

A Study on Challenges and Opportunities of Women Entrepreneurs in Tourism Sector

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Abstract

In this modern time, tourism is one of the major socio-economic conditions, which in itself develops into a strong, global economic power. Because of its rapid and continuing growth, tourism is regarded as an effective means of achieving development. The tourism sector can contribute a lot to filling the gap between developed and underdeveloped countries by reaching the root level of the economy. Women entrepreneurs can positively contribute towards the local or national economy by pursuing tourism as a development strategy. Tourism helps in improving social and political understanding; it also helps in promoting cultural exchange and international cooperation. The glorious culture and heritage of our mother nation are closely linked with the development of tourism. Above all, in India, it is recognized as one of the major sources that help to earn income and, at the same time, help to reduce one of its major problems, that is unemployment. The present paper aims to study the relationship between tourism and women entrepreneurs, and it also indicates the growth rate of tourism in terms of tourists and income in the Indian economy.

Keywords— Women entrepreneurs, Challenges, Opportunities, Growth strategy

I. INTRODUCTION

A woman who organizes and operates a business, particularly an organisation, is referred to as a business woman. An individual or group of individuals who starts, organises, or operates a business is referred to as a female entrepreneur. According to the Government of India, female entrepreneurs are companies owned and operated by women who have an economic interest of more than 51% of their capital and employ women for at least 51% of the time. Females made up 437.10 million of India's total population of 940.98 million in the 1990s, accounting for 46.5 percent of the overall population. According to an approximate estimate, there will be 2.5 billion SSIs, with 9% of them being women entrepreneurs. Given this tendency, women's participation in the next five years would increase by 20%, bringing the total The number of female entrepreneurs exceeds 5,000,000. Combined effect of purposeful equipment, information material planning, training, the

building the development of industrial zones for women, the training of promoters and the use of mass media will inevitably accelerate the process of developing women's entrepreneurship.

Through innovative behavior, entrepreneurs create new jobs for themselves and others, providing socially-specific solutions for management, organization, corporate issues, and the use of entrepreneurial opportunities. .. But they make up a small part of all entrepreneurs. As a result, market failure occurs, discriminating against women's ability to start a business and become a successful entrepreneur.

TOURISM SECTOR

Tourism has evolved into a powerful, global economic force in the contemporary era, making it One of the most important social and economic phenomena. Because of its rapid and sustainable growth tourism is regarded as an effective means to achieve development. Or fundamental argument for adopting Tourism as

a development strategy means that it can make a positive contribution to the local or national economy. In India, as in many other developing countries, tourism is one of the most important sources of foreign exchange.

The development strategy is a method for carrying out a development process that is directed by a certain ideology (Hettne, 1995). In India, tourism is regarded of foreign exchange. This labor-intensive industry has also been identified as a source of employment. The growth of tourism in the Indian economy is fascinating since the country's magnificent culture and heritage attract visitors, resulting in the industry growth.

DEFINATION OF WOMEN ENTRAPRENEUR

"A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life."

—Kamala Singh

According to **APJ Abdul Kalam**, women's empowerment is a prerequisite for building a good country, and when women are empowered, a stable society is ensured. Women's empowerment is essential because women's thoughts and values lead to the development of a good family, a good society and ultimately a good country. "

II. LITERATURE REVIEW

WOMEN ENTREPRENEUR IN INDIAN PERSPECTIVE

Cohoon, Wadhwa, and Mitchell (2010) conducted a detailed study of the motivations, backgrounds, and experiences of male and female entrepreneurs. This study found the top five economic and psychological variables that motivate women to become entrepreneurs. These include the desire to accumulate wealth, the desire to harness your business ideas, the fascination of startup culture, the long-standing desire to run your own company, and the fact

that someone hated to work. For more and more others. According to the findings, Women are more interested in protecting intellectual capital than men. Women value mentoring for the encouragement and financial support of their business partners, experience and a well-developed network of professionals.

A study by Dr. Sunil Deshpande and Sunita Sethi, Shodh, Samikshaaur Mulyankan (October 2009) highlights aspects of business encouragement and disappointment and suggests solutions to many of the challenges facing women entrepreneurial groups. .. To improve female entrepreneurs, educate the female population, disseminate women's awareness and awareness to excel in the business arena, women's strengths, important roles in society, and the important things women can do for them. The focus should be on recognizing contributions. Industry and economy as a whole.

According to M. Aminul Islam, a woman of her caliber can achieve whatever she wants. They're no longer just cooks; they're also financially independent. Women make a huge economic contribution because of the amount of unpaid they do. They are in a variety of disciplines including higher education, education, politics, sports, medicine and scientific research, information technology, aviation and water, peacekeeping, nursing, wartime, agriculture, construction, business, public and private disciplines. It proves its value. Police, journalism, and many other areas. Nevertheless, social abuses such as rape, acid attacks, sexual abuse, and dowry-related violence continue to be committed against women. Unless women are allowed to work unpaid, gender equality efforts in society will be in vain.

WOMEN ENTREPRENEURS' CHALLENGES

Literature reviews reveal that female entrepreneurs face many hurdles. Barriers, difficulties, problems, issues, and limits are all terms that can be used to describe A challenge for female entrepreneurs. Ahmad (2001) describes obstacles as the difficulties and limitations faced by female entrepreneurs,

including socio-economic problems. According to Winn (2004), capital and family support are two major challenges for female entrepreneurs when starting a business. The main challenges for female entrepreneurs are lack of entrepreneurial funding and sufficient cash flow during the business (Helms, 1997; Gundry et al., 2002). According to Van der Merwe (2003), female entrepreneurs face barriers such as lack of financial support, lack of family support, negative sociocultural views, and lack of self-confidence. According to Van der Merwe (2003). However, in the available literature, few studies have focused on identifying these difficulties.

LACK OF FINANCIAL SUPPORT

Singhand Raghuvanshi (2012), female entrepreneurs face financial difficulties and marketing hurdles more than men in similar areas. According to the author, female entrepreneurs need regular and frequent funding for their business, which is not readily available. According to the author, no long-term financial institution has long been willing to sponsor a woman-owned company. This scenario has gradually improved, but men continue to have an advantage when it comes to starting a business. Other authors agree with Singh and Raghuvanshi's (2012) findings that women entrepreneurs face more difficulties in obtaining funding (Buttner and Rosen, 1992; Coleman, 2000; Coleman and Robb, 2012; Industry Canada, 2004). Others claim that when it comes to business, there is no difference between male and female businessmen receiving financial backing, which is debatable (Hertz, 1986).

Darr-Bornstein and Miller (2007) describe the difficulties faced by female entrepreneurs in obtaining the necessary papers to start their enterprises. Bruni et al. (2004) recognised this hurdle, stating that women entrepreneurs with restricted access to finance tend to seek alternative financial support from their families or husbands. As a result of this activity, women entrepreneurs are stereotyped as being inept with money.

GENDER PERSPECTIVE

In Australian research, Watson (2003) discovered that women entrepreneurs fail at a higher rate than male entrepreneurs. Banks view women as less trustworthy than males, thus they are cautious about lending to female businesses. It was also suggested that, unlike men, women entrepreneurs' performance cannot be judged using the same measures used to analyse their efficiency. In terms of management styles, competencies, firm objectives, business features, and development rates, male-controlled entrepreneurship differ wildly from female-controlled entrepreneurship. Despite the fact that female business is promoted as a new phenomenon, Ghirardo (2008) demonstrates that there has long been literature on the subject. She cites the example of noblemen's wives in Europe during the 16th century who were deceptively businesswomen. According to her, most historians are patriarchal, which explains why there are no historical records of female entrepreneurs.

FAMILY ISSUES

Fried (1989) discovered that most female entrepreneurs are married, but the majority of working-age women are still not married. When compared to single, unmarried women, married women face more challenges in conducting their businesses since they need to devote time to their spouses and children (Cromie and Hayes, 2011). On a daily basis, marital female owners must balance career and family.

According to Women entrepreneurs believe that their business role has a negative impact on their family lives while boosting their social, economic, and individual lives, according to Ufuk and Ozgen (2001). Women continue to be the major carers for their families, therefore their involvement in business has little impact on their expectations of their roles at home.

LACK OF CONFIDENCE AND FEAR OF FAILURE

Men and women's socialisation processes are highly influenced by sociocultural pressures in a male-dominated world, according to Scherer et al. (1990). As a result, female self-efficacy is

lower than male self-efficacy, which prevents them from seeking out and beginning new economic enterprises.

According to Gupta et al. (2007), the more proactive a person is in completing a task, the less categorizing they have and the higher their chances of failing. To put it another way, the more invested a person is in a task, the more prone they are to racial attitudes about it. Women who are proactive are regarded as being more inclined to go into business for themselves.

WOMEN IN TOURISM SECTOR

The tourism and hospitality business are one of India's most well-known areas of the services sector. According to the Ministry of External Affairs, tourism is not just India is the world's third-largest earner of foreign currency, but it is also a crucial growth engine. During the period 2013–2023, its contribution to gross domestic product the economy is expected to grow at a rate of 7.8% every year. India's tourism profits climbed by 5.1 percent in 2013 and are predicted to rise to 8.2 percent by the end of 2014, according to the World Travel and Tourism Council (WTTC).

Women are employed in tourism at a rate of 59 percent, with even higher rates in accommodation (61 percent) and tourism industry and travel companies (64 percent). Women account for 53% of unregistered workers in the EU's accommodation and food service industries. In a sector characterised by frequent job rotation, seasonality, uncertain contracts, and part-time labour, women are significantly more affected by these conditions than males. Men, for example, work in more developed tourist areas, where workers, among other things, are better compensated. Women in the tourism business are both horizontally and vertically segregated, resulting in a 14.7 percent pay disparity, despite having better educational levels than men. They make less money than their coworkers, although doing the same job, and the wage gap between men and women is widening as education levels rise. Men still dominate managerial positions, despite evidence demonstrating that businesses with female

presence in management perform better than those without.

Women are restricted to lower-level tasks, focusing on particular employment sectors often linked with an expansion of duties, including such things as cleaning premises, cooking, cleaning staff, crew work, and so on, when they do manage to obtain those positions. This concentration is exemplified by the fact that over 79 percent of airline staff in the United States are female, estimated at approximately 5% of flight crews and 1.43 percent of leaders. Women have fewer opportunities to grow because of gender stereotypes and discrimination, as well as their exclusion from social ties that lead to gender segregation. Men, on the other hand, choose part-time work to do research or training, while women continue to make up the majority of portion agreements, resulting in a shortage of full-time employment opportunities.

According to a report published by the Travel & tourism, 2013 Traveling Economic Effect Report and Over 101 million jobs were fully supported by tourism, accounting for 3.4 % labor. In the industry projection for 2023, One out of every eleven jobs in the globe are supported by tourism sector, including those supported indirectly by the business.

Females have distinct job options in travel and tourism. A Women in Tourism: A Global Report was issued in The World Tourism Organization in 2010 (UNWTO) and UN Women. This project created a set of measures to track the importance of women in the tourism industry in developing countries Women have more opportunities in travel and tourism as companies and workers than they have in other industries.

In the tourism industry, a woman's presence is commonly assumed as an air hostess on flights. When the tourism industry was in its infancy in the early 1970s, it was thought that only a few areas were fit for women to work in. But today, she can be found in a variety of positions, including Ministers of Several states have developed tourism. Beurocrats in Government tourist ministries, Chairmen and Management

Committee, big hotel management, airline marketing, travel and visa management, vacation package development and execution, and so on. The number of Indian women working in the tourism industry in other countries is remarkable.

❖ WHY TOURISM SECTOR IS BENEFITS TO WOMEN

Some of the tourism's advantages for women are highlighted in the literature on tourism and women.

- Tourism has become increasingly popular in recent years. a huge multiplier of employment impact, minimal entry obstacles, and employs better women and minorities than other businesses.
- Handicrafts, food goods, tour guiding, and other tourism-related entrepreneurship opportunities emerge.
- Part-time and shift work are available in tourism, which can just be advantageous to women who have duties in the home.
- The construction of infrastructure for local communities can be helped by tourism development. Infrastructure, supply of water, medical facilities, power, and connectivity all have the potential to improve the livelihoods of the poor, particularly women. Tourism may directly facilitate conservation efforts, increase earnings, and create jobs without damaging the resources of the country if it is managed appropriately.

GOVERNMENT. EFFORTS FOR IMPROVING TOURISM ENTREPRENEURSHIP:

The Government of India's Ministry of Tourism runs a number of programmes for Indian entrepreneurs and citizens working in the tourism industry, including:

- ✓ Capacity Building for Service Providers (Institutes)
- ✓ Hotel Accommodation
- ✓ Marketing Development Assistance (MDA)
- ✓ Motels Accommodation
- ✓ Public relation and Marketing.

- ✓ Rahul Sankrityayan Paryatan Puraskar Yojna
- ✓ Refresher Courses for Regional Level Guides
- ✓ Stand-alone Restaurants
- ✓ Tented Accommodation
- ✓ Timeshare Resorts
- ✓ Travel Trade

III. RESEARCH GAP

According to in addition to a review of the literature,, the majority of study have focused on the challenges of female entrepreneur and also the challenges and opportunities of female entrepreneurs in the tourism industry and how they were impacted by the COVID-19 outbreak and schemes provided to the tourism sector. The goal of this research is to discover the variables that encourage women who want to start their own business the hurdles and problems that women entrepreneurs in tourism encounter in Mysuru city.

IV. OBJECTIVES OF THE STUDY

- To learn about the challenges that women entrepreneurs confront in tourism industry.
- To determine the most effective strategies for overcoming such challenges for women entrepreneur.

WHICH ARE THE AREA WOMEN ENTRAPRENEUR ARE PARTICIPATING IN TOURISM SECTOR

Tourism also has another advantage: the majority of its employees are women. Tourism has the potential to lift women out of poverty, provide them with skills, and give them dignified, long-term work because of its wide geographic reach and the wide range of talents it requires. Women are typically the ones who suffer the most in troubled countries, since any sense of equality is lost. Due to a lack of educational opportunities, limited maternity benefits, cultural expectations regarding a woman's role in the house, and workplace gender bias, women are disadvantaged from the start.

As a result, the tourism business has a lot of scope. However, as shown in research by the World Tourism Organization of the United

Nations (UNWTO), the details behind the statistics are not quite as equal. The bulk of these women work in lower-level positions such as cooking, cleaning, serving, and secretarial labor, where they are paid 10 to 15% less than male employees. In addition, many women work in tourism for free, supporting family companies as unpaid customer service providers, chambermaids, and PAs, among other things.

WOMEN ENTREPRENEURS' CHALLENGES IN THE TOURISM SECTOR IN MYSURU REGION-

Occupational gender segregation: Occupation gender segregation, which is a global phenomenon, refers to the Men and women are distributed unequally. among different occupation, limiting female advancement chances. Effects of Men's attitudes of women are influenced by occupational gender disparity. as well as female self-perceptions, resulting in an overrepresentation of women in lower professional categories, lower status, and lower pay. As a result, women are overrepresented in lesser occupational divisions, have lower prestige, and earn lower compensation. In addition, with a few instances, there is a vertical gendered hierarchy in place, with women at the bottom and men at the top and management levels. In the workplace, women are frequently marginalised, with limited prospects for promotion and leadership roles. Because tourism relies on human interactions, sectarian classes of labour are essential, as is addressing gender equality concerns, as tourist employment is gender biased and dependent on "women's work" customs.

Stiff competition and Family ties: Nowadays, competition exists in many aspects of tourism, not just between male and female. Even in a field of female entrepreneurship, there is fierce rivalry. Every customer wants to buy a quality product, and some business enterprises buy those products at a lower price from different states and sell them to the customer at a higher price, whereas some female entrepreneurs sell quality products from the same state at a higher price, but the customer will not buy from this

type of business. Women face a lack of support at home and at work when it comes to running a business. Every family expects a woman to remain at residence, and look after their children, but she decides to start her own business to augment their income while also taking care of the kids. She is struggling with a lack of family support in this scenario. She will face a number of problems if she starts a business due to a lack of family support and insufficient funds to sustain or build a firm. Even if she obtains a bank loan, she will be required to pay a high rate of interest.

Lack of experience, awareness and communication skills: Women who are just starting out as entrepreneurs lack the necessary technical abilities due to a lack of education. They also do not receive specialized training as female entrepreneurs. Due to the women's previous business expertise, they have made a loss. Furthermore, the women are unable to extend their firms due to a lack of experience. As they strive to extend their commercial operation, female entrepreneurs may be faced with severe challenges, and the path demands improvisation mechanisms such as better service, more hospitality, appropriate inventory capital, and effective marketing strategies. In the beginning, women entrepreneurs may have fewer consumers. For long-term success, good business management practices must be implemented. Lack of effective communication is a typical issue among these women. As can be seen, the number of tourists from other states and nations will visit. They may have difficulty communicating with them. If they have to offer the goods to those visitors, it may be tough for them to speak with them, and they may not buy the product as a result of the communication problem. They can find themselves at a loss. These are the types of difficulties that women entrepreneurs will face.

THE OVERALL CHALLENGES THAT WOMEN ENTREPRENEURS FACE IN THE TOURISM INDUSTRY

In order to grow sustainably, the tourism industry must ensure that women are equally represented in the development process.

However, several obstacles stand in the way of women's advancement. The following are a few of the challenges:

1. Women's literacy is one of the most significant barriers to women's empowerment. Many women do not complete the schooling required to obtain jobs because they must care for their families or because they are married.
2. Gender stereotypes still exist in undeveloped countries, where women are considered unsuitable for a variety of occupations.
3. Pay gaps are a common occurrence in which for the same job, women get paid less than men or task completed. This is a huge major hurdle to development.
4. One of the major problems a lack of support from male co-workers is impacting women's performance in the tourism industry.
5. Women in the house should not interact with visitors or outsiders. This, for example, is typical of orthodox and conventional thinking. It will be a difficult task for policymakers to remove such myths.
6. Women's religious issues, such as considering a woman impure while she is having her menstruation and not letting her work on those days, must be resolved.

VARIOUS STRATEGIES FOR OVERCOMING THOSE CHALLENGES FOR WOMEN TOURISM ENTREPRENEURS

Many structural changes are need to ensure the equal involvement of women in tourism sector. The following are some of the potential factors:

1. Implement measures to enable equal access for women to economic resources such as loans, credit, and banking services.
2. Hold awareness camps to promote gender awareness and women's empowerment.
3. Improving women's working conditions and safeguarding their safety and security in the workplace by eliminating all types of violence against women.
4. Taking steps to eliminate all forms of gender discrimination:
5. Taking steps to recognise and value a female employee's unpaid work in the office, and compensating or rewarding her for it.

6. Women in the tourism sector need to be motivated and supported by their family members.

7. Take the necessary steps to break the glass ceiling effect.

8. Extending maternity leave could be an excellent place to start in encouraging women to participate more actively in the workplace.

9. Having a gender-based auditing system in place can help women in the tourism industry understand and demonstrate their value to their employers.

10. Information empowerment for women through the use of technology and improved communication methods.

11. Every tourism organization should include a paragraph requiring the adoption and strengthening of policies as well as enforceable legislation to promote gender equality and empowerment.

VARIOUS OPPURTUNITIES FOR WOMEN ENTREPRENUR IN TOURISM

Tourism is a sector that can contribute to a region's total growth in terms of social, economic, cultural, and educational factors. Tourism benefits women by providing direct or indirect business opportunities without negatively impacting the horticultural workforce. By establishing the women's entrepreneurial system, tourism serves to provide work opportunities for women who are unable to leave their areas. Because the tourism industry contributes significantly to economic development, it facilitates a wide range of business development options for women. Increased chances for women's employment have emerged as a consequence of the Indian government's efforts to develop tourism. Women can earn money in the tourism industry through a variety of commercial and entrepreneurial alternatives. Women can make a lot of money in the food industry, which is growing in popularity. Women are attracting new business prospects as a result of the accommodations. Women's desire for social recognition and their desire to work from home encourages them to work for themselves.

MEASURES FOR WOMEN ENTREPRENEURIAL DEVELOPMENT THROUGH TOURISM SECTOR

To begin with, a woman entrepreneur should be aware of the many opportunities in the tourism industry. Women should also be informed about new tourism opportunities that are suitable for them. Secondly, prior to the start of their tourist operations, these women should receive the necessary training. During the training, they should learn how to treat their customers with hospitality. Communication skills should also be taught to them. Thirdly, because these women lack the necessary funds to establish a business, they should be coached through the loan application process. They should be made aware of the benefits of forming and working in cooperatives in order to facilitate the acquisition of capital. Finally, women entrepreneurs should be advised on how to sell their products. They should be made aware of the importance of building business networks as part of this process. Finally, because these women lack the necessary skills and confidence to run a business, they should be supported by their families as well as society in the early phases.

ENTREPRENEURSHIP GROWTH STRATEGY

To maximize the benefits of entrepreneurial methods in the tourism industry, An "Entrepreneurship Growth Strategy" that includes all involved parties and their contributions is required. An association it is possible to draw a link between tourism industry entrepreneurship and growth strategy.

1. A Rural and Urban Area Growth Plan: In rural and urban locations where tourism is practiced, there should also be a unique approach for promoting entrepreneurship. In the period of distinct rural and urban planning, physical characteristics, demographic considerations, education, and socioeconomic structure are taken into account. The following are some of the regions in which we can concentrate our efforts:

- Techniques in agro - tourism
- Procedure in Ecotourism

- Small or micro businesses such as Handmade crafts and looms, folk dance music, and so on.

2. Tourism Development Strategy: A tourism development plan should be developed that emphasises more entrepreneurial approaches. All direct and indirect practitioners in tourist planning, policy design, and frameworks must be welcomed by the federal and state governments.

- Direct tourism development businesses such as resorts, hotels, car rentals, and transportation services, among others;

- Secondary tourism companies such as transportation, electricity, and medical services, among each others.

3. A plan for human resource development: One of the most important aspects of the tourism sector is the need for skilled human resources to cater to both locals and foreigners.

- A variety of training programs, such as a tourism degree or diploma, management of hotels and other professions courses such as IATA/UFTAA.

- Appropriate administration of wages and benefits in promoting human rights and avoid employee exploitation.

4. Infrastructure Development Plan: One of the primary challenges where an entrepreneur's success can be defined path is the provision of basic infrastructure for tourism. It could involve infrastructure such as lodging, transportation, and destination maintenance, among other things.

5. Research and Development Plan: The plan for research and development includes forming an a business or a sector cooperation to put a priority on developing workforce requirements and entrepreneurial prospects. Potential study areas for future development can be discovered.

6. Plan for Information Technology Development: Information technology is one of the sectors where entrepreneurs potential abounds, allowing you to gain a competitive advantage and reach out to the widest possible audience. Payment, Website, and Application In this sense, Get Ways are real-life examples.

V. RESEARCH METHODOLOGY

The article's research plan is a road map for carrying out the research operation. The investigation was carried out using descriptive research methods. This strategy is a personal method in which data is gathered through direct engagement with women-owned businesses in the tourism sector in Mysuru, as well as with internal guide and websites.

SOURCES OF DATA COLLECTION

Primary Data: Primary data was gathered using a personal approach, in which information was gathered through scheduled questionnaires and face-to-face encounters with female entrepreneurs.

Secondary Data: Secondary data was gathered from many sources of available literature, including working papers, research publications, and websites.

Data Collection Tools

The Questionnaire method has been adopted, and the answers from them are entered by interviewing respondents.

Sampling Size

50 respondents were women entrepreneurs in Mysuru region.

Sampling techniques

Convenient sampling technique.

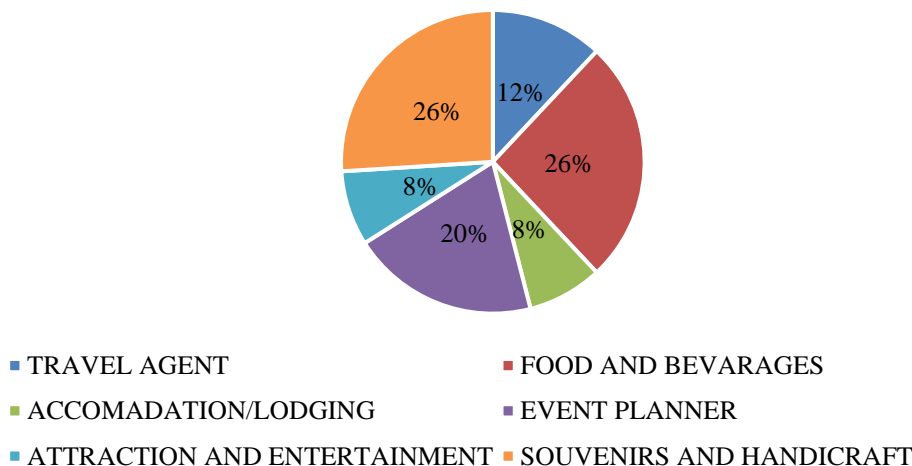
ANALYSIS AND INTERPRETATION

The main objective of conducting the survey is to get people's opinions. For the survey, a questionnaire was designed and distributed to 50 respondents. The questionnaire has been distributed to respondents in various areas. The survey was effectively completed, and the replies received provided a great and realistic response to the issue. The information from the respondents is gathered, processed, and examined in order to reach a conclusion. The results of a detailed examination of the information gathered during the survey are reported.

THE FOLLOWING ARE SOME OF THE AREAS IN WHICH WOMEN ENTREPRENEURS ARE ACTIVE IN THE TOURISM INDUSTRY, REPRESENTED IN A GRAPHICAL WAY.

WOMEN ENTREPRENEUR PARTICIPATION	%
TRAVEL AGENT	12%
FOOD AND BEVARAGES	26%
ACCOMODTION/LODGING	8%
EVENT PLANNER	20%
ATTRACTION AND ENTERAINMENT	8%
SOUVENIRS AND HANDICRAFT	26%

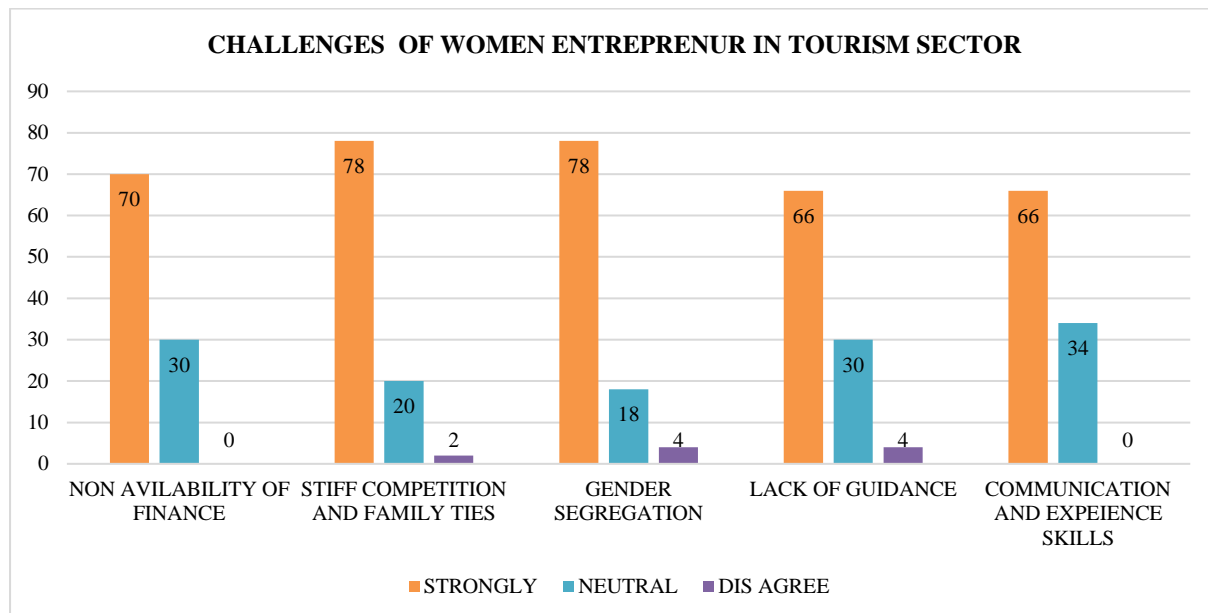
SOME OF THE AREA WHERE WOMEN ENTRPRENEUR PARTICIPATING IN TOURISM SECTOR



CHALLENGES FACED BY WOMEN ENTREPRENEURS IN TOURISM SECTOR

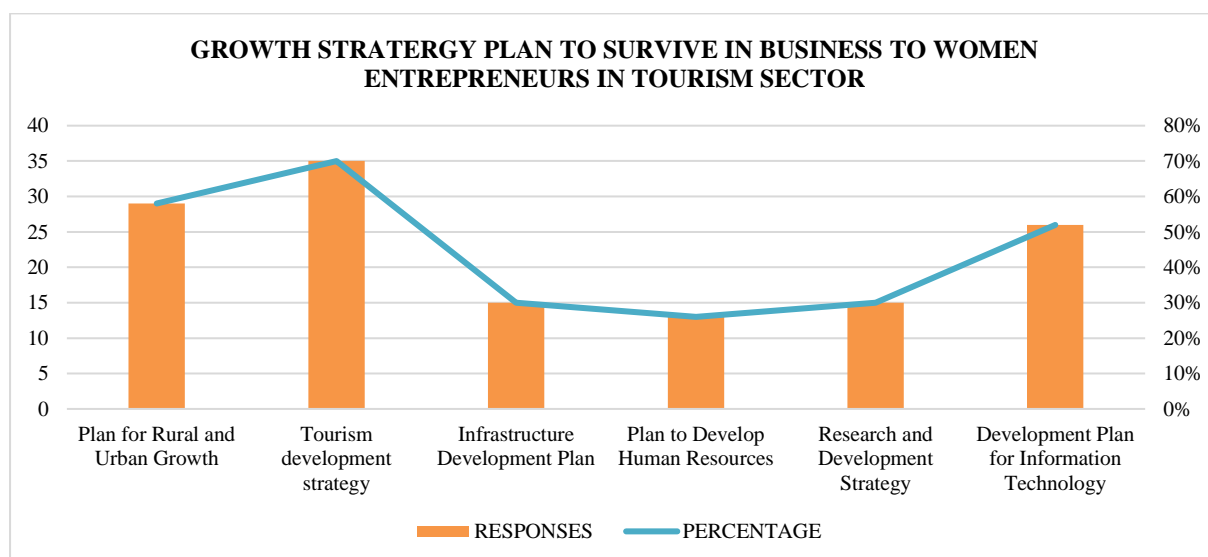
List of challenges	%
Non availability of finance	70%

Stiff competition and family ties	78%
Gender segregation	78%
Lack of guidance	66%
Communication and Experience skills	66%



ENTREPRENEURSHIP GROWTH STRATEGIES PLAN NEED TO SURVIVE IN BUSINESS FOR WOMEN ENTREPRENEURS IN THE TOURISM SECTOR

Growth Strategy Plans	Responses	Percentage
Plan for Rural and Urban Growth	29	58%
Tourism development strategy	35	70%
Infrastructure development strategy	15	30%
Plan to develop Human resources	13	26%
Research and Development strategy	15	30%
Development plan for Information Technology	26	52%



VI. FINDINGS

- In the above article "A Study on Challenges and Opportunities of Women Entrepreneurs in the Tourism Sector," the majority of women entrepreneurs own their businesses and are succeeding in the area.
- According to the pie chart above, women entrepreneurs work in a variety of tourism-related disciplines, including travel agents (12%), food and beverage industries (26%), hotels and lodging (8%), attractions and entertainment (8%), handicrafts (26%), Event planner (20%) and more. By this, they are surviving in the commercial world.
- 70% to 80% of female tourist entrepreneurs face a variety of challenges, such as a lack of financial resources, familial ties, competitive rivalry, gender segregation, a lack of advice, communication skills and expertise, and so on. Other female entrepreneurs, according to the table above, suffer from typical business problems.
- To sustain in the entrepreneurship field, growth is very important to overcome those challenges, some growth strategy plans have been developed. They are rural and urban growth development strategies (58%) tourism development plan (70%) infrastructure development plans (30%) research and development plans (26%) plans to develop human resources (30%) and development plans for information technology (52%).

VII. SUGESSTION AND CONCLUSION

The research suggests several recommendations for the tourism industry's future development of entrepreneurship.

This includes identifying potential regions where maximal entrepreneurial opportunity can be found;

1. Create a distinct and goal-oriented tourism and related industries business action plan.
2. Emphasizing the importance of female involvement in the tourism industry.

3. The government is assisting in the expansion of women's tourism entrepreneurship. Concern Departments must develop an action plan for this, which must include specialized programs such as subsidies and grants in order to meet the goal.

4. Providing specialized and professional training programs in the areas of tourism and entrepreneurship.

5. Raising awareness about the importance of women's education, employment, and societal progress.

6. Recognition and awards from other businesses, institutions, and the government.

Through official, unstructured, and production employment, tourist industry provides considerable prospects for women's progress. Woman in the tourism sector must be taken into consideration not just in terms of empowering but also by establishing social security mechanisms such as insurance protection, workplace safety for female, gender justice, and others, as discussed in the paper. In addition, the industry has proved its potential for creating job and supporting revenue initiatives in tourist destinations to help local populations at various levels, women have entered the tourism sector. The government of India is also encouraging the involvement of women in greater numbers to attract female tourists from all over the world, including from other areas of the country, are anticipated.

Study concludes with further data and facts that effort ought to be made to expose its support women involvement in all areas, including healthcare, education, military, and politics business. Women entrepreneurship must not be restricted to a single social class or community, nor to a particular number of examples.

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