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ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS



FUNDING POLICIES CAN REPRODUCE GENDER INEQUALITIES IN TOURISM ENTREPRENEURSHIP

Women are poorly represented in tourism entrepreneurship but most entrepreneurship policy interventions fail to support women's entrepreneurial actions and reproduce the gender biases evident in the private sector.

A critical assessment of Spain's Emprendetur tourism entrepreneurship scheme done by Dr Cristina Figueroa and colleagues, shows that not only do relatively few women participate but their applications are far less successful.

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PUBLIC FUNDING SCHEMES CONSISTENTLY FAIL TO SUPPORT WOMEN'S ENTREPRENEURSHIP ACTIONS IN THE TOURISM INDUSTRY, THROUGH A LACK OF A GENDER LENS POLICY APPROACH

Cristina Figueroa, Allan Williams & Albert Kimbu

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. This study analyses how such gendered inequalities are reproduced. In a critical assessment of Spain's Emrendetur funding scheme, active from 2012 to 2016, 996 applications were analysed applying a gender perspective.

The findings demonstrate not only that women participate less as applicants in the funding scheme but are also less successful (19% of women's and 33% of men's are successful). This can be partly explained because women apply via business typologies that are less successful in relation to the predominant funding focus on ICT and technologically informed innovations.

However, the barriers extend beyond these typologies; for even when controlling for critical success factors like project type and size, women are less successful, experiencing a double gender gap, that underlines the need for a gender lens policy approach.

Women experience a double gender gap when applying for public funding for entrepreneurship

Figueroa-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/3ZyEvd1