

# **REFLECTION ON POLICIES AND IMPLICATIONS OF WOMEN TOURISM ENTREPRENEURS (WTES): THE CASES OF DEVELOPED NATION VERSUS DEVELOPING NATION**

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The cases of developed nation versus developing nation This study aims to explore how WTES can succeed in international tourism markets by reflecting on the policies and implications for inclusive entrepreneurship. In doing so, this study provides strategies (Intervention) to reduce these barriers and challenges and for leveraging the vast untapped economic potential represented by women. The study will contribute to theoretical development of existing tourism entrepreneurship literature from a gender perspective.

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