



Gender and Sub-Sector Differences in Motivation in Starting up Small-scale Enterprises in the Tourism Industry of Sri Lanka

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Abstract

This study explores gender and sub-sector differences in motivation in starting up small-scale enterprises in the tourism industry of Sri Lanka. The researcher collected data from small-scale tourism entrepreneurs in the Hikkaduwa Urban Council (HUC) of Galle District, Sri Lanka. The researcher employed a mixed approach using a semi-structured questionnaire (195 women and 195 men entrepreneurs), key informant interviews (25), non-participant observations, and in-depth interviews (24). Three major sectors, namely accommodation, food and beverage, and tourism-affiliated retail services, were selected for this study. Secondary information was primarily collected from the literature on gender studies and relevant documents of small-scale enterprises. The stratified and purposive sampling methods were employed, and the data were analyzed quantitatively and qualitatively. There are significant differences found between men and women in terms of sub-sector differences in motivation in starting up small-scale enterprises in the tourism industry of Sri Lanka. The main motive for many women to participate in entrepreneurial activities was earning income. A sector difference was noted here, and women entrepreneurs' involvement in household income is higher than that of male entrepreneurs. Without other primary income sources, the main motivating factor in the food and beverages and tourism-affiliated services sub-sectors is the income factor. However, most women entrepreneurs in the accommodation sub-sector were motivated to engage in small-scale businesses due to being in the tourism zone, though percentage-wise, their proportion is less than men.

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INTRODUCTION

Increases in tourist arrivals have provided opportunities, and women flocked to start-up businesses in tourism to fulfill their dreams of entrepreneurship and achieving business success. This paper demonstrates the profile of respondents. It further analyses the gender difference in start-up motivations that men and women in different sub-sectors forwarded to the engagement of small-scale tourism enterprises. A significant difference is present among men and women entrepreneurs in various sub-sectors regarding their motivation to start new tourism businesses.

In the general Sri Lankan context, the patriarchy influences all social phenomena. There is no exception when it comes to gender participation in enterprises. Female participants are at a disadvantage when surviving in the industry. They have to face many barriers in the industry because of the gender inequality that can be generally observed in society.

Tourism as an industry has been growing recently in Sri Lanka. The main reason for this is the end of the civil war and the improvement of transportation and infrastructural facilities around the country, which has opened up many opportunities in the tourism sector of Sri Lanka. Yet, due to the gender inequality in Sri Lankan society, whether this condition has created equal benefits for both genders is questionable. When it comes to enterprises, small-scale enterprises secure a significant place in every industry, which is mainly because many start-up enterprises are established on a small scale. Because of that, many individuals willing to enter the business field may start their business from small-scale enterprises, mainly because such a start-up demands less.

This study was limited to studying gender and start-up motivations that individuals face within small-scale enterprises in the Sri Lankan tourism industry. This study was conducted in Hikkaduwa Urban Council of Galle District, Sri Lanka. This paper aims to analyze the entrepreneurial motives of men and women in different sub-sectors of small-scale enterprises in Sri Lanka's tourism industry. "Why do men and women in different sub-sectors have different motives for forming small-scale enterprises?" is the research question that investigates the above objective.

LITERATURE REVIEW

Women's Entrepreneurial Motivations

According to a UK study (Saridakis et al., 2014), gender-based explanations have overestimated the significance of social variables in women's decisions to pursue self-employment. Scholars have suggested (Goffee & Scase, 2015; Sharafizad & Coetzer, 2016; Ismail et al., 2021) that family-level factors are crucial in any entrepreneurial decision, process, and outcome. Depending on the context and the family situation, push and pull factors motivate women. Push factors for women are mainly listed as dissatisfaction with present employment linked to a glass ceiling, income necessity, flexibility, and family concerns. In contrast, pull factors are connected with self-fulfillment and income independence. Push motivations are more prevalent among women (Jennings & Brush, 2013). Researchers have shown that financial issues are the foremost reason women want to engage in a business. Jennings and Brush (2013: 685) have rightly mentioned that,

“Women are more often pushed into entrepreneurship than men because they have no other viable alternatives for employment due to slightly lower levels of education, less work experience, or greater career interruptions.”

During an investigation of women entrepreneurs in the Klang Valley in Malaysia, Ismail (1996) found that women were motivated predominantly by the prospect of increased income, flexibility, interest, avoiding precarious or low-paying jobs, and individual liberty. In their research on women's entrepreneurship in Malaysia, Salleh and Osman (2007) discovered a variety of motives (goal orientations) that lean more or less toward economic considerations.

Westhead and Birley (1990), cited by Roomi et al. (2009), stated that financial success is the most prominent factor of business motivation for women, ensuring family security, providing for their needs, and supporting the welfare of relatives. According to Nearchou-Ellinas and Kountouris (2004), four out of ten women launch their enterprises without business expertise. Regardless of their level of education, age, or familial situation, they claimed that women form enterprises to better their financial problems. In Cyprus, about 99% of all women-owned companies account for micro businesses.

Salleh and Osman (2007) observed that their respondents resigned from formal jobs to start businesses so they had adequate time for families. Motherhood, spousal self-employment, and family-oriented state policies (i.e., childcare and maternity leave) influence women's motivations (Kodagoda, 2012; Surangi, 2018; Jennings & Brush, 2013; Naldi et al., 2021). In addition, self-employment allows women to balance work and family, encouraging women to participate in entrepreneurship (Jennings & Brush, 2013). Other factors that drive women to earn through their businesses include the absence of conventional work, limited access to opportunities, and family responsibilities. Some studies (Mathews & Moser, 1996; Ahl, 2006) disclosed a strong connection between the presence of role models and interest in small business ownership. Many women had a close relationship with their parents or other self-employed persons.

Women want intellectually stimulating work that gives them chances for personal and professional growth (Nearchou-Elinas & Kountouris, 2004; Carter et al., 2003; Mouratidou & Grabarski, 2021). Studies (Alina, 2010; Orhan, 2005) have revealed that women differ in their perception and attitudes toward enterprises than men. They consider the future and new possibilities and avoid taking risks. In Ethiopia, women face limited education, limited formal

employment avenues, low skill levels, and poverty, which hinder them from becoming entrepreneurs (Panda, 2018).

In Sri Lanka, numerous motivational factors lead to starting up entrepreneurial activities. According to Rasnayake et al. (2013), women in Sri Lanka engage in entrepreneurial behavior because they can work independently and in business activities. Besides, a small or micro-enterprise can be started with less capital, which allows them to handle household work while providing an income to the family using their skills and overcoming unemployment and poverty. Though women have a high level of motivation for entrepreneurial activities, women entrepreneurs have fewer opportunities. Considerable gender barriers for women could be identified more than for men, reducing entrepreneurial engagement more than men's.

Women entrepreneurs in small-scale enterprises in Sri Lanka also face issues with capital accumulation. Rasnayake et al. (2013) mentioned that these women primarily collect capital through informal methods such as loans obtained at higher interest rates or borrowed from family and relatives. Women face challenges accessing loans and credit from microfinance institutions (Yogendrarajah and Semasinghe, 2013; Shkodra et al., 2021). The formal financial services in Sri Lanka treat men and women unequally in providing loans. Other barriers include high-interest rates, lack of regional spread of loans, needing a clear title to land in qualifying for a loan, and lack of skills for applying for business and financial plans (Gamage, 2015).

Several studies (Klyver & Terjesen, 2007; Dabic et al., 2012; Klyver & Grant, 2010; McAdam, 2013) have found a significant gender difference in entrepreneurial networks. Women entrepreneurs in small-scale enterprises in Sri Lanka face barriers in managing their conventional household roles, i.e., cleaning, cooking, and child-rearing, while engaging in business operations (Rasnayaka et al., 2013; Surangi, 2012, 2018). Sri Lankan women encounter

more issues related to entrepreneurship than men in their actions toward entrepreneurship, and their two-fold role as wage earners and homemakers may double these problems (Ayadurai, 2006; Surangi, 2018; Wijeyeratnam & Perera, 2013). According to Surangi (2012), there is a problem with women's lack of planning in small businesses. She emphasizes that it limits women's ability to grow their enterprises. The lack of institutional support badly impacts women's small-scale entrepreneurial activities (Panda, 2018; Surangi, 2012). Hence, small-scale industries and enterprises face more challenges than large-scale industries (Surangi, 2012). These small-scale industries confront problems related to finances, marketing, inadequate raw materials and skilled labor, and poor infrastructural facilities (Surangi, 2012; Jayawardane, 2016). Therefore, solving gender issues and strengthening women's participation will make sustainable tourism a reality (Swain, 2015; Xu & Gu, 2018).

RESEARCH METHODOLOGY

This study, a sequential explanatory design, adopts mixed methodologies, including qualitative and quantitative approaches. The "confirmation of findings by two different approaches or methodologies pave the way to greater completeness, validity, and generalizability of findings than by a single methodology" (Dewasiri et al., 2018, p. 2). The study location was Hikkaduwa Urban Council (HUC) in the southern province of Sri Lanka, which is identified as one of the main tourist destinations in Sri Lanka. The first nearly six months of the period were used to collect data by the author in the Sinhala language. Small-scale enterprises registered in HUC are spread across 28 sectors, including seven in the tourism industry. Of these seven sectors, accommodation, food, and beverage (F and B), and tourism-affiliated retail services were selected for the study as they had the most significant number of women-owned enterprises. The main techniques used were simple observation, key informant interviews (25), semi-structured questionnaire surveys (390; 195 women and men entrepreneurs each), and in-depth narrative interviews (24).

Considering the existence of a substantial number of establishments, a substantial number of engagements by both men and women, and having observed the expansion trend of business establishments during the past six years, a sample was drawn. The list of entrepreneurs was collected from the government office, and respondents were contacted. All the women entrepreneurs in these three sectors (accommodation, F and B, and tourism-affiliated retail services) were surveyed, which amounted to 195 women respondents. An equal number of male entrepreneurs were selected from the three sectors for comparison. Since there are more male entrepreneurs, 195 men were chosen randomly from the list of entrepreneurs available at the HUC. Semi-structured interview results were analyzed using descriptive statistics.

Simultaneously, twenty-four in-depth interviews (12 women, 12 men) were conducted with four male and four female entrepreneurs from each of the three sectors. Respondents were selected from among the semi-structured survey respondents based on the rapport established between the informants and interviewer and the reliability of the information shared in the questionnaire survey. Respondents willing to share detailed business data and whose survey data revealed exciting nuances to the case were purposefully selected for in-depth interviews. In-depth interviews were transcribed and translated into English.

Gender and sub-sector differences in motivation in starting up small-scale enterprises in the tourism industry of Sri Lanka have been analyzed to understand trends, patterns, classifications, and connections in each story were analyzed and interpreted. Quantitative data is analyzed using the SPSS statistical package, deriving descriptive analysis, percentages, frequencies, cross-tabulations, and chi-square tests.

FINDINGS AND DISCUSSION

Profile of Respondents

Small-scale tourism enterprises are classified into three sub-sectors: (1) Accommodation, (2) Food and Beverage Services, and (3) Tourism-Affiliated Retail Services. The following examines the profile of the questionnaire survey respondents (men and women entrepreneurs) according to the sub-sectors identified.

Table 1: Summary of Respondents' Profiles

	Accommodation		Food and Beverage Services		Tourism-affiliated Retail Services	
	Men	Women	Men	Women	Men	Women
Total no. of respondents	38	38	22	22	135	135
Mean age (years)	44.8	47.2	43.5	41.4	43.7	46.6
Background on Tourism-related Training	6 (3.1%)	2(1.0%)	4(2.1%)	4(2.1%)	15 7.7%)	16(8.2%)
Major motivation factor; To receive income	2 (5.3%)	4 (10.5%)	2 (9.1%)	9 (40.9%)	67 (49.6%)	84 (62.2%)
Those who motive as parents involved in the same business	9 (23.7%)	6 (10.8%)	1 (4.5%)	4 (18.2%)	13 (9.6%)	10 (7.4%)
<i>Marital status of the respondent</i>						
Married	37 (97%)	29 (76%)	21 (95%)	19 (86%)	112 (83%)	113 (84%)
Unmarried	0	1 (3%)	1 (5%)	0	22 (16%)	16 (12%)
Separated/divorced/ widowed	1 (3%)	8 (21%)	0	3 (14%)	1 (0.75%)	6 (4%)
<i>Education level</i>						
Completed high school	37 (97%)	36 (95%)	22 (100%)	22 (100%)	135 (100%)	134 (99%)
Completed Bachelors	1 (3%)	2 (5%)	0	0	0	1 (0.01%)

Source: Author's own

Out of the total respondents investigated in this study, an overwhelming majority of both groups (men and women) are Sinhala Buddhists. The survey indicates that male respondents in the food and beverage services business group are primarily young compared to the mean age of both men and women respondents in other sub-sectors, i.e., accommodation and tourism-affiliated retail services.

Concerning the respondents' spouses' occupational backgrounds, the highest spouse occupation status was observed in women respondents. Most spouses of men and women respondents were employed in the family business. The sample survey shows that most spouses of both male and female respondents are healthy. Only a few spouses of male and female respondents received continuous medical treatment (for chronic diseases). Since women's motivations for joining the tourism business are positively related to their spouses' health conditions, the need for financial incentives also appears as one of the main reasons.

Regarding family members' involvement in business, the findings revealed that more than half of both men and women respondents' spouses were involved in the industry, primarily as helpers. When the respondents' background in tourism-related training was tested, the sample survey showed that only a few respondents (both men and women) had training or examinations related to tourism. Most respondents (both men and women), particularly those involved in the tourism-affiliated retail services business, have training or inquiries related to tourism compared to other sub-sectors.

Sub-Sector Differences in Motivation in Starting up Small-scale Enterprises

Moore and Buttner (1997) argue that women have decided to engage with small-scale businesses to ensure economic certainty. In the sample of

women-owned enterprises, 50 out of 195 are women-headed households, and 10 out of these 50 are widows. Twelve of them are divorced, and nine are separated. Nineteen of them have no support from their husbands for family well-being.

Women are expected to ensure the family's well-being (Noor, 1995). A woman starts a business mainly to support the family financially, as confirmed by Table 2. A Chi-square test of independence was calculated. It compared the combined categories of a specific reason for choosing the tourism business for both genders. A significant interaction was found ($\chi^2(1) = 15.22, p < 0.004$), which denotes that reasons are significantly varying among genders. [a. 0 cells (.0%) have an expected count of less than 5; the minimum expected count is 12.00].

Table 2: *Specific Reason to Choose the Particular Small-scale Enterprises*

Reason	Men Count	% of Total	Women Count	% of Total	Total Count	% of Total
As an income	70	17.9%	98	25.1%	168	43.1%
Due to the tourism zone	65	16.7%	56	14.4%	121	31.0%
Generationally	23	5.9%	20	5.1%	43	11.0%
Entrepreneurial Knowledge	13	3.4%	13	3.5%	26	6.9%
To utilize the opportunity gained through country stability	24	6.2%	8	2.1%	32	8.2%
Total	195	50.0%	195	50.0%	390	100.0%

Source: Author's own

The economic motive appears as the main reason behind both men's and women's engagement in small-scale businesses in the tourism industry of Sri Lanka. However, women have a significantly higher motive for economic needs (Table 2). Women found that small-scale entrepreneurship in tourism is a meaningful way to support the family (Moore & Buttner, 1997). The following

narrative of Mrs. Geetha¹ explains the cause-and-effect linkage of women's engagement in the tourism business.

My husband had earned a little. His earnings needed to be increased to feed the children. So, he instructed me to start a small-scale business on the beach. I just started to sell the food to local and foreign tourists. Then, I could save up to rent a small space for the business. Now I am selling the food for the local and foreign tourists and hiring ten workers. I do this job to feed my family. Now my children have full meals a day and have better living standards. We bought a piece of land from the money and are working on constructing our house. The material development of my house has been gained through the income of this business (In-depth Interview, Field Data, Small-scale Women Entrepreneur, Food and Beverages Sub-Sector).

Women entrepreneurs are highly concerned with material development and their families' well-being from their business income. Women started a business out of economic necessity. In this quote, Mrs. Geetha is gradually achieving the welfare goal of the family. It is imperative to highlight the in-depth interview of the small-scale women entrepreneur's words, 'Now my children have full meals a day.' It symbolizes that the family income was insufficient to feed the children until then. Poverty, low income to fill the family's basic needs, and issues with welfare and well-being have caused women to engage in small-scale business in the tourism industry. Some respondents recall how difficult they were when they faced economic hardships. Some motherhood responsibilities in Sri Lanka include educating children and providing quality education (Surangi, 2018). Women discern business firm success differently than males, according to studies. Men

¹ Mrs. Geetha is a pseudonym used for a women-owned small-scale entrepreneur in the food and beverages sector who has run her business for five years.

entrepreneurs mostly measure success in terms of money, according to a survey of women business owners in Uganda's tourism sector (Katongole et al., 2013).

In contrast, women perceive success in non-economic terms, in which women have a less stressful enterprise where they can balance family responsibilities (Katongole et al., 2013). The narratives of women in in-depth analysis point out that they have gained happiness through expanding their enterprises and increasing the income from their business in the tourism industry. Mrs. Tharika² explained,

Now my children are going to school and learning well. Earlier, children had no proper place to study and for girls to have privacy. Since I am doing the business, I have sufficient earnings to meet their needs. The happiness in my children's lives encourages me to stay in business and expand and develop the business (In-depth Interview, Field Data, Small-scale Women Entrepreneur, Tourism-affiliated Retail Services Sub-Sector).

Mrs. Tharika is a widow of 35 years and the sole breadwinner. After her husband died, she moved to live with her mother. She found capital for the business by pawning her jewelry. At the interview, she was saving to construct a new house. She is now earning enough to afford a new home / a comfortable living place for the family. It signifies that she managed to feed the family and fulfill their basic needs, and now can afford a higher living standard. Cross-cultural research discloses that women predominantly invest more of their household income in their children's education, nutrition, and well-being than men (Madurawala, 2014; Welsh et al., 2014; Tajeddini et al., 2017).

²Mrs. Tharika is a pseudonym used for a women-owned small-scale entrepreneur in the tourism-affiliated retail services sector who has run her business for ten years.

Table 3: Motives by Sub-Sector and Gender

The specific reason for choosing this business	Type of Sub-Sector											
	Accommodation				Food and Beverage Services				Tourism-affiliated Retail Services			
	Men		Women		Men		Women		Men		Women	
As an income	02	5.3%	04	10.5%	02	9.1%	09	40.9%	67	49.6%	84	62.2%
Due to the tourism zone	18	47.4%	25	65.8%	11	50.0%	08	36.4%	34	25.2%	25	18.5%
Generationaly	09	23.7%	06	10.8%	01	4.5%	04	18.2%	13	9.6%	10	7.4%
Entrepreneurial Knowledge	02	0.1%	02	0.1%	03	0.2%	01	0.4%	08	0.6%	10	1.4%
To utilize the opportunity	07	18.4%	01	2.6%	05	22.7%	00	0.0%	13	9.6%	06	4.4%
Total	38	100%	38	100%	22	100%	22	100%	135	100%	135	100%

Source: Author's own

Women entrepreneurs in tourism-affiliated retail services have the highest economic motive (62.2%) as the main reason for starting the business (Table 3). Only 0.5% of women in the tourism-affiliated retail services sub-sector reported having to engage in higher education compared to women in the other two sectors. In addition, they reported having the industry with the highest widows rate (2.6%), and 4.4% of women in this sector receive continuous treatment. The Chi-square test performed to test the difference between men and women in terms of combined categories (knowledge due to tourism zone, generationally, and as an income) of assistance received from the Tourism Development Authority at the beginning had a statistically significant relationship [$\chi^2(1) = 7.81, p < 0.05$]. 0 cells (.0%) have an expected count of less than 5]. The minimum expected count is 12.00. The Chi-square test of independence was calculated between three different sectors in terms of combined categories of assistance received from the Tourism Development

Authority at the beginning. A significant interaction was found [$\chi^2(1) = 67.78$, $p < .000$]; 3 cells (25.0%) have an expected count of less than 5].

Unlike the accommodation sub-sector, the food and beverages sub-sector and tourism-affiliated services sub-sector get less priority to the land or property requirement since that will not become the top necessity for them to start. Therefore, their primary motivations were backed by income. Women tend to engage in business activities to make family members comfortable. Since their village is a tourism zone, men and women in the accommodation sub-sector are involved in business activities. Around 65.8% of women and 47.4% of men have identified the Hikkaduwa area's potential as a tourism zone as the main reason. Since most men in the accommodation sub-sector inherited their business from their parents, women motivated by the tourism zone are higher than men in the same sub-sector. Therefore, women entrepreneurs' motives in the accommodation sub-sector were mainly due to the above reasons.

Most women (65.8%; refer to Table 3) in the accommodation sub-sector claim that the motive to start their business was Hikkaduwa's potential as a tourism zone. The main reason for this is, unlike the other two sub-sectors, the land/building gets a central value in the accommodation sub-sector because running an SSE in a rented building is difficult as it requires a high cost. Therefore, entrepreneurs in the accommodation sub-sector mainly valued and perceived their capital in the sense of motivation backed by the tourism zone.

Some slight differences are noted between the sub-sectors on motivation to start a business. Economic motivation is a primary motive among women entrepreneurs in the food and beverages sub-sector and the tourism-affiliated retail services sub-sector. In the accommodation sub-sector, the main reason was identifying the Hikkaduwa area as a tourism zone. Most women entrepreneurs (65.8 %;) in this sub-sector claim that Hikkaduwa's potential as

a tourism zone was the motive to start their business. However, comparatively fewer men (only 47.4% of men in the accommodation sub-sector) claimed their primary reason is perceiving the area as a prominent tourism zone. Since land/building receives a central value in the accommodation sub-sector, entrepreneurs in the accommodation sub-sector mainly valued and perceived their capital with motivation backed by the tourism zone.

Table 4: Gender and Sub-Sector Differences of Motivation in Starting up Small-scale Enterprises

Accommodation		Food and Beverages Services		Tourism-affiliated Retail Services	
Men	Women	Men	Women	Men	Women
The primary motivating factor: the tourism zone	Most women's motive is the tourism zone, but less percentage than men.	The main form of motivation factor: the tourism zone	The main structure of motivation: an income	The main form of inspiration: an income	The main form of motivation factor is income
Unlike women, the second-highest motive factor is generationally influenced.	Women's generational influence is less than men	Less generational motivation	Compared to men in the same sub-sector, a higher level of women generationally motive	The second-highest motivation: the tourism zone	The second-highest basis: the tourism zone

Source: Author's own

The second main reason highlighted in both accommodation and tourism-affiliated retail service sub-sectors is that most entrepreneurs handle the business since their parents had previously dealt with the same work. In discussing competition over opportunities to start, businesswomen in the food and beverages sub-sector were the receivers of the minor challenges than men in the same sub-sector.

Women entrepreneurs in the food and beverages sub-sector face fewer challenges than men in the same sub-sector in starting the business. The reason is that the food and beverages sub-sector utilizes skills primarily connected with femininity, i.e., food preparation, and women are considered more suitable for managing such activities. For women entrepreneurs in the other two sub-sectors (tourism-affiliated retail services and food and beverages), the primary motivation to engage in a business is the main source of income generation. Stereotypical societal attitudes influence women entrepreneurs' roles within the family (Dewitt et al., 2023). This study suggests that women entrepreneurs in the food and beverages sub-sector face the most minor obstacles in a business start-up because food and beverages are (considered to be) closely affiliated with socially expected duties of women. Both men and women entrepreneurs chose to start a tourism-related business because of the importance of tourism in the location; still, some slight differences exist across sub-sectors.

Women entrepreneurs in the accommodation sector try to balance their business and daily household responsibilities. In analyzing the stories, most women respondents in the present investigation affirmed their satisfaction with their companies, even though they run the business in a small space. There were few opportunities to learn about market potential or their potential to develop as entrepreneurs. Mrs. Kusuma³ explained,

I chose to start this business two years ago. I am satisfied with it. With a household to manage, I need a large company. To earn more, I have to work more. If I become too competitive, I might not be able to fulfill my duties as a mother. I do everything for my family and children who have lost their father. So, running a business that matches my level is good for me. Women cannot work as men in this field, which is more than enough. (In-depth Interview, Women, Small-scale Entrepreneur

³Mrs. Kusuma is a pseudonym for a woman entrepreneur in the tourism-affiliated retail stores sector, who has run her business for 5 years.

Running a Business for Five Years, Tourism-affiliated Retail Services Sub-Sector).

Another story of the wife of a male-headed small-scale enterprise in Hikkaduwa pointed out the roles shared in the small-scale business. She is Wasanthi⁴, who helped her husband's business for more than eight years. She revealed how difficult it is to deal with societal values established against selling liquor to a woman. Although Wasanthi handles all tasks, she cannot deal with legal matters.

This is a food stall. I wake up at 4:00 a.m. every morning and prepare the food to sell. The shop employees usually come to work at 8.00 in the morning. I have six employees, but they do not engage in cooking. I cook the food at home and take them to the shop. My husband usually opens the shop and does the shopping for the business. We don't have a liquor license. But, without liquor, it is impossible to keep the tourists attracted to the company. So, we sell liquor in some situations. The police even know the fact of selling liquor illegally. When the police come, my husband or my son will make the trade with them. I am not involved with such matters. My husband goes to the police station and the court in the cases charged with illegally selling liquor (Key Informant Interview, Field Data, and Wife of the Men-owned Small-scale Enterprise, Food and Beverages Sub-Sector).

Ms. Ramya, an unmarried woman, recalled her memories of the times she started her business. Social norms, which subordinate and marginalize women, restricting them to the prescribed domestic roles, have a massive impact on women's businesses (Kodagoda, 2012) and the support available for women

⁴MrsWasanthi Fonseka is a pseudonym used for a wife of a men-headed small-scale enterprise, in the food and beverages sector, who has run his business for 8 years.

entrepreneurs.

I was afraid of investing much money to expand my business. Also, my parents said, how can you, as an unmarried girl, expand this shop by getting a big loan? Though willing to grow, I finally decided not to do so (In-depth Interview, Field Data, Food and Beverages Sub-Sector).

CONCLUSIONS, IMPLICATIONS, AND FUTURE RESEARCH DIRECTIONS

The primary motive for engaging in tourism enterprise is ‘family first,’ in which negotiations inside the family on how their resources will be utilized effectively. The same pattern was evident among the sub-sectors where the primary motivating factor is ‘income.’ It is suggested that critical motivational drivers for entrepreneurship in tourism and environmental factors influence entrepreneurial motives more than cognitive factors. The environmental factors in this study are the tourism market changes that occurred due to post-conflict situations. Gender inequalities in the entrepreneurial start-up process have been revealed. Women in the study always needed change to earn income for the family.

In some cases, such income is the primary income source. In contrast, in others, it is the extra income. Without the family’s primary income earner (death or disability), some women entrepreneurs had to bear the entire responsibility of handling the family. The chief motive for many women to engage in entrepreneurial activities was earning income. A sector difference was noted here: women entrepreneurs contribute to household income more than male entrepreneurs. Without other primary income sources, the main motivating factor in the food and beverages and tourism-affiliated retail services sub-sectors is the income factor. However, most women entrepreneurs in the accommodation sub-sector were motivated to engage in small-scale

businesses due to being in the tourism zone, though percentage-wise, their proportion is less than men.

The country's civil and political situations could vastly influence its entrepreneurial engagement. After the civil war in Sri Lanka ended, literature regarding tourism-related small-scale businesses has notably grown in response to increasing tourist arrivals. The present study concludes that a low proportion of women entrepreneurs in respective sectors started their tourism business after the civil war compared to men entrepreneurs in all three sub-sectors. The accommodation sector requires massive capital relative to the other two sectors. Therefore, a sub-sector analysis reveals that the country's situation has differently affected men and women entrepreneurs in different sub-sectors. Therefore, sectors like accommodation investing significant initial capital soon after the war's end are acceptable.

Previous research studies in other countries have often pointed out that women in these sectors do not encounter conflicts in a business start-up. Women entrepreneurs face many uncertainties at greater levels than men when a business goes against conventional ideas about gender-related roles. However, the present study concludes that women in the accommodation sub-sector receive more support from their spouses to handle their business, unlike women entrepreneurs in other sub-sectors. The nature of this sub-sector has made managing guest houses only by women a difficult task in a male-centered culture like Sri Lanka. In addition, due to women's inherent skills in food preparation and handling tasks (such as sewing), entrepreneurs in the food and beverages sub-sector get a little family support. For these two sub-sectors, spouse involvement in the business is not an influencing factor.

The conclusions suggest directions for restoring better policies and practices to provide better information about women entrepreneurs' understanding levels, their coping strategies, and the difficulties they

encountered in business formation and running small-scale tourism businesses. Future studies can explore Macro-level education reforms to measure the impact level on enterprises. Also, the new reading on the role of SSE can be promoted through advertising. Media research can further study how/why different gender-responsive perspectives bring into the tourism discourse, opening opportunities for women.

Future studies should be able to uncover possibilities that address all demographic factors, such as age and ethnicity, in the small-scale tourism enterprises, which enhance entrepreneurs' lives in Hikkaduwa, a leading tourism destination in Sri Lanka. The study would help policymakers develop small-scale enterprises that would be insightful in sector-specific industry development, which will address tourists' needs. The study identified that one should have considerable resources and business size to challenge gender norms. It is necessary to detect the threshold location and the kind of support that can create such a meaningful boost to elevate their business.

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CONFLICT OF INTEREST

The authors declare no conflicts of interest.

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