

## **Analysis of Factors and Positive Aspects of Women Entrepreneurs in Tourism Sector with Special Reference to Thoothukudi District**

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### **ABSTRACT**

The women who start and run business in the tourism sector is called as the tourism women entrepreneurs. They run the business in the tourist places. The maximum number of women entrepreneurs are run their business in the tourism sector. They run the business like hotel business, souvenir business, Handicraft production, costumes production, doll production, statue business, hospitality, health care, and medical treatments etc., in the tourist places. The various positive aspects are available in the tourism sector like Safe and Secure, Financial progress, Stand up in Society, Fast growing sector, Government support, Self growth, etc., The financial assistance and various schemes can be utilized by the women entrepreneurs in the tourism sector. This study analyses the positive aspects of women entrepreneurs in tourism. Primary and Secondary data is used for this study. The judgement sampling technique is used for data collection. There are 235 respondents were taken for this study. There are various statistical tools used like Mean and Standard deviation.

**Key words:** Women entrepreneurs, Tourism, Positive aspects

### **I. INTRODUCTION**

Tourism is the fast growing service sector. This is one of the recognised sector which promotes the business. Entrepreneurs can promote their business in the tourism sector. Tourism sector covers the various business like souvenir manufacture, hotels, handicrafts, tour guides, travelling, accommodation, etc., The women entrepreneurs run their business in the tourism places which covers small level street vendors to the big shopping malls. It is highly dependable on seasonal factors and customers satisfaction criteria. Like the other industry, tourism also welcome and encourage women participation not only as trained and untrained manpower, but also as a business leaders and entrepreneurs. The number of women entrepreneurs are increasing day by day and their contributions are also recognised and appreciated globally. This study focused their positive aspects in the tourism sector.

### **II. OBJECTIVES**

- To study the factors influenced by the women entrepreneurs in tourism sector
- To analyze the positive aspects of women entrepreneurs in tourism sector

### III. RESEARCH METHODOLOGY

- **Source of data:** Primary and Secondary Data are used for this study. Primary Data was collected from the women entrepreneurs and Secondary Data was collected from various journals, books and websites.
- **Sample Technique:** The non-probability sampling method is selected for this study. Judgment sampling technique is used for the data collection.
- **Sample size:** There are 235 respondents were taken for this study in thoothukudi district tourism places
- **Statistical Tools used:** Mean, Standard deviation, Factor analysis

### IV. ANALYSIS OF FACTORS INFLUENCED BY THE RESPONDENTS

The women entrepreneurs start and run business for the particular reasons. The various factors may influence them. The following table 1 provides their opinion about the factors influenced by them.

**Table 1 Factors influenced by the respondents**

Factors	SA	A	N	DA	SDA	Mean	Standard Deviation	Rank
High income	13	101	104	17	-	3.47	0.71	9
Self interest	120	110	5	-	-	4.49	0.54	1
Family guidance	110	115	-	5	5	4.36	0.79	2
Friends support	20	93	17	28	77	2.79	1.46	10
Unemployment	71	164	-	-	-	4.3	0.46	4
Economic depression	65	157	5	-	8	4.15	0.76	6
No authority domination	24	153	34	-	24	3.65	1.02	8
Low capital requirement	52	139	20	8	16	3.86	1.02	7
Independent	109	110	-	-	16	4.26	1.01	5
Social status improvement	127	92	-	-	16	4.34	1.02	3

Source: Primary data

*SA- Strongly Agree; A-Agree; N-Neutral; DA – Disagree; SDA – Strongly Disagree;*

This table 1 analyses the factors influenced by the respondents for running business. There are ten important factors are given in this table and their opinion also clearly analysed in this table. Self interest factor got the highest mean score is 4.49, Family guidance got the mean score is 4.36, Social status improvement got the mean score is 4.34, Unemployment got the mean score is 4.3, Independent got the mean score is 4.26, Economic depression got the mean score is 4.15, Low capital requirement got the mean score is 3.86, No domination got the mean score is 3.65, High income got the mean score is 3.47 and friends motivation got the low mean score is 2.79

## V. POSITIVE ASPECTS OF WOMEN ENTREPRENEURS IN TOURISM – FACTOR ANALYSIS

The women entrepreneurs have various positive aspects in their business. The factor analysis tool evaluates that the opinion of respondents about the positive aspects in the tourism sector.

**Table 2 Factor analysis  
KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.603
Bartlett's Test of Sphericity	Approx. Chi-Square	5.232E3
	Df	190
	Sig.	.000

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be closed to 0.5 for a satisfactory factor analysis to proceed. Kaiser recommend 0.5 (value for KMO) as minimum (barely accepted), Looking at the table above, the KMO measure is 0.603, which is greater than of 0.5 and therefore can be barely accepted (Table 2).

Bartlett's test is another indication of the strength of the relationship among variables. This test, test the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is matrix in which all of the diagonal elements are close to 0. From the Table, the Bartlett's Test of Sphericity test value is 5.232E3 at Degrees of freedom 190. That significant level is less than 0.05. In fact, it is actually 0.00, i.e. the significance level is small enough to reject the null hypothesis ( $p < 0.05$ ). This means that correlation matrix is not an identity matrix (there exists' correlations between the variables).

<b>Total Variance Explained</b>									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.310	26.552	26.552	5.310	26.552	26.552	3.349	16.747	16.747
2	3.882	19.412	45.964	3.882	19.412	45.964	3.345	16.726	33.473
3	2.819	14.095	60.058	2.819	14.095	60.058	3.078	15.392	48.865
4	2.067	10.333	70.391	2.067	10.333	70.391	2.979	14.893	63.758
5	1.62	8.107	78.498	1.62	8.107	78.498	2.17	10.879	74.637

	1			1			6		
6	1.12	5.615	84.114	1.12	5.615	84.114	1.89	9.477	84.114
	3			3			5		
7	.756	3.780	87.894						
8	.502	2.510	90.404						
9	.465	2.323	92.727						
10	.397	1.986	94.712						
11	.254	1.268	95.981						
12	.244	1.220	97.200						
13	.164	.821	98.022						
14	.098	.490	98.512						
15	.084	.420	98.932						
16	.069	.343	99.275						
17	.062	.308	99.583						
18	.035	.176	99.759						
19	.034	.169	99.928						
20	.014	.072	100.000						
Extraction Method: Principal Component Analysis.									

The Eigen value Table has been divided into three sub-sections, i.e. Initial Eigen Values, Extracted Sums of Squared Loadings and researcher only considered the Rotation Sums of Squared Loadings. The following Table 2 summated details of Rotation sum of squared loadings of factors. The Principle Component Analysis method of factor analysis extracted three dimensions of positive aspects of women entrepreneurs in tourism sector. This component matrix is expressed as Standardized variables in term of factors. These coefficient values used to calculate respondents factor score in each dimension. In other sense they indicate how much the weight case assigned for each variable in the extracted factors (grouped factor).

From this table 2, it was observed that the labeled “Initial Eigen Values” gives the Eigen Values. The Eigen value for a factor indicates the “Total Variance” attributed to the factor. From the extraction sum of squared loadings, it was learnt that the first factor accounted for a cumulative variance of 16.74. The second factor accounted for a cumulative variance of 33.473, the third factor accounted for a cumulative variance of 48.865, fourth factor accounted for a cumulative variance of 63.758 and fifth factor accounted for a cumulative variance of 74.637 and sixth factor accounted for a cumulative variance of 84.114.

### Rotated Component Matrix<sup>a</sup>

	Component
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	1	2	3	4	5	6
More job security	<b>.867</b>	-.053	-.213	-.266	-.024	-.119
My business is more profitable	<b>.850</b>	.047	.010	.180	.012	.133
Tourists come regularly	<b>.847</b>	.108	-.012	.103	.152	-.206
I can take decision boldly	<b>.819</b>	.038	.167	-.150	.243	.145
I can get sufficient income	.092	<b>.933</b>	.000	.188	.037	.031
My household standard of living increased	.125	<b>.916</b>	.069	.142	-.079	-.068
Tourism industry is the fast growing sector	.018	<b>.716</b>	.350	.439	.066	-.053
The bank provide loans	-.202	<b>.699</b>	.349	.008	.495	.106
I can balance my work life easily	-.099	-.033	<b>.870</b>	-.092	.234	.211
My social status is developed	.128	.323	<b>.849</b>	.061	-.003	-.058
My self-confidence level increased	.081	.368	<b>.815</b>	.039	.027	-.085
Government provide incentives	.226	.246	<b>-.590</b>	.039	.359	.115
Tourism is stable	-.135	.271	.086	<b>.894</b>	.205	-.007
I can develop business easily	.076	-.005	-.107	<b>.852</b>	.031	.354
Tourism provides lot of entrepreneurial opportunities	-.036	.463	-.009	<b>.848</b>	.173	-.082
Tourists give more support to us	.486	.116	-.476	<b>.503</b>	.290	-.234
Tourism development department provides lot of schemes	.249	-.047	-.083	.204	<b>.868</b>	-.072
Government provide incentives	.116	.109	.119	.172	<b>.798</b>	-.284
I feel happy at the time of business	-.003	.000	.008	.081	.013	<b>.863</b>
I don't want depend others for money	-.030	-.019	.013	.061	-.325	<b>.833</b>

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 7 iterations.

Rotated factor loadings are important for the interpretation of the factors. For analytical convenient the researcher moves to rotated matrix because Factor Matrix shows the factor loadings prior to rotation whereas the Rotated Factor Matrix shows the rotated factor loadings. In order to interpret the results, a cut-off point is decided. There is no hard and fast rule to decide the cut-off point, but generally it is taken above 0.5. If the extracted factor loading is less than 0.5 or the extracted factor cross loaded with other is eliminated by the researcher, the selected factors are used for further analysis.

Table 2 shows the extracted rotated factor matrix of the model. The variables which identify with each of the factors were sorted in the decreasing order and are highlighted against each column and row.

This table contains the rotated factor loadings (factor pattern matrix), which represent both how the variables are weighted for each factor and also reveals the correlation between the variables and the factor. The six factors are rotated in the six category.

#### **Factor I – Safe and Secure**

More job security is loading score is .867, My business is more profitable is loading score is .850, Tourists come regularly is loading score is .847, I can take decision boldly is loading score is .819 in the first factor.

**Factor II – Financial progress**

I can get sufficient income loaded score is .933, My household standard of living increased loaded score is .916, Tourism industry is the fast growing sector loaded score is .716, The bank provide loans loaded score is .699 in the second factor.

**Factor III – Stand up in Society**

I can balance my work life easily loaded score is .870, My social status is developed loaded score is .849, My self-confidence level increased loaded score is .815, Government provide incentives loaded score is .590 in the third factor.

**Factor IV – Fast growing sector**

Tourism is stable loaded factor is .894, I can develop business easily loaded score is .852, Tourism provides lot of entrepreneurial opportunities loaded score is .848, Tourists give more support to us loaded score is .503 in the fourth factor.

**Factor V – Government support**

Tourism development department provides lot of schemes loaded score is .868, Government provide incentives loaded score is .798 in the fifth factor.

**Factor VI – Self growth**

I feel happy at the time of business loaded score is .863 and I don't want depend others for money loaded factor is .833

**VI. MAJOR FINDINGS OF THE STUDY**

- More job security is highly loaded in the first factor (.867)
- The maximum respondents influenced by the self interest factor (4.49)

**VII. SUMMARY**

The women entrepreneurs have lot of positive aspects in the tourism sector. They can easily enter and run the business in tourism. They must participate in the entrepreneurial development programmes. They should face the problems boldly and should concentrate in their business. Government and Non government institutions provide the various loans to the tourism women entrepreneurs. They may utilise the loans successfully. They should aware from the high interest loan providers. They can implement the innovative idea into their business.

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