



Opportunities of women entrepreneurship in tourism and hospitality industry: A case study of Madhya Pradesh tourism

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Abstract

The development of Tourism and Hospitality Industry in any country encourage both employment opportunities and entrepreneurial practices. Entrepreneurship is always recognised practices in Tourism and Hospitality Industry as it encourage in creative freedom and accepting challenges of business. Women plays very important role especially in Tourism and Hospitality industry. Their contribution are not only restricted as employee but also equally in business and entrepreneurship. The multi-dimensional approach of this industry to invites new innovations and practices to cater versatile demand of a tourist for both national and international tourism market. Madhya Pradesh is a land of Tiger State, different religion and culture where tourism creates new opportunities for both industry and entrepreneurs. It offers variety of tourist destination covering of all types of tourists' attraction and accommodation to explore opportunities and develop business. This study has been conducted to understand the opportunities of woman entrepreneurship in Tourism and Hospitality Industry in Madhya Pradesh.

Keywords: entrepreneurship, women, tourism and hospitality industry, Madhya Pradesh.

Introduction

The tourism and hospitality as an industry has taken off and growing at an impressive rate to all over the world (Stephan ball 2005) [13]. In the service industry, tourism proved to be better bet, thanks to the various virtues like the need for low capital and easy to setup business (Bhuyan Anjan 2010) [2]. Therefore, the scope for entrepreneurship is relatively more in the tourism and hospitality sector, given the wide range of services to be provided to the tourist. Thus tourism entrepreneurship involves all commercial activities spread across the whole spectrum of tourism allied sector. These include transportation, hotels and catering, travel agency, tour operators, entertainment, production and marketing of works of arts and craft conference/events and ambitions management of parks and other recreational places (Rajendra Pal 2010) [11].

Madhya Pradesh Tourism offer space for micro, tiny, small and large enterprise and can also fit into any scale of the young entrepreneurs, financial capability, human resources, infrastructure and ambition. The department has offer various opportunities in tourism and hospitality sector for young women at the young entrepreneurship. Madhya Pradesh Tourism has play the crucial role who laid the foundation for the marketing of tourist to appeal globally, the department has pointed out that the sector as ideal for passionate young people who are willing to work hard (Pandey *et al.* 2014) [9]. Madhya Pradesh hospitality industry pointed out that developing new product in accordance with the changing tastes and requirement of tourists have key success. Each product and each tourism property should have a unique identity. However, new entrepreneur warned that while

tourism held a lot of potential it also required. Entrepreneurs total attention, handwork and readiness to accept the changing needs of global tourist (Gohil 2015) [5]. Tourism in Madhya Pradesh would continue to grew for day by day and still a lot of space for new stakeholders.

Objectives

This research has carried out following objectives

1. To understand the opportunities of entrepreneurship in tourism and hospitality industry.
2. To access the entrepreneurial practices on women empowerment in tourism and hospitality industry.
3. To focus on the need and benefits of women empowerment and their entrepreneurial practices in tourism & hospitality Industry.
4. To access the opportunities for women in Madhya Pradesh Tourism.

Methods and data collection

This study is to explore the opportunities of women's entrepreneurship in tourism and hospitality industry. The study has conducted both primary and secondary sources of data, 150 respondents have been selected from tourism and hospitality industry while research articles, annual reports and journals are used for literature review of selected studies and amid at provide an overview of the potential of tourism in contributing to women's empowerment. The nature of this study is qualitative and quantitative.

Literature Review

Women empowerment is vital to sustainable development and realization of human right for all. Tourism and hospitality industry is a tool to empower women in various ways. This industry could assist women to increase their power and control over the natural resources, economic, education and political empowerment, (Atelievic *et al.* 2008) ^[1]. Entrepreneurship plays a vital part in the success of economic growth and lead to business paybacks (Nako *et al.* 2011) ^[8]. The assistance of economic sector like tourism and hospitality employing large percentage of women at comparatively high wages will help to improve the relative economic well-being of women (Ghodsee 2003) ^[4]. However, in other cases in the terms of formal employment local women are often overlooked when lodges and other tourist site developed, due to gender discrimination. Tourism and hospitality business and augments a major impact to the survival of various services like resort, rest house, hospitality services, hotels, handicraft business development centre and travel trade services (Patel 2002) ^[10]. Most of the women producers seems to be empowered at the household level by the production of ethnic arts (Swain 1990) ^[14]. In communities where culturally and environmentally appropriate forms of tourism are occurring and where women are involved in running or servicing tourism venture, this often leads both to greater respect to the women and reconsideration of gender role stereotypes (Scheyvens 2000) ^[12]. The country like Nepal enterprise of tourism provides guide, hospitality services and accommodation to the tourist the women with an opportunity to communicate and express their view (Lama 1999) ^[7]. Therefore, Madhya Pradesh Tourism in its all possible dimension, the efforts are needed not only to train the local population in destination area, but also create awareness among them towards tourism and its impact (Dasgupta 2003) ^[3]. Though, a lot of work has been done on various dimension of women entrepreneurship in tourism and hospitality industry in India and world wide frame as well as comprehensive review of the tourism industry in Madhya Pradesh.

Entrepreneurial opportunities of women

The opportunities of women entrepreneurship in tourism and hospitality industry, it is one of the major areas where the opportunities are unlimited. Frequent changes in travel pattern, highly competitive market and various types of tourist demands open the arena of various opportunities. Moreover, the creativity is another dimension which always encourages undertaking and practicing something new (Kumar 2010) ^[6]. The entrepreneurship of women the following area to contribute their work and enjoy the blossom-

1. Travel & Trade Services: In this sector like travel agent, tour operator, tourist guide and escorting service, language interpreter and MICE are key area to setup the goal of business.

2. Hospitality & Accommodation Services: Like this sector boutique house, heritage house, theme village, highway amenities, heritage hotel, Guest house, bed and breakfast, form house, camping site, home stay (PGA) are the major area to establish their business.

3. Transportation Services: In this sector like ground staff, air hostages, flight attendant, allied business, duty free shops, car rental, specially arranged transportation for tourist. This area has provided sunshine jobs for women.

4. Allied Services: In this sectors like handicraft, souvenir, handloom, entertainment like dance and music show, casino, folk arts, light and sound show, communications services are boost the passion of artisans and their artifact. This is most popular area of tourism fields.

Considering women participation in business and entrepreneurial practices, India is one of the leading countries in the world. There are lot of women engaged into business, may be for the survival or for the other reason. Scenario in tourism and hospitality industry is also very promising for their entrepreneurial challenges and achievements. Women entrepreneur and employee, the number is increasing day by day.

Result and Discussion

Tourism and hospitality industry offers significant opportunities for women to manage own business. Opportunities that may realize vary from one tourist place to another although they are all common to tourism and hospitality activities. The variation of the socio- economic activities varied due to factor such as traditional norms, accessibility and location. This study revealed that overall opportunities that women also getting changes to become entrepreneurs from tourism and hospitality, opportunities available in Madhya Pradesh.

Table 1: Women Entrepreneurs Activities in Tourism & Hospitality Sector

| Sr. No. | Entrepreneurial Activities | No. of women respondent | Percentage |
|---------|----------------------------------|-------------------------|------------|
| 1. | Tour operator | 10 | 06.50 |
| 2. | Fast food Restaurant | 15 | 10.00 |
| 3. | Shops & Bar owner | 15 | 10.00 |
| 4. | Boutique home | 18 | 12.00 |
| 5. | Traditional food restaurant | 21 | 14.00 |
| 6. | Car rental /Renting bicycle | 10 | 06.50 |
| 7. | Handicraft and Handicrafts Items | 15 | 10.00 |
| 8. | Guiding & Interpretation work | 11 | 07.00 |
| 9. | Music & Dance (classical & folk) | 20 | 14.00 |
| 10. | MICE Business | 15 | 10.00 |
| Total | | 150 | 100.00 |

Source: Primary data (during May 2019)

Women tourism related entrepreneur activities shows in table 1, where 12 % are boutique home, 14 % perform music and dance show, 10 % own shop and bars, 10 % own fast food restaurants, 14 % women work in traditional food restaurants, 7 % women are engaged in guide & interpretative work, 10 % women making all kinds of handicrafts and handloom items, 6.5% women establish car rental and renting bicycle, 6.5 % women are serve as tour operator/travel agency business and only 10 % women are perform MICE (Meeting, Incentive, Conference and Exhibition) business activities. The opportunity involves even women immigrating from various part of Madhya Pradesh in order to find out jobs. Tourism of Madhya Pradesh indicates that women make up a significant proportion of the tourism and hospitality industry's work place and talent management strategy. Women's entrepreneurship is heavily dependent on diversified activities, outside their form especially rural eco-tourism.

Tourism activities in Madhya Pradesh provide opportunities for women to grasp benefits in diversity, although there are still notion that some of the business are there for women as they are

considered to be weak as per the cultural values, but they use these kind of business to take care their families. Women entrepreneurship has grown and become more visible after 1990s. This situation is related to both the social and economic circumstances, which has improved in various part of the state during recent decades.

Conclusion and suggestion

The study has demonstrated that tourism and hospitality industry have the potential to assist women empowerment and develop there business in adjacent area and beyond through initiating social and economic development, employment and boosting the capabilities of business. Because, the tourism and hospitality industry of Madhya Pradesh has immense potentiality to empower the communities with sustainable economic growth, building high quality entrepreneurship and develop relationship between all stakeholder in this industry. Therefore, entrepreneurship has become a major opportunities for women who reside in a Madhya Pradesh State. The peace of mind and attractions towards the opportunities in the industry areas has been motivators for new existing entrepreneur.

It is also fact that the women entrepreneur is facing many problems due to non-availability of primary amenities and raw material, technical ability to boost business. It must be needed to create entrepreneurial opportunities which women have access to end can take advantage of to change their life. Strengthening the women's ability to act for themselves and to have voice in the local and regional decision making process.

The success of their business came from an optimal use of environmental resources that constituted a key element in tourism development. Respondent stated that orientation towards sustainable tourism services declined and developed a climate of respect for the socio-cultural authenticity of host communities. By providing positive experiences for both visitor and host, they also provided direct financial benefits for conservation and financial benefits and empowerment for all women.

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Conflict of Interest

The authors have declared no conflict of interest. They have approved the final version of the manuscript contributing equally.

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