47 and 78.92 correspondingly which explicates factors influencing development of

women entrepreneurship in tourism sector is higher for women entrepreneurs with education of under graduation in comparison with other educational level.

The F-value of 8.306 is significant explaining significant difference exists between

education of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector.

5.3.3. Work Experience and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

Table-5. Work Experience and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

Work Experience	N	Mean	Standard Deviation	F-value	Sig.
1 to 3 Years	63	77.30	8.66	10.395**	.000
4 to 6 Years	122	78.44	7.64		
7 to 9 Years	87	76.95	8.10		
10 to 12 Years	53	75.87	8.49		

** Significant at 1% level

Mean value of factors influencing development of women entrepreneurship in tourism sector for women entrepreneurs with work experience of 1 to 3 years, 4 to 6 years, 7 to 9 years and 10 to 12 years are 77.30, 78.44, 76.95 and 75.87 correspondingly which explicates factors influencing development of women entrepreneurship in tourism sector is higher for women entrepreneurs with work experience of 4 to 6 years, in comparison with other work experience groups.

The F-value of 10.395 is significant explaining significant difference exists between

The relation work experience of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector is given in Table-5.

work experience of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector.

5.3.4. Marital Status and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

The relation marital status of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector is given in Table-6.

Table-6. Marital Status and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

Marital Status	N	Mean	Standard Deviation	F-value	Sig.
Married	184	77.76	8.42	9.904**	.000
Unmarried	82	76.21	7.95		
Divorced	40	76.65	7.59		
Widowed	19	80.74	6.09		

** Significant at 1% level

Mean value of factors influencing development of women entrepreneurship in tourism sector for women entrepreneurs of married, unmarried, divorced and widowed are 77.76, 76.21, 76.65 and 80.74 correspondingly which explicates factors influencing development of women entrepreneurship in tourism sector is higher for women entrepreneurs of widowed in comparison with other marital status.

The F-value of 9.904 is significant explaining significant difference exists between marital status of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector.

5.3.5. Family Type and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

The relation family type of women entrepreneurs and factors influencing

development of women entrepreneurship in tourism sector is given in Table-7.

Table-7. Family Type and Factors Influencing Development of Women Entrepreneurship in Tourism Sector

Family Type	N	Mean	Standard Deviation	t-value	Sig.
Joint	134	76.70	8.40	5.410**	.000
Nuclear	191	77.90	7.91		

** Significant at 1% level

Mean value of factors influencing development of women entrepreneurship in tourism sector for women entrepreneurs with joint and nuclear families are 76.70 and 77.90 correspondingly which explicates factors influencing development of women entrepreneurship in tourism sector is higher for women entrepreneurs with nuclear in comparison with joint family.

The t-value of 5.410 is significant explaining significant difference exists between family type of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector.

5.4. EFFECT OF FACTORS INFLUENCING DEVELOPMENT OF WOMEN ENTREPRENEURSHIP ON SUCCESS OF WOMEN ENTREPRENEURS IN TOURISM SECTOR

To study effect of factors influencing development of women entrepreneurship on success of women entrepreneurs in tourism sector regression analysis is applied and the results are given in Table-8. Adjusted R^2 is 0.57 and R^2 is 0.59 and these are displaying the regression model is in good fit. F-value is 23.732 as it explains the model has significance.

Table-8. Effect of Factors Influencing Development of Women Entrepreneurship on Success of Women Entrepreneurs

Factors Influencing Development of Women Entrepreneurship	Partial Regression Co-efficients	t-Value	Sig.
Constant	1.014**	11.984	.000
Economic Independence (X_1)	.396**	6.836	.000
Peer Support (X_2)	.332**	5.728	.000
Strategic Management (X_3)	.365**	6.215	.000
Social Values (X_4)	.303**	5.450	.000
R^2	0.59	-	-
Adjusted R^2	0.57	-	-
F	23.732**	-	.000

** Significant at 1 % level

Economic independence, strategic management, peer support and social values are having positive and significant effect on success of women entrepreneurs in tourism sector.

6. CONCLUSION

The above study reveals that economic independence, peer support, strategic management and social values are factors influencing development of women

entrepreneurship in tourism sector. Significant difference prevails between profile of women entrepreneurs and factors influencing development of women entrepreneurship in tourism sector. Economic independence, strategic management, peer support and social values have positive and significant effect on success of women entrepreneurs in tourism sector. In order to enhance development of women entrepreneurship in tourism sector, women entrepreneurs should create interest and

motivate themselves for taking entrepreneurial activities and they must develop their skills, knowledge and build self confidence for doing business activities. Family, friends and relatives should give moral support and financial institutions must encourage and provide sufficient financial support to them. Government and other industrial bodies should give technical support to women entrepreneurs through

adequate trainings and workshops. Women entrepreneurs should develop managerial, marketing and leadership skills in order to run their entrepreneurial activities successfully. In addition, women entrepreneurs have to work together to meet existing social and cultural norms in order to have better control over resources and attain their goals collectively.

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