



# OPPORTUNITIES AND CHALLENGES FOR MICRO SCALE WOMEN ENTREPRENEURS IN TOURISM

**Dr. Rehmath Jahan<sup>1</sup>**

*PQC/Head – Graduation Project, Business Administration Department, College of Business Administration (CBA) – Jazan University – KSA (Saudi Arabia)*

**Mrs.M.Noorjahan<sup>2</sup>**

*Faculty - Centre for Tourism and Hotel Management,  
Madurai Kamaraj University, Madurai -21.*

## **Abstract**

*Tourism has been considered as an economic boon in India as it is the largest contributor to the country's foreign exchange earnings. Globally, small firms are considered to have an important role in the economy serving as agents of change by their entrepreneurial activity. In order to benefit the local economy, focus is now shifting to developing linkages between tourism and the local economies which are mostly dealt by women. Today women entrepreneurship becomes major tool for women empowerment. Women entrepreneurs need to boost their living standard into a comfortable level along with their family which in turn helps in progress of a country. The key findings of this paper show the opportunities and challenges for women entrepreneurs mainly of micro scale business. The implications of research findings for researchers and practitioners are discussed and the suggestions have also been provided.*

**Keywords:- Challenges, Empowerment, Entrepreneur, Opportunities, Tourism.**

***“To Be Liberated, Women Must Feel Free To Be Herself, Not In Rivalry To Man But In Her Context Of Her Own Capacity And Her Personality”.***

- **Lt. Mrs. Indira Gandhi**

## **1. INTRODUCTION:**

Entrepreneurship is the hub of economic progress of tourism sector. Today Women entrepreneurship becomes significant tool for women empowerment. Women are, by evasion, at a difficulty when accepting the risk of entrepreneurship, simply because they might lack the necessary sources in terms of financial resources, networks and the management expertise to start up their own business. A strong yearning to do something positive is an inbuilt excellence of entrepreneurial women, who is capable of contributing values in both family and social life. Today women are conscious of their own traits, rights and also the work situations. Women Entrepreneurs are having self-assurance to commence, organize and operate a business enterprise. They also create new opportunities and seize them with the will power and energy essential to overcome the resistance that



the social, cultural, political, and economic environments offer in Tourism sector. This paper highlights the opportunities and challenges of women entrepreneurs in Tourism.

## **2. WOMEN ENTREPRENEURSHIP**

Entrepreneurship is considered as one of the most important factors contributing to initiating and sustaining economic development of the society. Entrepreneurs discover new sources of supply, markets, and technology and establish new and more effective forms of organization in the development of tourism sector. Women are more inclined to venture into business due to their needs to supplement family incomes and some participated in business as a hobby or to gain more freedom. Female entrepreneurs are a group of women who have broken away from traditional roles to explore new avenues of economic involvement. Development of entrepreneurship by women has been a major step to increase female participation in the process of economic development, providing employment opportunities and improving their economic independence, social, educational and health status as well as their families' lives. And tourism and the increasing flow of tourist every year gives the women huge opportunities to bring out their talents.

## **3. REASONS FOR WOMEN OPTING FOR ENTREPRENEURSHIP**

Self determination, expectation for recognition, self esteem and career goal are the key drivers for taking up entrepreneurship by women. Sometimes, women chose such path for discovering their inner potential, caliber in order to achieve self satisfaction. It can also provide a mean to make best use of their leisure hours. However, dismal economic conditions of the women arising out of unemployment in the family and divorce can compel women into entrepreneurial activities.

## **4. OPPORTUNITIES OF INDIAN WOMEN ENTREPRENEURS**

Women entrepreneurs believe good enough to contribute for the society wellbeing in order to tap the opportunities in entrepreneurship and also in the development of tourism sector. They have many responsibilities towards society betterment. In recent days women entrepreneurs are performing extremely fantastic. Tourism industry has been identified for women entrepreneurs as one of the potential areas for creating and catering employment, economic sustainability and stability. Tourism Industry plays the key role in involving and seeking contribution from all women entrepreneurs. Considering the complexity and competitiveness in both domestic and international market, tourism must follow social responsibilities and environmental norms. As the products are highly dependable on service quality and tourist's experience the industry must give attention and importance to all the women entrepreneurs. Achieving the optimal benefit of Entrepreneurial practices in Tourism Industry, there must be an "Entrepreneurship Growth Strategy" consisting to all the stakeholders and their contribution. Women entrepreneurs are now-a-days also getting wide opportunities in the below said various fields.



- Eco-friendly technology
- Bio-technology
- IT enabled enterprises
- Event Management
- Tourism marketing
- Telecommunication
- Plastic materials
- Mineral water
- Floriculture
- Herbal & health care
- Food, fruits & vegetable processing

## **5. TOURISM A BASE TO WOMEN ENTREPRENEURS**

Tourism today has become a boon and base in the development of a nation and also in the development of individual family. It is a planned and promising industry having a flow of human contracts. The entire range of travel and trade activities seems to have combined adventure with the element of tourism thereby offering exciting opportunities for entrepreneurs and also to women entrepreneurs those who are thriving hunger for success. To add value, for many opportunities in tourism, the components related must be addressed. A complete development in terms of having all these service providers is a requirement to tourism. Contrarywise as tourism grows at a destination, there will be demand for the hospitality services. This in turn is an opportunity for women a entrepreneur who wants to develop their talents, increase their earnings and also to create their own identity and shine in the society.

### **5.1 TOURISM RELATED BUSINESS**

- Travel and tour operators
- Hotels
- Motels
- Backpacker's hostels
- Guest houses, B&B
- Travel/tour agencies. Sub agencies
- Guiding services
- Transport/ transfer services for tourists
- Horse/ camel/elephant riding
- Tourist campsites/picnic sites
- Houseboats



- Camping equipment hire
- Boat station
- Cultural centers
- Dance and theatre groups

Tourism Entrepreneurship is offering creative yet viable solutions to Tourist needs. Women are more creative and innovative who turns into successful micro scale entrepreneur in tourism. Tourism is the largest contributor to the country's foreign exchange earnings. It is benefitting the local economy; focus is now shifting to developing linkages between tourism and the local economies. Large proportion of hotel products also purchased from other MSEs and the opportunities are now wide for micro and small businesses (MSEs) in the hotel and tourism industry

#### **6. CHALLENGES OF WOMEN ENTREPRENEURS:**

What makes the female entrepreneurs' arrival and achievements significant are the obstacles they face, the frustrations they experience, and the challenges they have to overcome. When a woman sets out to start an entrepreneurial venture, she faces challenges that are different from those that men face. Women entrepreneurs tend to be highly motivated and self-directed; they also exhibit a high internal locus of control and achievement. Unlike men, women mobility is highly limited due to many reasons. Family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. Stiff competition in the market and lack of mobility of women make the dependence of women entrepreneurs on middleman indispensable. Many business women find it difficult to capture the market and make their products popular. Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of business management.

This can facilitate women to excel in decision making process and develop a good business network. Unfortunately, in many cases, women find themselves on their own with no one to guide them. Women form 68% of the country's illiterate population, says UNESCO's education report. Female entrepreneurs in micro scale without proper education can face numerous problems when it comes to issues such business development especially in the tourism field. Women are hesitant to find out the access to cater their needs in the financial and marketing areas. In spite of the mushrooming growth of associations, institutions, and the schemes from the government side, women are not enterprising and dynamic to optimize the resources in the form of reserves, assets mankind or business volunteers. Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector. A desirable environment is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings.



While the MSE sector is expanding in the majority of countries throughout the world – in many cases creating markets and quickly adapting to the ever-changing needs of global consumers – it is clear that the smaller enterprises especially which is run by women face severe competition as many of them operate at the margins of the formal economy with far less resources to hand than the larger global players.

## **7. WOMEN ENTREPRENEURS IN MICRO SCALE**

Women entrepreneurs in Micro scale tourism industry face Multiple Responsibilities and challenges. They require to be economical staff and take a look at difficult to satisfy the work duties. At a similar time they require to be smart wives, smart mothers and sophisticated home managers. She desires to keep up her standing within the society and be revered by the opposite members of the family. Her genuineness towards all the tasks is itself a reason behind bother. However, the challenges faced by the ladies entrepreneurs will be in short mentioned in following areas

### **7.1 FINANCIAL CHALLENGES**

The majority of ladies think about their self-generated finance throughout the beginning up amount of their business however somehow within the middle of their day to day operations they have external finance that they understand dreadfully hard to accumulate and thereby miss or deviate from the route to success. Most the cases were known as misdirection of finance leads to closure of the venture. In addition, money feasibility is the most significant concerns of any business.

### **7.2 SOCIO-CULTURAL CHALLENGE**

Woman ought to perform the multiple responsibilities towards family associate degreed society regardless of her career as operating lady or an enterprise. These difficult responsibilities become the obstruction within the progress of ladies and handicap them within the world of labour.

### **7.3 CHALLENGES IN MARKETING**

Women is lacking in sales and promoting skills which is the great trouble of the many Micro and small-scale entrepreneurs in tourism industry. Because of their high action of market orientation, typically set higher goals in terms of selling of their products/ services however soon realize them tough to attain owing to stiff competition, gaining immense advertisement price and plenty of alternative extraneous factors.

### **7.4 LACK OF GOVERNMENT ASSISTANCE**

The women entrepreneur's faces problems in dealing with their Micro scale business in terms of taxation, electricity, government policies, etc. Particularly they need content concerning numerous procedures, laws, and complex functionary set-up whereas coping with entrepreneurial support organizations.



## **8. PRODUCTION CHALLENGE**

The Women enterpriser has lack of management potential and thus she isn't ready to management the activities production during a producing enterprise. The improper coordination or unplanned delay in execution of any activity goes to cause production issues within the business ends up in closure of venture.

### **8.1 PERSONNEL CHALLENGES**

The success of any business relies upon the economic management of individuals in a company. Most of the women entrepreneurs' area are unit lacking in management and also are unable to vary the negative perspective of labour force.

### **8.2 CHALLENGE OF MANAGEMENT SKILLS OR TRAINING**

Women entrepreneurs in Micro scale tourism lacked management skills to a larger extent. Lack of skilled knowledge in their business and previous business experience and lack of training makes tough in accessing or supporting business which seems to be major drawback for women entrepreneurs.

### **8.3 MALE DOMINANCY CHALLENGE**

Male dominance within the field of entrepreneurship and in family is the main challenge for women. Usually she should get permission from men for nearly everything. They're not treated as equals. Her freedom is restricted. She forever should consult and acquire approval of men. Especially in tourism industry women faces severe challenges to convince Male dominant.

### **8.4 LOW RISK BEARING ABILITY**

Indian girls found her reliant on right from the childhood. Before wedding her family members take decisions for her and when wedding her husband takes over. She is protected throughout and so holds low risk bearing ability.

**8.5 LIMITED MOBILITY:** Due to primary social unit responsibilities towards her family, her time gets divided between the 2 worlds. She has restricted timings for work; she cannot travel often and be away for extended periods and also restricted to travel alone. This results a major drawback in micro scale tourism industry.

## **LACK OF CONFIDENCE**

Women forever remains captivated with family for each call and thereby becomes unable bring self-worth. Even members of the family feel that women lack decision-making skill and confidence. Apart from this hurdles there are numerous policies and efforts are created by numerous governmental and non-governmental agencies so as to push and encourage the ladies entrepreneurship. Entrepreneurship development for women has received



abundant attention throughout the previous couple of years. Many policies, programs, procedures and establishments are developed to support development of entrepreneurship among women.

## **CONCLUSION**

This study tries to highlight the entrepreneurial characteristics that affect the success of the female entrepreneurs in micro scale in tourism. The female entrepreneurs were motivated for economic development, job creation, and delivery of health-oriented services and products. The female entrepreneurs expressed that their business success has been tied to their commitment to enhance local prosperity in the progress of tourism sector. They wanted their businesses to attract a large amount spending to be retained locally. The economic development of countryside depends upon the involvement of ladies into the entrepreneurship activities. To develop a profile of women's enterprise in each country (micro-level) India is thought to be male dominant country wherever girls face extensive hurdles in operating the venture. In spite of this, women entrepreneurship in remains growing steady and is providing job opportunities and financial gain generating avenues for various segments of society. The role of women enterpriser in economic development is being a powerful step taken to push entrepreneurship among women. The Indian society is shifting from conservative perspective to progressive perspective. And so, women are having wide opportunities in Micro business and in tourism industry. Government and different agencies are taking varied steps for the upliftment of women in entrepreneur, that too tourism is ever booming sector. Throughout the research the aim was to examine and highlight the gender dimensions to those issues discussed, and to identify and examine the activities in-country and in the region. Thus, the abilities taken in encouraging women entrepreneurship in tourism ends up in economic development of women and as well as country.

## **REFERNCES**

- [1] Jawaharlal Nehru and Shubra Bharadwaj – “Women Enrepreneurship in India – Issues and Problems” – Spectrum: A journal of Multidisciplinary research – Volume 2 – Issue 7, July 2013, ISSN 2278-0637.
- [2] Donald F.Kuratko Richard M.Hodgetts(2011), “Entrepreneurship in the New Millennium” Thomson-South.Western.
- [3] Buckley, G. and J.M. Salazar-Xirinachs, M. Henriques. (2009). The Promotion of Sustainable Enterprises, ILO (Geneva, 2009), p. 22.
- [4] Mitra, R. (2002). The Growth Pattern of Women-Run Enterprises: An Empirical Study in India, Journal of Developmental Entrepreneurship, 7 (2), pp. 217-237.
- [5] S.Mathivanan & M.Selvakumar (2008), “A study on Socio-Economic Background and Status of Women Entrepreneur in Small Scale Industries” Indian Journal of Marketing, Vol XXXVIII, No.5, PP. 35-41.
- [6] Kantor (2001) and Goheer (2003) for recent ILO reports, and for references relating to Ethiopia, Tanzania and Zambia

# International Conference on Multidisciplinary approaches in Social Sciences, Humanities and Sciences

Sri S.Ramasamy Naidu Memorial College, Sattur, Tamil Nadu, India

(MASHS-18)



14<sup>th</sup> December 2018

[www.conferenceworld.in](http://www.conferenceworld.in)

ISBN:978-93-87793-61-3

- [7] Women Entrepreneurs in India – Challenges and Opportunities – Arun K.V and Haris Unnipulan – Vol-3 Issue , 10 October 2015.
- [8] C.R.Salini & Arun Lawrance, (Apr1&5, 2014) “Women entrepreneurs in SSI’s in Kerala: An Assessment” Southern Economist, Vol.52, No.23&24, PP.13-14.
- [9] Starr, J. and Yudkin, M. (1996). Women Entrepreneurs: A Review of Current Research, Wellesley, MA, Center for Research on Women.
- [10] “Job Quality in Micro and Small Enterprises in Ghana: Field research results” (Series on Job Quality in Micro and Small Enterprise Development), Peter Morton, 2004.