CHAPTER - II
THEORETICAL FRAME WORK

Tourism a Vehicle for Gender Equality and Women’s Empowerment

Women make up a considerable percentage of the tourism workforce, but much has to be done to close the wealth and skills gap between men and women employed in tourism, according to a new World Tourism Organization (UNWTO)/UN report launched at the ITB tourism fair in Berlin on 11 March 2011.

According to the Global Report on Women in Tourism — the first survey to map women’s participation in the tourism sector worldwide — tourism, one of the world’s largest generators of wealth and employment, provides a wide range of income-generation opportunities for women, particularly in developing regions. Women are, competency-wise almost twice as eligible to be employers in tourism as compared to other sectors. Tourism also offers leadership possibilities, with women accounting for one in five tourism ministers worldwide; more than in any other branch of government. Nevertheless, women are often “concentrated in low-skill, low-paid and precarious
jobs,” typically earn “10 per cent to 15 per cent less than their male counterparts,” being confined to jobs such as cooking, cleaning and hospitality, states the report\(^1\).

### 2.1 THE ROLE OF WOMEN IN DEVELOPMENT

The World Survey on the Role of Women in Development provides, at five-yearly intervals, an in-depth analysis of development issues affecting women. It is the main report on women in development presented to the Second Committee of the General Assembly, and thus provides critical input for enhanced attention to gender perspectives in regard to economic and development issues. In addition to intergovernmental bodies and policy makers at the national level, including national machineries for the advancement of women, the World Survey is also used extensively by many other entities of the UN system, as well as non-governmental and civil society organizations, universities and research institutes.

The relevant resolutions on “women in development” provide guidance to the UN Secretariat on the theme of the World Survey. Accordingly, the Survey focuses on selected emerging development issues that have an impact on the role of women in the economy at

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national, regional and international levels. The Survey provides an assessment of the benefits accruing to women as a result of their effective participation in development, such as income, conditions of work, and decision-making. Ways and means of enhancing women’s role as agents and beneficiaries of development at the national, regional and international levels are also covered in the Survey. Key policy recommendations for women’s effective mobilization and integration in development are provided.

The tourism industry represents a huge economic factor and its environmental and social impacts are obvious and have been well documented. In addition, integrating gender perspectives into the discussion of tourism is particularly important as the tourism industry is the one major employer of women, offers various opportunities for independent income generating activities, and at the same time fosters the women’s welfare in the destination communities.

Tourism has demonstrated its potential for creating jobs and encouraging income-generating activities to benefit local communities in destination areas. The tourism sector definitely provides various entry points for women's employment and opportunities for creating self-employment in small and medium sized income generating activities,
thus creating paths towards the elimination of poverty of women and local communities in developing countries. However, there remains a number of issues to be tackled before this potential can be used effectively. This requires the collaboration of all stakeholders - governmental and intergovernmental bodies, local self-governments, industrialists, trade unions, local communities and their different member groups, NGOs, community based tourism promoters, etc. Increasing the use of tourism's potential, whilst safeguarding the natural environment and cultural heritage and fostering social and economic justice should be the goal of further tourism development.

2.2 BENEFITS OF TOURISM TO WOMEN

2.2.1 Income Generation and Poverty Eradication through Tourism Development

Women's Employment in Tourism: In the last few decades, the tourism industry has undergone explosive growth, and as a labour intensive industry, there has consequently been a rapid rate of job creation and deployment. Using the latest available data from the restaurant and hotel sector, provided by ILO and UNDP, and an overall study of the industry on a global level in terms of the numbers of women
in employment over the past ten years, their average weekly wage rate and hours of work, have reached a level comparable to those of men.

The general picture suggests that the tourism industry seems to be a crucial sector for women (46 per cent of the workforce are women) as their percentages of employment in most countries are higher than in the workforce in general (34 - 40 per cent are women, ILO data). The numbers of women and their percentage of the workforce in tourism vary greatly between countries – ranging from 2 per cent up to over 80 per cent. Although there were a few adverse regional trends, it is apparent that in those countries where tourism is a more mature industry women generally account for around 50 per cent of the workforce.

The proportion of women's to men's working hours, available for 39 countries, is 89 to 100 which means that women work 89 hours when men work 100 hours. The proportion of women's to men's wages is 79 to 100. At first glance, this looks like women’s participation action is far less both in terms of working hours and remuneration. However, we cannot be sure if this is due to women's typical occupations being paid less, women being significantly more in part time and/or temporary employment, and/or women being paid less for the same work (wage inequity). Owing to lack of detailed gender disaggregated information it
is not possible to trace the reasons for the observed disparity in women's and men's working hours and wages. In addition, it is well that we keep in mind that the increase of women's involvement in the labour market has not been associated with substantial change in the duration of time. Women are still expected to spend on domestic duties sometime and in the ultimate analysis woman works longer hours than men, ie up to 70-90 hours per week.

Regarding the disproportionate relation between women's and men's working hours and their respective wages, there is a divide between the developed world, which employs females on an average weekly wage equivalent to 80 per cent of a male's wage, and the less developed world, where average female wages fall by another 10 per cent to 70 per cent of male wages. There are significant variations even within these groups.

2.2.2 Women's Positions in the Tourism Industry

Some facts about women's positioning in terms of hierarchical levels have been extracted from the very available sources of information, which is not sufficiently differentiated. However, it seems very clear that the situation in the tourism industry resembles the one in the labour market in general: As in many other sectors, there is a
significant horizontal and vertical gender segregation of the labour market in tourism. Horizontally, women and men are placed in different occupations - women are employed as waitresses, chambermaids, cleaners, travel agencies sales persons, flight attendants, etc., whereas men are employed as barmen, gardeners, construction workers, drivers, pilots, etc. Vertically, the typical "gender pyramid" is prevalent in the tourism sector - lower levels and occupations with few career development opportunities being dominated by women and key managerial positions being dominated by men.

Examining the occupations particularly relevant in the tourism sector, one can see that more than 90 per cent of people working in catering and lodging, as waitresses, bartenders, maids, babysitters, cleaners, housekeeping helpers, launderers, dry-cleaners, and the like, are women.

Vertical segregation of the labour market in the service and the administrative/managerial sectors reflects the situation in the labour markets in general. Women around the world have achieved higher levels of education than ever before and today represent more than 40 per cent of the global workforce. Yet their share in management positions remains unacceptably low, with just a tiny proportion
succeeding in breaking through the "glass ceiling". There are numerous inter-linked factors, which help to maintain gender segregation of the labour market. Among them are gender stereotyping, traditional gender roles and gender identity - women are seen as being suitable for certain occupations and they seem to accept this notion. In addition, traditional gender roles assign to women the main responsibilities for raising children, caring for the elderly, and doing household work. Thus, women are often forced to choose casual labour, part-time and seasonal employment.

Women are much more likely to be employed on a part time basis than men are. Although this allows them to accommodate their nature-imposed along with their professed jobs outside the home. But it does have significant drawbacks: in terms of lower pay per working hour, fewer promotional opportunities, less formal training, less protection from unemployment, etc.

Acknowledging that the problem of gender segregation in labour markets is a general one, should not mean that it isn't addressed while discussing tourism. Bringing about the necessary changes requires efforts from all quarters. However, the tourism industry seems to be a particularly good "candidate" for effecting the emancipation and
advancement of women. Owing to its enormity to its rapid growth and its extremely diverse and dynamic nature, the tourism industry has an enormous flexibility. This can enable the industry to develop key initiatives for the advancement of women so that other industries can benefit from the initiatives and strategies in the tourism sector as models for their own development. The high percentage of women in the tourism workforce in many countries provides a necessary fundament for the further advancement of women: The "critical mass" is already there.

Creating self-employment for women in tourism and maximising benefits for local communities especially the under-privileged should be the prime concern of the policy makers in this promising sphere. Community based tourism initiatives, particularly of local women's groups and co-operatives can be an accessible and suitable entry point for women into the paid workforce. They seem to generate more long-term motivation than initiatives from outside. There are numerous examples where women and women's groups have started income generating activities on their own. These activities help to create financial independence for local women and serve as a challenge to develop the necessary skills and improve their educational status. Research has shown that financial independence and good education
tend create improved self-esteem in women and more equitable relationships in families and communities.

Marketing seems to be a key constraint for the expansion of community based tourism. Independent initiatives need more information about markets and potential customers. Tourists’ need can be better met if adequate information thereof is easily available. The tourists should be well informed the benefits of buying locally and using local services. Creating opportunities for income generating activities as well as effective marketing depend largely upon access to information about tourism related planning and decision-making in a community area. Access to information is provided at best by involving all stakeholders in planning and decision-making. In addition, gender specific information about tourists' needs and interests can help to serve women customers.

Many of the community based tourism initiatives reported, depend upon the conservation of natural resources, protected areas and national parks. Therefore, pro-active protection of natural resources in tourism destinations is needed to sustain the basis of the livelihood of the community members being involved in tourism activities. The same
applies to the conservation of local cultures and cultural heritage sites, which forms the basis of many tourism activities.

Another special feature is the seasonal nature of the tourism industry. Some argue that this creates a particularly good condition for women as it enables them to accommodate their various irrevocable responsibilities. However, this should not be seen as a general rule. In many cases, women and mothers cannot rely on trades providing seasonal income but they have themselves to find work generate income all the year round.

2.3 WOMEN’S EDUCATION AND TRAINING

In many new destinations of the South, the local population faces a hurdle in gaining entry into the formal sector because of their low levels of education. The case studies indicate that there is a significant demand for education and training in the communities in and around popular destinations. Training, especially training for self-employment, has been an important element for success. Most training activities are easy to replicate and could thus become an important part of an action strategy for the future. There is little evidence that training enables or improves participation in the formal sector. Other key constraints
mentioned are related to financial management, illiteracy and foreign languages.

2.4 GENDER STEREOTYPES AND TRADITIONAL GENDER ROLES

These are among the most prominent reasons why women and men tend to pursue different occupations and horizontal and vertical segregation of labour markets prevail. Gender stereotypes are prevalent in most cultures and rather resemble each other than being culturally specific. Gender stereotypes influence the way we perceive each other and how we see ourselves. Women are perceived as being particularly suited to fill certain positions in tourism; they tend to see themselves as suited to and tend to be interested in stereotypical occupations. Thus, women are in fact particularly suited to take on certain jobs, for example, all those involving caring and household-related work and service positions. On the one hand, this serves to perpetuate gender stereotyping and positioning of women accordingly. This is not generally desirable, particularly because most gender stereotypical occupations are lower paid and do not include key managerial positions. On the other hand, the situation allows women to enter the tourism workforce, in jobs catering to their traditional roles and their own
confidence to fulfil them. Addressing the issue of gender stereotypes and gender roles is not tourism-specific; rather it seems that the tourism sector is yet another example where traditional stereotypes and roles come into play. However, tourism could play a key role in challenging gender stereotypes.

2.5 PARTICIPATION OF WOMEN IN TOURISM PLANNING AND MANAGEMENT

2.5.1 Participation at the local level

Tourism, especially international tourism that involves high capital investments, is has been and is controlled by powerful self-centred lobbies and has been characterised by a lack of concern for the local communities residing in the destination areas. In many areas the local communities or mainly among them have taken the initiative to maximise gains for themselves. In most cases this has been a spontaneous development. However, there have been attempts to introduce systematic processes or strategies to enhance the participation of all the sections of the host communities, with several of these having a gender focus. There have also been attempts to build up partnerships, partnerships between the formal tourist industry and local communities and partnerships between the concerned government departments,
NGOs and local communities. It is just a beginning. The experience gained in time however, can provide the building blocks for scaling up and evolving effective strategies at various levels, local, national, regional and international.

Apart from developing good governance, income generation is the most important motive for participation by women in the tourism industry. In most destination areas in the South, the gains for the local community seem to come from the informal sector or the formal sector owned or organised by the communities (women's co-operatives etc.). Coming out very strongly in the case studies is the conclusion that the community must be involved in all stages of tourism development - be it the engagement of tourism industry coming in from outside, community-based tourism initiatives, or a combination of these. Integration of tourism development into Local Agenda 21 (LA21) processes seems to be in an infant stage.

Capacity building for participation is needed in many cases. It is important to acknowledge that different groups have different requirements in terms of capacity building and empowerment; women in particular.
2.5.2 Strategies of building partnerships

Promotion of community participation in the tourism industry forms an important part of the evolving trend. External interventions, especially projects designed and funded by multilateral and bilateral agencies have played a significant role in the development of this trend.

2.6 WOMEN'S STEREOTYPICAL IMAGES

2.6.1 Women's Rights

Women quite often suffer discrimination within the tourism sector. Women are consistently denied positions of leadership and responsibility within the industry and are concentrated in low skilled and low paid occupations. They are being objectified as part of the tourism "package" and they can have their traditional roles perpetuated within an industry that feeds on uncomplicated images. In less direct ways, too, women will be among those most adversely affected by tourism development – eg by scarcity of freshwater. Tourism can violate women's rights, but it can also be used to challenge traditional roles and to empower women in economic, social, cultural and political terms. The women can find a voice through getting involved in tourism activities - by becoming part of decision-making processes and by
carving out new roles in their families, homes and within local power structures.

### 2.6.2 Sexual Objectification of Women in Tourism

With sex tourism being the most negative and prominent example, there is a significant amount of sexual objectification of women working in the tourism industry. Studies have shown that women are expected to dress in an attractive manner, to look beautiful and often stay mute to sexual harassment by customers.

### 2.6.3 Advertising and Marketing

Stereotypical images of women are in many cases part of the tourism product. Friendly smiling women, fitting certain standards of attractiveness, who seem to be waiting to submissively serve the customer's every wish are being portrayed. Women working at destinations as well as indigenous women are being shown in a stereotypical way in tourism brochures and other material meant for tourism promotion.

### 2.6.4 Networking

Several authors refer specifically to the need of networking among women active in tourism initiatives. As women are not only
confronted with the challenges of setting up income generating activities but often also with the challenges of altering their traditional roles in their communities by generating independent income, becoming a leaders or getting involved in independent becomes there is an understandable need for mutual support and exchange of strategies how to meet these challenges in mission.

Firstly, participation in tourism enterprises not only contributes to lessen individual and household poverty but can also alter the gendered structure of work and decision-making within the wider community. Thus, women who previously felt themselves to be devoid of status and power, gain increased standing and esteem within the society.

Secondly, by women have entrepreneurial and management abilities that are, in general, utilised or under-utilised. Their abilities should also be made use of in larger firms and organisations.

Thirdly, by support from NGOs, the private sector, governments and inter-governmental organisations can help women to realise their full potential, benefiting not only the women themselves but also the wider community.

Fourthly, by support can take the form of specific measures such as the provision of training or credit.
Finally, it is also necessary to consider the microeconomic implications of wider macroeconomic measures and to consider the introduction of compensatory policies where such measures threaten the viability of the tourism projects which have been undertaken.

Hence, gender and tourism issues should no longer be divorced from mainstream policy-making. The success of women’s initiatives in tourism should, instead, be viewed as one of the key, but previously invisible, constituents of success at the macroeconomic level.

2.7 THE NATURE AND CONCEPT OF TOURISM

In the available modern literature on tourism management Seeking, J\textsuperscript{2}, in particular touches on the widespread confusion about the meaning of the word tourist, in striking contrast to the precise definitions used in government and international organisations. Samuel Pegge for the first time reported the use of "tourist" as a new expression for traveller in 1800 and later the same was brought in by England's Sporting Magazine of 1811. Drawing on the studies of Neil Leiper\textsuperscript{3} it becomes evident that the terms tourist' and 'tourism' did not exist before the sixteenth century. Nevertheless, the word 'tour' was in


use in the French context of ‘tower’. This view is further backed up by the fact that one does find the expressions like 'journeying', 'travel' and its original form 'travail' along with the terms denoting particular forms of travel such as 'pilgrimage' in the travel literature of the medieval era.

Leiper⁴ comes out with an appealing but searching hypothesis, called the ‘de la tour’ hypothesis, respecting the etymology of tourism that the word tourism was evolved from a family name, from an unsigned article in 'International Tourism History'. The essay reveals that the Duke of Burgundy signed a business treaty with England in 1546 which led to an unforeseen increase in the number of the English travelling across the channel. The Duke favoured a family named 'de la tour' by granting it a monopoly in the lucrative venture relating to effecting provision for travel and accommodation as the representative of the visiting English. Shortly, the English travellers were found giving voice to 'taking a tour' which over time turned into 'tour-ist' and "tour-ism". It is also believed that the word ‘tour’ in the context of tourism became established in the English language by the 18th century. On the other hand, according to the Oxford English Dictionary, the word tourism first came to light in English in the early 19th century (1811) from a Greek word 'tornus' meaning a round shaped tool.

However, if the de la tour hypothesis is true, it suggests that the pre-arranged packaged tours did exist even in those days.

Though travel is deep-seated in the primeval days, tourism is a phenomenal occurrence of contemporary origin. According to Burkart and Medlik⁵ travel implies "journeys undertaken from one place to another for any purpose including journeys to work and as a part of employment, as part of leisure and to take up residence All tourism includes some travel but not all travel is tourism". The concept and percept of travel customarily signifies the movement of people. Ritchie, Brent and Goeldner⁶ in their work titled 'Travel. Tourism and Hospitality Research' highlight that "It is common practice to use the words 'travel' and 'tourism' either singly or in combination to describe three types of concepts: (a) the movement of people; (b) a sector of economy or an industry ; and (c) a broad system of interacting relationship of people, their needs to travel outside their communities, and services which attempt to respond to their needs".

2.7.1 Concept of Tourism

The precept of tourism is typified by (i) a movement of people to different destinations having two key elements: one. the journey and

two. the stay, both of which come off not within but outside the normal place of domicile and work: (ii) the movement is primarily of a temporary nature and for relatively a short duration making it different from migration: (iii) it brings about activities dissimilar to those of the host population of the place visited: (iv) the prime purpose for participation in tourism is by and large recreation and certainly not the purpose of seeking permanent residence or employment remunerated from within the place visited and, finally (v) tourism, in an abstract sense, is basically a pleasure activity implying a use of readily disposable incomes and of free time of one's own free will.

According to Burkart and Medlik⁷ "tourism, in this sense, represents a particular use of leisure and a particular form of recreation, but does not include all uses of leisure not all forms of recreation. Conceptually, tourism is, therefore, distinguished in particular from the related concepts of leisure and recreation, on the one hand and from travel and migration, on the other hand". Further, in an economic and commercial sense, tourism can also be differentiated from other forms of leisure activity on the basis of the travel and stay attitudes of tourism. These, in turn, generate several service demands which are provided by different segments of the tourism industry.

2.8 DEFINING TOURISM

Whilst there has been a general consensus on technical definitions of particular forms of tourism or tourist, the general and wider concept remains elusive or rather vague and nebulous. Stephen L..J. and Smith\(^8\) genuinely points out that tourism, as such, does not have a real, objective, precise and independent existence, that is waiting to be discovered and described.

Of the various attempts towards defining tourism, one of the earliest was by Professors Hunziker and Krapf\(^9\) of Berne University in 1942. They maintain that from the conceptual viewpoint, tourism should be defined as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity". Obviously the definition rests on the assumption that it ought to incorporate both travel and stay thus excluding day tours excursions. While on the one hand, the proposition that tourism should not lead to permanent residence in the country of destination visited categorizes tourism as different from migration, it seems to rule out business travel on the count that the activity is not expected to be

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related to any earning opportunity, on the other. Nevertheless, it becomes quite hard to make a distinction between business and pleasure travel as more often the business trips combine the two activities.

The definition by Hunziker and Krapf was later accepted and adopted by the International Association of Scientific Experts in Tourism (AIEST). Thereafter the concept was broadened through the inclusion of various forms of business, vocational travel by the International Union of Official Travel Organisations (IUOTO). The reformulated definition summarizes a far-reaching notional framework, which, beside diagnosing the intrinsic and inherent characteristics of tourism, tells the difference from similar, related but different phenomenon.

Again, in the second quarter of the twentieth century. 1937. League of Nations, proposed a definition of the tourist as "one who travels for a period of 24 hours or more in a country other than that in which he usually resides\(^{10}\). This definition took into consideration the purpose of visit and was supposed to include individuals travelling for pleasure, domestic reasons/health, business, meetings and conferences, and persons visiting a country on a cruise vessel (even if it is for less

than 24 hours), The major limitation of the definition is its grave omission in terms of neglect of movement of people within the country, area of origin i.e., domestic tourists. Taking over the thread, the World Tourism Organization (WTO) gave certain recommendations in this context in the United Nations Conference on International Travel and Tourism, held at Rome in 1963. In the conference, it was conceded to introduce the term 'visitor' to describe 'any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation, remunerated from within the country visited'. This definition was held to include two categories visitors:

a. **Tourists**, categorized as temporary visitors staying at least 24 hours with a purpose classified as leisure (recreation, sport, holiday, health, study or religion), or business, family, mission or meeting;

b. **Excursionists**, classified as temporary visitors staying less than 24 hours, including cruise travellers but excluding travellers in transit.

The introduction of "study" as a purpose in the definition was a very thought-provoking development but it is generally excluded in

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11 WTO, (1980), Manila Declaration on World Tourism, WTO, Madrid
later definitions. However, the definition, once again turned out to be unduly confined in the sense that it failed to make any allowance for domestic tourism.

A study group of the proposed institute of tourism in Britain now christened as Tourism Society, tried to interpret the concept of tourism in 1976 as 'Tourism is the temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions'. The definition was further worked out while retaining its naivety at the International Conference on Leisure - Recreation—Tourism held in Cardiff in 1981, organized by the Tourism Society. According to the reformulation version "Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. It may or may not be overnight stays away from home".

Tourism is an activity of multidimensional, multifaceted nature, involving many lives and assorted economic activities. In other words, it can be regarded as a whole range of individuals (hosts and guests), businesses, organizations and places (destinations) put together in some characteristic manner to produce a travel experience.

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Holloway\textsuperscript{14} tries to define a tourist, in the context of twentieth century mass tourism, as “someone who travels to see something different, and then complains when he finds things are not the same”. It is a simple truism that any attempt aimed at defining tourism and detailing its field of reference in all respects must take into account the different groups that enter into and are affected by this vast industry as their attitudes and objectivities are crucial to the development of a complete definition. Mc Intosh and Goeldner\textsuperscript{15} (1990) in the process of defining tourism have identified four different perspective of tourism:

- The tourist: The tourist or visitor looks for diverse psychic and physical experiences and satisfactions from the tourism activity. And the nature of these experiences will mostly find out the destinations chosen and the activities experienced and enjoyed or participated in.

- The businesses catering tourist goods and services: Business people behold tourism as an opening to make profit by furnishing goods and services demanded by the tourist market.


The host community: Local residents most often consider tourism as a cultural and employment factor. It is primarily the effect of interaction between large numbers of international visitors as guests and the local residents as hosts which may be promising or unpromising, or both that is of significance and interest to this group.

Thus, tourism may be defined as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. Gilbert\textsuperscript{16} goes on to say that the use of the term tourism has generated a range of complex meanings and these over time have come to be identified with: the movement of people: a sector of the economy: an identifiable industry: services which need to be provided for the travellers.

2.9. **APPROACHES TO THE STUDY OF TOURISM**

Tourism typically and widely is studied by means of a number of processes with little or hardly any consensus on how the analysis of tourism should be endeavoured. The following are the different approaches that have been practised.

2.9.1 Product Approach

The product approach relates to the consideration of different tourism products, involving the mode of production, marketing and consumption. For example, one might go into a hotel room or an airline seat or a rental car and how start thinking how it is developed, how it is financed, how it is advertised, who are the people engaged in buying and selling it and so on. Repeating the provisions for meals, and the multifarious tourist services available will provide a detailed description of the field. However, the approach being too time-consuming fails to deliver the basics of tourism industry.

2.9.2 Institutional Approach.

This is the key approach to the study of tourism and mainly takes into consideration the various organizations/institutions and intermediaries such as tour operators and travel agencies associated with tourism activities. The approach involves an examination of the organization, modus operandi, problems, costs and economic position of travel agents and tour operators who act as representatives of the customer, investing in services delivered by airlines, hotels, rental car companies, and so on. The approach becomes significant in the sense that a regular survey on select services like the one conducted by the
2.9.3 Managerial Approach

The approach being enterprise-oriented is basically microeconomic in nature. It concentrates on the management activities such as planning research, pricing, marketing, controlling, etc. vital to the operation of a tourist establishment. It is a simple truism that tourism environment is dynamic owing to continual changes in tourist products, organizations and social life styles. Consequently, it becomes imperative for the management objectives, philosophies and procedures to be adaptable to such changes. This approach maintains its weight in the modern tourism scenario as tourism has been characterized as an industry.

2.9.4 Geographical Approach.

The approach is relatively wider as well as popular because tourism has to do with geography at so many points namely location, climate, landscape, environment, and physical as well as economic impacts. The geographer's approach to tourism elucidates the location of tourist areas, the movement of people, tourist destinations, the changes in the landscape emerging from the provisioning of tourism facilities and amenities, bringing to light of tourism development,
physical planning, and economic, socio-cultural difficulties. Defert (1966), a French geographer, in an endeavour or to bring out the significance of geography to tourism, puts forth the notions of *espace distance*, distinguishing usual or normal residence from the temporary one and of an *espace milieu* where tourists enjoy their holidaying. The approach especially gains importance because of its being so containing when considering land use, economic impacts, demographic aspects and cultural problems. Even a course title has been coined by geographers studying tourism in the form of *Recreational Geography*. It is worth mentioning that these were the geographers who were mainly responsible for initiating the journals like *Journal of Leisure Research* and *Leisure Sciences*.

2.9.5 Sociological Approach

Tourism tends to be a social activity, being an interaction between different communities- hosts and guests- and an encounter between different cultures. This approach studies social classes, habits and customs of both hosts and guests in terms of tourism behaviour of individuals and/or groups of people and the impact of tourism on society with the immense impact of growing tourism on society. The sociology of leisure, a developing discipline holds promise of progressing fast and being put to practice to a large extent.
2.9.6 Historical Approach.

As in the majority of social activities, tourism can be thoroughly perceived by making out the happenings and occurrences and studying changes in the tie-up among the prime elements of the destination system over the years which worked round to the present-day position. Such an understanding is of interest to policy makers, generally interested in resolving opposing concerns in an agreeable and dynamic enterprising framework, acknowledging tourism as one component of the several social and economic activities in an area. Pearce\(^\text{17}\) (1980) identifies the following factors as helpful in providing a comprehension of tourism development in its historical context for a specific area or region:

- The factors instrumental in the initiation of tourism to the destination
- The order of happenings leading to tourism development
- The reasons for happening of occurrences in that order
- Beneficiaries of tourist activity
- An untimely and premature identification of negative effects
- The affected interest groups, bringing word about these.

2.9.7 Economic Approach

Tourism promotion is ever-increasingly being perceived as a potent ingredient in the various developmental strategies. It has emerged to be the foundation of the environ pyramid in certain economics, while in most others it is contributing to a significant extent to the general development process as well as to the solution of their basic problems. At the same time, the operation of the tourism industry is not as simplistic as the term might seem to connote per se. It is, rather, a complex of various inter-linked and inter-acting processes. This multi-faceted nature of tourism makes it an intricate phenomenon, encompassing a whole gamut of issues, problems and challenges to be encountered both in the present and in the times to come. The scope of tourism is quite large, covering all providers of visitors and visitor-related services. It is the whole world of industry of travel, accommodation, catering and other hospitality services, transportation, entertainment, activity facilities, and all other components including promotion that meet the wants and needs of travellers. Tourism is in fact, a synthesis of activities, services, and industries that gives forth a travel experience. From an economic perspective, it is the sum total of tourist expenditures within the bounds
of a nation or a political subdivision or a transportation-centred economic area of adjoining states or nations.

2.9.8 Interdisciplinary Approach.

Tourism takes in practically all aspects of society and attracts people from different strata with diverse economic-socio-cultural and educational backgrounds, thereby behaving in different ways and travelling for different purposes. Thence, the use of a Psychological Approach in order to determine an outstanding course of action to promote and market tourism products not only becomes relevant but is, indeed, significant. And since of the various types of tourism, cultural tourism has its own import, calling for an, Anthropological Approach. Further, for international tourism, passport and visa formalities are to be met from government offices, involving state/political policies and institutions, thus necessitating the use of Political Science Approach. A Legal Approach also becomes crucial due to the fact that any industry affecting the life of quite a large number of people is sure to be governed by certain legislations, laws, regulations and legal environment. Also, the growing significance of transportation in tourism development and promotion further calls for Passenger Transportation Approach. In fact, tourism is so multifaceted, vast and complex that it not only suggests but makes it imperative to have an
interdisciplinary/integrative approach comprising a number of approaches with a view to accomplish different missions or objectives. Jafar Jafari\(^{18}\) has attempted to bring forth a framework of the interdisciplinary nature of tourism studies and their reciprocity and mutuality in his essay on "Anatomy of the Travel Industry".

### 2.9.9 The Systematic Approach.

A system is a set of interrelated groups, coordinated to form a unified whole and put in order to bring about a set of goals. Drawing on this proposition a systems approach integrates the differing points of view into an all-inclusive approach, capable of handling both minor and major points in question. For example, at a micro level, it can review a tourist enterprise competitive environment, its market, its performance, its linkages with other institutions, the consumer, and the quality of interaction between the firm and the consumer. Similarly, at the macro level, it can facilitate a scrutiny of a country's tourism system, its operation within and in relation to other systems, such as economic, political, social and legal ones.

Tourism is driven by information technologies and changing consumer requirements. Tourism is likely to produce an entire system of value addition and wealth generation. The emerging paradigm today

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is "tourism should be planned in a manner that it benefit's the
community as a whole, has benefits for the locals, optimizes the
expectations of the tourists besides taking care of the environment\textsuperscript{19}.

2.10 TOURISM PARADIGMS IN KERALA

Kerala has a wide variety of flora and fauna, punctuated by
streams, lakes, lagoons and rivers, dense forests, a diversity of wildlife,
a variety of flowering plants, and evergreen rich foliage, which went
to earn for the land, the sobriquet “Gods’ own country”. Tourism
product is an amalgamation of various products.

2.10.1 Eco Tourism

Eco tourism is one of the fastest growing trends in the worldwide
tourism industry. Environment has an intrinsic value which outweighs
its value as a tourism asset It is also agreed upon by environmental
experts that the three elements, viz., political acceptability, social
responsibility and sound environment with a perfect balance between
quality and quantity, in tourism development/promotion, can ensure
quality tourism\textsuperscript{20}. Whilst there is a general support for a symbiotic
relationship between the two i.e. tourism and environment; the irony is
that the residents lay greater stress on tourism development whereas

\textsuperscript{19} Selwyn, T., (Ed), (1996), “The Tourism Image: Myths and Mythmaking in Tourism”, Wiley,
London.

\textsuperscript{20} Williams, P., (1990), “Tourism Technology and Environment”, Journal of Travel
the tourists focus on environmental protection. In this context, 'eco tourism' is being promoted as a means of "giving nature value" and hence of achieving sustainable tourism. The term 'eco tourism' has been defined in many ways. It is usually used to describe tourism activities which are conducted in harmony with nature. It is a form of tourism which fosters environmental principles with an emphasis on visiting and observing natural areas; the emphasis on tourism as much as this can be separated from recreation is deliberate. Eco tourism lays emphasis on the quality of the environment with a commitment to ensure that the impacts from the activity are controlled comprehensively. Eco tourism can be defined as "purposeful travel to natural areas to understand the cultural and natural history of the environment taking care not to alter the integrity of the eco system, while producing economic opportunities that make the conservation of natural resources financially beneficial to local citizens".

Eco tourism is one of the most popular alternative tourism forms. Its advocates believe that it engenders a sense of need for environmental protection among local population once the latter realize conservation does not mean loss of economic opportunity. Hopefully, eco tourism can provide the local community with jobs,

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enabling a shift away from unsustainable practices such as over grazing, mining or logging in environmentally sensitive eco systems. However, the critics argue that with the establishment of bio-diversity protection-cum-tourism conservation projects, people living in the area tend to lose their shelter and means of livelihood\textsuperscript{22}. According to the World Wildlife Fund (WWF), the term ecotourism refers to ‘any travel to or through wilderness areas that has minimal impact on the natural environment and its wildlife while providing some economic benefits to the local communities’. The geographical diversity of Kerala provides various ecosystem which serve as ecotourism resources. They comprise among others forests, mountains, flora, fauna, lakes, beaches, seas, caves, mangroves, and coral reefs. The Kerala government’s ecotourism board has identified 62 hotspots in Kerala. In short, the splendid and awesome scenic attractions bring a large number of nature and ecotourists to this land of greenery.

2.10.2 Highland Attractions

The eastern part of Kerala is wholly a highland region forming part of lies in the mountainous Western Ghats with an average height of 900 meters above sea level. Anamudi is the highest peak in the Ghats with a height of 2695 meters. This is the tallest peak of India next only

to the well known peaks of the Himalayas. The abundant rainfall received on the western side of the Ghats has resulted in the development of various tropical forests rich in biodiversity. Kerala has seven major types of forests where exist 15 wildlife sanctuaries, 5 national parks and several biodiversity hotspots with endemic and endangered species. The Indian Board of Wildlife has defined a sanctuary as ‘an area where killing, hunting, shooting or capturing of any species of bird or animal is prohibited ’ while a national park is defined as ‘an area dedicated by statute for all time to conserve the scenery, natural and historical objects, to conserve the wildlife therein’. The recommended highland destinations are grouped into six getaway categories for tourists interested in Western Ghat experience. They are (a) wildlife sanctuaries (b) Hill stations (c) trekking sites and waterfalls (d) spice gardens and plantations (e) tribal communities and (f) dams. In general, highland destinations are ideal for wildlife viewing, bird watching, biodiversity studies, adventure sports and relaxation.

2.10.3 Hill Stations

Hill stations constitute the uplands of the Western Ghats known for its cool climate and scenic beauty. Tourists prefer hill resorts owing to fine weather and comfortable living condition Climate makes
Kerala’s hill station very attractive. One peculiar feature of high ranges of Kerala is the brevity of the time taken for travel that one can reach the highest elevation point from the sea level by travelling one and half hours from Kottayam to Kuttikanam and Peermedu, just three hours from Cochin to Munnar. The weather is pleasant and less sultry over the high ranges and tea plantation and tea factories are common sights. These are also ideal spots for a trekking and sightseeing. Waterfalls at Athirapally and Vazhachal are also merely a few hours journey form Kochi, where the traveller can view the wonderful sights of amidst by hillocks and rocky mountains. Tourists from Gulf countries and Europe visit Kerala’s hill stations to escape from the hostile climatic conditions at home.

2.10.4 Spice Gardens and Plantations

Kerala has the richest variety of spice crops in the world. The Malabar coast has been legendary land of spices that attracted travellers around the world from time immemorial for trade with Kerala. Many of these are grown on the highlands as they provide the optimum temperature and rainfall for their luxuriant growth. In olden times, spices were as precious as gold and as significant as medicine. They were mainly used as preservatives for food, for extraction of perfume as additives for food flavouring. Kerala’s highlands are reputed as the
spice capital of the world as they produce high quantities of black pepper, caradomom, cinnamom, vanilla, nutmeg, ginger, turmeric and cocoa. A visit to Kerala is incomplete without seeing a spice garden in Kumily or any other location. In a spice garden, multiple spice crops are grown to maximize profit of the farmers. A guided tour through a spice garden and plantations will provide the tourists with an idea about the exotic spice crops of Kerala. Plantations grow cash crops for commercial purposes. Kerala’s foothills are ideal for rubber which is grown as a mono crop for latex. Coffee and cocoa are two beverage crops grown in high ranges. The mesmerizing greenery of many areas of the Western Ghats is chiefly due to the tea plantations. Covered, as if with a green blanket, these mountains provide an awesome sight for travellers.

2.10.5 Coastal Attractions

The Western side of Kerala has a coastline of 560 kilometres, bordering the Arabian Sea. The coastline about in long sandy beaches, which attract tourists from all over the world. Forty one rivers that originate from the Western Ghats flow down into end in the Arabian Sea. They provide inland navigation and connect the enchanting wetland system of Kerala. The lowland area of Kerala is famous for its backwaters which are separated from the Arabian Sea by sandy bars.
Backwaters are water bodies consisting of lakes, rivers, lagoons, estuaries and canals. They are rich in aquatic life and biodiversity and provide coastal villages with breath-taking greenery, adorned with an array of coconut palms and paddy fields.

Vembanad Lake is the largest of its kind in Kerala with a total area of 256 kilometres, where houseboats cruise with tourists. This area is famous for below sea level agriculture as in the Netherlands. The village life buzzes with fishing, prawn farming, shell harvesting and coir industries. Besides, Kerala’s lowlands are rich in indigenous and migratory birds, a great enticement for bird watchers. The beaches and backwaters rank high as tourist destinations.

2.10.6 Backwaters

The backwaters of Kerala have historical importance since from ancient days seafaring people from distant continents used them as safe anchoring places to moor the ship during turbulent weather conditions. The backwaters and lakes were chosen by the mariners from Europe to anchor their shipping vessels when they traded in commodities like spices and handicrafts and to collect fresh water to dry meat, etc. These mariners had constant contact with the local people and influenced their culture, language, food habits etc., and contributed to Kerala’s cultural diversity.
The fresh and brackish water lakes are rich in aquatic life and fishes like pearl spot and prawns, much coveted delicacies of Kerala. The shell fish collected from the Vembanad lake provided food and the shells are used for the production of lime. The lime shells are collected for use as raw material for the cement manufacturing industry also. The coastline of Cochin offers vivid experiences of sightseeing and cruising voyage. The Chinese fishing nets are capitating sights that will appeal, to anyone who has to slightest sense of beauty. sights even to an extensive traveller who has visited other tourist destinations or coastline elsewhere in India.

2.10.7 Beaches

With a long coastline of 560 kilometres, Kerala is adorned with several beaches such as Kovalam, Varkala and Cherai where one can have a peaceful sunbath and swim. Kochi and Alleppey coastlines are famous as trading centres. Vizhinjam, presently being developed as a port, was a harbour where the traditional and motorized fishing gear and boats moored. Similarly, Beeppore situated in the north of Kerala, was famous for shipping, with ‘urukkal’ and ‘pathemaries’. These small ships were world famous and numerous Arabs used to place order for ‘Arab Dhaws’. These shipping vessels mainly sailed on wind power rather than mechanized systems.
2.10.8 Historical and Cultural Heritage of Kerala

Kerala has a continuous history of 2000 years beginning with the inscriptions made with the inspiration drawn from the great Mauryan Emperor, Ashok (269-232 BC) known as the ‘Edicts of Ashok’. The long and open coastline of Kerala has attracted many foreigners to the fertile land of the Malabar coast for trade, settlement and religious propagation. It can be proved beyond doubt that the culture of Kerala is influenced by the Chinese, Greeks, Romans, Arabs, Portugese, Dutch and the English who established trade relations with Kerala at different times in history. The influence of Adisankara who was born at Kaladi in Kerala during the late 7th century and the early 8th century was strong. His Advaita philosophy revived the Brahminic Hinduism in the whole of India. Kerala is a melting pot of several ethnic and religious groups that evolved into the present day culture of the Kerala. The advent of the British in the 18th century brought about tremendous impact upon the lives and culture of Keralites. The Christian missionaries brought about tremendous changes in the field of education and healthcare. The descendants of Muslim traders married local people and got integrated into the mainstream. The matrilineal system of succession is yet another distinctive feature of the Kerala society in the earlier days and has its waning influence on life even
today. The western and eastern influences continued to shape the complex shaped the culture, food habits and family traditions of the Keralites.

Kerala houses several historical structures called monuments and they are the best manifestations of Kerala’s heritage and history. They also show the creative minds, plain living and high thinking of our ancestors. These sites tell us astonishing stories of the past are of great archaeological, religious and artistic significance. Kerala’s mosques, churches and temples, art galleries and museums are all worthy of further exploration to gain greater insight into the cultural history of Kerala.

2.10.9 Performing Arts

Kerala’s inspiring performing art traditions of dance and music have a history of astounding antiquity. Classical dance forms like Kathakali, Ottanthullal, Koothu and Mohiniyattam are held in high esteem throughout India while the classical Karnatic music has a under currency. Kerala is also rich in diverse folk dances with distinct regional variations. Most of these dance forms require years of training in body movements and expressions of emotion. It is estimated that Kerala has more than fifty well known dance forms. For each type of dance its make-up and costume are unique and distinct. This is quite
evident in Kathakali, Mohiniyattam and Theyyam. Kerala’s dance and music have a religious lineage and they narrate stories mostly from the Hindu mythology. The typically Christian dance forms like Margamkali performed by women or Parichamuttu by men have a religious base. Mappilapattu, a typical Muslim musical entertainment performed by men or Oppana, a dance form performed by women as a part of the Muslim marriage ceremonies from an integral part of the diversity in Kerala’s culture. The drum called Chenda melam is an invariable part of all festival in Kerala is another a important instrument in Kerala’s festival while Panchavadyam, an orchestra of five instruments is very popular with temple and church fairs. The martial art form of Kalarippayattu dates back to the 12th century when every village housed a training centre known as kalari to practise fighting, self-defense and combat techniques. Performing arts, in general, are linked with Kerala’s ethnical and historical heritage.

2.10.10 Fairs and Festivals

Kerala, like any other state in India hosts fabulous festivals devoted to the deities of different religious, legendary deities. Some commererate the harvest celebrations and political events. They are heritage attractions of regional significance. Caparisoned elephants, Chenda (local drum) and Panchavadyam (local concert), various forms
of dance, music and fireworks are an integral part of almost all fairs and festivals. Thrissur Pooram is the biggest and most popular temple festival attended by thousands where decorated elephants are the superstars. The other famous festivals are the Onam (harvest festival) and snake boat races(Vallamkali) through the backwaters. They both take place in the prosperous months of August and September. Most of the church festivals (perunal) and the temple festival (pooram) are conducted from December to April and during this time, the life of ordinary Keralities is emotionally and physically suited to exhilarating experiences.

2.10.11 Cuisines of Kerala

Wide ranges of food items, available in Kerala have evolved from the in Keralites in generate. People from different cultures, lands and habitats, colonized or traded with Kerala some settled here and influenced the cuisine and culinary art of Kerala. In course of time, all these merged into one with a Kerala identity. The primary quality of Kerala cuisine is its aroma and uniqueness.

Ari, the malayam word for rice has its origin in tamil Arsi. Rice is the staple food of the Keralites and occupies a it is the base for a large number of Kerala dishes like idli, dosa, puttu, payasam, meals and so on. The paddy, the raw form of rice, is boiled and then dried in the
sun and husked with the major part of dehusked, refaning the fine part of the final part of the husk ‘Tharidu’. The product is a known as ‘puzhukalari’ a rare thing not witnessed in other parts of the world, except perhaps in Bengal.

Apart from the innumerable traditional cuisines vattayappam, vellayappam, parippuvada and payasam are a few items made out of rice and pulses put together. A bit of rustic taste can be experienced at Kuttanad from the local toddy shops or wayside country restaurants where Kappa(tapioca) and Karimeen pollichathu (pearlspot) are served with kallu (toddy) a local alcoholic beverage tapped from coconuts. Konchu or brackish water prawns are also a delicacy throughout Kerala and a visit to Kuttanad can be very purposeful to a traveller in search of Kerala cuisines.

Biriyani is meat and spices cooked, with rice and are very popular with non-vegetarians. Dishes like thoran, kaalan, pachadi and olen are unique to Kerala vegetarian meals. When vegetarian dishes are served with rice on plantain leaves during special occasions, they are called Sadhyas. The dessert accompanying a sadya is usually a payasam and there are various types of payasam preparation in Kerala. The popular snacks are parippu vada, uzhunnu vada, unniyappam,
kozhukatta and pazhampori. Authentic vegetarian feast(sadhya) in a Hindu traditional house will be a unique Kerala experience.

2.10.12 Medical Tourism

A new trend in global tourism is the popularity of medical treatment abroad called medical tourism. One of the major reasons that promote medical tourism is the increasing cost of medical procedures in one’s own country. Another factor is the long waiting time involved in getting to get a surgical procedure done for patients in countries like Canada, and UK that operates on public health care system. Lack of health insurance is a serious issue for patients from USA to seek affordable medical procedures abroad. Patients in the western countries, due to expensive treatment, long waiting period or the exclusion of certain procedures from their health insurance, are forced to travel to some popular medical destinations world-wide for affordable treatment. Most of the patients who come to India are in search of medical procedures in the departments of plastic (cosmetic) surgery, cardiology, orthopaedics, ENT, ophthalmology, general surgery, neurosurgery, urology, open heart surgery, fertility treatment and dental care. Many of these patients are transferred to tourist resorts after their discharge from hospitals to recoup. It is now estimated that close to $ 4 billion flows to Indian economy from the medical tourism alone. India is
expected to attract 1 million health tourists per annum by 2015\textsuperscript{23}. Kerala attracts many patients from the Gulf countries and Maldives due to its proximity.

In addition to the western system of medicine, health tourists visit India for getting benefited from the indigenous medicinal systems such as Ayurveda, Siddha and Unani. Of these, health tourism based on Ayurveda is very popular in Kerala.

\textbf{2.10.13 Souvenirs and Handicrafts of Kerala}

Kerala’s traditional artisans produce handicrafts of high quality that satisfy the shopping needs of tourists and they range from simple souvenirs to expensive gold jewellery. Tourists in Kerala fall under four categories: international, national (domestic) diasporas and NRIs. Their shopping needs vary considerably. Foreign tourists generally prefer indigenous art and craft products, handloom fabrics, spices and sandalwood items. However, for the diaspora, the main attraction is towards items expensive saris and carved wood furniture. The souvenirs, the tourists generally buy are chiefly the miniature iconic products of Kerala. These products range from traditional Kerala brass lamp to miniature snake boat. For them, such souvenirs evoke a memory of a place, they visited and the culture of its people they

\textsuperscript{23} Tourist Statistics, 2011. Department of Tourism: Kerala.
experienced. Tourists prefer inexpensive to expensive items as mementos of a country to carry with them for entertaining a sweet memory for long to decorate their living rooms or to serve as a gifts for friends and relatives. Such items should be light weight, attractive with a meaning connected to something.

2.11 ENTREPRENEURSHIP: A CONCEPTUAL FRAMEWORK

Over the centuries the words ‘Entrepreneur’ and ‘Entrepreneurship’ have been used in various senses. Conventionally entrepreneurship has been considered as an inborn trait of the individual. In the middle ages ‘entrepreneur’ was used to denote a person who was active and got things done’. The term ‘Entrepreneur’ is rooted in the French word, ‘Entreprede’, which means to undertake’. In the earlier 16th century it was applied to those who were engaged in military expeditions. In the 17th century the term came to be used to mark civil engineering activities such as construction and fortification. It was first introduced into fiscal science in the early 18th century French economist Richard Cantillon24. In his writing he defines the entrepreneur as the ‘agent who buys means of production at certain prices in order to combine them’ into a new product. His definition propounded the

uncertainty-bearing function. Cantillon saw the entrepreneur as the individual who handles ‘venture capital’ and takes on the risk of decision making. Pertinent to this opinion is the uncertainty of the market. He portrayed an entrepreneur as one discharging the functions of direction and speculation. By enlarging its scope, he stated that ‘Anybody engaged in economic activity was an entrepreneur’\textsuperscript{25}. An entrepreneur is one who takes risks and starts something new. He is the artist of the business world.

Joseph Schumpeter (1934) stated that the entrepreneur is one who applies innovation” within the context of the business to satisfy unfulfilled market demand. In elaboration, he saw an entrepreneur as an innovator who implements change within markets through the carrying out of new combinations. The carrying out of new combinations can take several forms;

- The introduction of a new good or standard of quality
- The introduction of a novel method of production
- The opening of a new market
- The acquisition of a new source of supply of new materials and
- The carrying out of the new organization in any industry

The Oxford English Dictionary (1933) defines entrepreneur as ‘one who undertakes an enterprise, especially a contractor, acting as intermediary between capital and labor’. He is ordinarily called a businessman. In France, in the early 16\textsuperscript{th} century, men engaged in leading military expeditions were referred to as entrepreneurs. After about 1700, the term entrepreneur was frequently applied by the French government to road, bridge, harbour and fortification contractors and somewhat later to architects\textsuperscript{26}. Seeing such activities as the entrepreneurial function, the mid-eighteenth century French writer Bernard.F.De.Belidor further defined entrepreneurs as buying labor materials at uncertain prices and selling the resultant product at a contracted price\textsuperscript{27}. Entrepreneur is defined in Webster’s new world dictionary as ‘a person who organizes and manages a business undertaking, willing to take risk for the sake of profit.

2.12 WOMEN ENTREPRENEURS THE CONCEPT

A general definition of entrepreneur can be described as ‘an individual or group of individuals, who creates something new, unites various factors of production, and bears risk in the operation of a

business enterprise\textsuperscript{28}. Entrepreneurship is assumed to be sex neutral. No definition of entrepreneurship has a sex bias and hence, encompassed women entrepreneurs without any reservations. The European Commission’s Best Project defines a female entrepreneur as: ‘a woman who has created a business in which she has a majority shareholding and who takes an active interest in the decision-making, risk-taking and day-today management’\textsuperscript{29}. The OECD analysis defines entrepreneurial activity by women as; ‘the establishment, management, growth and death of an independent firm’\textsuperscript{30}.

The Central and State Governments have always been giving preferential treatment to women by encouraging, equipping and facilitating them to become entrepreneurs with a view to empower them to play a significant note in the productive industrial sector for self employment thereby and generating additional employment opportunities in the state. The Central Government has given a specific definition for women Industrial units as follows;

\textsuperscript{28} Data S.,(1999), “Women Entrepreneurs In India with Special Reference to the Watershed, Management Accountant”, 34(1); 44-48
“A small scale industrial unit/industry related service or business enterprise, managed by one or more women entrepreneurs in proprietary concerns, or in which she/they individually have a share capital of not less than 51% as partners/share holders/directors of private limited company/members of co-operative society and with not less than 80% women employees”.

But in the current Indian context women entrepreneurs can be counted only as Marshall’s organizers of factors of production and they may be considered as an adaptors and imitators rather than an innovators. Generally, the goods produced by these entrepreneurs are intermediate goods or consumer goods.

2.13 IMPORTANCE OF WOMEN ENTREPRENEURSHIP

Women’s economic empowerment is not just a women’s issue, it lies at the very core of national development, and the political and economic empowerment of women is a invaluable contribution to sustainable growth and responsible government\(^{31}\).

No nation can attain progress and prosperity without making optimum use of all its resources including its human potential. It is

therefore imperative that women, constituting half of the population must be given their due share in the development process at all the three levels viz., formation, utilization and benefit distribution of resources. Women entrepreneurship assumes great importance in ensuring the future economic prosperity especially in a resurgent economy like that of India. Effective, time-bound policies and strategies must be adopted to remove the disabilities of women entrepreneurs so as to develop the true spirit of entrepreneurship among them. Actually, the potentialities in women remain largely unrealized. Our society is always skeptical of the competence of women to take up the onerous tasks of entrepreneurship. In India, a huge potential of women is left unutilized and untapped. It should be tapped towards entrepreneurial pursuits and a concerted effort would change the socio-economic scene of our country\(^\text{32}\).

Poverty and unemployment are the major problems of underdeveloped countries like India. Empowering women is not just for meeting their economic needs but should aim at their holistic social development\(^\text{33}\). The economic empowerment of women is fundamental to their overall empowerment, initiated a better quality of material life

\(^{32}\) www.indiatogether.org.
through self supportive enterprises, initiated and developed by them. If women generate income for themselves outside the home, they will be able to exercise control over it, thereby gaining greater bargaining power within the home\textsuperscript{34}. The increased decision making power adds to their personal well-being, which, in turn, helps to enhance the overall welfare of the society. A study conducted by Pitt, reported that participation in micro enterprise programmes leads to greater decision making ability, controlled expenditure, greater access to financial resources and increased social networks and creates greater freedom of mobility\textsuperscript{35}. As employment opportunities all over the world are decreasing, entrepreneurship is seen as the most feasible way to lift women out of poverty. Experience shows that most of the poor women invest money wisely and make sound decisions to maximize returns. Access to savings and credit facilities helps poor women to make comparatively larger investments and enables them to take advantage of profitable business opportunities and to increase their earning potential\textsuperscript{36}.

Promotion of women entrepreneurship is a reliable means of achieving the economic stability of women and their families. It may involve considerable spending on education and health, but it will enhance women’s decision making power and reduce gender discrimination. Besides, there are certain other reasons for promoting women entrepreneurship. Viz. it’s close link to social, cultural, religious and psychological variables. The flexible nature of work that combines gainful employment with domestic responsibilities leads them to gain economic self-sufficiency especially in rural women, and, above all, it acts as a safeguard against the evil effect of the modernization that snatches bread and butter from an increasing number and proportion of women. This fact turned the attention of policymakers and planners towards the significance of women’s productive activities and their need of income generation, which paved the way to women entrepreneur movement. Of the hundreds of thousands of new entrepreneurs, some fail, some will muddle along, and a few will thrive. But given sustained support and incentives women entrepreneurs will be able to overcome all the ailments of infancy and achieve enough strength to stand shoulder to shoulder with men in the process of national re-construction. There are two streams of thoughts on the promotion of women entrepreneurship. The first one argues that women should be receive
preferential treatment in all social and economic programmes. But the second view that women should be satisfied with gaining equality in every walk of life, particularly in the field of entrepreneurship. The institutional arrangements and policy instruments such as EDP’s should not ignore women’s right to equality with men.

2.14 FUNCTIONS OF WOMEN ENTREPRENEUR

As an entrepreneur, a woman has to perform all the functions involved in establishing an enterprise. These include idea generation and screening, determination of objectives, project preparation, product analysis, and deciding on the nature of business. Women entrepreneurs are most suited to undertake three types of jobs;

1. Playing the role of a sub-contractor with the raw materials provided by the customer.

2. Manufacturing an item to the long or short term needs of other enterprises.

3. Manufacturing items for direct sale in the market.

Frederick Harbison\textsuperscript{37} has enumerated the following five functions of a woman entrepreneur;

1. Exploration of the prospects of starting a new business enterprise.

2. Undertaking of risks and the handling of economic uncertainties involved in business.

3. Introduction of innovation or imitation of innovations

4. Coordination, administration and control

5. Supervision and leadership.

The main functions performed by women entrepreneurs in an economy can be summarized as follows;

- Setting up a new enterprise
- Introducing innovations or imitating innovations.
- Supervising the business plans.
- Coordinating and controlling the enterprise.
- Bearing risks and reducing uncertainties.