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Research Article

WOMEN'S ENTREPRENEURSHIP AND TOURISM UNDER THE SCOPE OF SUSTAINABILITY IN TURKEY; SWOT ANALYSIS OF THE CURRENT PROBLEMS

Türkiyede Sürdürülebilirlik Kapsamında Kadın Girişimciliği Ve Turizm Güncel Problemlerin Swot Analizi

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ABSTRACT

The economic growth of Turkey which has a fragile economy and making its economic potential more effective will be through the provision of new jobs. To create new business areas, entrepreneurship activities of entrepreneurs and especially of women should be encouraged International organisaitonal like International Labour Organization, Organisation for Economic Co-operation and Development, United Nations define the tourism sector as a field of opportunity, especially for the participation of the female workforce in the employment of the states and strengthening the women employment. The potential of the tourism industry to provide an opportunity to have women workforce to participate in the employment of the country, at the global and national level poses a rising momentum not only in Turkey but all over the world. It can be said that women's entrepreneurship offers significant benefits and opportunities to economic and social life, and it creates a significant leverage force with the potential entrepreneurship activities of women in developing their own country's economies. For example, in Europe (the European Union and other countries) estimates indicate that about 16 million employers have more than 10 million self-employed women and 6.4 million of those who employ 9.2 million people in America are self-employed. Thus, female bosses represent a significant part of the entrepreneurial economy. As for Turkey, compared to other European countries the proportion of female entrepreneurs remains quite low and is stated to be 13% (Delmar, 2003: 14). The entrepreneurship approach, which has started to develop rapidly since the 1980s, has become an area of interest for women as well as men, which makes them indispensable actors of business life in this process. Especially in our country, which has a fragile economy, it is an important issue to emphasize that the way of growing the economy, getting rich, activating the unused potential and creating new jobs is passing through the promotion of women's entrepreneurship activities. In this context, policies and programs supporting women entrepreneurs should be brought to the fore and women should see the power to mobilize their potential in economic and social life. The labor-intensive feature of the tourism sector also plays a saving role in preventing unemployment by increasing employment. In the tourism sector which takes place in the services sector, between the years 1996-2016; 2 million 210 thousand people are employed in Turkey. Likewise, the share of the tourism sector in the total employment between the years of 1996-2016 was around 8 % in general. According to estimates, the total number of employment in the tourism sector in 2025 will reach 2 million 817 thousand people (Şit, M., 2016, p.101). As of 2013, the rate of the male labor force in Turkey, working in the tourism industry was 70% while the rate of the female labor force is around 30%. Employment rates in the tourism sector; while it was 74.3% of men in 2006, it decreased to 70.1% in 2013, and as of women, it increased from 25.7% to 29.9% (Uğuz and Topbaş 2016: P. 67). This increasing trend can be explained by the fact that tourism companies employ female employees with a rising positive momentum, but it is also important data for the female labor force and employment in the tourism sector.

In this research, it will be carried out a literature study on women entrepreneurs in tourism and their current situation in Turkey.

Keywords: Entrepreneurship, Women Entrepreneurship, Women Entrepreneurship in Tourism

ÖZET

Kırılgan bir ekonomiye sahip olan Türkiye' nin, ekonomisinin büyümesi ve ekonomik potansiyeli daha etkin hale getirmesi yeni iş imkanlarının sağlanması ile olacaktır. Yeni iş alanlarının oluşabilmesi için girişimcilerin ve bilhassa kadınların girişimcilik faaliyetlerinin teşvik edilmesi gerekmektedir. International Labour Organization, Organisation for Economic Co-operation and Development, United Nations gibi uluslararası kurumlar, bilhassa kadın işgücünün devletlerin istihdamına katılması ve kadın istihdamını güçlendirilmesi için turizm sektörünü bir fırsat alanı olarak tanımlamaktadır. Global olarak ve ülkeler nezdinde, turizm endüstrisinin; kadının işgücünün ülkelerin istihdamına katılmasında fırsat sunabilme potansiyeli, sadece Türkiye de değil tüm dünyada yükselen bir ivme arz etmektedir. Kadın girişimciliğinin ekonomik ve toplumsal hayata önemli yarar ve fırsatlar sunduğu, kadınların kendi ülke ekonomilerini geliştirmede potansiyel girişimcilik faaliyetleri ile önemli bir kaldıraç kuvveti oluşturduğu söylenebilir. Örneğin, Avrupa'da (Avrupa Birliği ve diğer ülkeler), tahminler göstermektedir ki, yaklaşık 16 milyon işverenden, kendi işinde çalışan kadın sayısı 10 milyondan fazladır ve Amerika'da 9.2 milyon insan için istihdam sağlayanların 6.4 milyonu kendi işinde çalışan kadınlardan oluşmaktadır. Böylece kadın patronlar girişimsel ekonominin önemli bir bölümünü temsil etmektedirler. Türkiye'de ise kadın girişimci oranının diğer Avrupa ülkelerine göre oldukça düşük seviyede kaldığı ve %13 olduğu belirtilmektedir (Delmar, 2003: 14). 1980'lerden itibaren hızlı bir gelişme gösteren girişimcilik anlayışı, erkekler kadar kadınların da ilgi alanı içerisine girmiş, onları da bu süreçte iş yaşamının vazgeçilmez aktörleri haline getirmiştir. Özellikle kırılgan bir ekonomiye sahip olan ülkemizde, ekonomiyi büyütenin, zengin olmanın, kullanılmayan potansiyeli etkin hale getirmenin ve yeni iş sahaları oluşturmanın yolunun kadınların girişimcilik faaliyetlerinin teşvik edilmesinden geçtiği üzerinde önemle durulması gereken bir konudur. Bu bağlamda, kadın girişimcileri destekleyen politika ve programların ön plana çıkartılması ve kadınların da ekonomik ve sosyal yaşamdaki

potansiyellerini harekete geçirecek gücü kendilerinde görmeleri gerekmektedir. Turizm sektörünün de emek-yoğun özelliği, istihdamı artırarak işsizliğin önlenmesinde kurtarıcı rol oynamaktadır. Hizmetler sektörü içerisinde yer alan turizm sektöründe 1996-2016 yılları arasında Türkiye de; 2 milyon 210 bin kişi istihdam edilmiştir. Yine geçtiğimiz 1996-2016 yılları arasında turizm sektörünün toplam istihdam içerisinde aldığı pay ise genelde %8 civarında gerçekleşmiştir. Tahminlere göre 2025 yılında turizm sektöründeki toplam istihdam sayısı 2 milyon 817 bin kişiye ulaşacaktır. (Şit,M.,2016,S.101) 2013 yılında Türkiye de turizm endüstrisinde çalışan erkek iş gücünün oranı %70 iken; kadın iş gücünün oranı %30 civarındadır. Turizmde sektörde istihdam oranları; erkeklerin 2006'da %74,3 iken 2013'de %70,1'e düşmüş, kadınların ise %25,7'den %29,9'a yükselmiştir (Uğuz ve Topbaş 2016:S. 67). Bu artış trendi turizm işletmelerinin yükselen bir pozitif ivme ile kadın çalışan istihdam etmeleri ile açıklanabilirken, turizm sektöründeki kadın iş gücü ve istihdamı için de önemli bir veridir. (Uğuz ve Topbaş 2016: s. 68).

Bu araştırmada; Türkiye'de ki turizm de yer alan kadın girişimciler ve mevcut durumları üzerine literatür çalışması yapılacaktır. Türkiye'de bulunan kadın girişimciler üzerine SWOT Analizi yapıp, Türkiye'de turizm sektöründe yer alan kadın girişimcilerin karşılaştıkları sorunlar üzerinde durulacaktır.

Keywords: Girişimcilik, Kadın Girişimciliği, Turizm de Kadın Girişimciliği

1. ENTREPRENEURSHIP AND THE CONCEPT OF ENTREPRENEURSHIP

With the development of technology, the imagination worlds of individuals have started to develop. Their desire to realize the projects they imagined in their minds has increased. It is among the subjects of business, economics, psychology, sociology and anthropology as it concerns human and human communities on the basis of entrepreneurship. Individuals' attitudes, character and perspectives affect entrepreneurship. Entrepreneurship is considered not only limited to the production of economic value, but also as an interchanging movement triggering social, cultural and political dynamics. Therefore, increases have been observed in entrepreneurship researches in disciplines such as economy, business, management, finance and education. The interest in entrepreneurship in sociological theory has increased after 1980 When the word entrepreneurship is examined; It is seen that it comes from the word "entreprendre" which means "to undertake and enter" in English (Alpşahin, 2011, p.57). Today Entrepreneurship is directly proportional to the capitalist style, which dominates production. Since the 19th and 20th centuries, this concept has started to be used frequently in the economy. Entrepreneurship is the process of discovering and developing opportunities in order to create value for newly established or existing organizations (Brenkert, 2008, p.203).

While entrepreneurship concerns business science in terms of establishment and management of a business, it is closely related to the economy in terms of making a new investment, production and production stages, paying taxes, employment of people. In addition, the environment where individual life and cultural atmosphere affect entrepreneurship. A totalistic analysis is needed to be successful in the entrepreneurship process. Creativity, taking risks, innovation, and to gain a place for the entrepreneur in the market are directly related to the success of the entrepreneurship process (Pınar, 2015, p.75).

Those who make efforts to create new jobs by taking risks in order to contribute to the production of economic goods and services in meeting the needs in the society by combining production factors can be defined as entrepreneurs. Specifically, the entrepreneur is an innovative person who tries to do something new, visualizes a business, organizes new resources to start a business. The purpose of the entrepreneur is to make a profit. Entrepreneurs plan the future decision-making process, by creating perceptions and beliefs about how to use resources better in a way that will not affect price fluctuations in (Eckhardt & A.Shane, 2003 p333)

The term entrepreneurship, which the Economist Cantillon first used, gained the meaning we use now by Baptiste Say in the following years. According to Baptiste Say, an entrepreneur; is the person who collects all production factors, produces goods and accepts various risks from the beginning for the "profit" he will earn from the goods. In the definition of Baptiste Say entrepreneur is the personality who has the ability to act as a manager to take risks (Binks-Vale, 1990. P. L19). Hisrich and Peters (2001: 9), who also contributed to the concept of entrepreneurship, defines the entrepreneur as follows: the entrepreneur is the person who brings together labor raw materials and other assets are the entrepreneur.

According to Casson and Foss-Klein, entrepreneurship is the process of taking risks, chasing opportunities, realizing them and making innovations. In this context, both the process of opening a company and the process of innovating fall within the scope of entrepreneurship (TÜSİAD, 2002, p. 34).

A successful entrepreneur creates vision with perseverance and faith in himself without losing his faith and keeps his motivation alive by using his/her intelligence (Cunningham & Lischeron, 1991, p.45). There is a difference between the entrepreneur and the manager and these two should not be confused. As stated in the definitions, the entrepreneur plans the business resources, coordinates, organizes and invests all or part of his/her capital for profit.

But the manager; is the person who only takes responsibility in the management process but does not invest capital so is not affected by the profit or loss at the end of the period, he is a person who only works in the company. While the entrepreneur takes risks, the manager does not. An entrepreneur can also be a manager. If the manager so desires, he can be an entrepreneur as a partner to the business. Likewise, the concept of "boss" should not be confused with an entrepreneur. The boss may be a capital owner and that he is a capital provides does not mean that he will be an entrepreneur. People who have the qualities in the definition of an entrepreneur such as taking risks, having a vision, and evaluating opportunities are considered entrepreneurs, not bosses.

1.1. Entrepreneurship And Women

The development of the entrepreneurship approach after the 1980's concerned all individuals in society. This situation started to affect women as well as men. Until the Industrial Revolution, while the duties of women were determined to take care of children at home, to do household and handicraft work, the participation of women in business life increased with the increase of their education levels in the following periods. The women participating in the workforce have increased, the number of working husbands and wives has increased and the mothers who provide the livelihood of the family alone have started to be seen more frequently. Looking at the international figures, it is seen that the owners of 25-33 percent of the companies in the registered economy are women (Soysal, 2010, p. 71.).

The following factors can be said to be effective in increasing the more active participation of women in working life in this process (Kocacık & Gökkaya, 2005, p.195). Increasing laws and practices protecting and supporting women working worldwide, demographic developments, increase in urbanization rates, increased educational opportunities, the emergence of non-standard (atypical) forms of work, livelihood and economic difficulties, decrease in marriage rates, increase in divorce rates, positive developments in the attitudes of societies towards women's working, improvements in childcare and other services.

Although modernization initiatives increase in the world and there are developments in social, political, educational and economic life, developments in all areas related to women have occurred gradually (Aycaan, 2004, p.179).

If it is necessary to make a definition about women entrepreneurship; she who has a business established in its own name in a place outside the home, working alone or in association with other people in a business or establishing a partnership as an owner, contacting various public and private organizations in business, making plans about the future of the business It can be said that she is the person who has a say in the profit of the business, investment and usage areas, and who assumes all risks for her business (Soysal, 2010, p.83). In this context, women performing their own profession are not accepted as entrepreneurs because they work without any risk in the fields on which they received an education. Personal characteristics that define women entrepreneurs in the studies are; being dynamic, independent, confident, competitive and goal-oriented (Zapalska & Fogel, 1998) In addition, women who continue their entrepreneurship activities are described within the framework of characteristics such as being ambitious, taking risks, and controlling their own business (F. Zhao, 2005, p.41).

Likewise female entrepreneur defined by Ecevit as; She who decides on the usage rights of the earnings obtained from the workplace, decides whether to close or develop the business, works alone or in a partnership or as an owner of the business, runs the business of producing a good or service, who has a workspace that she has established herself in her house or in a place other than her own house (Ecevit, 1993, p.20).

Hisrich and Brush (1985 and 1987) found that female entrepreneurs are typically the first child of the family. Other results they found in their research are that they come from middle-class families, and the started their entrepreneurship career, mostly after completing their education in the field of social sciences after their children grew up, that is, after the average age of 35. The fathers of the average half of women entrepreneurs own their own business, while their mothers are housewives (Hisrich and O'Brien, 1982, p.67).

The main reason for the desire of women to be entrepreneurs and their intention to start a business are economic resources. That the country's economic conditions do not suffice to make a living, the problem of unemployment and the desire for independence can be considered as the reasons that push the woman to start her own business. Attracting factors such as the desire for independence, self-fulfillment, being the boss of her own business, and the desire to strike a balance between the family and work responsibilities can be counted among the factors that encourage women to start a business. (Hisrich and Brush, 1989, p.83). Women, whose desire to be their own boss outweigh, also attempt to get state support in starting a business. The fact that

governments facilitate female entrepreneurs in loans and financial payments plays an important role in facilitating women's issues. State support is also approved by governments for the recovery of the local economy. Thus, women who are on the way to become entrepreneurs set examples to the other potential women entrepreneurs.

Today, many interrelated factors have been influential in increasing the number of women entrepreneurs, along with laws and practices that ensure the protection and support of women working globally. The most important of these factors are: (Takol, 1999, p. 41)

- ✓ Demographic developments,
- ✓ Increase in educational opportunities,
- ✓ Formation and spread of (atypical) forms of work outside the standard,
- ✓ Shrink of families and increase in nuclear families,
- ✓ Decrease in marriage rates and increase in divorce rates,
- ✓ Improved attitudes towards the image of working women in communities,
- ✓ Improving services in the field of care and growth of children

2. WOMAN ENTREPRENEURSHIP IN TURKEY

The woman entrepreneur is the woman who has a business established in her own name, outside her own home, working alone or with different people in business, contacting various public and private organizations regarding her business, making all plans regarding the establishment and future of her business, is the woman who has a say in earnings and assumes all risks for her business (Soysal 2010, p.65; Demir, 2015, p.1).

It is known that there are various supports positively accelerating women's entrepreneurship in the world and in Turkey. These supports manifested themselves in the form of increasing public support every year as of the 1990s and microcredit that came into force for women entrepreneurs on November 25, 2015, in order to increase the employment of the female workforce. Women's entrepreneurship which is quite important in the development of Turkey's economic growth and development has been brought in particular since the 1980s to the fore with incentives and support.

In order to ensure that the female workforce is not idle in business life and not being passivated, models for women entrepreneurship and different methods have been tried in time, In addition to public supports, voluntary non-governmental organizations and various associations and even associations that do not support women have also accelerated and highlighted the issue. Incentive policies created by international institutions such as the World Bank, the European Union and the United Nations Development program are also important steps for women entrepreneurship. (Sallan Gül and Altındal, 2016, p.1362).

According to the research conducted by Organisation for Economic Co-operation and Development (OECD) It was determined that women approach the opportunities in a more innovative manner than men, and have an opinion that will contribute to the "development of the new economic environment" as well as the "quality of life" of business life (Narin et al., 2006: 70).

Women entrepreneurs have primarily been involved in the activities of the agricultural sector. in Turkey, differentiating life conditions, involving individuals in different business lines, forming holiday understanding, labor law and increasing leisure time; Easier for the population, which belongs to different income groups economically, to go on holiday has increased the progress of the service sector day by day.

The increase in the service sector has influence on Turkey's employment rate; while there were 18% employees in the service sector in 1995; It is observed that this rate increased to 54.1% in 2017 (TUIK, 2017). According to 2012 ILO (International Labor Organization) data in the field of tourism, 120 million directly (travel companies, accommodation establishments, food and beverage, recreation, etc.) and 328 million indirectly employed in the tourism sector. When we examine the tourism industry, we see that this area consists of different components such as accommodation, food and beverage, recreation and travel. Boutique Enterprises, facilities where local products are presented, boutique stores where presentation of gifts, handicrafts and sales are made also included in this sector. Women who start their own businesses in different fields such as accommodation, food and beverage, gift and local product presentation and sales of these products are increasingly taking place in tourism as an entrepreneur (Mahmood, 2011, p.567,265; Strier and Abdeen, 2009, p. .566; Fidan and Nam, 2012, p. 51).

Still, thanks to the incentives and microloans credits and trainings, provided by institutions such as the European Union women take place in the field of tourism much more effectively and even as entrepreneurs.

Today, the tourism industry is considered as a rising value for women entrepreneurs. Although especially women in rural areas face some difficulties in establishing and running a business individually; Even the crises experienced by some women entrepreneurs are turned into opportunities (Koutsou et al., 2009, p.191).

In the world and in Turkey there are examples of successful female entrepreneurship in the tourism industry. In Countries such as Bali, Morocco, and Bangladesh there are also examples of successful women entrepreneurs in this sector (Tajeddini vd., 2017, p.52). Turkey also has seen successful examples of women's entrepreneurship. For example, businesses established by women in Beypazarı district of Ankara are among the attraction factors of Beypazarı. Çanakkale, Kars, Cappadocia, Şanlıurfa, Kastamonu etc. regions can be counted among the places where entrepreneurship activities take place in the tourism industry.

In the report, published in line with UNDP United Miller 2030 Sustainable Development Goals, it was aimed at the discrimination against women and girls be eliminated. The report, which cares about the purpose of providing equal access to women, increases the number of women in public office and encourages women leaders. The opinions that will contribute to strengthening policies and legislation that will advance gender equality are included.

According to the "TSI" report published in March 2012 named "Women based on Statistics 2012 Report," "49.8% of Turkey's population" composed of women while 50.2% of it composed of men. 24.4% of the female population is composed of the 0-14 age group, 16.3% is the 15-24 age group, 31% the 25-44 age group, 19.8 % the 45-64 age group and 8% 5 of them are 65 and over. In 2012, the labor force participation rate was 29.5% for women and while it was 71% for men. The employed female population is 26.3% and the male population is 65%. While the rate of women working as wage earners or casual employees is 54.3%, the rate of women working on their own account is 10.8%. The unemployment rate is 10.8% for women and 8.5% for men. Considering the unemployment rate of the young population in the 15-24 age group, the rate is 19.9% for women and 16.3% for men. " To sum up; Women participate less than men in the business world in Turkey. "

The number of female entrepreneurs in Turkey is considerably lower than that of males. As of 2015, it was seen that 14.21% of total entrepreneurs are female while 85.79% of them were male entrepreneurs. women entrepreneurs in Turkey, are acting more cautiously than males to take risks. It was determined that in Turkey while 8.2% of the female entrepreneurs take no risk whatsoever, 91.8% of it undertake physical economic, social and familial risks (Sharp, 2014: 82) One-third of women entrepreneurs in Turkey are working at home on their own account, the vast majority of them without insurance. However, there is no big difference in terms of social security between male and female entrepreneurs working in regular workplaces. Working at home and self-employed, relatively low working hours show that entrepreneurial women have more flexible working conditions (Karakoç, Kolaşın, 2008: 1)

The will of establishing an income-generating business has become a desirable situation for women in time. According to Tekin (2009), the main factors leading women to entrepreneurship are listed as follows;

- ✓ The aim of women to realize a business idea or an idea which was a dream
- ✓ The need and motivation of women to achieve

Having professional knowledge and diplomas has revealed the desire to work independently in his own workplace

- ✓ -Insufficiency of income arising from the work of one person in the family
- ✓ The existence of businesses taken over from the family
- ✓ Low wage employment opportunities for women or lack of other options for work
- ✓ Willingness to earn status
- ✓ -The desire to earn more income

In light of these reasons, entrepreneurship becomes a free business where women can discover their own self-talent and potential (Çakıcı, 2006, p59).

3. THE CONCEPT OF ENTREPRENEURSHIP IN TOURISM SECTOR

Of 94 thousand women employers 78.8% operate in services, 12.8% in industry and 8.5% in agriculture and of 788 thousand women working on their own account; 30.3% operate in services, 17.3% in industry and 52.4% in agriculture by the year 2012 in Turkey. Tending towards the service sector in women entrepreneurship is because of the fact that this sector is preferred as access to financial resources is limited and it is a sector that requires relatively less capital (Keskin, 2014: 28).

Entrepreneurship; can take place in any sector such as agriculture, industry and services sectors. Tourism, which is among the service sectors, supports entrepreneurship as well as entrepreneurship thanks to its dynamic structure supports tourism. So, there is a two-sided communication. Tourism develops as entrepreneurship develops, as developments in tourism accelerate, interest in entrepreneurship increases. Tourism has always been a chimney-free industry that has swelled the appetites of countries. In addition to the income-generating feature of tourism, that it has different employment opportunities in finding solutions to unemployment and contributing to economic growth is some of its most prominent features. Developed countries want to take advantage of all kinds of cultural, natural, ecological and technological opportunities in order to protect their income from tourism and move them higher. Developing countries, like developed countries, see tourism as a means of liberation that will bring the country's economies out of the bottleneck. Because in the case of tourism, there is no need for dense capital to open a factory as in industry. Existing tourist supply elements can be offered to tourists through good marketing. The country does not need to make a new investment if it is able to provide a good service to the guests in the existing tourism businesses. Improvement, maintenance, and renewal work for the protection of cultural assets that need to be repaired can be renewed without causing many economic expenses.

The development of tourism has led to diversification by directing community income to different entrepreneurial activities. The characteristics, investments, size, diversity, technological features and level of competition of entrepreneurs are of great importance in the development of a region (Aslan, 2019). Tourism entrepreneurs have to follow different methods than other sector entrepreneurs due to the fact that tourism is consumed at the place where it is produced. While the product reaches the consumer and is tested in a sense with the delivery of "sample product" in concrete product marketing, the fact that the product cannot be transported and sent in tourism pushes entrepreneurs to different marketing methods.

There are tourism destination preferences according to the lives tourists want to experience. Tourism enterprises that will be built in the centers of interest that attract intense tourists are important for entrepreneurs. Seasonal characteristics of tourism is a risk factor that should be taken into account for the tourism entrepreneur. Its climate, landforms, flora and fauna, historical ruins, and ethnocultural settlements are the places preferred by tourism entrepreneurs as tourism sources that turn into tourist attractions (Y.Koh & S. Hatten, 2002). For tourists who will benefit from sea, sun, sand tourism for relaxation, that the climate is mild and the length of stay will be in favor of the entrepreneur and the profit will increase. Small-scale tourism business entrepreneurs in the tourism sector involve their families and while frequent activities are affected by the lifestyle, the desire to socially interact with visitors as well as the demand for economic gain emerges (J.Mykletun & Gyimothy, 2010).

Although there are many studies in the field of tourism entrepreneurship, the definition of tourism entrepreneurship is not frequent. In general, within the framework of the above information, the concept can be expressed as follows: Tourism entrepreneurship; Aiming to use tourism resources in line with the demands of tourists in order to ensure the development of the destination, it is a process of creating a value in which it is realized through factors such as risk investment, innovation, competition productivity (Aslan, 2019). While creating value in tourism, presentation of quality and qualified workforce is very important. Satisfying the tourist accustomed to quality standard service is possible with quality materials and presentations. Unqualified personnel reduces quality. To be a tourism entrepreneur should not be easy. Being so easy to be a tourism entrepreneur results in widespread weak business models and continues with the logic "everyone can do it" (C. Haven-Tang & E. Jones, 2008). When looking at the tourism entrepreneur in general, it can be said that there is a lack of skills in business and their innovation skills are very modest (K.Crnogaj, M.Rebernik, Hojnik, & Omerzel, 2014). The tourism sector brings together many entrepreneurs. Types of tourism entrepreneurs can be described as follows (Y.Koh & S. Hatten, 2002).

- A) Creative tourism entrepreneur: The concept of creative tourism entrepreneurs can be expressed as individuals who brought a completely new (first time) product to the travel and tourism industry.
- B) Innovative tourism entrepreneur: It is the person who brings a new approach to the existing product. For example, Disneyland or Casino hotels that bring a breath of fresh air to traditional parks.
- C) Imitating tourism entrepreneur: Such entrepreneurs imitate tourist elements such as motels, amusement parks, restaurants, cafes or souvenir shops without modification. Franchising can also be included in this group.
- D) Social tourism entrepreneurs: It can be defined as the people who are engaged in non-profit tourist enterprises for various reasons. Public and non-profit private sector gardens, museums, aquariums, art galleries and a number of tourism organizations can be included in this field.
- E) Marginal (Informal) tourism entrepreneur: It is defined as entrepreneurs who run their enterprises in an informal way. These are enterprises that are not registered in an economy but are tolerated by the state. Such as street vendors, street vendors, unlicensed tour guides. Since informal enterprises are not legal, they are not considered as real tourism entrepreneurs.
- F) Newborn tourism entrepreneur: Those who are in the stage of creating a touristic enterprise. Unlike potential tourism entrepreneurs, they are people who are in the process of enterprise. Potential entrepreneurs are those with / without intentions but are not yet involved in this process.
- G) Serial tourism entrepreneur: They are individuals who set up more than one business for various reasons. This can also be a tourist business. Such people are those who attempt and fail.
- H) Lifestyle entrepreneurs: They are those who venture because they support their desired lifestyle, hobbies and interests, without seeking to grow their ventures. One of the examples that can be given is someone who loves cooking is to open a restaurant. (C. Haven-Tang & E. Jones,)

3.1. Women Entrepreneurship In Tourism Sector

The existence of women entrepreneurs started with their activities in the agricultural sector. Changing living conditions, the fact that individuals take part in different business lines, the increase of leisure time and ease of economically different income groups have increased the progress of the service sector. This increase had a direct impact on employment rates; While there were 18% employees in the service sector in 1995; It is possible to mention the presence of 54.1% of employees in 2017 (TUIK, 2017).

Tourism is in the position of a sector with large revenues including different areas such as accommodation, travel, food and beverage, recreation. Besides the direct service providers in the tourism sector; boutique businesses include facilities where local products are presented and boutique stores where gifts are presented and sold. People working in the status of manager or intermediate staff working in enterprises generally consist of women.

In the global conjuncture; Women who start their own businesses in different areas such as accommodation, food and beverage, souvenirs and local product presentation and sales are increasingly taking part as an entrepreneur in the tourism sector (Mahmood, 2011, p. 265; Strier and Abdeen, 2009, p. 566; Fidan and Nam, 2012, p. 51).

Women with incentives and microloans (Ferguson, 2010, p.24), support services and training (Pardo Del Val and Soriano, 2007, p.761; Petridou and Glaveli, 2008, p.262) by the European Union and some international organizations started to take place in the field of tourism much more effectively

In general, it is known that women entrepreneurs provide employment opportunities for women in their own businesses. that the role conflict factor of women be tolerated by women managers, to try and solve the psychological and sexual violence situation that women will experience more effectively by a woman, to create a cheaper workforce compared to men, to create a positive impression in the minds of the consumers, unity and solidarity of women in the social structure are defined as factors making them feel stronger.

When the areas where women entrepreneurs work are examined, it is observed that they are mostly in the service sector.

Although it is not accidental that women choose this sector, there are some reasons. These; (Yadav and Unni, 2016, p.7) reasons are as follows;

- ✓ Difficulties in finding financial resources; directed women to the service sector in general.
- ✓ A large number of women entrepreneurs have experience and knowledge in the service sector.
- ✓ The lack of technical knowledge of women drove them away from the sectors requiring high technical knowledge and directed them towards the service sector. (Soysal, 2010, p.79).

It is possible to see successful examples of women's entrepreneurship in the tourism sector in Turkey and in the world. Some of the women in Morocco employ women in the hotels they run (Almeida, 2012, p.343). Most of the women in the Bali island of Indonesia are in the service sector; work actively in accommodation enterprises (Tajeddini et al. 2017, p.52). In Bangladesh, a large number of women establish handicraft sales stores where they can demonstrate their skills (Le Mare, 2012, p.95). Successful examples of women's entrepreneurship in Turkey can be seen. Many businesses established by women in Beypazarı district of Ankara; It is among the main attraction sources of Beypazarı region of the city of Ankara. It is observed that women entrepreneurship activities take place in different areas such as Cappadocia, Kars, Şanlıurfa, Edirne, Kastamonu, Çanakkale, such as local products, tourism accommodation, especially hostel, food and beverage and souvenirs.

3.1.1. Problems Faced by Women Entrepreneurs

In the tourism industry, women face many problems both in sub positions, in managerial positions and as business owners. The problems experienced by women in the tourism industry are not limited to these, they face negative situations both as employees and as consumers of tourism goods and services in all areas related to the tourism industry. In the tourism industry, women are generally employed in low-wage and unsteady jobs. In fact, in some regions of the world, there is a bad relationship between tourism and women, and some jobs where women are sexually exploited are associated with the tourism industry (Global Report on Women in Tourism, 2011).

There are problems that women entrepreneurs have to solve before and after their investment in the enterprising process. Difficulties women face before and after entering business life will not only reduce their business success but also weaken their significant contribution to the country's economy. (Arikan, 2013, p.78).

Problems that women will face during the entrepreneurship activities. According to Esen (2006, p.41), are divided into three main groups.

These are as follows;

Individual problems related to women's identity and personality:

Problems arising from insufficient education level, family culture conflict, defined as problems arising from features like character temper etc.

Problems women entrepreneurs face before starting entrepreneurship: Women entrepreneurs face many problems before they start their business; these problems are like lack of knowledge and experience, lack of financial resources, lack of support, etc.

Problems faced by women entrepreneurs after starting entrepreneurship: Women entrepreneurs face many problems after establishing their businesses. fluctuations in the markets, inadequate amount of customers in the market, the problem of finding qualified personnel, etc. are the problems entrepreneur women are facing.

Besides all these obstacles, the factor of exclusion among the problems faced by women entrepreneurs is also noticeable. The main factor in the exclusion of candidate entrepreneurs in business life starts with the inadequacy of education levels and inequality of opportunity, and continues with discriminatory practices such as wages, earnings and layoffs (Çakır, 2008, p. 42).

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Despite the difficulties it has due to the nature of the tourism sector, tourism is considered as a rising value for women entrepreneurs. It is seen that researches in the world related to this issue are generally focused on the following problems:

Gretzel and Bowser (2013, p.170) highlighting the lack of role models in women's entrepreneurship emphasizes that; Although there are many trainings on women entrepreneurship in tourism; they do not dare or fear to fail because there are not enough role models before potential women entrepreneurs.

According to Chinomona and Maziriri (2015, p.835), women entrepreneurs in tourism have contributed greatly to their nations around the world, even if they encountered many visible and invisible problems in their entrepreneurship adventures.

In Katssou et al. (2009, p.191), it was stated that although women face difficulties in establishing and running a business individually, especially in rural areas; Some women turn it into an opportunity.

Gender equality and the importance attached to women's rights are seen as major developments for women entrepreneurs in the tourism sector today (Arzjani & Rahiminezhad, 2011, p.4).

Mooney (2014), on the other hand, discussed the issue from a different perspective and stated that women succeed in explaining the problems instead of working on them.

On the other hand, Naser et al., (2009, p. 225); Nieman, (2008, p. 283); Nxopo and Iwu (2015, p.55), meet with the common denominator by saying that the problems of women entrepreneurs in the tourism sector start at the beginning of the business and with the triggering of social judgments continue in areas such as business ownership, management and administration.

Brynin and Schupp (2000, p.349) carried out a study supporting this issue; stated that there are quite a limited number of women entrepreneurs who are successful, strong, independent and positively affecting women in the tourism sector.

Philips et al. (2014, p.85) stated that women entrepreneurs encounter more and bigger problems during operation and running compared to male entrepreneurs (Deen et al., 2016, p.3).

Mcelwee and Al-Riyam, (2003, p.339); Roomi and Parrott (2008, p.59) stated that the duty of women is, especially in societies with a large majority of Muslims, is primarily to be mothers and wives and that in these societies socio-cultural values are a major obstacle to the initiatives of women entrepreneurs.

According to Jamali, (2009, p. 232); Although gender equality in Muslim societies is included in the plans and policies of many states, it is not possible to say that this situation exists for every region and sector in terms of entrepreneurship.

Chinomona and Maziriri (2015, p.835) stated that one of the most important obstacles to women's entrepreneurship in tourism is limited access to education and financial resources.

The international institutions' assessment of the tourism sector as an opportunity for employment and empowerment of women necessitates analyzing women's labor in tourism and the different aspects of this labor, as well as analyzing the capacity of tourism to change its traditional gender roles. Especially in rural tourism, taking place within "sustainable tourism" which holds the key position today, is the type of tourism in which the tourist is more engaged with the culture of the country he/she travels women are the main service providers (like housekeeping, cleaning, hygiene, kitchen) In this area where women's labor is used extensively, it is not yet known how much the woman gets from income. In rural tourism, the realization of a change that will strengthen the woman who provides all tourism services and enables the income to go to her is an important issue standing before us in terms of empowering women. Rural tourism is a type of tourism that has been on the rise in recent years, which means more women entering the service sector. In rural tourism, the central role of women in both accommodation and catering plays an active role in changing and modifying gender norms. International institutions such as the United Nations Women's Unit, the ILO, the World Tourism

Organization and the OECD define tourism as a sector to be promoted in terms of its potential for women's empowerment.

Consequently, it is possible to state that women entrepreneurship in the tourism sector is mostly in areas such as accommodation, food, and beverage and souvenirs. The tourism sector being a labor-intensive sector and being in the service sector category; It is considered as an attractive sector for women, and this demand is expected to increase in the coming years with the incentives and loans provided to the tourism sector.

- ✓ With the New Labor Law (2003) adopted in the EU harmonization process, it was prevented that women and men were treated differently or paid lower wages based on gender.
- ✓ with legal regulations in Turkey especially equality between men and women, positive discrimination implementations against women, children, elderly and handicapped have been guaranteed by Constitution, To contribute to the development of gender equality, Women and Men Equal Opportunities Commission was established within Turkey Grand National Assembly authorised with inspection, investigation and legislation, advise on Turkey Current Status of Women Entrepreneurs in Turkish Economy and its Development, monitoring human rights violations.
- ✓ EU regulations aimed at balancing work and family life, are implemented with changes made in the relevant laws in Turkey. Women employees can use maternity leave for 16 weeks. In addition, the officer who gave birth, after the expiry of the maternity leave period; The officer whose spouse gives birth can enjoy the right to free leave for twenty-four months from the date of birth. In this way, fathers have the opportunity to spend more time with their newborn children and their spouses. (European Union Delegation to Turkey, 2012: p.11-17);

4. SWOT ANALYSIS REGARDING THE OPPORTUNITIES AND OBSTACLES WOMEN ENTREPRENEURS ARE FACING IN TOURISM INDUSTRY

SWOT analysis is a technique used to reveal the strengths and weaknesses of a project, an institution, a situation or a person, and opportunities and threats arising from the external and internal environment. (Ören and Şahin, 2014, p.14). In this study, SWOT analysis is made in order to reveal the obstacles and opportunities faced by women in Turkey in the course of employment in tourism industry.

In this study Strengths and opportunities of women entrepreneurs will be examined under the title of opportunities and obstacles will be examined under the title of weaknesses and threats.

4.1. Strengths

Strengths of women entrepreneurs in the tourism industry in Turkey are as follows:

- ✓ In recent years, with Turkey's becoming one of the major tourist destinations in the world investments are increased in the tourism industry and important enterprise opportunities have emerged in this area.
- ✓ With the development of tourism education opportunities, the number of women who receive tourism education and entrepreneurs in this field is increasing.

As tourism is a sector that activates local economic development in parallel with the fact that women entrepreneurship is mostly effective in local economic development, women entrepreneurship and tourism are closely intertwined.

- ✓ Potential surplus of young women can be included in the total tourism industry in Turkey is creating significant opportunities for the tourism industry.
- ✓ The increase in the population living in the cities allows the urban culture to settle, increase the level of education and improve the place of women in the economy.
- ✓ Increasing educational opportunities with urbanization and worsening living conditions also increased the desire of single or married women to work.
- ✓ The ratio of women entrepreneurs, especially in the tourism sector, has been increasing in recent years.

4.2. Weaknesses

Weaknesses relating to women entrepreneurs in the tourism industry in Turkey are as follows;

- ✓ While the social patriarchal structure does not allow women to go beyond the social rules and traditional behavior pattern does not give the opportunity to work in badly perceived jobs.
- ✓ Cases of sexual harassment against women in tourism enterprises cause tourism entrepreneur women to have negative perceptions about starting a business and employment.
- ✓ Although the number of women employment and entrepreneurs entering the tourism sector increases every year, this number has not reached a sufficient level yet.
- ✓ Gender discrimination in Muslim countries and in Turkey negatively affects the perspective of women and their enterprise and employment in the tourism sector.
- ✓ In the tourism industry, as in most service sectors, women are advantageous both in terms of work they do (cleaning, etc.) and in terms of communication and visuality (Tükeltürk & Perçin, 2008; Akoğlan Kozak, 1996: p.17).
- ✓ Parallel to the education statistics in the country, the number of educated women in total employment is low. This situation can be understood from the entrepreneurship positions of women in the tourism sector.
- ✓ The perception of women in society does not function in a way to prevent violence against women.
- ✓ The negative perceptions developed by the society against the tourism profession affect the view towards the profession negatively.
- ✓ Tourism enterprises are mostly far from providing the necessary facilities in their workplaces for women married and with children. Especially, the stay of women with entrepreneurial employment at work could bring about flexible working hours. This situation causes women with children to stay away from the sector.
- ✓ Among the problems faced by entrepreneur women in women's employment is the obligation to work on shift makes it difficult for the woman to fulfill her roles in the family and the obligation to work in the tourism sector late at night, especially in some cases, may lead to misunderstandings about the profession in social terms.
- ✓ The responsibilities of women in private life, such as home and children, make it difficult for women to venture into the tourism sector, which requires flexible working hours.
- ✓ When analyzed the distribution of women employers and self-employed women according to the size of their workplace in Turkey, majority thereof are micro-enterprises in which 1-4 people work. This shows that women entrepreneurs tend to do small-scale jobs that require little capital. One of the biggest reasons for this is the insufficient financial resources that women entrepreneurs can find for their investments (Keskin, 2014: p.30).

4.3. Opportunities

Opportunities for women entrepreneurs in the tourism industry in Turkey are as follows;

- ✓ With the growth and diversification of the tourism sector, it offers new enterprise opportunities for women.
- ✓ The growing and developing tourism industry creates new job opportunities and enterprise areas for women
- ✓ Provisions on the role of women in the family in the civil law give new opportunities for women to be employed and ventured in the sector on an equal basis with men.
- ✓ Every year more women to take part in the women entrepreneurs in the tourism sector in Turkey shows that the improvement in the perception of women working in the tourism sector. This situation shows that the number of women entrepreneurs will increase in the future.

- ✓ The development of the nuclear family structure through urbanization will decrease the pressure of the traditional family structure on women and increase women's employment and initiative in the tourism sector.
- ✓ The development of relations with the European Union may allow the perception and laws regarding women's employment and enterprise to change.
- ✓ Projects to improve women's employment and enterprise in tourism will increase women's entrepreneurship.

4.4. Threats

Threats related to women entrepreneurs in the tourism industry of Turkey are as follows;

- ✓ The use of the female body as a marketing and media tool in the tourism industry negatively affects the view of society to women.
- ✓ Presence of a male-dominated structure in the sector
- ✓ Due to the increase in terrorist events and political crises, the decrease in tourist arrivals and the decrease in tourist rates cause the overall employment and initiative in the sector to decrease.
- ✓ Financial and economic crisis in the World and in Turkey increased unemployment all over the world and has led to employment contraction. Therefore, the entrepreneur, who cannot see the way, does not want to invest.
- ✓ Cultural structure may cause prejudices to be formed in the enterprise of women in the tourism sector and qualify the tourism profession as a bad profession, cause the women away from the tourism sector.
- ✓ Difficulties women face in the tourism sector compared to men
- ✓ Due to the nature of the sector, long working hours, shift working hours, excessive workload and stress can prevent women from interfering in this sector.
- ✓ Excessive cases of sexual harassment against women in the tourism sector
- ✓ Lack of demand security in the sector creates problems for women entrepreneurs.
- ✓ The rights given to women when they have children can direct more male entrepreneurs to the sector.

5. CONCLUSION

The fact that women take an active role in business life in recent years has brought with it a more efficient and effective economic and social life. Women entrepreneurs, who have a more fragile and emotional structure than men, need to be prepared for both the usual difficulties of business life and the problems arising from being a woman. The fact that women entrepreneurs, who have the potential to add dynamism to the economy by creating new jobs, can cope with these difficulties and problems more effectively, reveals the need to make more detailed analysis about them.

In this study, first of all, a conceptual framework of entrepreneurship and women entrepreneurship concept was created based on various definitions and approaches.

Entrepreneurship, women's entrepreneurship in the tourism sector, the study was framed by the concept of entrepreneurship in the tourism sector in Turkey.

In this context, the entrepreneur woman is defined as the woman who has a business established in her name outside of her home, who works alone or with other people in a business or who makes plans for the future of the business that she has owned as an owner, and who takes all risks for her business.

The number of Turkish women entrepreneurs lags far behind European countries. However, the problems experienced by women entrepreneurs do not differ according to the society. The underlying reason for this situation is the fact that the social role given to women is the same or similar in many countries.

In the present day where there are still unsolved problems of women in every all over the world, especially in Turkey women's entrepreneurship in the tourism industry is being affected by this problem just like in any other industry. It is unacceptable for the woman to stand behind in the business life as if she could produce less than men due to the social perspective, the roles she self-made, and legal regulations. For this reason, in

the tourism industry, which is the industry where women entrepreneurship can be evaluated most easily and efficiently, it should be ensured that the woman is positioned correctly, evaluated in line with men, and that she feels responsible in the family and social life in a way not to be left behind from business life.

The correct positioning of the place of women in the society and hence the place in the tourism industry is possible only by eliminating the obstacles faced by women and entrepreneurs in the tourism industry and by evaluating the opportunities.

In this study to the problems faced by women entrepreneurs in the tourism industry in Turkey and to the opportunities to be evaluated in order these problems be eliminated clarification was tried to be brought through SWOT analysis.

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