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SCIENTIFIC REVIEW

Women Entrepreneurship in Function of Improving Tourist Offer



Jelena Čeperković¹

Ugostiteljsko-turistička škola sa domom učenika u Vrnjačkoj Banji

Marija Šiljak²

Ugostiteljsko-turistička škola sa domom učenika u Vrnjačkoj Banji

Marijana Đurađević³

ABSTRACT

The aim of this paper is to try to highlight the importance of women entrepreneurship in function of longer stay of tourists in tourist destinations, that is, to answer the question – to what extent does women entrepreneurship participate in the tourist offer of Serbian tourist destinations? In this paper, we will identify some of the women entrepreneurs that direct their business activities, among other things, towards the tourist market. Also in this paper, we will try to determine the level of engagement of women entrepreneurs in the tourism industry and the ability to focus their activities more on the tourist market. One of the main problems of tourism in Serbia is a modest tourist offer to domestic and especially foreign tourists. This problem is evident on the basis of the number of days that tourists spend in our tourist destinations. The data from the Republic Bureau of Statistics show that tourists stayed in tourist areas by an average of 2.74 days, which is relatively small in comparison with the stay of tourists within the European Union.

¹ E-mail: jelena.ceperkovic@gmail.com

² E-mail: marija.siljak@gmail.com.

³ E-mail: mdjuradjevic@gmail.com

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Introduction

In the Republic of Serbia, there is legal and the institutional framework for understanding gender equality. This primarily refers to the Constitution of the Republic of Serbia (2006), which as the highest legal act defines gender equality in Serbia. Then there is the Anti-Discrimination Act (2009) which defines discrimination, but defines the principle of equality. Serbia has established an independent state authority, the Commissioner for Equality who performs duties in accordance with the Law on Gender Equality (2009). Also, the Labor Law (2014) prohibits gender discrimination and guarantees the same salary for the same work or work of equal value.

In terms of statistics, in recent years women are significantly more present in public life than before. The best proof is the fact of the number of women deputies in the National Assembly. Namely, they used to make 21.2% of the total number of deputies and today Assembly has 32.8% of women, which is better than in many developed countries. The situation is similar at the local level, where the situation has improved significantly in favour of women. From the aspect of education, both women and men have equal access to education. More female students enter faculties, and graduate even greater number of females than before.

Females choose faculties in the areas of education, health and social welfare, arts and humanities, and social sciences.

The census of 2011 showed that the population in Serbia decreased by 4.15% compared to the previous census. On the other hand, the data of the Republic Bureau of Statistics show that the percentage of women in the total population does not change, and it is about 51.3%. In December 2016 the number of employed persons was 2.027.000 while the number of unemployed persons in this period was 828.439 of which 358.792 were women. A disturbing fact is that one third of women, namely 111.897, had no qualification.

These data indicate that the chance of the unemployed female population may well be in the tourism and hospitality industry, which is defined as a priority sector in the Development Strategy of the Republic of Serbia. Especially, knowing that this sector demands "female occupations", including unskilled labour, given that there is a large number of unskilled women.

In addition to employment in restaurants and travel agencies, the sector of tourism and hospitality offers the possibility of starting their own businesses in terms of expanding the range of tourism products and services with the aim of tourist consumption. Tourism has a multiplied impact on consumption in the context of other activities (transport, retail, utilities, etc.).

Entrepreneurship is important for the tourism industry, especially if we know that there are plenty of opportunities to start own businesses that would complement the content of the value chain in the tourist destination. This primarily refers to entrepreneurship in the context of certain types of tourism, especially rural, events, religion, etc.

In the context of starting their own business in the tourism industry, women are particularly preferred. It is said that it is known tourism has a "feminine principle", the feminine aspect, concept, beauty, creativity, events, emotions, laughter, etc., just like the "male principle" is linked to the sport. The tourist movement includes everyone, so there is no category of the population that cannot be included in the tourist movement, and space and destination are adapted to different categories of tourists.

In tourism, labour force consists mostly of women. This is logical, given that tourists expect hospitality, courtesy, patience, adjusting to their desires and caprices. Tourists expect a clean and tidy room, a comfortable bed, good food, the right drinks and fulfilling of almost all wishes. To meet all of these needs and desires of tourists, tourist operators must be patient hosts, friendly guides, workers with a lot of understanding. All these activities, by their nature, want and better fulfill women. Women learn, study and find jobs in the tourism industry and through these occupations exhibit their "feminine principle".

Therefore, tourist destinations are spaces that are beautifully arranged, nice, pleasant and very attractive for tourists. But on the other side, a paradox or not, the four-fifths of managers in the tourism industry are men. Maybe this is the thing that has survived for years, as men are considered the gender that decides, orders, punishes etc.

Defining Women Entrepreneurship

The word entrepreneurship unites two words - innovation and creativity, later known as the concept of "innovative economy" (Schumpeter, 1942). More complete and today more acceptable definition of

entrepreneurship is that entrepreneurship is "a process that consists of creation of something new, which requires time and great effort, including psychological, financial, and other forms of risk, and in return receives material satisfaction " (Hisrich, RD, 1986).

According to Ahmad Seymour, entrepreneurs are people (business owners) who seek for creating value by establishing or expanding economic activity in the way of identifying and exploiting new products, markets and processes. Entrepreneurial activity is enterprising human action focused on creating value by establishing or expanding economic activity by identifying and exploiting new products, markets and processes. Entrepreneurship is a phenomenon associated to the entrepreneurial activity (Ahmad, Seymour, 2008).

Apart from the notions "an entrepreneur", "entrepreneurship", literature also recognizes terms "women entrepreneurs" and "female entrepreneurs". One of many definitions of women entrepreneurs is the one that defines women entrepreneurs as those who own more than 50% of companies (not taking into account the manner in which they acquired the property), who are actively involved in the operations of the company as managers and who create jobs for themselves and for other persons. If the starting point is the fact that this definition is the most accurate for the purpose of research, it is possible to define 8 criteria that should be fulfilled by women entrepreneurs (Avolio B., 2011):

- 1) Women must have more than 50% stake in the company, regardless the manner in which the property was acquired;
- 2) The company must employ at least two people, in order to differentiate it from a self-employed women and it is considered that recruitment of others in their own companies is a relevant characteristic of entrepreneurial activities;
- 3) Women should have an important role in the operations of the company at the time of conducting the research;
- 4) Women must work full-time in the company which differs them from those entrepreneurs who occasionally perform some work for the company;
- 5) Women must achieve most of their revenue from the companies they manage, which separate them from those who work part-time and are not completely dedicated to companies;

- 6) It is necessary for women to be in the company for at least two years, in order to separate them from the category of those who are not committed completely to a firm;
- 7) The company must have been operating for at least two years formally, as to distinguish the short-term and long-term perspectives of the company's founding;
- 8) The company must formally exist at the time of researching and taking the sample (registered, settled tax liabilities, paying salaries, etc.).

In Serbia, the only official definition of the entrepreneur is in the Law on Private Entrepreneurs (Official Gazette SRS 54/89, 9/90, Official Gazette RS 19/91, 46/91, 31/93, 39/93, 53/93, 67/93, 48/94, 53/95, 35/2002, 101/2005). According to this definition "the entrepreneur is a person who, for gaining profit, opens a firm and independently performs its activities" (Article 1), where the firm can be a workshop, office, bureau, service, agency, studio, pension, pharmacy, clinic and similar (Article 3). In Serbia, there is not an official definition of women's entrepreneurship nor a system of regular monitoring of entrepreneurship by gender of entrepreneurs. The absence of such systematic, gender-sensitive monitoring, prevents profiling of adequate measures to promote women's entrepreneurship and comparison with the EU countries and region (Avlijaš, S. et al. 2012).

Characteristics of Women Entrepreneurship

Lately, people have been talking more and more about the phenomenon called women entrepreneurship. This is the kind of entrepreneurship where a woman is a person who starts to produce, innovate, take risks, create jobs and generate profit. While during the seventies of the last century the percentage of female entrepreneurs was significantly low, almost negligible - around 5%, today this percentage is significant in the total number of entrepreneurs and up to one-third of the total business in the world is run by women. The number of women turning to entrepreneurial activities on a daily basis significantly increases and this trend has swept equally all countries regardless the level of their development. However, compared to the past, there have been changes that have caused differences in the factors that influence decision making. The main characteristic of women entrepreneurs is creation of jobs, profit making and self-employment. If we

compare male and female business, we find noticeable significant differences that are reflected as follows:

- Women's business is smaller by the range, which leads to a smaller number of employees and a smaller profit;
- The motive for starting women's business in most cases is self – employment;
- Starting women's business in most cases is focused on the service activities;
- Women's business does not have the intensity of growth that male business does (Women's Business Conference 2012).

Mostly stereotypes that accompany the ability of women and the belief to be less successful are even today arguments that go in favour of men's business, because "a successful entrepreneur" mostly refers to men.

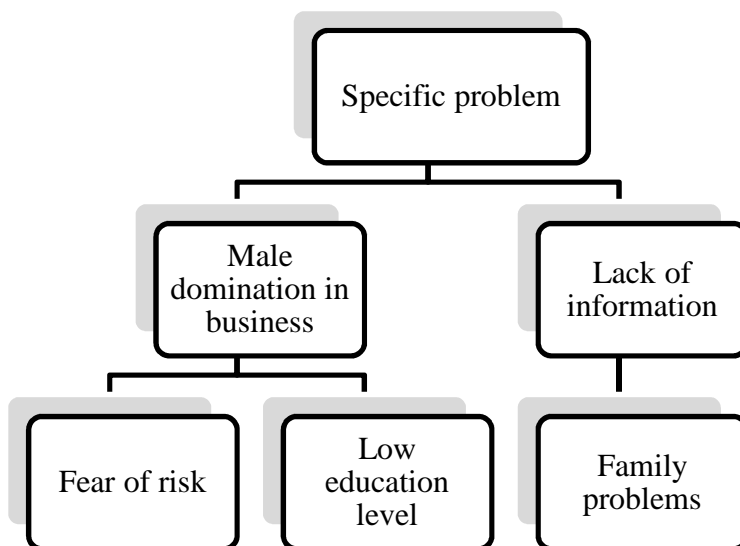
The most common motives that drive women to start their own business are (Knežević, S. p. 7-10, 2013):

- The innovative drive,
- The economic necessity,
- Independence,
- The need for achievement,
- Stories about success from the region,
- The only chance to get a job,
- Independence at work
- They do not have a better choice for the job,
- The desire for a better salary,
- Business opportunity not to be missed,
- Impossibility for promotion at work.

On the other hand, women entrepreneurs are faced with specific problems.

If we compare men and women in business, once again we can detect some specific differences that characterize women, these are primarily the lack of necessary knowledge and experience to start a business, women have less confidence, women have less access to finance and professional associations.

Schematic representation 1: Specific problems of women entrepreneurship



Surveys and studies show that female entrepreneurs have limited market access, they are mainly focused on the domestic, local area. Few women entrepreneurs managed to enter the international market, especially in comparison with the male in similar economies. The reasons lie in the limited opportunities for travel, the lack of information on export needs and demand, competition, supply conditions, etc. And the desire to enter the export market next challenge for the administrative procedures related to export (Grozđanić, R. 2016).

In our conditions, women's entrepreneurship usually starts "out of necessity" unemployment, low income, the need to support the families, poverty, but it is not, and should not be the only survival strategy. The current situation is not in favor of women entrepreneurs and does not encourage the development of women's entrepreneurship.

Women Entrepreneurs in the Tourism Offer

Women's entrepreneurship is gaining significant role in the domestic and international economic scene and represents a significant potential for economic development of a country. In developed countries, women have special stimulus and support for the development of their own businesses. In addition to the policy applied, which protects women against discrimination

and inequality, in these countries operate a number of organizations and associations that deal with the issue of women and provide them with various forms of support (Vukmirović, N. p. 16, 2005).

Tourism is in the field of service activities. Services being the subject of exchange have their market value, and in that sense, are divided into:

- services for preservation of physical health;
- services for spiritual values;
- services for tangible and intangible assets;
- services for the safety of people and property (Ivanović, S. p.63, 2014).

A tourist product includes services from several segments: accommodation, transport, catering services, entertainment and so on. An integral part of the tourist product is also the infrastructure, cultural institutions, events and similar.

Tourist consumption for a one trip starts at the place of permanent residence from which tourists move. This expenditure relates to the purchase of products that are necessary for a tourist trip, then continues to a lesser extent during the journey and ends up in a tourist town. The highest consumption is realized in a tourist town, on board and extra services products as well as services. In this series of sites where tourists begin and end tourist consumption there is the possibility to start a small own business.

Entrepreneurship is the driving force of any form of economy, but its importance stands out especially in tourism, because in this industry human labour is crucial in creating quality of tourist service (Ivanović, S. p.65, 2014).

Depending on the type of tourism that is developed or the type of tourism the destination is generally known after (religious, rural, health, city tourism, etc.) the entrepreneurial activity is developing in the field of hospitality, agriculture and other activities that enable the stay of tourists in one destination. In destinations where religious tourism plays a dominant role, starting the own business is mainly focused on handicraft techniques for creating religious and other souvenirs, organizing various exhibitions, marketing activities at the destination level, organizing tours and other visits, organizing events and happenings that are crucial for gathering the large number of believers.

For the development of entrepreneurship at the destination level, the key role belongs to a destination management organization. Coordinated activities of management should establish the partnership and business

cooperation between institutions and other entities in the area, so they all work together and offer tourists an integrated tourist product.

Women's entrepreneurship is particularly significant in rural tourism. A rural tourist household in the context of entrepreneurship is a small family-owned company that provides a complete tourist product for guests - tourists. Accompanying services and products that tourists can buy and prepare with the hosts are: food for winter, dried herbs, various souvenirs and so on. And what is specific to this entrepreneurial activity is starting a business without having qualifications.

By combining the villagers it is possible to achieve an increasing volume, the greater number of tourist arrivals. What women in rural areas need for development of tourism are financial resources for starting a business, because at the beginning of the investment, these resources must be significant as to satisfy the legal minimum on one side and wishes and needs of tourists on the other. Lack of financial resources directly creates a lack of space and equipment to run the business. Women entrepreneurs lack the knowledge for starting and functioning of the organization, knowledge of a clear goal and purpose of the organization, and there is high mutual distrust, disappointment and discouragement. And what is basically the problem in these businesses is lack of recognition of the need for merging and joint market.

No matter what form of tourism it is, women entrepreneurs can complete the additional services. Women-owners of small businesses, with their products and services which they make available to tourists will make a heterogeneous tourist offer. Products that are offered, made by skillful hands of women, are usually unique, original and typical for a particular tourist destination.

Serbian tourist destinations have their own specific features that identify them. So women in Vojvodina belong to various associations that offer the market handicrafts resulting from the canvas, embroidery, wool, thread, glass, brushwood and plastic. All these products are original and are made mostly by traditional methods of production. In Šumadija, women mainly produce ceramic products at the rural tourist household, deal with production of food for winter according to traditional recipes and the like.

Also, women are often members of various associations that throughout the year have activities aimed at the promotion of handicrafts, cottage industry, but also the promotion of products from these activities for the purpose of sales and profit.

One of the activities of women entrepreneurs association is organization of events that can be offered as a tourist attraction of a destination. The aim of such activities is to offer tourists - visitors of a tourist town, handicrafts products as souvenirs, which is the only material goods that tourists carry from the tourist town. On the other hand, such events bring together a large number of participants from different regions that generate tourist consumption in the place where these events are held.

Options to increase the degree of heterogeneity of the tourist offer are large, since only a heterogeneous tourist offer can keep tourists at a tourist destination. This primarily refers to the tourist consumption. It is necessary to be careful about the tourist offer, as to make the right offer at the right time. Such tourist offer is in favour of women, because apart from their nature to care about someone, they have a stroke, the desire and the will to meet the increasingly demanding requirements of tourists.

Conclusion

It is an undeniable fact that women entrepreneurs can significantly affect improvement of economy in one country. Their entrepreneurial activities and starting their own businesses contribute primarily to self-employment, then the employment of others, their business is very often directed to the rare or authentic products. The recruitment process means a permanent employment. The contribution of women entrepreneurs can be great with great benefits in the field of service activities, primarily of special forms of tourism.

However, women entrepreneurship should be given support, as follows:

1. Build institutions that would help women entrepreneurship,
2. Develop training programs for women entrepreneurs, so that the program is standard, but also flexible, to reconcile the needs of women,
3. Provide financial support,
4. Provide special incentives through the legal - institutional frameworks,
5. With adequate measures of state policy continuously encourage female entrepreneurship.

When talking about the mechanism to support female entrepreneurship, it refers to the (Knežević, S., p. 24, 2013):

- Funds for the development of women entrepreneurship,

- Special credit lines,
- Business incubators for women,
- Empowering women entrepreneurs,
- Definition of tax incentives and
- The promotion of successful entrepreneurs.

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