



## Journal of Association of Arab Universities for Tourism and Hospitality (JAAUTH)

journal homepage: <http://jaauth.journals.ekb.eg/>



### A dual Mediation Examination Between Gender-Related Challenges and Success of Women Entrepreneurs in Community-Based Tourism

Rasha Ibrahim Siam

Pharaohs High Institute for Tourism and Hotels

#### ARTICLE INFO

#### Abstract

#### Keywords:

Community-based tourism;  
Gender-related challenges;  
Cultural preservation;  
Entrepreneurial support;  
Women entrepreneurs.

**(JAAUTH)**  
**Vol.24 , No.2 ,**  
**(2023),**  
**pp.688–708.**

Although the tourist work environment has become characterized by masculinity, however, the tourism sector has become gender balanced after adopting the gender diversity initiative in the workplace to create gender equality. Accordingly, This study aims to investigate several key aspects: First, it explores the potential impact of gender-related challenges on the success of women entrepreneurs operating within tourism-related organizations. Second, it sheds light on the dual mediation effects of cultural preservation and entrepreneurial support in the complex relationship between these gender-related challenges and the success of women entrepreneurs.. Using a simple random sampling approach, data were gathered from 303 entrepreneurs at tourism-related organizations in Dahab, Egypt. After data coding using SPSS v.28, the final sample size was analyzed using WarpPLS v.8. Findings showed that gender-related challenges negatively affected cultural preservation and entrepreneurial support, while the success of women entrepreneurs was positively affected by cultural preservation and entrepreneurial support. Furthermore, cultural preservation and entrepreneurial support achieved partial mediation of the negative association between gender-related challenges and the success of women entrepreneurs. Lastly, the greater the job experiences of women entrepreneurs, the greater their ability to achieve unprecedented the success in their businesses with their intended organizations. As such, this paper makes significant academic and societal contributions towards promoting community tourism through academic support and cultural preservation provided to women entrepreneurs. These useful insights have implications for policymakers, community leaders, and stakeholders in fostering an enabling environment for gender equality and women empowerment in the tourism industry.

## 1. Introduction

Community-based tourism (CBT) is a sustainable tourism approach that prioritizes strengthening the connection and interaction between local communities and tourists (Mayaka et al., 2019) to maximize local benefits while minimizing negative impacts (Rocca & Zielinski, 2022). It focuses on fostering positive relationships and interactions between these two groups (Priatmoko et al., 2021). While various tourism models are influenced by the relationship between tourists and societies, including ecotourism, homestay, eco-adventure tourism, and agro tourism, CBT stands out as a prominent concept within academic circles (as well as) at the local and governmental levels (Rindrasih, 2018). CBT benefits have caught the attention of international organizations, leading them to promote it to reduce poverty in rural areas. Consequently, a new tourism market has emerged, appealing to post-modern tourists interested in nature and indigenous cultures (Kim & Jamal, 2015).

One of the key benefits of community-based tourism is its potential to empower local communities, including women. Women in many societies face gender-related challenges that limit their access to resources, decision-making power and economic opportunities. However, community-based tourism initiatives have shown promise in promoting women's empowerment by providing avenues for their active involvement in entrepreneurial activities (Hall, 2011). By engaging women as entrepreneurs, community-based tourism enables them to generate income, enhance their skills, and gain greater control over their lives, thereby challenging traditional gender roles and fostering social change (ILO, 2016).

In addition to empowering local communities, community-based tourism also supports the conservation of cultural and environmental heritage. Also, emphasizes the preservation of authentic cultural practices, traditional knowledge, and natural resources, recognizing their intrinsic value and the importance of sustainable management (Nyaupane & Nyaupane, 2006). By promoting sustainable practices, community-based tourism helps protect fragile ecosystems, conserve biodiversity, and minimize the negative impacts of mass tourism (Blanco & Aznar, 2020). It also contributes to the revitalization and safeguarding of cultural traditions, fostering pride and identity among local communities (Dinica, 2013).

Women entrepreneurs play a significant role in the tourism industry, contributing to its growth and development. They bring unique perspectives, innovative ideas, and a range of skills that enrich the tourism sector. Women's entrepreneurship in tourism has been linked to job creation, income generation, and poverty reduction, particularly in developing countries. By establishing and managing tourism-related businesses, women entrepreneurs contribute to the diversification and sustainability of the tourism sector, enhancing the overall economic impact of tourism in their communities (Dinica & Buckley, 2019). Despite a significant increase in the number of women engaging in entrepreneurial activities in recent years around the world, World Economic Forum (2018) revealed a 68% gender gap in 2018. The wage gap was approximately 51%, and women held only 34% of leadership positions in the same year. These trends were consistent in 2020, with the Global Gender Gap score at 68.6% (World Economic Forum, 2020).

This perspective highlights the necessity of involving local communities in rural tourism development and the formulation of tourism plans. Tolkach and King (2015) offer compelling evidence advocating for the allocation of a substantial portion of tourism project budgets to the creation of strategies that promote active engagement from local communities in the execution of

proposed tourism development endeavors. Their findings emphasize the pivotal role played by local communities, especially in the context of the financial aspects of tourism projects.

Building on this perspective, Rindrasih (2018) underscores the critical importance of inclusive participation of the entire community in Community-Based Tourism (CBT) initiatives. This comprehensive involvement encompasses residents, management teams, community leaders, commercial entities, and government entities, all contributing to the sustainable success of such projects.

While Thébaud (2015) suggested that work-family conflict can serve as a significant motivator for women to embark on entrepreneurial ventures, for instance, starting a business can provide women with greater flexibility in terms of work hours, such as the option to work part-time or from home. This flexibility enables them to achieve a better balance between their work and family responsibilities (Kirkwood & Tootell, 2008).

Gender equality and women empowerment are critical aspects of sustainable development, and addressing the specific challenges faced by women entrepreneurs in community-based tourism is essential for achieving these goals. While previous studies have examined gender issues in tourism, understanding the mediating factors that influence their success can provide valuable insights for policymakers, community leaders, and tourism stakeholders to develop targeted interventions and strategies to promote gender equality and enhance the success of women entrepreneurs in this sector. This paper aims to fill this gap by conducting an in-depth examination of the dual mediations between gender-related challenges and the success of women entrepreneurs in community-based tourism applied the study on Dahab- Egypt. By identifying the specific obstacles faced by women entrepreneurs and exploring the factors that mediate their success, this study seeks to contribute to the existing knowledge on gender equality in the tourism industry.

## **2. Theoretical background and hypotheses development**

### **2.1. Cultural preservation**

CBT emphasizes the engagement of community members in decision-making processes, the preservation of cultural heritage, and the equitable distribution of socio-economic benefits (Nyaupane & Nyaupane, 2006). This approach recognizes the significance of local knowledge, resources, and traditions in creating authentic and immersive experiences for tourists while fostering community empowerment and pride (Dinica, 2013). By involving community members as stakeholders, CBT contributes to the social and economic well-being of the local population, fostering a sense of ownership and enhancing the sustainability of tourism initiatives (Ashley et al., 2018).

### **2.2. Entrepreneurial support**

Female entrepreneurship has gained significant attention from scholars, particularly in recent years, as it represents the fastest-growing segment of entrepreneurship globally. The emerging literature suggests that women entrepreneurs have the potential to make substantial contributions to entrepreneurial activities (Noguera et al., 2013) and economic development (Hechevarría et al., 2019). Their contributions include job creation, boosting the gross domestic product (GDP), and positively impacting poverty reduction and social inclusion. However, it is worth noting that the percentage of women choosing to pursue entrepreneurship remains lower than that of men.

Moreover, this gender disparity tends to be more pronounced in countries with higher levels of development (Coduras & Autio, 2013).

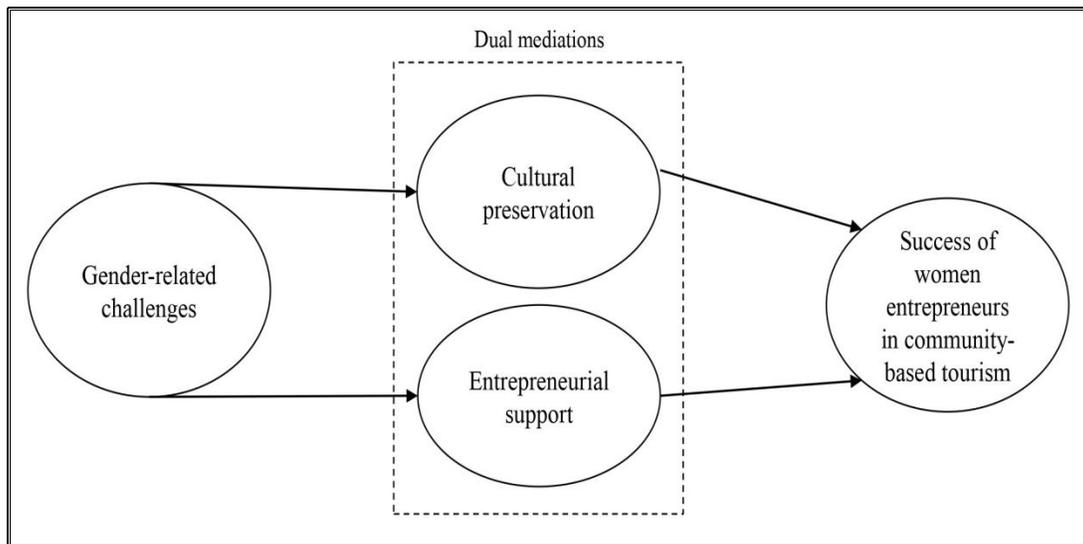
### **2.3. Gender-related challenges**

The term "gender" was initially coined to categorize individuals based on their biological and physical characteristics, which were believed to shape their behavior. This framework established the expectation that men should exhibit masculine traits and behaviors, while women should adopt feminine thoughts and behaviors (Cardella et al., 2020). According to the social role theory, gender stereotypes play a role in determining societal acceptance. If a specific role is associated with men, women may be considered unsuited for that role due to perceived lack of the necessary skills. These gender-specific perceptions and preferences can result in behavioral differences that may explain the varying inclinations of men and women toward entrepreneurship. The existing literature indicates that entrepreneurs are often portrayed as individuals who are driven by a desire for economic gains and achievement, which is not traditionally associated with women (Dileo & Pereiro, 2019).

On the other hand, women entrepreneurs are perceived to prioritize caring and the emotional domain and are more inclined to pursue social value. According to a study by Guzman and Kacperczyk (2019) females are 63% less likely than males to secure external financing, particularly in terms of risk capital. The gender gap in obtaining financing is a significant contributor to this disparity. Furthermore, the social construct of the entrepreneur as an independent and stereotypical male raises concerns regarding a second limiting factor for women, which is the perceived responsibility they bear in managing the family/work dynamic (Neneh, 2018). Boz et al. (2016) discovered that women who prioritize family responsibilities often exhibit negative behaviors in the workplace. Consequently, achieving a balance between family and work becomes more challenging for women entrepreneurs, which poses a fundamental obstacle to the growth of their businesses.

### **2.4. the Success of women entrepreneurs in community-based tourism**

In recent years, there has been a growing recognition of the substantial contributions made by women in the tourism industry (UNWTO, 2013). Women entrepreneurs, in particular, play a critical role in driving economic growth and empowering local communities through their involvement in CBT initiatives (Hall, 2011). However, women entrepreneurs in this sector often face gender-related challenges that can impede their success and hinder their empowerment (World Bank, 2020). Thus, Figure 1 shows the linkage between gender-related challenges and the success of women entrepreneurs through dual mediations (i.e., cultural preservation and entrepreneurial support).



**Figure 1.** Theoretical framework.

## 2.5. Hypothesis development

Women entrepreneurship in Egypt faces various challenges that hinder their participation and the success in the business sector. Sociocultural norms and gender biases often limit women's access to resources, financial support, and business networks (El-Nawawy & Mahmoud, 2019). Furthermore, the lack of awareness about entrepreneurial opportunities and the limited educational and training programs tailored for women further exacerbate the challenges they face (Elshandidy & Amran, 2017). Overcoming these obstacles is crucial for empowering women entrepreneurs and promoting their active participation in Egypt's economic development. Access to finance is a significant challenge faced by women entrepreneurs in Egypt. Women often encounter difficulties in securing loans and investment capital due to gender biases and discriminatory practices within the financial sector (El-Hamidi, 2019). Limited collateral options and a lack of financial literacy also contribute to the obstacles women face in accessing funding for their ventures (Abdelkader, 2016).

Addressing these financial barriers and providing inclusive financial services can enable women entrepreneurs to grow and expand their businesses, contributing to economic growth and women's empowerment in Egypt. Legal and regulatory constraints pose significant challenges for women entrepreneurs in Egypt. Inconsistent enforcement of laws, complex bureaucratic processes, and limited access to legal resources create obstacles for women seeking to establish and operate businesses (World Bank, 2019). Additionally, societal expectations and stereotypes often discourage women from pursuing entrepreneurial ventures, further hindering their progress (Hamdy & El-Komi, 2019). Implementing supportive policies and reforms that promote gender equality, simplify business procedures, and provide legal assistance can help overcome these challenges and create a more enabling environment for women entrepreneurs in Egypt. Hence, this paper assumes that:

*H1a. Gender-related challenges negatively affect cultural preservation.*

*H1b. Gender-related challenges negatively affect entrepreneurial support.*

Women entrepreneurs in tourism also contribute to sustainable and responsible practices and the promotion of local culture and heritage. They often demonstrate a strong commitment to environmental conservation, social responsibility, and community engagement (Fleischer & Felsenstein, 2019); They often engage in tourism activities that showcase traditional arts, crafts, and cultural performances (Nunkoo & Ramkissoon, 2012). Women-led enterprises in tourism are more likely to adopt sustainable practices such as energy conservation, waste reduction, and support for local suppliers (Chang et al., 2013). Their focus on responsible tourism ensures that the industry contributes to the well-being of the environment and the local community, fostering long-term sustainability. By preserving and transmitting cultural knowledge and traditions, women entrepreneurs contribute to the authenticity and cultural richness of tourism experiences (Jamal & Camargo, 2018). Furthermore, their businesses create opportunities for cultural exchange and understanding between tourists and local communities, fostering mutual respect and appreciation (Dinica, 2016). Thus, this paper proposes that:

*H2. Cultural preservation positively affects the success of women entrepreneurs.*

Entrepreneurial support plays a pivotal role in shaping the success trajectory of women entrepreneurs in various sectors. The extent to which women entrepreneurs receive appropriate support and resources greatly influences their business outcomes, growth, and overall success. Entrepreneurial support encompasses a range of initiatives, including training programs, mentorship opportunities, access to capital, business development services, and networking platforms (Noguera et al., 2013; Bahmani-Oskooee et al., 2013). These support mechanisms provide women entrepreneurs with the necessary skills, knowledge, and networks to overcome challenges, capitalize on opportunities, and effectively manage their tourism businesses.

Numerous studies emphasize the positive impact of entrepreneurial support on women's business success. Noguera et al. (2013) highlight that training programs specifically tailored for women entrepreneurs enhance their business management skills, enabling them to make informed decisions and navigate the complexities of the business landscape. These programs not only empower women with practical knowledge but also boost their confidence in managing their enterprises. Moreover, mentorship programs have proven instrumental in providing women with guidance, advice, and role models, which are essential for building resilience and learning from experienced entrepreneurs (Hechevarría et al., 2019).

Access to capital is another critical aspect of entrepreneurial support that significantly contributes to the success of women entrepreneurs. Bahmani-Oskooee et al. (2013) assert that women entrepreneurs who have access to financial resources are better equipped to invest in their businesses, expand their operations, and explore new market opportunities. Financial institutions' willingness to provide financial assistance specifically tailored for women entrepreneurs facilitates business growth and sustainability. Moreover, the availability of business development services, such as marketing support, market research, and legal assistance, enables women to overcome challenges and seize growth prospects (Dileo & Pereiro, 2019).

Networking platforms and industry associations play a significant role in connecting women entrepreneurs with potential customers, partners, and stakeholders. These platforms foster collaborations, partnerships, and knowledge-sharing opportunities that enhance the visibility and credibility of women-led businesses (Blanco & Aznar, 2020). Supportive policies and regulations that advocate gender equality in entrepreneurship create an enabling environment for

women entrepreneurs to thrive (Hamdy & El-Komi, 2019). In the CBT context, entrepreneurial support assumes even greater importance. Women entrepreneurs engaged in this sector are often responsible for showcasing local culture, traditions, and environmental conservation efforts. Hence, having access to comprehensive support enhances their ability to offer authentic and meaningful experiences to tourists, which contributes to the overall success of their ventures (Dinica, 2016). Hence, this paper assumes that:

*H3. Entrepreneurial support positively affects the success of women entrepreneurs.*

Gender-related challenges faced by women entrepreneurs can influence their ability to engage in cultural preservation efforts. For instance, limited access to resources, financial support, and business networks can hinder women's capacity to invest in cultural preservation initiatives. Moreover, societal expectations and gender biases may lead to a lack of recognition and support for women's contributions to cultural preservation activities (El-Nawawy & Mahmoud, 2019). These challenges may create barriers that impede women's active participation in preserving and transmitting cultural heritage. Therefore, this paper proposes that:

*H4a. Cultural preservation mediates the association between gender-related challenges and the success of women entrepreneurs.*

Entrepreneurial support initiatives specifically tailored to women entrepreneurs can play a pivotal role in mitigating the impact of gender-related challenges on their success. Training programs that address gender-specific constraints, such as balancing work and family responsibilities, can equip women entrepreneurs with valuable skills and strategies to navigate these challenges (Kirkwood & Tootell, 2008). Mentorship and networking opportunities that provide a supportive environment and access to guidance from experienced entrepreneurs can empower women to overcome obstacles and seize business growth opportunities (Hechevarría et al., 2019). By fostering a conducive ecosystem for women's entrepreneurship, where gender biases are challenged and inclusive support mechanisms are established, entrepreneurial support can mediate the relationship between gender-related challenges and the success of women entrepreneurs in the CBT context. Therefore, this paper proposes that:

*H4b. Entrepreneurial support mediates the association between gender-related challenges and the success of women entrepreneurs.*

### **3. Methods**

#### **3.1. Questionnaire design**

Since the intended participants were Arabic speakers, a reverse translation of the questionnaire items from the original text was performed. The two texts were matched by a proofreader and a professor of business administration at an Egyptian university. It has been verified that the translated text fulfills its purpose and suits the nature of female entrepreneurs in the service sector in general and the tourism sector in particular. The questionnaire was divided into four main sections: the first section included demographic information; the second section included challenges related to gender; the third section included the success of the entrepreneur; and the last section included the intermediate variables mentioned in the research model.

To assess gender-related challenges, Cardella et al. (2020) cited a ten-item scale. Entrepreneurial support was measured using nine items, modified from Noguera et al. (2013) and

Zielinski et al. (2020). Further, ten items were employed to gauge cultural preservation, modified from Dinica (2013). For assessing the success of women entrepreneurs, 20 items were developed by UNWTO (2013). On this scale, four sub-constructs were contained: profitability and financial success; growth and expansion; customer satisfaction and positive feedback; and recognition and reputation, with five items each. Finally, business nature and professional experiences were added to the model to control their impacts on the success of women entrepreneurs.

### **3.2. Sampling and data gathering**

Women entrepreneurs in tourism-related organizations were selected by posting a link on Facebook pages related to tourism and entertainment venues in Dahab. This link included pioneering activities in which women contributed to the development of community tourism. These activities included tour operators, souvenir sellers, Airbnb property administrators, and travel agents. Due to the difficulty of defining the research population, a simple random sampling approach was employed, relying on women entrepreneurs in the tourism sector in Dahab as a unit of analysis. Dahab, situated in the South Sinai governorate, has emerged as a significant focal point for numerous projects. This has underscored the pressing need to investigate women's entrepreneurship within this city. Dahab, being a prominent tourist destination, attracts both local and international tourists, thereby reshaping the landscape of entrepreneurship, particularly for women.

Data was collected using Google Form during the period from the 10th of March until the end of April 2023. Participants were contacted via Telegram, and the link to the questionnaire was sent after they were informed that participation is voluntary and they must provide their consent to participate verbally or in writing. The method of separating the variables was also used by adding a variable that is not permanently connected with the current variables. This method prevents participants from thinking about the causal relationship between the latent variables presented in the research model. In total, 348 completed responses were received, but with an initial check through advanced technology to remove unhelpful values, it was found that there were 45 responses that contained outliers that should be excluded because they crossed the permissible limits.

Using the Mann-Whitney test, it was verified that there were no statistically significant differences between 162 early and 141 late responses, indicating that the dataset was not subject to response bias. To assess sample size appropriateness, two experiments were carried out: 1) The sample power was checked using G\*Power, which should be more than 80%, and 2) if more than ten direct and indirect paths are included, the sample size must be more than 75 (Ezeugwa et al., 2022). Hence, our findings demonstrated that our sample size ( $n = 303$ ) was adequate, which exceeded legitimate instances.

### **3.3. Analysis strategy**

This paper employed SmartPLS4 to examine direct and indirect paths. PLS-SEM has been shown to be superior to CB-SEM in past studies when used to explore the structural links between latent variables (Dash & Paul, 2021; Kono & Sato, 2023). However, these two approaches differ in terms of underlying premises, computation techniques, and evaluation of structural model fitness (Voss, 2023). PLS-SEM can handle intricate models with several latent

variables. In PLS-SEM, the outer and inner models are assessed with different estimations (Usakli & Rasoolimanesh, 2023).

## 4. Results

### 4.1. Demographics

Table 1 lists participant profiles; 51.5% of participants were aged 37 to 49. Moreover, 63% of respondents held bachelor's degrees in terms of education. When it came to professional experiences, 37.3% had between 5-7 years, while 30.4% had less than two years. For participants' business nature, 16.5% of people worked as travel agents, 24.8% as souvenir vendors, and 36.3% as Airbnb property administrators.

**Table 1.** Respondents profile.

Category	Sample (n = 303)	
	Frequency	%
<i>Age-wise (years)</i>		
Below 25	47	15.5
25-36	70	23.1
37-49	156	51.5
50 or more	30	9.9
<i>Educational level</i>		
MSc/PhD	7	2.3
Bachelor	191	63
Diploma	77	25.4
Secondary school	28	9.2
<i>Professional experiences</i>		
Below 2 years	92	30.4
2-4 years	44	14.5
5-7 years	113	37.3
7 years or more	54	17.8
<i>Business nature</i>		
Tour operator	27	8.9
Souvenir seller	75	24.8
Airbnb property administrator	110	36.3
Travel agent	50	16.5
Other	41	13.5

### 4.2. Outer model assessment

Using SPSS version 28, the mean and standard deviation scores were determined. Findings showed that weighted average scores fell between a high and an extremely high range. The AVE values exceeded 50% (see Table 2). Cronbach's alpha and composite reliability scores were above .70, supporting the internal reliability (Usakli & Rasoolimanesh, 2023). The model fit indicators were then evaluated, showing that our model was suitable (SRMR =.046; NFI =.936; d\_ ULS =.893; d\_ G =.621). The final step was to assess discriminant validity using the hetrotrait-monotrait (HTMT) criteria. Dash and Paul (2021) said that the HTMT ratio for all scales has to be less than 0.85 (see Table 3).

**Table 2.** Items reliability.

Variables	Codes	Items	Findings					
			M	SD	Loadings	A	CR	AVE
Gender-related challenges	GRC1	Access to financial resources is more challenging for women entrepreneurs compared to their male counterparts.	4.54	1.623	.816	.835	.943	.672
	GRC2	Women entrepreneurs experience limited networking and mentorship opportunities in the tourism sector.	4.57	1.388	.825			
	GRC3	Societal expectations and stereotypes negatively impact the perception and recognition of women entrepreneurs in CBT.	4.37	1.463	.822			
	GRC4	Women entrepreneurs face challenges in balancing family responsibilities and the demands of their tourism businesses.	4.52	1.615	.812			
	GRC5	Women entrepreneurs perceive a lack of recognition from stakeholders in the tourism industry.	4.71	1.504	.812			
	GRC6	Women entrepreneurs encounter barriers to accessing leadership positions and decision-making roles in the tourism sector.	4.72	1.414	.822			
	GRC7	The gender pay gap affects women entrepreneurs' financial outcomes and business sustainability.	4.86	1.332	.823			
	GRC8	Women entrepreneurs report experiencing prejudice in business negotiations and partnerships in the tourism industry.	4.83	1.485	.820			
	GRC9	Women entrepreneurs in CBT face obstacles and biases due to their gender.	4.50	1.507	.823			
	GRC10	Gender-based discrimination hinders the success and growth of women entrepreneurs in the tourism industry.	4.63	1.459	.823			

Entrepreneurial support	ENS1	The training programs and workshops provided have enhanced my entrepreneurial skills.	4.46	1.390	.765	.783	.926	.581
	ENS2	Networking opportunities have benefited my tourism business.	4.40	1.323	.776			
	ENS3	Mentorship programs have contributed to my growth and the success as an entrepreneur.	4.70	1.444	.759			
	ENS4	Relevant organizations provide sufficient resources for supporting women entrepreneurs in the tourism sector.	4.62	1.460	.755			
	ENS5	Access to business development services has helped me overcome challenges and obstacles in my tourism business.	4.93	1.491	.763			
	ENS6	Financial institutions are willing to provide financial assistance to women entrepreneurs in the tourism sector.	4.18	1.584	.759			
	ENS7	The availability of incubation programs has helped me establish and grow my tourism business.	4.64	1.609	.745			
	ENS8	Industry associations and networks provide valuable guidance to women entrepreneurs in the tourism sector.	4.32	1.553	.774			
	ENS9	Supportive policies and regulations facilitate the success of women entrepreneurs in the tourism industry.	4.47	1.732	.765			
Cultural preservation	CUP1	CBT initiatives in Dahab contribute to the preservation and promotion of cultural heritage.	4.00	1.539	.803	.797	.939	.607
	CUP2	Women entrepreneurs play a significant role in preserving and showcasing local culture and traditions through their businesses.	4.62	1.598	.799			
	CUP3	CBT initiatives in Dahab showcase the unique cultural identity of the region.	3.99	1.607	.797			

	CUP4	The involvement of women entrepreneurs in CBT helps preserve and transmit cultural knowledge.	4.18	1.810	.801			
	CUP5	CBT activities in Dahab respect and protect the cultural heritage of the local community.	4.67	1.671	.769			
	CUP6	Women entrepreneurs play a vital role in educating visitors about the cultural significance of Dahab's heritage.	4.52	1.845	.760			
	CUP7	CBT initiatives support the revitalization and sustainability of cultural traditions in Dahab.	4.41	1.681	.768			
	CUP8	Women entrepreneurs collaborate with local artisans and craftsmen to promote and sustain traditional craftsmanship.	4.51	1.770	.763			
	CUP9	CBT activities encourage cultural exchange.	4.66	1.645	.760			
	CUP10	Women entrepreneurs take proactive steps to ensure that their tourism businesses align with the cultural values of Dahab.	4.56	1.782	.767			
Profitability and financial success	PFS1	My tourism business has generated consistent profits.	4.66	1.586	.790	.784	.885	.607
	PFS2	I have been able to effectively manage the financial aspects of my tourism business.	4.38	1.477	.770			
	PFS3	The financial performance of my tourism business has exceeded my expectations.	3.86	1.637	.757			
	PFS4	I have implemented strategies that have resulted in increased revenue for my tourism business.	3.81	1.897	.782			
	PFS5	I have been able to secure funding or investment opportunities to support the growth of my tourism business.	4.45	1.651	.795			

Growth and expansion	GEX1	My tourism business has experienced growth in customer demand.	4.16	1.892	.757	.817	.886	.61
	GEX2	I have expanded my tourism business by diversifying products/services offered.	3.94	1.758	.768			
	GEX3	I have successfully entered new markets or target segments.	4.10	1.900	.763			
	GEX4	I have established partnerships or collaborations that have facilitated the growth of my tourism business.	4.10	1.678	.801			
	GEX5	I have implemented strategies to scale up and expand the operations of my tourism business.	4.02	1.721	.813			
Customer satisfaction and positive feedback	CSP1	Customers have expressed satisfaction with the quality of my tourism products or services.	4.17	1.934	.767	.775	.873	.580
	CSP2	I have received positive testimonials from customers.	3.96	1.713	.737			
	CSP3	I have a high rate of repeat customers in my tourism business.	3.87	1.775	.728			
	CSP4	Customers have recommended my tourism business to others.	3.96	1.867	.793			
	CSP5	I have effectively responded to customer feedback and addressed any issues or concerns raised.	4.35	1.714	.780			
Recognition and reputation	RGR1	My tourism business is recognized as a reputable brand within the community.	4.25	1.808	.750	.738	.851	.533
	RGR2	I have received awards or recognition for the contribution of my tourism business.	4.33	1.710	.740			
	RGR3	Other tourism stakeholders (e.g., government, industry associations) acknowledge the success and impact of my tourism business.	4.61	1.379	.726			
	RGR4	I have been featured in media or press coverage for my tourism business.	4.64	1.658	.729			
	RGR5	My tourism business is regarded as a leader or innovator in the CBT context.	4.31	1.680	.705			

The Success of women entrepreneurs	Profitability and financial success	4.23	1.091	.741	.794	.842	.573
	Growth and expansion	4.06	1.362	.761			
	Customer satisfaction and positive feedback	4.06	1.305	.717			
	Recognition and reputation	4.43	1.047	.805			

**Table 3.** Discriminant validity (HTMT).

Construct		M	SD	1	2	3	4	5	6
1.	Business nature	3.01	1.147						
2.	Professional experiences	2.43	1.101	.001					
3.	Cultural preservation	4.62	.939	.054	.154				
4.	Entrepreneurial support	4.53	.916	.034	.087	.249			
5.	Gender-related challenges	4.41	1.010	.060	.054	.196	.304		
6.	The Success of women entrepreneurs	4.20	.947	.016	.346	.280	.134	.198	

#### 4.2. Inner model assessment

The authors ran a confidence interval method in the PLS-bootstrapping technique to test direct and mediation effects. According to Table 4, business nature had no significant effect on the success of women entrepreneurs ( $\beta = .013$ ;  $t = .278$ ;  $p > .05$ , CI =  $-.80$ ;  $.107$ ). Otherwise, professional experiences positively affected the success of women entrepreneurs ( $\beta = .297$ ;  $t = 6.396$ ;  $p < .001$ , CI =  $.206$ ;  $.389$ ). In the other way, gender-related challenges negatively affected cultural preservation ( $\beta = -.211$ ;  $t = -3.466$ ;  $p < .01$ , CI =  $-.330$ ;  $-.091$ ) and entrepreneurial support ( $\beta = -.211$ ;  $t = -3.512$ ;  $p < .01$ , CI =  $-.312$ ;  $-.088$ ). Therefore, H1a and H1b were supported. On the other hand, cultural preservation positively affected the success of women entrepreneurs ( $\beta = .274$ ;  $t = 4.454$ ;  $p < .001$ , CI =  $.153$ ;  $.395$ ), supporting H2. Further, entrepreneurial support positively affected the success of women entrepreneurs ( $\beta = .139$ ;  $t = 3.353$ ;  $p < .05$ , CI =  $.023$ ;  $.255$ ), supporting H3.

Lastly, findings revealed that gender-related challenges negatively affected the success of women entrepreneurs via cultural preservation (Effect =  $-.059$ ,  $t = -1.994$ ,  $p < .05$ , CI =  $-.115$ ;  $-.001$ ) and entrepreneurial support (Effect =  $-.028$ ,  $t = -0.959$ ,  $p < .05$ , CI =  $-.085$ ;  $-.029$ ). Thus, H4 and H5 were supported. Carrión et al. (2017) advice, which indicates that partial mediation is achieved when both the direct and indirect routes are important, was followed to determine if mediation was achieved or not. Based on our findings, we were able to establish that all of the indirect hypotheses were partially mediated by cultural preservation and entrepreneurial support.

**Table 4.** Path analysis results.

<i>Control variables</i>						
	<b>Paths</b>	<b><math>\beta</math></b>	<b><i>t</i>-value</b>	<b><i>p</i>-value</b>	<b>95%CI</b>	<b>Decision?</b>
	Business nature → the Success of women entrepreneurs	.013	.278	.781	-.80; .107	Not effect
	Professional experiences → the Success of women entrepreneurs	.297 <sup>***</sup>	6.396	.000	.206; .389	Effected
<i>Direct effects</i>						
Hypo	Paths	$\beta$	<i>t</i> -value	<i>p</i> -value	95%CI	Decision?
H1a	Gender-related challenges → Cultural preservation	-.211 <sup>**</sup>	-3.466	.001	-.330; -.091	Supported
H1b	Gender-related challenges → Entrepreneurial support	-.200 <sup>**</sup>	-3.512	.001	-.312; -.088	Supported
H2	Cultural preservation → the Success of women entrepreneurs	.274 <sup>***</sup>	4.454	.000	.153; .395	Supported
H3	Entrepreneurial support → the Success of women entrepreneurs	.139 <sup>*</sup>	2.353	.019	.023; .255	Supported
<i>Indirect effects</i>						
Hypo	Paths	$\beta$	<i>t</i> -value	<i>p</i> -value	95%CI	Decision?
H4	Gender-related challenges → Cultural preservation → the Success of women entrepreneurs	-.058 <sup>*</sup>	-1.994	.023	-.115; -.001	Partial mediation
H5	Gender-related challenges → Entrepreneurial support → the Success of women entrepreneurs	-.028 <sup>*</sup>	-0.959	.047	-.085; -.029	

## 5. Discussion

This paper contributes to the understanding of the factors influencing the success of women entrepreneurs in CBT. By examining the relationships between gender-related challenges, cultural preservation, entrepreneurial support, and success, the study sheds light on the complex dynamics that shape women's experiences in the tourism industry. The findings highlight the importance of addressing gender-related challenges, promoting cultural preservation, and enhancing entrepreneurial support as integral components of strategies aimed at empowering women entrepreneurs and promoting sustainable and responsible tourism practices.

The findings support the hypotheses proposed in the theoretical framework and contribute to a deeper understanding of the factors influencing the success of women entrepreneurs in this sector. Also the findings indicate that gender-related challenges significantly affect both cultural preservation and entrepreneurial support. This aligns with previous research that highlights the unique challenges faced by women entrepreneurs, such as limited access to financial resources, networking opportunities, and leadership roles (Dileo & Pereiro, 2019; Guzman & Kacperczyk, 2019). The negative impact of gender-related challenges on cultural preservation suggests that addressing these challenges can have a broader positive effect on the conservation and promotion of cultural heritage within the CBT context.

Cultural preservation was found to have a positive influence on the success of women entrepreneurs. This supports the notion that women entrepreneurs in the tourism sector play a crucial role in preserving and promoting local cultural traditions and heritage (Chang et al., 2013; Jamal & Camargo, 2018). Their emphasis on sustainable and responsible practices contributes to the authenticity of tourism experiences and fosters cultural exchange between tourists and local communities. The positive relationship between cultural preservation and the success of women entrepreneurs underscores the importance of recognizing and valuing their contributions to the tourism industry.

Entrepreneurial support was also found to have a positive impact on the success of women entrepreneurs. This is consistent with the growing recognition of the role that supportive networks, mentorship programs, and access to resources play in enhancing women's entrepreneurial success (Hechevarría et al., 2019). Findings highlight the significance of creating an enabling environment that provides women entrepreneurs with the necessary tools and support to overcome challenges and thrive in their businesses.

Furthermore, the study revealed that both cultural preservation and entrepreneurial support mediate the relationship between gender-related challenges and the success of women entrepreneurs. This suggests that interventions aimed at addressing gender-related challenges can have indirect effects on women entrepreneurs' success by promoting cultural preservation and enhancing entrepreneurial support. These findings underscore the interconnectedness of these factors and the need for holistic strategies that target multiple dimensions of women's entrepreneurial experiences.

## 6. Implications, limitations and Future Needs

The findings have several implications for policymakers, community leaders, and stakeholders in the tourism industry. Firstly, addressing gender-related challenges is essential for promoting gender equality and empowering women entrepreneurs in CBT. Initiatives that aim to provide equal access to financial resources, networking opportunities, and leadership roles can contribute to the success of women entrepreneurs and the overall development of the tourism sector. Secondly, recognizing the role of women entrepreneurs in cultural

preservation can lead to the implementation of strategies that enhance the conservation and promotion of local cultural heritage. Policymakers and tourism stakeholders should support initiatives that enable women to showcase traditional arts, crafts, and cultural performances, fostering authenticity and cultural exchange in tourism experiences.

Thirdly, promoting entrepreneurial support networks, mentorship programs, and access to resources is crucial for enhancing women entrepreneurs' success. Establishing platforms that connect women entrepreneurs with experienced mentors, industry associations, and financial institutions can contribute to their growth and sustainability in the tourism sector. Lastly, the study's findings emphasize the need for comprehensive approaches that address gender-related challenges, cultural preservation, and entrepreneurial support simultaneously. By adopting a holistic perspective, policymakers and stakeholders can create an enabling environment that fosters the success of women entrepreneurs in CBT.

While this study provides valuable insights into the relationship between gender-related challenges, cultural preservation, entrepreneurial support, and the success of women entrepreneurs in CBT, it is not without limitations. The study focused on a specific context Egypt and may not be fully generalizable to other cultural and geographical settings. Future research could expand the scope to include diverse regions and cultural contexts to enhance the external validity of the findings. Finally, the study focused on women entrepreneurs in CBT. Future research could explore the experiences and challenges faced by men in this sector, as well as the interactions between women and men entrepreneurs within the CBT context.

## References

- Abdelkader, M. G. (2016). Women entrepreneurs in Egypt: Identifying the challenges. *European Scientific Journal*, 12(2), 1857-7881.
- Ashley, C., Roe, D., & Goodwin, H. (2018). *Pro-poor tourism initiatives: A comparative analysis*. In Tourism and Poverty (pp. 137-152). Channel View Publications.
- Bahmani-Oskooee, M., Kutan, A. M., & Xi, D. (2013). The impact of economic and monetary uncertainty on the demand for money in emerging economies. *Applied Economics*, 45(23), 3278-3287.
- Blanco, B. R., & Aznar, M. J. M. (2020). Women entrepreneurs in tourism: A literature review. *Sustainability*, 12(10), 4113.
- Boz, M., Martínez-Corts, I., & Munduate, L. (2016). Types of combined family-to-work conflict and enrichment and subjective health in Spain: A gender perspective. *Sex Roles*, 74, 136-153.
- Cardella, G. M., Hernández-Sánchez, B. R., & Sánchez-García, J. C. (2020). Women entrepreneurship: A systematic review to outline the boundaries of scientific literature. *Frontiers in Psychology*, 11, 1557.
- Carrión, G. C., Nitzl, C., & Roldán, J. L. (2017). *Mediation analyses in partial least squares structural equation modeling: Guidelines and empirical examples*. In Partial least squares path modeling: Basic concepts, methodological issues and applications, 173-195.
- Chang, C. M., Chen, M. C., & Huang, C. Y. (2013). The relationship between social responsibility and firm performance: The mediating effect of enterprise risk management. *Journal of Business Ethics*, 114(3), 435-443.

- Coduras, A., & Autio, E. (2013). Comparing male and female entrepreneurship in Latin America. *International Entrepreneurship and Management Journal*, 9(2), 215-234.
- Dash, G., & Paul, J. (2021). CB-SEM vs PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173, 121092.
- Dileo, I. M., & Pereiro, L. E. (2019). Gender and entrepreneurship in developing countries. *Small Business Economics*, 53(2), 347-364.
- Dinica, V. (2013). Community-based tourism: A success. *Annals of Tourism Research*, 41, 1-2.
- Dinica, V. (2016). Women in sustainable tourism: Stories of empowerment. *Journal of Sustainable Tourism*, 24(10), 1385-1402.
- Dinica, V., & Buckley, R. (2019). *Tourism entrepreneurship: Individual and regional perspectives*. Routledge.
- El-Hamidi, F. (2019). *Women's entrepreneurship in Egypt: Constraints and opportunities*. In *The Oxford Handbook of Women and the Economy* (pp. 625-644). Oxford University Press.
- El-Nawawy, M., & Mahmoud, R. (2019). Women entrepreneurs in Egypt: Empirical study on obstacles and success factors. *Management Science Letters*, 9(6), 897-904.
- Elshandidy, T., & Amran, A. (2017). Entrepreneurial orientation and access to finance as mediators between gender and business performance of women-owned small and medium-sized enterprises in Egypt. *Journal of Business Ethics*, 141(2), 283-301.
- Ezeugwa, B., Talukder, M. F., Amin, M. R., Hossain, S. I., & Arslan, F. (2022). Minimum sample size estimation in SEM: Contrasting results for models using composites and factors. *Data Analysis Perspectives Journal*, 3(4), 1-7.
- Fleischer, A., & Felsenstein, D. (2019). Tourism sustainability in Israel: Reviewing 70 years of achievements and challenges. *Journal of Sustainable Tourism*, 27(9), 993-1012.
- Guzman, J., & Kacperczyk, A. O. (2019). Gender gap in entrepreneurship. *Research Policy*, 48(7), 1666-1680.
- Hall, C. M. (2011). *Gender and tourism: Women's experiences and tourists' behaviors*. Channel View Publications.
- Hamdy, M., & El-Komi, M. (2019). Women entrepreneurs in Egypt: A SWOT analysis. *European Business Review*, 31(6), 830-847.
- Hechavarria, D., Bullough, A., Brush, C., & Edelman, L. (2019). High-growth women's entrepreneurship: Fueling social and economic development. *Journal of Small Business Management*, 57(1), 5-13.
- ILO,(2016). Women's entrepreneurship development assessment. International Labour Organization, ILO DWT for North Africa and ILO Country Offices for Egypt and Eritrea. – Cairo. available on [www.ilo.org](http://www.ilo.org).
- Jamal, T., & Camargo, B. A. (2018). *Cultural tourism and entrepreneurship*. In *Routledge handbook of cultural tourism* (pp. 369-383). Routledge.

- Kim, S., & Jamal, T. (2015). The co-evolution of rural tourism and sustainable rural development in Hongdong, Korea: Complexity, conflict and local response. *Journal of Sustainable Tourism*, 23(8–9), 1363–1385.
- Kirkwood, J., & Tootell, B. (2008). Work–life balance and female entrepreneurship: A UK perspective. *International Journal of Gender and Entrepreneurship*, 1(3), 227-244.
- Kono, S., & Sato, M. (2023). The potentials of partial least squares structural equation modeling (PLS-SEM) in leisure research. *Journal of Leisure Research*, 54(3), 309-329.
- Mayaka, M., Croy, W. G., & Cox, J. W. (2019). A dimensional approach to community-based tourism: Recognising and differentiating form and context. *Annals of Tourism Research*, 74, 177-190.
- Neneh, N. B. (2018). Family-work conflict and performance of women-owned enterprises: The role of social capital in developing countries--implications for South Africa and beyond. *Journal of International Women's Studies*, 19(6), 326-343.
- Noguera, M., Alvarez, C., & Urbano, D. (2013). Socio-cultural factors and female entrepreneurship. *International Entrepreneurship and Management Journal*, 9(2), 183-197.
- Nunkoo, R., & Ramkissoon, H. (2012). Power, trust, social exchange and community support. *Annals of Tourism Research*, 39(2), 997-1023.
- Nyaupane, G. P., & Nyaupane, G. P. (2006). Community-based ecotourism development: A case study of Khom community, Mongolia. *Tourism Geographies*, 8(3), 305-328.
- Priatmoko, S., Kabil, M., Purwoko, Y., & Dávid, L. D. (2021). Rethinking sustainable community-based tourism: A villager's point of view and case study in Pampang Village, Indonesia. *Sustainability*, 13(6), 3245.
- Rindrasih, E. (2018). Under the Volcano: Responses of a community-based tourism village to the 2010 eruption of Mount Merapi, Indonesia. *Sustainability*, 10(5), 1620.
- Rocca, L. H. D., & Zielinski, S. (2022). Community-based tourism, social capital, and governance of post-conflict rural tourism destinations: The case of Minca, Sierra Nevada de Santa Marta, Colombia. *Tourism Management Perspectives*, 43, 100985.
- Thébaud, S. (2015). Business as plan B: Institutional foundations of gender inequality in entrepreneurship across 24 industrialized countries. *Administrative Science Quarterly*, 60(4), 671-711.
- Tolkach, D., & King, B. (2015). Strengthening community-based tourism in a new resource-based island nation: Why and how? *Tourism Management*, 48, 386-398.
- UNWTO (2013). *Global report on women in tourism 2013*. World Tourism Organization.
- Usakli, A., & Rasoolimanesh, S. M. (2023). Which SEM to use and what to report? A comparison of CB-SEM and PLS-SEM. In Cutting Edge research methods in hospitality and tourism . Emerald Publishing Limited ,pp. 5-28.
- Voss, K. E. (2023). Composite-based and covariance-based structural equations modeling: moving forward by changing the dialogue. *European Journal of Marketing*, 57(6), 1780-1792.

World Bank. (2019). *Egypt Women, Business and the Law 2019*. Retrieved from <https://openknowledge.worldbank.org/bitstream/handle/10986/32318/9781464814091.pdf>

World Bank. (2020). *Women, Business and the Law 2020*. The World Bank Group.

World Economic Forum (2018). *The Global Gender Gap Report 2018*. Geneva. ISBN-13: 978-2-940631-00-1. Available online at: <https://www.weforum.org/reports/the-global-gender-gap-report-2018>

World Economic Forum (2020). *Global Gender Gap Report 2020*. Geneva. ISBN- 13: 978-2-940631-03-2. Available online at: [www3.weforum.org/docs/WEF\\_GGGR\\_2020.pdf](http://www3.weforum.org/docs/WEF_GGGR_2020.pdf)



## اختبار الوساطة المزدوجة بين التحديات المتعلقة بالجنس البشري ونجاح رائدات الأعمال

### في السياحة المجتمعية

رشا إبراهيم صيام

معهد الفراغة العالي للسياحة والفنادق

المعلومات المقالة	المخلص
الكلمات المفتاحية السياحة المجتمعية؛ التحديات المتعلقة بالنوع الاجتماعي؛ الحفاظ الثقافي؛ الدعم الريادي؛ رائدات الأعمال.	على الرغم من أن بيئة العمل السياحية أصبحت تتسم بالذكورية، مع ذلك أصبح قطاع السياحة يوازن بين الجنسين بعد تبني مبادرة التنوع بين الجنسين في بيئة العمل لتحقيق المساواة وتكافؤ الفرص بين الذكور والإناث. بناءً على ذلك، تهدف هذه الورقة إلى دراسة عدة جوانب رئيسية: أولاً، تستكشف التأثير المحتمل للتحديات المتعلقة بالجنسين على نجاح رائدات الأعمال العاملات ضمن المنظمات المرتبطة بالسياحة. ثانياً، يسلط الضوء على تأثيرات الوساطة المزدوجة للحفاظ على الثقافة ودعم ريادة الأعمال في العلاقة المعقدة بين هذه التحديات المرتبطة بالجنس ونجاح رائدات الأعمال. باستخدام نهج العينات العشوائية البسيطة، تم جمع البيانات من 303 من رائدات الأعمال بالمنظمات ذات الصلة بالسياحة الواقعة بمدينة دهب (مصر). بعد ترميز البيانات باستخدام SPSS v.28، تم تحليل العينة النهائية باستخدام WarpPLS v.8. أظهرت النتائج أن التحديات المتعلقة بالنوع الاجتماعي أثرت سلباً في الحفاظ الثقافي والدعم الريادي، في حين تأثر نجاح رائدات الأعمال بشكل إيجابي بكل من الحفاظ الثقافي والدعم الريادي. علاوة على ذلك، حقق الحفاظ الثقافي والدعم الريادي وساطة جزئية في العلاقة السلبية بين التحديات المتعلقة بالنوع الاجتماعي ونجاح رائدات الأعمال في السياحة المجتمعية. أخيراً، كلما زادت الخبرة الوظيفية لرائدات الأعمال، زادت قدرتهن على تحقيق النجاح غير المسبوق في أعمالهن بالمنظمات المقصودة. على هذا النحو، تقدم هذه الدراسة مساهمات أكاديمية ومجتمعية كبيرة نحو تعزيز السياحة المجتمعية من خلال الدعم الأكاديمي والحفاظ الثقافي الذين تم تقديمهم لرائدات الأعمال. هذه النتائج لها آثار مفيدة لصانعي السياسات، قادة المجتمع وأصحاب المصلحة في تعزيز بيئة مواتية للمساواة بين الجنسين وتمكين المرأة في صناعة السياحة.
(JAAUTH) المجلد 24، العدد 2، (2023) ص 688-708.	