



ENHANCING COMPETITIVENESS AND QUALITY OF LIFE IN DESTINATIONS THROUGH FEMALE ENTREPRENEURSHIP

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Abstract:

To stay competitive, destinations require frequent adaptation and transformation. One trend that has emerged in the early 21st century is the integration of the location, destination and living spaces. One example is the proposed "Ecosystem of Hospitality" that includes aspects such as quality of life, culture, resilience or entrepreneurship. Entrepreneurial activity can contribute to local and regional economic development. Business foundations in creative markets such as education, fashion, medicine, arts and entertainment may positively impact both residents (living space) and visitors (destination space). As female entrepreneurs are perceived as particularly active in these markets and are often considered to establish more adaptable, resilient, sustainable and transformation-oriented startups, they have great potential to achieve competitiveness of destinations and enhance the quality of life for residents and visitors. As a connection of these fields has not been investigated yet, this paper investigates possible correlations between female entrepreneurship and destinations' competitiveness and quality of life. Secondary data from a variety of sources have been analyzed. The findings enhance the linkage between destination development and local entrepreneurship and provide new perspectives for destination managers. Hence, the study contributes to the understanding of the role of female entrepreneurs.

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INTRODUCTION

For decades, numerous developments, trends and crises on a local, national or global scale have posed significant challenges to the management of business locations, tourist destinations, and cities as living spaces of their inhabitants, which has, together with developments and changes on the demand-side as well as negative side effects of separated location, destination and city management approaches, caused diverse issues and negative implications. From a tourism perspective, destination marketing usually represents the respective city, whereas tourism is often not part of urban and regional



planning (Philipp & Pechlaner, 2023). As a result, relevant stakeholders are left out of decision-making processes leading to developments that negatively impact residents' quality of life or visitor satisfaction (Kerr, 2005). More recently, this has been reinforced by complex issues such as digitalization, climate change and demographic change impacting the management and development of places. On the demand side, people's increasing search for quality of life, authenticity, interpersonal encounters and individuality – while travelling as well as in everyday life – are accelerating this trend (Pechlaner *et al.*, 2022). This was highlighted by the COVID-19 pandemic with diverse effects on the adaptability and resilience of service providers, and the sustainability and transformation orientation of target groups (Habicher *et al.*, 2022). Thus, the perception of locations, cities and destinations is transforming from a traditionally separate to an integrated, holistic view (Philipp *et al.*, 2022). Such approaches often include soft factors such as culture, creativity or quality of life that enhance the competitiveness of locations, cities and destinations (Kubickova *et al.*, 2017; Kumar & Dhir, 2020; Dwyer, 2022). Female entrepreneurs are known to found businesses, particularly in these creative fields, as their startups often address fashion, medical, educational, art, entertainment or tourism issues (Sternberg *et al.*, 2021; Schwing & Zehren, 2022). In addition, businesses founded by females are, on average, more adaptable, resilient, sustainable and transformational than startups founded by males (Metzger, 2021). Hence, female entrepreneurs may positively impact the competitiveness and quality of life of destinations and locations and, therefore, foster the implementation of holistic spatial approaches. However, while the contributions of entrepreneurship in general to competitiveness and quality of life have been investigated multiple times (cf. Dias *et al.*, 2021; Dias *et al.*, 2022), concerning female entrepreneurship, particular research is missing. Studies that describe the relationship between entrepreneurship and attraction and destination factors that are associated with lifestyles (cf. Dias *et al.*, 2021) that, in the end, impact the overall quality of life as well. Hence, the subsequent work aims at analyzing the role female entrepreneurs play in terms of (1) competitiveness and quality of life of destinations and (2) the implementation of integrated, holistic destination and location management approaches by focusing on particular elements of the recently proposed holistic “Ecosystem of Hospitality” (cf. Pechlaner *et al.*, 2022; Philipp *et al.*, 2022). The findings contribute to the current state of research in various ways: first, they enhance the research and understanding of female entrepreneurship; second, they contribute to the understanding of the role of female entrepreneurs in terms of competitiveness and quality of life in destinations; third, they contribute to the increasing debates on holistic, integrated location and destination management approaches.

LITERATURE REVIEW

The Need for an Integrated Management of Locations and Destinations

Numerous global developments, trends and crises have become a challenge for the management and development of tourist destinations, business locations and the living space of residents for decades. As tourism development and destination management are often not, or just incidentally, considered in urban and regional planning (Philipp & Pechlaner, 2023), relevant local stakeholders are, consequently, not included in respective decision-making processes, which may ultimately negatively impact the quality of life of residents or the satisfaction of tourists (Kerr, 2005). Focusing on destination management and marketing alone may cause overcrowding, overtourism, noise and waste pollution or adverse effects on the natural and built environment (Eckert *et al.*, 2019). This has also been highlighted by Postma *et al.* (2017), who emphasize that the tourism industry can no longer be considered separately from



its spatial environment as it is linked to numerous elements and aspects of everyday life, such as real estate or mobility. More recently, this development has been accelerated by trends or issues such as digitalization, climate change or demographic change that have, among others, enormous impacts on the management and development of geographical spaces. From a demand perspective, individuals are increasingly looking for quality of life, authenticity, human encounters, and new forms of living together, both during their everyday life as well as during travels (Pechlaner *et al.*, 2022; Philipp *et al.*, 2022). The COVID-19 pandemic, with its diverse implications on, for example, the adaptability and resilience of various social and economic key players or on the sustainability and transformation orientation of the different target groups of locations and destinations, has put this development at center stage (Habicher *et al.*, 2022). Hence, locations, cities and destinations are transforming towards a more integrated and holistic approach (Philipp *et al.*, 2022).

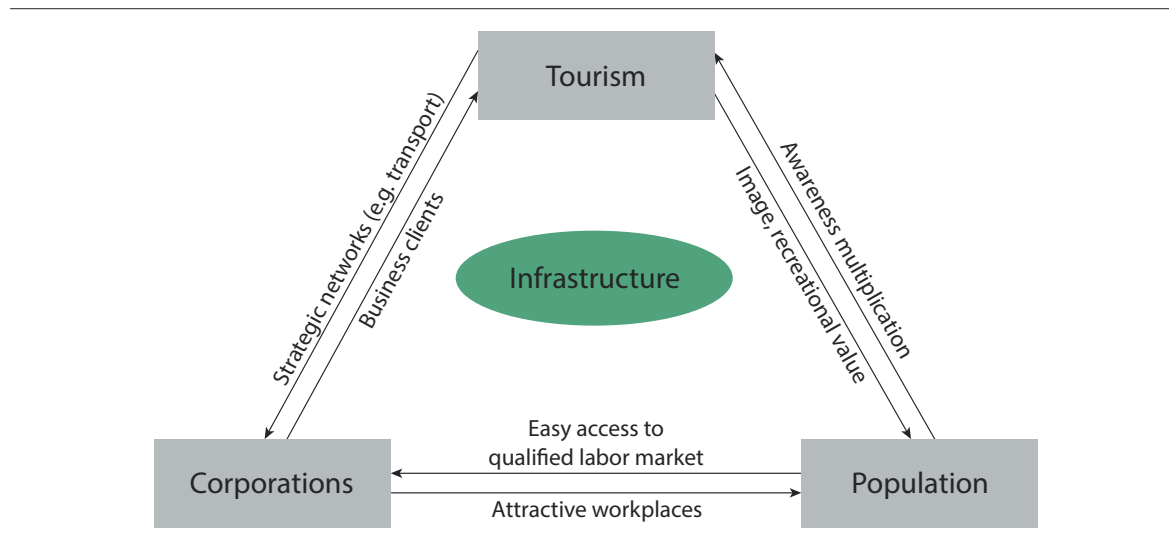
Towards an Ecosystem of Hospitality

Thoughts on an integrated destination, location and living space management are by no means new: since the early 1990s, the term “places” has been increasingly used when referring to locations or destinations, referring to cities that do not rely on national strategies to cope with challenges and crises but actively and holistically approach their development through good infrastructure and workforce, local entrepreneurship, strong public-private collaborations, unique attractions, and a service-oriented culture (Kotler *et al.*, 1993). Ever since, numerous scholars have been adapting the place management approach (cf. Walsh, 2001; Kerr, 2006) and described it as an opportunity to address various issues and challenges through shared responsibility and accountability, coordination, policies, and governance (Walsh, 2001). According to Basile *et al.* (2016), place management is the sum of a territory’s capacity, actors and governance, as well as the relationship between all stakeholders and tangible and intangible elements. Such integrated, holistic approaches have the potential to create “cities of the future” that offer both high quality of life and a strong tourist experience which may, ultimately, contribute to the economic growth of their respective region (Batty *et al.*, 2012) by providing high-paying service-sector jobs, establishing a healthy environment, guaranteeing public safety, or fostering education, recreation, culture and arts, among others (Riffat *et al.*, 2016).

Bieger (2001) is considered a pioneer in this field from a tourism and destination perspective as he described the synergy effects between the tourism industry, locals and the companies in that location (see Figure 1). According to him, traditional destination management has undergone four stages of development, the fourth being the closer cooperation of destination, location and living space marketing and management. Based on Stam’s (2015) Entrepreneurial Ecosystem approach, which describes the elements and processes that foster entrepreneurial activity, as well as the increasing application of the ecosystem approach in the context of spatial and regional development (cf. Cavallo *et al.*, 2019), Thees *et al.* (2020) have developed the Entrepreneurial Destination concept, which adds aspects of quality of life, leisure and urban attractiveness. The Entrepreneurial Destination Ecosystem (Bachinger & Pechlaner, 2022) represents a similar approach, indicating the importance of the tourism industry for regional entrepreneurship: Destinations with their attractions, infrastructure, and co-working opportunities increase the quality of life of the surrounding region, making it more attractive for young talents, whose influx and activity, in turn, increase the entrepreneurial and innovative potential in the region. In this context, Dias *et al.* (2022) confirm tourism’s potential to improve the quality of life of locals, which, ultimately, supports the practical relevance of the integrated and holistic location and destination management approaches outlined above.



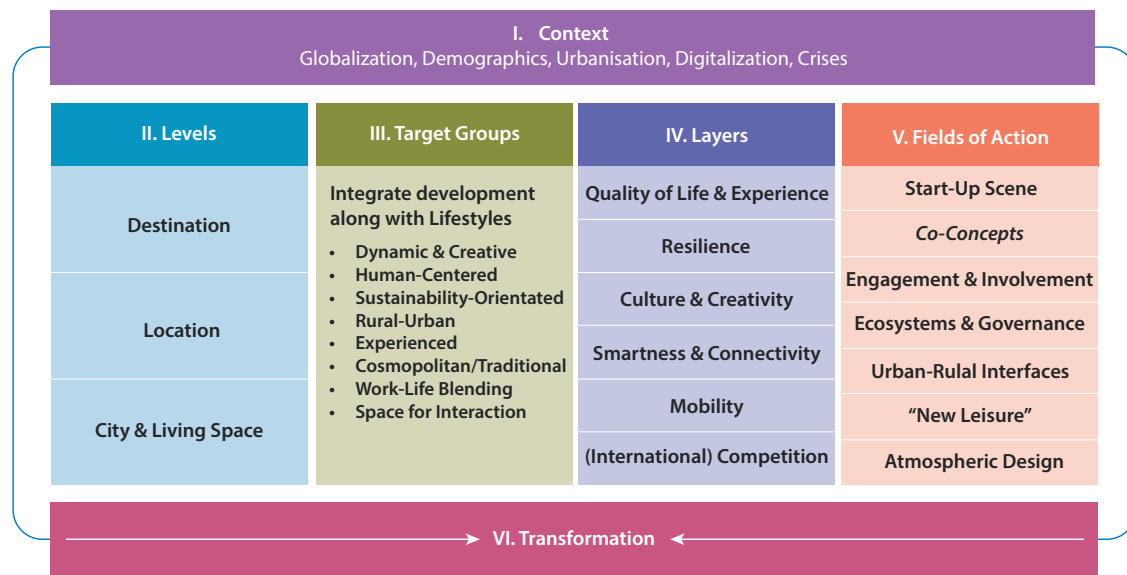
Figure 1. Synergies of place management.



Source: Bieger, 2001

The Ecosystem of Hospitality (EoH) has been derived from the above-mentioned concepts and represents a holistic and integrated development of destinations, locations and living spaces (Pechlaner *et al.*, 2022; Philipp *et al.*, 2022). It takes into account local and regional perspectives and relates them to the global "big picture". The focus lies on hospitality as a value-based network attributed to the increasing importance of human interaction and well-being. The EoH therefore is, above all, customer and target-group-oriented and underpins the dynamic interplay between the global and the local (Schiemann *et al.*, 2023).

The EoH (see Figure 2) aims to establish a new quality standard to meet network partners' and stakeholders' different needs and demands in the urban-rural space through spatial joint action and activity (Pechlaner *et al.*, 2022). The basis for this is taken from the approach of entrepreneurial ecosystems – individuals taking responsibility in urban and rural spaces and co-creating transformative forces and energies in an entrepreneurial way (Bachinger *et al.*, 2020). As the core of the EoH, the strategic focus on the quality of life, resilience, culture, creativity, mobility and networking enables human interaction and encounters, for example, in forums, co-working spaces or working groups, which has a positive impact on satisfaction, relationship quality and hospitality. Through this, even spaces such as industrial parks can become points of attraction and influencing factors of the respective place (Pechlaner *et al.*, 2022). Entrepreneurship and innovation thus promote local quality of life and competitiveness (Kofler *et al.*, 2018).

**Figure 2.** The Ecosystem of Hospitality.

Source: Pechlaner *et al.*, 2022

Entrepreneurship and Female Entrepreneurs

Despite the lack of a generally accepted definition (cf. Solvoll *et al.*, 2015), entrepreneurship can be understood as the "process of generating, developing and exploiting an idea in a new or existing business in order to implement innovative products or production methods and therefore change the business environment" (Schwing & Zehren, 2022, p. 131). Therefore, entrepreneurs are individuals who have new ideas and knowledge and utilize the chances provided by their new companies (Kahn, 2022). A distinction can be made between necessity entrepreneurship and opportunity entrepreneurship. Entrepreneurship can lead to the creation of start-ups that are defined as being no more than ten years old, growth-oriented and highly innovative in terms of technology, products, services and business models (Kollmann *et al.*, 2021). They are seen as a catalyst for the economical and societal change, from which established companies and society at large benefit as well.

Jakhar and Krishna (2020, p. 38) define a female entrepreneur as "a confident, innovative and creative woman capable of achieving economic independence individually or in collaboration generates employment opportunities for others through initiating establishing and running an enterprise by keeping pace with her personal, family and social life". Female entrepreneurs often prioritize social over economic objectives (Jennings & Brush, 2013), resulting in positive effects on ecosystems and opportunities for diversity enhancement (Berger & Kuckertz, 2016). Women's motives for starting a business are diverse and often differ from men's (OECD, 2021). For example, women seek to achieve professional fulfilment or escape the "glass ceiling" of the corporate environment (Bianchi *et al.*, 2016; Ughetto *et al.*, 2020), achieve financial independence (Espoir *et al.*, 2020) or contribute to a better world (Sternberg *et al.*, 2021). Besides, pursuing higher goals plays a major role for women, so their entrepreneurial activities are often sustainability-oriented (Hirschfeld *et al.*, 2020).

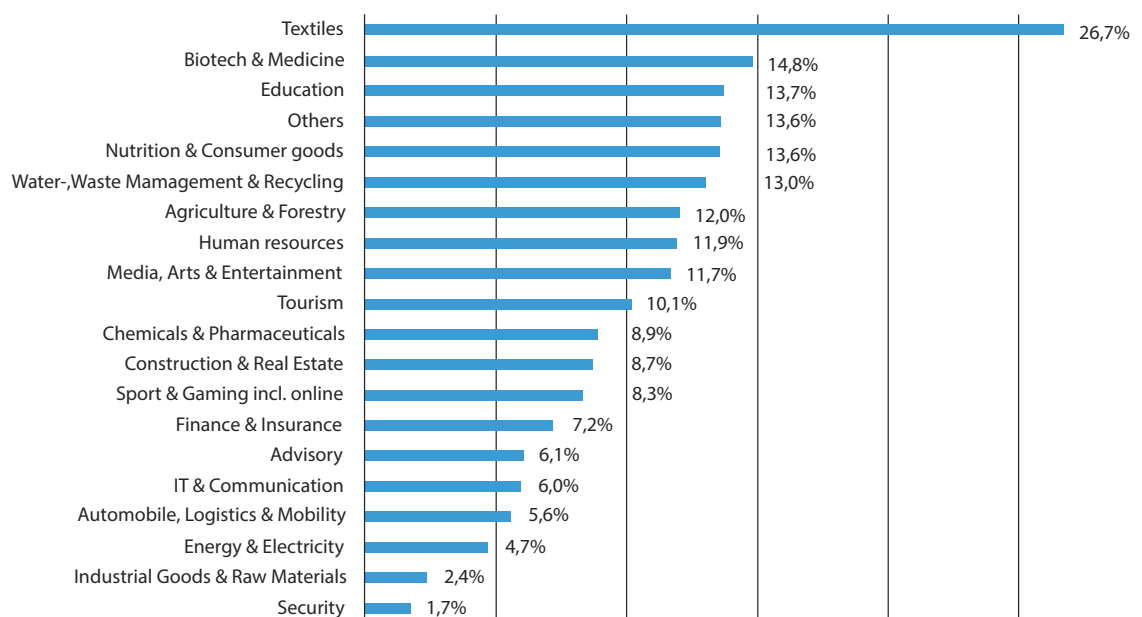


Companies founded by women often exhibit higher turnover (Abouzahr *et al.*, 2018) and increased numbers of jobs (Münster *et al.*, 2021). However, the latter is discussed critically (Sternberg *et al.*, 2022). Additionally, these start-ups seem more resilient and adaptable and more capable of withstanding crises such as the COVID-19 pandemic (Metzger, 2021). Female founders are also considered less risk-averse (Bakas, 2017). Nevertheless, they face many obstacles, such as salary differences or difficult access to capital (Bianchi *et al.*, 2016).

There are approximately 274 million women entrepreneurs worldwide (Elam *et al.*, 2021). In most countries analyzed by the Global Entrepreneurship Monitor (GEM), women are less likely to start a business than men (Sternberg *et al.*, 2022). In 2021, the average start-up rate for women in the 47 participating countries was 11.8%, compared to 15.7% for men. This can harm national economies, as the absence of women in the entrepreneurial ecosystem leaves considerable potential untapped (Berger & Kuckertz, 2016; Hirschfeld *et al.*, 2020; Kollmann *et al.*, 2021).

Women found companies especially in the textile, health and education sectors (Münster *et al.*, 2021; Mustafa *et al.*, 2021). During COVID-19, sectors such as medicine and digitalized education were added, which will continue to gain relevance in the future. With their extensive know-how, female entrepreneurs are regarded as pioneers of new and innovative ideas in the aforementioned sectors (Hirschfeld *et al.*, 2020). Accordingly, there is a growing body of research on female entrepreneurship (Yadav & Unni, 2016).

Figure 3. Share of female founders in the sectors, using Germany as an example.



Source: Münster *et al.*, 2021, p. 17.



Competitiveness and Quality of Life of Spaces

Since Adam Smith's *The Wealth of Nations* from 1776, scholars have tried to analyze and measure competitiveness. At first, companies sought a comparative advantage through the division and specialization of labor (Githuku *et al.*, 2022). In the context of tourism, Ritchie and Crouch (2003, p.2) define destination competitiveness as “increasing tourism expenditure and attracting more visitors while providing them with satisfying experiences, enhancing the well-being of the destination's residents, and preserving natural capital for future generations”. Individual aspects of competitiveness have been studied since the late 1990s (Crouch, 2011). It was once again Crouch and Ritchie (1999) who developed the first general model of destination competitiveness, according to which competitiveness is shaped by existing resources and the ability to develop new resources. As competitiveness is a critical success factor for (tourist) areas, it is essential to know the indicators to ensure long-term success and prosperity (Cronjé & du Plessis, 2020). Organizations such as the World Economic Forum regularly publish reports with various indicators to measure competitiveness. The Global Competitiveness Index (GCI) and the Tourism & Travel Competitiveness Index (TTCI) resp. Travel & Tourism Development Index (TTDI) are prominent examples. These analyze a country's competitiveness and potential for improvement based on macroeconomic stability, labor market and supportive framework conditions, among others.

Ritchie and Crouch (2003) consider the well-being and quality of life of locals and visitors to play an essential role in the competitiveness of a regional space. A competitive destination positively impacts the quality of life of locals and travelers (Boes *et al.*, 2016; Chin & Hampton, 2020). The World Health Organization (WHO) defines the quality of life as "a person's subjective perception of their position in life concerning the culture and value systems in which they live in relation to their goals, expectations, standards and concerns" (WHOQOL Group, 1998, p. 551). Various indicators are used to measure the quality of life, such as perceived quality of life, education, health, income, safety or environment (OECD, n.d.). The destination's quality of life and competitiveness is strongly interconnected with entrepreneurial activity (Peters *et al.*, 2019; Thees *et al.*, 2020). Especially in times of crisis, innovative and transformation-oriented ideas are needed to find solutions for future challenges and to contribute to sustainable (tourism) development. Female entrepreneurs have great potential in this context, as their businesses are often considered more adaptable and resilient (Birsan *et al.*, 2022; Metzger, 2021) as well as more sustainability and transformation-oriented and thus, may have the potential to strengthen the quality of life and competitiveness of spaces, promoting the implementation of integrated concepts such as the EoH.

METHODOLOGY

In order to find out what role female entrepreneurship plays in selected layers of the EoH and whether female entrepreneurship can influence the quality of life and competitiveness of geographical spaces, this paper analyzed the correlation between the GCI and TTCI and several entrepreneurship variables. Due to the availability of data, only OECD countries were considered.

To find a possible connection between the abovementioned indicators, the variables presented in the results were analyzed using SPSS® (*Statistical Package for Social Sciences*) (Awang *et al.*, 2015). The year 2019 was considered, as sufficient data was available on the relevant variables in the index *How's Life? Well-Being*. Examples for used variables are *employment rate*, *long-term unemployment* and *life expectancy at work*. For the same period, gender-separable information on entrepreneurial activities and



indicators of the GCI is available (Bosma & Kelley, 2019; Schwab, 2019). On the variables describing entrepreneurial activities is *TEA of female population (%)*, which describes the percentage of women, which are even driven by opportunities rather than not finding another option for work or to be independent or to increase their income instead of just maintaining their income. This value is divided by men. *Total TEA*, the second entrepreneurial variable, describes the percentage of 18-64-year-olds who are either aspiring entrepreneurs or new business owners and managers.

Following the Shapiro-Wilk test for standard distribution, the entrepreneurship variables were correlated with the normally distributed variables of quality of life, the general GCI and the TTCI (Schwab *et al.*, 2019). The standard distributed variables are analyzed through the Pearson Correlation. The variables which are not normally distributed (significance < 0,05 due to the Shapiro-Wilk test) are analyzed through the Spearman Correlation.

As some variables did not show a direct correlation (cf. Obilor & Amadi, 2018) with the Female Entrepreneurship variables but were considered relevant to explain existing associations, the correlation with these variables was extended by possible latent associations, i.e. associations that were not direct but have been established through observations of additional variables (Ikeda *et al.*, 2019). Insignificant links were also considered as their potential for further development of geographic spaces into ecosystems cannot be ruled out based on the secondary data-based investigation; however, they remain subject for further research.

RESULTS AND DISCUSSION

Table 1. Significant correlations between entrepreneurship variables and tested indices.

	TEA of female population (%)	Total TEA
Youth unemployment (Well-being)	0,441	0,425
Perceived health (good) (Well-being)	0,481	
Perceived health (bad) (Well-being)	-0,521	-0,463
Feeling safe at night (Well-being)	-0,381	-0,399
Feeling unsafe at night (Well-being)	0,414	0,418
Enabling environment (TTCI)	-0,391	-0,377

Significant, positive Significant, negative No correlation

Source: Own depiction

There is a significant moderate negative correlation of the variables assigned to entrepreneurship – (1) *TEA of female population* and (2) *Total TEA* – with *feeling safe at night* and *enabling environment*, among others. The correlations displayed in Table 1, all in between 0.30 and 0.49 are therefore interpreted as moderate according to Cohen (1988). For *enabling environment*, there is a higher negative correlation



with the percentage of *Total TEA* compared to the *total early-stage entrepreneurial activity* (TEA) (see Table 1). TEA indicates the percentage of people between the age of 18 and 64 whose businesses are in the start-up process or who have carried out a start-up activity during the past 3.5 years (Sternberg *et al.*, 2022). *Enabling environment* includes factors such as infrastructure, information and communication technologies and macroeconomic stability, which are essential to entrepreneurial ecosystems and influence entrepreneurship activity. This positively impacts satisfaction, relationship quality and hospitality through a strategic focus on the environment (cf. Pechlaner *et al.*, 2022).

There is a positive moderate correlation between the *TEA of female population and the perceived health (good)*, which describes the individual and subjective perception of health. Both entrepreneurship in general as well as female start-up activity have moderate, significant, positive correlations with *perceived health (good)*, making clear that women's start-up activity in the health sector, especially in the fields of biotechnology and medicine, has a positive effect on perceived health and the health system and thus on the quality of life in the area (cf. Münster *et al.*, 2021). The significant negative correlations of the entrepreneurship variables with perceived health status (poor) reinforce this result. Female Entrepreneurship thus supports concepts such as the EoH, in which the well-being of all stakeholders plays an important role (cf. Pechlaner *et al.*, 2022; Philipp *et al.*, 2022).

A high positive correlation can be found between *youth unemployment* and *feeling unsafe at night* as well as the *Total TEA* and the *TEA of female population*. It can be interpreted that increasing youth unemployment and an increasing feeling of insecurity at night can lead to more start-up activity in general as well as among women.

Some correlations are also due to other macroeconomic factors. The present analyses show indirect correlations that could explain existing significant correlations: The already correlated, significant variables attributed to entrepreneurship were examined for latent correlations with other external variables that affect an ecosystem and certainly allow for assumptions regarding the reasons for significant correlations. Therefore, the holistic, integrated consideration of locations, cities and destinations is necessary (cf. Philipp *et al.*, 2022). The variables assigned to entrepreneurship have a negative correlation with the *enabling environment* and the *feeling of safety at night*. This also lowers the value of some macroeconomic variables, including those relating to the health system. Therefore, assumptions can be made about the link between the GCI and entrepreneurship. It can be concluded that the health system depends on women as employees. Especially countries in the Global South have a high proportion of women entrepreneurs in the health sector who start businesses out of necessity (cf. Mustafa *et al.*, 2021).

Due to the correlations described above, an increase in entrepreneurship variables can lead to a decrease in the values of macroeconomic variables such as the labor market or the gender pay gap and start-up costs. When it is more expensive to set up a business, the *feeling of security* increases, as people presumably prefer the security of permanent employment and reject the responsibility of having their own business with the associated costs. This is consistent with a) statistics from the GEM that the mostly higher salary of paid employment and the opportunity costs associated with starting a business discourage self-employment (Sternberg *et al.*, 2022) and b) the significant positive correlation between the gender pay gap and start-up costs. These variables link to the existing pay gap (cf. Bianchi *et al.*, 2016). Since there is a latent correlation with the entrepreneurship variables, it can be assumed that one of the founding motives of female entrepreneurs may be to escape the glass ceiling in the corporate environment (Bianchi *et al.* 2016, Ughetto *et al.*, 2020). Ecosystem approaches such as the EoH, which rely on a distinct entrepreneurship culture, can thus benefit from the founding motives of women.



In addition, there are several potential correlations, which, however, were not significant in the present analysis and therefore require further investigation. For example, there is a negative, insignificant correlation between the *government debt to GDP ratio* and the variables associated with entrepreneurship in general as well as female entrepreneurship in particular, indicating a negative relationship between female entrepreneurship and the public debt ratio, which in turn may be because female entrepreneurship increases overall economic performance and may reduce the need for new public debt (cf. Abouzahr *et al.*, 2018). Depending on population development, improved economic performance can ensure an increasing gross domestic product per capita and thus function as an indicator of a country's prosperity and quality of life. Both factors are frequent motivations for women to start a business (cf. Sternberg *et al.*, 2021) and accordingly support the implementation of approaches such as the EoH.

There is also an insignificant negative correlation between female entrepreneurship and the gender pay gap, meaning that more vigorous female start-up activity could reduce the gender pay gap. Thus, it cannot be ruled out that female start-up activity can contribute to reducing or overcoming these differences in the medium term (cf. Berger & Kuckertz, 2016; Hirschfeld *et al.*, 2020; Kollmann *et al.*, 2021). In the context of the EoH, this has an impact on cross-target group satisfaction and equality.

Another negative, insignificant relationship exists between female entrepreneurship and rent burden, i.e. the share of households that have to spend more than 40% of their disposable income on housing costs. Accordingly, female entrepreneurship has either a positive effect on the level of a household's disposable income or a negative effect on the share of expenditure on housing costs. In both cases, this influences the amount of income left over for other expenses and may thus positively impact the average quality of life in the EoH, which attaches high importance to factors such as leisure or culture.

Although only some of the variables examined do not show the presumed correlations, and only a few of these are statistically significant, further correlations cannot be ruled out and contribute to the further exploration of two growing fields of research: spatial/regional ecosystems (cf. Cavallo *et al.*, 2019) and female entrepreneurship (cf. Yadav & Unni, 2016). The statistically significant correlations already found allow for conclusions about female entrepreneurship's economic and social significance. In the context of EoH as a holistic and integrated development approach for destinations and locations, it can thus be stated that female entrepreneurship can play an important role in increasing the quality of life and competitiveness of the geographical area and thus support the implementation of new spatial development concepts.

CONCLUSIONS AND IMPLICATIONS

In order to answer the question of what role female entrepreneurship plays in (1) selected areas that contribute to the quality of life and competitiveness of geographical areas and (2) the implementation of integrated, holistic location, city and destination management approaches such as the EoH, various indicators were analyzed in the context of this paper. The identified high importance of female entrepreneurs in the health system underpins their role in the well-being of stakeholders in the EoH. The start-up motives of women, which often differ from men, also support this approach as they frequently prioritize social over economic goals and aim at contributing to a better world. In addition, potential impacts of female entrepreneurship on overall economic performance, prosperity, quality of life, satisfaction and equality, and the income available for leisure and cultural spending may reinforce implementing the EoH approach. In conclusion, female entrepreneurial activity can have a supportive effect on the implementation of approaches that consider business locations, tourist destinations



and the living space of residents in a more holistic and integrated way and, by doing so, increase the competitiveness of locations and destinations, and the quality of life of residents. These results are important for practice as the findings enhance the linkage between destination development and local entrepreneurship and provide new perspectives for both destination managers and economic development agencies. In addition, the findings enhance the knowledge of the role and importance of female entrepreneurship and underline the need for programs and initiatives that aim at supporting potential female founders, particularly in areas such as culture, creativity or tourism. The findings also contribute to theory and academic discourse by providing new insights into the interdisciplinary area of female entrepreneurship, destination competitiveness, and quality of life, which have only been analyzed from general entrepreneurial perspectives hitherto, without focusing on female entrepreneurship in particular. Therefore, this paper proposes that a possible correlation between female entrepreneurship, destination competitiveness and quality of life exists.

LIMITATIONS AND RESEARCH POTENTIAL

As other external factors such as macroeconomic variables influence the analyzed variables, it is necessary to look at the federal, state and city levels as well as additional time periods. Comparing some years of the same destination will show more specifically the influence of female entrepreneurship on implementing the ecosystem approach in spatial development, and specifically its influence on resilience, quality of life and competitiveness. In addition, a regression analysis is recommended to determine the variables' dependency and enable more precise interpretations. It is also recommended to conduct further research taking into account the individual indicators of the TTCL.

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POVEĆANJE KONKURENTNOSTI I KVALITETA ŽIVOTA NA DESTINACIJAMA KROZ ŽENSKO PREDUZETNIŠTVO

Rezime:

Da bi ostale konkurentne, destinacije zahtevaju česte adaptacije i transformacije. Jedan od trendova koji se pojavio početkom 21. veka je integracija lokacije, destinacije i životnog prostora. Jedan primer je predloženi „Ekosistem gostoprimstva“ koji uključuje aspekte kao što su kvalitet života, kultura, otpornost ili preduzetništvo. Preduzetnička aktivnost može doprineti lokalnom i regionalnom ekonomskom razvoju. Poslovne osnove na kreativnim tržištima kao što su obrazovanje, moda, medicina, umetnost i zabava mogu pozitivno uticati i na stanovnike (životni prostor) i na posetioce (prostor destinacije). Kako se žene preduzetnice percipiraju kao posebno aktivne na ovim tržištima i često se smatra da osnivaju prilagodljivije, otpornije, održivije startape koji su orijentisani na transformaciju, one imaju veliki potencijal da postignu konkurentnost destinacija i poboljšaju kvalitet života stanovnika i posetilaca. Kako veza ovih oblasti još nije istražena, ovaj rad istražuje moguće korelacije između ženskog preduzetništva i konkurentnosti destinacija i kvaliteta života. Analizirani su sekundarni podaci iz različitih izvora. Rezultati istraživanja poboljšavaju vezu između razvoja destinacije i lokalnog preduzetništva i pružaju nove perspektive menadžerima destinacija. Dakle, studija doprinosi razumevanju uloge preduzetnica.

Ključne reči:

ekosistem gostoprimstva,
konkurentnost destinacije,
kvalitet života,
žensko preduzetništvo.