STUDY ON PERSONAL VALUES AND RISK AND UNCERTAINTY PERCEPTIONS OF WOMEN ENTREPRENEURS IN TOURISM: THE CASE OF ANTALYA

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Abstract

The number of women entrepreneurs is increasing day by day. And the province of Antalya is one of the most busy tourism centers in Turkey. All considered, it becomes important to analyze the impact of the values of women entrepreneurs operating in tourism sector on their perceptions of risk and uncertainty. Purpose of the present study is to analyze personal values of women entrepreneurs in tourism sector in terms of their demographic characteristics. Another purpose of this study is to determine the effects of personal values of women entrepreneurs in tourism sector on their perceptions of risk and uncertainty. The population of the present study consists of women entrepreneurs operating in tourism sector in Antalya. The questionnaires were distributed to women entrepreneurs through random sampling. 150 women entrepreneurs received the questionnaires but only 92 % of them returned to us. Thus, the population of the study consists of 138 women entrepreneurs. The data obtained were analyzed and the results are interpreted.

Keywords: Entrepreneur, Personal Value, Tourism, Uncertainty, Woman Entrepreneur