

# Entrepreneurship in the Field of Hospitality with Special Reference to the Women Empowerment - A Comprehensive Transforming Scenario in India

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## ABSTRACT

*Understanding the significance of women contribution in the hospitality sector and observing the capabilities of women human resources in the aspect of forecasting, utilizing the management resources, capital and business expansion, tremendous organizing and managing abilities has clearly engraved that women are one of the most important key players in the field of hospitality. Discussing about the entrepreneurship, it's totally based on undertaking the risk and analyzing the uncertainties that comes as hindrances in achieving the professional goals. The economic impression of accomplishing gender equality in India is assessed to be US\$700 billion of added GDP by 2025, is a great intimation of women empowerment. Women have multiple times proven their abilities as a successful entrepreneur in the hospitality business. Stirring the potential to become an entrepreneur in the hospitality business, it generates that ample of opportunities are there in hospitality sector that provides broad spectrum of knowledge, builds various skills in the domain specific and transmutes as holistic development. In the current scenario of transformation women entrepreneurs are coming up as an idealistic personality which are being followed as a source of inspiration. This research paper is a drive to ponder the current and future scenario of women entrepreneurship in Uttar Pradesh in the area of hospitality business and emphasizing on issues and challenges in the entrepreneurial abilities and initiates with appropriate exhortation.*

**Key words:** Women Empowerment, Hospitality, Management Resources, Entrepreneurial Abilities.

## I INTRODUCTION

Considering the significance of economic growth, hospitality industry is found to be one of the major contributors in this context. Hospitality sector generates ample of job opportunities which are directly or indirectly associated with the tourism sector. This segment has been identified as the fastest rising industry not only in India but round the globe. This sector deals with the tangible and intangible products, various services along with seasonal fluctuation in its demand. In this instability women entrepreneurship and their contribution has been acknowledged as a key cause in building the economy of the nation with respect to the hospitality deeds. Women entrepreneurship has generated numerous opportunities and offered manifold solutions to resolve the day to days business issues and challenges. Financial wellbeing of individual and society is the foremost priority of that has been observed in the women entrepreneurship as they are very well aware about the requirement of financial well-being for the happiness and prosperity of the families. More than 51% ownership as a potential stakeholder makes the women an entrepreneur moreover also offering above 51% job opportunities to the women cadre. Reviewing the hospitality sectors, we find that women entrepreneurs are involved in travel and tourism, logistics, welfare and commercial catering, cafes-restaurant and hotel businesses to name a few, in spite of being associated and involved in all the aspects of hospitality industry the desired status and recognition for the women contribution is yet to be identified. They deserve more than to what is being received by them. In the

male dominated society several times the attributes of women entrepreneurs are subsided causing non-appraisal for the performance made by them. However, amidst all such gender biased environment women entrepreneurs have now elevated themselves from the lower scale to mid-scale and from mid-scale segment to higher scale business segments. Considering the ground reality, many places in India still exists where women are considered to be weaker section of the society but they are not ready to accept the transformation of scenario where gender equality is all pervasive and accepted. To understand in a better way women entrepreneur can be segregated as:

- (a) These women entrepreneurs are from the prosperous family background and they don't have any financial constraints to start a new venture in the field of hospitality.
- (b) Educated independent women entrepreneurs who seek the assistance from the commercial / banking sector to meet the funds requirement of the business.
- (c) There are some of the female entrepreneurs who enter into the business due to some of the family issues and have no other option than to become an entrepreneur.
- (d) Women entrepreneurs in the rural segment where they can startup with minimal investment and resources.
- (e) Small scale women entrepreneurs who work for the sake of survival of their family members.

## II OBJECTIVES AND RESEARCH METHODOLOGY

(a) **Objectives:** Hospitality sector has a great probability to produce entrepreneurial opportunities that leads to more and more direct investment in this sector provides ample of jobs directly or indirectly and assist in improving the status of living. The basic objectives inherent in this research article are:

- (i) To examine the present scenario and discuss the challenges those are faced by the women entrepreneurs in the hospitality sector in India.
- (ii) To evaluate the significance of women entrepreneurship in the hospitality sector in India along with the essential recommendations.
- (iii) To understand the entrepreneurial opportunities in hospitality sector.
- (iv) Highlighting the women empowerment best practices in entrepreneurship.

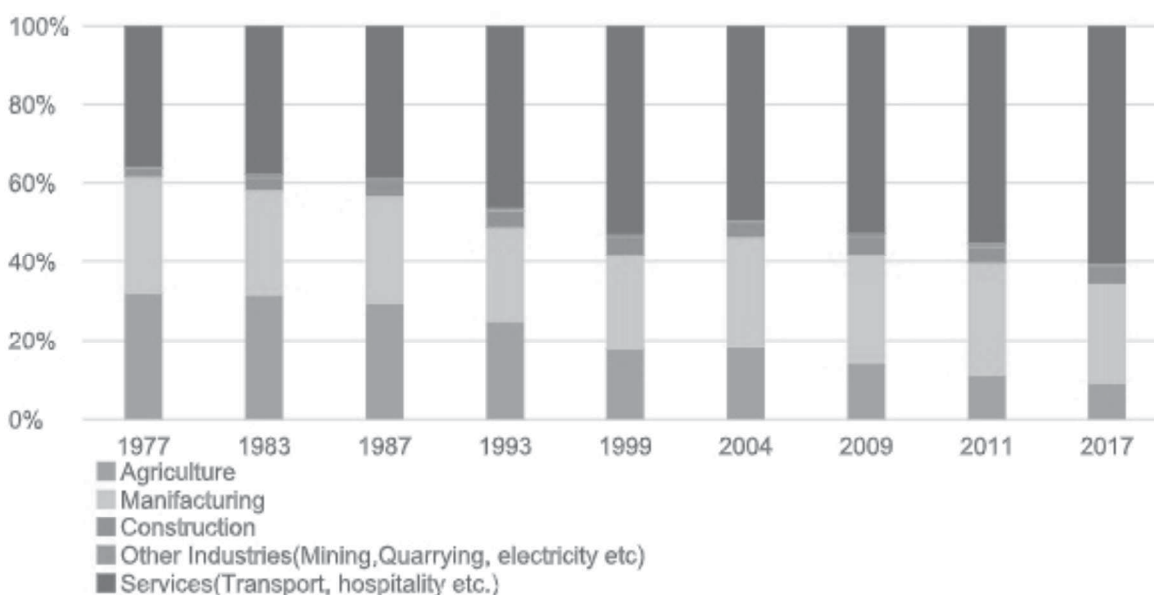
(b) **Research Methodology:** This research paper is based on descriptive and exploratory based studies, mainly the data collection is from the secondary sources like renowned journals, hotelier and caterer newspaper, Ministry of Tourism (MOT) website, text books to name a

few. The preliminary factor behind the information collected is to develop a model framework to highlight women empowerment and entrepreneurship in the hospitality sector that can be used by all the aspirants associated with the field of hospitality.

## III DATA ANALYSIS

(a) **Women Entrepreneurship in the Hospitality Sector:** Similar to the other industry sectors, hospitality has enormous potential to empower the women entrepreneurs with the sustainable financial growth. Understanding the essence of the hospitality industry is to emphasize on empower the women and encouraging them to benefit the society and contribute in strengthening the Indian economy. Hospitality sector has proven to be one of leading contributor in offering employment, financial sustainability and path to develop skills. Women have shown a remarkable contribution in the hospitality units and proven to be outstanding as an employee or as an entrepreneur. The holistic style donates to recognize the causes to identify the elements that inspire the inclination to entrepreneur in men and women and their transformations.

(b) **Employment by Sectors for Urban Females**



Source: NSSO data; author's calculations.

As per the NSSO data we can easily observe that hospitality has generated ample of female employment opportunities and contributed in the Indian economy.

Entrepreneurial Opportunities in the Hospitality Sector: Keeping in view the entrepreneurial opportunities in the hospitality sector, we get to know that it is one of the key sectors where the job openings are unrestricted. Recurrent alteration in transportable pattern, extremely modest market and numerous types of tourist demands generates the ground of business opportunities. Creativity is

considered as another measurement that always boosts enterprise and practicing something new. Under mentioned are the zones where potential entrepreneurs can enjoy the blossom.

**(c) Challenges of Women Entrepreneurs in India:** A Forbes statement reflects that an enormous 40% of women desire to enter into the entrepreneurship in spite of its challenges, as they want elasticity, swift advancement and wish to take control of their future and charge what they deserve.

Some of the challenges faced by the women entrepreneurs in India are:

- (i) Financial Constraints** - Money to business is what food is to the body of human and so it is vital for any of the business operations and establishment. Though, women struggle in accumulating the funds as they have their own priorities of family and they give it more weightage.
- (ii) Fierce competition** - Women in the current scenario has to struggle to find their position in the man's owned society and entrepreneurship is none other than that.

- (iii) Lack of education** - In our country nearly 60% women are yet illiterate which one of the major challenges is for the women in India to become an entrepreneur.
- (iv) Balance between family & business** - Females have to maintain the enough work and personal life balance as they have to specially look after the families as being their priority.
- (v) Male-dominated society** - Although we talk a lot about gender equality but the fact is that still it is male dominating society.
- (vi) Limited mobility** - To travel without any fear is a big question for the female entrepreneurs when we talk about the mobility around the country even.
- (vii) Lack of a support network** - In the male dominating society we find that there is lack of support network for the female entrepreneurs.

There would continually be somewhat holding you back in life, and the same is the case while commencing a business.



**Fig. 1 – Hospitality Avenues**

**(d) Future Entrepreneurial Opportunities in the Hospitality Sector:** “Educate your women first and leave them to themselves; then they will tell you what reforms are necessary for them. Any society can only be developed when the womanhood development is being given due consideration. Importance of educating the women, equality of gender, mental and physical health wellbeing of women, safety and security are key issues that are recognized throughout the country. India is a country, Goddess Durga and Kali are worshiped and its painful to state that in the same country we witnessed the shameful

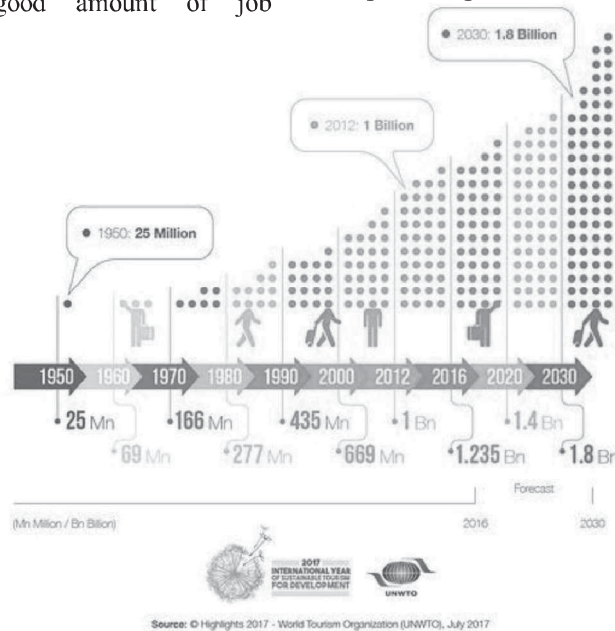
issues like Nirbhaya, moreover we can also witness the child marriage in our country and so on there are numerous examples where we get to know that females have to struggle even for their basic rights and physiological needs.

However, considering women participation in corporate and entrepreneurial practices, India has taken a remarkable lead amongst the countries in the world. Women entrepreneur and female employment is increasing by leaps and bounds. Some of the leading women entrepreneur in the Hospitality sector, who transformed the consistent practices and concept by their extra ordinary inspiration and revolutions

are; Chitra GurnaniDaga (CEO, Thrillophilia), Jayanti Rajagopalan (Founder, Detours India) Sabine Heller (CEO, Asmallworld), Piya Bose (Founder, Girls on the go club).

Attaining the optimum advantages of Entrepreneurial activities in the hospitality sector, there is a significant 'Entrepreneurship Growth Strategy' that will certainly benefit all the stakeholders and the allied individuals. The estimated International Tourist Arrivals as projected by the World Tourism Organization UNWTO will be 1.8 Billion, this much footfall will increase good amount of job

opportunities and enough potential to all the entrepreneurial aspirants willing to start their own ventures in the field of hospitality. Moreover, considering the potential of female entrepreneurs in this sector it strengthens the estimated potential hospitality market, as women cadre has been proven to be more focused in achieving the targets. So keeping the estimated figures laid by the UNWTO 1.8 billion tourists will give 1.8 billion job opportunities. Hence, it clearly reflects that future of hospitality sector is extremely glittering and giving promising contribution in building Indian economy.



**Fig. 2 International Tourist Arrivals 1950-2030**

**(e) Features Promoting Women Entrepreneurship In India:**

- (i) Financial Support by Banking Sectors, Angel Investors, Government Financial Scheme
- (ii) Education and Training by both: Private Institutions and Government Institutions
- (iii) Change in the social requirements
- (iv) Women Empowering
- (v) Motivation and self-esteem (Family, friends, Peer group etc.)

India is rich in its diversity of culture, diet habits, ethnicities, ancient places, merger with recent lifestyle, different territories, with well-connected road transportation, railways transportation, fooding and lodging facilities. However, we are not there in the top ten leading countries that give equal rights to the women to work independently in the society.

There must be definite strategic plans for the entrepreneurial development in the urban and rural areas of our country specifically where tourist footfall is on the higher side. While developing the strategic plans few of the factors must also be taken into considerations like demographic status, on-grounds reality, educated people percentage, socio-financial

strength of that region, time management to resolve the issues. However, focus must also be given into the specific core of tourism that has proven to be well deserving source of women entrepreneurship like agricultural-tourism, eco-tourism, sports tourism, recreational tourism etc.

**(f) Challenges:** Under the scheme of Standup India, started by the Indian Government, each and every bank has to offer bank credits of Rs.10 lakh-Rs.1 crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) to a woman recipient to set up an enterprise. But women are unable to access these schemes due to lack of alertness and awareness. Women undergo the below mentioned issues and challenges in the area of entrepreneurship.

- (i) Entrepreneurial mentality
- (ii) Male dominated culture in the society
- (iii) Cut throat competition
- (iv) Insufficiency of all the management resources viz. manpower, money, machinery to name a few.
- (v) Inadequate flexibility
- (vi) Various legal formalities for startups
- (vii) Societal and family issues

(viii) Lack of awareness and education in the society.

**(g) Comparative Status**



**Fig. 3 Comparison based on legal rights**

Keeping the scenario of Indian economy with respect to women percentage, it is observed that women account for only 17 % of GDP in India, that is less than half the entire global average, Annette Dixon, the World Bank’s vice president for South Asia, said

in a speech in March of last year. If even half of Indian women were in the labor force, the annual pace of economic growth would rise by 1.5 percentage points to about 9 percent, she estimated.

**Table 1**  
**Global Workers at Risk- Sectorol Prospectus**

Economic Sector	Impact of Crisis on Economic Output	Baseline Employment Situation (Global estimates for 2020 prior to Covid-19)				Mastercard Analysis
		Level of Employment (million)	Share of Global Employment (%)	Wage Ratio	Share of Women (%)	
Education	Low	176.6	5.3	1.23	61.8	Large proportion of females in teaching profession; may be able to teach online; lower risk of job loss
Human Health & Social Work	Low	136.2	4.1	1.14	70.4	Women health workers at highest health risk; economic risk from job loss may be lower
Public Admin & Defense; Compulsory Social Security	Low	144.2	4.3	1.35	31.5	Women engaged in these sectors may be able to continue working from home
Utilities	Low	26.6	0.8	1.07	18.8	Low share of women impacted
Agriculture; Forestry & Fishing	Low-Medium*	880.4	26.5	0.72	37.1	Lower average pay; women in less developed economies who are less qualified, working in informal sectors or have lost their jobs may be forced to seek substitute jobs back home in rural areas. High risk of falling deeper in poverty
Construction	Medium	257.0	7.7	1.03	7.3	Low share of women impacted
Financial & Insurance	Medium	52.2	1.6	1.72	47.1	High representation of females; professionals/technical workers; most may be able to continue working from home
Mining & Quarrying	Medium	21.7	0.7	1.46	15.1	Low share of women impacted
Arts, Entertainment, Recreation & Others	Medium-High*	179.9	5.4	0.69	57.2	High proportion of women; lower average pay. High risk of job loss or inability to generate income due to lockdown & social distancing requirement
Transport; Storage & Communication	Medium-High*	204.2	6.1	1.19	14.3	Severe disruption in transport, travel & global supply chains puts women working in these sectors at high risk of job loss

Notes: \*denotes sectors that include subsectors that have been affected in different ways  
Source: "ILO Monitor: Covid-19 and the world of work". 2nd edition, updated estimates and analysis. 7 April 2020. International Labour Organization.

**IV RECOMMENDATION AND CONCLUSION**

The research work carried out suggests that some recommendation for future progress of entrepreneurship in the hospitality sector. This comprises: Identification of possible areas which inspires maximum entrepreneurial opportunities. After the introspection under mentioned recommendations are proposed for women entrepreneurship in India

- (a) Ministry of Tourism (MOT) offers huge range of tourism packages that includes water tourism, light and sound show, various tour packages, wild life tourism facilities, medical tourism, pilgrimage tourism packages, eco-tourism on grand scale. Tourism sector development is not at par as many entrepreneurial concepts still persist untouched when compared to other developed countries. Indian Tourism Development Corporation (ITDC) is synchronizing with self-help groups in collaboration with IHM and HUNAR SE ROZGAR TAK (HSRT) 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 promoted the society to enter tourism and hospitality industry as tour guides drivers etc.
- (b) Indian Tourism Development Corporation (ITDC) should tie up with resident rural people in tourist places and assist in providing them training and marketing assistance to run enterprises as an entrepreneurs at mid-scale or small scale businesses like inns and other lodging units, small scale or mid-scale eating joints, local sight-seeing operators, professional photography at tourist destinations, ethnic souvenir emporiums, packaging and delivery services, linguistic services to meet the language barriers, ethnic wears showroom, travel and tour operating business, art galleries and traditional wears shop, destination wedding planner etc. ITDC must also promote to organize recreational fares, product exhibitions and carnivals, handicrafts exhibitions and competitions, local culinary delicacies.
- (c) NGO's working towards women empowerment must enable the women assist them to start up their new ventures in the field of hospitality.
- (d) Women must be imparted skilled based education so that they can develop the skills in the hospitality traits; hence, Hunar Se Rozgar Tak (HSRT) must be promoted.
- (e) It is being found that many of the female entrepreneurs are gaining success in the concept of 'Work from Home' (WFH) and offering tiffin services to the potential clientele and enabling themselves more and more independent.
- (f) Government must take an initiative and start a movement like 'Beti Bachao Beti Padhao' must be step ahead to 'Beti Bachao, Beti Padhao aur Usey Swavlambi Banao'. It means save the female child, educate them and then make them an entrepreneur not only to work for earning their livelihood but also employ good number of locals in their establishments. Government is desired to take the inventiveness of strategy preparation evolutionary support and recommendation services, hospitality sector should take care of entrepreneurial volunteering, services and product development, incubator cells must be established in the educational institutions and cultural change is expected to empower women entrepreneurs by offering due business support and guidance by the competent agencies.
- (g) Formulation of 'Single Window Clearance' its functioning will assist all the female entrepreneurs to meet all the pre-requisites of legal formalities at one place and it will avoid their running here and there.
- (h) Establishment of "Female Entrepreneurs Incubators" at a district level by the Government authorities and their access must be user friendly with the help of technological advancement. Online assistance, business setup and advancement session must be organized on regular basis.
- (i) Taking the Tourism aspect of hospitality, it has enough potential whether we talk about urban or rural tourism, inbound or outbound tourism, recreational or medical tourism. If the respective tourism departments of the state promotes the volunteering program specifically to the women cadre, it will not only strengthened them but also it will improve the GDP and image of our nation where gender equality will reflect and this will be considered as developing women entrepreneurship.
- (j) Generating different and specific target oriented entrepreneurial accomplishment plan focusing the hospitality sectors.
- (k) Special emphasis on the women contribution as an entrepreneur in the hospitality business specifically.
- (l) Government must take some more initiatives and provide assistance to the women entrepreneurs who are directly involved hospitality business development and expansion.
- (m) Government must give subsidy to all the entrepreneurs who are independently involved in the entrepreneurial activities.
- (n) Hospitality forums must organize 'Business Development Programmes' so that the it must motivate to more and more upcoming entrepreneurs.
- (o) Imparting social consciousness for women education, women employment and social development.
- (p) Time to time award and appreciation must be given by the various hospitality sectors, institutions and Government authorities and units.
- Moreover, it is to emphasize that entrepreneurship is yet untouched and unused in the Indian hospitality sector especially for the women cadre. It is extremely imperative on the part of government to emphasize on founding essential structure and resources, such as incubator cells specifically for women and glittering models, introducing mentorship and leadership schedules, increasing investment opportunities, introspecting the existing educational policies and generating skills to empower the women, promoting funds for the women ventures and upcoming business plans etc. Encourage women to participate and invest in the different companies that are led by female entrepreneurs in order to poise gender inequality.

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