

PROBLEMS OF WOMEN ENTREPRENEURS IN TOURISM SECTOR – A STUDY WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT

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Abstract

There are various tourism places are available in India. The different country tourists also come and enjoy these tourist places. So the various business people can initiate and develop their business in the tourism places. The maximum number of women entrepreneurs are run their business in the tourism sector. They face various problems in the business. These problems are analysed in this study. The primary and secondary data used for this study. The primary data were collected from 110 respondents in Thoothukudi district. Judgement sampling technique is used for selecting the samples. There are various statistical tools used like percentage and mean. The various problems analysed in this study with the five point scale.

Key words: *Women entrepreneurs, Tourism, Problems*

I. INTRODUCTION

The women entrepreneurs enter every sector and they sparkled successfully. They start and run the business in the tourism sector also. They do their work effectively to get income and empowerment in the society. They need to face the lot of problems in the tourism places for business activity. They need to face the various problems like lack of knowledge, harassment, geographical issues, political issues, gender discrimination, marketing problems and financial problem etc. These problems are analysed in this study clearly.

II. OBJECTIVES

- To analyse the problems faced by women entrepreneurs in tourism sector
- To offer suitable suggestions based on the study

III. RESEARCH METHODOLOGY

3.1 Source of Data

There are two type of data used for this study. Primary data is collected from the respondents through interview schedule and Secondary data is collected from the various sources like books, journals, websites etc.,

3.2 Data collection

Interview schedule is used for the data collection.

3.3 Sample size

The primary data collected from the 110 respondents in selected tourism places in selected taluks of Tuticorin district based on the following design.

S.No.	Taluk	Samples
1.	Thoothukudi	40
2.	Thiruchendur	40
3.	Ettayapuram	30
	Total	110

3.4 Sampling technique

Judgement sampling technique is used for collecting primary data

3.5 Statistical tools

There are various statistical tools are used. These are as follows

- Percentage
- Mean
- Standard deviation

- Factor analysis

IV. PROBLEMS OF WOMEN ENTREPRENEURS IN TOURISM – DATA ANALYSIS

FINDINGS

The women entrepreneurs need to face the lot of problems in the business. These problems are classified into the various categories like Knowledge problem, Financial problem, Personal problem, Commercial problem, and social problem. Table 1 examines that the problems of women entrepreneurs in tourism with the descriptive analysis.

Table 1

Problems of Women Entrepreneurs in Tourism

S. No	Problems	SA	A	N	DA	SDA	Mean
I.	<u>Lack of Knowledge</u>						
1.	Minimum practical experience	32	26	22	17	8	3.6
2.	Lack of education	30	25	40	7	8	3.56
3.	Entrepreneurial aptitude scarcity	29	43	16	18	4	3.38
4.	Nonexistence of Managerial skill	43	26	25	5	11	3.56
5.	Shortage of mental strength	10	21	47	21	11	3.68
II.	<u>Personal Constraints</u>						
6.	Low risk bearing	32	38	25	15	0	3.77
7.	Poor self-confidence	34	2	18	17	20	2.98
8.	Inconvenient	33	26	30	12	9	3.79
9.	Harassment	16	27	32	17	18	3.29

10.	Family ties	27	15	33	23	12	3.56
11.	Less Family support	20	22	45	11	12	3.05
12.	Role of conflict	20	32	35	9	14	3.2
13.	More restrictions	15	24	46	11	14	3.25
14.	Mistrust	28	25	17	23	17	3.32
III.	<u>Financial problem</u>						
15.	Difficulty in raising funds	12	40	23	11	24	3.14
16.	Scarcity of fund	23	24	31	13	19	3.22
17.	Minimum credit facilities	19	26	27	6	32	3.05
18.	High interest for loans	17	18	39	24	12	3.17
IV.	<u>Commercial problem</u>						
19.	Lack of HR	15	27	31	18	19	2.95
20.	Infrastructure problem	21	16	33	19	21	3.04
21.	Exploitation by higher authorities	29	20	32	12	17	3.01
22.	Lack of revised nature	23	20	29	18	20	2.97
23.	Unstable taxation policy	21	20	37	18	14	3.29
24.	Management problem	23	12	32	20	17	3.07
V.	<u>Social problem</u>						
25.	Stiff competition	28	23	22	12	25	3.15
26.	Patriarchal society	41	22	16	20	11	3.04

27.	Legal issues	43	20	15	9	23	3.15
28.	Over workload	31	30	25	11	13	3.56
29.	Infavour environment	17	26	34	17	16	3.46
30.	Domination	26	29	39	10	6	3.5

Source: Primary data

Interpretation

Table 1 examines that the problems of women entrepreneurs in tourism sector. There are 30 problems are given in the above table under the five heads. The respondents' opinion about the various problems analysed with the mean score.

Knowledge problem

Shortage of mental strength got the mean score is 3.68, Minimum practical experience got the mean score is 3.6, Lack of education and Nonexistence of Managerial skill got the mean score is 3.56, Entrepreneurial aptitude scarcity got the mean score is 3.38.

Personal problem

Inconvenient got the mean score is 3.79, Low risk bearing got the mean score is 3.77, Family ties got the mean score is 3.56, Mistrust got the mean score is 3.32, Harassment got the mean score is 3.29, More restrictions got the mean score is 3.25, Role of conflict got the mean score is 3.2, Less Family support got the mean score is 3.05 and Poor self-confidence got the mean score is 2.98.

Finance problem

Scarcity of fund got the mean score is 3.22, High expenses requirement got the mean score is 3.17, Difficulty in raising funds got the mean score is 3.14 and Minimum credit facilities got the mean score is 3.05.

Commercial problem

Unstable taxation policy got the mean score is 3.29, Managerial problem got the mean score is 3.07, Infrastructure problem got the mean score is 3.04, Exploitation by higher authorities got the mean score is 3.01, Lack of revised nature got the mean score is 2.97 and Lack of HR got the mean score is 2.95.

Social problem

Over workload got the mean score is 3.56, Domination got the mean score is 3.5, Infavour environment got the mean score is 3.46, Stiff competition and Legal issues got the mean score is 3.15 and Patriarchal society got the mean score is 3.04.

Inference

Inconvenient problem got the highest mean score is 3.79

V. SUGGESTIONS

- ❖ The tourism women entrepreneurs did not disagree the problems. So government must solve their problems in tourism sector
- ❖ They should give security to the women entrepreneurs in tourism sector especially
- ❖ They should liberalise the legal restrictions in the business
- ❖ They may give preference to the handicraft women entrepreneurs
- ❖ Tourism department should implement the new schemes and plans for their development
- ❖ The government may be take action to reduce the interest of loans
- ❖ The tourism women entrepreneurs face the lack of knowledge problem. So they should develop their knowledge
- ❖ They have no adequate skills for the business. So they should update the skills based on the technology development

- ❖ They should aware from the various schemes provide by the government and banks
- ❖ They must participate in the entrepreneurial development programmes
- ❖ They should face the problems boldly
- ❖ They should concentrate in their business
- ❖ Government and Non government institutions provide the various loans to the tourism women entrepreneurs. They may utilise the loans successfully.
- ❖ They should aware from the high interest loan providers
- ❖ They can implement the innovative idea into their business

VI. CONCLUSION

This study clearly analysed their problems in the business in tourism sector. It concludes that they agreed the all type of problems like personal, social, financial, commercial problems especially they agreed the inconvenient problem in the business. The women entrepreneurs can utilize the various government schemes and loans for develop their business. They should face their problems boldly.

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