

INHERENT ISSUES AND CHALLENGES FACE BY THE WOMEN ENTREPRENEURS IN DMCs OF COLOMBO DISTRICT, SRI LANKA

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1. Introduction

Tourism is one of the vast and fastest growing sectors in the global economy of Sri Lanka. It has a massive potential to offer value-added products that could meet the expectations of high-end tourist markets. Tourism as an important instrument for sustainable human development and advancement of women, only 25% of female entrepreneurs are in Sri Lanka (Central Bank Report, 2012). The participation of women in the tourism industry is lower than that of male presentation. Therefore, the purpose of this study is to identify inherent issues and challenges faced by the women entrepreneurs in DMCs in Sri Lanka and to identify the strategies used to overcome these challenges in order to encourage women to participate entrepreneurial activity.

2. Research Methodology

This study was developed as a phenomenological study. In this study, primary data were collected through semi-structured interviews and was analyzed by the thematic analysis. Data was collected from 10 women entrepreneurs in the DMC sector. The data were used for qualitative analysis to achieve the objectives.

3. Findings and Discussion

According to the research findings, there are significant negative economic, social and cultural impacts and barriers in digital literacy when women set up a business in the tourism sector. As the researcher has discussed women's challenges with the existing literature.

4. Conclusion and Implications

It revealed some of the opportunities and developments for women entrepreneurs. Thus, this study will provide elements for the long term success of women in Sri Lanka. Women Entrepreneurs in the tourism industry can get knowledge about the issues and challenges that helps the economic development of the country and students can gain knowledge about the tourism sector and women entrepreneurs.

Keywords: Destination management company, High-end tourist market, Women entrepreneurs