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STUDYING WOMAN ENTREPRENEURS PROFILE IN TOURISM SECTOR

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EXTENSIVE SUMMARY

Beyond being an economic value, entrepreneurship is closely related to social, cultural and political dynamics in terms of its occurring place and the change movements it brought. Within the framework of this definition, the sector that the women entrepreneurs are in active beyond producing a value and recruitment gains importance. Before putting emphasis on the features of woman entrepreneurs, the reasons they enterprise etc. , we can express the relation between women entrepreneurship and tourism as follows. As tourism where women entrepreneurship is effective mostly in local economic development, in parallel, is a sector that activates local economic development and thus it ties women entrepreneurship and tourism tightly.

Amasra and Safranbolu districts are considered as tourism cities. This research is carried out to define the women entrepreneurs' profiles who are active in areas related to tourism in these provinces, to detect problems that women entrepreneurs encounter with and to find problem eliminating policies and solutions. The nature of this research is women tourism entrepreneurs in Amasra and Safranbolu districts. For this purpose, by using random sampling method, a survey was carried out with 41 volunteer women entrepreneurs. In data collection, the survey form in Şahin's (2009) study was benefited from.

When demographic features of women entrepreneurs are examined; it is seen that 68% of women entrepreneurs age between 26-40, that their birthplaces have 50-50 ratio as provinces and districts, that the percentage of people who don't know a foreign language is 68% and that their foreign language levels are at a low level. It is seen that most of the women entrepreneurs are single, and their education is primary or secondary in large proportions.

When women entrepreneurs' family information is examined; it is seen that 65.9% of those women entrepreneurs have children and they usually have 2 children. Again, it is seen that women entrepreneurs are in

first degree in responsibility in child care and that they don't get help for household. It is seen that women entrepreneurs' partners are 46% secondary school graduates and their partners' are mostly freelance workers.

It is stated that 26,8% of women entrepreneurs had worked before. These people had worked as workers and freelance previously. When their business life terms are examined, it is seen that 48,7% of entrepreneurs are active for 2-4 years.

"Reasons of becoming entrepreneurs" is asked women entrepreneurs, and the most important reasons are as follows; "to be helpful for other people" (3,97), "for social relations" (3,71). "To do my profession" (3,05), "to make my ideal come true" (3,20) and "for economic independence" (3,29) can be deemed as unimportant factors when compared to others.

Where they gained the capital while setting up the business is asked the entrepreneurs, and the replies are as follows; 16 people (39%) family savings, 7 people (17,1) borrowing from close relatives and 16 (39%) bank loan and 2 people stated that they set up a joint venture with a partner.

Whether they had encountered with a problem while setting up a business is asked and 29 of women entrepreneurs (70,7%) stated that they encountered problems. They stated that the most important problems are "high prices of workplace rents" and "not being recognizable in the market". The least encountered problems are stated as follows; "appropriate recruitment", "appropriate material supply" and "inexpertness".

Whether there are disadvantages of doing business in their districts or not is asked to women entrepreneurs that took place in the research. 27% of participants stated that there are issues such as "having mostly male workers in business", "community values" and "family issues".

It is asked the participants how their business constitute an obstacle for the house life. 49% of participants stated that there is no obstacle for their house lives, 37% stated that they have trouble in finding leisure time, 14% stated that they neglect their household and children.

49% women entrepreneurs stated that they have various problems in their business. These problems respectively "overfatigue" (3,9), "market stagnation" (3,30), "problems with customers" are the most encountered ones, "bureaucratic obstacles" (2,0), "family relations" (2,15), "equipment tools and delivery of goods and similar issues" (2,15) are the least encountered ones.

Good aspects of their works is asked women entrepreneurs. As a response, these are listed as the best aspects; "reaching the standard of comfortable living" (65%), "financial freedom" (53%), "interests" (56%), "life satisfaction" (46%), "being independent" (41%). 88% of women entrepreneurs stated that their emotional aspects pose an obstacle, and all of the participants stated that their business increased their self-confidence.

Women, whom the countries has paid importance on recently, and who comprise the half of the world population, are short of country, family and partner support and it poses an obstacle for their entrepreneurship dreams. All kinds of support should be provided to women entrepreneurs who can gain an important place in the point of economic welfare, per capita income and employment. Women entrepreneurs should go through a entrepreneurship education filter.