

Women Entrepreneurs and Tourism: An Investigation on the Current Situation and Problems in Sinop Province

Gül ERKOL BAYRAM

Sinop University
School of Tourism and Hotel Management
Sinop, Turkey
orcid.org/0000-0001-9764-2883
gulerkol@windowslive.com

Extensive Summary

Introduction

It is seen that there are different contributions towards women entrepreneurship in many parts of the World and Turkey. Increasing public support, especially since the 1990s, to increase women's employment has been increased by micro-credit support belongs to women entrepreneurs on November 25, 2015. Especially considering that women's entrepreneurship in Turkey's development and balanced development in the key will play a role in the political arena and spoken frequently each term in Turkey has become a much debated. Encouraging and supporting entrepreneurship since the 1980s are among the main concerns of the countries. In particular, a new model of women's entrepreneurship and different methods have been tried in order to prevent the female population from being idle in business life, and voluntary NGOs and associations and unions to support women have been accelerated. In addition, incentive policies created by international institutions such as the European Union, the World Bank, and the United Nations Development Program are also an important step for women's entrepreneurship.

Due to the structure of the tourism industry, it is a very convenient area for women. Women are the director of the tourism sector as employer and employee. (Tajeddini et al., 2017: 56). Countries that think that qualified personnel, which is a subject that has been debated for many years in the tourism industry with being possible through education is showing an increase. This development made it possible for women to take part in the upper echelons. The entrepreneurial activities have increased considerably and the entrepreneurship activities that women have undertaken by preparing handicrafts or local products in their homes before have been carried out professionally with the support of the state (Çiçek et al., 2017). In this respect, in the tourism industry; it should be taken into account that women entrepreneurs can contribute to economic growth, empowerment and a permanent production and marketing philosophy, and women's tourism activities should be supported by state support and private sector activities.

Method

The qualitative research approach was utilized in the research. It is possible to refer to the research design as a one-way case study. Literature and observations were made in addition to the interview technique of the qualitative method used in the research. Content analysis was also used as the data analysis method. The research method consists of two elements. The first element is; Examine the current situation and researches on women's entrepreneurship in national and international field tourism, the second is collecting and analyzing data. It was discussed with women managers and owners of boutique businesses offering restaurants, souvenirs and local products in Sinop.

Findings

According to results; 4 of the participants are primary school graduates; 2 in high school; 4 is a university graduate. There is no participant in tourism education. All of the interviewed businesses are established by women; Sometimes the business owners are not available, so another women employee answers questions. 9 of the participants participating in the survey were business owners; 1 is the business executive. 4 of the participants are 41-50 ages ; 3 of the participants are 51 ages; 3 are 31-40 ages; 1 is in the age range of 20-30 years. When the status of residence in Sinop province is examined; the number of participants living in Sinop since birth 5 persons; Number of participants residing in Sinop between 0-5 years is 1 person; Number of participants residing in Sinop between 6-10 years is 2 people; Number of participants residing in Sinop during the period of 11-20 years is 2 people; The number of participants who reside in Sinop over 20 years is 1 person. When the working period of the participants is examined; Number of participants with 0-5 years working time is 1 person; The number of participants with 6-10 years working time is 5; 3 people with a working period are 11-20 years; It is 1 person who has 20 years and over working time.

When examining the reasons leading to the study of women entrepreneurs; It is identified that women wants to take part in jobs by material reasons, desire to take part in working life, demands to take part in social life with different activities apart from a single responsibility. When women entrepreneurs are asked whether they have benefited from the support; they did not benefit much, they started entrepreneurship activities on their own initiative. When the statements of female entrepreneurs are examined according to support of family and public; it is seen that they do not have sufficient knowledge about public support.

There are three questions about role conflict title. The first question is who is the head of household? ; A large part of the participants gave the answer as women to the question. Another question with the role conflict heading of participants is; Do you rank your responsibilities according to priority order? This question stated that responsibility for home and family close to all of the participants had come before the work. Another question is who is responsible for carrying out your housework? Mostly participants gave the answers that they were responsible for all housework. There are two questions directed at women entrepreneurs under the heading of time constraints. The question is "do your work affect for taking care of your children and?" While expressing that a large part of the participants did not affect; a small part affected partly. Another question is "Do you see yourself as a good mother and wife?" All of the participants stated that they were a good mother. Under the heading of role

discrimination;” how does your family look at work?” were answered positively by most participants. A large proportion of participants expressed their families' positive attitude towards their work. Part of the participants stated that they are approaching negatively.

Three questions were addressed under the heading Business and Environmental Conditions “Does your job offer you uplift opportunities?”. They stated that some of the participants, in part, had the opportunity to rise, and this increase could be defined as an increase in the level of income. Part of the participants stated that a situation like rising would not be possible in the individual working area. The question is “Do you have social security? Why is social security important to you” While expressing that the participants had social security; one participant stated that he did not need it because of the social security of his partner. When is it asked to participants "how do you use the income you earned? some gave answers for their family and children and themselves; some gave the answer for work.

Women entrepreneurs are asked to “Tourism sector is suitable for female entrepreneurs? What are the advantages and disadvantages?”. it is stated All of them were a suitable sector; they also expressed that there were some problems arising from perception and roles. Another question is “Are participants a suitable place for Sinop women entrepreneurs? What are the negative aspects?” they mentioned that it is a suitable place for all, but also mentioned the existence of some troubles.

Conclusions and Suggestions

Within the scope of the research, it has been determined that most of the women entrepreneurs are over 40 years old. Also, when associated with the working period, the experience period is about 6 years and over; This situation expresses that female entrepreneurs can become professional in terms of experience and age. When the education levels are examined; a balanced distribution of different levels of education can be showed that the level of education in entrepreneurial activities is not very effective.

While it was seen that women were supported by family and relatives of some of them in their work; some of them were also strongly opposed. The main cause of this problem is the positioning of women's perception of traditional beliefs and values in society. Women were asked seven questions under the title of role conflict, time limit, role discrimination. When the findings are examined; women see the head of the house as their own. Others think that men and women should be balanced in this regard. The basic belief in this matter is the woman who makes the final decision about the house with different responsibilities and roles she undertakes. It is a moral obligation for the house and his family to come first in his responsibilities.

Women have expressed their first responsibility as housework. They think that women should spend most of their time with their family. In addition, women entrepreneurs see themselves as a very good mother and wife; their difficult working conditions and their exhausting working environment is the reasons for this. Participants 'views of their families' work are generally indicative. This implies that the barrier to perception and traditional beliefs, one of the biggest obstacles in front of women's entrepreneurship can be stated to decrease largely.

When the answers to the working conditions of women are examined; Although entrepreneurs have positive opinions on the possibilities of promotion; some of them stated that they did not allow the area they were working to rise. Participants think that the tourism sector is a favorable sector for women. However, the support and contributions of municipalities and governors in this issue are not a sufficient level and the public's awareness of this issue is among the recommendations of women entrepreneur.