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## **FACTORS ENCOURAGING WOMEN PARTICIPATION IN TOURISM**

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## ABSTRACT

Women became more involved in the tourist business in Malaysia, and they made major contributions to many different areas of the economy throughout the years. In Malaysia, a number of projects and programmes had a particular emphasis on empowering women in the tourism sector. For instance, the Women in Hospitality and Tourism (WiHT) programme was introduced by the Malaysian Association of Hotels (MAH) with the goal of promoting leadership possibilities and professional growth for women working in the hotel industry. Therefore, the main objective of this study was to examine the features that encouraged women to participate in tourism. The Malaysian government's efforts to encourage her citizens to start businesses were evident. Targeted replies were from participants all around Malaysia, and 384 respondents successfully completed the online survey. The Statistical Package for Social Science (SPSS) version 29.0 was used to examine the data that had been gathered. For better performance and decision-making, SPSS Statistical handled the complete statistical analysis process, including planning, data collection, analysis, and reporting. In this study, the Pearson correlation coefficient was employed to look into the relationship between skills and training, leadership, well-being, and digitalization toward women's participation in tourism. The results showed a significant effect of the relationship toward women's participation in tourism. Through this study, we could understand the skills and training, leadership, well-being, and digitalization that affected women's participation in tourism.

**Keywords:** women participation in tourism, Women involvement in the tourist business

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## ABSTRAK

Wanita semakin terlibat dalam perniagaan pelancongan di Malaysia, dan mereka memberi sumbangan besar kepada pelbagai bidang ekonomi sepanjang tahun. Di Malaysia, beberapa projek dan program mempunyai penekanan khusus untuk memperkasakan wanita dalam sektor pelancongan. Sebagai contoh, program Wanita dalam Hospitaliti dan Pelancongan (WiHT) diperkenalkan oleh Persatuan Hotel Malaysia (MAH) dengan matlamat untuk mempromosikan kemungkinan kepimpinan dan pertumbuhan profesional untuk wanita yang bekerja dalam industri perhotelan. Oleh itu, objektif utama kajian ini adalah untuk mengkaji ciri-ciri yang menggalakkan wanita menyertai pelancongan. Usaha kerajaan Malaysia untuk menggalakkan rakyatnya memulakan perniagaan terbukti. Balasan yang disasarkan adalah daripada peserta di seluruh Malaysia, dan 384 responden berjaya melengkapkan tinjauan dalam talian. Statistical Package for Social Science (SPSS) versi 29.0 digunakan untuk meneliti data yang telah dikumpul. Untuk prestasi dan membuat keputusan yang lebih baik, SPSS Statistical mengendalikan proses analisis statistik yang lengkap, termasuk perancangan, pengumpulan data, analisis dan pelaporan. Dalam kajian ini, pekali korelasi Pearson digunakan untuk melihat hubungan antara kemahiran dan latihan, kepimpinan, kesejahteraan, dan pendigitalan terhadap penyertaan wanita dalam pelancongan. Hasil kajian menunjukkan kesan signifikan hubungan terhadap penyertaan wanita dalam pelancongan. Melalui kajian ini, kami dapat memahami kemahiran dan latihan, kepimpinan, kesejahteraan, dan pendigitalan yang menjejaskan penyertaan wanita dalam pelancongan.

**Kata kunci:** penyertaan wanita dalam pelancongan, penglibatan wanita dalam perniagaan pelancongan

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## CHAPTER 1

### 1.1 INTRODUCTION

This chapter discusses the study's history as well as the challenges with research topics. Research objectives are developed in response to the issues raised in the research problem. The study's significance is examined in the chapter's last part.

### 1.2 BACKGROUND OF STUDY

The purpose of this study was to investigate the factors that encouraged women to participate in tourism. Tourism activities were carried out by people who travelled and stayed in locations. For up to a year, they were away from their usual environment for leisure, business, or other reasons. Tourism refers to these people's activities. When people left their familiar environment to visit a new location, they were referred to as tourists. No matter how near or remote away this environment was, these individuals frequently participated in a range of activities (destinations). Therefore, tourists were travellers, and any activity they engaged in while on the road could be categorised as tourism. This definition incorporated the following categories of guests: Visitors who stayed at the location for more than one night were tourists. There were two categories of visitors included in this definition: The term "tourist" originally referred to visitors who remained at a location for a period of at least one day. Their trip could be considered a form of leisure if they went there for reasons related to

recreation, health, sport, vacation, or study rather than for religious reasons. (Camilleri et al., 2018).

In addition, women's engagement in political and economic institutions, including bureaucracy, policy-making bodies, and representative groups, was characterised as a process and a result of that participation. Women's tourism participation had a significant economic impact on the country. There were numerous morphological and size differences, with the women-activated women's connectivity having a more prominent female component than males and being smaller. As a result, few subjects had a high proportion of women. On the other hand, finding a standardised network model was difficult because there had been few studies on the subject, and the topic needed to be more diverse to be considered.

However, it was accepted (Gillian et al., 1982) Atomistic management, which was viewed as a male firm's positive trait and predisposed to a generally clear separation between family, social, and work spheres, was not how the women-led enterprise was defined, but rather how frequently close connections and networks were used throughout the business life cycle. This distinction was based on men but instead women's personal and professional differences. Connecting career, family, and community through a women's network (Aldric et al., 1989), it typically matched the main driving force for conducting business (Aldric et al., 1989). (Valeri et al., 2021).

According to the (WOMEN), they, like the Mah Meri women, benefited from culture and handicrafts. They were heavily involved in tourism activities such as cultural performances and handicraft sales. Women's participation in

ecotourism helped to close the gender gap in income generation. Previously, 70% of the company's female employees were only housewives or single mothers. This demonstrated that female employees could earn money by engaging and working with tour operators. They were involved in every decision-making process within the company through interviews with Ms. Hidayah and Ms. Nurul. Another aspect of empowerment was that they strove to improve their business management skills by taking various courses.

Frontliner courses, for example, taught participants how to deal with customers and improve human contact and communication skills for those who worked directly with them. Narwan et al., (2019). They were concerned with the participant's sense of responsibility for client safety and how this may negatively impact the guide's well-being (Mackenzie et al., 2020). According to a driver with 16 years of guiding experience who taught numerous female drivers, there were major barriers to women's long-term employment in guiding. Women were aware of how much danger they subjected their clients to, which was inextricably linked to a sense of enormous responsibility they did not wish to bear.

Previous research examined women in decision-making and leadership roles in both travel companies. Women often mobilised their companies' activities to compete with other tour operators. Women's involvement in tourism required skills to open job opportunities in the field. Furthermore, women had a stronger sense of responsibility for customer safety in maintaining their

well-being. This study identified four variables which were skills and training, leadership and wellbeing, and digitalization that encouraged women's participation in tourism. Each of the variables had its own explanation on how it was related to factors encouraging women's participation in tourism.

### **1.3 PROBLEM STATEMENT**

Tourism can help to achieve the fundamental goals of the 2030 Agenda for Sustainable Development, particularly the pledges to gender equality and women's empowerment in SDG number five.

At the outset, national governments and international organisations have made an assortment of commitments to gender equality, such as the Beijing Declaration and Platform for Action, the Sustainable Development Goals, particularly the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), and the Agenda for Sustainable Development. On November 15, 2022, a virtual sharing session on Women, Intellectual Property (IP), and Tourism took place. It is part of a series of meetings held in response to the decision of the Committee on Development and Intellectual Property (CDIP) to close the intellectual property gender gap. Her Excellency LE Thi Tuyet Mai, the Socialist Republic of Vietnam's ambassador and permanent representative to the United Nations Office, moderated the event.

Women's equality and empowerment are critical components of fair and just societies. Tourism has been shown to provide avenues for empowerment, and it is critical to take advantage of this opportunity.

Second, women's full potential in the tourism industry is unrealized because they are disproportionately employed in lower status, lower paying positions. Achieving internationally agreed-upon development, sustainability, and human rights goals and raising the living standards of women and, by extension, communities all rely on empowering women to participate in economic life fully. The tourist industry would benefit significantly from increased gender equality and women's empowerment because diverse and gender-equitable organisations perform better. (UNWTO, 2019).

Women play an unofficial role in the tourism business, according to an examination of articles on the subject. Women typically work in low-paying jobs. Women experience unique difficulties in fulfilling their duties for a variety of reasons. Women's roles in tourism can be characterised in terms of access, participation, control, and advantages. In family decision-making, women play a bigger role than they do in collective decision-making, which does not exist. (Trisanti et al., 2022).

#### **1.4 RESEARCH OBJECTIVES**

The target of study aims at women participation in Malaysia. This research will focus on how skills and training, leadership and well-being and digitalization can encourage women participation in tourism.

The study was conducted with the following objectives:

- a. To examine the relationship between skills and training towards women participation in tourism.

- b. To examine the relationship between leadership towards women participation in tourism.
- c. To examine the relationship between well-being towards women participation in tourism.
- d. To examine the relationship between digitalization and participation towards women participation in tourism.

### **1.5 RESEARCH QUESTIONS**

Tourism looks to be one of the most rapidly evolving sciences to investigate and study nowadays. The travel and tourism industry has risen considerably in recent decades, with the pace of common development increasing year by year. Women must compete with men to improve their social standing. This study has obtained four research questions:

1. Is there any relationship between skills and training toward participation of women in tourism?
2. Is there any relationship between leadership toward participation of women in tourism?
3. Is there any relationship between well-being toward participation of women in tourism?
4. Is there any relationship between digitalization toward participation of women in tourism?

### **1.6 HYPOTHESIS SUMMARY**



H1: Skills and training have a significant relationship with the participation of women in tourism.

H2: Leadership has a significant relationship with participation of women in tourism.

H3: Well-being has a significant relationship with participation of women in tourism.

H4: Digitalization has a significant relationship with the participation of women in tourism.

### **1.7 SIGNIFICANT OF THE STUDY**

This study is done practically so that it can contribute to the improvement of women's participation and tourism in Malaysia. Women are regarded as cultural caretakers across the world. They are the chefs, weavers, farmers, and housewives, the keepers of traditions and stories. According to academics, women who participate in tourism can increase their expertise. For example, they can learn a variety of languages based on the tourists that visit their locations. They can learn more about themselves because of this. According to research, a good quality education can have an influence on entrepreneurial growth by increasing an individual's self-efficacy and self-confidence (GEM, 2012).

Looking at the sector, women's engagement in tourism will boost the local economy. A strong association between gender and perceived business performance was discovered in the current study, suggesting that gender has a favourable influence on company success. A greater gender balance in

entrepreneurship may indicate a better work-life balance for a society (GEM, 2013). Economic growth might benefit from persuading brilliant girls to consider establishing a firm and taking on the hurdles that may be tough for others. To that purpose, brave and entrepreneurial ladies might serve an essential role as role models or mentors.

When seen as a whole, this underlines the critical relationship between macroeconomic and social welfare policies for women to enjoy any real empowering effects from tourism engagement. There is frequently a schism between women who work in tourism, who are sometimes labelled "money ladies" because they earn money or "stand out," and other members of the community. This emphasises the significance of taking 'intersectionality' into account when creating gender equality measures in tourism. This includes considering women's many identities and privileges in terms of geography, race, nationality, socioeconomic background, disability, and other identity markers, as well as the intersections of these identities.

## 1.8 DEFINITION OF TERMS

- **Skill and training**

- Skills include listening, communicating, designing, and programming. Individuals with skills can select the best behaviour or action for the job. Training is a distinct talent or method developed in either an intellectual or physical domain.

- **Leadership**

According to W.C.H. Prentice's 1961 definition, leadership is "the completion of a goal through the guidance of human helpers," A great leader understands people's motivations and engages employee involvement in a way that connects individual needs and interests to the group's purpose. He was an outspoken supporter of democratic leadership, which allows employees to learn and grow while avoiding chaos.

- **Participation**

On a more superficial level, Nelson and Wright (1995) identified a common distinction between "participation as a means," as in accomplishing the goals of a project more efficiently, effectively, or cheaply, and "participation as an end," where the community or group establishes a process to control its own destiny.

- **Income-generating**

Used to denote a profitable investment or economic activity: bonds or shares that generate income. The fund will invest in dividend-paying stocks of mid- to large-cap firms.

## 1.9 SUMMARY

In this chapter, we have studied the Factors Encouraging Women Participation in Tourism. As for the background of the study it has been explained about the factors itself. Factors encouraging women's participation include all the details, such as skill and training, leadership, and well-being. As we all know in Malaysia one of the industries that is expanding quickly is the tourism industry. Other than that, over the past few decades, tourism in South East Asia has significantly increased on both a national and international level. Next is a problem statement that includes all the problems that can be related with the factor encouraging women's participation. The next one is the research objective, as a group we have made a total of four objective research for our study that is based on a suitable variable that we have chosen. For the research question it must be related to the research objective because the question can be answered through the objective of the study. For the significance of the study we must refer to the purpose of our study. Finally, for the definition of terms, we must find the meaning of a factor encouraging women's participation.

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## **CHAPTER 2**

### **2.1 INTRODUCTION**

The preceding chapter looked at the topic's terminology as well as the reasons that encourage women to participate in tourism. This chapter seeks to review the research in which skill and training, leadership, well-being, and digitalization are independent variables, and participation of women in tourism is a dependent variable. This chapter also discusses hypothesis formulation and the research framework and covers Chapter Two.

### **2.2 LITERATURE REVIEW**

A literature review is an academic writing piece demonstrating knowledge and mastery of academic literature on a specific topic. In contrast to a literature report, a literature review includes critically evaluating the content.

### **2.3 SKILLS AND TRAINING**

A program offered by a business that teaches or develops workplace skills is known as skills training. Giving employees the information and skills they need to do their jobs well is the aim of skill development.

Over 200 million individuals are reportedly working in the tourism sector, with women making up 70% of those positions (Marshall et al., 2001).

Men and women seek different careers for a variety of reasons, leading to both horizontal and vertical labour market segregation. Two of the most significant reasons are gender stereotypes and traditional gender roles (Mackie and Hamilton, 1993). The tourist sector may not be the only one where gender roles are stereotyped in the workplace; in fact, it might just be another instance of this long-standing practice. (McKenzie et al., 2007). The tourism industry, like other career fields, has a gender pyramid. International CAB 2008. Development of Community Capacity for Tourism (ed. G. Moscardo).

Programmes in entrepreneurship or company management to enhance stock management, record-keeping, and financial planning procedures. Today's corporate environment requires adaptability in addition to solid organisation and planning skills. Many people start a business with the expectation that they can turn on their computers or open their doors and start making money right away, only to discover that it is far more complex than they anticipated.

Likewise there are numerous projects designed at informal self-employed microenterprises as well as small and medium-sized firms (SMEs). The micro, small, and medium-sized enterprise (MSME) sector is essential for employment development and entrepreneurship in the Philippines. It has been acknowledged as the country's engine of economic growth, job creation, and poverty disappearance. MSMEs' Importance in the Indian Economy.

MSMEs employ over 120 million people, making them the second highest industry after agriculture. in Solina et al. (2020), with an estimated 45 million units scattered over the region, it provides approximately 6.11% of GDP from manufacturing and 24.63% of GDP from service activities.

Next, an apprenticeship is a paid position that allows the employee to study and gain valuable experience. In addition to on-the-job training, apprentices must devote at least 20% of their working hours to classroom-based learning at a college, university, or training provider, which results in a nationally recognized qualification. (Micheletto et al., 2022). Each apprenticeship requires the same amount of education. Any level can begin an apprenticeship. Certain apprenticeships, depending on their level, may: require prior qualifications, such as a GCSE in maths or English.

In every organisation, training and development are regarded as growth endeavours. The organisation has adopted it in an effort to close the skills gap between available opportunities and ability. These educational courses undeniably boost a worker's skill set, productivity, efficiency, and prospects for advancement in their field.

## 2.4 LEADERSHIP

Women in leadership are role models for their subordinates. They teach and inspire their team. They are really concerned with their own growth. Women leaders highlight the need for cooperation and real communication as keys to success.

WOMEN LEADING TOURISM (WLT) encourages and promotes the participation of women in tourism's highest-level corporate governance organisations, as well as addressing the difficulties associated with a shortage of women in senior management in the tourism sector. Because women have typically been underrepresented in high management roles, some may view company culture to be male. A little less than a quarter of Women 1st online poll respondents stated that a dominating male culture and attitude is a barrier to rising the job ladder. There are also many who feel that certain women can mimic perceived male attributes to advance, therefore having more women in high positions is not the only solution.

Subordinates feel that their boss has opted to share and transfer power to them, allowing them to make independent decisions within the limits of their job obligations (EL). (Cheong et al., 2019; Slnet., 2011). Subordinates believe their employer has chosen to share and transmit authority to them, allowing them to make autonomous decisions within the constraints of their work responsibilities (EL). 2021 (Stefan et al.)

According to empirical studies, EL significantly impacts workers' engagement and involvement in their jobs (Huertas-Valdivia et al., 2019). Leaders may urge female travellers to get more active in the Saudi tourism business. The EL was created in response to research streams in situational leadership theory on coaching, worker involvement, and delegating behaviour. (Hersey & Blanchard, 1969). Previous studies have overlooked the effect of EL on-tourism participation.



## 2.5 WELL- BEING

Well-being was both personal and subjective, but it was also universally applicable. The environmental factors that affected us and our life experiences all contributed to our sense of well-being. These could be classified as traditional policy areas such as the economy, health, and education.

Safety protected against unintended harm, whereas security protected against intentional damage. The absence of hazards and conditions was referred to as safety that caused physical, psychological, or material harm and was controlled to preserve individual and community health and well-being. Sues et al. (2020) demonstrated a direct inverse relationship between concerns about safety, geographical damage, casualties and facility and equipment damage, psychological taboos, ethical conflicts, cost concerns, and tourism intention. It considered the harmful effects of social, political, and cultural risks on tourism intention (Zhu et al., 2020). Safety protected against unintended harm, whereas security protected against intentional damage. Tourism safety management entailed attempting to reduce risks and accidents.

A general definition of risk was anything unexpected that could happen to a person. Risks were sources of anything containing elements that could harm tourists, operators, destinations, and the community. Risk elements were viewed through the lens of who and what was affected by, or suffered from, potentially hazardous situations. Among those elements were people, environments, facilities, infrastructure, public facilities, and the economy.

Leisure and sports participation had been increasingly linked to various aspects of well-being (as defined by positive psychology). According to a recent systematic review, across multiple activities and populations, adventure sports provided unique contexts for encouraging flow, bettering psychological health, and finding oneself. Boudreau et al. (2020). Adventure activities could potentially improve participants' lives in unusual ways. Some academics claimed that by satisfying fundamental psychological demands, adventure could enhance psychological well-being. The results showed that perceived advantages, usefulness, benefits, subjective norms, and perceived behaviours had a beneficial impact on users. (Mackenzie et al., 2020)

## **2.6 DIGITALIZATION**

Digitalization entailed the use of digital technology to transform a company model, provide new income, and add value in connection with the move to a digital enterprise. Brennen and Kreiss' definition of digitalization was thus based on social interactions. As interactions moved from analogue (snail mail, phone calls) to digital (email, chat, social media), work and leisure spheres became more digital. Gartner also had an opinion on this term. "Digitalization was defined as the use of digital technologies to change a business model and provide new revenue and value-creation opportunities," according to the definition. According to the terminology from Gartner. "It was the transition to a digital business." (Bloomberg et al., 2018).

According to Datareportal.com's Digital 2020 report, Of the 7.75 billion people on the planet, 59 percent (4.54 billion) used the Internet, 67 percent (5.19 billion) used mobile devices, and 49 percent (3.80 billion) used social media. As

a result, these figures kept rising year after year. On the other hand, Internet users ranged in age, income, and social standing. Surprisingly, the number of older and younger people communicating on social media and searching for information on the Internet increased yearly (Khurramov et al., 2020).

Di Matteo, Evangelista et al. (2018) conducted investigations on how Italy's domestic tourist demand was affected by its growing digital endowment and telecom infrastructure. The study found that digital endowment had a positive effect on domestic visitor arrivals. The domestic tourist business benefited from both rising levels of consumer affluence and knowledge. The study employed structural equation modelling methods to pinpoint the primary forces driving digitalization in the travel and tourism sectors. Adeola et al. (2019) examined how mobile devices and the internet affected the number of tourists visiting Africa. Kumar, Stauvermann et al. (2019) looked at the effect of ICT on travel demand. The study came to the conclusion that destination income influenced tourist demand favourably in the near term. In addition, the study concluded that ICT had a causal impact on tourism demand. Digital technologies improved access to markets, customers, manufacturing operations, technologies, marketing, and business information, knowledge, and resources. The emerging collaboration and interaction opportunities, among others, among various actors with unique viewpoints, contexts, knowledge, and experiences, could improve women's entrepreneurial capability and determine how well their efforts turned out. (UNCTAD). Women micro entrepreneurs proactively promoted their products and services on social media and then utilised mobile technology to help them with client payments and banking. These opportunities offered timing

and location flexibility, enabling women to manage their family and career obligations. (UNCTAD).

Opportunities for skill enhancement and education existed due to the various forms of education currently available online courses, symposiums, conferences, avenues for collective intelligence, and virtual entrepreneurial societies. Based on the literature, youth development, type, and level all influenced the success of a woman's business. These possibilities paved the way for a trend towards "women's Digital Entrepreneurship," which could encourage women to participate more in the start-up and expansion of businesses. (Paoloni, P et al., 2019).

## **2.6 DEPENDENT VARIABLE**

By setting up stalls, selling trinkets and food, and interacting with hawkers, women in the tourism industry contribute to the informal economy. Women contribute to raising family income. Women participate in decision-making within the family, but their influence in society is still very small. The United Nations World Tourism Organization (UNWTO) has chosen "Tourism Opening Doors for Women" as the subject for the 2007 Tourism Day activities.

Women in the tourism industry contribute to the informal economy by setting up stalls, selling trinkets and food, and interacting with hawkers. Family income is boosted in part by women. Women participate in decision-making in the household, but their influence is still limited in the community. "Tourism

"Opening Doors for Women" has been chosen as the topic for the 2007 Tourism Day events by the United Nations World Tourism Organization (UNWTO).

Since women make up 46% of the industry's workforce, which is greater than the global average of 34–40%, it appears that women are particularly vital to the industry. The percentage of women working in the tourism industry varies widely by nation, from 2% to more than 80%. Despite the lack of clear regional trends, it seems that women make up around half of the workforce in nations with more developed tourism industries.

## 2.7 HYPOTHESIS

H1: Brand image positively impacts encouraging women's participation in tourism. [H1a] Skills and training positively impact women's participation in tourism. [H1b] Leadership positively impacts women's participation in tourism. [H1c] Well-being has a positive impact on participation of women in tourism. [H1d] Digitalization positively impacts women's participation in tourism.

H2: Brand image significantly influences women's participation in tourism. [H2a] Skills and training have a significant relationship with the participation of women in tourism. [H2b] Leadership has a significant relationship with the participation of women in tourism. [H2c] Well-being has a significant relationship with the participation of women in tourism. [H2d] Digitalization has a significant relationship with the participation of women in tourism.

## 2.8 CONCEPTUAL FRAMEWORK

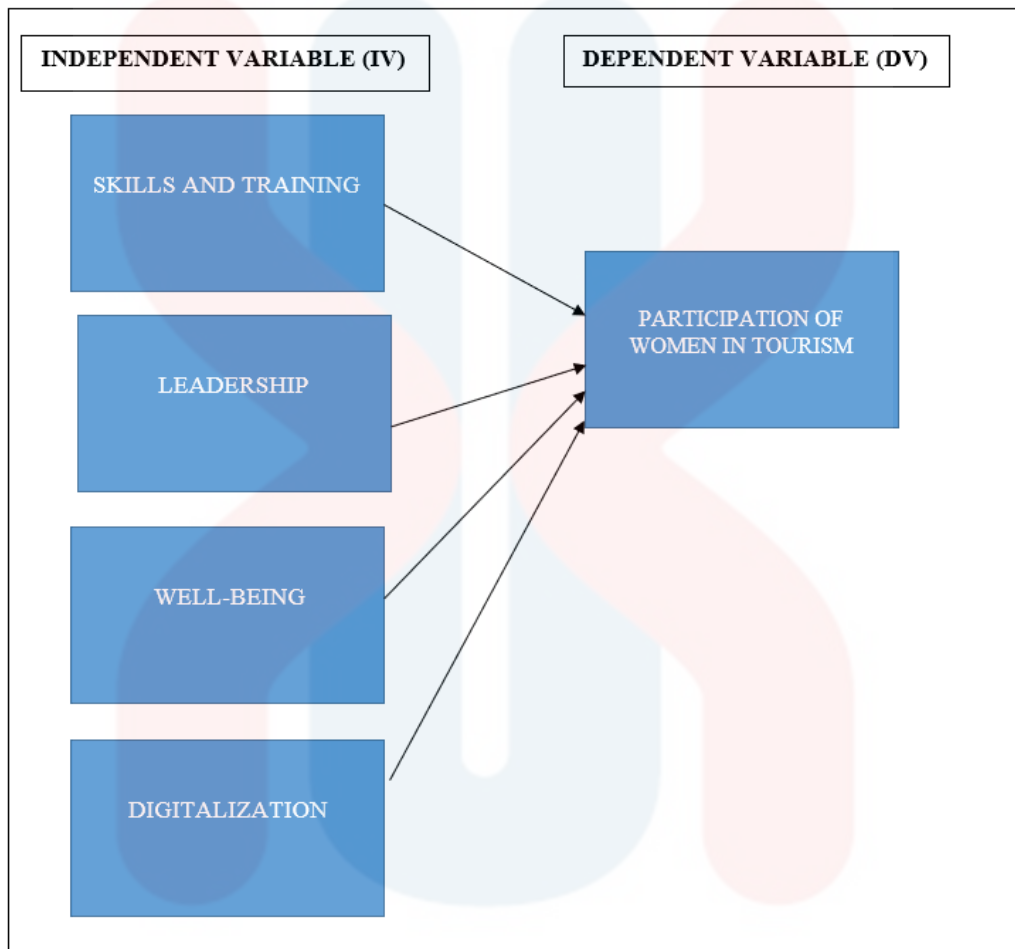


Figure 2.1 Conceptual Framework

UNIVERSITI  
MALAYSIA  
KELANTAN

## **2.9 SUMMARY**

In summary, this chapter discusses the literature review. This study has a number of variables. A variable that is a specific property or function or how it is implemented. A variable is something that can be counted, monitored, or controlled throughout an investigation. The main variables are the independent variable (IV) and the dependent variable (DV). According to the researcher, by releasing the independent variable (IV) and dependent variable (DV), there are a number of variables that can improve the development of involvement in tourism depending on the community revealed in the study.

## **CHAPTER 3**

### **3.1 INTRODUCTION**

This chapter addresses the methods that were taken to achieve the study's goal. This chapter examined demographics, sample size, sampling design, data collection procedure, research instrument, and data analysis.

### **3.2 RESEARCH DESIGN**

The research design is the overall strategy you take for incorporating the various study components in a logical and convincing method that ensures you will successfully address the research topic. It serves as a road outline for collecting information, measurement in order and research.

The descriptive research methodology is employed in this study to describe anything that might correspond to a trend or a current scenario. This

study will use a quantitative strategy to obtain data for the research by giving a questionnaire to Malaysia households. Quantitative research demands data, logic, and an unbiased point of view. In contrast to divergent reasoning, quantitative research concentrates on detailed, convergent reasoning. 2020 (Bhandari et al.).

### 3.3 POPULATION

A population is an entire group about which you want to conclude. For this study, agender questionnaire will be used to collect data. According to the population of inhabitants in Malaysia, there are more than one million people living there. Our researchers provided the case for supporting our study in order to help our population.

Sample Size Formula Calculation:

$$n = N \times \frac{Z^2 \times p \times (1-p)}{e^2} \left[ N-1 + \frac{Z^2 \times P \times (1-p)}{e^2} \right]$$

N = Population size (1 000 000)

P = Population proportion (expected to be 50% = 0.5)

E = Margin of error (0.05)



$$Z = 95\% (1.96)$$

$$n = N$$

$$n = 1\,000\,000$$

$$n = 384$$

Sample size is 384 respondents. The data population we collected from the My Census 2020.

### 3.4 SAMPLE SIZE

A study's sample size is the number of participants or observations. This number is frequently denoted by the sign  $n$ . Two statistical features are influenced by the size of the sample. First, the precision of our estimations; second, the study's capacity to conclude. The sample size in the range of samples utilized in the study indicates the population for the specific research topic. In market research, sample size refers to the number of participants in a sample size. This research will concentrate on the characteristics that encourage women to participate in tourism in Malaysia. Researchers will focus on respondents, particularly women, who participate or do not participate in tourism or business in this study.

Malaysia's Sex Ratio in 2021 is 105.61 men for every 100 females. Malaysia has 16.83 million men and 15.94 million females. The female

population is 48.64%, while the male population is 51.36%. Males outnumber females in Malaysia by 0.89 million. In terms of female to male ratio, Malaysia ranks 185th out of 201 countries/territories. (Department of Statistics Malaysia, 2021).

In market research, the sample size refers to the number of respondents in Malaysia who are included in the sample size. Krejcie and Morgan (1970) developed a simple table for calculating the sample size for a certain population. As a result, the sample size for this research study will be 384 people.



Table 3.1  
Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size  
Source: Krejcie & Morgan, 1970

Figure 3.1 Determining sample size of a known population)

Source: Krejcie & Morgan (1970)

### 3.5 SAMPLING METHOD

The sampling method is a methodology for selecting a small group of people from a large population to participate in research. During the sampling step, the researchers select a subset of the population for further examination. There are two types of sampling processes: probability sampling and

non-probability sampling. Non-probability sampling approaches will be employed in this study since they are easy and economical.

### **3.6 DATA COLLECTION PROCEDURE**

Warner (1965) creates a data collection procedure, the randomised response technique, that allows researchers to obtain information while protecting the respondent's privacy. Data collection is defined as a technique for gathering and analysing data for research and validation purposes. Data is collected in order to investigate a problem, as well as to discover its solution and potential future trends. Data collection techniques assist in making. The researcher collected information from respondents using a questionnaire as the research instrument. In this study, a questionnaire's parts A and B will be employed. The Likert scale will be used by the researcher based on the questionnaire. The Likert Scale, according to Bertram et al., (2016), is a psychometric response scale primarily used in questionnaires to determine respondents' level of agreement with a statement or set of words. The first sections collect respondents' demographic information, such as gender, race, fields and other relevant information. Items on the Part B scale are labelled as 1 strongly disagree, 2 strongly disagree, 3 neutral, 4 agree, and 5 strongly agree.

In this study, data collection methods used primary data that we will distribute using questionnaires to respondents to get the primary data. The questionnaire will be a distributed online survey or in another name is an online questionnaire. A form may be a collection of queries or that aims to gather info from a respondent. A probe form is often a combination of close-ended queries

and open-ended questions. The purpose of this analysis was identified within the covering letter within the form distributed to the respondents. Therefore, the respondents can perceive the motive and purpose of this study, so it permits respondents to produce additional correct info. After they finish, all the questionnaires will be collected, and then the researcher will count the number of questionnaires that will be distributed to them. Using the data collection procedure, a questionnaire, the researcher can save time, and this method is also relatively inexpensive.

### 3.7 INSTRUMENT

A Research Instrument is a device used to collect, measure, and analyse data related to your research interests. To evaluate patients, clients, students, instructors, and staff, these tools are most frequently employed in the social sciences, health sciences, and education. In this investigation, the quantitative approach will be applied. Through extensive survey research employing questionnaires, the quantitative data collection approach creates numbers rather than meaning.

Table 3.1: Source of Measurements

VARIABLE	SOURCES OF MEASUREMENT
Woman Participation	(Serafimova et al., 2018)
Skills And Training	(Andrades et al., 2019)
Leadership	(Samad & Alharthi, 2022)
Well-Being	(Moreno-González et al., 2020)
Digitalization	(Khurramov et al., 2020)

### 3.7.1 Demographic Profile

Age, race, gender, marital status, income, education, employment, and district are some examples of demographic information. With survey questions, collecting this type of information is simple and effective.

Table 3.2: Demographic Profile

Characteristic	Categories
Race	Malay Chinese Indian Others
Age	Below 20 years old 21-30 years old 31-40 years old 41-50 years old Above 51 years old

<p>Education Level</p>	<p>PMR/PT3</p> <p>SPM</p> <p>STPM/Diploma/Matriculation</p> <p>Degree</p> <p>Master's</p> <p>Others</p>
<p>Marital Status</p>	<p>Single</p> <p>Married</p> <p>Others</p>
<p>Field</p>	<p>Hotel and resort management</p> <p>Tour guides</p> <p>Travel agents</p> <p>Event planning</p> <p>Marketing and sales</p>



State	Johor Kedah Kelantan Melaka Negeri Sembilan Pahang Perak Perlis Pulau Pinang Sabah Sarawak Selangor Terengganu Wilayah Persekutuan Kuala Lumpur Wilayah Persekutuan Labuan Wilayah Persekutuan Putrajaya
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### 3.7.2 Women Participation in Tourism

Table 3.3: Women Participation in Tourism

ITEM NO	STATEMENT
1.	I agree that the involvement of women in the State Tourism Committee can help the local community.



2.	My opinion the government should encourage more women to join the tourism industry.
3.	I agree that women and men have equal employment opportunities in tourism.
4.	I agree women and men have equal career advancement opportunities.
5.	I agree that women's abilities and expertise should be recognized.

### 3.7.3 Skills and Training

Table 3.4: Skills and Training

ITEM NO	STATEMENT
1.	I agree that providing skills and training opportunities for women in the tourism industry is important.
2.	I agree that tourism industry companies should invest in skill development training for their female employees.
3.	I agree that women who receive training and support in the tourism industry are more likely to start their own business in tourism.
4.	I agree that development training can lead to better economic results for businesses.
5.	I agree that women who receive training in the tourism industry are more likely to feel confident and empowered in their roles.

### 3.7.4 Leadership

Table 3.5: Leadership

ITEM NO	STATEMENT
1.	I agree that female leadership in the tourism industry positively contributes to the growth and development of the sector.
2.	I believe that women should have equal opportunities to take up leadership positions in the tourism industry.
3.	I agree that promoting women's participation in leadership roles can lead to greater innovation and diversity in the tourism industry.
4.	I support the implementation of policies that aim to increase the number of women in leadership positions in the tourism industry.
5.	I agree that the tourism industry would benefit from a more balanced representation of gender in leadership roles.

### 3.7.5 Well-Being

Table 3.6: Well-Being

ITEM NO	STATEMENT
1.	I agree the tourism industry should provide a safe environment for women to work in.
2.	I agree women's wellbeing is positively affected by their participation in the tourism industry.

3.	I support women's voices should be heard and valued in decision-making processes related to tourism.
4.	I agree women who feel valued and supported in their roles in the tourism industry are more likely to experience personal fulfilment.
5.	I agree women's participation in tourism can help to break down gender stereotypes.

### 3.7.6 Digitalization

Table 3.7: Digitalization

ITEM NO	STATEMENT
1.	I believe that digitalization has positively impacted women's participation in the tourism industry.
2.	I agree that women have an equal opportunity to access digital tools and resources in the tourism industry, compared to their male counterparts.
3.	I agree that digitalization has enabled women to overcome traditional gender barriers in the tourism industry.
4.	I believe that digitalization has enabled female entrepreneurs to have greater access to the tourism market.
5	I agree that digitalization has facilitated a more inclusive and diverse tourism industry for women.

### 3.8 DATA ANALYSIS

Data analysis that has been processed, structured, and cleaned is ready for analysis. Depending on the requirement, various data analysis techniques are available to understand, interpret, and draw conclusions. Data visualisation can also be used to examine data in graphical form to gain more insight into the messages contained within the data.

There are statistical models available for determining the relationship between the data points, such as correlation and regression analysis. Descriptive models like this aid in simplifying analysis and conveying results. Data Cleaning and Data Collection are both iterative processes because they may need to be repeated throughout the course of the process.

#### 3.8.1 Correlation

Correlation is a statistical notion that describes how strongly two variables are linearly connected (that is, they change at the same rate). It's a common strategy for conveying simple connections without directly declaring cause and effect. Correlations are useful for describing simple relationships between data. The Pearson correlation coefficient can be used to determine the strength of a linear relationship between two variables. It has a value between -1 and 1, with -1 indicating that the overall linear correlation is negative. In contrast, a value of 0 indicates no relationship, and a value of + 1 indicates an absolute positive correlation. Pearson's correlation should be employed when variables have a linear connection. If the link is meaningful, it might be excellent or negative. It may apply to causal and associative research study hypotheses but cannot be used to attribute RH because it is univariate. To

determine whether the correlation between variables is significant by deciding whether the correlation between variables is large can be compared with p-values with a significance threshold for the researcher to see whether the correlation between variables is significant. Often, an interest threshold (or alpha) of 0.05 works well. A value of 0.05 can mean that the chance for the researcher to conclude a link exists when none is 5%. To calculate the Pearson correlation, we will use SPSS IBM statistics.

Table 3.8: Rule of Thumb about Correlation Coefficient Size

<b>Coefficient Range</b>	<b>Strength of Association</b>
$\pm 0.91$ to $\pm 1.00$	Very Strong
$\pm 0.71$ to $\pm 0.90$	High
$\pm 0.41$ to $\pm 0.70$	Moderate
$\pm 0.21$ to $\pm 0.40$	Small but definite relationship
$\pm 0.00$ to $\pm 0.20$	Slight, almost negligible

(Schober, Boer et al. 2018)

### 3.8.2 Reliability

Reliability is related to whether the researcher can receive the same response when measuring something more than once with an instrument used repeatedly. In other words, research reliability is a level of process in which

research is done to produce consistent and reliable results to consider. A measurement can be reliable if the results obtained in the findings are the same and have been used several times on the exact measurement item. In this study, we assumed an online survey could be conducted in three months to get all the respondent's fill in. A total respondent we need are about 384 respondents of women in Malaysia. This choice is selected with care to prevent participant mistakes, participant bias, research error, and research bias. The reliability test adopted in the researcher's study was the interrater reliability technique. The level of agreement between two or more people is considered interrater reliability. Reliability between correct evaluations is a statistical term that can describe the level of agreement between various evaluators or judges. Assessors are among the elements that will determine the reliability of the answers generated through the multiple items in the test. The lower inter-evaluator reliability on a test is likely to indicate the test results will be confusing, unclear, or even unnecessary to the researcher. Researchers use two standard methods to determine reliability between evaluators.

Table 3.9: The Alpha Cronbach Value

<b>Cronbach's Alpha</b>	<b>Interpretation</b>
0.91-1.00	Excellent
0.81-0.90	Good
0.71-0.80	Good and Acceptable

0.61-0.70	Acceptable
0.01-0.60	Non-Acceptable

(Source: Konting et al., 2009)

### 3.9 SUMMARY

The research design, target population, number of sample sizes, sampling techniques used to obtain data for the study, data collection, research instruments, data analysis, descriptive and reliability analysis, and correlation coefficient were all covered in chapter 3. The correlation coefficient supported the assertion that the two variables—the factors promoting women's engagement in tourism were related. The data required from respondents was gathered in this study using the questionnaire approach. Population that has been chosen to help with this research are women resident in Malaysia. The sampling method that will also be used is non probability sampling and with this method we will be able to gather all the information needed and result to proceed and complete this research. There are four exogenous variables involved, skills and training, leadership, well-being, and digitalization. This chapter includes data analysis. The study investigated factors encouraging women participation in tourism in Malaysia.

## CHAPTER 4

### 4.1 INTRODUCTION

This chapter contained the demographic characteristics of respondents, descriptive analysis, reliability analysis, and correlation coefficient analysis. 384 participants gave their information for the study. Each analysis is going to comprehend and respond to the study questions. If the samples pass the normality test and are distributed regularly the parametric technique will be implemented for further analysis; contrary, the non-parametric technique will be used. The demographic characteristics of the respondents will be analysed via descriptive analysis.

In order to support the hypotheses indicated in the preceding chapter, the study team administered a questionnaire to the selected respondents. The results of the distributed questionnaire will be extensively examined in this chapter to support the objectives stated in Chapter 1. The steps mentioned in Chapter 3 were used to analyse the data. The final sample, which has been evaluated, consists of 384 respondents who indicate all of the factors which promote women to engage in tourism.

### 4.2 RESULT OF RELIABILITY TEST

The surveys' dependability was determined using a reliability analysis. Cronbach's alpha was used to ensure the data's reliability and internal consistency..



According to Hair et al. (2007), the table below displays Cronbach's alpha coefficient size according to the Rule of Thumb.

Table 4.1: Rules of Thumb of Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9	Excellent

Source: Hair et al. (2007)

Table 4.1 displays the overall consistency (pilot test) for the dependent and independent variables. The pilot test was done with 30 respondents before it was disseminated to 384 respondents through an online survey approach.

Table 4.2: Results of the Reliability Coefficient Alpha for the Independent Variables and the Dependent Variable are shown in Table 4.2.

<b>Variable</b>	<b>Number of items</b>	<b>Cronbach's Alpha coefficient</b>	<b>Strength of Association</b>
Skills and Training	5	0.856	Very Good
Leadership	5	0.932	Excellent
Well-Being	5	0.942	Excellent
Digitalization	5	0.929	Excellent
Women Participation in Tourism	5	0.936	Excellent
Overall variables	25	0.979	Excellent

Table 4.2 shows the total Cronbach's Alpha Coefficient for the independent and dependent variables in this study. According to the table, all variables were more than 0.7, and the total number of variables was 0.979. As a result, the conclusion is trustworthy and acceptable for this research.

Five questions were used to assess the skills and training characteristics that influenced women's participation in tourism in Malaysia. According to Table 4.2, the question in this area had a very high Cronbach's Alpha score of 0.856. As a consequence, the coefficients discovered for the questions concerning training and skill components were reliable.

Five questions were used to assess the leadership variable that influenced women's tourism participation in Malaysia. Cronbach's alpha coefficient for this section is 0.932, which is an outstanding result. As a consequence, the coefficients generated for the leadership variable queries were precise.

In addition, five questions were used to assess the well-being factor that influenced women's participation in tourism in Malaysia. This question has an excellent Cronbach's Alpha score of 0.942. As a consequence, the coefficients discovered for the wellbeing variable's questions were correct.

The impact of digitalization on Malaysian women's tourism participation was then assessed using five surveys. This query had an excellent Cronbach's alpha score of 0.929. As a consequence, the coefficients generated for the digitalization variable inquiries may be trusted.

Finally, five questions were used to determine how much women participate in tourism in Malaysia, and the Cronbach's Alpha score for this question was 0.936, which was excellent. The coefficients developed for these questions were accurate in measuring women's engagement in tourism in Malaysia.

Because the variables' Cronbach's Alpha charges are greater than 0.7, it may be assumed that the questionnaires are extremely reliable, and the investigation can

proceed. Overall, reliability revealed that respondents understood the questions provided, indicating that the questionnaires were appropriate for this study.

### 4.3 DEMOGRAPHICS CHARACTERISTICS OF RESPONDENT

#### 4.3.1 Race

Table 4.3: Number of Respondents by Race

Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
<b>Chinese</b>	59	15.4	15.4
<b>Indian</b>	53	13.8	29.2
<b>Malay</b>	266	69.3	98.4
<b>Others</b>	6	1.6	100
<b>Total</b>	384	100	

Figure 4.1: Percentage of Respondents by race

The total respondents are shown by race in Table 4.3 and Figure 4.1. There were 384 respondents overall, including 266 Malay, 59 Chinese, 53 Indians, and 6 other respondents who answered the questionnaire. Figure 4.1 revealed that Malay respondents made up the majority (69.3%), followed by Chinese respondents (15.3%), then Indian respondents (13.8%), and finally respondents of other religions

(1.5%).

#### 4.3.2 Age

Table 4.4: Number of Respondents by Age

Age	Frequency	Percentage (%)	Cumulative Percentage (%)
21-30	146	38.1	38.1
31-40	145	37.8	75.8
41-50	58	15.1	90.9
Above 51	34	8.8	99.7
Below 20	1	0.3	100
<b>Total</b>	<b>384</b>	<b>100</b>	

Figure 4.2: Percentage of Respondents by Age

The total responses were broken down by age in Table 4.4 and Figure 4.2. 384 people, ranging in age from 1 person under the age of 20 to 146 people between the ages of 21 and 30, 145 people between the ages of 31 and 40, 58 people between the ages of 41 and 50, and 34 people beyond the age of 50, replied to the survey. The age range with the biggest percentage of respondents was 21–30 years old (38.1%), followed by 31–40 years old (37.8%), 41–50 years old (15.1%), 50 years and above (8.8%), and respondents less than 20 years old (0.3%).

#### 4.3.3 Education Level

Table 4.5: Number of Respondents by Education Level

Fields	Frequency	Percentage (%)	Cumulative Percentage (%)
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<b>Degree</b>	308	80.4	80.4
<b>Master's</b>	8	2.1	82.5
<b>Others</b>	4	1.0	83.6
<b>SPM</b>	19	5.0	88.5
<b>STPM/Diploma/ Matriculation</b>	44	11.0	100
<b>Total</b>	384	100.0	

---

Figure 4.3: Percentage of Respondents by Education Level

The total responses were shown in Table 4.5 and Figure 4.3 by educational level. There were 384 respondents who filled out the survey, including those with a degree (308 respondents), a master's degree (8 respondents), an SPM (4 respondents),

a STPM (4 respondents), a diploma, and a matriculation (19 respondents). According to Figure 4.3, the largest percentage of respondents had a degree (80.4%), followed by a master's degree (2.1%), SPM (5.0%), STPM, diploma, and matriculation (11.0%), and others (1.0%) had the lowest amount of respondents.

#### 4.3.4 Marital Status

Table 4.6: Number of Respondents by Marital Status

Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Married	192	50.0	50.0
Others	4	1.0	51.0
Single	188	49.0	100.0
Total	384	100.0	

Figure 4.4: Percentage of Respondents by Marital Status

The total number of respondents for married status was shown in Table 4.6 and Figure 4.4. 192 people responded in total to the question about marriage, 188 people answered it about being single, and 4 people answered it about other topics. Out of 384 respondents, 50.0% were married, 49.0% were single, and the last 1% were other respondents who took part in the survey.



## 4.3.5 Field

Table 4.7: Number of Respondents by Field

Field	Frequency	Percentage (%)	Cumulative Percentage (%)
Hotel and Resort Management	91	23.7	23.7
Marketing and Sales	60	15.6	39.3
Travel Agent	59	15.4	54.7
Tour Guides	24	6.3	61
Event Planning	58	15.1	76.1
Others	92	23.9	100
Total	384	100.0	

Figure 4.5: Percentage of Respondents by Field

The total number of responders for the field was shown in Table 4.7 and Figure 4.5. The field with the biggest percentage of responses, hotel and resort management, had 23.7% (91 respondents), followed by other fields with 23.9% (92 respondents). With 60 responders, Marketing and Sales came in second with 15.6%. Next came Travel Agent with 15.4% (59 responses), followed by Event Planning with 15.1% (58 respondents), and Tour Guides with 6.3% (24 respondents).

## 4.3.6 State

Table 4.8: Number of Respondents by State

State	Frequency	Percentage (%)	Cumulative Percentage (%)
Johor	21	5.5	5.5
Kedah	74	19.3	24.7
Kelantan	31	8.1	32.8
Melaka	21	5.5	38.3
Negeri Sembilan	8	2.1	40.4
Pahang	19	4.9	45.3
Perak	25	6.5	51.8
Perlis	25	6.5	58.3
Pulau Pinang	89	23.2	81.5
Sabah	11	2.9	84.4
Sarawak	2	0.5	84.9
Selangor	28	7.3	92.2
Terengganu	8	2.1	94.3
Wilayah Persekutuan Kuala Lumpur	22	5.7	100
Total	384	100	

Figure 4.6: Percentage of Respondents by State

Table 4.8 and Figure 4.6 illustrate the total number of respondents from each state. Most respondents were from Pulau Pinang, constituting 23.2% (89 respondents), followed by Kedah, constituting 19.3% (74 respondents). 8.1% (31 respondents) of respondents were from Kelantan, while 7.3% (28 respondents) were from Selangor. 6.5% of the respondents (25 individuals) were from Perak and Perlis. 5.7% (22 respondents) from Wilayah Persekutuan Kuala Lumpur Melaka and Johor followed with 5.5% (21 respondents) each. Then, Pahang (4.9%; 19 respondents), Sabah (2.9%; 11 respondents), Terengganu and Negeri Sembilan (2.1%; 8 respondents), and Sarawak (0.5%; 2 respondents) accounted for the remaining percentages.

#### 4.4 RESULT OF DESCRIPTIVE ANALYSIS

The table below shows the mean and standard deviation for each variable in the research, with the number of respondents being 384 women participating in tourism.

##### 4.4.1 Women Participation in Tourism

Variables	N	Mean	Standard Deviation
My opinion the government should encourage more women to join the tourism industry.	384	4.67	.709
I agree that women's involvement in the tourism industry can help the local community	384	4.65	.725

I agree that women and men have equal employment opportunities in tourism.	384	4.62	.716
I agree women and men have equal career advancement opportunities.	384	4.62	.741
I agree that women's abilities and expertise should be recognized.	384	4.27	1.036

**Table 4.9 Descriptive statistics of Women Participation in Tourism**

Table 4.9 shows the mean and the standard deviation statistics of respondents' participation in tourism. The respondents' agreement with my opinion that "government should encourage more women to join the tourism industry" got the highest mean value, which was 4.67. Meanwhile, the lowest mean was the variety "I agree that women's abilities and expertise should be recognized" with the mean value of 4.27 but it's also the higher standard deviation which was 1.036 where the respondents agreed that women participation in tourism of "women's abilities and expertise should be recognized" motivated respondents to participate in tourism. The higher standard deviation value indicates the greater spread in the data. So, for the women participation in tourism respondents will choose the opinion that the government should encourage more women to join the tourism industry.

## 4.4.2 Skills and Training

Variables	N	Mean	Standard Deviation
I agree that providing skills and training opportunities for women in the tourism industry is important.	384	4.63	.711
I agree that tourism industry companies should invest in skill development training for their female employees.	384	4.58	.718
I agree that women who receive training and support in the tourism industry are more likely to start their own business in tourism.	384	4.50	.808
I agree that development training can lead to better economic results for businesses.	384	4.64	.683
I agree that women who receive training in the tourism industry are more likely to feel confident and empowered in their roles.	384	4.60	.740

**Table 4.10: Descriptive statistics of Skills and Training**

Table 4.10 showed the mean and standard deviation statistics of respondents on the skills and training. I agree that development training can lead to better economic results for businesses scored the greatest mean value which was 4.64, where the respondents agreed that skills and training of “development training can lead to better economic results for businesses” to motivate respondents to participate in tourism. Meanwhile, the lowest mean was “I agree that women who receive training and support in the tourism industry are more likely to start their own

business in tourism” with the mean value of 4.50, where the respondents agreed that skills and training of “women who receive training and support in the tourism industry are more likely to start their own business in tourism”. Besides, the higher standard deviation is “women who receive training and support in the tourism industry are more likely to start their own business in tourism.” which was 0.808. The higher standard deviation value indicates a greater spread in the data. So, for skills and training, respondents will choose development training, which can lead to better economic results for businesses.

#### 4.4.3 Leadership

Variables	N	Mean	Standard Deviation
I agree that female leadership in the tourism industry positively contributes to the growth and development of the sector.	384	4.58	.708
I believe that women should have equal opportunities to take up leadership positions in the tourism industry.	384	4.57	.690
I agree that promoting women's participation in leadership roles can lead to greater innovation and diversity in the tourism industry.	384	4.60	.682

I support the implementation of policies that aim to increase the number of women in leadership positions in the tourism industry.	384	4.55	.721
I agree that the tourism industry would benefit from a more balanced representation of gender in leadership roles.	384	4.56	.702

**Table 4.11: Descriptive statistics of Leadership**

Table showed the mean and standard deviation statistics of respondents on the leadership. I agree that promoting women's participation in leadership roles can lead to greater innovation and diversity in the tourism industry with the greatest mean value, which was 4.60, where the respondents agreed that the opinion of “promoting women's participation in leadership roles can lead to greater innovation and diversity in the tourism industry” motivates respondents to participate in tourism. Meanwhile, the lowest mean was “I support the implementation of policies that aim to increase the number of women in leadership positions in the tourism industry” with a mean value of 4.55. Besides, the higher standard deviation is “I agree that promoting women's participation in leadership roles can lead to greater innovation and diversity in the tourism industry”, which was 0.721. The higher standard deviation value indicated the greater spread in the data. So, for motivation respondents will agree that promoting women's participation in leadership roles can lead to greater innovation and diversity in the tourism industry.

#### 4.4.4 Well-being

Variables	N	Mean	Standard Deviation
I agree the tourism industry should provide a safe environment for women to work in.	384	4.66	.592
I agree that encouraging women's participation in the tourism industry can help improve the economy of the community.	384	4.62	.713
I support women's voices should be heard and valued in decision-making processes related to tourism.	384	4.64	.686
I agree women who feel valued and supported in their roles in the tourism industry are more likely to experience job satisfaction and personal fulfilment.	384	4.62	.697
I agree women's participation in tourism can help to break down gender stereotypes.	384	4.55	.760

**Table 4.12: Descriptive statistic of Well-being**

Table 4.12 showed the mean and standard deviation statistics of respondents on the women well-being. Overall, I agree the tourism industry should provide a safe environment for women to work in scoring the greatest mean value which was 4.66, where the respondents agreed that “tourism industry should provide a safe environment for women to work in” motivated respondents participate in tourism. Meanwhile, the lowest mean was “I agree women's participation in tourism can help to break down gender stereotypes” with the mean value of 4.55, where the respondents agreed that “women's participation in tourism can help to break down gender stereotypes” motivated respondents to participate in tourism. Besides, the higher standard deviation is “I agree women's participation in tourism can help to



break down gender stereotypes” which was 0.760. The higher standard deviation value indicates the greater spread in the data. So, respondents agreed that the tourism industry should provide a safe environment for women to work in.

#### 4.4.5 Digitalization

Variables	N	Mean	Standard Deviation
I believe that digitalization has positively impacted women's participation in the tourism industry.	384	4.54	.714
I agree that women have an equal opportunity to access digital tools and resources in the tourism industry, compared to their male counterparts.	384	4.51	.726
I agree that digitalization has enabled women to overcome traditional gender barriers in the tourism industry.	384	4.56	.687
I believe that digitalization has enabled female entrepreneurs to have greater access to the tourism market.	384	4.58	.665
I agree that digitalization has facilitated a more inclusive and diverse tourism industry for women.	384	4.46	.705

**Table 4.13: Descriptive statistic of Digitalization**

Table showed the mean and standard deviation statistics of respondents on women digitalization. Overall, I believe that digitalization has enabled female

entrepreneurs to have greater access to the tourism market. The greatest mean value was 4.58, where the respondents agreed that “digitalization has enabled female entrepreneurs to have greater access to the tourism market” motivated respondents to participate in tourism. Meanwhile, the lowest mean was “I agree that digitalization has facilitated a more inclusive and diverse tourism industry for women” with the mean value of 4.46, where the respondents agreed that “digitalization has facilitated a more inclusive and diverse tourism industry for women” in tourism. Besides, the higher standard deviation is “I agree that women have an equal opportunity to access digital tools and resources in the tourism industry, compared to their male counterparts” which was 0.726. The higher standard deviation value indicates the greater spread in the data. So, for respondents agreed that tourism industry should believe that digitalization has enabled female entrepreneurs to have greater access to the tourism market

#### 4.4.6 Dependent and Independent Descriptive

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
Women Participation in Tourism	384	4.67	.709
Skills and Training	384	4.64	.683
Leadership	384	4.60	.682

Well-being	384	4.66	.692
Digitalization	384	4.58	.665

**Table 4.14 Dependent and Independent Variables**

The table showed the number of respondents, mean and standard deviation of both independent variables (IV) and dependent variable (DV). For independent variables (IV), well-being had a highest mean score which is 4.66 and followed by skills and training (4.64) and leadership (4.60) and lastly is digitalization (4.58). The mean score of dependent variable (DV), the women participation in tourism is 4.67.

Meanwhile, for the independent variables (IV), the highest standard deviation is well-being which is 0.692, followed by skills and training (0.683), followed by leadership (0.682), and digitalization (0.665). The standard deviation for dependent variable (DV) the tourist satisfaction is 0.709.

#### **4.5 RESULT OF INFERENTIAL ANALYSIS**

One of the crucial investigations that determined the linear link between the two variables was Pearson's correlation study. This research sought to ascertain if the dependent variable (women's engagement in tourism) and the independent variables (skills and training, leadership, well-being, and digitization) were correlated with one another. Researchers must assess if the association's strength is acceptable if the link is substantial.

Table 4.15: Strength Interval of Correlation Coefficient

Size of Correlation	Interpretation
0.90 to 1.0 (-0.90 to 1.0)	Very high positive (negative) correlation
0.70 to 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50 to 0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
-0.30 to 0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00 to 0.30 (-0.00 to -0.30)	Negligible correlation

Source: Abgunbiade and Ogunyika, (2013)

#### Hypothesis 1: Skills and Training

H1: There is a relationship between skills and training towards women participation in tourism.

Table 4.16: Correlation coefficient for skills and training towards women participation in tourism.

	Women Participation in Tourism	Skills Training and
Women Participation in Tourism	1	0.767**
	Sig. (2-tailed)	0.000

	N	384	384
Skills and Training	Pearson correlation	0.767**	1
	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.16 shows the Pearson correlation coefficient, the significance level, and the 384 examples. The p-value was 0.000, below the threshold of significance of 0.01. The somewhat favourable link between abilities and training for women's involvement was shown by the correlation value of 0.767.

Hypothesis 2: Leadership

H2: There is a relationship between leadership towards women participation in tourism.

Table 4.17: Correlation coefficient for leadership towards women participation in tourism.

		Women Participation in Tourism	Leadership
Women Participation in Tourism	Pearson correlation	1	0.793**

	Sig. (2-tailed)		0.000
	N	384	384
	Pearson correlation	0.793**	1
Leadership	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.17 shows the 384 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, below the threshold of significance of 0.01. The somewhat favourable association between leadership and women's engagement in tourism was shown by the correlation value of 0.793.

Hypothesis 3: Well-Being

H3: There is a relationship between well-being towards women participation in tourism.

Table 4.18: Correlation coefficient for well-being towards women participation in tourism.

		Women Participation in Tourism	Wellbeing
Women Participation in Tourism	Pearson correlation	1	0.808 **

	Sig. (2-tailed)		0.000
	N	384	384
	Pearson correlation	0.808**	1
Well-Being	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.18 displayed the 384 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, below the threshold of significance of 0.01. The somewhat favourable association between well-being and women's travel involvement was shown by the correlation value of 0.808.

Hypothesis 4: Digitalization

H4: There is a relationship between digitalization towards women participation in tourism.

Table 4.19: Correlation coefficient for digitalization towards women participation in tourism.

		Women Participation in Tourism	Digitalization
Women Participation in Tourism	Pearson correlation	1	0.794**

	Sig. (2-tailed)		0.000
	N	384	384
	Pearson correlation	0.794**	1
Digitalizati on	Sig. (2-tailed)	0.000	
	N	384	384

Table 4.19 displayed the 384 instances, the significant value, and the Pearson correlation coefficient. The p-value was 0.000, below the threshold of significance of 0.01. The somewhat favourable association between digitization and women's travel participation was indicated by the correlation value of 0.794.

#### 4.6 DISCUSSION BASED ON RESEARCH OBJECTIVES

This analysis of the literature factors encouraging women participation in tourism. The finding of this study showed that to examine the relationship between skills and training, leadership, well-being and digitilization among women participation in tourism.

Table 4.20: Shows the summary for hypothesis testing in this study

Hypothesis	Pearson’s correlation results
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H1: There are relationship between skills and training among women participation in tourism	$r = 0.767, p < 0.01$	Strong
H2 : There are relationship between leadership among women participation in tourism	$r = 0.793, p < 0.01$	Strong
H3 : There are relationship between well-being among women participation in tourism	$r = 0.808, p < 0.01$	Strong
H4 : There are relationship between digitalization among women participation in tourism	$r = 0.794, p < 0.01$	Strong

Based on table 4.20, it was shown that Pearson's correlation analysis was used to assess the theory of women's engagement in tourism and skills and training, leadership, well-being, and digitalization. All offered hypotheses were accepted at the 0.01 level of significance. Additionally, the final results demonstrated that the independent variables of skills and training, leadership, well-being, and digitalization had a very strong and high positive association with the involvement of women, supporting the entire hypothesis.

#### **4.7 SUMMARY**

Chapter 4 defines the outcomes of frequency analysis, descriptive analysis, reliability analysis, and Pearson Correlation Coefficient analysis. These elements were determined to be significant and positively linked to aspects which inspire women to get involved in tourism. Furthermore, all hypotheses are supported because the p-value is less than 0.05.

### **CHAPTER 5**

#### **5.1 INTRODUCTION**

This chapter is all about conflict and resolution. The introduction will be followed by a description of the research findings, limitations, recommendations, and conclusion. The outcomes of Chapter 4 are discussed in this chapter. This chapter also looks at the recommendations that could be used in the future for this research. The researchers will form conclusions regarding this investigation at the end of this chapter.

## 5.2 RECAPITULATION OF THE FINDINGS

This study will examine a recapitulation of the findings from the previous chapter 4 (Results and Discussion), which are based on the study's research objectives, research questions, and hypothesis.

### 5.2.1 The relationship between destination skills and training towards women participation in tourism.

This study's first research question explored if there was a relationship between skills and training towards women participation in tourism? This also serves to address the primary aims and hypothesis.

Table 5.1 : Research Objective 1 & Research Question 1

Research Objective (RO)	Research Question (RQ)
To examine the relationship between skills and training towards women participation in tourism.	Is there any relationship between skills and training toward participation of women in tourism?
H1: There is a relationship between skills and training towards women participation in tourism.	

The previous chapter's hypothesis H1 outcome was evaluated in order to address research question 1. Aside from that, H1 noted that there is a link between destination skills and training and women's participation in tourism. According to the findings, the

p-value was 0.000, which was less than the significant level of 0.01. The correlation coefficient of 0.767 revealed a relatively good relationship between skills and training and female participation. Furthermore, there is a link between destination skills and training and women's participation in tourism. As a result, H1 accepted.

### 5.2.2 The relationship between leadership towards women participation in tourism.

The second research question in this study explored whether there was a link between leadership towards women participation in tourism. This also serves to address the second objective and hypothesis.

Table 5.2 : Research Objective 2 & Research Question 2

Research Objective (RO)	Research Question (RQ)
To examine the relationship between leadership towards women participation in tourism.	Is there any relationship between leadership toward participation of women in tourism?
H2 : There is a relationship between leadership towards women participation in tourism.	

The result of hypothesis H2 in the previous chapter reviewed to answer research question 2. Apart from that, H2 stated that there is a relationship between leadership towards women participation in tourism. From the findings, it shows The p-value was 0.000, which was less than the 0.01 level of significance. The correlation coefficient of 0.793 indicated a moderately positive link between leadership and female tourism

engagement. In addition, there is a relationship between leadership towards women participation in tourism. Therefore H2 accepted.

### 5.2.3 The relationship between well-being towards women participation in tourism.

The third research question in this study explored whether there was a link between well-being towards women participation in tourism. This also serves to address the third objective and hypothesis.

Table 5.3 : Research Objective 3 & Research Question 3

Research Objective (RO)	Research Question (RQ)
To examine the relationship between well-being towards women participation in tourism.	Is there any relationship between well-being toward participation of women in tourism?
H3: There is a relationship between well-being towards women participation in tourism.	

The result of hypothesis H3 in the previous chapter reviewed to answer research question 3. Apart from that, H3 stated that there is a relationship between well-being towards women participation in tourism. From the findings, it shows the p-value was 0.000, which was less than the 0.01 level of significance. The correlation coefficient of 0.808 indicated a moderately positive link between well-being and female tourism engagement. In addition, there is a relationship between well-being towards women participation in tourism. Therefore H3 accepted.

#### 5.2.4 The relationship between digitalization towards women participation in tourism.

The fourth research question in this study explored whether there was a link between digitalization towards women participation in tourism. This also serves to address the third objective and hypothesis.

Table 5.3 : Research Objective 4 & Research Question 4

Research Objective (RO)	Research Question (RQ)
To examine the relationship between digitalization and participation towards women participation in tourism.	Is there any relationship between digitalization toward participation of women in tourism?
H4: There is a relationship between digitalization towards women in participation in tourism.	

The result of hypothesis H4 in the previous chapter reviewed to answer research question 4. Apart from that, H4 stated that there is a relationship between digitalization towards women in participation in tourism. From the findings, it shows the p-value was 0.000, which was less than the 0.01 level of significance. The correlation coefficient of 0.794 indicated a moderately positive relationship between digitalization and female tourism engagement. In addition, there is a relationship between digitalization towards women participation in tourism. Therefore H4 accepted.

### 5.3 LIMITATIONS

As with many previous studies, this one included restrictions that presented difficulties for the researchers. The tiny sample size is among the limitations of this survey. Only women who contribute to the tourism industry are eligible for this survey, and they will be sent a questionnaire by the researchers. In addition, some respondents felt it was a waste of time to answer the researchers' queries. Some people might not be interested in participating in the study because they do not want the researcher to pry into their privacy. It will be harder for researchers to complete the study as soon as possible if they have to wait longer to obtain data from respondents.

Approximately one month will be required to distribute and collect responses to the questionnaire. Due to the unpredictability of the targeted respondents' behaviour and response, researchers must be patient and effective communicators. Despite this, the process of obtaining their response is fruitful, as a substantial number of participants provide outstanding commitments. Variable subsequent limitations exist for this study. This study focuses on four independent variables, namely skills and training, leadership, well-being, and digitalization, and one dependent variable, women's tourism participation. Additionally, this analysis establishes relationships between the other variables. Due to a dearth of resources and citations, researchers were unable to conduct research on other independent variables.

#### **5.4 RECOMMENDATIONS**

Women's engagement in the tourist business can help them gain economic empowerment. Women can gain work, earn cash, and enhance their financial well-being by engaging in tourism-related activities. This economic empowerment can have a good influence on their life and the lives of their families, resulting in poverty reduction and

general socioeconomic development. As a result, this proposal is critical in order to increase women's empowerment.

Education for Empowerment Encourages women to pursue education and training possibilities in the tourist business. Encourage women to seek relevant academic qualifications, such as degrees or certificates in tourism and hospitality management, which will equip them with a solid foundation of knowledge and abilities.

Entrepreneurship and Business Training, for example, provides entrepreneurship and business training programs that enable women to launch their own tourism-related businesses. Assist them with developing company ideas, managing funds, marketing their services, and navigating legal and regulatory obligations. This can increase the number of chances for women to become entrepreneurs and leaders in the tourist industry.

## **5.5 SUMMARY**

Finally, the purpose of this study was to look into the factors that drive women to travel. Women's engagement, which is a dependent variable, is influenced by the influencing aspects (independent variables) of leadership, well-being, digitization, and skills and training. Researchers used a Google Form with 384 respondents, as detailed in Chapter 3, to deliver questionnaires to respondents working in the tourism industry. The researchers use a Google Form to contact respondents all around Malaysia. This is because using this Google Form makes it easier for participants to complete all questionnaires, which saves the researchers time and money.



The conclusions of were determined using a variety of studies, including frequency analysis, descriptive analysis, reliability analysis, and correlation analysis to determine the questionnaire survey results. Next, the Statistic Package for the Social Science (SPSS) software programme was used to examine the results from the previous chapter as well as all of the data from the questionnaire. This software was chosen by the researchers because it makes it simple to access all the findings. Finally, a summary and conclusion of the final findings from the data analysis. All of the given hypotheses (H1, H2, H3, and H4) are accepted for this study. As well as analysing the results of the questionnaire survey, limits and suggestions were made for this research in the hopes that they may be useful for future investigations. It is thus also hoped that all the knowledge shared during this research may aid the following researcher.

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