

WOMEN ENTREPRENEURSHIP AND ITS SCOPE IN TOURISM SECTOR IN TELANGANA

P. Suneela Bharathi

Department of Master of Business Administration, Vidya Jyothi Institute of Technology, India.

Abstract

Women entrepreneurship enables women capable of initiating, organizing and running a business enterprise individually or collaboratively, through employment generation to others initiate self-development and achieve financial autonomy. Entrepreneurship is about undertaking risk and handling economic uncertainties of a business. As per McKinsey Global Institute women equality could add 12 trillion dollars to global growth by 2025. With its 9.6% contribution to India's GDP in 2016-17, accounting for 9.3% of countries total job Indian tourism sector has the prospective to drive economic growth, to pull women out of below poverty line and provide dignified sustainable employment. This paper is an attempt to assess the current position of women entrepreneur in Telangana tourism sector, addresses women entrepreneur problems and initiates suitable recommendations.

Key words:

Women Entrepreneurship, Scope, Tourism Sector, Telangana

1. INTRODUCTION

Women entrepreneurship has been identified as the chief source for the economic growth and development of the nation. Women entrepreneurs generates employment opportunities and offer solutions to many managerial and business problems through forward planning and decision making [4] [6]. Women entrepreneurship promotes social and economic wellbeing of families through women empowerment and initiating self-development and financial independence [5] [11]. A women entrepreneur is the one who owned a minimum financial stake of 51% in an enterprise and providing 51% of employment to women [2]. Most of the Women entrepreneurs are confined to businesses like agarbatti making, papad and pickle making, embroidery, handicrafts, catering services, running snack bars, small retail shops, beauty parlour's etc. but this has not completely changed the status of women. Still women are facing financial socio cultural technical, marketing and resource related problems. It was observed among many of the Indian women entrepreneurs that though they own the enterprise decision making is male dominated. With the wide spread of education and cognizance women were shifted from small scale enterprises to medium and large scale level of activities. Women entrepreneurs can be broadly classified into 5:

- Affluent entrepreneurs are women family members of wealthy business man with financial aid start new enterprises and take up business risk
- Pull factors are educated women to be financially independent, with or without experience start enterprises with financial aid from commercial banks etc.
- Push factors are generally widows and solo women in order to deal with family problems take up business activity

- Rural entrepreneurs- with minimum investment and risk and available resources rural women choose a suitable business activities
- Self-employed entrepreneurs – are uneducated women below poverty line operate tiny business units for the survival of their family.

By 2018 statistics [1] at a global level, about 126 million women have started or are running their businesses and whereas in India, there are about 8 million women have started or are running their businesses. Apart from that, women have 24% share in corporate senior management positions and in India it's 30% for the same. Not only that, round about 37% of formal enterprises owned by women around the globe whereas 10% of formal enterprises in India are being operated by women. Hyderabad rank in 5th position with women entrepreneurs. With the launch of stand up, startup India, make in India, mudra bank at national level and by the initiatives of MSME, CED, ALEAP, WEHUB at Telangana level, there is a tremendous growth rate (approximately 40%) in total number of startups in our nation where 72% of our founders are less than 35 years of age [9]. India is becoming a hub for startup incubators next to China and US the other added reasons for women entrepreneurship are rise of literacy levels, shift in democratic perspective active role of global voices/organizations to address women entrepreneur issues at various global, national and state level platforms which has positioned women as an cause of change for catalytic action and achieving results [10]. Indian tourism industry [7] has materialized as one of the key drivers of economic growth among the services sector in India considering its gorgeous cultural and ancient heritage, places of natural beauty, variety in ecosystem, tourism has potential to generate employment and a significant source of foreign exchange earnings for the country [8]. India's rising middle class and increasing disposable incomes has supported the growth of domestic and global tourism. The Table.1 shows the details of this evidence.

Table.1. Growth of domestic and global tourism

	2014	2015	2016	2017	2018 (till June)
Foreign tourist arrivals	7.68 million	8.03 million	8.8 million	10.04 million	5.16 million
% change over last year	10.2	4.5	9.7	14	7.9
Foreign exchange earnings	120367 cr	134844 cr	154146 cr	177874 cr	95713 cr

% change over last year	11.9	12	14.3	15.4	12.2
Domestic tourist visits	1282.80 million	1431.97 million	1615.39 million	1652.49 million	-

Source: tourism.gov.in/market-research-and-statistics

Table.2. Contribution of travel and tourism to GDP

Year	Contribution of travel and tourism to GDP
2006	9.6
2007	10.1
2008	10
2009	9.6
2010	9.2
2011	9.2
2012	9.2
2013	9.2
2014	9.2
2015	9.4
2016	9.5
2017	9.4

Source: travel and tourism economic impact 2017 India, World Travel and Tourism Council

Travel and Tourism generated 25,394,500 jobs directly in 2016 (5.8% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists [12] [14]. By 2027, Travel and Tourism is expected to account for 31,910,000 jobs directly, an increase of 2.1% pa over the next ten years. This sector accounts for 9.3% of total country's jobs. India travel and tourism sector ranks 7th in world in terms of its total contribution to country's GDP. It is expected that our country could be one among top 5 destinations by 2030 [13]. International hotel chains are planning for expanding their business in India and are expecting to increase their share to 50% by 2022 from current 44% share.

WTTC has anticipated that by 2026 Indian tourism and travel sector can generate 370 million employment opportunities which will be equivalent to 1 out of 9 employments in the world. WTTC (2016) forecast by 2026 South Asia will be the fastest growing sub-region with 7.1% GDP growth, India 7.5% and China 7.0%. GOI in the year 2017 allocated 1750 crores and 2150 crores in the year 2018 in its budget. Travel and Tourism will overtake the global economy through the following decade, growing by an estimated 4% on average per annum over the next ten years. GOI in the year 2017 allocated 1750 crores and 2150 crores in the year 2018 in its budget.

Tourism Products are intangible perishable, heterogeneous in nature. So selling ones offerings becomes more challenging and trickier as the proposition is intangible based. It's a big challenge to brand and market in a diverse country like India.

2. LITERATURE REVIEW

It is stated that one of the key parts to the accomplishment of tourism business is local government units (LGUs). It is responsibility of any local government to lift society living standards, monetary value, ecological and cultural well-being of their societies. Central and state government should work together while instituting the policy and strategy for sustainable tourism business environments [17].

The Draft Tourism Policy 1997 sees the development of tourism as an important mechanism for sustainable human development which includes poverty mitigation, employment generation, environment revival and women progress and other underprivileged groups in Karnataka [15].

It may be a route by that women gain larger control over resources (income, knowledge, info, technology, skill, and training), decision-making process, augment the self-image of women, to make them active contestants in the process of adaptation and to develop the capabilities to claim themselves [16].

3. OBJECTIVES

Tourism sector has the potential to generate entrepreneurial opportunities which in turn increases the direct investments in the sector, generate employment and supports sustainable social well-being with promised huge returns.

The objectives of this research paper are:

- To study the current scenario and address the challenges confronted by women entrepreneurs in tourism sector in Telangana.
- To analyze the scope for women entrepreneurship in tourism sector in Telangana and provide necessary recommendations

4. RESEARCH METHODOLOGY

This entire work is based on descriptive and exploratory based study, majority of the data is collected from secondary sources namely journals, newspapers, government bulletins, websites, text books, video lectures blogs, WTTO reports, government sites etc. the collected information is used to develop a model for promoting women entrepreneurship in tourism sector in Telangana which can be used by practitioners, academicians researchers, planners in the given area of research.

4.1 WOMEN ENTREPRENEURSHIP IN TELANGANA TOURISM SECTOR

The upsurge in the number of meetings, incentives, conferences and exhibitions (MICE) in Hyderabad has increased FTA's by 76% in 2017 when compared 2016. 2.47 lakhs foreign tourists and 2.33cr domestic tourists visited Mana Shaher Hyderabad in 2017 according to TSTDCL reports.

Table.3. Foreign Tourists arrivals in Telangana (2014 -17)

Districts	2014		2015		2016		2017	
	DTA's	FTA's	DTA's	FTA's	DTA's	FTA's	DTA's	FTA's
Adilabad	69,35,126	80	1,63,06,399	67	59,99,969	10	54,73,080	11
Hyd and RR Dist.	92,97,426	70051	95,98,946	1,22,838	2,33,94,705	1,63,631	2,71,60,242	2,47,179
Karimnagar	1,19,48,325	0	3,09,27,387	0	11,970,590	0	1,56,99,622	0
Khammam	52,24,220	0	1,13,54,693	9	58,94,061	0	56,36,720	0
Mahbubnagar	53,91,195	2789	68,44,742	1470	94,76,778	942	86,31,974	1136
Medak	19,70,837	0	23,40,260	0	45,99,600	0	1,16,96,040	0
Nizamabad	6880	3	13819	0	6569	0	22,489	0
Nalgonda	83,97,827	10	73,20,908	500	75,87,061	0	72,43,644	2
Warangal	2,32,27,277	2238	98,09,162	1794	2,62,31,497	1,987	37,02,785	3,518
Total	7,23,99,113	75,171	9,45,16,316	1,26,678	9,51,60,830	1,66,570	8,52,66,596	2,51,846

Source: travel and tourism economic impact 2017 India, world travel and tourism council

Tourism sector has ample scope to create employment opportunities in our country as India is a country with rich diversity, cultural values, traditions, different food habits, climates with diverse terrain. Women entrepreneurship is still nightmare because of hindrances namely, poor awareness towards the startup plans, limited access to finance and resources, lack of mentoring, practical experience, network and confidence, and other social and communal problems. The state capital of Telangana, Hyderabad is a destination for ethnic, cultural, historical, recreational, medical social, educational, sports, tribal eco and business tours. Telangana with 5.2% share (85266596 persons) in domestic travel visits (DTV's) ranked 6th in India in the year 2017.

4.2 WE HUB

In collaboration with NITI AYOJ Telangana Government ventured WE HUB, primarily to provide a financial assistance of 25 lakhs to 1 crore rupees to women entrepreneurs in the state of Telangana. Through WE HUB (single window system) government of Telangana is aiming at providing education, seed funding, research, mentoring, legal, financial and network building support to foster women entrepreneurship in Telangana through innovative ideas, solutions or products focusing on explored and unexplored sectors along with services sectors.

4.3 ENTREPRENEUR PARK

Telangana government has allotted 50 acres land to FICCI ladies organization Hyderabad chapter to start Entrepreneur Park the first of its kind in our country which is well equipped with infrastructural facilities like roads, power, water, drainage etc. aimed at giving investment subsidy up to 25% on fixed capital and 50% subsidy on expenses incurred for ISO quality certifications.

4.4 CENTAL GOVT INITIATIVES

In India, the MSME development organizations, various State Small Industries Development Corporations, the nationalized

banks and even NGOs are moving hands together steering various programmes including Entrepreneurship Development Programmes (EDPs) to serve the needs of capable women entrepreneurs, who may not have required educational background and skills. MSME has also started a Women Cell to provide harmonization and succor to women entrepreneurs facing acute problems. The Indian government has noticed the country's prospective in the tourism industry and has taken various steps to make India a global tourism hub. In the Union Budget 2017-18, the Government of India in order to persuade the tourism and hospitality sector announced establishing of five special tourism zones, special pilgrimage or tourism trains and worldwide consciousness of Incredible India campaign [3]. In recent past, India has witnessed noticeable growth in women entrepreneurship. The government initiatives like Stand-Up India, MUDRA, and NITI Aayog's recent Women Entrepreneurship Platform (WEP) are right decisions in the right track. Many women-led headship and mentorship programs such as EMPOWER, SAHA Fund and Sonder Connect are also promoting women entrepreneurship successfully in India. National Skill Development Corporation (NSDC) and Tourism and Hospitality Sector Skill Council (THSC) signed a MOU with Airbnb, which aims to create 50,000 hospitality entrepreneurs in India including 15,000 women.

4.5 CHALLENGES FACED BY WOMEN ENTREPRENEURS

Under The Standup India scheme, launched by the Govt. of India, each bank has to provide bank loans of Rs.10 lakh-Rs.1 crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) to a woman beneficiary to set up an enterprise. But women are not able to access these schemes due to lack of awareness.

- Women face the below challenges in the area of entrepreneurship.
- Entrepreneurial mindset
- Male dominated society

- Stiff competition
- Scarcity of material and money resources
- Limited mobility
- Stiff competition
- Family ties
- Lack of education and awareness

4.6 FINDINGS AND RECOMMENDATIONS:-

The state of Telangana presents a rich and diverse culture, food habits, traditions, historical places, blend with modern lifestyle, different terrains, with well-developed and connected road, rail transportation and accommodation facilities. Since its formation TS government has provided tourism department with a budget of Rs.4850.77 lakhs in 2015-16, Rs. 7006.510 lakhs in 2017-18 and Rs.8093.51 lakhs in 2018-19. Tourism reminds of opportunities like tour guides, information clerks, lodging, cab drivers, travel agents, tour planners, chefs, cooks, cabin stewards, luggage porters, bell persons, housekeeping, medical staff etc. Some of the recommendations for women entrepreneurship in Telangana are,

- Telangana State Tourism Development Corporation Limited offers wide range of tourism packages which includes river cruise, sounds and light show, customized tours, adventure journeys for major destinations, forts, pilgrimages, wild life exploration on grand scale. Tourism sector development is not at par as many entrepreneurial ideas still remain untouched when compared to other states and countries. Maharashtra tourism development corporation is coordinating with self-help groups in association with IHM Mumbai and HUNAR SE ROZGAR TAK programme which comprises of 6 to 8 weeks skill development training programme in the area of food production, food and beverages, bakery and patisserie, housekeeping utility etc. this has benefitted thousands in region like Pune, Nasik, Baramati, Nagpur etc. to enter tourism and hospitality industry as tour guides drivers etc.
- TSTDCL should tie up with local rural people (SHG's) in tourist destinations and provide the required training financial and marketing assistance to run enterprises at medium and small businesses like hotels and lodges, restaurants, taxi and car rentals, photography, souvenir shops, luggage delivery services, language translation services, laundry services, tourism consulting business, arts and culture museum, ticket and reservation services, travel agency, student education tour planners. It also can encourage to organize trade fares, exhibitions, carnivals, competitions to promote locally available handicrafts, local cuisine, sweets, savories which are unique of its kind.
- TSTDCL can plan to run local T.V and radio channels through SHG's to act as information desks in order to address key issues in tourism industry and to provide latest updates.
- It can run blogs by encouraging its ex-employees and other industry experts to provide necessary information about stay tour package details, list of hotels and other advisory services.
- Now a days home stays are the perfect fit for vacationers over hotels hence TSTDCL can encourage women at rural level to take up as a business activity by partnering with them which helps in promoting local culture and savory.
- As per quadruple helix there should be strong integration among Government Bodies, industry, academia and civil society. Government should take the initiative of policy formulation innovation support and advisory services, industry should take care of entrepreneurial venturing, product and services development, universities should run incubators, spinoffs, policy proposals, academic publications and society should foster women entrepreneurship by business support technology development.
- Creation of single window to get all related legal permissions.
- To build innovative women centric incubator and accelerator models at college, university, industry and government level.
- Tourism sector should join hands with universities (EDC-entrepreneurship development cells) in redesigning the educational policies and start short term courses and can encourage students through internships and can create awareness among the students about the abundant employable and entrepreneurial opportunities in Tourism sector.

5. CONCLUSION

Entrepreneurship is still untouched and untapped in Indian tourism sector especially in the state of Telangana. It is highly imperative on the part of government to focus on establishing necessary infrastructure, such as women-centric incubator and accelerator models, initiating mentorship and leadership programs, increasing investment opportunities, rephrasing educational policies and skilling initiatives, promoting women specific venture funds etc and persuade women to invest in other female-led companies to poise gender disparity, for creating mentorship and networking platforms.

REFERENCES

- [1] Market Research and Statistics, Available at: <http://tourism.gov.in/market-research-and-statistics>
- [2] Kammili Kamalakara Rao, "Women Entrepreneurship in India with Due Emphasis on Telangana State", *International Journal of Multidisciplinary Advanced Experimental Research*, Vol. 4, No. 1, pp. 1-14, 2017.
- [3] S. Aynalem, K. Birhanu and S. Tesefay, "Employment Opportunities and Challenges in Tourism and Hospitality Sectors", *Journal of Tourism and Hospitality*, Vol. 5, No. 6, pp. 1-5, 2016.
- [4] S.P. Tshabalala and I.O. Ezeudui, "Women Tourism Entrepreneurs in Kwazulu-Natal, South Africa: Any Way Forward?", *Acta Universitatis Danubius Economica*, Vol. 12, No. 5, pp. 1-4, 2016.
- [5] Alina M. Zapalska and Dallas Brozik, "Female Entrepreneurial Businesses in Tourism and Hospitality

- Industry in Poland”, *Problems and Perspectives in Management*, Vol. 12, No. 2, pp. 7-13, 2014.
- [6] Sahar Samiei and Mostafa Akhoondzadeh, “The Role of Entrepreneurship in Tourism Industry Development”, *European Online Journal of Natural and Social Sciences*, Vol. 2, No. 3, pp. 1423-1430, 2013.
- [7] A Skoglund, “Empowering Women’s Entrepreneurship to Establish Bottom-Up Innovation Systems-the Case of Cycling Tourism in Norrtälje Region”, Master Thesis, School of Industrial Management, Royal Institute of Technology, 2011.
- [8] Mimoza Serafimova and Biljana Petrevska, “Female Entrepreneurship in Tourism: A Strategic Management Perspective in Macedonia”, *Journal of Applied Economics and Business*, Vol. 6, No. 1, pp. 21-32, 2018.
- [9] Rana Kapoor, “An Ecosystem for Women Entrepreneurship”, Available at: <https://www.thehindubusinessline.com/opinion/an-ecosystem-for-women-entrepreneurship/article24488567.ece>, Accessed on 2018.
- [10] ALC India, “The Brilliant Women Entrepreneurs of India: the Roles they Play and the Challenges they Face”, Available at: <https://www.thebetterindia.com/111511/Entrepreneurship-Landscape-For-Women-In-India/>, Accessed on 2017.
- [11] Tsitsi Chipfuva, Jennifer Chishamiso Nzonzo and Blessing Muchenje, “Challenges faced by Women Entrepreneurs in the Tourism Sector in Zimbabwe”, *International Journal of Social and Allied Research*, Vol. 1, No. 1, pp. 1-8, 2012.
- [12] Solvi Solvoll, Gry Agnete Alsos and Oxana Bulanova, “Tourism Entrepreneurship-Review and Future Directions”, *Scandinavian Journal of Hospitality and Tourism*, Vol. 15, No. 1, pp. 120-137, 2015.
- [13] Prosperous Nongsiej and Somipam R Shimray, “The Role of Entrepreneurship in Tourism Industry: An Overview”, *Proceedings of National Seminar on Entrepreneurial Opportunities for Educated Youth in Global Business*, pp. 1-9, 2017.
- [14] World Tourism Organization, “Global Report on Women in Tourism 2010”, Available at: http://www2.unwto.org/sites/all/files/pdf/folleto_global_report_on_women_in_tourism-corregido.pdf.
- [15] Harsh Upadhyay, “Telangana sets up first govt-backed VC fund for women entrepreneurs”, Available at: <https://entrackr.com/2017/12/Telangana-Vc-Fund-Women-Entrepreneurs/>, Accessed on 2017.
- [16] C. Luliana, I. Carmen Maria and S. Alexandrina, “Entrepreneurship in The Tourism and Hospitality Industry”, *Management Strategies Journal*, Vol. 31, No. 1, pp. 264-275, 2016.
- [17] S. Rusu, “Tourism Entrepreneurship and Its Role In The Activity Of SMES”, *Romania Journal of Economics and Business Research*, Vol. 17, No. 2, pp. 23-32, 2012.