



## RESEARCH ARTICLE

# The Motivations of Women Entrepreneurs in the Tourism Industry

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### Abstract

Women's entrepreneurship is not just an economic issue; it is seen as an important issue that includes gender equality, democracy, family life quality and social welfare. This study is an effort to specify the motivations of women entrepreneurs in the tourism industry. The study was carried out using a field research method. The questionnaire technique was used in the data collection. The data were collected from women entrepreneurs in the tourism industry in Çeşme, İzmir, and the number of the analyzed data was 120. The entrepreneurial motivations of women are composed of economic expectations (push factors) and psycho-social expectations (pull factors). Psycho-social motivations in women's entrepreneurship are higher than economic motivations and the effect of these motivations differs in accordance with the women's demographical features. It has been seen that an increase in the age and education of women in hospitality work increases their psychosocial motivation. The result of the study is expected to guide the non-governmental organizations and the institutions supporting women's entrepreneurship

### Keywords

Entrepreneurship, Women Entrepreneurs, Entrepreneurship Motivations, Tourism Entrepreneurship

## Introduction

Tourism shows a feminine characteristic as it is usually regarded as accommodation, cleaning and cooking. Therefore, the number of women employees in the sector is high (Carvalho, Costa, Lykke, & Torres, 2019). In OECD member countries, women have reached 55.9% of the total employees in tourism sector (Stacey, 2015). However, the same numerical superiority cannot be seen in terms of women at the administrative level (Carvalho, Costa, Lykke, & Torres, 2018), in wages (Muñoz-Bullón, 2009; Skalpe, 2007) or in entrepreneurship. Women are not sufficiently represented in leadership positions and a typical gender pyramid can also be seen in the tourism sector (Carvalho, Costa, Lykke, & Torres, 2018). While women work mostly in unqualified, low-paid jobs, men exist in top management (Çiçek, Zencir, & Kozak, 2017). The "glass ceiling" theory (Carvalho et al., 2019) comes to the fore to explain the rea-

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son why so few women are in management as it was created in order to explain the invisible obstacles which women face. The inadequacy of women role models and mentors in working life, the inequality of opportunity to reach significant job positions, and the negative approaches of establishments in appreciating and rewarding women are seen as the experiences in the glass ceiling perception (Mattis, 2004). Women's desire for a work–life balance presents one of the main contributing factors for the glass ceiling in this sector (Segovia-Pérez, Figueroa-Domecq, Fuentes-Moraleda, & Muñoz-Mazón, 2019). Women's entrepreneurship is seen as a reaction to the glass ceiling and inequality in the work life (Mattis, 2004). Women aim for entrepreneurship since they are compatible with the hospitality sector and in order for them to overcome the inequality in their work life.

In Turkey, the Ministry of Family, Labor and Social Services prepared the 2018-2023 Action Plan for the policy to empower women (Ministry of Family, Labor and Social Services, 2018). In the action plan, an objective stating that “Women's entrepreneurship” will be supported and the number of women employers and self-employed women will be increased in our country” exists among the economic targets in order to empower women. The KOSGEB (Small and Medium Enterprises Development Organization) has educational, advisory and loan support for female entrepreneurs, with microloan practices and Public Education Center vocational courses as implementations to support women's entrepreneurship. It is required to specify the motivations of women entrepreneurs so that the action plan can accomplish its objectives. Regarding many jobs as “distaff” especially in the tourism sector and putting forth the entrepreneur's sectoral motivations are thought to contribute to the Ministry's strategy to accomplish the determined objectives. The aim of this study is to specify the motivations of female entrepreneurs in the tourism industry.

## **Literature Review**

Entrepreneurship concerns an individual realizing opportunities and using them either for value creation or economic success. Entrepreneurship is defined as the pioneering, proactive and risk-taking behavioral inclination of an individual to start a new venture (Nandamuri, 2013) and constitutes one of the elements required for economic development and employment opportunities (Nesrine, 2015). Entrepreneurship plays a significant role in creating new employment opportunities, increasing income and reducing poverty and for these reasons, governments support it.

Developing countries especially are inclined to support women's entrepreneurship structurally and financially in order to solve the gender inequality problem and increase social welfare as well as providing economic development. Including women (who constitute half of the population) in work life, not only has a positive effect on family income and life quality, but it also affects social welfare (Bianchi, Parisi, & Salvatore, 2016). The duties of women

within the family cause gender inequality in work life; structural and cultural inequalities within the family, organizations and society pose challenges for women. In Turkey, thanks to tourism, many things that were shameful and forbidden gave way to complaisance and understanding (Çiçek et al., 2017). In Northern Cyprus, immigrant women were employed since local women working in the tourism sector was disapproved of (Scott, 1995). In their study, Nassani, Aldakhil, Abro, Islam, & Zaman's (2018) assert that there is a long-term relationship between the development of tourism and empowerment of women worldwide. Boyacıoğlu (2014) maintains that when rural, tourism-directed women's entrepreneurship improved, the traditional family structure, economic condition of women and society's perception of women underwent a positive transformation.

Due to the fact that tourism is a service-oriented sector, small and medium-sized enterprises are commonly seen in it. Small and medium-sized tourism enterprises are seen as the economic motor of tourism destinations (Getz, Carlsen, & Morrison, 2004). Since many jobs in the tourism sector are related to hospitality, they attract women entrepreneurs. The tourism industry can be called women-intensive as well as a labor-intensive sector (Çiçek et al., 2017). In tourism services, tourist satisfaction and especially in a positive destination image, this kind of management plays a crucial role (Kozak & Rimmington, 1998).

Many abilities are required for entrepreneurship; it is not only about the ability to use financial resources but also consists of such non-financial abilities as innovation, taking initiatives, self-sacrifice, vision and optimism (Nandamuri, 2013). In many studies, a positive relationship has been identified between entrepreneurship success and the individual's inclination towards innovation, taking risky decisions, success and being motivated by the need to become independent (Rauch & Frese, 2007; Ahmetoglu & Chamorro-Premuzic, 2013).

Entrepreneurship motivations are classified as push and pull factors (McClelland, Swail, Bell, & Ibbotson, 2005). While pull factors are related to opportunities, push factors are about requirements. Unemployment, bad working conditions, disappointment at work, no support in child-care and economic requirements are listed among the push factors (Carsrud & Brännback, 2011; Kirkwood, 2009). Push factors usually emphasize the negative conditions leading to entrepreneurship. Freedom, independence, self-realization, success, targets, job satisfaction, social objectives, wealth, and entrepreneurship energy are counted among the pull factors (Cantú Cavada, Bobek, & Maček, 2017). Being independent and free are especially the primary pull factors (Nandamuri, 2013).

In the study by Kirkwood (2009) carried out in New Zealand, push factors are a little bit more effective than the pull factors in women's entrepreneurship decisions. In the study by Erkol Bayram (2018) carried out in Sinop, Turkey, economic reasons are the leading factors directing women to tourism entrepreneurship, followed by psychological reasons. In the study carried out by Das (2000) in India, financial reasons are the primary investment

motivation of female entrepreneurs. In the study, in the pull factors, the need for achievement, possession of one's own, being independent, and showing others one's capacity to accomplish a good job come after financial motivations (Das, 2000).

In the study carried out by Cantú Cavada, Bobek, & Maček (2017) in Mexico using an interview technique, pull factors are found to be more effective. Similarly, in the study of Avolio (2012) carried out in Peru via interviews, it is identified that pull factors direct women to entrepreneurship more than the push factors.

In the study by Premuzic, Rinaldi, Akhtara, & Ahmetoglu (2014), it was determined that women entrepreneurs are motivated by power, commerce, making logical decisions, aesthetics and the need for change. Premuzic et al., (2014) describe aesthetic motivations as creative expression, imagination, culture and attractive environment-oriented life styles and personal values and attribute this definition to the qualified creativity of women and their care for the production standard. The data of their study show that the motivations of women entrepreneurs result from their will to control and affect their environment (power), to be financially successful (commerce) and to express themselves in a creative way in every aspect (aesthetics) (Premuzic et al., 2014).

Although there are many studies about women employees in the tourism sector (Carvalho et al., 2019a; Çiçek, Zencir, & Kozak, 2017; Gentry, 2007; Muñoz-Bullón, 2009; Segovia-Pérez et al., 2019; Skalpe, 2007), it can be seen that the number of the studies regarding women entrepreneurs in tourism is fewer (Carvalho et al., 2018; Tajeddini, Ratten, & Denisa, 2017). It is realized that obstacles for women entrepreneurs still exist; so, specifying the entrepreneurship motivations of women and supporting them provide the motivation for this study.

## **Methodology**

In this study, a quantitative approach is adopted and the field research method and questionnaire techniques are used. During the creation process of the questionnaire, preliminary research was conducted, scales about the subject were examined and statements were listed. It was identified that, in the literature, while the entrepreneurial motivations can be grouped as push and pull factors, they can also be classified as economic and psychosocial. In creation of the scale, the studies of Lynch (1998), Kirkwood (2009) and Cantú Cavada et al. (2017) were adapted. Economic expectations, psycho-social expectations and personal qualifications items are included in the scale. The statement lists created were evaluated by three academics and content validity was ensured. The statements in the questionnaire are measured using a five-point scale "1 totally disagree – 5 totally agree." Questions regarding the profile of the participants are also included in the questionnaire.

In the study, firstly a pilot test was applied to 30 participants and it was seen that the validity and reliability of the test is compatible. The target demographic of the study consists of entrepreneur women who own hotels, cafés and restaurants and sell office operating in Çeşme. From the data obtained from ÇEŞKA (Çeşme Women Entrepreneurs Cooperative) and Alaçatı Tourism agency, it can be identified that the target population of the study is 170 entrepreneurial women. Data were collected face to face from the female entrepreneurs in April, 2018 within a two-week period. During the period the study was carried out, the number of the data collected from the women entrepreneurs who are eager to answer the questions was 120, and this number is enough to represent the population (Sekaran & Bougie, 2010).

The reliability co-efficient (Cronbach's alpha) of the scale used in the research was found to be 0.858, indicating that the reliability of the scale is high (Sekaran & Bougie, 2010). In measuring the construct validity of the data, whose content validity is ensured, explanatory factor analysis was applied and could be seen that, with a KMO value of 0.801, the scale's construct validity is compatible (Hair, Black, Babin, Anderson, & Tatham, 2006). Skewness and kurtosis tests and variance analyses were made in order to see if the data meet the parametric test conditions. Skewness and kurtosis results are found between  $-1$  and  $1$ ; and their variances are higher than  $0.05$ . The results are compatible with the application of the parametric tests (Hair, Black, Babin, Anderson, & Tatham, 2006).

## Results

Information regarding the profile of the participants is given in Table 1. Analysis of Table 1 shows that 42.5% of the study participants are in the age range of 41–50 and 60% of them are married women. It can be identified that the majority of the participant women (87.5%) do not have any education in tourism. The rate of women who had tourism experience before becoming entrepreneurs (31.7%) is low. It can be seen that 50.8% of the participant have had a high school education, and 45% of them are university graduates. The educational level of the participants can be specified as high.

Table 1  
*Participants Profile Table*

	Number (n)	Percent (%)		Number (n)	Percent (%)
<b>Age</b>			<b>Tourism experience</b>		
21-30	12	10	Yes	38	31.7
31-40	48	40	No	82	68.3
41-50	51	42.5	How many years of entrepreneurship		
51 and above	9	7.5	Less than 1 year	11	9.2
Marital status			1–3 years	35	29.2
Married	72	60	4–6 years	46	38.3
Single	48	40	7–9 years	25	20.8

	Number (n)	Percent (%)		Number (n)	Percent (%)
<b>Age</b>			<b>Tourism experience</b>		
Yes	63	52.5	Business type		
No	57	47.5	Boutique hotel	31	25.8
Education			Cafe	14	11.7
Middle school	5	4.2	Restaurant	12	10
High school	61	50.8	Manual work	27	22.5
University	54	45	Food	20	16.7
Tourism education			Other	16	13.3
Yes	15	12.5	Number of employees in the enterprise		
No	105	87.5	Less than 5	65	54.2
			6–10	49	40.8
			11–15	6	5

A factor analysis was conducted to measure the structural validity of the motivations of the female entrepreneurs. The factor analysis results are presented in Table 2. The KMO value is 0.801, the Bartlett's test value is 1278.984 and the sigma is 0.000. These values' data comply with the factor analysis (Hair et al, 2006). The data were distributed under two dimensions as pull and push factors. It is seen that the expressions in the scale explain 41.944% of the variable.

Table 2  
*Motivations Of Women Entrepreneurs, Factor Analysis Table*

	Factor Load	Mean	Eigen values	Variance %	F	$\alpha$	P
<b>Factor 1: Pull factors</b>		4,322	6.749	30.250	81.525	0.900	0.000
To have prestige by establishing my own business.	0.834						
Thinking that business ideas are the safest way in practice.	0.776						
To get information about other people and places.	0.771						
Thinking that it is an interesting job.	0.769						
To be my own boss.	0.736						
To deal with something in retirement.	0.732						
To meet interesting people.	0.713						
To be a successful person.	0.691						
To feel happy.	0.688						
Thinking it is fun.	0.679						
To prove myself.	0.654						
To live in a good environment.	0.546						
To evaluate my foreign language skills.	0.357						
To evaluate my free time.	0.342						
To provide a better life.	0.328						

	Factor Load	Mean	Eigen values	Variance %	F	$\alpha$	P
<b>Factor 2: Push factors</b>		4.224	2.478	11.694	36.404	0.655	0.000
To contribute to household income.	0.734						
To gain financial independence.	0.667						
To avoid perceived income shortfall.	0.666						
To have social security.	0.516						
Make more money.	0.511						
To be rid of unemployment.	0.428						
To provide additional income.	0.314						
Kaiser-Meyer-Olkin sample measurement:0.801; Bartlett's test of sphericity: 1278.984; Total variance %: 41.944							

On examining Table 2 it can be seen that the attracting factors are mostly psychological factors. Meeting new people, having fun, being successful and proving oneself. Entrepreneurs participating in the study gave higher scores to the pull factors (4.322) than the push factors (4.224).

Variance (t-test and ANOVA) analyses are used in order to identify whether the entrepreneurship motivations of the participants differ according to demographic features. All variables in the questionnaire were analyzed and only those with significant differences ( $\text{sig} = 0.000 < 0.05$ ) were included in Table 3. From an analysis of Table 3, it can be seen that having education in tourism makes a difference in women entrepreneurs' pull motivations. In the entrepreneurial motivation of the participants, the pull factors of those who did not have education in tourism was higher than those who had education in tourism.

Table 3  
*Difference Analysis Table*

	Pull Factors	Push Factors
Tourism education		
No	4.3632	4.2408
Yes	4.0763	4.1122
F-test	7.118	0.176
Sig.	0.015	0.259
Age		
40 and below	4.1411	4.1643
41 years and older	4.5022	4.2833
F-test	44.380	2.750
sig.	0.000	0.053
Education		
High school and below	4.1899	4.2641
University	4.4827	4.1746
F-test	17.577	1.232
sig	0.000	0.165

	Pull Factors	Push Factors
Years of entrepreneurship		
Less than 1 year	4.1606	4.0519
1–3 years	4.1771	4.1592
4–6 years	4.3101	4.2702
7 years and above	4.4667	4.2959
F-test	۳,۰۲۰	2.151
Sig.	0.033	0.098

At least 30 items of data are required in each category in order to make a comparison in a variance analysis (Sekaran & Bougie, 2010), so the age groups of the participants are combined in order to carry out the analysis. It is specified that the pull and push factors of the entrepreneurship motivations differ according to the age variable. Pull and push motivations of women above the age of 41 are higher than in women entrepreneurs under 40. Pull factor motivations of the women with only high school and lower levels of education are lower than the university graduates. It can be seen that the duration of entrepreneurship also makes a significant difference in the pull factors of the entrepreneurship motivation of women entrepreneurs. As the entrepreneurship period of women increases, the average of the pull factors increases.

## Discussions and Conclusion

Gender inequality still continues around the world. The society provides a role for women and men, and this situation creates pressure in every field to the detriment of women. In the business world, women are in a disadvantaged position compared to men in terms of the administrative level, opportunities for a higher position, salary and education. Bringing women, who comprise half of the population, into production is the responsibility of non-governmental organizations, universities and the private sector as well as the public; all shareholders should do their own part in this matter. Identifying the problems women encounter in business life and solving them are of the highest priority.

The subject of this study is to specify the motivations of female entrepreneurs in the tourism industry. Thus, the aim is to study women's motivations in order to direct and support them in entrepreneurship. The study population is composed of female tourism entrepreneurs from Çeşme, İzmir, which is an important tourist destination for Turkey. In the analyses, the motivations of female entrepreneurs are specified as economic expectations, and psychosocial expectations. Economic expectations are addressed as the push factors for entrepreneurship. These factors usually direct women to entrepreneurship as negative economic conditions.

Psychosocial expectations are expected to be pull motivations for entrepreneurship. These factors state the conditions in which women think they feel better. These include such feelings as being successful, gaining prestige, proving and enjoying oneself and feeling happy.



It can be seen from the analyses that the highest entrepreneurial motivation for women is found in pull factors. In other words, psychosocial expectations are the primary motivation directing women in tourism women towards entrepreneurship. As in Avolio's (2012) study carried out in Peru, Premuzic et al.'s (2014) study in England, the USA and Italy, Tlaised's (2015) study in the United Arab Emirates and Cantú Cavada et al.'s (2017) study in Mexico, the result that pull factors are the leading entrepreneurial motivations of women, is supported by the results of this study. In Kirkwood's (2009) study, it is identified that in entrepreneurship, pull factors are stronger than push factors for women compared to men. However, in Erkol Bayram's (2018) study, economic reasons are found as the primary motivations of women tourism entrepreneurs and psychological expectations follow these motivations. In the study carried out by Boyacıoğlu (2014) in Edirne on women entrepreneurs in rural tourism, it was found that economic expectations are at the forefront for women entrepreneurs; but it was realized that in the study, women were not asked about the pull factors. In the analysis, it was seen that the first expression among the pushing factors was "To have prestige by establishing my own business" and the second was "Thinking that business ideas are the safest way in practice". It can be said that tourism seems to be safe because it is a business line which is familiar to women with its hospitality features. Krueger, Reilly, & Carsrud, (2000) describe self-efficacy as the ability perceived during the realization of a target behaviour. It can be seen that, due to the fact that women feel inclined towards the tourism business, they are drawn to entrepreneurship. This result supports the finding of Özgül & Yücel's (2018), who state that self-efficacy affects the curiosity for entrepreneurship. It can be seen that having prestige, and considering getting together with people are the primary factors driving women to entrepreneurship in the tourism industry.

Among the economic expectations, "contributing to household income" comes first and second is "gaining financial independence". Solving financial problems was found to be important in the push factors for entrepreneurship; negative economic conditions push women into enterprise (Carsrud & Brännback, 2011).

The fact that economic and psychosocial expectations of women at the age of 41 and over are higher can be explained with the importance of the job in their lives when compared to younger women. Analyzing this gap with an interview can be useful. Women at the age of 41 and over are expected to increase their hospitality competencies. The psychosocial expectations of women who have undergraduate education are higher when compared to women with high school or primary school education. As the education level increases, women's expectations such as success, independence and proving themselves are also expected to increase. As the competency increases through education, expectations can also increase.

Women's entrepreneurship should be supported in order to increase society welfare and remove gender inequality. As specified in the study, the fact that women see themselves as

inclined to tourism businesses motivates them towards entrepreneurship. The importance of training given to increase competency in the hospitality profession to support women is clear. As well as vocational training, training in entrepreneurship, innovation, business administration and management should also be given. It is suggested that future research analyses the problems of women entrepreneurs in the tourism sector. Thus, these findings will guide the training that will be given to support them.

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