

Academic Weekly Digest

School of Hospitality & Tourism Management



Perpetuating Gender Inequalities in Financing Tourism Entrepreneurship

Gender remains one of the most prevalent dimensions of the perceived failure of market economies to optimise entrepreneurial potential and generate growth, and policy interventions mostly serve to perpetuate inequalities. This study analyses the gender neutral Emprendetur funding scheme to demonstrate the above and call for the adoption of an inclusive gender lens approach when designing entrepreneurial finance policies.

Financing tourism entrepreneurship: a gender perspective on the reproduction of inequalities

Dr Albert Kimbu & Prof Allan Williams

Market economies are often characterised by a failure to self-regulate. One of the most enduring of these 'market failures' is the ability to maximise the entrepreneurial potential to generate growth. Within this context, gender remains one of, and probably, the most prevalent dimension of this perceived failure to maximise entrepreneurial potential. Feminist political economy provides a starting point for understanding this reproduction of inequalities via policy interventions that have sought to address perceived market failure. In this paper Dr Kimbu, Prof Williams and colleagues analyse how such gendered inequalities are reproduced. Through the critical assessment of Spain's Emprendetur funding scheme, active from 2012 to 2016, 996 applications were analysed, using content analysis and applying a gender perspective. The findings, including a decision tree analysis, demonstrate not only that women participate less as applicants in the funding scheme, which is gender-neutral, but are also less successful.



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A more
inclusive gender
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and frameworks
for tourism and
hospitality
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This can be partly explained because women apply via business typologies that are less successful in relation to the dominance of ICT and technologically-informed innovations. However, the barriers extend beyond these typologies; for even when controlling for critical success factors like project size, women are less successful, experiencing a double gender gap, that underlines the need for a gender lens policy approach.

Further Reading:

Figuroa-Domecq, C., de Jong, A., Kimbu, A.N. & Williams, A.M. (2022). Financing tourism entrepreneurship: a gender perspective on the reproduction of inequalities, *Journal of Sustainable Tourism*.

Link: bit.ly/3eG9YqN