

The Transformational Capability of Tourism to Promote Women's Empowerment through Entrepreneurship

Augustin Xaxa¹ and Dr. Anju Tiwari²

¹Ph.D Research Scholar, Department of History, Dr. C.V. Raman University, Kota, Bilaspur, Chhattisgarh, INDIA.

²Associate Professor, Department of History, Dr. C.V. Raman University, Kota, Bilaspur, Chhattisgarh, INDIA.

¹Corresponding Author: xaxa.augustin@gmail.com

ORCID

<https://orcid.org/0009-0005-2491-8822>



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ABSTRACT

The tourist industry has a position of utmost significance within the economic context. The primary objective of this study is to investigate the many dimensions of tourism as a driver for active participation among a wide range of stakeholders in the field of tourist firms. This phenomenon possesses an inherent capacity to instigate and facilitate such engagement, both directly and indirectly. This research aims to illuminate the transformational capacity of tourism in promoting cooperation and involvement among stakeholders by analyzing the many aspects of this phenomenon. The major objective of this study is to emphasize the significant significance of promoting women's empowerment in the field of travel and tourism through entrepreneurial activity. This study utilizes the conceptual paradigm referred to as the 'Doors, Locks and the Key' to conduct a critical analysis and evaluation of the positive impacts of tourism in the Indian subcontinent. This study aims to explore the various methodologies, establishment processes, and progression strategies employed for women's empowerment in the tourism sector. Additionally, it seeks to analyze the implications of these efforts on the overall advancement of society. This present discourse aims to elucidate a proposed methodology for fostering entrepreneurial development in both rural and urban areas, with a specific focus on the field of tourism ventures. The central focus of the proposed methodology centers around the implementation of a carefully crafted growth strategy, customized to cater to the distinct requirements and ambitions of the aforementioned individuals residing in the designated area. This paper offers a series of recommendations pertaining to the prospective growth of entrepreneurial endeavors within the field of tourism and travel.

Keywords- Sustainability and Development, Eco-Tourism, Empowerment of Women, Equality Between Genders, Community Development Restructuring Policies, Entrepreneurship, Tourism Industry, Entrepreneurship Strategy.

I. INTRODUCTION

In the context of Indian society, women were historically positioned as subordinates, with males assuming the role of the primary authority figure. However, in contemporary times, women who have received a formal education are displaying a reluctance to confine themselves within societal boundaries. They are actively pursuing equitable educational opportunities and striving to attain parity within a predominantly male-

dominated social structure. Despite the societal hurdles in India, individuals express a strong desire to engage in gainful employment. Female entrepreneurs are achieving success in their endeavors. The adage "Behind the Success of Men Lies a Woman" has undergone a transformation as women are increasingly achieving success through entrepreneurial endeavors. The presence of women in several professional domains such as engineering, medicine, law, and others has been seen.

Kitchen operations, such as the preparation and sale of pappad, pickles, and powders, are commonly associated with women entrepreneurs. The number of women entrepreneurs is seeing a significant increase, and the Indian government is actively providing support to this demographic. The federal government has implemented several initiatives aimed at providing support to women and promoting their significance. Numerous non-governmental organizations (NGOs) are actively engaged in facilitating the empowerment of women through collaborative efforts with governmental entities, hence fostering their entrepreneurial pursuits. These female entrepreneurs now have the opportunity to scale up their firms from modest to huge. One way to characterize a woman who is an entrepreneur is as someone who is self-assured, creative, imaginative and who possesses the ability to achieve financial autonomy either individually or in partnership with others. Moreover, she creates job prospects for individuals by initiating, creating, and overseeing her firm, all while maintaining a delicate equilibrium between her personal, family-related, and societal responsibilities.

Tourism is a potential economic development and transformation sector worldwide. Tourism provides several job prospects and entrepreneurship chances, especially in underdeveloped nations. The industry in question is seeing rapid growth in both India and worldwide, offering abundant opportunities for employment and entrepreneurial endeavors. Tourism has similarities to other commodities by virtue of its service-oriented nature. The effect of seasonal factors on customer satisfaction is significant in this context.

Like other industries, tourism welcomes and encourages women as company leaders and entrepreneurs, as well as skilled and untrained workers. Tourism promotes other associated industries to contribute more and generate jobs and business possibilities as a parent industry. More women are becoming entrepreneurs, and their efforts are valued worldwide.

National economic growth and progress are driven by female entrepreneurs. According to references, female entrepreneurs play a significant role in employment creation and addressing management and organizational challenges through proactive strategic planning and effective decision-making. The phenomenon of women's entrepreneurship serves as a means of empowering women, fostering their self-development, and promoting financial independence, thereby enhancing the overall well-being of families. A woman entrepreneur owns at least 51% of a firm and employs 51% women. Most women entrepreneurs work in agarbatti, papad, pickle, needlework, handicrafts, catering, snack bars, small retail stores, beauty parlors, and other industries, but this has not transformed their position. Women still face financial, sociocultural, technological, marketing, and resource issues. Though they control the business, many Indian women

entrepreneurs find decision-making male-dominated. With widespread education and awareness, women moved from small to medium and large-scale businesses. Women entrepreneurs fall into five categories:

- Affluent entrepreneurs are women who start new businesses with financial support from their wealthy family members and take on business risks.
- Educated women seeking financial independence, with or without experience, can start businesses with commercial bank assistance.
- Push factors, such as widows and solo women, address family issues. engage in business
- Rural women entrepreneurs choose suitable business activities with minimal investment and risk based on available resources.
- Small firms are often managed by self-employed entrepreneurs, often including women who reside below the poverty threshold and possess limited access to formal education. These individuals establish such enterprises with the objective of generating economic support for their families.

According to the data provided in Tourism Market Research and Statistics 2020, the global count of women who have established or managed businesses amounted to 126 million, with India accounting for 8 million of these individuals. In addition to this, it is noteworthy that the representation of women in corporate senior management is at 24% globally and 30% specifically in India. Furthermore, it is noteworthy that women occupy 37% of formal enterprises on a global scale, with a specific emphasis on the fact that this percentage drops to 10% within the context of India. The rollout of programs like "Stand Up India," "Startup India," "Make in India," and "Mudra Bank," among others, across the country India is quickly overtaking both China and the United States as major incubators for new businesses. The increase in literacy rates, change in democratic outlook, and involvement of global voices and organizations in addressing challenges faced by women entrepreneurs at global, national, and state levels have established women as agents of change capable of driving impactful action and achieving tangible outcomes. The Indian tourism sector has emerged as a prominent driver of economic growth in the services industry. This is mostly due to its abundant cultural and historical heritage, attractive natural landscapes, and diverse biological systems. The tourism industry has the capacity to create job opportunities and produce foreign exchange profits for the nation. The expansion of India's middle-income households and their rising levels of disposable income have yielded favorable consequences for both domestic and international tourism.

Brush and Cooper (2012) Discovered that women entrepreneurs are experiencing rapid growth and are among the fastest-growing group of company owners globally. Women contribute to creativity, employment, and income in any economy. In 2018, the travel and tourism sector made a significant contribution of 4.9

percent to India's Gross Domestic Product (GDP), positioning it as the third biggest industry globally, accounting for a total of \$121.9 billion. In the year 2020, the industrial sector accounted for a total of 31,785,200 employment opportunities, or around 7.3% of the overall job market.

Women's economic empowerment is essential for a nation's development and inclusiveness. Women entrepreneurs are growing faster than ever, according to **Brush and Cooper (2012)**. Women create jobs, wealth, and innovation. **Heilman and Chen (2003)** say women-owned firms outperform the economy. Women-owned enterprises are growing twice as fast as men. Travel and tourism entrepreneurs are increasingly female.

II. OBJECTIVES OF THE STUDY

Study programs always include goals that guide study, analysis, and findings. This research program's key goals are:

- Recognizing Entrepreneurial Opportunities in Tourism
- This study aims to emphasize the importance of fostering the inclusion of women in the tourist industry through entrepreneurship.
- Acknowledging the significance of promoting women's empowerment and fostering entrepreneurship within the context of the tourist sector.
- Contributing to Women's Development, Economic Development, and Tourism Research
- The current study sought to identify women entrepreneurs' potential and challenges in this area.
- Studying business tactics used by women entrepreneurs during pandemics to revive and succeed
- Study government initiatives to enhance travel and tourism businesses.

III. LITERATURE REVIEW

In the study conducted by **Damwad (2007)**, A study is conducted on the subject of women's entrepreneurship in various nations like Denmark, Finland, Norway, Iceland, and Sweden. This analysis brings attention to many key areas of concern in professional settings, including issues related to finance, limited availability of data and skills, market dynamics and entrepreneurial endeavors, the delicate equilibrium between work and personal life, stagnation in advancement, and, notably, the experiences of women, given the diverse experiences of other demographic groups. This study aims to examine the level of early-stage entrepreneurial participation between male and female individuals in Nordic nations and the United States. The Nordic states and their respective support agencies engage in a comparative analysis of projects and programs. **Singh (2008)** provides an explanation and identification of the elements that attract women to

engage in entrepreneurial activities. The author examines many obstacles and difficulties that impede the progress of women in entrepreneurship. Some factors that contribute to the challenges faced by women entrepreneurs are a lack of access to successful entrepreneurs as role models, responsibilities within their families, opposition from society, biases based on gender, fewer possibilities for networking, and the lower attention given by lending institutions to providing loans to women businesswomen. The individual proposed the idea of unlocking the institutional framework, fostering the growth of micro-enterprises, implementing strategies to attract and expand economic activities, and providing assistance to successful ventures. The report proposes the establishment of a synergistic relationship among India's Ministry of Women and Child Development, Ministry of Finance and Economic Affairs, and Ministry of Social Welfare and Development.

Lall & Sahai (2008) examined the multifaceted issues and challenges of women's entrepreneurship and closed corporations. The study provides support for the relationship between psychographic characteristics, such as entrepreneurial hurdles, commitment, and growth strategy, and demographic variables. Stratified and convenience sampling are used to collect data from Lucknow-based women entrepreneurs. The study also describes business owners' self-perceptions. This study examines the relationship between self-esteem, entrepreneurial zeal, and operational challenges in the context of development and expansion strategies.

The economic empowerment of women plays a crucial role in fostering sustainable development. Women encounter various obstacles in nearly all spheres of life, with a particular emphasis on the workplace. Consequently, there is a pressing need for novel strategies and collaborative efforts to enhance the economic empowerment of women on a larger scale. According to the Women Policy of the European Union (2016, p. 19), the achievement of long-lasting, comprehensive, and equitable growth in GDP and sustainable development relies significantly on the principles of gender parity, women's emancipation, achieving parity in the rights afforded men and women, and their equal and inclusive involvement and leadership in the economy. The importance of their empowerment is essential to achieving the objectives of the 2030 Development Agenda, which was ratified by international leaders during a significant United Nations Summit in September 2015.

There exists a gender disparity wherein women exhibit lower levels of health, education, and economic prospects compared to men. **Singh (2008)** argues that those who are vulnerable and lack sufficient resources require specific care. The presence of discrimination and maltreatment hinders their ability to actively engage in societal activities, particularly in the realm of decision-making. The empowerment of women can be achieved through the acquisition of education and employment

opportunities. In order to actively engage in society and the global economy, it is imperative for women to attain educational parity. Therefore, The education of females must be prioritized for the foreseeable future in order to achieve sustainable growth.

Singh (2008) discovered in research conducted in India that the majority of macroeconomic assessments tend to overlook the inclusion of gender-equality viewpoints, while policies aimed at promoting equality primarily focus on micro-level interventions. Efforts such as microfinance and cash transfers have been shown to be insufficient in effectively addressing the issue of Women's self-determination and equitable access to financial and economic resources. Enhanced knowledge, economic resources, and income-generating potential have a beneficial effect on women's self-assurance and confidence, hence facilitating their increased engagement in both private and public spheres of decision-making.

IV. GENDER EQUITY IN INDIA: A GLOBAL CHALLENGE FOR THE SUSTAINABLE DEVELOPMENT GOALS

The promotion of gender equality is vital in order to foster worldwide peace, economic well-being, and the long-term sustainability of societies. The Sustainable Development Goals Report 2022 shows that gender equality will not be achieved by 2030, despite recent progress. The COVID-19 epidemic has worsened social and economic conditions. According to recent projections, it is anticipated that an additional 10 million girls will be compelled to enter into early marriages by the year 2030. This alarming statistic is in besides to the existing 100 million young girls who are already at risk of being subjected to this harmful practice. According to the 2011 census, 48.5% of India's population is female. UN-supported research by Technology and Action for Rural Advancement found that women in India have long faced prejudice. Many indications suggest this: the ratio of sexes among kids (ages 0-6) in India during the year 2011 was reported to be 914 girls per 1000 boys, down from 927 in 2001. Women were 65.46 percent literate in 2011, compared to 82.14 percent of men, despite improving literacy rates. Social attitudes and mindsets discriminate against women in many situations. Existing evidence implies that education, self-confidence, and gender equity are key to women's empowerment. Certain Sustainable Development Goals (SDGs) aim to attain equality of sexes and the advancement of women and girls by eradicating all forms of gender-based discrimination and promoting their empowerment across many spheres of life. In light of the evolving environmental, social, political, and economic landscapes on a worldwide scale, with particular emphasis on the context of India, the promotion of women's empowerment emerges as an

imperative factor for fostering development that is sustainable.

V. SUSTAINABILITY AND THE INDIAN SUBCONTINENT

The idea of sustainable development was initially put forth in 1987 in the Brundtland Report. Achieving a harmonious and win-win situation of social, ecological, and economic growth is the goal of sustainable development. (Figure 1.1). The Agenda for 2030 encapsulates an innovative and comprehensive framework for environmentally friendly growth, commonly referred to as the 17 Sustainable Development Goals (The Millennium Development Goals). The aforementioned objectives embody a global imperative to safeguard the natural environment and advance the holistic welfare of humanity. It is imperative for corporations, governments, and nations throughout the globe to collaborate in order to accomplish these objectives.

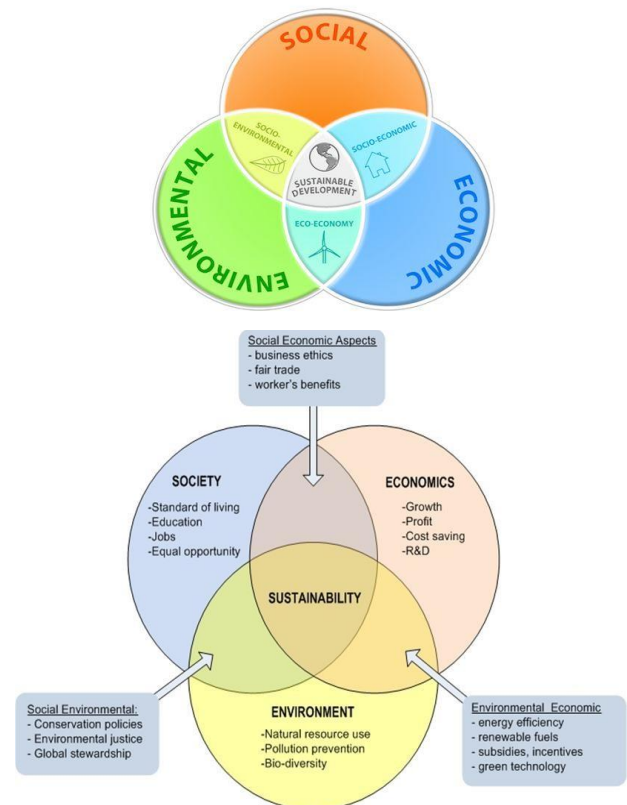


Figure 1.1: The relationship between sustainability development's economic, social, and environmental components.

During the 2015 United Nations Sustainable Development Summit, Indian Prime Minister Narendra Modi expressed that the sustainable development of one-sixth of humankind will provide significant benefits for the globe and our planet. The global community is

expected to encounter a reduced number of obstacles, an increased sense of positivity, and enhanced belief in its ability to achieve achievement. The Ministry of Statistics and Programme Implementation has provided assistance for national talks on Sustainable Development Goal (SDG) indicators. State governments play a crucial role in prioritizing the welfare of inhabitants and ensuring inclusivity, hence assuming a significant role in India's advancement of the Sustainable Development Goals (SDG). The coordination of the Sustainable Development Goals (SDGs) is undertaken by NITI Aayog, which facilitates the mapping of activities aligned with the SDGs and their respective objectives. In addition, it is incumbent upon the National Institution for Transforming India (NITI Aayog) to undertake the task of meticulously identifying and appointing the primary as well as ancillary governmental bodies that shall be entrusted with the responsibility of spearheading and providing auxiliary support to the attainment of each individual objective. The collaborative efforts between the United Nations Country Team in India and various governmental bodies, including the NITI Aayog, Union Ministries, and State Governments, are directed towards the formulation of strategic frameworks and subsequent implementation of objectives that are designed to foster comprehensive citizen development, while concurrently providing financial assistance.

VI. EMPOWERMENT OF WOMEN IN THE CONTEXT OF INDIA

The discourse surrounding the issue of women empowerment in India has emerged as a matter of considerable significance and contention, epitomizing the intricate interplay of socio-cultural, economic, and political dynamics within the nation. Despite the considerable strides achieved thus far, it is imperative to acknowledge the persistent obstacles that impede the comprehensive actualization of women's rights and their untapped capabilities.

The examination of Indian society throughout history reveals the presence of deeply ingrained patriarchal norms and pervasive gender biases. In the contemporary era, a notable trend has emerged wherein substantial endeavors have been undertaken to redress the aforementioned concerns and foster the advancement of women's agency and autonomy. The present discourse aims to explicate the legislative measures that have been implemented to safeguard the rights of women and enhance their societal standing. Specifically, the Dowry Prohibition Act, the Protection of Women from Domestic Violence Act, and the Maternity Benefit Act shall be scrutinized within the context of their contributions to the aforementioned objectives.

The significance of education in the empowerment of women cannot be overstated, and India has made notable advancements in this domain. The governmental authorities have undertaken a multitude of

strategic endeavors aimed at augmenting the educational opportunities available to the female populace. These initiatives encompass a range of measures, such as the provision of scholarships, the facilitation of complimentary school meals, and the implementation of comprehensive programs like "Beti Bachao, Beti Padhao" (a campaign advocating for the preservation and education of girl children). Notwithstanding the diligent endeavors made in this regard, it is imperative to acknowledge the enduring obstacles that continue to impede progress. Specifically, one such challenge manifests itself in the form of a discernible gender disparity in literacy rates, wherein certain segments of the population are disproportionately affected. Moreover, disparities in educational opportunities persistently persist between urban and rural areas, thereby exacerbating the existing educational divide.

In the contemporary labor market, women persistently encounter various impediments, encompassing but not limited to wage disparities and constrained presence within upper echelons of organizational hierarchies. The present discourse examines the endeavors undertaken by initiatives such as the "Make in India" campaign, with the overarching objective of generating gainful employment prospects for women across diverse sectors. However, it is imperative to acknowledge that women's career trajectories are frequently impeded by deeply ingrained cultural norms and biases, which serve to restrict their vocational preferences and choices. The imperative to challenge and dismantle these stereotypes assumes paramount significance in the pursuit of cultivating a work environment that is characterized by inclusivity and equity.

The contemporary landscape of political empowerment has witnessed notable advancements in the realm of women's participation, particularly through the implementation of seat reservations within local governance institutions under the auspices of the Panchayati Raj system. The present phenomenon has engendered a notable augmentation in the involvement of women in grassroots political activities. However, it is crucial to acknowledge that a conspicuous dearth of female representation persists within the realms of state and national legislatures. The persistent pursuit of enhanced political representation for women continues to present a formidable challenge.

The phenomenon of violence against women is an omnipresent and deeply entrenched issue that presents a formidable menace to the overall welfare and security of the female population. The present discourse aims to critically examine the efficacy of extant legal frameworks in addressing the pervasive issue of violence against women. While acknowledging the existence of legislative measures, this analysis contends that there is a pressing need for enhanced implementation and enforcement mechanisms to effectively combat this societal malaise. The present discourse aims to elucidate the impact of

social attitudes and the prevailing culture of victim-blaming on the reporting and prosecution of crimes. This analysis seeks to explicate the intricate dynamics that impede the aforementioned processes without introducing any additional information.

The media assumes a pivotal and indispensable function in the process of shaping societal perceptions. The examination of the representation of women in media and entertainment, particularly when such portrayals deviate from traditional stereotypes, holds significant potential for challenging prevailing societal mindsets. By presenting women in a positive light, these depictions possess the capacity to disrupt and transform long-standing preconceptions. This essay aims to explore the impact of positive portrayals of women in media and entertainment on the alteration of societal attitudes, without introducing any additional information beyond the user's original statement. Notwithstanding, the prevalence of objectification and the perpetuation of regressive gender norms remains conspicuous.

In summation, it is evident that significant progress has been achieved in the realm of women's empowerment within the context of India. However, it is imperative to acknowledge that there remains a substantial amount of labor yet to be undertaken in order to fully realize the objectives of gender equality and female empowerment. The multifaceted nature of this issue necessitates the implementation of a comprehensive framework that encompasses various dimensions, including but not limited to legal, educational, economic, and cultural considerations. The imperative of sensitizing society, advocating for gender equality from an early developmental stage, and cultivating a nurturing milieu for women across all domains of existence is indubitably indispensable for the attainment of sustainable progress. The imperative for sustained endeavors by the governmental apparatus, civil society organizations, and individual actors to engender a milieu that is both all-encompassing and empowering for the female populace in the Indian context remains unabated. (Fig.1.2).

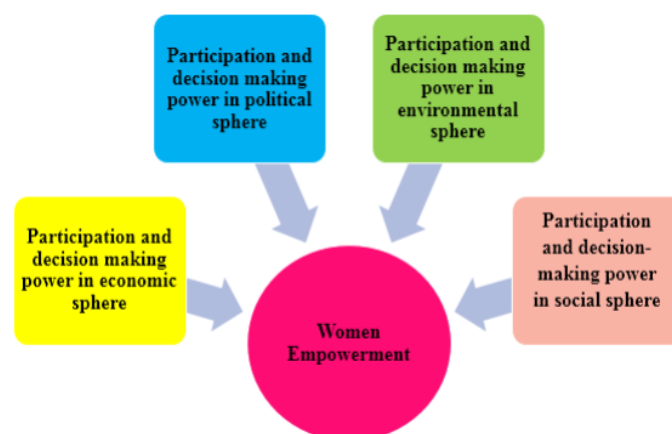


Figure 1.2: Women Empowerment

VII. THEORETIC STRUCTURE

The present study is grounded upon a broad theoretical basis that serves as the foundation for the research endeavor. It encompasses the interconnections between empowering women, tourism, and entrepreneurship, all of which are integral components of tourist development. The present study will use an interpretive and critical approach. In this study, the interpretive paradigm will be employed to examine the strategies employed by organizations to empower women and address issues of impoverishment and gender inequality. A case study approach will be utilized to illustrate these efforts. In this study, the critical paradigm will be employed to establish generalizations based on the data.

Figure 1.3 illustrates a diplomatic perspective on the interconnectedness of these principles with the metaphor of 'Doors, Locks, and the Key'. Initially, there

exists a symbolic representation in the form of a 'door' that signifies the 'Door of Solution to Social Issues'. The act of successfully accessing the door holds the potential to provide a resolution to more extensive societal challenges. The larger societal challenges are exemplified or emphasized by the policy framework of the United Nations' Sustainable Development Goals (SDG).

The issue at hand pertains to the locked "doors." When addressing challenges within society, it is imperative to consider the significance of the "women's issue." Therefore, the concept of "women empowerment" may be perceived as a "the key" that, when utilized, unlocks the potential to address broader societal issues. The 'locks' can be opened with 'the key'? Figure 1 shows that tourism, together with manufacturing, agriculture, and other elements, will empower women.

Examining the essential structure's most important "element" will be done from the perspective of social entrepreneurial activity, a fresh and creative way of

looking at the business world. Without this "element," the tourist "the key" might not work as well as we would want. Social entrepreneurship is viewed as an essential component of the tourism "the key."

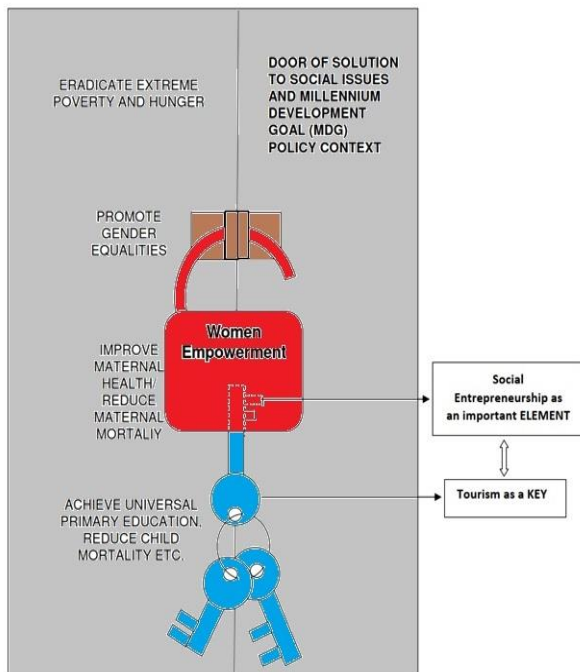


Figure 1.3: The 'Doors, Locks, and the Key' idea map to aid in the financial independence of women throughout tourist industry and its connections to addressing societal problems from a social entrepreneur's point of view

Faulkner and Russell (1997), as cited by Beeton (2006), assert that tourism should be regarded as a dynamic organism and addressed as a living system, emphasizing the need for a bottom-up perspective. The complex (or chaotic) system is underpinned by individuals who are driven by clear-cut norms. According to Gleick (1987), referenced by Beeton (2006), the "butterfly effect" postulates that a seemingly insignificant change can set in motion a chain reaction that ultimately results in a major shift. This represents an additional facet of the concept. Russell and Faulkner (2004) believe that the phenomenon known as the "butterfly effect" exemplifies a scenario wherein little alterations can ultimately yield substantial repercussions inside a given system.

VIII. NEXUS

The present study investigates the correlation between tourism and social concerns, specifically focusing on women's empowerment. The present study employs a conceptual structure grounded in the basic idea of 'Doors, locks, and The key'. The correlation between tourism and development, as well as poverty, is a

commonly observed phenomenon, and the utilization of the pro-poor tourism (PPT) paradigm is widespread in this particular domain. There is ongoing discourse on the efficacy of tourism as a means of mitigating poverty. However, empirical investigations indicate that tourism has the potential to facilitate the equitable distribution of advantages to impoverished communities, especially when governmental entities prioritize tourist development that aligns with both local and global interests.

The promotion of women's empowerment through the tourism industry is of paramount importance in tackling many societal challenges. Poverty exhibits a gendered dimension since an estimated 50% of the global populace resides below the poverty line, with women constituting nearly 70% of this demographic. The promotion of increased gender equality has the potential to effectively mitigate poverty and vulnerability, making a significant contribution to the achievement of sustainable pro-poor economic growth. It is imperative for strategy makers to accord priority to gender analysis and the empowerment of women within poverty reduction programs.

The examination of gender relations is crucial in comprehending the intricacies of tourist development and fostering progress towards achieving gender equality. Tourism has the potential to serve as an effective mechanism for facilitating pro-poor growth since it presents a higher proportion of advantages in terms of employment and entrepreneurial prospects for women in comparison to other sectors of the economy.

Entrepreneurial expertise, particularly in the tourist sector, is frequently found to be lacking in the private sector of developing nations. To address this issue in a comprehensive manner, it is crucial to promote the development of indigenous entrepreneurship while concurrently establishing ownership frameworks that offer benefits to persons within the local community. Nongovernmental development organizations (NGOs) are increasingly assuming a significant role in exerting influence on the tourist industry. These groups frequently operate at the grassroots level, aiming to enhance the overall well-being of economically disadvantaged populations. Non-governmental organizations (NGOs) exhibit a superior track record at the micro-level compared to governments and international agencies in facilitating community engagement and empowerment. They are frequently perceived as being more proficient in executing initiatives, offering cost-efficient solutions, and directly targeting marginalized populations such as rural and urban poor, women, and other disadvantaged groups. The aim of this research is to examine the importance of social entrepreneurship in the field of tourism, particularly in relation to its impact on the empowerment of women. The use of the 'Door, Lock, and Key' framework will provide an examination of the favorable outcomes linked to the empowerment of women within the particular domain of tourism in India. This analysis will encompass a comprehensive evaluation of the wider social,

economic, and political factors at play. The study inquiries encompass the optimal strategies, establishment, and advancement of women's empowerment within the tourist domain, as well as the ramifications of these efforts on societal progress.

IX. ENTREPRENEURSHIP IN THE TOURISM INDUSTRY

Tourism possesses the capacity to provide towns with enduring economic prosperity akin to other commercial enterprises. The comprehension of tourists and the procedures associated with tourism is of paramount importance in facilitating local community empowerment and employment opportunities. Tourism is a possible source of jobs, economic stability, and sustainability. Building high-quality tourist entrepreneurship requires understanding stakeholder relationships and contributions.

Tourism serves as a catalyst for the active involvement of various stakeholders, both directly and indirectly, in tourism-related enterprises. Airlines, hotels, handicrafts, and entertainment all contribute to a country's GDP. Tourism is crucial to involving and obtaining stakeholder input. Tourism must obey social and environmental norms due to its complexity and competitiveness in local and international markets. As products depend on service quality and visitor experience, the sector must prioritize all stakeholders.

The tourism industry's main stakeholder is a person who travels for pleasure and amusement. The individual in question might potentially fall into one of many categories: either a tourist, excursionist, free independent traveler, or participant in a group inclusive tour. Understanding their needs is crucial, as they are the tourism industry's main participants. As with the industry, tourists must undertake such actions to support socio-economic growth.



Figure 1.4: Tourism Stakeholders

Travel agencies and tour operators also actively influence tourism demand and supply. Tourism intermediaries are those who purchase services from major suppliers and aggregate them into tour packages for tourists. These include airlines, hotels, car rental companies, travel brokers, and tour operators. The provision of infrastructure support for enhancing destination accessibility, accommodation facilities, attractions, and amenities is an additional role of stakeholders in fostering tourist growth. It is imperative for all departments that have direct or indirect involvement in the tourist sector to actively endorse and facilitate the well-defined and objective-oriented tourism planning and strategy of both federal and state governments. Government agencies are of utmost importance in several sectors such as transportation

(including air, train, road, and water), lodging (including government-owned hotels, guest homes, and bungalows), public health, and communication.

Tourism host communities—locals of tourist destinations—are also key stakeholders. Tourism has beneficial and negative economic, sociocultural, and environmental effects. Tourists suffer less than hosts, although the latter are more permanent. Hosts (locals) and guests (tourists) should communicate, but too much might generate a socio-cultural and economic imbalance. NGOs and other alternative organizations are essential to socioeconomic growth. All the above stakeholders are interconnected in their work and contributions and provide employment and entrepreneurship opportunities. Skilled and semiskilled workers are needed in all businesses.

X. STRATEGY FOR FOSTERING GROWTH IN ENTREPRENEURSHIP

In order to optimize the advantages derived from entrepreneurial approaches within the tourist sector, it is necessary to develop an "Entrepreneurship Growth Strategy" that encompasses the involvement and contributions of all relevant players. The correlation between entrepreneurship in the tourist business and the growth strategy may be visually shown via the utilization of the subsequent graphic.

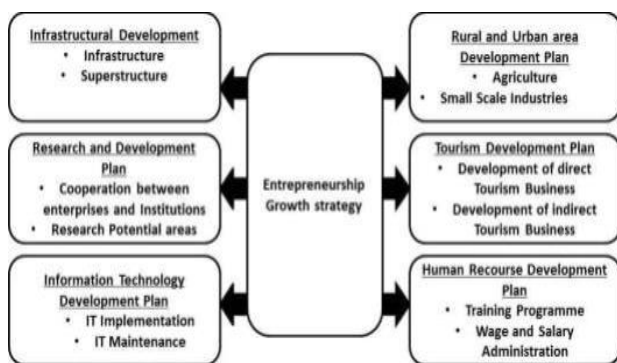


Figure 1.5: Entrepreneurship Growth Strategy

1. A proposed approach for fostering entrepreneurial development in rural and urban areas with a focus on tourism-related activities is to implement a targeted growth plan. When formulating distinct plans for rural and urban regions, careful consideration is given to several factors, including geographic attributes, population dynamics, educational achievements, and socioeconomic composition. The following areas are the focal points of our concentration:

- Practices in ecotourism and agriculture tourism
 - Small-scale industries engaged in the production of local crafts, handicrafts, traditional music and dance, and similar cultural artifacts
2. Tourism Development Strategy: It is imperative to implement a tourism development strategy that places greater emphasis on entrepreneurial techniques. It is imperative to ensure the inclusion of both direct and indirect practitioners in the field within the processes of central and state planning, policy formation, and framework development. The focus of opportunities may revolve around
- The growth of direct tourist businesses, such as lodging facilities, vacation rentals, transportation options, etc.
 - The growth of indirect tourist businesses such as those in communication, utilities, health care, etc.
3. Human Resource Development Plan: The need for educated human resources to serve both domestic and foreign tourists is one of the key sectors in the tourism industry. It might contain:

- A variety of training programs, including IATA/UFTAA courses and degrees or diplomas in tourism, hotel management, and other professional fields.
 - Implementing effective pay and salary administration practices to mitigate worker exploitation and uphold the protection of human rights
4. The Development of an Infrastructural Plan: An essential aspect that business owners may evaluate their success in is the supply of foundational infrastructure for the tourist sector. Infrastructure, encompassing many aspects such as accommodation, transportation, and maintenance of destinations, may be incorporated.
5. Research and Development Strategy: This strategy focuses on future personnel requirements and entrepreneurial prospects through business or industry-institute partnerships. For further development, prospective research fields might also be discovered.
6. Development Plan for Information Technology: The field of information technology offers several commercial opportunities. By using the competitive advantage and getting to the maximum clientele. These days, examples of this include websites, apps, and payment methods.

XI. CONCLUSION AND RECOMMENDATION

The study makes some recommendations for the future growth of entrepreneurship in the travel and tourism sectors. This comprises identifying possible places that promote the most entrepreneurial prospects.

1. Creating a distinct, goal-oriented business action plan with a focus on tourism and adjacent sectors
2. Paying particular attention to women's involvement in the tourist industry.
3. The government is actively promoting and providing support for the advancement of female entrepreneurship within the tourism industry. In order to achieve the desired objective, it is necessary for relevant ministries to formulate a comprehensive action plan, along with implementing targeted initiatives such as subsidies and grants.
4. Conducting specialized, qualified training programs for business and tourism.
5. Promoting the recognition and significance of women's labor, educational pursuits, and societal progress to the general public
6. Honors and commendations bestowed by other entities such as enterprises, institutions, and governmental bodies.

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