

Innovations

Work-life Balance among Women Entrepreneurs in Hotel Business: An Inquiry Across Geographical and Domestic Contexts

¹Thejashree D; ²Dr. Krishna B S

¹Research Scholar, ²Research Supervisor

^{1,2} Srishti college of Commerce and Management, University of Mysore, Mysuru

¹ORCID ID - 0009-0004-2548-1012, ²ORCID ID -0009-0003-2187-0814

Abstract

The research aims to explore the work-life balance of women entrepreneurs in the hotel industry, focusing on geographical and family influences. It seeks to understand how these factors affect their ability to manage work and personal life. Additionally, the study will assess challenges faced by women entrepreneurs during the pandemic and their impact on businesses. By examining these factors, the research aims to provide insights into the unique challenges and resilience of women entrepreneurs, contributing to the development of supportive strategies and policies for their advancement. This study examines the work-life balance and pandemic effects on women entrepreneurs using mixed methods. A descriptive and exploratory design is used for a comprehensive understanding. The information is obtained from surveys and interviews held with women entrepreneurs representing a variety of backgrounds. A total of 135 responses are evaluated. Purposive and convenience sampling methods were used select diverse women entrepreneurs. The software SPSS is employed to explore patterns and correlations in quantitative data. The research indicates that women entrepreneurs encounter notable challenges in achieving work-life balance, shaped by their geographical setting and family structure, with disruptions caused by the pandemic intensifying their business difficulties while also promoting adaptability and resilience. This research offers novel perspectives on the equilibrium between work and personal life of women entrepreneurs, exploring the influence of geographical setting, family structure and pandemic obstacles, presenting significant implications for policy, support frameworks and future inquiries.

Keywords: *Work-life Balance, women entrepreneurs, geographical settings, family structure, Hotel business and Pandemic etc.,*

1. Introduction

Women business owners have progressively become a crucial facet of the global economy (Peeters & Ateljevic, 2017) (Vaishnavi Sharma, 2024), providing considerable contributions to multiple dimensions including innovation, job creation and overall economic development (Leitch et al., 2018). In light of their considerable achievements, these women nonetheless deal with distinct trials that complicate their pursuit of effectively balancing the intricate demands posed by their professional and personal spheres (Poggesi et al., 2019). One major hurdle they confront is achieving a work-life equilibrium (Filimonau et al., 2024), a goal that gets increasingly complex when factoring in numerous elements, including location and family configuration (Nguyen et al., 2020). The rigorous demands associated with entrepreneurship frequently necessitate long working hours (Poggesi et al., 2019), a high degree of mental resilience and a considerable amount of emotional energy (Agarwal & Lenka, 2018), which together pose formidable challenges, particularly for women who must also navigate the responsibilities of family life alongside their professional commitments (Agarwal & Lenka, 2018). Geographical location undeniably plays a pivotal role in determining the experiences and opportunities available to women entrepreneurs across different regions (Hassan et al., 2014). Urban environments generally provide superior access to essential resources, valuable networks and lucrative markets (Hassan et al., 2014), whereas rural settings often present a variety of obstacles, including inadequate infrastructure (Bullough et al., 2022), a scarcity of business opportunities and heightened societal expectations concerning the traditional roles of women within the family unit (Ukpere et al., 2014). Furthermore, the structure of one's family—whether it consists of a nuclear setup or a joint family arrangement—further influences the capacity of women to achieve a satisfactory work-life balance (Smith-Hunter, 2013) (Cesaroni & Paoloni, 2016). For instance, women hailing from joint families may benefit from increased familial support in their entrepreneurial ventures (Husna et al., 2017); however, they may simultaneously encounter heightened expectations and pressures from their extended family members that can complicate their efforts (Xheneti et al., 2019). The COVID-19 outbreak has magnified these prior challenges in manners that were once hard to fathom (Afshan et al., 2021). The crisis compelled a multitude of businesses to rapidly adapt to the new realities of remote working conditions, disruptions in supply chains and pervasive financial instability (Leitch et al., 2018), all of which posed significant hurdles. Women entrepreneurs, particularly those who are also responsible for family caregiving duties (Korreck, 2019), found themselves disproportionately affected by these widespread changes. The pandemic not only interrupted the normal operations of countless businesses (Hendratmi et al., 2022), but also brought to light the urgent necessity for more robust support systems that can facilitate sustainable entrepreneurial success for women in the long term (Hendratmi et al., 2022).

This analysis is intended to investigate the vital concern of achieving work-life harmony for women in business, with particular attention to the effects of their regional setting and family composition. Additionally, the exploration will consider how the issues resulting from the pandemic have revamped and influenced their operational frameworks and strategic directions. Through a careful analysis of these complex interactions, the study aims to provide meaningful insights that could guide the formation of effective policies, best practices and supportive systems geared towards empowering women entrepreneurs in their endeavours.

2. Review of Literature

2.1. Hotel Business

The hotel sector is a vibrant field that presents considerable opportunities for entrepreneurship, particularly for women (Dr. Tulika Khare, 2019). The presence of women entrepreneurs in the hotel business introduces a wave of creativity, novel approaches and an emphasis on enhancing the guest experience, making them pivotal to the industry's progression (Komunte, 2015). Their skills in multitasking, managing diverse teams and enhancing guest experiences often give them a distinct advantage in this competitive market (Aladejebi, 2020). However, even with their important efforts, women hotel entrepreneurs encounter several issues (Komunte, 2015). Juggling work and family obligations can be exceptionally taxing, as the industry frequently demands long hours and a steadfast dedication to maintaining service excellence (Ukpere et al., 2014). Securing financing and monetary aid poses a considerable challenge, with a lot of women encountering obstacles in acquiring the vital capital required to initiate or develop their businesses (Stead, 2017). Societal expectations and gender biases can further complicate their entrepreneurial paths, especially in areas where cultural norms discourage women from assuming leadership positions (Batool & Ullah, 2017). The COVID-19 crisis brought about new hurdles, with travel bans and lockdown measures deeply influencing hotel occupancy figures and revenue channels (Martinez Dy & Jayawarna, 2020). Women entrepreneurs were compelled to adapt swiftly, embracing digital advancements such as online reservations and contactless services while instituting cost-saving strategies to keep their businesses afloat (Manolova et al., 2020). Even with these hurdles, women professionals in the hotel field consistently exhibit outstanding resilience and flexibility, driving change and contributing significantly to the industry's revival and advancement (Afshan et al., 2021).

2.2. Challenges

The hotel sector, known for its demanding and often unpredictable working hours, poses significant challenges for women entrepreneurs who strive to find a harmonious balance between their professional obligations and personal responsibilities (Filimonau et al., 2024), particularly when they are also tasked

with managing the diverse commitments that come with family life(Hendratmi et al., 2022). Women frequently encounter substantial obstacles when attempting to secure funding for their hotel ventures, largely due to pervasive societal biases(Martinez Dy & Jayawarna, 2020), insufficient collateral or restricted access to vital financial networks that could otherwise facilitate their entrepreneurial endeavours(Zahirah et al., 2016). The persistent influence of conventional gender expectations and prejudices often diminishes the perceived authority of women in leadership roles within a field historically ruled by men(Mandipaka, 2014), which consequently restricts their chances for both career advancement and substantial teamwork in the industry(Aladejebi, 2020). Operating a hotel entails the intricate management of various elements, including staff coordination, guest services and strict adherence to regulatory compliance, which can create a multitude of high-pressure situations that are especially daunting for those who are new to entrepreneurship(Noor Hazlina Ahmad, Yuliani Suseno, Pi-Shen Seet, Pattanee Susomrith, 2018). Women entrepreneurs who are based in remote or rural regions often confront significant safety concerns that can severely restrict their capacity to effectively oversee daily operations or pursue opportunities for business expansion(Stead, 2017)(Shastri et al., 2019). The lack of access to industry-specific mentors and professional networks can greatly impede women entrepreneurs from acquiring the essential insights and building the critical connections that are necessary for fostering their business growth and sustainability(Laukhuf & Malone, 2015)(Sajuyigbe & Fadeyibi, 2017). The difficulties encountered by women working in the hotel sector were made worse by the arrival of the COVID-19 crisis, resulting in lower occupancy levels, considerable economic setbacks and a shift to updated health measures(Yadav & Goyal, 2014), which all had a greater effect on women because of their extra caregiving duties at home. The intricate process of navigating complex licensing and compliance requirements can prove to be both time-consuming and financially burdensome(Leitch et al., 2018), thereby creating formidable barriers for women who may have limited resources or expertise in these areas(RaMli, 2016).

2.3. Geographical Impact

The geographical context markedly affects the entrepreneurial trajectories of women engaged in the hotel sector(Rudhumbu et al., 2020). Metropolitan environments frequently furnish superior infrastructure, enhanced resource accessibility and a more extensive clientele, thereby facilitating the capacity of women entrepreneurs to effectively scale their enterprises(Hassan et al., 2014). Furthermore, these locales afford enhanced opportunities for networking, access to a skilled labour pool and the utilization of advanced technological innovations, which collectively contribute to improved operational efficacy(Kumalasari et al., 2020). Conversely, women situated in rural or semi-urban settings encounter various obstacles, including inadequate infrastructure, subpar connectivity and

limited market access(Komunte, 2015). The prevailing cultural norms and societal expectations in these regions may further dissuade women from aspiring to leadership positions or from broadening their business endeavours(Rudhumbu et al., 2020). Moreover, logistical impediments, such as insufficient transportation options and supply chain inefficiencies, can significantly obstruct business expansion(Vukovic et al., 2023). The geographical framework also influences the degree of exposure to tourism trends(Filimonau et al., 2024). Entrepreneurs operating within tourist destinations tend to experience heightened demand, whereas those located in isolated areas must exert greater effort to attract and retain their customer base(Komunte, 2015). Mitigating these discrepancies necessitates the implementation of location-specific strategies and the establishment of supportive frameworks(Rudhumbu et al., 2020).

2.4. Family Dynamics

Family dynamics serve a fundamental function in shaping the entrepreneurial achievements and work-life equilibrium of women within the hotel sector(Welsh et al., 2018). The familial configuration—whether it is a nuclear or extended arrangement—considerably influences the degree of support and challenges encountered by women as they navigate their entrepreneurial and personal responsibilities(Cesaroni & Paoloni, 2016). In nuclear family structures, women frequently assume the predominant responsibility for domestic duties and childcare, which can exacerbate the pressures associated with overseeing a rigorous hotel enterprise(Welsh et al., 2016). The absence of shared responsibilities within the domestic sphere may result in heightened stress levels and restricted opportunities for professional advancement or business expansion(Cesaroni & Paoloni, 2016). Conversely, joint family systems can provide supportive frameworks that are advantageous for women entrepreneurs(Azmat & Fujimoto, 2016). The distribution of household responsibilities and childcare support from extended family members can afford women greater availability and vigour to concentrate on their entrepreneurial endeavours(Poggesi et al., 2019). Nonetheless, joint family arrangements may also impose limitations, such as entrenched gender roles or collective decision-making processes, which could curtail autonomy in business management(Stead, 2017). The contribution of spouses is particularly significant; a partner who is encouraging and shares responsibilities can substantially bolster a woman's entrepreneurial trajectory(Afroze et al., 2015). In contrast, insufficient support or familial opposition may deter risk-taking and impede progress(Nikina et al., 2015). Acknowledging the significance of constructive family dynamics is crucial for the formulation of policies and programs that empower women entrepreneurs to flourish in their enterprises(Siba, 2011).

3. Research Methodology

3.1. Research Context

This study explores the work-life balance of women entrepreneurs in Hotel business, taking into account geographical factors and family dynamics as significant influences. Moreover, it delves into the effects of challenges linked to the pandemic on their ventures. This investigation strives to clarify the particular hurdles that women confront within entrepreneurship and to assist in formulating strategies that encourage their prosperity.

3.2. Objective of the Study

1. To examine the work life balance of women entrepreneurs in hotel business across selected geographical location and type of family they belongs to.
2. To assess whether pandemic challenges affects the hotel business.

3.3. Hypothesis for the Study

H₀₁: There is a significant difference in work life balance of women entrepreneurs in hotel business across selected geographical location.

H₀₂: There is a significant association between work life balance and type of family.

H₀₃: There is a significant increase in impact of challenges on hotel business due to pandemic.

3.4. Limitations of the Study

The research is constrained by its concentration on specific geographical regions, 5 districts in Karnataka and a limited sample size, dependence on self-reported information, cross-sectional methodological design and prioritization of pandemic-related challenges and an oversimplified classification of family structures, which may overlook subtle influences.

4. Data Analysis and Interpretation

This section presents the findings from our detailed analysis of challenges faced by 135 women entrepreneurs in hotel business across different location in Karnataka with respect to work-life balancing challenges and challenges due to pandemic i.e. Covid-19. For the same, data have been collected by the researcher which includes the response towards the question of challenges faced by women entrepreneur with respects to balancing their personal life and business and also their family intervention in supportive to women entrepreneur. Additionally comparative analysis of challenges faced before and after Covid -19. The objective was to examine the work life balance of women entrepreneur across selected geographical location and type of family they belongs to and to assess whether pandemic challenges affects the business. The data was processed and analysed using statistical methodologies like crosstab analysis, descriptive

statistics, chi-square test, Kruskal Wallis H test and Paired sample t test to identify precise relationship and association between variables.

Objectives 1: To examine the work life balance of women entrepreneur in hotel business across selected geographical location and type of family they belongs to.

Balancing the personal life and work life is most essential factor in every entrepreneur's life especially in women's life. The women's from different location and type of family they belongs to will also be challenging to cope up with their business due to constant engagement in families rituals and tradition along with business, so in order to examine this challenging factor, descriptive statistics, cross tabulation along with charts and a **Kruskal Wallis H test** is employed to identify significant difference in work-life balance of women entrepreneur across selected geographical location. As a further study **chi-square test** also been conducted to know the significant association between work life balance and type of family they belongs to. Researcher consider respondents from Bengaluru Urban, Bengaluru Rural, Ramanagara, Kolar and Chikkaballapura for the study.

Table no 1: Distribution of Work-life Balancing challenge

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Not at all affects | 14 | 10.4 | 10.4 | 10.4 |
| | Somewhat affects | 29 | 21.5 | 21.5 | 31.9 |
| | Moderately affects | 38 | 28.1 | 28.1 | 60.0 |
| | Affects | 25 | 18.5 | 18.5 | 78.5 |
| | Strongly affects | 29 | 21.5 | 21.5 | 100.0 |
| | Total | 135 | 100.0 | 100.0 | |

Chart no 1: Chart showing distribution of Work-life Balancing challenge**Interpretation:**

The above table and chart shows the data on 135 women entrepreneurs illustrating distribution of challenges affecting their businesses. A significant portion is 28.1% (38 respondents) has stated that work-life balancing challenges moderately affect their business, making it the most common response. Furthermore, 40% of the entrepreneurs indicated that the challenges either affect (18.5%) or strongly affect (21.5%) their business activities and remaining about 31.9% of respondents experienced minimal to no challenges, with 10.4% stating that these issues do not affect their businesses at all and 21.5% stating that they are somewhat affected. Overall, the data suggests that while some women entrepreneurs face negligible challenge. The majority encounter moderate to significant challenges that may affect their business growth and sustainability.

Kruskal-Wallis Test**Hypothesis:**

H₀: There is no significant difference in work life balance of women entrepreneurs in hotel business across selected geographical location.

H₁: There is a significant difference in work life balance of women entrepreneurs in hotel business across selected geographical location.

Table no 2: Summary of results of Kruskal Wallis H test and its ranks

| Ranks | | | | Test Statistics | | |
|-------------------------------|-----------------|-----|-----------|------------------|----|-------------|
| | Location | N | Mean Rank | Kruskal-Wallis H | df | Asymp. Sig. |
| Work-life Balancing challenge | Bengaluru Urban | 46 | 83.29 | 13.712 | 4 | .008 |
| | Bengaluru Rural | 20 | 71.78 | | | |
| | Ramanagara | 19 | 55.89 | | | |
| | Kolar | 30 | 55.97 | | | |
| | Chikkaballapura | 20 | 58.60 | | | |
| | Total | 135 | | | | |

Interpretation:

The table above displays the results of the Kruskal-Wallis H test, including mean ranks, to identify the significant difference in work life balance of women entrepreneur across selected geographical location. Respondent from Bengaluru Urban (N = 46, mean rank: 83.29), Bengaluru Rural (N = 20, mean rank: 71.78), Ramanagara (N = 19, mean rank: 55.89), Kolar (N = 30, mean rank: 55.97), Chikkaballapura (N = 20, mean rank: 58.60) differ significantly as the Kruskal-Wallis H test was found to be statistically significant in which the p value was less than the significance value of 0.05 and 0.01 – {H = 13.712, p = 0.008} so therefore the Alternative hypothesis is been accepted, Hence There is a significant difference in work life balance of women entrepreneur across selected geographical location.

Chi Square test**Hypothesis:**

H₀- There is no significant association between work life balance and type of family.

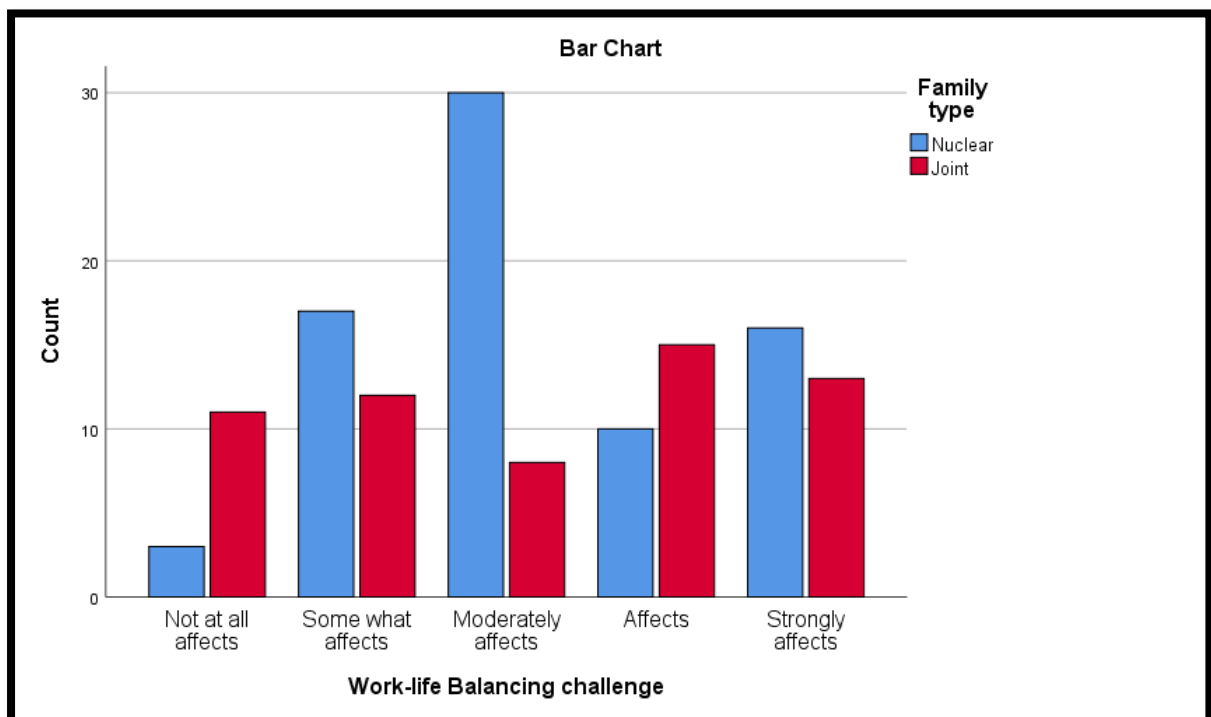
H₁- There is a significant association between work life balance and type of family.

Table no 3: Cross tabulation of Work-life Balancing challenge and Family type

| | | | Family type | | Total |
|-------------------------------|--------------------|--|-------------|-------|--------|
| | | | Nuclear | Joint | |
| Work-life Balancing challenge | Not at all affects | Count | 3 | 11 | 14 |
| | | Expected Count | 7.9 | 6.1 | 14.0 |
| | | % within Work-life Balancing challenge | 21.4% | 78.6% | 100.0% |
| | Somewhat affects | Count | 17 | 12 | 29 |
| | | Expected Count | 16.3 | 12.7 | 29.0 |
| | | | | | |

| | | | | | |
|-------|--------------------|--|-------|-------|--------|
| | | % within Work-life Balancing challenge | 58.6% | 41.4% | 100.0% |
| | Moderately affects | Count | 30 | 8 | 38 |
| | | Expected Count | 21.4 | 16.6 | 38.0 |
| | | % within Work-life Balancing challenge | 78.9% | 21.1% | 100.0% |
| | Affects | Count | 10 | 15 | 25 |
| | | Expected Count | 14.1 | 10.9 | 25.0 |
| | | % within Work-life Balancing challenge | 40.0% | 60.0% | 100.0% |
| | Strongly affects | Count | 16 | 13 | 29 |
| | | Expected Count | 16.3 | 12.7 | 29.0 |
| | | % within Work-life Balancing challenge | 55.2% | 44.8% | 100.0% |
| Total | | Count | 76 | 59 | 135 |
| | | Expected Count | 76.0 | 59.0 | 135.0 |
| | | % within Work-life Balancing challenge | 56.3% | 43.7% | 100.0% |

Chart no 2: Chart showing Cross tabulation of Work-life Balancing challenge and Family type



Interpretation:

The above cross-tabulation and charts depicts work-life balancing challenges and family types among 135 individuals indicating interesting patterns. Among those who stated that work-life challenges 'do not affect' them, 78.6% belong to

joint families, while only 21.4% are from nuclear families, suggesting a potential supportive role of joint families in mitigating such challenges. Conversely, those who stated being 'moderately affected' are predominantly from nuclear families (78.9%), indicating a higher impact of work-life challenges in this family structure and with those who stated 'affects' them, with 40% from nuclear families and 60% from joint families. For individuals who stated that challenges 'strongly affect' them, the responses are more balanced, with 55.2% from nuclear families and 44.8% from joint families, similarly with those who stated 'somewhat affects' them, with 58.6% from nuclear families and 41.4% from joint families. Overall, it shows that family type has a significantly associations on the perception and impact of work-life balancing challenges, by which it says 56.3% of the total respondents are from nuclear families and 43.7% from joint families, with joint families sometimes provides a support that reduces the impact of challenges. Joint families may offer emotional, practical or logistical assistance, such as sharing household responsibilities or childcare, which can ease the burden of balancing work and personal life.

Table no 4: Calculation of Chi-Square Tests

| | Value | Df | Asymptotic Significance (2-sided) |
|--|---------------------|----|-----------------------------------|
| Pearson Chi-Square | 17.619 ^a | 4 | .001 |
| Likelihood Ratio | 18.463 | 4 | .001 |
| Linear-by-Linear Association | .348 | 1 | .556 |
| N of Valid Cases | 135 | | |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.12. | | | |

Table no 5: Calculation of Symmetric Measures

| | | Value | Approximate Significance |
|--------------------|------------|-------|--------------------------|
| Nominal by Nominal | Phi | .361 | .001 |
| | Cramer's V | .361 | .001 |
| N of Valid Cases | | 135 | |

Interpretation:

The test results revealed that the chi-square statistic value is 17.619 and the p value is less than 0.01 and 0.05, respectively. The alternative hypothesis has been accepted as there is a significant association between work life balance and type of family. However, the Phi and Cramer's v score (phi = 0.361 and Cramer's v = 0.361) demonstrates the moderate strength of the association, indicating that the

work life balancing challenges varies slightly among respondents from different type of families.

Objectives 2: To assess whether pandemic challenges affects the Hotel business.

Entrepreneur's need to faces many expected and unexpected challenges and risks in their business journey. Out of which a comprehensive challenges faced during pandemic is one of the unexpected challenges. In order to assess whether pandemic challenges affects the business operation, a detailed analysis is conducted on response collected in scale of 'not at all affects' to 'strongly affects' to business operations in comparative form using tabulation and chart analysis and to know the presence significant changes in business due to before, during and after pandemic, a **paired sample t test** is employed.

Table no 6: Distribution of Pre-Covid challenges

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Not at all affects | 34 | 25.2 | 25.2 | 25.2 |
| | Somewhat affects | 15 | 11.1 | 11.1 | 36.3 |
| | Moderately affects | 49 | 36.3 | 36.3 | 72.6 |
| | Affects | 20 | 14.8 | 14.8 | 87.4 |
| | Strongly affects | 17 | 12.6 | 12.6 | 100.0 |
| | Total | 135 | 100.0 | 100.0 | |

Interpretation:

The above table provides data on the distribution of Pre-Covid challenges among 135 respondents. The majority (36.3%) stated that these challenges 'moderately affect' them, making it the most common response. Additionally, 14.8% of respondents indicated that these challenges 'affect' them, while 12.6% stated they 'strongly affect' them. Together, these categories highlight that 63.7% of respondents experienced at least a moderate impact from Pre-Covid challenges, 25.2% of respondents stated that Pre-Covid challenges did not affect them at all, while 11.1% felt they were 'somewhat affected.' This distribution delineates the varied levels of impact Pre-Covid challenges had on individuals, with a significant proportion facing moderate to strong challenges during that period.

Table no 7: Distribution of During-Covid challenges

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Not at all affects | 29 | 21.5 | 21.5 | 21.5 |
| | Somewhat affects | 15 | 11.1 | 11.1 | 32.6 |
| | Moderately affects | 39 | 28.9 | 28.9 | 61.5 |
| | Affects | 31 | 23.0 | 23.0 | 84.4 |
| | Strongly affects | 21 | 15.6 | 15.6 | 100.0 |
| | Total | 135 | 100.0 | 100.0 | |

Interpretation:

The above table illustrates the distribution of challenges experienced by 135 respondents during the covid period. The largest group (28.9%) stated that these challenges 'moderately affect' them, highlighting the significant impact felt by many. Additionally, 23.0% of respondents stated that the challenges 'affect' them, while 15.6% indicated that they 'strongly affect' them. These cumulates for 67.5% of respondents, suggesting that the majority faced challenges during covid. But 21.5% of respondents stated that the challenges 'did not affect' them, while 11.1% says they were 'somewhat affected.' This demonstrates that there is widespread and varied effects of challenges during the covid period, with a significant proportion of respondents experiencing noticeable to severe impacts.

Table no 8: Distribution of Post-Covid challenges

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Not at all affects | 6 | 4.4 | 4.4 | 4.4 |
| | Somewhat affects | 33 | 24.4 | 24.4 | 28.9 |
| | Moderately affects | 36 | 26.7 | 26.7 | 55.6 |
| | Affects | 44 | 32.6 | 32.6 | 88.1 |
| | Strongly affects | 16 | 11.9 | 11.9 | 100.0 |
| | Total | 135 | 100.0 | 100.0 | |

Interpretation:

The table presents the distribution of challenges faced by 135 respondents in the post-covid period. The largest proportion of respondents (32.6%) stated that these challenges 'affect' them, indicating a significant impact in the post-covid phase, 26.7% stated that these challenges 'moderately affect' them, while 11.9% says they 'strongly affect' them, 24.4% of respondents stated being 'somewhat affected,' and a few respondents (4.4%) indicated that these challenges 'do not affect' them at all. This distribution highlights the enduring and significant

challenges faced by respondents in the post-covid period, with a majority experiencing moderate to severe impacts.

Table no 9: Distribution of comparative analysis of Pre-Covid, During-Covid and Post-Covid challenges

| | Pre-Covid Challenges (%) | During-Covid Challenges (%) | Post-Covid Challenges (%) |
|--------------------|---------------------------------|------------------------------------|----------------------------------|
| Not at all affects | 25.2 | 21.5 | 4.4 |
| Somewhat affects | 11.1 | 11.1 | 24.4 |
| Moderately affects | 36.3 | 28.9 | 26.7 |
| Affects | 14.8 | 23.0 | 32.6 |
| Strongly affects | 12.6 | 15.6 | 11.9 |
| Total | 100.0 | 100.0 | 100.0 |

Interpretation:

The comparative analysis of Pre-Covid, During-Covid and Post-Covid challenges reveals a shifting impact over time. In the Pre-Covid phase, 25.2% of respondents reported no impact, which decreased to 21.5% During-Covid and sharply to 4.4% Post-Covid, indicating an increasing recognition of challenges. Moderate challenges ("Moderately affects") were most common in Pre-Covid (36.3%) but declined slightly in the subsequent phases, while severe challenges ("Affects" and "Strongly affects") rose from 27.4% Pre-Covid to 38.6% During-Covid and peaked at 44.5% Post-Covid. The Post-Covid period shows the highest levels of challenges, with 32.6% reporting significant impacts and 11.9% facing severe obstacles. This trend highlights the lasting effects of the pandemic, as many respondents continued to experience substantial challenges, emphasizing the need for ongoing support and adaptive strategies in the aftermath.

Paired-sample t test:

Hypothesis:

H₀: There is a no significant increase in impact of challenges on hotel business due to pandemic.

H₁: There is a significant increase in impact of challenges on hotel business due to pandemic.

Table no 10: Paired Samples Statistics

| | | Mean | N | Std. Deviation | Std. Error Mean |
|--------|-------------------------|--------|-----|----------------|-----------------|
| Pair 1 | Pre-Covid challenges | 2.7852 | 135 | 1.31799 | .11343 |
| | During-Covid challenges | 3.0000 | 135 | 1.35492 | .11661 |
| Pair 2 | Pre-Covid challenges | 2.7852 | 135 | 1.31799 | .11343 |
| | Post-Covid challenges | 3.2296 | 135 | 1.08546 | .09342 |
| Pair 3 | During-Covid challenges | 3.0000 | 135 | 1.35492 | .11661 |
| | Post-Covid challenges | 3.2296 | 135 | 1.08546 | .09342 |

Table 11: Paired Samples Correlations

| | | N | Correlation | Sig. |
|--------|---|-----|-------------|------|
| Pair 1 | Pre-Covid challenges & During-Covid challenges | 135 | .593 | .000 |
| Pair 2 | Pre-Covid challenges & Post-Covid challenges | 135 | .436 | .000 |
| Pair 3 | During-Covid challenges & Post-Covid challenges | 135 | .492 | .000 |

Table no 12: Paired Samples Test

| | | Paired Differences | | | | | | Df | Sig. (2-tailed) |
|--------|---|--------------------|----------------|-----------------|---|---------|-----|------|-----------------|
| | | Mean | Std. Deviation | Std. Error Mean | 95% Confidence Interval of the Difference | | | | |
| | | | | | Lower | Upper | | | |
| Pair 1 | Pre-Covid challenges - During-Covid challenges | -.21481 | 1.20562 | .10376 | -.42004 | -.00959 | 134 | .040 | |
| Pair 2 | Pre-Covid challenges - Post-Covid challenges | -.44444 | 1.29099 | .11111 | -.66420 | -.22469 | 134 | .000 | |
| Pair 3 | During-Covid challenges - Post-Covid challenges | -.22963 | 1.25151 | .10771 | -.44267 | -.01659 | 134 | .035 | |

Interpretation:

The paired-sample t-test analysis reveals a significant increase in the impact of challenges on businesses due to the pandemic. The mean impact of challenges was higher during Covid (Mean = 3.00) compared to the pre-covid period (Mean = 2.79), with a mean difference of -0.21, which is statistically significant ($t = -$

2.070, $p = 0.040$). Similarly, the post-covid period showed an even greater impact (Mean = 3.23) compared to pre-covid, with a mean difference of -0.44, which is highly significant ($t = -4.000$, $p = 0.000$). Additionally, the post-covid period recorded significantly higher challenges compared to during Covid, with a mean difference of -0.23 ($t = -2.132$, $p = 0.035$). Correlation analysis further supports these findings, showing moderate to strong relationships between the challenge levels across the three periods. These results confirm that the pandemic caused a significant increase in the impact of challenges on businesses, both during and after the pandemic, leading to the rejection of the null hypothesis. Therefore there is a significant increase in impact of challenges on business due to pandemic

5. Conclusions

The odyssey of women entrepreneurs in the hotel business is moulded by a multifaceted interaction of elements, including work-life equilibrium, geographical positioning, familial dynamics and external obstacles such as the COVID-19 crisis. These women exhibit extraordinary resilience and adaptability, yet their entrepreneurial endeavours are frequently limited by societal norms, restricted access to resources and financial impediments. Geographical positioning significantly impacts opportunities and challenges, with metropolitan regions providing superior infrastructure and markets, while rural areas present constraints in connectivity and support systems. Familial dynamics also play a pivotal role, where encouraging families can offer motivation and shared responsibilities, while constraining environments can obstruct entrepreneurial advancement and independence. The pandemic has further accentuated these challenges, disproportionately impacting women entrepreneurs as they navigate business interruptions alongside heightened domestic obligations. Despite these hurdles, numerous women have embraced creativity, harnessing technology and modifying business models to maintain operations. This research emphasizes the necessity for targeted interventions, including financial assistance, skill enhancement programs and policies advocating gender equality. Fostering supportive family environments, enhancing access to resources and cultivating inclusive networks can empower women entrepreneurs to surmount barriers and flourish in the hotel sector. Addressing these dimensions comprehensively is vital for nurturing sustainable growth and success for women in entrepreneurship.

6. References

1. Afroze, T., Alam, M. K., Akther, E., & Jui, N. S. (2015). *Women Entrepreneurs In Bangladesh- Challenges And Determining Factors*. *Journal Of Business And Technology (Dhaka)*, 9(2), 27–41.
2. Afshan, G., Shahid, S., & Tunio, M. N. (2021). *Learning Experiences Of Women Entrepreneurs Amidst COVID-19*. *International Journal Of Gender And Entrepreneurship*, 13(2), 162–186.

3. Agarwal, S., & Lenka, U. (2018). *Why Research Is Needed In Women Entrepreneurship In India: A Viewpoint*. *International Journal Of Social Economics*, 45(7), 1042–1057.
4. Aladejebi, O. (2020). *21st Century Challenges Confronting Women Entrepreneurs In Southwest Nigeria*. *Archives Of Business Research*, 8(3), 261–280.
5. Azmat, F., & Fujimoto, Y. (2016). *Family Embeddedness And Entrepreneurship Experience: A Study Of Indian Migrant Women Entrepreneurs In Australia*. *Entrepreneurship And Regional Development*, 28(9–10), 630–656.
6. Batool, H., & Ullah, K. (2017). *Successful Antecedents Of Women Entrepreneurs: A Case Of Underdeveloped Nation*. *Entrepreneurship Research Journal*, 7(2), 01–11.
7. Bullough, A., Guelich, U., Manolova, T. S., & Schjoedt, L. (2022). *Women's Entrepreneurship And Culture: Gender Role Expectations And Identities, Societal Culture, And The Entrepreneurial Environment*. *Small Business Economics*, 58(2), 985–996.
8. Cesaroni, F. M., & Paoloni, P. (2016). *Are Family Ties An Opportunity Or An Obstacle For Women Entrepreneurs? Empirical Evidence From Italy*. *Palgrave Communications*, 2.
9. Dr. Tulika Khare. (2019). *Emerging Issues And Challenges Of Women Entrepreneurs In India*. *International Journal Of Researchers In Social Sciences And Information Studies*, 7(1), 1–6. *Ijmer.S3.Amazonaws.Com*.
10. Filimonau, V., Matyakubov, U., Matniyozov, M., Shaken, A., & Mika, M. (2024). *Women Entrepreneurs In Tourism In A Time Of A Life Event Crisis*. *Journal Of Sustainable Tourism*, 32(3), 457–479.
11. Hassan, F., Ramli, A., & Mat Desa, N. (2014). *Rural Women Entrepreneurs In Malaysia: What Drives Their Success?* *International Journal Of Business And Management*, 9(4), 10–21.
12. Hendratni, A., Agustina, T. S., Sukmaningrum, P. S., & Widayanti, M. A. (2022). *Livelihood Strategies Of Women Entrepreneurs In Indonesia*. *Heliyon*, 8(9), E10520.
13. Husna, I., Rahim, A., Fabeil, N. F., & Sung, T. P. (2017). *Motivator And Challenges Of Women Entrepreneurs*. *Journal Of Global Business And Social Entrepreneurship (GBSE)*, 1(3), 111.
14. Komunte, M. (2015). *Usage Of Mobile Technology In Women Entrepreneurs: A Case Study Of Uganda*. *The African Journal Of Information Systems*, 7(3), 52–74.
15. Korreck, S. (2019). *Women Entrepreneurs In India: What Is Holding Them Back?* *Observer Research Foundation Issue Brief*, 1(317), 10. *Documents1.Worldbank.Org*
16. Kumalasari, R. D., Lukiyanto, K., & Purnomo, A. (2020). *External Factors Motivating Successful Women Entrepreneurs: A Study Of Women*

- Entrepreneurs Community In A Rural Area. Palarch's Journal Of Archaeology Of Egypt/Egyptology, 18(1), 518–526. Archives.Palarch.Nl*
17. Laukhuf, R. L., & Malone, T. A. (2015). *Women Entrepreneurs Need Mentors. International Journal Of Evidence Based Coaching And Mentoring, 13(1), 70–86. Search.Ebscohost.Com .*
 18. Leitch, C., Welter, F., & Henry, C. (2018). *Women Entrepreneurs' Financing Revisited: Taking Stock And Looking Forward: New Perspectives On Women Entrepreneurs And Finance (Special Issue). Venture Capital, 20(2), 103–114.*
 19. Mandipaka, F. (2014). *An Investigation Of The Challenges Faced By Women Entrepreneurs In Developing Countries: A Case Of King Williams' Town, South Africa. Mediterranean Journal Of Social Sciences, 5(27), 1187–1193.*
 20. Manolova, T. S., Brush, C. G., Edelman, L. F., & Elam, A. (2020). *Pivoting To Stay The Course: How Women Entrepreneurs Take Advantage Of Opportunities Created By The COVID-19 Pandemic. International Small Business Journal: Researching Entrepreneurship, 38(6), 481–491.*
 21. Martinez Dy, A., & Jayawarna, D. (2020). *Bios, Mythoi And Women Entrepreneurs: A Wynterian Analysis Of The Intersectional Impacts Of The COVID-19 Pandemic On Self-Employed Women And Women-Owned Businesses. International Small Business Journal: Researching Entrepreneurship, 38(5), 391–403.*
 22. Nguyen, H. A., Phuong, T. T., Le, T. T. B., & Vo, L. P. (2020). *Vietnamese Women Entrepreneurs' Motivations, Challenges, And Success Factors. Advances In Developing Human Resources, 22(2), 215–226.*
 23. Nikina, A., Shelton, L. M., & Leloarne, S. (2015). *An Examination Of How Husbands, As Key Stakeholders, Impact The Success Of Women Entrepreneurs. Journal Of Small Business And Enterprise Development, 22(1), 38–62.*
 24. Noor Hazlina Ahmad, Yuliani Suseno, Pi-Shen Seet, Pattanee Susomrith, And Z. R. (2018). *Entrepreneurial Competencies And Firm Performance In Emerging Economies: A Study Of Women Entrepreneurs In Malaysia. Springer International Publishing, 05–26.*
 25. Peeters, L. W. J., & Ateljevic, I. (2017). *Women Empowerment Entrepreneurship Nexus In Tourism: Processes Of Social Innovation. Tourism And Entrepreneurship: International Perspectives, 75–90.*
 26. Poggesi, S., Mari, M., & De Vita, L. (2019). *Women Entrepreneurs And Work-Family Conflict: An Analysis Of The Antecedents. International Entrepreneurship And Management Journal, 15(2), 431–454.*
 27. Ramli, Zarina M. Nor & Zuraida. (2016). *A Glimpse At Women Entrepreneurs In Penang. Akademika, 86(02), 79–86.*
 28. Rudhumbu, N., Du Plessis, E. (Elize), & Maphosa, C. (2020). *Challenges And Opportunities For Women Entrepreneurs In Botswana: Revisiting The Role Of Entrepreneurship Education. Journal Of International Education In Business, 13(2), 183–201.*

29. Sajuyigbe, A. S., & Fadeyibi, I. O. (2017). *Women Entrepreneurship And Sustainable Economic Development: Evidence From South Western Nigeria. Journal Of Entrepreneurship, Business And Economics*, 5(2), 19–46. Www.Scientificia.Com
30. Shastri, S., Shastri, S., & Pareek, A. (2019). *Motivations And Challenges Of Women Entrepreneurs: Experiences Of Small Businesses In Jaipur City Of Rajasthan. International Journal Of Sociology And Social Policy*, 39(5–6), 338–355.
31. Siba, E. (2011). *Empowering Women Entrepreneurs In Developing Countries. AFRICA GROWTH INITIATIVE*, 105, 01–09.
32. Smith-Hunter, A. E. (2013). *Review Of Literature On Women Entrepreneurs. Women Entrepreneurs Across Racial Lines*, 1(3), 1–11.
33. Stead, V. (2017). *Belonging And Women Entrepreneurs: Women's Navigation Of Gendered Assumptions In Entrepreneurial Practice. International Small Business Journal: Researching Entrepreneurship*, 35(1), 61–77.
34. Ukpere, C. L., Slabbert, A. D., & Ukpere, W. I. (2014). *Rising Trend In Social Media Usage By Women Entrepreneurs Across The Globe To Unlock Their Potentials For Business Success. Mediterranean Journal Of Social Sciences*, 5(10 SPEC. ISSUE), 551–559.
35. Vaishnavi Sharma, D. M. G. (2024). *Women Entrepreneurs In India – A Study On Opportunities And Challenges Faced By Women Entrepreneurs. International Journal For Multidisciplinary Research*, 6(4), 1307–1317.
36. Vukovic, D. B., Petrovic, M., Maiti, M., & Vujko, A. (2023). *Tourism Development, Entrepreneurship And Women's Empowerment – Focus On Serbian Countryside. Journal Of Tourism Futures*, 9(3), 417–437.
37. Welsh, D. H. B., Kaciak, E., Memili, E., & Minialai, C. (2018). *Business-Family Interface And The Performance Of Women Entrepreneurs: The Moderating Effect Of Economic Development. International Journal Of Emerging Markets*, 13(2), 330–349.
38. Welsh, D. H. B., Memili, E., & Kaciak, E. (2016). *An Empirical Analysis Of The Impact Of Family Moral Support On Turkish Women Entrepreneurs. Journal Of Innovation And Knowledge*, 1(1), 3–12.
39. Xheneti, M., Karki, S. T., & Madden, A. (2019). *Negotiating Business And Family Demands Within A Patriarchal Society–The Case Of Women Entrepreneurs In The Nepalese Context. Entrepreneurship And Regional Development*, 31(3–4), 259–278.
40. Yadav, V., & Goyal, P. (2014). *To Be Or Not To Be A Woman Entrepreneur In A Developing Country? Psychosociological Issues In Human Resource Management*, 2(2), 68–78.
41. Zahirah, Y., Yusuff, I. @, Abu Bakar, A., & Ahmad, S. (2016). *Determinant Factors Of Women Entrepreneurs' Business Performance: A Conceptual Framewok. Journal Of Global Business And Social Entrepreneurship (GBSE)*, 1(1), 55–67.