

The Challenges Women Face In The Provision Of Hospitality Services In Kenya: Critical Literature Review

Onyando Lynette Akinyi Ogada

Dr Billy Wadongo

Dr. Dr. Rose Kisia Omondi

Department of Eco-Tourism, Hotel and Institutional Management,
Maseno University, Kenya

Abstract: The main aim of this paper was to carry out a critical literature review on research that have been carried out on the Challenges Women Face in the Provision of Hospitality Services in Kenya: Critical Literature Review. We first, present the general introduction on women participation in informal hospitality enterprises in Kenya, theoretical perspectives, discussions on the recent studies on women participation in enterprises, recent global and regional studies on challenges women face in hospitality enterprises, recent studies on challenges women face in hospitality enterprises in Kenya. Next, we present the conclusion and analysis of the recent literature review. Finally, we discuss directions for future research and conclude the paper. Most of the research on women entrepreneurship is on the general business carried out by women and the researchers concentrating in countries like; United States, United Kingdom, Canada, Bulgaria, Denmark, Germany, Switzerland, Finland, Italy, Norway, Sweden, New Zealand, Spain, Australia, China, France, India, Malaysia, Iran, Pakistan and Ghana. Despite the interest, we find that most of the literature on women entrepreneurship reports empirical studies primarily from the west. There are very few studies that explore this phenomenon in a developing economy context and there is a need for research on women entrepreneurs in developing countries as cited by (Gundry et al., 2002; Goyal and Yadav, 2014) and more so in the hospitality industry being a fast growing industry. This will create more insight into in expanding the scope of research on the challenges affecting women entrepreneurs in hospitality industry in the developing economies in terms of context as well as the content.

Keywords: Hospitality Services, Women Empowerment, Gender Equality, Entrepreneurship Challenges.

I. INTRODUCTION

Female entrepreneurship is widely recognized as a critical engine of long-term economic growth and job creation, with implications for social exclusion and poverty (Langowitz and Minniti, 2007). Notably, the number of female entrepreneurs has been increasingly growing as a result of ongoing efforts by policymakers around the world to empower women and explore their leadership potential through institutional support (Ahl and Nelson, 2015; Welsh et al., 2014). Overall Total Early Stage Entrepreneurship Activity (TEA) rates have increased by 7% since 2012, according to the Global Entrepreneurship Monitor (GEM) Women's Special Report

(2015). Despite a recent upward trend in the number and scale of women-owned companies, the importance of female entrepreneurship for theoretical development and management practice has yet to be adequately addressed by academics (Ahl, 2006; De Bruin et al., 2006; Jennings and Brush, 2013). If the number of women-led businesses grows, it is anticipated that more scholarship and empirical reviews will emerge to share this valuable information.

Women may play a significant role in the broader entrepreneurship phenomenon and economic growth, according to new research (Sarfaraz et al., 2014). As a result, there is a pressing need to look at different aspects of women's entrepreneurship. To further understand the uniqueness of

women entrepreneurship as a research subject, existing theoretical principles must be extended. Women's participation in hospitality-related businesses is of concern because the sector contributes significantly to the economic output of most governments.

By necessity, women are at a disadvantage when it comes to taking on the risk of entrepreneurship, simply because they may lack the requisite financial capital, networks, and management skills to launch their own company (Chinomona and Maziriri, 2015). In addition, in a developing world context, women face difficulties relating to jobs, such as job stresses, balancing all aspects of a homemaker's life while working, and the general state of unemployment in the country in which they live (Nxopo and Iwu, 2015). Despite the lack of effort made by the broader society to encourage women-run projects and promote women entrepreneurship, women can turn to owning their own business to combat such challenges. According to Nxopo and Iwu (2015), African women are disproportionately affected by unemployment, and they must also be highly self-motivated to improve their self-employment prospects, which are critical in the South African context. Despite the aforementioned setbacks, women have come to play an important role in stimulating economic growth in South Africa, according to the 2007 South African Global Entrepreneurship Monitor (GEM) (Maas and Herrington, 2007).

Overall female entrepreneurial activities increased by 10% in 2016/2017 compared to 2014/2015 in the 63 out of 74 economies that participated in the bi-annual Global Entrepreneurship Monitor, and the gender gap narrowed (Kelley et al., 2017). However, among the 74 economies studied, development differed significantly. The basic unit of study, Total Entrepreneurial Activity (TEA), ranged from 3% in Germany, Jordan, Italy, and France to 37 percent in Senegal. Indonesia, the Philippines, Vietnam, Mexico, and Brazil were found to have equivalent or higher women participation rates than the other 74 economies. Kelley et al. (2017) have discovered that, while women are 20% or more likely than men to cite need motives, opportunity motives account for the majority of women entrepreneurs. This means that if an enabling climate exists and is equally accessible to women in the hospitality industry, the gender gap in terms of entrepreneurship and success rates would continue to narrow.

Because of their inferior status and restricted access to the formal labor market, many women have sought refuge in the informal sector (IFS) (Osei-Asibey, 2014). The IFS hires roughly two-thirds of the world's active workforce and has helped to alleviate poverty (UN, 2018). Women make up the majority of informal economy jobs around the world (Tinuke, 2012). The IFS has aided in the reduction of extreme poverty in Sub-Saharan Africa; 84 percent of female non-agricultural workers are informally employed, compared to 63 percent of male non-agricultural workers (International Labour Organisation [ILO], 2002). As a result, the importance of women in the IFS cannot be overstated. In Ghana's informal economy, women account for roughly 90% of the workforce (Ghana Statistical Service [GSS], 2013). Since women are more likely to work in informal jobs, assisting them is an important step toward reducing women's poverty and gender discrimination. The current study is looking into the degree to

which women participate in informal hospitality businesses in Kenya.

Although several studies have been conducted in relation to the aforementioned field of entrepreneurship (Chinomona and Maziriri, 2015; Koutsou, Notta, Samathrakakis, and Partalidou, 2009; Nxopo and Iwu, 2015), they have primarily focused on the challenges that women face as small business owners, which is relevant in and of itself. The aim of this paper is to conduct a critical review of existing literature in order to identify associated challenges and to investigate the experiences of women who own small businesses in Kenya's hospitality sector.

As a result of this identification, useful insight into the perspectives of guesthouse owners in both the urban and township areas of Johannesburg should be obtained. The aim of this research is to gain a better understanding of the perspectives of women entrepreneurs in Kenya's informal hospitality market. The aim of the paper is to gain a better understanding of why the aforementioned women choose to become hospital entrepreneurs. The paper is organized as follows: first, we offer a general overview of women's participation in informal hospitality enterprises in Kenya, theoretical perspectives, discussions of recent studies on women's participation in enterprises, recent global and regional studies on challenges women face in hospitality enterprises, and recent studies on challenges women face in hospitality enterprises. Following that, we present the latest literature review's conclusion and interpretation. Finally, we end the paper by discussing possible study directions.

II. LITERATURE REVIEW

A. THEORETICAL PERSPECTIVES

This review is based on feminism theory, which states that men and women should have equal political, economic, and social status (Ropers-Huilman, 2002). In general, the theory asserts the importance of women in the hospitality industry as a possible avenue to women's well-being (Tong, 2009). Faster economic growth benefits from increased female labor force participation (World Bank, 2012), which can contribute to better well-being. According to Delmar (1986), the word has a restrictive meaning in terms of basic interests and classes. This highlights three key concepts that underpin feminist theories and are the source of their roots (Ropers-Huilman, 2002). First and foremost, women are special individuals who have important contributions to make to society (far and near). Second, as a result of the stigmatization and discrimination they face, women's participation in society has been passive, their potential stifled and their ability to obtain incentives hampered. Finally, feminist studies should go beyond criticism. Feminist thinkers must pay close attention at the micro level in order to capture problems and work for social change. According to these ideals, feminist theory's primary goal is to recognize and liberate women in order to empower them for the good of society as a whole. Since women's involvement in the hospitality industry is a unique contribution and reveals their active participation, this analysis is based on the feminism theory.

B. RECENT STUDIES ON WOMEN PARTICIPATION IN ENTREPRENEURSHIP

Male and female entrepreneurs were believed to be similar in early entrepreneurship studies, so there was no need for a separate investigation (Bruni et al. 2004). As a result, women's entrepreneurship did not emerge as a significant sub-domain until the late 1990s and early 2000s (Jennings and Brush, 2013), when two dedicated conferences were launched. In 1998, the Organization for Economic Cooperation and Development (OECD) organized a policy-oriented conference on women entrepreneurs in small and medium-sized businesses. The International Journal of Gender and Entrepreneurship, a specialized publication, did not debut until 2009. Leading journals in the mainstream Entrepreneurship field eventually recognized the increasing need for research in this area and began publishing articles on it. In 2006 and 2007 (de Bruin et al. 2006), and again in 2012, the journal Entrepreneurship Theory and Practice published a special issue on women entrepreneurship (Hughes et al., 2012). In 2006, the Global Entrepreneurship Monitor (GEM, <http://www.gemconsortium.org/>) released a special report on women and entrepreneurship, which was accompanied by reports in 2010, 2012, and 2015. The Female Entrepreneurship Index study, released in 2015 by the Global Entrepreneurship Development Institute, examined conditions for promoting women's entrepreneurship in 77 countries. The top ten countries for female entrepreneurs in 2015, according to the survey, were the United States, Australia, the United Kingdom, Denmark, the Netherlands, France, Iceland, Sweden, Finland, and Norway (Terjesen and Lloyd, 2015). These are some of the brave publications about women in entrepreneurship that provide scholarships to women who want to work in the hospitality industry.

Aidis and Weeks (2016) looked at ways to measure high impact female entrepreneur development and came to the following conclusions about policy and development strategies for women entrepreneurship development: Public policy programs may play a key role in creating a supportive environment – indeed, they are critical as women-owned businesses grow. Policies aimed primarily at encouraging more women to start businesses (many of which are microenterprises or cooperative-based initiatives), but not at assisting them in expanding into new markets, would not increase the amount or impact of “potential” or “promising” entrepreneurs – the two classes most affected by a facilitating (or disabling) business climate. According to Aidis and Weeks (2016), policies aimed solely at encouraging more women to start businesses but not intended to help them expand into new markets would not increase the number of “potential” or “promising” entrepreneurs or their effects. It is very helpful to be reminded of certain key statistics when discussing women's role in the economy and society. According to UN Women, “women perform 66% of the world's work, produce 50% of the food, but earn 10% of the income and own 1% of the world's property” (UNICEF, 2012). The degree to which women overcome obstacles in running hospitality-based businesses, especially in Kenya, is critical.

Promoting an atmosphere that encourages sustainable, effective, and successful female entrepreneurship would

benefit Jamaican society. “Being working in the private sector, as opposed to self-employment, contributes to moving people out of poverty,” the writers of the Jamaica roadmap for SDG implementations write (Planning Institute of Jamaica et al., 2017, p. 44). As a result, Jamaicans could benefit greatly if the country's entrepreneurship and MSME services were strengthened. MSMEs recruit 86 percent of Jamaica's population and account for 90% of the country's businesses. Since MSMEs make up such a large part of the economy and workforce in Jamaica, policies and laws that support the efforts of Jamaican women entrepreneurs could be extremely beneficial in achieving the Jamaica Vision 2030, which is aligned with SDGs 5 and 8. These recent reports on women's involvement in entrepreneurship indicate that, despite obstacles, women are gradually becoming more involved in entrepreneurship globally and regionally.

C. RECENT GLOBAL AND REGIONAL STUDIES ON CHALLENGES WOMEN FACE IN HOSPITALITY

The query elicited a number of themes relating to the difficulties of becoming a female guesthouse owner in South Africa. Guest grievances, government and association procedures, pricing, the failure to handle overheads, a shortage of preparation, human resources, funding, and the female situation are among the main themes that have emerged. Mwobobia (2012) discovered that small-scale women entrepreneurs in Kenya face similar challenges. These sentiments were shared by Zapalska and Brozik in international studies (2014). Previous research has found that when engaging with different stakeholders associated with their business, such as suppliers, consumers, and bankers, women have a low level of credibility (Nxopo and Iwu, 2015). The above findings may indicate that such challenges indicate a lack of sound small business management skills among women entrepreneurs. Guesthouses, on the other hand, are part of the hospitality sector, which makes up the South African tourism industry. As a result, it could be argued that the difficulties faced by all guesthouse owners, regardless of gender, can be generalized.

In view of this perspective, the difficulties identified by Chinomona and Maziriri (2015) can be seen as a result of the market's lack of tangible protection and credit. The findings discussed here may also be attributed to challenges arising from a lack of industry awareness, particularly since none of the respondents had any tourism or hospitality-related qualifications. According to study, starting and running a company is extremely risky for the entrepreneur, as none of the respondents had a formal training in the fields of tourism and hospitality. Women entrepreneurs face an even greater risk because they not only have to survive in a male-dominated world, but they also appear to lack qualifications and training in the industry, which can make it difficult to run a successful business in both the formal and informal sectors (Chinomona and Maziriri, 2015).

Previous research has found signs of gender disparities in tourism jobs, mostly to the detriment of women (Maleka, Ntanjana, Ndivhuwo, Du Plessis, 2018). According to Derera, Chitakunye, and O'Neill (2014), there is a scarcity of research on women entrepreneurs in South Africa, especially in the

tourism industry. Thus, rather than the informal sector, which is one of the gaps identified by the current study, the role of women in the tourism industry has been a concern for both management practitioners and academics (Pinar, McCuddy, Birkan, and Kozak, 2011).

The investigation of gender diversity in the Turkish hospitality industry by Pinar, McCuddy, Birkan, and Kozak (2011) focuses on two primary objectives: (a) exploring the potential relationships between gender and several demographic variables, and (b) investigating the possibility of a gender impact regarding employee perceptions of recruitment and earning potential decisions. The findings, based on 682 surveys, show that two of four demographic variables, as well as hiring activities and earning capacity, have a major gender impact in the male-dominated Turkish hospitality industry. These findings could have significant managerial implications for the (Turkish) hospitality industry's gender diversity.

A number of interesting studies have examined potential strategies and actions to promote sustainable development in marginal rural areas, including the launch of female-led enterprises. However, the majority of this study has concentrated on the topic as it pertains to developed countries. Bhuiyan et al. (2012), Greenberg et al. (2019), Ghouse et al. (2019), Kimbu et al. (2019), and Solanki (2019) study female entrepreneurship in rural areas in Israel, Oman, Africa, and India, revealing conditions that apply in economic and socio-cultural contexts that are not easily or instantly comparable to those in developed countries (see Solanki, 2019). In developing countries like Kenya, there is still a scarcity of literature on female entrepreneurs in the hospitality industry.

Serfimova & Petrevska (2018) emphasize the importance of ongoing, systematic study of particular issues that women face in the tourism and hospitality industries in Macedonia. They suggested that the study be expanded with more significant indicators to allow for a more accurate evaluation of the opportunities for women to progress as entrepreneurs in the tourism industry. Despite the limitations of the research's scope, this article contains important conclusions that can be used to launch serious measures and activities aimed at detecting negative effects on female entrepreneurship in tourism in Macedonia. Though women and men have similar perspectives on many of the issues studied, their perceptions of women entrepreneurs in tourism in Macedonia are vastly different. As a result, men's attitudes were not special, while women's perceptions of their participation in tourism entrepreneurship were moderate and could be changed. The paper also discusses the particular issues that women face in the informal hospitality industry. Finally, based on the study results, the paper proposes a number of measures to be adopted in order to close the gap and transition from the present to the vision of transformation (Serfimova & Petrevska, 2018).

Women's involvement in business is growing in popularity in the South Pacific, but there have been few studies on the topic in Fiji's tourism industry. This study focuses on the gender dimension of community-based tourism production in Vatuolalai village and the Coral Coast of Fiji, based on ethnographic research (Movono & Dahles, 217). Their research aims to learn more about the connections

between female empowerment, tourism, and business in this indigenous Fijian culture. The paper examines how indigenous Fijian women have adapted to become effective business operators and powerful drivers of socio-political change affecting existing gender relations within an indigenous Fijian setting through their participation in tourism. The study claims that local women have gained not only economic but also psychological, social, and political empowerment as a result of tourism-based entrepreneurship. This is not a common outcome, according to the literature, particularly in patriarchal and embedded indigenous communities.

Previously, the entrepreneurship field was dominated by men, but recent studies show that the number of females starting businesses is increasing (Forbes 2013). This may be due to the fact that the era of the "woman's place in the kitchen" is coming to an end. Females aspire to be active participants in global economies and breadwinners in their households. Despite the fact that the number of female entrepreneurs is increasingly increasing, men still outnumber women in some fields (Keating, 2012), such as tourism and hospitality. Despite the noticeable involvement of women in starting businesses, they face numerous challenges and must conquer numerous obstacles in order to be profitable. They must contend with prejudice and bigotry, as well as social and cultural views, as well as a lack of knowledge and training (Chinomona & Maziriri, 2015). Male dominance in service sectors, illiteracy among rural women, a lack of knowledge, assistance, and infrastructure are some of the challenges that female entrepreneurs face when starting a company, according to Chordiya (2013:390). Restricted access to financial services, a lack of support systems, juggling business and family commitments, negative prevalent socio-cultural perceptions, gender inequality and bias, a lack of training and education, and personal difficulties are some of the challenges female entrepreneurs face, according to Nieman and Niewenhuizen (2009:39).

Despite a rise in the number of female-owned businesses in South Africa, according to Symanowitz (2015), women entrepreneurs account for just 38% of the country's entrepreneurship market. Despite attempts to close the gender gap between male and female entrepreneurs, the gap continues to grow (Tsele, 2015). According to Tsele (2015), based on Entrepreneurship Monitor's 2012 statistics, just 6.2 percent of South African women are interested in entrepreneurship, down from 9 percent the previous year (2013). Women often enter entrepreneurship with limited capital, and as a result, they are more likely to enter small-scale industries such as retail or services, where entry costs are low and growth potential is high (Mauchi, Mutengezanwa and Damiyano, 2014).

It is believed that various motives motivate female-entrepreneurs who own bed and breakfasts in order to explore the obstacles they face. Women may be motivated to start a business by economic factors such as limited job opportunities and a need for income. Internal and external factors, according to Krishna (2013), include career experience, a willingness to maximize opportunity by being creative, family history, and educational experience, as well as government and financial assistance from institutions. External factors support to give entrepreneurship a gleam, while internal factors contribute to an entrepreneur's personality to build a propensity to promote

entrepreneurial operation (Krishna, 2013). According to Kirkwood (2008), Charles and Gherman (2013), and Yu and Yan (2015:195), there are pull and push factors that encourage women to start a company. An entrepreneur spotting an opportunity, inspiration for financial strength and prosperity, the need for freedom, personal development, community status, and self-fulfillment are all pull factors. Push factors include, among other things, the desire to earn a living, divorces, the economic downturn, redundancy, inability to find work, and family support with extra income (Charles and Gherman, 2013; Yu and Yan, 2015:195). As tourism increases, a growing number of female entrepreneurs are venturing into the tourism and hospitality sector and welcoming tourists (SAGN, 2007). Female-owned businesses in the hospitality and tourism sector include operating B&Bs, serving as tour guides, tour managers, providing information centers, and supplying goods and services to the industry, among other things (SAGN, 2007).

When it comes to female entrepreneurship, many experts believe that females are at a disadvantage when it comes to entrepreneurial options and capital compared to their male counterparts. Despite the fact that female entrepreneurs can choose to enter the self-employment market, they face obstacles that affect the success of their businesses. Restricted access to finance and other financial services, a lack of support systems in business counselling and/or mentoring, juggling business and family commitments, the legal and regulatory climate, and a lack of knowledge and assistance are some of the challenges found. Negative sociocultural attitudes, gender inequality and racism, insufficient preparation, education, and knowledge, personal challenges, lack of access to networks, and infrastructure (Nieman & Niewenhuizen, 2009:37; Kgosiemang, 2015; Fisk, 2015; Keating, 2012; 2015; Saini, 2014:30; Thebaud, 2015; Chinomona & Moziriri, 2015).

According to Hlanyane and Acheampong (2017), female entrepreneurs in Mthatha face a number of challenges, including limited access to finance, seasonality, balancing work and family life, corruption/bribery, poor infrastructure, inability to attend seminars and workshops to network, poor customer service, and a lack of awareness to the necessary telecommunications infrastructure. Such women, on the other hand, are resilient to the aforementioned obstacles, owing to factors such as resilience, the desire to remain autonomous, and faith in the opportunity and financial rewards that their operation provides. This research has implications for entrepreneurship and economic development in South Africa, as well as how disadvantaged companies, such as women's businesses, need ongoing support from the government and private sector in order to remain competitive and economically viable; this is also critical research that should be examined in Kenya.

Other challenges listed by the respondents, according to Deen, Harilal, and Achu (2016), include dealing with seasonality, marketing strategy, and the expansion of client-based, restricted infrastructural space, such as parking. As previously mentioned, such challenges can be related to the broad themes that have been established, namely, "the need to make a profit" and "training and education." In order to solve the problem of a business's lack of infrastructure, the latter must be profitable. The profitability of a company has a

knock-on impact on expanding its client base, since it is difficult to increase a business's current client base without increasing its infrastructure. The problem of dealing with seasonality may be directly related to the marketing strategy, which necessitates precise expertise. Many of the respondents in the current study lacked formal education or training in the tourism and hospitality industry, which hampered their ability to deal with challenges like seasonality and marketing strategies, as discussed further below.

In the tourism and hospitality industry, women lacked professional education and training. The primary motivation for women to open guesthouses was to benefit financially from them. Other factors included the need for growth and a better quality of life, as well as the development of jobs. The difficulties they faced, according to the respondents, were financial constraints such as high operating costs and issues with pricing and payment for services, with the need to obtain access to finance being an important part of ensuring that the company remained viable. It's worth noting that the respondents who were already in business for themselves suggested that prospective women guesthouse owners explore and find available sources of funding that they could use in the future, as well as organizations that subsidize and help women entrepreneurs. In view of the respondents' comments about the excessive amount of red tape that women face in obtaining assistance from them, the government and other funding agencies will need to rethink various ways of providing assistance and granting help (Deen, Harilal & Achu, 2016). Nandone and Lian (2013) found that women lack soft skills during business negotiations and are shy when negotiating with their male counterparts in their research on the review of Women Small Scale Entrepreneurs Practices during Business Negotiations in Tanzania Agribusiness. For the growth of women-owned businesses, some advice was provided on how to improve entrepreneurs' business negotiating skills.

D. RECENT STUDIES ON CHALLENGES WOMEN FACE IN HOSPITALITY ENTERPRISES IN KENYA

According to Shikuri and Chepkwony (2013), the hospitality and tourism industry is undeniably beneficial to the country's economic growth. Kericho County benefits from the industry because it provides opportunities for economic growth, such as creating jobs for the local population. Hoteliers' entrepreneurial problems should not be perceived as roadblocks; instead, they should concentrate on tactics to help them overcome them. Problem solving, being agile, promoting inter-firm collaboration and networking, as well as adopting technology and subsequent updating are all activities that an entrepreneur can use to help avoid the issues brought on by challenges, according to the report. According to Shikuri and Chepkwony (2013), the key challenges facing the hotel industry in the county are a lack of qualified manpower, supplier issues, and high rivalry. It's tough, if not impossible, to face obstacles without considering how to address them. In the same way that companies face different challenges, our research discovered that all respondents faced different challenges, contradicting Bowen et al. (2009)'s assertion that not all businesses face challenges. The majority of respondents accepted that problem-solving skills were the most relevant

method for overcoming challenges. Being agile, as well as encouraging inter-firm cooperation and networking, were found to increase response.

E. RECENT GLOBAL AND REGIONAL STUDIES ON CHALLENGES WOMEN FACE IN HOSPITALITY

Gender Representation in Kenya's Hospitality Industry: A Link to Tourism Entrepreneurial Aptitude, a study by Koome, Kiprutto, Kibe, and Kiama (2013) found that employee respondents were asked whether or not they could engage in tourism entrepreneurial activities, and their responses were analyzed in relation to their gender to see whether the latter influences the former. Gender and the choice of tourism-related entrepreneurial activities were found to have a major connection or relationship, according to the findings. Furthermore, the correlation intensity was 0.404, which is mild. According to Andy (2006), the Cramer V statistics is most useful when the intensity is evaluated between 0 and 1, with 0.1 representing a small effect, 0.3 representing a medium effect, 0.5 representing a significant effect, and > 0.5 representing a very strong effect. However, the study found no connection between the current department and the choice of tourism-related entrepreneurial activities ($r = 0.037$, $p = 0.601$). Age, on the other hand, was found to have a strong negative correlation with the option of tourism-related entrepreneurial activities ($r = -.292$, $p 0.001$). As a result, younger respondents were more likely to try their hand at tourism-related entrepreneurship.

In the hospitality industry, there is a clear gender divide in jobs. The industry is dominated by men, with men accounting for the majority of management positions. Despite significant advancements in education, this has not been reflected in the workplace, especially in the hospitality industry. The existence of implicit organizational rules has been seen as a barrier to female participation; for example, the lack of maternity leave for casual employees has been used by management to hire men. Since they have to hire and train casual workers to fill these roles, they see maternity leave as a waste of time and money for the business. However, it has been noted that a growing number of women are pursuing entrepreneurial endeavors, with the number of self-employed women increasing at a faster pace – 70%. (CBS, 1998, 1999). As a result, women with previous work experience in the hospitality industry may be more likely to pursue tourism-related entrepreneurial endeavors. As a result, educational forums are recommended to alleviate social constraints on women's roles, especially in the workplace, such as professional driving. This will boost their involvement in the hotel's transportation department, where tour guides also serve as drivers. Employees should also form labor unions, especially for casual workers whose rights are routinely violated by their employers. These labor unions will campaign for fair working conditions and will speak out about workplace injustices. Existing legislation regulating equal work opportunities should also be effectively enforced. In this regard, the judiciary should play a role in advancing women's involvement by issuing timely, just, and equal rulings on workplace discrimination and harassment (Koome, Kiprutto, Kibe, & Kiama) (2013).

Analysis of factors influencing small business growth: a case study of Nauru Town, Opinya (2015) Overall, the study found that Management Skills and Adequate Working Capital have a 71 percent, 85 percent, 92 percent, and 77 percent effect on the growth of small businesses, respectively. As a result, Business Registration was found to have the greatest impact on the development of small businesses. Entrepreneurs should rotate jobs willingly and choose to work in various divisions and sections to gain expertise and learn the requisite management skills and experience with the functional diversity needed for managerial success. This will improve their skills and enable them to learn marketing strategies, financial secrets, administrative skills, and sales effectiveness, as well as gain knowledge in other fields. Entrepreneurs with functionally diverse expertise and experience will help them not only run their companies effectively across all stages, but also keep their top managerial positions (CEO).

III. CONCLUSIONS

According to the findings of our study, there is a need to broaden the reach of research on the challenges that women entrepreneurs face in the hospitality industry in developing economies, both in terms of background and material. According to de Bruin et al. (2007), the Entrepreneurship Theory and Practice journal's special issue sparked interest in the topic among researchers, and countries contributing to the special issue included the United States, United Kingdom, Canada, Bulgaria, Denmark, Germany, Switzerland, Finland, Italy, Norway, Sweden, New Zealand, Spain, Australia, China, France, India, and the United States. Despite the concern, the majority of the literature on women's entrepreneurship focuses on empirical studies from the western world. As cited by (Gundry et al., 2002; Goyal and Yadav, 2014), there are very few studies that examine this phenomenon in a developed economy context, and there is a need for research on women entrepreneurs in developing countries, especially in the hospitality industry, which is a fast growing industry.

Further, the context can also be expanded in terms of the women entrepreneurship environment to study comparisons among class (upper, middle and lower), sectors (manufacturing, services and others), regions (urban and rural) and nations. Scholars can design studies to examine the impact of factors like industry, family, culture and goal orientation in women founded enterprises (Gundry et al., 2002). It would be interesting to observe socio-cultural and economic class differences across nations with different cultural backgrounds. Content-wise, there is a need to move beyond the individualist focus of the female entrepreneur and include more factors like contingency studies or comparative studies (Ahl, 2006). For instance, studies can explore both internal and external factors like; legislation, social norms, family policy, economic policy, labor market structures, training and the degree of female business owner's involvement. From a macro perspective, scholars can explore links between income class, educational attainment and women entrepreneurship. To foster entrepreneurship among young women, it would be useful to explore entrepreneurial intentions of young women in

hospitality sector from varied socioeconomic and class backgrounds in different cultural contexts.

Secondly, review of literature reveals that most of the papers on women entrepreneurship fall under the positivist research paradigm. Many are empirical studies focusing on male and female entrepreneur comparisons, which provide less information on industry sectors or the sampling methods used (Henry et al. 2016). There is a need to adopt inductive methods of mixed method (both quantitative and qualitative) analysis that can help increase our understanding of women entrepreneurship in hospitality sector as a gendered phenomenon (Mirchandani, 1999) and advance theories in this area.

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