



The role of women empowerment in fostering women's entrepreneurship opportunities with in Egypt's tourism sector

**Amany Adel Toka Mahrous Mahmoud Abdelmnam
Dalia Mandour**

*Tourism studies Department, Faculty of Tourism and Hotels,
University of Sadat City, Egypt*

ABSTRACT

Currently, the process of women empowerment and fostering women entrepreneurship has become one of the most important priorities in Egypt due to its significant role in economic development, social progress, and enhancing women's participation in various sectors. The relationship between women's empowerment and entrepreneurship in tourism is positively correlated. Because empowerment gives women the abilities and self-assurance they need to take advantage of new market opportunities. Empowerment fosters women's capacity for innovation and entrepreneurship in this sector by expanding their access to resources, education, and decision-making authority. This research aims to identify the role of women's empowerment on the women entrepreneurial environment, expand and foster entrepreneurial opportunities for women in tourism, and overcome the obstacles that hinder these processes. Data were collected depending on a qualitative method by conducting semi-structured interviews with 24 representatives of key women's empowerment and entrepreneurship organizations in the Arab Republic of Egypt.

The findings showed that women's empowerment, with the right approach to implementation, can directly and decisively enhance opportunities for women entrepreneurship. The findings also demonstrated that women empowerment and supporting women entrepreneurship in Egypt's tourism sector requires a comprehensive approach addressing structural, cultural, and economic challenges. Strengthening cooperation among government bodies, private sector stakeholders, and civil society is crucial for designing and implementing effective strategies. Finally, the current study concludes with important recommendations that could significantly reduce barriers, open new avenues of opportunity, and enhance the role of women in the tourism sector, thus gender equality.

KEYWORDS

Women empowerment, Women's entrepreneurship, Obstacles, Tourism sector.

Printed ISSN:
2537-0952
Online ISSN:
3062-5262
DOI:
10.21608/MFT
H.2025.453250

دور تمكين المرأة في تعزيز فرص ريادة الأعمال النسائية في قطاع السياحة

أمانى عادل تقى محروس محمود عبد المنعم داليا مندور
قسم الدراسات السياحية، كلية السياحة والفنادق، جامعة مدينة السادات

الملخص

في الوقت الحالي، أصبحت عملية تمكين المرأة وتعزيز ريادة الأعمال النسائية من أهم الأولويات في مصر نظرًا لدورها الهام في التنمية الاقتصادية والتقدم الاجتماعي وتعزيز مشاركة المرأة في مختلف القطاعات. ارتباط العلاقة بين تمكين المرأة وريادة الأعمال في قطاع السياحة ارتباطًا إيجابيًا، حيث يوفر التمكين المهارات والثقة اللازمين للمرأة للاستفادة من فرص الأسواق الناشئة، من خلال زيادة وصول المرأة إلى التعليم والموارد وسلطة صنع القرار، ويعزز التمكين قدرتها على الابتكار وريادة الأعمال في هذه الصناعة. يهدف هذا البحث إلى التعرف على دور تمكين المرأة في بيئة ريادة الأعمال النسائية، وتوسيع وتعزيز فرص ريادة الأعمال للنساء في قطاع السياحة، والتغلب على العقبات التي تعيق هذه العمليات. تم جمع البيانات وفقًا للمنهجية النوعية من خلال إجراء مقابلات شبه منظمة مع 24 ممثلًا عن منظمات تمكين المرأة وريادة الأعمال الرئيسية في جمهورية مصر العربية.

أظهرت النتائج أن تمكين المرأة، من خلال اتباع نهج تطبيقي سليم، يمكن أن يعزز بشكل مباشر وحاسم فرص ريادة الأعمال النسائية. أظهرت النتائج أيضًا أن تمكين المرأة ودعم ريادة الأعمال النسائية في قطاع السياحة المصري يتطلب نهجًا شاملاً لمعالجة التحديات الهيكلية والثقافية والاقتصادية. ويُعد تعزيز التعاون بين الجهات الحكومية وأصحاب المصلحة من القطاع الخاص والمجتمع المدني أمرًا بالغ الأهمية لتصميم استراتيجيات فعالة وتنفيذها. وأخيرًا، تختتم الدراسة الحالية بتوصيات هامة من شأنها أن تعمل على تقليص العوائق بشكل كبير، وفتح آفاق جديدة من الفرص، وتعزيز دور المرأة في قطاع السياحة، وبالتالي تحقيق المساواة بين الجنسين.

الكلمات الدالة

تمكين المرأة، ريادة الأعمال النسائية، العقبات، قطاع السياحة.

الترقيم الدولي الموحد
للطباعة:

2537-0952

الترقيم الدولي الموحد
الإلكتروني:

3062-2562

DOI:

10.21608/MFTH.2

025.453250

1. Introduction

Women's empowerment is essential in fostering gender equality and enabling women to realize their full potential in social, economic, and political domains. Achieving empowerment requires addressing key prerequisites such as access to education, resources, skill development, legal rights, and a supportive social environment that challenges traditional gender norms (Halal & Mostafa, 2022). Despite progress, women continue to face various obstacles that impede their empowerment, including cultural biases, limited access to financial and institutional resources, and socio-economic constraints (Hassan, 2024).

Women's entrepreneurship constitutes a vital aspect of empowerment, offering women avenues for economic independence, creativity, and leadership. The development of a supportive ecosystem is essential for fostering female entrepreneurship involves multiple elements such as access to capital, capacity-building programs, mentorship, market opportunities, and enabling policies (Ozdemir, 2023). However, women entrepreneurs often encounter challenges like gender discrimination, restricted networks, difficulties balancing family responsibilities, and limited access to markets and funding. Understanding these challenges and the factors that facilitate supportive entrepreneurial ecosystems is crucial for designing effective interventions that enhance women's economic participation and empowerment (Hassan, 2024).

Despite the increasing recognition of the importance of women's empowerment and entrepreneurship, women continue to encounter numerous obstacles and challenges, and understanding these challenges is crucial for identifying effective strategies and policies that can foster the empowerment and entrepreneurial success of women (Rawat, 2024).

This research aims to explore the dynamic relationship between women's empowerment and women's entrepreneurship by identifying the main requirements for effective empowerment, the key components necessary to establish and support an enabling entrepreneurial environment, and the obstacles and barriers women encounter throughout these processes.

The present study attempts to contribute to the debate on this topic. This research adopts a qualitative approach to explore the main requirements for achieving women's empowerment in the Egyptian tourism sector and the necessary elements to support the women's entrepreneurship environment and its application in the tourism sector, in addition to identifying the challenges and obstacles facing women in achieving the empowerment and entrepreneurship processes and addressing them to effectively support women's empowerment and entrepreneurial success in this context. The following section introduces the literature review on women empowerment and women entrepreneurship followed by the methodology and results section. Finally, conclusion, ultimately, the study seeks to offer insights and recommendations to enhance the participation and impact of women entrepreneurs, contributing to broader social and economic advancement. The current paper addresses the following questions:

Research Questions:

- What are the main requirements for achieving the process of women's empowerment in the tourism sector?

- What are the necessary elements to support a women's entrepreneurship environment? And how can it be implemented in the tourism sector?
- What are the obstacles and challenges women face in achieving empowerment and entrepreneurship in the tourism sector?
- How can we overcome societal and cultural misconceptions about women's empowerment and women entrepreneurship?

2. Literature Review

2.1 Women Empowerment

2.1.1 The Concept of Women Empowerment

Women empowerment is the process that enables women to have control over their own lives by gaining the ability to make strategic life decisions. It involves providing women access to resources, opportunities, and capabilities that help them improve their social, economic, and political status. Empowerment fosters women's confidence, self-worth, and participation in decision-making, contributing to gender equality and development (Sultana & Mahbub, 2021).

Women empowerment is a multidimensional process through which women gain power and control over their own lives, acquire the ability to make strategic choices, and influence social change to achieve gender equality and improve their status politically, economically, and socially (Samari, 2019). It involves increasing self-worth, raising awareness, expanding choices, gaining access to resources, and building capacity to act and negotiate in different societal contexts. Women empowerment also includes the removal of barriers that limit their participation in decision-making at household, community, and national levels (Mandal, 2013).

Empowerment also involves women gaining skills, solving problems, and developing self-reliance to participate equally in societal activities and decision-making. It addresses overcoming gender-based inequalities and constraints in various spheres including the home, workplace, and community (Samari, 2019).

It is a dynamic process that moves women from states of disempowerment lack of choices and control to empowerment ability to make and act upon choices (Halal & Mostafa, 2022). It entails agency, self-confidence, and the ability to act independently or collectively to challenge and change inequitable power relations and gender norms (Arnoff, 2011).

2.1.2 Requirements of Women Empowerment

In order to achieve the real goals of women empowerment, this requires some requirements which can be clarified as follows:

- **Education** it means equipping women with knowledge, skills, and opportunities for participation in economic, social, and political life (Lohani & Aburaida, 2017).
- **Health and Well-being** it gives ensuring access to quality healthcare and promoting overall physical and mental well-being (Maowa et al., 2017).
- **Political Participation** it refers encouraging women's involvement and leadership in governance and decision-making at all levels (Asha, 2020; Singh & Singh, 2020).

- **Economic Empowerment** it includes access to resources such as financial services, equal pay, career advancement, and control over income and assets (Sharma, 2017).
- **Elimination of Violence** by creating safe environments free from violence and harassment, supported by strict policies (Lohani & Aburaida, 2017).
- **Legal Rights and Protection** by supporting policies and laws that protect women's rights, including property and inheritance rights (Asha, 2020).
- **Access to Technology and Innovation** it refers bridging the gender gap by providing women access to technology and promoting innovation (Halal & Mostafa, 2022).
- **Social Empowerment** is achieved by enhancing women's roles in community building and enabling their influence on societal norms (Lohani & Aburaida, 2017).
- **Mentorship and Leadership Training** by offering mentorship programs and leadership training to advance women's careers and self-confidence (Sharma, 2017).
- **Agency and Autonomy** it means women's freedom to make decisions regarding education, career, marriage, reproductive health, and life choices (Asha, 2020).
- **Access to Resources** refers to equitable access to education, healthcare, economic resources, and opportunities (Singh & Singh, 2020).
- **Influence and Social Change** it means capacity to influence policies, societal norms, and attitudes for systemic change (Lohani & Aburaida, 2017).

These requirements collectively help women to achieve autonomy, dignity, economic independence, and equal participation in society (Rahman, 2020; Singh & Singh, 2020).

2.2 Women Entrepreneurship

2.2.1 The Concept of Women Entrepreneurship

In the past decades, women entrepreneurship has been recognized as an important factor when it comes to economic growth, as women provide job opportunities for both themselves and others (Neogi et al., 2017) , providing solutions to current problems that differ from those presented by their male counterparts by exploiting new trends that generate opportunities for entrepreneurship (Jassim & Neamah, 2023).

Women entrepreneurship is defined as an important tool of empowerment that effectively increases women's participation in decision-making within the family and allows them to access information. Ownership and control of various assets enables women to make decisions that make the entrepreneur more powerful (Neogi et al., 2017).

As for the women entrepreneur, it is defined as the woman who innovates or adopts a specific commercial activity, and she is the one who uses all her resources and knowledge to create a number of commercial opportunities and work to develop them. It indicates to each woman who participates in managing her business and owns at least about 50% of the commercial activities. She also It has been operating for more than a year (Roibu & Roibu, 2016).

Regarding the procedural definition of women's entrepreneurship, it refers to women who have creative ideas and possess a number of personal qualities, such as taking risks and bearing full responsibility for operating a small economic project, managing it, organizing its work, confronting its problems and the ability to solve them (Pandey, 2015), and they have the ability to use available resources and develop new technologies that contribute to bringing about changes in the economic system by offering new products or developing different production methods that affect consumer tastes and contribute to creating personal and societal benefits (Hassan, 2019).

In summary; women who think up, start, organize, and integrate the factors of production, run, accept risks, and deal with the economic uncertainty that come with running a firm are considered women entrepreneurs (Taqi, 2016).

2.2.2 Elements Needed to Promote Women Entrepreneurship Opportunities in the Tourism Sector

- **Personal Characteristics of Women Entrepreneurs** women entrepreneurs share key characteristics such as being visionary with clear goals, resilient in facing challenges, empathetic leaders who build positive work environments, and effective communicators. They are creative and innovative, quick to adapt to changes, strong networkers, goal-oriented, and financially savvy. These traits help them sustain and grow successful businesses despite obstacles (Shweta et al., 2014).
- **Government Support and Policy** governments play a critical role by providing financial assistance, creating women-specific entrepreneurial funds, forming legal frameworks, and launching supportive initiatives (e.g., single window systems, special tourism zones). Examples from India show government collaboration to offer funding, mentoring, and skill development for women entrepreneurs in tourism (Bharathi, 2019).
- **Skill Development and Education** providing training in tourism-related skills, entrepreneurship education, and capacity-building programs enables women to improve their competence and confidence to start and manage businesses effectively. Collaboration between tourism enterprises, educational institutions, and government bodies enhances this support (Pandey, 2015; Ozdemir, 2023).
- **Access to Finance** enabling women entrepreneurs to access financial resources such as loans, seed funding, and venture capital helps overcome major barriers. Various platforms and programs dedicated to financing women-led businesses in tourism have proven beneficial (Radović et al., 2019).
- **Networking and Mentorship** establishing mentoring programs and networking platforms provides women entrepreneurs guidance, support, and opportunities to connect with others, vital for business growth and overcoming social barriers (Ozdemir, 2023).
- **Addressing Socio-Cultural Barriers** promoting gender equality, challenging traditional gender roles, and addressing social and cultural limitations empower women to take active roles in entrepreneurship within tourism.

Awareness campaigns and community engagement are important to changing mindsets (Ozdemir, 2023).

- **Innovation and Technology** encouraging the use of technology and innovation in tourism businesses supports women in reaching wider markets and enhancing service offerings (Vukovic et al., 2023).

These elements create an enabling environment for the success and sustainability of female entrepreneurs in the tourism sector. They align with the broader goals of women's empowerment, economic growth, and tourism sector sustainability.

2.3 Obstacles and Challenges of Women Empowerment and Women Entrepreneurship

Women's empowerment and women's entrepreneurship face a variety of significant obstacles and challenges. The key challenges include limited access to funding and capital, gender bias and discrimination, social and cultural barriers, regulatory and legal hurdles, and difficulties with work-life balance (Al-Koh, 2016; Ahmetaj et al., 2023).

2.3.1 Obstacles and Challenges of Women Empowerment

Gender-Based Violence women's freedom and full participation in society are impeded by pervasive physical, emotional, and sexual violence. This problem is made worse by inadequate legal protections. Additionally detrimental to mental health, this aggression further restricts empowerment (Alsawafi, 2016).

Unequal Access to Education due to discrimination, poverty, cultural traditions, and early marriage, many girls are denied a good education, which limits their future social and economic prospects (Hassan, 2024).

Economic Inequality and Workplace Discrimination women experience occupational segregation and are frequently paid less than men for doing equivalent job. Their empowerment is further limited by limited access to economic opportunities and financial resources (Rawlings, 2014).

Lack of Political Representation because of institutional impediments, discriminatory hiring practices, and cultural norms, women continue to be underrepresented in leadership, political, and decision-making capacities (Afsana, 2017).

Cultural and Social Norms women's autonomy is restricted and gender roles are reinforced by deeply embedded cultural expectations and detrimental customs such as child marriage and female genital mutilation (Hassan, 2024).

Health and Reproductive Rights women's well-being and ability to take charge of their life are negatively impacted by unequal access to healthcare, particularly reproductive health services (Shehab El-Din, 2025).

Unpaid Care Work women are disproportionately responsible for taking care of the home and children, which limits their time and career options (Rawlings, 2014).

Institutional Barriers women's economic and political advancement is hampered by their exclusion from decision-making networks, solid political institutions, financial services, and property rights (Rawlings, 2014; Afsana, 2017).

2.3.2 Obstacles and Challenges of Women Entrepreneurship

Financial and Capital Challenges women entrepreneurs often face lack of funding due to insufficient collateral or assets, making it harder to secure bank loans or

venture capital. Financial institutions may have stringent criteria that women find difficult to meet. This results in women relying heavily on personal savings, family support, or alternative funding sources, which can limit business growth potential (Jassim & Neamah, 2023; Rawat, 2024).

Gender Bias and Stereotyping women face gender bias and stereotyping that affects their opportunities, including perceptions of leadership capabilities and risk appetite. This bias influences investors, business partners, and society's view of women entrepreneurs, often restricting access to networks, capital, and markets. Overcoming this requires cultural shifts, visible women role models, and strong support systems (Ahmetaj et al., 2023; Rani & Sundaram, 2023).

Social and Cultural Barriers societal expectations often place the primary burden of family and domestic responsibilities on women, limiting the time and energy they can devote to entrepreneurial activities. Cultural norms may discourage women from taking risks or pursuing business opportunities, especially in conservative societies. Lack of professional networks due to social restrictions also isolates women from valuable resources and mentorship (Chinomona & Maziriri, 2015).

Regulatory and Legal Obstacles discriminatory property and inheritance laws restrict women's access to assets needed as collateral. Legal complexities, lack of gender-inclusive policies, and insufficient regulatory support further inhibit women's ability to start and grow businesses. Additionally, challenges in accessing licenses, patents, and government contracts disproportionately affect women entrepreneurs (Amaral et al., 2019; Rawat, 2024).

Work-Life Balance Challenges balancing entrepreneurship with family responsibilities is a major obstacle. Inadequate work-life balance policies mean women bear a disproportionate burden, making it difficult to dedicate sufficient time to their ventures (Rawat, 2024).

These obstacles form a complex web of challenges requiring integrated strategies including policy reforms, education, mentorship, network building, and cultural change to empower more women in entrepreneurship.

3. Methodology

Because this study is exploratory in nature, an inductive study is the most suited approach. Because it may provide a comprehensive understanding of the participant's experience, perspectives, and information about the importance of the role of empowering Egyptian women in their society and achieving the success of women's entrepreneurship in the tourism sector, we picked the qualitative method based on the use of interviews. The qualitative approach worked as an appropriate method for collecting a significant amount of data on the research topic and for responding to the research questions (Mohamed & Al-Azab, 2021). It is planned to be exploratory in nature and primarily focuses on experiences and emotions, which encourages participants to contribute significant concepts from their perspective (Altinay & Paraskevas, 2008). When exploring, describing, or explaining anything is the main objective; qualitative research is typically appropriate (Leavy, 2014).

Interviews with officials at the branches of the National Council for Women (NCW), officials at the Women's Hosting and Guidance Center (Mustafa Kamel Charitable Association) , officials at the Social Solidarity Directorate (Women's Affairs

Department), officials at micro, small & medium enterprises development agency (MSMEDA), officials at the International Academy for Entrepreneurship and Women's Support (International Academy for Studies and Humanities), and academic professors at the university in the faculties of tourism and hotels have been undertaken to achieve a comprehensive understanding of the research topic and to construct an empirically supported hypothesis inductively (Mohamed & Al-Azab, 2021). The grounded theory approach is a technique for identifying theories, hypotheses, concepts, and assumptions directly from facts rather than using a priori assumptions, existing theoretical frameworks, or other research (Taylor et al., 2016). Also, the multinational character of the research technique and the importance of the study issue for the tourism industry inspired the researcher to choose the grounded theory approach, which allowed the researcher to explore and identify novel ideas that had not been anticipated or planned (Charmaz, 2011).

3.1 Data Collection

The research model is grounded in a qualitative study due to its exploratory nature. Wherein the main structure of the data was generated by semi-structured interviews either face-to-face, through phone calls or through online (Zoom Cloud Meetings). In grounded theory research, the sample size may be determined by the "saturation" process, which is the point at which more interviews stop revealing fresh insights, themes, or theoretical categories. In this scenario, the sampling process is closely related to the analysis process. In quantitative studies, a sample size of 24 would be considered poor, but for a qualitative sample, where some studies used between one and four interviews, it would be regarded as very high (Mohamed & Al-Azab, 2021). Where in the main structure of the data was generated by semi-structured interviews. Purposive sampling was used and the majority of interviewees held multiple positions and official positions in supporting and empowering women sector, the researcher has developed a list of qualified respondents and ensured that they represent the major sectors and departments of Women empowerment authorities in Egypt. Twenty-four interviewees were conducted from November 2024 to February 2025 in the Arab Republic of Egypt out of the initial list, which included nine-twenty respondents (see Table 1). When a researcher wants to build a historical reality, illustrate a phenomenon, or create something that is rarely discussed, Purposive sampling is important. The researcher's assessment of who can provide the most knowledge to support the study's objectives is the main factor in purposive sampling (kumar, 2014).

Table (1): List of Participants

Participant ID	Authority	Male		Female		Avg. years of experience	Total	
		No.	%	No.	%		No.	%
P1 – P3	National Council for Women (NCW)	0		3		25	3	9.38
P4 – P7	Women's Hosting and Guidance Center (Mustafa Kamel Charitable Association)	0		4		19	4	9.38

P8 – P11	Directorate of Social Solidarity (Women's Affairs Department)	0		4		23	4	12.5
P12 – P16	Micro, Small & Medium Enterprises Development Agency (MSMEDA)	2		3		20	5	12.5
P16 – P19	International for Entrepreneurship and Women (IEAW) (International Academy for Studies and Humanities)	2		1		15	3	15.6 3
P20 – P24	faculties of tourism and hotels	0		5		27	5	12.5
Total		4	16 %	20	84 %	22	24	100 %

Research notes were created by the authors in Arabic during the interviews, and from the original Arabic text, the authors tabulated the information before translating it into English. Then, additional content analysis was done to identify themes and attributes. For coding and transcript analysis, the authors employed the "Delve" web-based software.

To find answers to the four questions of this study, interview open-ended questions were developed based on the related existing literature (e.g., Jayaraman, 2008; Al-Shamimri & Al-Mbeilik, 2011; Afsana, 2017; Alrwajfah et al., 2019; Amaral et al., 2019; Halal & Mostafa, 2022; Ahmetaj el al., 2023; Rani & Sundaram, 2023; Rawat, 2024). Seven sub-questions were developed to answer Q1, Five for Q2, Seven for Q3, and Four for Q4 (see Table 2).

Table (2): Interview Questions

Research Question	Interview Sub-Questions
Research Question 1: What are the main requirements for achieving the process of women's empowerment in the tourism sector?	<ol style="list-style-type: none"> 1. Do you think that women have equal opportunities as men in all fields, especially in the tourism sector? 2. What support might a woman receive if she seeks a job or income? 3. What educational and skills development programs are essential for women empowerment in tourism? 4. How can equal access to employment and leadership opportunities be ensured for women in the tourism industry? 5. How can women's participation in tourism decision-making and policy formulation be enhanced? 6. How can community-based and sustainable tourism projects foster women's empowerment locally?

	<p>7. In terms of current policies and laws, what change do you think is needed to make women more empowered in their community in practical reality?</p>
<p>Research Question 2: What are the necessary elements to support a women's entrepreneurship environment? And how can it be implemented in the tourism sector?</p>	<ol style="list-style-type: none"> 1. How is the idea of women's entrepreneurship applied as a modern idea in reality to create a business environment characterized by innovation and creativity to create an innovative tourism product? 2. Does applying the idea of women's entrepreneurship in all its dimensions improve the process of empowering women in their society and in their field of work in tourism? 3. How to provide a supportive and comprehensive environment for women's entrepreneurship from all aspects, whether from society, the family or the woman herself? 4. What are the key elements required to create a supportive environment for women entrepreneurs? 5. How can access to education, skills training, and financial resources be enhanced for women entrepreneurs in tourism?
<p>Research Question 3: What are the obstacles and challenges women face in achieving empowerment and entrepreneurship in the tourism sector?</p>	<ol style="list-style-type: none"> 1. What sociocultural barriers limit women's participation and entrepreneurship in tourism? 2. How do gender stereotypes and traditional gender roles affect women's empowerment in tourism? 3. What financial challenges do women entrepreneurs in tourism face, including access to credit and funding? 4. In what ways do education and skill gaps hinder women's entrepreneurship in tourism? 5. How does the burden of work-life balance and unpaid care work affect women entrepreneurs in tourism?

	<ol style="list-style-type: none"> 6. What challenges do women face in networking and building business alliances in the tourism industry? 7. How do market access limitations and knowledge of market trends impact women entrepreneurs in tourism?
Research Question 4: How can we overcome societal and cultural misconceptions about women's empowerment and women entrepreneurship?	<ol style="list-style-type: none"> 1. What educational and awareness programs are effective in changing negative societal attitudes toward women entrepreneurs? 2. What role do media and communication strategies play in reshaping perceptions about women in tourism entrepreneurship? 3. What measures can be taken to empower women psychologically to challenge and overcome societal barriers? 4. How can collaboration between government, private sector, and civil society be leveraged to promote cultural change?

3.2 Data Analysis

Inductive qualitative analysis, which included a procedure of data definition, coding, and data reduction combined under connected order themes, was used to analyze the interview data. Information about interview recording and transcribing is covered at the transcription step. All interviews were conducted, recorded, and verbatim transcriptions at the conclusion of each interview were done in order to ensure comparability, reliability, and consistency (Mohamed & Al-Azab, 2021).

To analyze the data, axial and open coding were used. The properties and dimensions of the concepts in the dataset were described using open coding. The best category and topic were found using axial coding, which was also utilized to relate concepts and categories to one another. Specific codes were produced during and after data analysis, while others were cancelled. Some data pieces were recorded, while others were thought to be more suitable for a different theme than the one to which they had been initially allocated. Finally, verbatim quotes from the interviewees are then provided with an analytical interpretation (Saunders et al., 2000).

3.3 Validity, Reliability, and Transparency

To enhance the credibility, validity, and reliability of the category, the themes, and the sub-themes obtained, Coding was done independently to improve the themes, and the sub-themes' validity, credibility, and reliability. To examine and test the inter-rater agreement, two academics and tourism specialists who weren't involved in the interviews were called. Until the data is available for analysis, these individuals were

given a sample of the data and asked to create themes and sub-themes. The majority of the transparency criteria were applied in the study. The level of detail in transcription, the methodological design, saturation degree, use of purposive sampling, data coding by several coders, and inter-rater reliability were all considered (Nel, 2018) .

4. Findings

The results revealed participants' views on the most significant obstacles and challenges facing women in achieving empowerment and entrepreneurship in the Egyptian tourism sector. Their views were also demonstrated on other related issues, specifically the key requirements for achieving empowerment, the elements needed to support and create a women entrepreneurship environment, and how to overcome these obstacles and misconceptions in these two processes.

The following are the four main themes that emerged from the objective analysis of the collected data:

1. The Main Requirements for Achieving the Process of Women's Empowerment in the Tourism Sector;
2. The Elements Necessary to Support the Women's Entrepreneurship Environment and its Application in the Tourism Sector;
3. Obstacles and Challenges Facing Women to Achieve Empowerment in the Tourism Sector;
4. Proposed Approaches to Address Societal and Cultural Misconceptions of two processes (Women's Empowerment & Women's Entrepreneurship).

4.1 The Main Requirements for Achieving the Process of Women's Empowerment in the Tourism Sector

The analysis of participants' responses revealed several main requirements for achieving women's empowerment in the tourism sector. These requirements highlight the importance of equal opportunities, government support, education and training, and the role of policies and societal attitudes. Below is a detailed discussion of these findings as follows:

4.1.1 Equal Opportunities and Access to Employment

As one participant stated that, *"Women's opportunities have become numerous and equal in all fields, including the tourism sector, because it is a broad market that also requires many types of women, each with different approaches, experiences, and abilities"* (P1). This diversity in roles enables women to adapt to jobs that align with their skills and expertise.

4.1.2 Government Support and Initiatives

As highlighted by participant: *"Certainly, women currently enjoy equal and parallel opportunities, through support from government programs and initiatives provided by the state for women, as well as eliminating the idea of exploiting them and eradicating violence or discrimination between them and the opposite sex"* (P9, P10).

4.1.3 Education, Training, and Skill Development

As one participant explained, *"Women are qualified through education and training courses, and they receive support that enables them to overcome difficulties and deal professionally and skillfully, especially in the tourism field, where they interact with diverse nationalities and hobbies"* (P18). This comprehensive approach to training ensures that women are well-equipped to succeed in the tourism sector.

4.1.4 Financial Support and Entrepreneurship

One participant stated that, *“As for support from the agency, we support women financially, as it is a specific body in development and preamble the legislative environment for medium, small, and micro enterprises and entrepreneurship in Egypt”* (P14).

4.1.5 Policies and Legislation

One participant remarked that, *“Current policies and laws have made women more empowered. Women have practiced all jobs, becoming ministers, deans, and university presidents in the academic tourism field”* (P21). However, some participants acknowledged that *“certain professions, such as tour guiding, may still pose challenges due to the nature of the work, but these challenges are not related to discriminatory laws”* (P22).

4.1.6 Addressing Societal and Cultural Barriers

As one participant explained, *“In Eastern or Arab societies, there is a culture that women have limited capabilities, and social or family circumstances may hinder their success”* (P21).

4.2 The Elements Necessary to Support the Women’s Entrepreneurship Environment and its Application in the Tourism Sector

An analysis of participants’ responses revealed that there are many elements necessary to support the women’s entrepreneurship environment and its application in the tourism sector. These elements highlight the importance of personal characteristics of the women entrepreneur, supporting the state, institutions sectors and business, Training and abilities development, financing and facilitating procedures and supporting the family and society. Below is a detailed discussion of these findings as follows:

4.2.1 Personal Characteristics of the Women Entrepreneur

As the participants' opinions remarked that:

“The idea of female entrepreneurship first requires female human elements that possess leadership personality characteristics through qualifying and training them with a set of programs that enhance their capabilities and personal characteristics, while also applying the idea of financial support for them and not just training and qualification, i.e. Selecting women who are distinguished by the qualities of risk-taking, creativity, bearing responsibility, and the ability to innovate in the field of tourism” (P18).

“Entrepreneurship is not a new idea, as there are models of distinguished women in the tourism and hotel sector, businesswomen who are distinguished by the qualities of the female entrepreneur and thus achieved success in the field of entrepreneurship, yes; the idea of female entrepreneurship in all its dimensions is capable of improving the process of empowering women in their community and in their field of work in tourism” (P20,P21).

4.2.2 Supporting the State, Institutions and Business Sectors

As highlighted by one of participant, *“The entrepreneurship program is one of the most important programs launched by the National Council for Women to empower women economically. The program focuses its efforts on rural women and those most in need, within the framework of the various steps being taken to improve and develop*

the lives of rural women. There are many programs launched by various institutions in the state that aim to improve the lives of citizens in the countryside” (P2).

4.2.3 Training and Abilities Development

As the participant's opinion noted that:

“The agency seeks to establish a culture of freelance work and entrepreneurship and to introduce the concept of freelance work, its importance and elements and how to evaluate oneself in the fields of freelance work and medium, small and micro enterprises, especially among university graduates and new graduates” (P15).

“The program includes introducing women to the principles of planning and marketing, in addition to working to introduce them to the basic concepts of entrepreneurship and its foundations, such as innovation and evaluating opportunities to choose the best ones. Among the skills that women are introduced to within the activities of the Entrepreneurship Program are how to manage time and responsibilities and set priorities. The Council worked to implement this program in cooperation between the National Council for Women and "Decent Life” (P3).

4.2.4 Financing and Facilitating Procedures

One participant stated that, *“The entrepreneurship services provided by the agency vary according to the nature of the project, and include training and financing for all projects in innovative ways and assistance in marketing and networking processes for the final product” (P13)*. And as highlighted by another participant Women's, *“Facilitating the necessary procedures for women entrepreneurs and providing financial support and giving grace periods for payment and facilitating tax procedures.” (P21, P22).*

4.2.5 Supporting the Family and Society

One participant remarked that, *“The supportive and comprehensive environment for achieving the idea of women's entrepreneurship in the tourism sector requires changing society's view of women, which is changing the idea that family responsibilities fall on her shoulders only, and she must be freed from the idea that she was created for those responsibilities only, but that she is able to succeed in her field of work and that she is able to become an entrepreneur, as the idea that women represent the pillar of the family may somewhat hinder her leadership in her work, but there are some models that have achieved this” (P22).*

4.3 Obstacles and Challenges Facing Women to Achieve Process of Empowerment and entrepreneurship in the Tourism Sector

An analysis of participants' responses revealed that there are many Obstacles that women may face during the empowerment process in the tourism sector. These challenges highlight obstacles related to women themselves (Intellectual & Personal obstacles), procedures and obstacles related to the labor market (Organizational & Economic obstacles, and misconceptions or (social and cultural) norms that may affect the process of women's empowerment and entrepreneurship, and how to address societal and cultural misconceptions. Below is a detailed discussion of these findings as follows:

4.3.1 Obstacles Related to Women Themselves (Intellectual & Personal Obstacles)

- **Lack of confidence in their abilities**, this lack of confidence can lead to hesitation when making decisions, difficulty communicating and building relationships, and ultimately low success rates when starting or managing a business. As one participant stated that, *“A woman’s lack of confidence in her, fear and hesitation that she will succeed in establishing a successful tourism project from A to Z” (P1).*

- **Misunderstanding of Islamic law**, which it gives men a higher status in all aspects of life, which has led to women’s lack of self-confidence and lack of awareness of their true abilities, and their surrender to these customs. One participant remarked that, *“Rural women believe that they have a lower status than men in their society as a result of false religious awareness” (P17).*

- **Fear of destroying and dismantling the family** in the event of her success in her tourism project. One participant remarked that, *“Some women have a fear of their husbands or sisters in the event of the success of her project and that her success will make her an independent woman, and thus the husband will leave her or her family will distance herself from her” (P7).*

- **The psychological pressures that women face to join unconventional work**. As one participant explained, *“Women fear psychological pressure from their managers when they do not innovate or complete the work on time, which may represent psychological pressure and a burden on them” (P5).*

- **Women's inability to make the decision to join some work**, women are often subject to male authority and decisions related to their education and work. One participant noted that, *“Some women may start working or training and may be asked about the smallest details, especially in appointments and commitments, for fear of any conflict with their husbands because the decision is not in their hands” (P11).*

- **Long working hours**, especially in the private sector, deprive women of caring for their families. One participant remarked that, *“There is a type of women who may be successful, but they are afraid to take the initiative to work in the private sector or open their own project because it may prevent them from caring for their home and family members” (P3).*

- **The high rate of illiteracy and the low level of education**, culture and skills among women is a major obstacle, especially for rural women. As one participant explained, *“There is a prevailing thought that may be due to the cultural heritage that sees no need to educate females and fears for them to travel outside the village community in which they live and that women are destined for marriage and there is no point in education. It has also become clear that the skill level of women in the countryside is weak, although they are diligent and resourceful” (P18).*

4.3.2 Obstacles Related to the Labor Market (Organizational & Economic Obstacles)

- **Organizational and Administrative Obstacles**: Complexity of administrative procedures and systems when searching for work, lack of appropriate career guidance, lack of easy and sufficient availability of information regarding the needs of the labor market. One participant noted that, *“Some procedures may seem complicated, such as some conditions and requirements when submitting papers to open a new project or*

develop an existing project. Sometimes, when women go into freelance work, they do not find an organization or institution that may help them start their work, especially in rural areas. Sometimes, they may need a long time to collect information about the project they want to start” (P18).

- **Economic Norms:** Gender-based economic norms create obstacles for women at various levels of the market. They affect women's demand for financial services through (Jassim & Neamah, 2023; Rawat, 2024):

- ✓ Restricting decision-making authority regarding income and spending within the household.
- ✓ Restricting access to information about financial services or other economic opportunities.
- ✓ Restricting the time available for paid work in favor of household chores and social duties.

One participant noted that, “*One of the obstacles that we see when some women come to finance their project is that they do not have sufficient experience or information about the financial services provided by the state or the centers that provide financial support to women, and they also do not have the authority to distribute expenditures within the family and therefore do not have an idea in managing the project's funds in full, and here comes the role of the center in supporting and financing them and facilitating loans and not only that, but also directing them to create a sound budget to distribute expenditures on their project in the correct way” (P15).*

4.3.3 Misconceptions or Norms (Social and Cultural) that may affect the process of Empowering and Entrepreneurship for Women

Women face significant challenges in balancing their household responsibilities with their work obligations, which limits their ability to fully participate in productive activities such as manufacturing, buying, selling, and working overnight outside the home (Rawat, 2024). This situation is further compounded by cultural and social constraints that restrict women's mobility and freedom to perform these tasks (Chinomona & Maziriri, 2015). Moreover, the refusal of men, particularly male colleagues, to accept women's independence often results in negative attitudes towards them in the workplace. Working women frequently suffer from a lack of appreciation for their efforts, while society demonstrates weak awareness of the important role women play in development and leadership (Jassim & Neamah, 2023; Rawat, 2024).

Customs and traditions further restrict women's participation in many professions, as societal beliefs often reject the idea of women engaging in work traditionally done by men (Hassan, 2024). Most families refuse to permit their women to work in jobs that require interaction or mixing between the sexes. These obstacles are rooted in prevailing social values, customs, and backward outlooks that revolve around rigid gender roles. Examples include men's control over women, women's absolute submission and obedience to men, preference for males over females, early marriage, and the widespread belief that a woman's rightful place is in the home. Together, these factors constitute major barriers to improving women's status and their full participation in society and the workforce (Chinomona & Maziriri, 2015).

As the participants' opinions remarked that:

“Men, especially in rural communities, believe that women going to work may prevent them from fulfilling their family duties, and that customs and traditions do not allow women to go to work, especially if they are from large rural families, and this is described as a “stain of shame” (P2).

“Some men believe that if a woman has a separate financial status, this will lead to equality between her and her husband. Some families also reject women mixing in some professions, even though tourism is one of these professions” (P6).

“Some families and communities believe that tourism professions require working hours throughout the day, freedom to travel, move around, and spend the night outside the home, which may conflict with customs and traditions” (P9).

“The idea of women working has now become acceptable in civilized societies, while this idea differs in rural societies, where they see that the tourism sector is not compatible with women working” (P20).

4.4 Addressing Societal and Cultural Misconceptions Related Women's Empowerment and Women's Entrepreneurship

Women need support from family and friends, as well as encouragement from industry professionals. As one participant stated that, *“She must be motivated by her family, along with those responsible for completing her tourism project” (P1).*

Many women must be educated about their religious awareness and their duties towards their families and their rights in society through the process of training and education. One participant remarked that, *“Some religious misconceptions must be re-established and corrected during the education process” (P17).*

It is necessary to educate women and correct some of their misconceptions that the process of empowerment and women's work does not conflict with the idea of establishing a family or marriage, nor does it conflict with the wrong customs and traditions imposed by some societies. As one participant explained, *“Reassuring people that this is a misconception and does not conflict with religion or customs and traditions, as success never leads to destruction or dismantling” (P7).*

As the participants' opinions remarked that:

“There is an obsolete legacy of Arab societies that determines the stereotypical roles of both men and women in society, so it is necessary to work on adapting the prevailing values in a way that helps open the way for wider participation of women in public life without destabilizing social stability. This is done by gradually developing positive concepts such as equality, work, participation and getting rid of legacies that hinder the empowerment process such as the idea of conflict between her and men or her complete dependence on men as an imperfect creature and reducing all negative effects on women through education, awareness, media and work” (P3, P17, P18).

“Introducing women to legislation and laws related to financial facilities such as soft loans and direct lending opportunities for small, medium and micro enterprises” (P12).

“Abolishing all forms of discrimination against women, as empowerment requires gender equality and ending male dominance over power and women assuming roles Important in society” (P23).

5. Conclusion

This study aimed to shed light on the critical importance of women empowerment and supporting the women's entrepreneurship environment in Egypt, particularly within the tourism sector. The research attempts to understand the perspective of the entities responsible for supporting and women empowerment towards adopting the process of women's empowerment and entrepreneurship in the tourism sector. The literature review highlighted the concept of women's empowerment, requirements of women's empowerment, the concept of women entrepreneurship, elements needed to foster women's entrepreneurship opportunities in the tourism sector, and obstacles and challenges of women's empowerment and women's entrepreneurship in tourism sector. The practical study was conducted to achieve the research objective of clarifying the relationship between women's empowerment and the fostering of women's entrepreneurship opportunities, as well as the challenges facing both processes. Semi-structured qualitative interviews were conducted with representatives of key women's empowerment and entrepreneurship organizations to provide us with information that increase our understanding of the current situation of Egyptian women in the tourism market, with a view to supporting and empowering them and highlighting their entrepreneur role.

The findings indicate that achieving women's empowerment in the tourism sector requires a multifaceted approach that includes providing equal opportunities, government support, education and training, financial assistance, and effective policies.

The findings showed that women's entrepreneurship is not a new idea, as supporting women's entrepreneurship requires integrated, collaborative attention from the government, the tourism sector, the business sector, society, the family and the entrepreneur herself, in addition to addressing the problems facing all women entrepreneurs. Finally, the study will provide recommendations to address the barriers women continue to face in Egypt, including societal gender norms, limited access to markets and networks, regulatory restrictions, and the double burden of professional and family responsibilities.

In conclusion, women empowerment and supporting women's entrepreneurship in Egypt's tourism sector require a holistic approach that addresses structural, cultural, and economic challenges. Strengthening collaboration among governmental bodies, private sector stakeholders, and civil society will be crucial to designing and implementing effective strategies. Successfully overcoming these challenges will not only elevate women's socio-economic status but also contribute to the broader development and competitiveness of Egypt's tourism industry.

5. Recommendations

Based on both the literature reviewed and the practical study, the following recommendations could be suggested:

To enhance the participation of women entrepreneurs in the travel and tourism industry, it is essential to provide specialized financial products tailored to their needs, such as grants, microfinance, and low-interest loans. Increasing access to finance can be further supported by implementing financial literacy programs and establishing venture capital funds specifically targeting women. Alongside financial support,

thorough capacity-building and training programs should be offered, covering areas such as digital literacy, business management, and industry-specific knowledge. Experienced entrepreneurs in the travel sector can play a crucial role by providing mentorship and guidance.

Policy and regulatory frameworks must also be adapted to facilitate women's ability to start and manage their own businesses. This includes promoting gender-sensitive policies, streamlining administrative procedures, and encouraging government grants and incentives aimed at women-led travel agencies. Strengthening networking opportunities and market access is equally important; this can be achieved by creating platforms that connect female entrepreneurs with global travel markets, suppliers, and customers, as well as advocating for their participation in regional and international tourism fairs and exhibitions.

Addressing social and cultural barriers is vital to creating an enabling environment, which requires launching public campaigns to challenge gender stereotypes and foster a positive perception of women business owners. Engaging religious and community leaders can help promote women's economic roles within tourism. To support work-life balance, initiatives such as flexible working hours, accessible childcare services, and family-friendly workplace policies should be encouraged, allowing women to manage both entrepreneurship and household responsibilities effectively.

In addition, leveraging technology by promoting digital marketing, online booking systems, and e-commerce platforms can significantly expand the reach and competitiveness of women-led tourism enterprises. Lastly, fostering collaboration among government agencies, non-profit organizations, the private sector, and international development partners is crucial to empower women through coordinated efforts and shared resources in the travel industry.

6. Limitations of the Study

The study on the role of women's empowerment in fostering women's entrepreneurship opportunities within Egypt's tourism sector typically faces several important limitations. One significant constraint is the geographic and sectoral scope; conducting in-person interviews across numerous women's support centers, shelters, guidance centers, and entrepreneurship academies spread across different regions of Egypt involves considerable travel time, costs, and logistical effort, which limits access to a wider range of participants. Additionally, data collection through personal interviews is challenged by difficulties in coordinating interview times with participants, who often have multiple responsibilities, which may hinder comprehensive data gathering.

Moreover, many studies focus narrowly on social, cultural, psychological, and educational barriers to women's entrepreneurship, while broader institutional, economic, and policy-level constraints often remain under examined. The research also tends to lack longitudinal tracking, which limits understanding of the sustained impacts of empowerment initiatives on women's entrepreneurship outcomes over time. Contextual limitations arise from patriarchal societal norms, limited resource access, and economic challenges specific to Egypt, which might restrict the extent to which findings can be generalized beyond the country. Finally, there is an overall scarcity of in-depth research specifically addressing female entrepreneurship in

Egypt's tourism sector, creating a gap in comprehensive understanding and highlighting the need for further studies that explore these multifaceted barriers and enablers.

This synthesis reflects the complexities and practical challenges that scholars encounter in this field of study and underscores the importance of more extensive and longitudinal research with broader geographic coverage and institutional considerations to better support women entrepreneurs in Egypt's tourism industry.

7. Directions for Further Research

Future research on the role of women's empowerment in fostering women's entrepreneurship opportunities within Egypt's tourism sector should focus on several key areas. Firstly, it is important to explore the long-term impacts of empowerment initiatives through longitudinal studies to better understand sustained changes in entrepreneurship outcomes. Secondly, expanding research to cover diverse geographic regions and various tourism subsectors would provide a more comprehensive insight into women's entrepreneurial experiences and challenges across Egypt. Future studies should also investigate the broader institutional, economic, and policy-level barriers that influence women's entrepreneurial success, as current research often emphasizes social and cultural factors.

Moreover, research should consider the integration of skill development and community engagement strategies to strengthen women's capabilities and networks within the tourism industry. Finally, comparative studies that analyze Egypt's context alongside other countries in the Arab region or similar economies could uncover transferable lessons and innovative approaches to promote women's entrepreneurship in tourism.

References

- Afsana, S. (2017). Women Empowerment: Issues and Challenges. *The International Journal of Indian Psychology* ISSN 2348-5396 (e) | ISSN: 2349-3429 (p) Vol.4, Issue 3, No. 103, DIP: 18.01.239/20170403 Available at <http://www.ijip.in> | April - June, 2017.
- Ahmetaj, B.; Kruja, A.D., & Hysa, E. (2023). Women Entrepreneurship: Challenges and Perspectives of an Emerging Economy, *Administrative Sciences*, Vol.13, No.111, Available at DOI: <https://doi.org/10.3390/admsci13040111>.
- Al-Koh, A. O. (2016). Obstacles to the Empowerment of Arab Women "A Sociological Analysis," *Ain Shams Arts Yearbook*, Vol. 44, Cairo: Ain Shams University, Faculty of Arts.
- Altinay, L., & Paraskevas, A. (2008). Planning research in hospitality and tourism. Butterworth-Heinemann: Oxford.
- Amaral, M.; Massad, D de Oliveira.; Dandolini, J.A. & Lapolli, E.M. (2019). The Challenges of The Women Entrepreneur: Systematic literature review, *International Journal of Innovation Education and Research* Vol.7, No.7, 2019.
- Arnoff, E. (2011). A Literature Review on the Conceptualization of Women's empowerment, a paper presented to the faculty of The University of North Carolina at Chapel Hill in partial fulfillment of the requirements for the degree of

- Master of Public Health in the Department of Maternal and Child Health. Chapel Hill, N.C. April 18, 2011.
- Asha, M. (2020). Women empowerment: concept and dimensions, *Journal of Studies in the Sociology of Organizations*, Larbi Tebesi University, Tebessa, Vol.2, No.14.
- Bharathi, S. (2019). Women Entrepreneurship and its scope in tourism sector in Telangana, *ICTACT journal on management studies*, February 2019, vol. 05, issue,01,https://ictactjournals.in/paper/IJMS_Vol_5_Iss_1_Paper_4_912_916.pdf.
- Charmaz, K. (2011). Grounded theory methods in social justice research. In N. K. Denzin & Y. S. Lincoln (Eds.). *The Sage handbook of qualitative research*, Vol. 4, pp. 359–380, Sage Publications Inc., California.
- Chinomona, E, & Maziriri, E.F. (2015). Women In Action: Challenges Facing Women Entrepreneurs in the Gauteng Province of South Africa, *International Business & Economics Research Journal* – November/December 2015, Vol.14, No.6, <https://core.ac.uk/download/268108004.pdf>
- Halal, A.A. & Mostafa, M.R. (2022). Empowering women economically...a renewed trend towards sustainable development, *Scientific Journal of Economics and Trade*, Ain-Shams University, Vol. 53, No.1.
- Hassan, D.M.A. (2019). Social Initiatives and Women's Empowerment for Entrepreneurship In small Industrial Projects "The Egyptian Women Initiative as a Model", *Scientific Research Journal*, ISSN 2356-8321, Vol.20, Issue 7, PP.93-140, DOI: 10.21608/JSSA.2019.63128, Available at <https://search.mandumah.com/Record/1031855>.
- Hassan, M. (2024). Empowering Women Entrepreneurs: Challenges, Opportunities, and Support Strategies: An exploratory analysis, *Scientific Journal of Business and Environmental Studies*, Suez Canal University Vol. 15, Issue,3,https://jces.journals.ekb.eg/article_390291_ca271e5d0b8b99939f22ae5ba44842c1.pdf.
- Jassim, T.A. & Neamah, S.J. (2023). The Motivation Factors of Feminism Entrepreneurship in the Context of Achieving the Sustainable Development: Field Study at The Station Foundation for Entrepreneurship, *Al-Riyadh Journal for Finance and Business*, Al-Nahrain University, University of Business Economics, Vol.4, No.1, January, 2023, Available at DOI: <https://doi.org/10.56967/ejfb2023244>.
- Kumar, R. (2014). Research Methodology. A step-by-step guide for beginners. Sage Publications: London.
- Lalia, Z. (2016). Empowering women in light of sustainable development (reality and challenges). *Review of society education work*, University of Setif 2, Algeria, Vol. 1, No. 2, 30-12-2016.
- Leavy, P. (2014). Introduction. In P. Leavy (Ed.), *The Oxford handbook of qualitative research*, pp. 1–14, Oxford University Press, New York.
- Lohani, M. & Aburaida, L. (2017). Women Empowerment: A Key to Sustainable Development. *The Social Ion*, Print ISSN: 2319-358, Indexed in DRJI Vol. 6,

- No.2, July-December 2017, PP. 26-29, The Social Ion DOI: 10.5958/2456-7523.2017.00006.4.
- Mandal, K.C. (2013). Concept and Types of Women Empowerment. *International Forum of Teaching and Studies*, Vol. 9, No. 2, 2013.
- Maowa, J.; Mahmnd, S., & Wibowo, F. (2017). Women empowerment: One stop solution for women, Published in: 2nd International conferences on Information Technology, *Information Systems and Electrical Engineering (ICITISEE)*.
- Mohamed, H & Al-Azab, M. (2021). Big Data Analytics in Airlines: Opportunities and Challenges. *Journal of Association of Arab Universities for Tourism and Hospitality*, (JAAUTH), Vol. 21, No. 4, (December 2021), pp.73-108.
- Nadjoua, A. (2023). Ways to empowerment woman to realize sustainable development. *Scientific Horizons Magazine*, Vol.15, No. 2.
- Nel, H. (2018). A Comparison between the Asset-oriented and Needs-based Community Development Approaches in Terms of Systems Changes. *Practice*, Vol. 30, No.1, pp.33–52.
- Neogi, C; Bhandari, A.K. & Ghosh.S. (2017). Women's entrepreneurship and microfinance. Springer Nature Singapore Pte LTD, Available at <https://nibmehub.com/opac-service/pdf/read/Women's%20Entrepreneurship%20and%20Microfinance.pdf>
- Ozdemir, O. (2023). Women Entrepreneurship in Tourism Industry; General Outlook of Turkey, *Geographies, Planning & Tourism Studios*, 2023 Vol.3 Issue.1, https://jag.journalagent.com/gpt-studios/pdfs/GPT_3_1_70_75.pdf.
- Pandey, N. (2015). Women entrepreneurship: An effective and possible approach for women empowerment. *International Journal of Development Research*, Vol.5, No.5, PP.4275–4279.
- Radovi'c, M.; Markovi'c, & Živanovi'c, B. (2019). Fostering Green Entrepreneurship and Women's Empowerment through Education and Banks' Investments in Tourism: *Evidence from Serbia*, *MDPI, Sustainability* 2019, 11, 6826; doi:10.3390/su11236826.
- Rahman, T. (2020) Women Empowerment, EPH, Emphyreal Publishing House, First Impression: 2020 *Women Empowerment* ISBN: 978-81-936264-1-2, <https://www.empyrealpublishinghouse.com/pdf/women-empowerment-book-by-dr-tazyn-rahman.pdf>.
- Rani, V.S. & Sundaram, N. (2023). Opportunities and Challenges Faced by Women Entrepreneurs for Sustainable Development in India, *Journal of Law and Sustainable Development*, Miami, V.11, n. 10, PP: 01-20, e0438,2023.
- Rawat, G. (2024). Issues and Challenges of Women Entrepreneurship, Shodh Samarth- Research, *Journal of Commerce, Management & Economics*, January 2024.
- Rawlings, R.N. (2014). Barriers to Women in Economic Development, Internship paper submitted in partial fulfillment of the requirements for the degree of Departmental Honors in International Business in the Department of Management, Available at

https://digitalcommons.usu.edu/cgi/viewcontent.cgi?article=1648&context=honor_s.

Roibu, I & Roibu, P.A. (2016). Barriers to women entrepreneurship: a comparative analysis between South Korea and Romania. *Acta Universitatis Sapientiae, philologica*, Vol.8, Issue.1, PP.183-203, Available at DOI: <https://doi.org/10.1515/ausp-2016-0013>.

Samari, G. (2019). Women's empowerment in Egypt: the reliability of a complex constructs, *Sexual and Reproductive Health Matters*, Volume 27, 2019 - Issue.1, PP.146-159, <https://doi.org/10.1080/26410397.2019.1586816>.

Saunders, M. N.K; Lewis, P. & Thornhill, A. (2000) Collecting Primary Datathrough Observation. Research Methods for Business Students, *Financial Times/Prentice Hall, Harlow*, pp.218-236.

Sharma, S. (2017). The Dynamics of Women's Empowerment: A Critical Appraisal, *Sociology Gender Studies&cultural Studies*, Vol. 47, Issue 3.

Shehab El-Din, M, Abd El-Kader. (2025). Are women still facing challenges in working after empowerment? An applied study in public education in Kingdom of Saudi Arabia (KSA), *Arab Journal of Administration*, Vol. 46, No. 3, September 2025.

Shweta, B.; Rakesh B.; & Fatema Al -S. (2014). Characteristics, Motivations, and Challenges of Women Entrepreneurs in Oman's Al-Dhahira Region, *Journal of Middle East Women's Studies*, Vol. 10, No. 2 (Spring 2014), PP. 135-151 , Available at <https://www.jstor.org/stable/10.2979/jmiddeastwomstud.10.2.135>.

Singh, S. & Singh, N. (2020) .Women Empowerment in India: A Critical Analysis, Tathapi, *UGC Care Journal*, ISSN: 2320-0693 Vol.19-Issue.44-June-2020.

Sultana, A., & Mahbub, M. (2021). Women Empowerment, Definition, theory, process, practice and importance-An analysis. Course Name: Gender and Politics in Bangladesh, *Research Gate Journal*, Available at <https://www.researchgate.net/publication/353444239>.

Taqi, N. (2016). The challenges facing women entrepreneurs: A study on Gulf cooperation council (GCC) countries, evidence from Kingdom of Bahrain, United Arab Emirates and Saudi Arabia. A PhD dissertation of Philosophy, Brunel University, London.

Taylor, S.; Bogdan, R., & DeVault, M. (2016). Introduction to qualitative research methods: *A guidebook and resource*. John Wiley & Sons, Inc., Hoboken, New Jersey.

Vukovic, Darko, B; Petrovic, M; Maiti, M & Vujko, A. (2023) Tourism development, entrepreneurship and women's empowerment – Focus on Serbian countryside, *Journal of tourism future*, Volume 9, Issue 3, 14 September 2023, <https://doi.org/10.1108/JTF-10-2020-0167>