



Transformative Horizons: The Changing Landscape of Indian Tourism through the Empowering Contributions of Women Entrepreneurs

Dr Esha Chatterjee

Assistant Professor, Department of Sociology, Faculty of Arts and Humanities, Kalinga University Raipur, India

esha.chatterjee@kalingauniversity.ac.in

Received: 07 Apr 2025; Received in revised form: 02 May 2025; Accepted: 08 May 2025; Available online: 11 May 2025

©2025 The Author(s). Published by Infogain Publication. This is an open-access article under the CC BY license

(<https://creativecommons.org/licenses/by/4.0/>).

Abstract— *The tourism sector is steadily expanding and is viewed as a promising domain for entrepreneurial endeavours. Due to its swift and persistent expansion, tourism is recognized as a potent avenue for attaining development. Women entrepreneurs, engaging in tourism as a developmental approach, can make positive contributions to the local or national economy. In fact, the increasing significance of women in the entrepreneurial landscape has emerged as a noteworthy phenomenon in the past few decades in the tourism sector. This paper delves into the crucial involvement of women in entrepreneurship within the vibrant domain of tourism in India. It attempts to highlight the contributions made by women entrepreneurs in recent years in reshaping and making their mark in Indian tourism.*



Keywords— *Entrepreneurship, Indian Tourism, Leadership, Tourism, Women Entrepreneurs.*

I. INTRODUCTION

“Educate your women first and leave them to themselves; then they will tell you what reforms are necessary for them. In matters connecting them, who are you”- Swami Vivekananda.

One of the key sectors of the economy any country is tourism. In fact, it is one of the key potential areas of economic development and transformation in the world. This service industry creates enormous opportunities for employment generation as well as entrepreneurial practices, especially for the developing countries.

The economy of India is fast progressing and interestingly entrepreneurship, specifically speaking women entrepreneurship, is considered to be one of the main reasons for our growth. Women entrepreneurs create opportunities for employment as well as provide consultancy services to different business issues by planning and making correct decisions. Like any other industry, tourism also welcomes and encourages women participation not only as trained and untrained manpower,

but also as a business leaders and entrepreneurs. As a parent industry, tourism supports and encourages other allied areas to contribute more and create employment and business opportunities. The number of women entrepreneurs are increasing day by day and their contributions are also recognized and appreciated globally.

This paper delves into the crucial involvement of women in entrepreneurship within the vibrant domain of tourism. Against the backdrop of India's swiftly advancing economy, women entrepreneurs are recognized as substantial contributors to progress, not only providing employment opportunities but also offering consultancy services through strategic decision-making. The tourism sector, integral to the nation's economy, not only embraces women as an invaluable workforce but actively promotes their engagement in leadership roles and entrepreneurial endeavors. The main objective of this paper is to illuminate the factors shaping the success of women entrepreneurs in the tourism industry, underscoring their pivotal role in reshaping the dynamics of Indian tourism

and present success stories of four women entrepreneurs who are making their mark in the Indian tourism sector.

Utilizing a descriptive and exploratory methodology, the paper draws upon a diverse array of sources, including academic journals, government reports, industry publications, and pertinent books. The compilation of secondary data from newspapers, government bulletins, official websites, textbooks, video lectures, and blogs contributes to establishing a comprehensive contextual backdrop. I have presented four instances of successful women entrepreneurial ventures in India. With this, the paper attempts to show the influence of women entrepreneurs within the Indian tourism sector. It acknowledges the growing numbers of women entrepreneurs and the global recognition of their substantial contributions to the field.

II. METHODOLOGY

This paper uses a qualitative and exploratory design to explore and understand how women entrepreneurs are changing the Indian tourism sector. The study is based on secondary data. It draws from existing sources like newspaper articles, academic journals, government reports, official websites and media coverage. Also additional insights were gathered through blogs, video, interviews and online platforms that share stories of tourism businesses that are led by women.

The study also uses case studies of four women entrepreneurs who played an important role in re-shaping tourism in India. These cases were shown to reflect diversity in background, type of business and level of innovation. Each of the cases show how women are using tourism not only as a business opportunity but simultaneously a way to promote culture, community engagement and social change.

III. REVIEW OF LITERATURE

In India, the travel and tourism sector stands as the largest service industry, encompassing commercial, sports, medicinal, cultural, and historical tourism. The sector's primary objectives include fostering growth and promotion of tourism, ensuring India's competitiveness as a travel destination, and expanding and diversifying industry offerings to support job creation and economic development.

Initiated by the Government of India through the Ministry of Tourism, the "Incredible India" campaign strives to position India as an alluring and distinctive global travel destination. Since its commencement in 2002, the campaign has played a pivotal role in captivating the

imaginations of global travelers, presenting them with the sheer splendor and diversity that India encompasses.

The "Incredible India" initiative strategically utilizes a range of multimedia platforms, such as television, print, and digital media, to unveil the enchanting stories of India's landscapes, monuments, festivals, traditions, and culinary delights. This campaign has been instrumental in reshaping India's image into a must-visit destination, spotlighting its exceptional fusion of modernity and tradition.

At the core of India's tourism principles lies the ancient Sanskrit phrase, "*Atithi Devo Bhava*," which translates to "The Guest is God." This age-old philosophy encapsulates the essence of hospitality deeply ingrained in Indian culture. Anchored in the belief that guests mirror the divine, this concept underscores the paramount importance of treating visitors with the highest regard, warmth, and generosity.

Forecasts indicate that by 2028, India's tourism and hospitality sector is poised to generate revenue surpassing \$59 billion, with Foreign Tourist Arrivals (FTAs) estimated to reach 30.5 million during the same period. Given India's G20 Presidency and the celebrations of India@75 Azadi ka Amrit Mahotsav, the Ministry of Tourism has designated 2023 as the 'Visit India Year' to stimulate inbound travel. The Prime Minister envisions a mission-oriented strategy to boost tourism during the Amrit Kaal, with a strategic roadmap spanning the next 25 years. The overarching objective is to position India as the premier global travel destination by the time of India@100 celebrations in 2047, establishing unparalleled allure for visitors worldwide.

In alignment with these goals, the Ministry of Tourism plans to convene a Global Tourism Investors Summit in collaboration with Central Ministries and State/UT Governments. This summit aims to showcase investment and trade opportunities within the Indian tourism sector, enabling global investors to explore the diverse array of products and services it has to offer. The Prime Minister's vision includes a mission mode approach to tourism development during Amrit Kaal, with a strategic roadmap for the next 25 years, aspiring to position India as the foremost global travel destination by India@100 in 2047. As part of this initiative, the Ministry of Tourism is preparing to organize a Global Tourism Investors Summit in collaboration with Central Ministries and State/UT Governments, providing a platform for global investors to explore investment opportunities in the diverse landscape of Indian tourism.

Similar to other sectors, the tourism industry holds significant potential to foster sustainable economic growth

and empower local communities. The key to harnessing this potential lies in comprehending tourists and the intricacies of tourism processes. Recognized as a promising domain, the tourism industry is acknowledged for its capacity to generate employment, contribute to economic sustainability, and promote stability within communities.

Exploring entrepreneurial prospects within the Tourism Industry reveals an expansive landscape of opportunities. The industry, characterized by evolving travel patterns, a competitive market, and diverse tourist demands, provides a fertile ground for innovative ventures. Entrepreneurship in this domain thrives on creativity and the willingness to venture into new endeavors. Below are domains where emerging entrepreneurs can flourish:

- **Accommodation Sector:** Embracing a variety of options such as Boutique Hotels, Heritage Houses, Theme Villages, Motels (along highways), Guest Houses, Bed and Breakfast Accommodations, Farm Houses, and Home Stays.
- **Transportation:** Diversified opportunities encompassing Airlines and related businesses, Car Rental services, and specialized transportation services tailored for tourists.
- **Travel Services:** Entrepreneurial ventures in this category span Travel Agencies, Tour Operators, Guide Services, Language Interpreters, and Event Management.
- **Allied Industries:** Exploration of opportunities in Handicrafts and Souvenirs, as well as entertainment offerings like dance, music, shows, and communication services.

IV. FINDINGS AND DISCUSSION

The societal progress is intricately linked to the advancement of women. In fact, women's entrepreneurship has been recognized as a pivotal catalyst for the economic growth and development of a nation. The contributions of women entrepreneurs extend beyond mere financial gains, as they play a crucial role in generating employment opportunities and offering innovative solutions to various managerial and business challenges through strategic planning and decision-making processes. The impact of women entrepreneurship is not only felt in the business realm but also extends to the social and economic well-being of families by fostering women empowerment, promoting self-development, and establishing financial independence (Skoglund 2011, Serafimova and Petrevska 2018).

Women entrepreneurship is shaped by a diverse set of factors that impact the opportunities and challenges encountered by women in business. An understanding of these elements is crucial for creating an environment conducive to the growth and success of women entrepreneurs. Listed below are the key factors that play a significant role in influencing women entrepreneurship.

- **Education and Skill Enhancement:** Access to quality education and skill development programs serves as a fundamental factor shaping women entrepreneurship. Education equips women with knowledge and enhances their capabilities, preparing them to navigate the complexities of starting and managing businesses.
- **Financial Independence:** The pursuit of economic independence is a compelling driver for women to venture into entrepreneurship. The aspiration to achieve financial autonomy and contribute to household income motivates women to explore entrepreneurial opportunities, challenging traditional gender roles.
- **Supportive Family Environment:** The presence of a supportive family environment is paramount for women entrepreneurs. Encouragement from family members, particularly spouses and parents, plays a crucial role in empowering women to pursue entrepreneurial ambitions without societal constraints.
- **Access to Financial Resources:** Adequate access to financial resources stands out as a critical factor influencing women entrepreneurship. Difficulties in obtaining loans, investments, or capital can significantly impede women's ability to initiate or expand their businesses. Simplifying access to finance is essential to overcome this obstacle.
- **Networking Possibilities:** Networking offers valuable connections, mentorship, and business prospects. Women entrepreneurs benefit from engaging in networks that foster collaboration, learning, and mutual support. Establishing robust professional connections helps overcome gender-related challenges in the business sphere.
- **Mentorship and Exemplary Figures:** Mentorship and exposure to successful role models are influential in shaping the journeys of women entrepreneurs. Guidance from experienced mentors and the visibility of accomplished women in business inspire confidence, offer insights, and aid in navigating the unique challenges faced by women in entrepreneurship.

- **Government Policies and Assistance:** Supportive government policies and initiatives play a pivotal role in creating an enabling environment for women entrepreneurship. Policies addressing gender biases, providing financial incentives, and promoting equal opportunities contribute significantly to breaking down systemic barriers.
- **Cultural and Social Norms:** Cultural and social norms can either encourage or hinder women's entrepreneurial pursuits. Societal acceptance of women in leadership roles and a departure from traditional gender stereotypes are essential for fostering a culture that embraces women entrepreneurship.
- **Technological Progress:** Technological advancements have leveled the playing field for women entrepreneurs. Access to digital platforms, e-commerce, and online marketing opens up new avenues, allowing women to reach a broader audience and overcome geographical constraints.
- **Educational and Awareness Initiatives:** Targeted educational and awareness programs focusing on entrepreneurship empower women with the necessary skills and knowledge. These programs also play a vital role in dispelling myths, addressing gender biases, and instilling confidence in aspiring women entrepreneurs.

Women entrepreneurs in India's tourism sector face numerous obstacles that can hinder their progress and success. These challenges encompass:

- **Gender Bias and Stereotypes:** Women in the business world often confront ingrained gender biases and stereotypes. Preconceived notions associating specific roles and industries with men can limit opportunities and create hurdles for women in the tourism sector.
- **Access to Finance:** Securing financial support and capital poses a significant challenge for women entrepreneurs. Biases in lending practices may make it difficult for women to obtain loans or investments, restricting their ability to initiate or expand businesses.
- **Limited Networking Opportunities:** Accessing essential networking opportunities can be challenging for women entrepreneurs in the tourism industry. Male-dominated networks may exclude women, limiting their ability to form valuable connections crucial for business growth.
- **Work-Life Balance:** Juggling work and family responsibilities remains a persistent challenge for women entrepreneurs. Cultural expectations and

traditional gender roles may hinder women's ability to effectively manage both business and family commitments.

- **Lack of Training and Education:** Quality education and training programs specific to the tourism industry may be scarce for women. This deficiency in education and skill development opportunities can impede their competitiveness in the market.
- **Safety Concerns:** Safety concerns, particularly related to travel and interactions in the tourism industry, can deter women entrepreneurs. Fear for personal safety may influence their willingness to engage in specific business activities.
- **Market Access and Visibility:** Gaining visibility and accessing markets can be challenging for women entrepreneurs due to potential discrimination or exclusion in business dealings. Establishing credibility and breaking through existing market structures can prove difficult.
- **Social and Cultural Barriers:** Societal norms and cultural expectations act as barriers for women entrepreneurs. Some communities may discourage or stigmatize women involved in entrepreneurial activities, hindering their pursuit of business goals.
- **Lack of Mentorship:** The absence of female role models and mentors in the tourism industry is a hindrance for aspiring women entrepreneurs. Mentorship is crucial for guidance and support, and its absence may impact their professional development.
- **Policy Challenges:** Existing policies and regulations may not support women entrepreneurs in the tourism sector. Advocacy for gender-inclusive policies and the elimination of discriminatory practices is vital to creating a more supportive environment.

Addressing these challenges necessitates collaborative efforts from diverse stakeholders, including government bodies, industry associations, and society at large, to establish an inclusive and supportive ecosystem for women entrepreneurs in India's tourism industry.

Contributions made by women entrepreneurs in Indian tourism Sector

Considering the myriad advantages of exploration and travel, we now see many accomplished women entrepreneurs in India having ventured into the realm of travel startups. Remarkably, their endeavors have not been in vain. Rather, it is shaping and giving a new dimension to travel and tourism in India. Here, I present four

trailblazing women entrepreneurs whose tourism startups are currently reshaping the landscape of travel in India.

Firstly, Mrs. Chitra Gurnani Daga, who has experience working in various multinational corporations such as Infosys, joined forces with her partner to initiate a tour startup known as Thrillophilia. According to her, the purpose behind Thrillophilia was to create a platform for travelers where they can plan and book various activities. She is a travel enthusiast herself, and had a clear vision of an unconventional career propelled her to success. She was awarded by the Ministry of External Affairs, India for her outstanding contribution to travel and tourism. Chitra has also been featured in leading magazines and digital channels, and is recognized as one of India's most influential entrepreneurs. Chitra's vision was to create a platform that would allow free migrants, including corporates, to book adventures in the regions they were visiting, whether it be yoga in Himachal, scuba diving in Ladlakwad, or sky-diving in Tamil Nadu, among others. Abhishek, a graduate of IIT, Varanasi, had the same vision as Chitra, and they both decided to pursue an unconventional career. They were determined to make their dream a reality. Started in 2009, Thrillophile Tours Pvt.l. Ltd. was a result of extensive research, discussion, and a core team made up of travel experts. The goal was to allow people to book experiences from all over the country and compare them at the same time.

It also increased the credibility of the markets and the vendors and the hand picked guides from all over the country. Thrillophilia is now India's largest travel booking platform. In 2020, it had over 3 million users with 12,500 activities in 125+ destinations. Chitra started the company from the ground up with the goal of establishing her brand through a website, a Facebook page, a Twitter account, a blog, and using SEO practices to make her platform better and best to provide customers with a pleasant experience. Her dream has never been to make money from her travel plans, but rather to contribute to the country and make life easier for people. She is able to do this because her company has many warehouses and service desks. The main activities offered by the company are Scuba Diving, Camel Safari, Biking, Caving, Paragliding, Wildlife Explorations, and many more.

Some key contributions made by Chitra Gurnani Daga in tourism in India include:

- **Business Innovation:** Chitra Gurnani Daga has played a pivotal role in steering business innovation at Thrillophilia. The platform is distinguished by its extensive selection of carefully curated travel experiences,

encompassing adventure sports, cultural tours, and unique activities.

- **Market Expansion:** Under her guidance, Thrillophilia has broadened its horizons beyond India, extending its offerings to encompass travel experiences in numerous countries. This strategic expansion has propelled the platform into a prominent position within the global travel industry.
- **Digital Presence and Technology Integration:** Chitra is likely responsible for enhancing the platform's digital footprint and integrating technology to streamline the user experience. Thrillophilia's online platform now facilitates effortless browsing, booking, and payment for a diverse array of travel experiences.
- **Promotion of Local Experiences:** Guided by Chitra Gurnani Daga, Thrillophilia has gained recognition for actively promoting local experiences and supporting businesses at the grassroots level. This emphasis aligns with the prevailing trend toward responsible and sustainable tourism.
- **Customer Engagement and Community Building:** In the travel industry, establishing a community of travelers and fostering customer engagement is crucial. Chitra may have played a key role in initiatives aimed at cultivating a robust Thrillophilia community and enhancing overall customer satisfaction.
- **Recognition and Awards:** Chitra Gurnani Daga's impact on Thrillophilia may be evident in any accolades or awards the platform has received. Such recognition often underscores the entrepreneurial success and positive influence within the travel and tourism sector.

Secondly, it is significant to mention about SeekSherpa - a mobile-based marketplace designed to link locals and travelers for distinctive travel encounters. It was established in 2014 by Sukhmani Singh and Dhruv Raj Gupta, both 23-year-old graduates from Shri Ram College of Commerce in Delhi. Motivated by their own challenges during frequent travels due to a lack of local insights, both Singh and Gupta chose to leave their jobs at AT Kearney and Google, respectively, to concentrate on bringing their concept to life – connecting locals with travelers. Through the platform, travelers can engage with locals who provide guided experiences, enabling them to discover cities in a manner that is both unique and authentic. This model involves engaging local experts or "Sherpas" to lead experiences. Sukhmani's contribution likely includes the focus on empowering locals by providing them with

opportunities to showcase their expertise and earn income. Under Sukhmani Singh's guidance, SeekSherpa has expanded its presence into new cities or regions. The platform's growth has established SeekSherpa as a significant player in the travel experience industry.

In terms of user Experience and technology Integration, Sukhmani has played a part in improving the user experience on their platform. This involve integrating technology to streamline booking processes, enhance communication, and create a more user-friendly platform. With regard to community building, she has accomplished in establishing a community comprising both travelers and local experts. As per her interviews, she has actively participated in initiatives focused on building a vibrant community, fostering connections, and encouraging interactions among users. Regarding, the promotion of local and cultural experiences, SeekSherpa's has emphasised on offering travelers unique and culturally enriching experiences. Her contributions and efforts are significant in India's tourism industry to promote local and authentic experiences that extend beyond conventional tourist attractions.

Thirdly, it is interesting to talk about the women-only 'Girls on the Go Travel Club', which began with a zero-cash business plan. This initiative was started by Piya Bose, a lawyer by profession. Her journey into travel began during an unexpected vacation when she had to overland from Lucknow to Nepal and then Tibet. Experiencing challenges related to oppression and fundamental issues during this trip, she found herself standing on the highest Everest mountain in Tibet, pondering her life's direction. It was then that she realized her desire to "not only make a living but also genuinely live."

Having worked for travel firms briefly at the age of 24, Piya developed a connection with clients and identified a lack of originality in travel companies. Amidst her quest for discovery, the idea of creating a Women Travel Agency struck her as midnight fuel. Being a solo wanderer since the age of 16, Piya noticed the scarcity of Indian women traveling globally, inspiring her to share the thrilling and life-changing experiences she had encountered through her trips with the Girls on the Go travel club.

In 2008, she took the leap by organizing her first planned trip to Ladakh, promising more trips if the initial one proved successful. Since then, Piya has led women on various expeditions, from Antarctic journeys to photographing the Northern Lights in the Arctic, staying with Nagaland's headhunters, camping in Mongolia, trekking up a volcano, and reaching the Everest Base

Camp. The primary focus of the GOTG club has always been to encourage women to travel, yet Piya has observed and addressed the preconceptions women face when it comes to travel.

Piya Bose's work on empowering and reforming women in their travels has led her to explore the historical aspects of women traveling. She finds it intriguing that the challenges faced by women in travel today are reminiscent of those encountered in the late 19th to early 20th centuries. Being recognized for her efforts in empowering women through travel experiences, Piya Bose has contributed significantly to various aspects of women's travel, including community building, promoting solo travel, organizing travel events, advocating for women's travel safety, maintaining a digital presence, and fostering collaborations and partnerships within the travel industry.

In the dynamic landscape of travel and tourism, certain individuals stand out as pioneers who have significantly influenced the industry. One such luminary is Kamiya Jani, a multifaceted entrepreneur and travel enthusiast whose contributions have left an indelible mark on the way we perceive and experience travel. Through her ventures and initiatives, Kamiya Jani has reshaped the travel industry, inspiring countless individuals to explore the world with a fresh perspective. Her journey into the world of travel began with a deep-rooted passion for exploration. In 2015, Kamiya Jani initiated a transformative venture by establishing *Curly Tales*, a pioneering travel and lifestyle platform that revolutionized the way individuals explore and interact with diverse destinations. At its essence, *Curly Tales* functions as a digital hub for avid travel enthusiasts, presenting a wealth of experiential insights, recommendations, and travel narratives.

With a dedicated team of storytellers, *Curly Tales* crafts compelling content spanning travel, food, culture, and lifestyle. Utilizing various mediums such as videos, articles, and social media, the platform delivers a comprehensive and immersive portrayal of the destinations it explores. Guided by Kamiya's visionary leadership, *Curly Tales* has metamorphosed into a preferred destination for travel enthusiasts in search of genuine and inspiring travel experiences. This category transcends conventional travel suggestions, meticulously crafting distinctive journeys that deeply immerse participants in the heart of local cultures. From culinary escapades to unconventional explorations, *Curly Tales Experiences* revolutionize the way individuals engage with travel, placing a strong emphasis on authenticity and meaningful connections.

Kamiya's innovative approach to content creation on *Curly Tales* has resonated with audiences, making it

India's number one food and travel discovery content platform. Her focus on achievable and relatable experiences sets Curly Tales apart in the digital media landscape. It is noteworthy to mention that her influence extends much beyond traditional travel content. She has recognized the power of storytelling as a means to connect with audiences on a deeper level. Through Curly Tales, she introduced a fresh and relatable approach to travel narratives, focusing not only on picturesque landscapes but also on the people, traditions, and stories that make each destination unique. The platform's success lies in its ability to blend information with entertainment seamlessly. Whether it's uncovering hidden gems in popular tourist destinations or exploring offbeat locales, Curly Tales under Kamiya's guidance has successfully captured the essence of travel, making it accessible and appealing to a diverse audience.

Kamiya Jani's influential contributions have earned her accolades and acclaim within the industry. Her leadership and inventive approach have been acknowledged through various awards, underscoring the positive impact she has had on shaping the trajectory of travel content creation. She has garnered recognition in the travel and tourism industry through several accolades. In 2018, Upper Story awarded her the Top Social Influencer of The Year. The World Marketing Congress Awards, in 2019, honored her as The Most Influential Content Marketing Professional. In 2022, Exhibit Magazine acknowledged her as the Best Food Influencer of The Year. These prestigious awards underscore her significant influence and impact on the industry, solidifying her position as a notable figure in travel journalism and content creation.

In January 2023, Kamiya engaged in a conversation with Rahul Gandhi during his Bharat Jodo Yatra in a village in Rajasthan. This interaction provided valuable insights into Rahul Gandhi's personal life, highlighting Kamiya's adeptness in connecting with diverse personalities. Additionally, she participated in a TEDx event at NIT Srinagar in October 2018, where she shared her life experiences, contributing meaningfully to the TEDx platform.

She has emerged as a vocal proponent for empowering women to fearlessly explore the world. Through Curly Tales and various initiatives, she has championed women to embark on solo adventures, challenging stereotypes and fostering a community of bold and adventurous female travellers. Her endeavors have played a pivotal role in reshaping perceptions about women's travel capabilities and cultivating a more inclusive travel culture.

In the ever-evolving realm of travel and tourism, Kamiya Jani has showcased resilience and adaptability. The

industry confronts constant challenges, ranging from shifting consumer preferences to global disruptions, yet Kamiya has consistently led the charge in navigating these transformations. Her capacity to embrace change, coupled with an unwavering commitment to innovation, has positioned Curly Tales as a pioneer in the field of travel content creation.

Kamiya Jani's journey from a finance writer to a renowned travel journalist and entrepreneur is nothing short of inspiring. Her passion for exploration, dedication to responsible tourism, and innovative approach to content creation have not only earned her accolades but also positioned her as a role model in the travel industry. As she continues to shape the narrative of travel content in India, Kamiya Jani stands as a testament to the transformative power of following one's passion.

V. CONCLUSION

In conclusion, the dynamics of the Indian tourism sector are experiencing a significant shift, propelled by the empowering endeavors of women entrepreneurs. Echoing the sentiments of Swami Vivekananda, the pivotal role of education in empowering women to spearhead necessary reforms is evident. This conviction holds particular relevance in the context of the tourism industry, where societal progress is intricately connected to the advancement of women.

The involvement of women in entrepreneurship within the tourism sector transcends mere financial gains; it acts as a driving force for economic expansion, employment generation, and the introduction of innovative solutions to managerial challenges. The impact extends beyond the confines of business, making substantial contributions to the social and economic well-being of families by promoting empowerment, fostering self-development, and cultivating financial independence.

A comprehensive understanding of the factors influencing women entrepreneurship becomes imperative for fostering an environment conducive to their advancement. Key elements such as education and skill enhancement, financial autonomy, supportive family structures, access to financial resources, networking opportunities, mentorship, government policies, cultural and social norms, technological advancements, and educational initiatives collectively shape the landscape of opportunities and challenges encountered by women in the business domain.

Nevertheless, it is acknowledged in this paper that women entrepreneurs in India's tourism sector confront specific challenges, encompassing gender biases, limited financial access, networking obstacles, work-life balance concerns,

insufficient training and educational opportunities, safety considerations, constraints in market access and visibility, social and cultural impediments, the absence of mentorship, and policy-related hurdles. Effectively addressing these challenges necessitates concerted efforts from diverse stakeholders, fostering collaboration to establish an ecosystem that is not only inclusive but also supportive of women entrepreneurs in the tourism sector.

REFERENCES

- [1] Bhatia A. K., *The business of tourism* (Sterling Publishers Private Limited, New Delhi, 2006).
- [2] Chottopadhyay Kunal, *Economic Impact of Tourism Development: An Indian Experience* (Kanishka Publishers, Distributors, New Delhi, 1995).
- [3] Dasgupta Devashish, *Tourism marketing*, (Pearson Education in South Asia, 2011).
- [4] Jack Gavin, Phipps Alison (2009) *Tourism and Intercultural Exchange*. CBS Publishers and Distributors, Delhi
- [5] Kamra K Krishan, *Economics of Tourism: Pricing Impact and Forecastin*. (Kanishka Publishers, Distributors, New Delhi, 2006)
- [6] Kamra K Krishan, *Managing Tourism Destination*. (Kanishka Publishers, Distributors, New Delhi, 2007)
- [7] Sahar Samiei and Mostafa Akhoondzadeh, "The Role of Entrepreneurship in Tourism Industry Development", *European Online Journal of Natural and Social Sciences*, Vol. 2, No. 3, pp. 1423-1430, 2013.
- [8] [7] A Skoglund, "Empowering Women's Entrepreneurship to Establish Bottom-Up Innovation Systems-the Case of Cycling Tourism in Norrtälje Region", Master Thesis, School of Industrial Management, Royal Institute of Technology, 2011.
- [9] [8] Mimoza Serafimova and Biljana Petrevska, "Female Entrepreneurship in Tourism: A Strategic Management Perspective in Macedonia", *Journal of Applied Economics and Business*, Vol. 6, No. 1, pp. 21-32, 2018.
- [10] <https://www.linkedin.com/pulse/4-women-entrepreneurs-who-making-travel-tourism-worth-sreoshi-bakshi>
- [11] <https://leverageedu.com/blog/kamiya-jani/>
- [12] <https://curlytales.com/kamiya-jani-travels-world-family/>
- [13] https://tracxn.com/d/companies/seek-sherpa/_mO5cCWpbKphzwwZxQ3pNdXpQe58r1Ji1iYBi_ex5CVM
- [14] <https://www.firstpost.com/business/startups-business/new-to-a-city-let-the-seeksherpa-app-help-you-explore-like-a-local-1982243.html>
- [15] <https://www.thrillophilia.com/blog/thrillophilia-created-everlasting-impact-ladakh/#:~:text=Amongst%20various%20contributions%20in%20Ladakh,the%20%20E2%80%9DDigital%20India%20%20%20dream>
- [16] <https://www.thrillophilia.com/blog/thrillophilia-impact-on-ladakh/>
- [17] <https://inc42.com/startups/thrillophilia-the-online-travel-curation-startup-raises-200000-from-hyderabad-angels-others/>
- [18] <https://wearethecity.in/female-entrepreneur-piya-bose-founder-girls-on-the-go/#:~:text=Piya%20Bose%20is%20a%20corporate,head%20hunters%20in%20Nagaland%20etc>
- [19] <https://hashtagmagazine.in/power-talk-inspiring-women-in-biz-piya-bose/>