

BENEFITS AND CHALLENGES OF WOMEN'S INVOLVEMENT IN AGRITOURISM ENTREPRENEURSHIP

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Abstract

Agritourism is one of the strategies available to farmers to improve their livelihoods, with women play an essential role in maintaining, developing and innovating agritourism businesses. The study aims to identify, based on a systematic analysis of academic literature, the impact of rural women's involvement in agritourism, both at the individual and rural community level. At the same time, various restrictions and challenges they face as farmers, entrepreneurs and professional women are highlighted. Agritourism entrepreneurship provides many benefits to rural women, appearing as a catalyst for their socio-cultural and economic empowerment: achieving financial independence, improving visibility and social status, new entrepreneurial opportunities and skills, personal development, etc. The findings indicate that the constraints they encounter are determined by the political-institutional and socio-cultural contexts in which operate. In addition to individual and tourism industry-related factors (which traditionally influences the business potential of all farmers), gender inequality is the most limiting factor for women's empowerment and their entrepreneurial performance. Four main factors are influencing female's empowerment: women's entrepreneurship, education, human capital and social capital. Subjected to discrimination not only from other male farmers, but also from customers and suppliers, women farmers have limited access to essential resources (capital, credit, land, technology), vocational training, education and business networks. They often deal with insufficient decision-making power and struggle to find a balance between managing agritourism operations and domestic responsibilities. Overcoming these barriers and challenges requires policies to promote gender equality, specific support programs and facilitating access to markets and technology.

Keywords: agritourism, women, empowerment, benefits, challenges