



Navigating Waves of Innovation: Unveiling Female Entrepreneurship in Coastal Marine Tourism

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Abstract

In order to better understand the complicated dynamics of female entrepreneurship in the sector of marine tourism along coasts, this study conducted a qualitative analysis. The primary objective was to comprehensively investigate the challenges, opportunities, and cutting-edge approaches that characterise this vast industry. The study challenge was to sort through the complexities of female entrepreneurship in coastal tourism. The goal was to increase awareness of the significant role that women entrepreneurs play, the challenges they face, and the innovative solutions they employ to thrive in this competitive market. Ten relevant papers' excerpts were utilised in a qualitative analysis. These extracts were extensively examined using NVivo software, a powerful tool that promoted in-depth study and learning. There were several studies carried out, including cluster analysis, word frequency analyses, tree maps, hierarchy charts, and word clouds. The results of the comprehensive qualitative study revealed key conclusions. Words like "women," "tourism," "social," and "family" were frequently used, emphasising the vital role that women play in coastal enterprise and the intricate interaction of social forces. Using the words "lack," "support," and "opportunities" emphasised the challenges and possibilities experienced by female maritime tourism enterprises. The qualitative research as a consequence provided significant fresh views on the complicated world of female enterprise in coastal tourism. It gave a framework for understanding the complexities of this sector and the strategies employed by women to innovate and be successful. These results open the way for future research and efforts targeted at encouraging gender-inclusive entrepreneurship in coastal areas and help us understand the possibilities and difficulties faced by female entrepreneurs better.

Keywords: *Gender Inclusive-Entrepreneurship; Female Entrepreneur; Marine Tourism; Nvivo; Innovative Solutions*

Introduction

In recent years, the convergence of female entrepreneurship and maritime tourism has attracted much interest as a dynamic and developing subject area. The study of Gao and Iqbal (2023) reveals that the coastal regions have high visitor likelihoods because of their stunning natural scenery, vibrant cultural attractions, and extensive recreational opportunities. The potential for entrepreneurial endeavours in these coastal havens has increased along with the growth of the global tourism industry, with women emerging as critical players driving innovation and sustainability in this field. The intriguing history of the development of coastal tourism spans over centuries. According to Restani et al. (2022), the increased growth of coastal tourism is deeply based on the earliest stages of human civilisation when coastal regions were important for trade, cultural exchange, and nutrition. However, beach tourism started to develop at the peak of the 19th century. At the same time, several essential elements fueled this transition. The beginning of the industrial era in the 19th century brought improvements in transportation, including the invention of steamships and the growth of railways. With the assistance of these developments, an increasing number of travelers can more easily visit seaside areas (Zinkina *et al.*, 2019). People looking for leisure and a break from the city life facilitated by accessible beach tourism. This easy accessibility, coastal tourism has increased, and charming seaside villages and resorts are becoming favourite vacation destinations.

Women played a crucial role in shaping the growth of coastal tourism (Nyundo, 2017). Many beach towns had boarding rooms and guest houses efficiently maintained by women, providing the necessary lodging to early vacationers. These lodgings frequently radiated extra charm and hospitality that considerably added to the attractiveness of beach getaways. Additionally, female entrepreneurs took a proactive role in developing services and attractions that raised the allure of seaside locations. For example, tea gardens and seashore attractions often run or owned by women became essential elements of the coastal tourism experience, offering entertainment and relaxation to guests (Ma *et al.*, 2022). Women's early efforts helped establish the tourism business in coastal locations and influenced the character and image of many seaside communities. Travelers were drawn to coastal areas because of the attractive natural surroundings, warm lodgings, and alluring attractions, which paved the way for coastal tourism to develop into a widespread phenomenon (del Mar Alonso-Almeida, 2012).

Besides their innovative role in developing maritime tourism, female entrepreneurs have faced various difficulties resulting from gender bias and conventional preconceptions (Ghouse *et al.*, 2017). Financial access has consistently been a barrier for women looking to start or grow their maritime tourism business. The absence of female role models and mentors in the marine tourist industry has also hampered the professional advancement of potential female entrepreneurs (Freund & Hernandez-Maskivker, 2021). There are further impediments to entry and progress for women entrepreneurs because of the predominance of their male counterparts in networking opportunities and support networks. These issues are made worse by gender prejudices and stereotypes, which affect women's credibility in the field and prevent them from advancing to leadership positions. Ghouse *et al.* (2017) also found that gender-based biases may impair women's capacity to forge important economic alliances and agreements.

At the same time, females in the maritime tourist industry have also found some chances to succeed despite facing the above-discussed obstacles. Within the tourism sector, women have demonstrated a great talent for spotting and serving maritime tourists. Female entrepreneurs have excelled in community engagement by utilising their interpersonal abilities and empathy to create lasting connections with local communities. This interaction promotes goodwill and heightens the authenticity of the tourist experience, attracting tourists looking for real cross-cultural encounters (Hallak *et al.*, 2015). Additionally, women in the maritime tourist industry have distinguished themselves as pioneers in sustainability and innovation. They have put forward-thinking, ecologically conscious practices that appeal to conscientious tourists, supporting the industry's broader shift towards ethical and sustainable

tourism practices (Gray *et al.*, 2014). In addition to addressing urgent environmental issues, these initiatives also reflect the attitudes and tastes of contemporary travelers. This gives female-led firms in the marine tourism industry a competitive edge. Female-led enterprises are becoming more committed to environmentally friendly practices, embracing eco-friendly wildlife encounters, community-based tourism activities, and sustainable lodging options (Mello, 2013). By prioritising sustainability, these business owners can preserve the natural beauty of coastal areas by drawing eco-aware tourists, creating a win-win situation.

Moreover, social media and digital marketing have become essential resources that female entrepreneurs in marine tourism can use skillfully. They effectively showcase their distinctive offerings that genuinely resonate with visitors looking for authentic, immersive experiences by utilising the power of online platforms to connect with their target consumers. Captivating photography and individualised experiences efficiently convey the visual attractiveness of seaside areas, ultimately drawing potential tourists with a strong pull towards maritime tourism (Robinson, 2016). Besides this, female business owners have embraced service diversification as a strategic move in response to the constantly changing demands of contemporary travelers. It includes growing their products and services to serve broader consumer interests. For instance, several business owners have incorporated technology into their offerings by creating smartphone apps for tour guides, adventure activities, and cross-cultural interactions (Dadwal & Hassan, 2016). These cutting-edge solutions improve the guest experience through ease and personalisation, placing female-led businesses as innovators in utilising technology to enhance the maritime tourism experience. Innovating practices among women in marine tourism have also come to be characterised by collaborative relationships. These entrepreneurs know the advantages of collaborating with regional businesses and organisations to develop integrated tourism experiences. In light of Eskiler *et al.* (2016) study, collaborations assist local communities in ways that go beyond their commercial benefits. Together, these female business entrepreneurs ensure that tourists can access various services and attractions, raising the level of tourist experience.

The above background information related to the role of female entrepreneurs in maritime tourism reveals that despite significant obstacles, women in maritime tourism have developed cutting-edge enterprises that target specific markets prioritise sustainability and establish personal connections with customers. Moreover, it is clear that female-led marine tourism firms will continue to be crucial in defining the sector and providing tourists with unique and ethical experiences along the world's beaches. In light of the above deep insights, the current research paper aims to investigate the role of female entrepreneurs in the marine tourism sector and explore the innovative practices they employ along the coastline.

Objectives

1. To assess the impact of gender on entrepreneurial activities
2. To identify barriers and challenges faced by women entrepreneurs in maritime tourism.
3. To examine innovative practices adopted by women entrepreneurs in maritime tourism.
4. To contribute to sustainable coastal development
5. To provide recommendations for policy and practice in maritime tourism.

Methodology

In order to understand the motives of female entrepreneurs in the context of marine tourism, interpretivism is utilised and integrated into this research. Alharasheh and Pius (2022) claim that interpretivism gives a researcher the ability to perform a comprehensive examination of previous studies, diving deeply into their underlying meanings. To retain the degree of academic rigour necessary for this

investigation, a method is used that employs inductive reasoning. Junjie and Yingxin (2022) assert that using the inductive method helps researchers to evaluate the problem through the lens of accepted ideas while also allowing for the introduction of fresh findings. In this study's setting, the use of inductive reasoning is especially helpful for examining the cutting-edge techniques used by female business owners in marine tourism around coasts.

It is vital to consider the dynamic and complex nature of female entrepreneurship in marine tourism, especially in the context of coastal regions, in order to close the knowledge gap about the critical elements of this industry. Since inductive reasoning provides the research with the versatility and depth needed to understand the decision-making processes of female entrepreneurs as they strive to achieve sustainable economic growth while safeguarding the delicate marine ecology, it was chosen as the methodology for this study (Hayes, 2010).

The technique used for this study is based on the gathering and examination of secondary data that has been specially suited to the context of female entrepreneurship in marine tourism along coasts. According to Ruggiano and Perry's research (2019), the development of inclusion and exclusion criteria is a vital first stage in this process. These standards provide as a baseline for the selection of pertinent secondary data sources, ensuring that the study stays focused on its goals and upholds a high standard of academic rigour.

It is clear that a few external elements have a substantial impact on the setting when examining the creative business strategies of female entrepreneurs in the marine tourist industry (Okafor and Mordi, 2010). These outside elements include a wide variety of variables when it comes to coastal locations and the dynamic industry of marine tourism (Santos-Lacueva, 2017). These may, among other things, take the form of pre-existing needs for economic expansion, the degree to which economic growth is dependent on the ocean, and a number of additional particulars to the coastal regions under consideration.

The research follows a set of meticulously established inclusion and exclusion criteria to assist the efficient and effective development of data that improve the ecological validity of the study's conclusions. These rigorously developed criteria guarantee that the secondary data chosen for analysis is consistent with the research's primary goal of examining the creative strategies used by female entrepreneurs in the marine tourist sector throughout coasts.

The use of Google Scholar was crucial to the research process since it allowed for the acquisition of a wide range of papers pertinent to the investigation of novel approaches to female entrepreneurship and marine tourism along coasts. Google Scholar, which is recognised for its capacity to produce in-depth search results, was an invaluable resource in this process (Gusenbauer and Haddaway, 2020). In addition to presenting studies that had phrases directly linked to the research, such as "female entrepreneurship," "marine tourism," and "innovative practises," it also pointed out papers that contained words like "sustainability" and "growth rate" in a conceptual framework.

A set of predetermined inclusion and exclusion criteria were applied to ensure that the research kept its academic rigour and focus. As emphasised by Mengist *et al.* (2020), these characteristics serve as a filter, making it easier to choose a population of studies that are pertinent to the research. Any research piece that seeks to synthesise data from previous studies while also presenting its own distinctive viewpoint on the issue has to go through this deliberate screening procedure. The inclusion and exclusion criteria were thoroughly used in the context of the current investigation. With the use of this methodology, the research was able to compile a wide variety of viewpoints on the cutting-edge techniques used by female entrepreneurs in the coastal marine tourist sector.

Inclusion Criteria	Exclusion Criteria
Studies directly addressing "Female entrepreneurship and marine tourism: Critical exploration of the innovative practices on the coastline."	Studies not directly related to the research topic.
Qualitative studies providing insights into innovative practices in the specified context.	Research primarily employing quantitative methodologies.
Studies published within the last decade (2013-2023) for relevance.	Studies published before 2013.
Peer-reviewed research articles and academic publications.	Non-peer-reviewed sources, including non-academic websites or popular media.

Given the qualitative nature of the information gathered for this study, the study was able to thoroughly analyse ideas and derive their underlying meanings. Taherdoost (2021) noted that the inclusion of qualitative data provides the chance to dive into the properties of variables, which was especially significant in the context of this study. Due to the impact of outside variables specific to the marine tourist sector and female entrepreneurship, the behaviour of these variables is prone to large changes. Given this, the qualitative technique used in the research have resulted to be successful. The study was able to provide significant conclusions by closely evaluating the features of the variables. These discoveries offer insight on the intricate dynamics and interconnections that characterise the creative business models of women in the context of coastal marine tourism.

For the analysis of the data of this study, 10 pertinent qualitative studies' extracts were chosen. The NVivo programme was used to analyse these fragments, with several tests including word cloud analysis, tree map analysis, hierarchy charts, word frequency analysis, and cluster analysis being used. These decisions on the data analysis procedures were carefully thought out to ensure a comprehensive analysis of the research issue. The visualisation of popular phrases, which highlighted important thematic components, was made possible using word cloud analysis (Jemison, 2018). The data's hierarchical structure was revealed by tree map analysis, which also showed how concepts were connected to one another (Izza, 2023). The intricacy of creative practises in coastal regions was captured using hierarchical charts that organised the main themes and subthemes (Goyal, 2023). Using word frequency analysis, key terminology was methodically found by identifying commonly used phrases. The discovery of patterns and themes within the qualitative data was made easier using cluster analysis, which also increased the analysis's level of depth (Macia, 2015).

The ethical issues that must be taken into account while using secondary data to support the research's findings were heavily stressed during the performance of this study. To maintain the validity of the study, it was crucial to incorporate ethical considerations into secondary data research. It made sure the original context and contributions of the results from previous research were respected at all times when they were used. The ecological validity of the research may be seriously compromised by not abiding by these ethical criteria, as mentioned by Levin et al. (2022). This research thoughtfully presented data from previous studies while appreciating their distinctive views in accordance with these ethical principles. Contradictory claims were only included in the research when they were supported by further studies while undertaking a critical assessment of the factors influencing female entrepreneurship in the context of coastal marine tourism. Given the wide range of topics covered, an ethically rigorous commitment was upheld throughout the whole study. Given the complex and dynamic economic systems that are particular to each area, conclusions were not extrapolated to other places in order to maintain the ethical integrity of the research process.

Results

Descriptive Analysis

Lund and Ma's (2021) emphasised on the importance of cluster analysis as a useful technique to reduce researchers' bias. They noted the possibility that preconceived assumptions and past information could skew research results and produce a biased perspective. The researchers built a strong framework for cluster analysis using NVivo, a qualitative data analysis programme, to balance out this bias. This framework was created to include a wide range of keywords that were taken from reputable, peer-reviewed articles. With a specific focus on promoting women entrepreneurship in maritime tourism, this strategy allowed the study to automate the process of learning diverse entrepreneur methodologies adopted by women entrepreneur. The approach of NVivo analysis remained significant since it guided about the strategic approaches that are effective for maritime sectors' particular circumstances. The construction of a cluster analysis as a result of this endeavour showed significant patterns in the snippet that were gathered. These patterns provide insightful knowledge and a more objective comprehension of women entrepreneurship in maritime sector, laying the groundwork for well-informed policies to promote sustainable maritime practices.

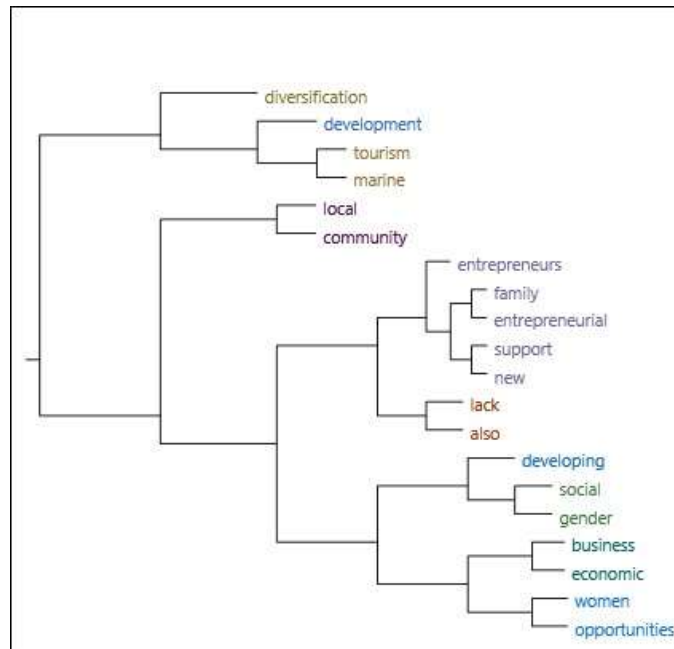


Figure 1: Cluster Analysis (Obtained from NVivo)

The aforementioned figure demonstrates that the tourism specifics were particularly focused towards marine sector for this research while the areas being explored were women entrepreneurs, economic and opportunities. Furthermore, emphasis was found more towards women entrepreneurship and economic development while investigating the potential developments and opportunities. According to Crowther et al. (2021), cluster analysis is a crucial method for organising and summarising excerpts, giving viewers a basic knowledge and inspiring ideas for their studies. From the above figure, it was also noticed that marine tourism was an integral part of the economy's sustainable development. Tien et al. (2021) also established same results in their critical examination of sustainability of tourism development. It was noticed that the remainder of women entrepreneurship towards opportunities still leads to business growth rate, but it is sceptical to remain standardised. In result, marine tourism and women entrepreneurs were significantly emphasised in current research.

Hierarchy Charts

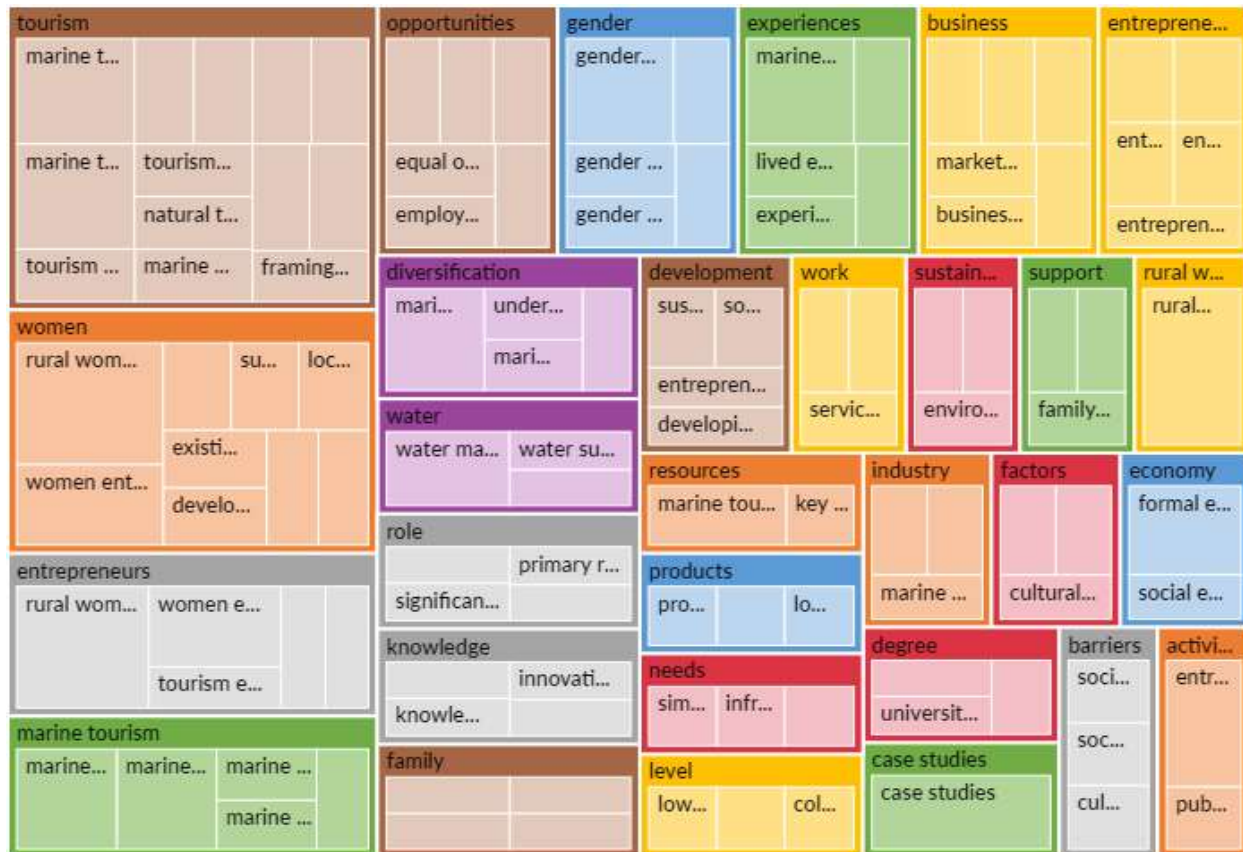


Figure 2: Hierarchy Charts (Obtained from NVivo)

The hierarchy charts show a thorough set up around the investigation of female entrepreneurship in relation to marine tourism. The hierarchy charts' main focus is the crucial theme "Female Entrepreneurship and Marine Tourism." Opportunities for Women in Marine Tourism is one of the major areas covered in the study. This theme explores the special opportunities and prospects that are accessible to women in the maritime tourism industry, emphasising their capacity to make important contributions. However, "the Role of Gender in Marine Tourism" is another important issue. In this context, the study looks at how gender dynamics affect several facets of the business world, highlighting both opportunities and problems related to gender roles in maritime tourism sector. "The Challenges and Barriers Faced by Women in Marine Tourism" is another crucial issue that is covered in the above given hierarchy charts. This issue reveals problems that women in the sector must overcome, including restricted access to financing, difficult networking, and gender discrimination.

The study also looks into "Innovative Practises" used by women to excel in marine tourism. The creation of eco-friendly tourism products, the use of social media for marketing, joint ventures, and support policy advocacy are some of these novel techniques. The study's results emphasise on the crucial part that women play in the maritime tourism sector, frequently acting as innovators. These women are active contributors to the sector's good progress rather than merely being observer. The findings of the hierarchy chart reflect that women in maritime tourism are resourceful despite facing obstacles such as restricted access to financing, difficulty networking, and gender-based discrimination. They are efficiently overcoming these challenges and significantly advancing the industry's expansion and development.

Word Frequency Analysis

Word	Length	Count	Weighted Percentage (%)
women	5	48	4.17
tourism	7	23	2.00
family	6	11	0.96
social	6	11	0.96
entrepreneurs	13	9	0.78
local	5	9	0.78
lack	4	8	0.70
marine	6	8	0.70
support	7	8	0.70
business	8	7	0.61
community	9	7	0.61
development	11	7	0.61
opportunities	13	7	0.61
also	4	6	0.52
economic	8	6	0.52
entrepreneurial	15	6	0.52
gender	6	6	0.52
new	3	6	0.52
developing	10	5	0.43
diversification	15	5	0.43

The word frequency analysis offers important new perspectives on the current research topic. The high frequency of the word "women," which makes up a significant 4.17% of the text under analysis, is one startling finding. This predominance emphasises the crucial role played by women in the marine tourism entrepreneurial scene, which is in line with the main objective of the study.

With 2.00% of the text under analysis, "tourism" also stands out as a notable phrase. This strong presence highlights the close relationship between female entrepreneurship and the travel and tourism sector, a key component of the research. It underlines the significance of looking into cutting-edge techniques in this field to get a thorough grasp of the dynamics of female entrepreneurship throughout coastal areas. These phrases describe the complex interplay of family dynamics, societal influences, and entrepreneurship within the larger framework of maritime tourism. They emphasise how varied the study is and how social and economic components intersect in it.

Furthermore, "entrepreneurs," "local," and "marine" draw attention to particular elements crucial to the study. The emphasis on location, the sea environment, and entrepreneurial activity is emphasised by these phrases, all of which are crucial to the investigation of how female entrepreneurs innovate in coastal tourism zones. On the other hand, the words "lack", and "support" highlight possible difficulties for

female maritime tourism businesses. They highlight areas that need more in-depth research and aid in the understanding of the challenges and possibilities faced by female entrepreneurs in coastal tourism.

When relating these results to the subject of the study, it is clear that the word frequency analysis highlights how important women are to maritime tourism and enterprise. The popularity of words like "women" and "tourism" significantly aligns with the main emphasis of the research on creative practises in this setting. Additionally, the inclusion of the terms "family" and "social" highlights the complicated variables at play in female entrepreneurship within coastal tourism locations, enhancing the knowledge beyond only economic factors. The researcher can discover more support for the importance of these concepts by referring to earlier studies like Caamao-Franco, Pérez-Garca, and Andrade-Suárez (2021), Kamberidou (2020), and Suryani et al. (2022). The basis of the study is further strengthened by these publications, which support the importance of the concepts the researcher has discovered in comprehending the creative practises of female entrepreneurship within marine tourism along coasts.

Word Cloud



The examination of the word clouds provides a thorough overview of well-known terms with major bearing on the study of female entrepreneurship and marine tourism. These words cover a wide range of ideas that are crucial to the research.

The word "entrepreneurial" emphasises the entrepreneurial spirit at the centre of the study, first and foremost. The research by Winchenbach, Hanna, and Miller (2022), which focuses on creative business practises among women in the coastal tourist industry, is consistent with the investigation of these practises.

The term "economic" refers to the research's focus on the economic benefits and consequences of female entrepreneurship in the marine tourist industry. This is consistent with Wang and Zhang's (2019) analysis of how the growth of marine tourist resources affects the long-term health of the marine economy. The term "development" refers to the research's intrinsic developmental elements, particularly in the context of coastal environments. It is consistent with Dewi's (2021) research on the contribution of coastal women to the growth of marine tourism.

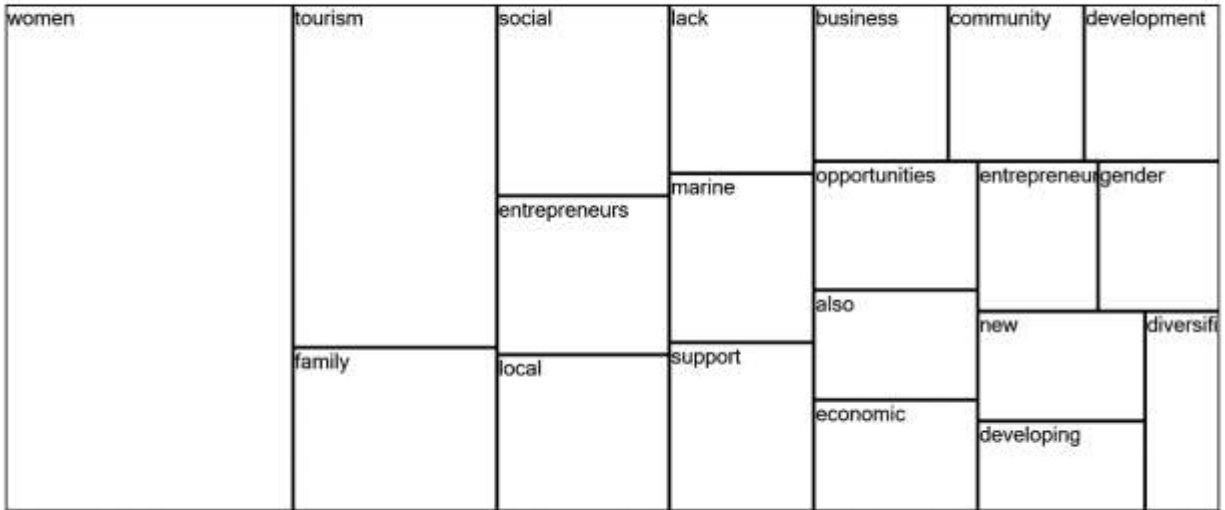
It is important to note that the terms "community" and "social" refer to the societal and communal aspects of the study. They mirror the dynamic interaction between coastal communities and enterprise, emulating Di Ciommo and Schiavetti's (2012) study on women's involvement in the management of a Brazilian marine protected area.

The present research focuses on the tourist business in coastal locations; hence the terms "tourism" and "marine" are essential. These phrases emphasise the particular setting in which the researcher examined the creative practises of female entrepreneurs. "Family" and "local" refer to the family and local links that coastal women use in their economic activities, which are crucial components

of the research. These concepts have application in the context of community involvement and identity formation within the diversification of maritime tourism, as investigated by Winchenbach et al. (2022).

The words "lack," "gender," "opportunities," and "support" taken together highlight the difficulties and chances that female business owners face in the marine tourist industry. These phrases have a direct connection to the subtleties of female entrepreneurship, a crucial component of the study.

Tree Map



The tree map analysis provides a hierarchical perspective of well-known phrases that are relevant to the current study on female entrepreneurship and marine tourism. In the top level of the tree map, "Women" can be seen linked to crucial terms like "tourism," "social," "lack," "business," "community," and "development." With regard to marine tourism and entrepreneurship, as well as their linkages with social and economic elements, this arrangement represents the crucial role that women play in these fields. It confirms the importance of comprehending female entrepreneurs in coastal locations that the researcher has emphasised in the research. In the "family" category, which is located beneath the "tourism" branch, are words like "local," "support," "economic," "new," "diversification," and "developing." The study's examination of the familial dimensions of female entrepreneurship in marine tourism is consistent with this structure, which emphasises the complex nature of family interactions in coastal women's entrepreneurial activities. Entrepreneurs are associated with words like "marine," "opportunities," "entrepreneur," and "gender" under the "social" heading. The research's primary focus, which is highlighted by this clustering, is on the social and gender-related elements of entrepreneurship in marine tourism. Furthermore, the word "lack" is related to the word "marine," suggesting that there may be difficulties or areas of weakness for female entrepreneurs in marine tourism, which is a key component of the study. The study's examination of the familial dimensions of female entrepreneurship in marine tourism is consistent with this structure, which emphasises the complex nature of family interactions in coastal women's entrepreneurial activities. Entrepreneurs are associated with words like "marine," "opportunities," "entrepreneur," and "gender" under the "social" heading. The research's primary focus, which is highlighted by this clustering, is on the social and gender-related elements of entrepreneurship in marine tourism. Furthermore, the word "lack" is related to the word "marine," suggesting that there may be difficulties or areas of weakness for female entrepreneurs in marine tourism, which is a key component of the study.

Discussion

Significance of Women in Maritime Tourism Entrepreneurship

The importance of women in maritime tourism entrepreneurship is a central focus of this study. The insight of the topic highlights the importance of women entrepreneurs in shaping and driving innovation in the coastal tourism sector. The above findings of NVivo analysis reveals that women who are self-employed in the maritime tourism industry significantly increase the economy of their respective countries. They frequently run a variety of businesses, from eco-tourism endeavours to gastronomic experiences, all of which support local economies. Their business ventures produce cash, create jobs, and boost economic development in coastal areas. Gurbuz and Ozkan, (2020) also found that women add a special viewpoint to the field of maritime tourism sector, enhancing it with new concepts and creative methods. Their diverse backgrounds, perspectives, and experiences deepen the creativity in maritime tourism industry, promoting diversity and drawing a wide variety of visitors. The above qualitative findings of current study also demonstrates that sustainability and conservation are high priorities for many women entrepreneurs in the maritime tourism industry. Their companies frequently use eco-friendly procedures, encourage responsible travel, and support the preservation of coastal ecosystems. The study of Ghouse et al. (2017) gives significant insights and highlights that women entrepreneurs typically interact with their neighbourhood communities, promoting a feeling of solidarity and collaboration. Their enterprises sometimes incorporate partnerships with local craftspeople, funding for neighbourhood projects, and programmes that assist the larger community in expanding the maritime tourism. Thus, social cohesiveness and community resilience are strengthened. Women entrepreneurs in the maritime tourist industry exhibit impressive inventiveness and adaptability. They succeed in developing distinctive, customised experiences for visitors, adjusting to shifting market demands, and dominating a cutthroat sector.

Moreover, successful female entrepreneurs act as role models and an inspiration for other women to start their own maritime tourist businesses. Their achievements go against prevailing gender stereotypes and inspire other women to seek out top positions in the sector (Freund and Hernandez-Maskivker, 2021). The above statements and findings are further strengthened by the word frequency analysis shown above. The result of the analysis emphasises the significance of the word "women," which makes up a significant 4.17% of the text under study. The repeated use of word women in context of maritime tourism sectors reflects the strong position of women entrepreneurs in the progress and development of economy.

The Intersection of Economic Development and Female Entrepreneurship in Coastal Tourism

The dynamic and symbiotic relationship between economic development and female entrepreneurship in coastal tourism highlights the crucial role women play in determining sustainable economic growth in coastal communities (Zapalska and Brozik, 2014). The study of Mkhize and Cele, (2017) found that the local economies benefit greatly from female entrepreneurship in maritime tourism. Eco-friendly tours, gourmet experiences, and other enterprises owned by women in this industry bring new life and diversity to the marketplace. The findings of NVivo analysis also demonstrates that the business owned by women entrepreneurs produce significant income, encourage the creation of jobs, and promote economic growth along the coasts. The above findings of hierarchy charts also show that female entrepreneurs place a high priority on sustainability and environmental protection. Their dedication to environmentally sustainable practises is in line with the rising desire for experiences that promote responsible travel. By promoting such methods, they aid in the long-term health of coastal ecosystems as well as economic growth. The study of Ma et al. (2022) gives the deep insights about the significance of the women entrepreneurs in maritime sector and highlights that community involvement is closely related

to the economic growth sparked by female entrepreneurship in coastal tourism. These women fostering social resilience and cohesiveness through their innovative business strategies in coastal tourism. In results, significant economic outcomes give the long-lasting impacts on the development pace of the respective regions.

The similar findings demonstrated in the study of Freund and Hernandez-Maskivker, (2021). The researchers found that women entrepreneurs always change to suit shifting market demands because they are inventive and adaptive. They are in a position to play a significant role in the economic expansion of the coastal tourism industry through their capacity to provide tourists with distinctive, customised, and unforgettable experiences. Additionally, the above word frequency analysis also shows that the word "economic" appears frequently and accounts for 2.00% of the text. This emphasises on the crucial role of female entrepreneurship in promoting economic development through their efficient marine tourism practices. To sum up, the above discussion and relevant findings of the NVivo analysis demonstrates that there is a positive association between female entrepreneurship in coastal tourism and economic development. Women entrepreneurs significantly contribute to economic progress through their innovative ventures and environmentally friendly practises. Their involvement in local communities and innovation-spurring capabilities further underline their crucial role in establishing thriving and successful coastal zones.

Challenges and Opportunities in Female Entrepreneurship in Marine Tourism

Female entrepreneurship in marine tourism offers a complex and multidimensional landscape distinguished by both opportunities and problems. The above given word frequency analysis draws attention to words like "lack," "opportunities," and "support," emphasising the challenges and opportunities that female entrepreneurs encounter in the tourism industry of maritime sector. This industry faces many difficulties; however, the most frequent challenge faced by women entrepreneurs in maritime tourism is restricted access to financing. The results of Nvivo analysis clearly demonstrates that women's capacity to develop and effectively compete in maritime tourism significantly hampered by the obstacle of financial crisis. The above results also show that the networking obstacles are another major difficulty for women entrepreneurs. In the tourism sector, developing professional networks and contacts is crucial, but women may experience particular challenges. Ghouse et al. (2017) emphasised in their study that the barriers including the lack of finances and networking issues must be removed to ensure smooth access to support, mentoring, and collaboration opportunities for women entrepreneurs. Another issue is gender-based discrimination in the way of women entrepreneurs in maritime tourism. Women faces significant prejudices and stereotypes that impede their prospects for success in maritime tourism business (Hallak *et al.*, 2015). Although it can be difficult to overcome these gender-based hurdles, but these difficulties also present a significant opportunity. Gurbuz and Ozkan, (2020) found that women who own businesses in the maritime tourist sector are very resilient and adaptable. They manage their finances while utilising their ingenuity and inventiveness to succeed in the sector. Additionally, they create networks and assistance systems that promote group development in the tourism sector.

The study of Eskiler et al. (2016) identified that women entrepreneurs in maritime industry have a great reputation for using innovative methods. Women entrepreneurs usually set the standard for innovative techniques like eco-friendly tourism items, internet marketing techniques, teamwork relationships, and policy advocacy. They not only establish them as leaders but also aid in the expansion and sustainability of the sector using these cutting-edge practices (Gray *et al.*, 2014). In a nutshell, there are possibilities and problems for female entrepreneurs in the marine tourist industry. Resilience and determination are needed to overcome challenges including restricted access to financing, networking restrictions, and gender discrimination. However, female business owners in this field show extraordinary flexibility and inventiveness, utilising their particular advantages to promote both, their success, and the expansion of their respective industries.

Conclusion

This research embarked on a thorough journey to comprehend the essential elements of female entrepreneurship and marine e tourism. It is evident from the findings that women are indispensable to entrepreneurship in the maritime tourism sector. The word frequency analysis revealed the prominence of the term "women," highlighting their crucial involvement in this situation. This conclusion, which underlines the importance of finding and supporting female business owners in coastal communities, is in line with the greater story of gender inclusivity and entrepreneurial empowerment. The word cloud and tree map analysis served to further emphasise how complex the study problem was. The phrases "tourism," "social," "family," "local," and "lack" combined to form a nuanced tapestry of challenges and opportunities. The research also looked at social and familial factors that affect women who start businesses, emphasising the value of societal influences, community engagement, and family ties. The word frequency and tree map studies have shed light on these elements, which is in line with the goal of thoroughly examining the entrepreneurial path of coastal women.

The researcher has used the works of academics that have investigated relevant subjects in the context of the references given, further demonstrating the relevance and significance of the study. These sources have provided insightful viewpoints on the function of coastal women, the difficulties they encounter, and the potential they foster within marine tourism. Furthermore, future research in a similar domain, should take into account a number of potential directions for additional study. In order to follow how women's entrepreneurial involvement in coastal tourism vary over time and provide insights into patterns and changes, longitudinal research is crucial. The effects of cultural, economic, and geographic variables on female entrepreneurship may also be shown by conducting comparative assessments among other coastal regions and nations. The success of policies and support systems for female entrepreneurs must be evaluated in order to motivate change, and combining qualitative and quantitative methodologies can offer a holistic picture of this complex sector. The importance of innovation and technology in female-led marine tourism firms should also be explored in future studies, along with how these tools might promote sustainability and expansion.

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