

AFFINITY BETWEEN THE TOURISM SECTOR AND FEMALE ENTREPRENEURSHIP IN ROMANIA IN THE CURRENT PERIOD

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Abstract:

As tourism is a key sector of the European economy, which generates more than 5% of EU GDP, entrepreneurship in this area is particularly important in order to increase competitiveness. For this reason, the vast majority of successful businesses are initiated by females, with specialists arguing by concluding studies that women know how to "invent" a job, are willing to risk, and manage to break up between family and service, creating a personal and professional space. Thanks to them today we can talk about female entrepreneurship in the tourism sector and the hospitality industry.

Keywords: business, woman entrepreneur, tourism, society, mentality, culture

JELL classification: M21, O18

Introduction

Entrepreneurship emphasizes the idea of being an entrepreneur, leading an enterprise. We can therefore conclude that entrepreneurship is self-employment or opening a business on its own. Underlining the current phenomenon, we can think of entrepreneurship as a new attitude / contemporary position, a new way of life. The contractor is the person who takes the risk of starting his own business.

When it comes to entrepreneurship, there is actually a whole process that involves several stages to go through, starting with a business idea, continuing with a business plan and materializing in the actual business development/implementation with all necessary legislative steps. The word business is generally associated with entrepreneurship, although in some contexts it has a negative connotation of illegality and speculation. "To set the foundation and develop a business, you must have a well-defined goal, focus exclusively on the client and the product, have entrepreneurial spirit and much inspiration ... It is what we call, synthetically, to learn how to become an entrepreneur" [4].

The development of entrepreneurship is related to the economic trends of society, technological progress, demographic change and social change. Romania's entry into the European Union in 2007 led to major changes in the evolution of entrepreneurship in our country, either by increasing the number of foreign investors or by multiplying and diversifying entrepreneurship models.

Female Entrepreneurship in Romania. Comparable studies

Female entrepreneurship is therefore related to the woman's image in society, and implicitly to culture and mentality. Throughout history, the woman struggled to gain rights, to gain personal and professional space. Part of the results of this fight are: March 8 - International Women's Day; September 23 - September International Day against Sexual Exploitation and Trafficking in Women and Children; 25 - November International Day for the Elimination of Violence against Women. Despite victories and despite the fact that today women should have the same rights as men, it is not always possible to talk about equality and partnership. Many women have been able to "invent" a job, have been willing to risk, managed to share family and work, have built their own personal and professional space. Thanks to them today we can talk about female entrepreneurship. Female entrepreneurship must therefore be linked to the image of women in society, and implicitly to culture and mentality.

The Declaration of Human Rights, Article 2 states that no person can be discriminated against because of sex, race, national and social origin, religion, etc. By a deductive logic, no woman can be deprived of the opportunity to be an entrepreneur. Throughout history, the woman struggled to gain rights, to gain personal and professional space. Part of the results of this fight are: March 8 - International Women's Day; September 23 - September International Day against Sexual Exploitation and Trafficking in Women and Children; 25 - November International Day for the Elimination of Violence against Women. Despite victories and despite the fact that today women should have the same rights as men, it is not always possible to talk about equality and partnership. As women play a crucial role in the current knowledge-based entrepreneurship economy, it is essential to increase their business-to-business numbers.

The Romanian Entrepreneurial Environment aims to promote entrepreneurial women and young entrepreneurs by improving access to finance and to various networks of entrepreneurship support. Thus, we can speak of concrete examples of supporting the Romanian female entrepreneurship:

- The multiannual national program for the period 2005-2011 for the development of entrepreneurial culture among female managers in the small and medium enterprises sector. The objective of the Program is to promote an information and training system to facilitate the mobility of women in the labor market and the development of their entrepreneurial skills for the purpose of their involvement in private economic structures in the context of the problems of maintaining the balance between family and professional obligations; of existing prejudices at local level.

- "The Program for the Development of Young Entrepreneurial Skills and Facilitating Access to Financing - START" aims to stimulate the creation of new micro-enterprises, improve the economic performance of existing ones, increase the potential of accessing financing sources and develop entrepreneurial skills young people for the purpose of their involvement in private economic structures.

- The Governmental Strategy for the Improvement and Development of the Business Environment 2010-2014 aims at setting up an open, transparent and attractive business environment, characterized by predictability and a clear, stable and coherent normative framework supported by an adequate institutional framework, in accordance with with the practice of other EU Member States. The General Objective of the Governmental Strategy for Improving and Developing the Business Environment - Developing a business environment based on competitiveness and entrepreneurship to compete in the EU's internal market and outside the EU.

Three horizontal strategic priorities are also envisaged: simplification of the regulatory framework, and strengthening of the institutional framework; to support the development of entrepreneurship, including among women; developing eGovernment mechanisms for the business environment.

We exemplify support for Romanian entrepreneurs through several projects co-financed by the European Social Fund, the Sectoral Operational Program Human Resources Development 2007 - 2013 aimed at developing female entrepreneurship:

- The "FAR - Rural Entrepreneur Woman" project - coordinator of the Contraceptive and Sexual Education Society and Pro WOMEN Foundation aims to increase the entrepreneurial spirit among women in rural areas and to motivate and develop the skills / knowledge needed to initiate and support some lucrative activities among women in rural areas.

- The project "Entrepreneurship and Equal Opportunities. An inter-regional model of entrepreneurial school for women "- coordinator of the University of Oradea, Faculty of Economic Sciences. The overall objective of the project is to develop the entrepreneurial and managerial skills of women in the counties along the Western border of Romania to improve their current performance and professional training to develop entrepreneurship and to generate a growing number of businesses, both in rural and urban areas.

- The "Women Entrepreneurship" project is coordinated by S.C. European Project Consulting S.R.L and has as a general objective: improving the access of women to the labor

market in the North-East, South-Muntenia and Bucharest-Ilfov regions by developing entrepreneurial skills as a result of participation in entrepreneurship information and training programs for women.

- The project "Complex training package for the social inclusion of women on equal opportunities in the labor market" is coordinated by the National Institute for Small and Medium Enterprises. The project proposes to stimulate the promotion of equal opportunities in the labor market by developing entrepreneurial skills and abilities for 400 women from Bucharest, Giurgiu, Slatina and Oradea in an intensive training and entrepreneurial training course.

- The project "A Better Future for Women" is coordinated by Depro Innovation Consulting Company and aims to promote an active role for women from disadvantaged backgrounds - rural areas and small cities with predominantly agrarian economy by supporting them in initiating and small business management and community activities or projects.

- The "ProFeminAntrep - Promotion of Equal Opportunities for Entrepreneurship" project is coordinated by the Spiru Haret University and the general objective is to contribute to equal access to the labor market in order to increase the employment opportunities of women through their training in order to initiate a business.

Affinity between the tourism sector and female entrepreneurship in Romania in the current period

The success of entrepreneurship is related either to the qualities of the entrepreneur or to the capitalization of the existing resources in the territory, where the tourism activity occupies a prime place. So if we consider that our country has many resources in the field of agriculture (as agricultural area, we are on the second place in the EU Member States, agricultural land accounting for 62.1% of the total area of the country) we conclude that entrepreneurial activities are almost exclusively oriented towards tourism, agriculture, neglected other resources in the free trade or craft activities.

A survey of business women in Romania based on a questionnaire developed by Eurochambres (the Association of Chambers of Commerce in Europe) led to the definition of the profile of the business woman in our country. Its profile can be replayed through the following features: it is licensed, well trained, devoted to its own business, is very hard-working and can work over 60 hours a week. To these qualities can be added: the desire for independence, the perseverance, the ability to overcome obstacles, the desire for self-sufficiency.

An ideal entrepreneurial profile could be portrayed in a series of features: determination and perseverance, desire to earn, seeking feedback, persistent problem solving, initiative and responsibility, opportunity orientation, tolerance for failure, initiative and responsibility, self-confidence and optimism, vision achievement, high level of energy, creativity and spirit of innovation, independence, teamwork, managerial skills.

A realistic profile of the entrepreneur should take into account the individual characteristics: age; level of education; level of knowledge and skills; the experience; motivation, personality but also socio-cultural characteristics: the development of entrepreneurship in the respective society; economic level; the type of business you want; and so on Romania faces the challenge of environmental issues, doubled by an even more serious problem: the lack of environmental education [2].

The current situation of urban areas from Romania shows a natural environment with increased risk for health of residents due to the low level of green growth resulted from lack of integrated management of green spaces in relation to other components of sustainable development. Urban evolution in the last 40 years has been characterized by an extensive industrial development and intensive residential development paving the way for unstructured extension and poor urban landscaping [3].

The areas of activity in which women carry business are predominantly those of services, trade, tourism and sales. The explanations for these choices could be found in the lack of skills and

knowledge in the field of production [4], or lack of resources, in these areas a lower capital is needed [6]. Due to these tendencies towards the tertiary sector, women's coordinated enterprises are usually smaller in terms of number of employees and as profit. However, the tertiary sector may represent a good opportunity for women managers, knowing an unprecedented growth [4]. In conclusion, the business areas in which the woman has more chances of success would be those that involve relationships with the public, human resources and the financial sector. By showing greater concern for details, women are preferred to lead a mature business that requires administration and less in the stage where the business needs growth, space for men, which has a wider vision and prefers to assuming higher risks.

Women are getting loans from banks harder, so when opening a business, they rely mainly on their own savings and other capital held [4]. It emphasizes the importance of entrepreneurial models for new initiatives [3].

The overall situation of female representation in the governing structures of political, legislative and executive organizations confirms a feature of the Romanian patriarchal society. In a society bombarded by visual stimuli, the media contribute to maintaining gender stereotypes, presenting a superficial image of the man in public or professional hypostases, and the woman as a star or housewife. What the media fail to capture is precisely the balance a woman manages to establish between her professional life and her personal life.

Conclusions:

Women's entrepreneurship has been recognized in the last decade as an important unexploited source of economic growth. Women create new jobs for themselves and for others, and in terms of women's specific cognitive and affective specificity, they provide society with different solutions to management, organization and business issues, as well as to the exploitation of entrepreneurial opportunities. However, as we have seen in describing the characteristics of the four regions considered for our study, women still represent a minority in total Romanian entrepreneurs.

If the share of women in government structures at central and local level is lower than that of men, the area in which women are fully and increasingly prominent is private affairs. "The way this has been achieved and realized is typical of our country in the sense that, without ostentation, discreetly, women have proved that they can set up their own businesses and assume full responsibilities in managing their specific activities" [5]. Although there are gender differences, however, there can be no talk of an exaggerated competition between women and men in the entrepreneurial sphere, but the rise of women into business is mainly based on practical practical reasons: the economic need to maintain alone family or contribute to the family budget. Many women - or couples - have decided to work on their own because unemployment has increased worryingly or the job situation previously did not correspond financially to family maintenance.

The forecasts for female entrepreneurship are related to socio-economic forecasts. Thus, we can predict a good development of entrepreneurship in general and implicitly of female entrepreneurship through the optimistic prognosis for the next three years of the socio-economic indicators, forecast by the National Prognosis Commission.

	Bucharest-Ifov		Center Region		Region North-East		Region South-Muntenia Region	
	2011	2016	2011	2016	2011	2016	2011	2016
Real GDP growth	1.5	5.0	1.7	4.5	1.3	4.5	1.7	4.6
GDP / Resident - euro	14455	19096	5775	7571	3565	4702	5362	7118
Civilian population at the end of the year	6.5	4.1	1.3	1.1	0.9	0.9	1.0	1.1
Average number of employees	2.9	3.0	0.5	0.7	0.2	0.6	0.2	0.7
Registered unemployment rate -%	1,9	1,5	6,4	5,3	6,3	5,5	7,3	5,8
Monthly average monthly earnings	1993	2277	1299	1470	1293	1475	1407	1618

- lei / employee								
Monthly average monthly earnings	6.2	4.4	5.9	4.1	5.1	4.3	6.2	4.6

Source: National Commission for Prognosis

Female entrepreneurs have focused more on business development in the Small and Medium Enterprises sector. As small businesses develop, passing through successive stages of organization or legal status, there is also a slower process of forming a collective mentality on business women. "It is not just the attitude of others towards employers' women (an area where misogynist qualifications begin to weaken), but also an open recognition of women's natural abilities to coordinate the work of others, their easily adaptable style to environmental conditions, the ability to work in a team and develop networks, negotiating and deciding qualities, etc." [4].

In Europe, an important role in entrepreneurship education lies with different organizations and institutions (governments, associations, consumers, trade unions, etc.), since the entrepreneurial activity is not yet considered a professional option by the vast majority of the population. Among the expectations of women entrepreneurs, as it results from the conclusions of a seminar held in Brasov in 2006, on "Women entrepreneurship - a force for regional economic development" within the Euro Info Center RO825 Brasov, are: financial, clear and stable trade legislation; developing a database to promote business opportunities, funds of all kinds that can be accessed, actions of interest for women managers and popularizing the main actions; creating a single information system at central level regarding declarations, norms, reports, etc., which press the economic agent, in order to use the administrative sources by the requested institutions and to relax it in this field; encourage the establishment of new companies by granting a fiscal grace period, by granting credits based on the business plan and the possibility of accessing non-reimbursable funds; coherence and transparency in legislative and executive activity; partnerships of local authorities with women entrepreneurship in order to solve some problems in the community; improvement of the activity of women business networks in the country and abroad.

As concrete proposals for the development of female entrepreneurship in Romania can be mentioned:

- measures to reduce bureaucracy and the instability of financial and commercial legislation;
- active measures to reconcile family life and work;
- Active measures to support the initiation and development of business by women, especially businesses involving self-employment and family affairs;
- Improving the economic performance of existing women-run enterprises by increasing the training of their staff as a result of entrepreneurial education;
- Equal access to the knowledge-based economy;
- Exchange of experience between business women and establishing partnerships;
- Information campaigns aimed at raising awareness and awareness of the general public about gender disparities and sexist stereotypes in the field of entrepreneurship and on the benefits of supporting women entrepreneurship;
- Reforming legal policies and systems and developing legal services to protect women's property rights and women's rights in the field of entrepreneurship;
- Establishment of offices, agencies, national and regional information networks, national and regional networks of counseling and support for women entrepreneurs and potential entrepreneurs, databases to promote business opportunities, entrepreneurship facilities, funds that can be accessed by entrepreneurial women, associations, actions, programs, etc. of interest for entrepreneurial women and potential entrepreneurs [4];
- Supporting training and vocational training programs for female entrepreneurs and potential entrepreneurs, both in formal, non-formal and informal education.

The impact of gender barriers on female entrepreneurs, at least in the early stages of their business, may lead to: the feeling of underestimation of proven qualities; less time less;

performance pressure (Must work more to enjoy similar male achievements); stronger stress; passive attitude towards involvement in the political and social life of the community.

These barriers can be overcome by:

- Changing stereotyped mentalities by including in the curriculum of initial and continuous training programs for entrepreneurs of themes that promote equality of opportunity;
- Promotion of real female models on the public stage because the influence of models is gender-related. In this way, women who intend to start a business will be more influenced by successful women than male models;
- Improving the provision of childcare services and domestic services, in order to at least partially relieve the domestic burden of women;
- Promotion of women in higher decision-making forums that can contribute to better representation and support of women can be decisive for improving the gender balance in society [5].

Women who already run a business can be helped through a series of specific measures to develop these businesses [4]:

- Creating and developing business services (legal services, accounting services, tax advice, job selection and placement services, quality certification services, patent, patent and trademark services, etc.) for female entrepreneurs, within local, regional business centers for women;
- Creation and development of coaching, mentoring, counseling, etc. for the development of businesses initiated, owned and run by women;
- Facilitating access to finance for women entrepreneurs through the creation and development of subsidized financing products, namely loans for women who want to develop their business, subject to conditions related to the field of activity, investment, added value, competitiveness and so on (currently, in Romania only Eximbank and Credit Europe Bank Romania grant special loans to female entrepreneurs);
- Granting bank loans with government guarantees for women who want to develop their business, subject to conditions related to the field of activity, investment, added value, competitiveness, etc., in order to co-finance European projects (currently in Romania, only local governments, water infrastructure associations, universities and research units can benefit from bank loans with government guarantees to co-finance European projects);
- Providing fiscal facilities for businesses developed by women entrepreneurs in key areas at national, regional, local level and defined as such in national, regional, local development plan;
- Encouraging the partnership of local authorities with women entrepreneurs, respectively the investments of female entrepreneurs in order to solve some problems in the community;
- Support women entrepreneurs' participation in regional business support structures (technology parks, industrial parks, etc.), clusters in knowledge driven sectors, incorporating highly-skilled R & D, and support for entrepreneurs' investments women in technology and information, etc.

Increasing the level of entrepreneurial culture in Romania and overcoming gender barriers in the near future will lead to the emergence of better-trained entrepreneurs on the market, with adequate business to market needs, which will ultimately contribute to the creation of a competitive and innovative business environment, meant to successfully meet the challenges of an increasingly competitive economy.

Women's entrepreneurship in tourism business and the hospitality industry has been recognized over the past decade as an important unexploited source of economic growth. Women create new jobs for themselves and for others, and in terms of women's specific cognitive and affective specificity, they provide society with different solutions to management, organization and business issues, as well as to the exploitation of entrepreneurial opportunities.

However, as we have seen in describing the characteristics of the four regions considered for our study, women still represent a minority in total Romanian entrepreneurs.

Since the business environment and the labor market in Romania are constantly changing and the number of women with entrepreneurial skills is low, a careful analysis of training needs for women seeking to acquire entrepreneurial skills is a necessity that needs to be done to identify skills and the specific knowledge to be developed

Following the analysis of current studies and statistics on female entrepreneurship in Romania, we can conclude that further efforts are needed to develop the Romanian female entrepreneurship:

- Female entrepreneurship is a resource underutilized.
- In the four analyzed regions, male entrepreneurship prevails.
- It is necessary to promote women's entrepreneurship models on the widest scale to support women who want to open a business, especially where there is innovation.
- The formative offer must be better reported on the labor market.
- Entrepreneurship education programs for women need to be intensified and varied.
- A real and current picture of the labor market and entrepreneurship is needed.
- Society's mentality is at the heart of entrepreneurial culture.

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