

# Realities of Female Entrepreneurship in the Cultural Sector: The Case of Cundinamarca, Colombia

Patricia María Mendivil-Hernández<sup>1</sup>

## Abstract

*The objective of this study was to identify the realities of female entrepreneurship with an emphasis on the cultural sector in the department of Cundinamarca, Colombia. The methodology adopted was a qualitative approach with a documentary methodological design, analysing secondary sources such as reports, public policies, research and scientific articles. The results showed that, despite public policies aimed at female empowerment and the promotion of cultural entrepreneurship, structural inequalities persist that limit women's participation; female unemployment rates remain high and the gender gap in access to employment opportunities demonstrates the need for more inclusive and specific policies that respond to these realities. In conclusion, while female entrepreneurship, including in the cultural sector, has the potential to act as an engine of regional development in Cundinamarca, its sustainability and expansion require better integration of public policies, focused on reducing gender inequalities and improving access to economic and educational resources.*

**Keywords:** *Entrepreneurship, Women, Culture, Development, Inequalities, Public Policies.*

## Introduction

The global economy has faced additional uncertainties due to geopolitical and macroeconomic factors. The Covid-19 pandemic, coupled with the protracted conflict in Ukraine and tighter monetary policies in the United States, has created a volatile economic outlook. In addition to these factors, supply chain disruptions, rising commodity prices and logistical problems have exacerbated global inflation and created a climate of economic recession. This has affected not only emerging countries, such as Colombia, but also more developed economies, leaving a profound mark on global economic growth projections (Organisation for Economic Cooperation and Development [OECD], 2022).

The Covid-19 pandemic intensified existing inequalities, disproportionately affecting the most vulnerable populations. Despite efforts by governments and international agencies to provide social support, these were insufficient to mitigate the effects of the crisis on all sectors of the population. In Colombia, the health crisis worsened the situation of poverty and social exclusion, leading to an increase in the poverty rate to 42.5% in 2020 (OECD, 2022). This scenario underlines the need to reform the country's social protection system, expanding benefits to include both formal and informal workers, with the aim of achieving a more equitable economic recovery.

Against this backdrop, one of the key sectors for economic and social development is entrepreneurship, particularly female entrepreneurship, which has positioned itself as a driver of regional development (Marulanda Montoya et al., 2009). This article will address female entrepreneurship in the context of the cultural sector in Cundinamarca, Colombia. It will examine how women entrepreneurs in this region are generating economic and social impact through their initiatives in culture, overcoming gender barriers and contributing to local development. This approach not only highlights the potential of female entrepreneurship as an agent of change, but also the importance of supporting and encouraging such initiatives to achieve a more equitable and sustainable recovery at the regional level. Female entrepreneurship in the cultural sector not only acts as an economic driver, but also promotes significant social transformation in regions where women entrepreneurs become key agents for social cohesion and job creation.

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<sup>1</sup> Psicóloga, Maestría en Desarrollo y cultura. Doctorante en Desarrollo Regional y Local en la Universidad Tecnológica de Bolívar- Cartagena. Docente investigadora de la corporación Universitaria del Caribe – Cecar. Sincelejo, Sucre. Colombia. <https://orcid.org/0000-0002-1724-7662>

## *Theoretical Framework*

### *Women's Entrepreneurship Globally*

Women entrepreneurs have played an increasingly important role in the global business landscape. As research and studies have been carried out in various countries, a number of characteristics have been identified that distinguish these entrepreneurs and shed light on their motivations, circumstances and challenges. In female entrepreneurship, common elements emerge from research in different regions of the world such as Poland, Sri Lanka, Australia, Saudi Arabia and Kosovo (Ascher, 2012). These characteristics provide valuable insights into the motivations, demographic profile and barriers faced by women entrepreneurs in their quest for economic independence and contribution to economic and social growth.

Globally, women play a key role in driving economic growth through their entrepreneurial initiatives. According to the Report on Female Entrepreneurship 2021-2022, women with recent entrepreneurship slightly outperform men in terms of business start-ups in the first three and a half years of business life. However, despite this increase in female participation, their participation in more complex or technologically advanced entrepreneurship remains lower compared to men (Global Entrepreneurship Monitor [GEM], 2022). This reflects a persistent gender gap in terms of access to resources and opportunities.

Women entrepreneurs stand out for their adaptability and strong social awareness, combining economic and social objectives in their businesses (Noguera et al., 2012). In addition, factors such as family, education, social and economic context, and unemployment rate have a significant impact on women's entrepreneurial decisions (Ascher, 2012). Many women do not consider income maximisation as their primary motivation for entrepreneurship, but are often motivated by personal interests or hobbies; This contrasts with the motivation of men, who tend to focus more on financial profitability (Dussán et al., 2019).

In terms of demographic characteristics, women entrepreneurs tend to be in the 30-50 age group and have an undergraduate level of education (Zapalska, 1997). The financing of their businesses tends to come from their own savings, as women entrepreneurs face difficulties in accessing external sources of finance (Still, 2006). The majority of women entrepreneurs are in the service sector, running microenterprises that face challenges related to lack of mentoring and the need to develop sound business plans (Zareen, 2022).

Motivation for entrepreneurship varies according to the context and the available support network. Women, especially in developing countries, are driven to entrepreneurship by the need to generate income, often due to lack of access to education and scarce resources. Although they face significant barriers, such as illiteracy and belonging to low-income communities, entrepreneurship enables them to generate employment and improve their livelihoods, which benefits communities at large (Ascher, 2012). However, access to resources and institutional support remains limited, which makes it an additional challenge for women entrepreneurs to ensure the sustainability of their projects.

Finally, although female entrepreneurship has been little studied compared to male entrepreneurship, it has gained attention in recent decades due to its growing economic importance. Research such show that, despite similarities in the reasons for entrepreneurship between men and women, women entrepreneurs face additional obstacles, especially in terms of obtaining finance (Bullough et al., 2021). In Brazil, for example, the participation of women entrepreneurs has surpassed that of men in terms of the creation of new businesses, which highlights the relevance of female entrepreneurship in the economic sphere (Gomes et al., 2014). In this context, it is necessary to deepen the understanding of the factors that drive women to become entrepreneurs and to create policies that encourage their participation and success in the global entrepreneurial sphere.

### *Female Entrepreneurship in Latin America*

Women's entrepreneurship in Latin America has become a relevant issue and a key factor in the economic and social development of the region. Women entrepreneurs have demonstrated their capacity to generate employment, drive innovation and contribute significantly to the economic growth of their territories. Despite facing difficulties, such as limited access to financial resources and reconciling family responsibilities, women entrepreneurs continue to thrive and play a key role in transforming their communities and local economies (Goyal et al., 2022).

In Latin America, the region has one of the highest levels of entrepreneurial intent globally, second only to Africa (Kelley y otros, 2015). The total female entrepreneurial activity rate in the LAC region, for women aged 18-64, stands at 17%. This region also has the most moderate growth possibilities for female entrepreneurs (Kelley et al., 2017).

Despite this entrepreneurial landscape, Latin America faces challenges in terms of improving the measures and provisions needed to conduct entrepreneurial activities. Of the Latin American countries, the most prominent are Mexico, Chile, Puerto Rico, Costa Rica and Colombia (World Bank, 2018).

The unemployment rate for women in Latin America and the Caribbean in 2016 reached 10.9%. Belize (15.6%) leads the table with the highest rate, followed by Brazil (14.78%) and Bahamas (14.5%). Both Costa Rica and Colombia rank fifth with a female unemployment rate of 11.5% (Economic Commission for Latin America and the Caribbean, International Labour Organization, 2023). Promoting entrepreneurial initiatives through effective policies and programmes could contribute to job creation and poverty reduction. In these regions, women entrepreneurs seek flexibility and independence because there are few job opportunities, they tend to be middle-aged, married, with children and family responsibilities (Traverso Cortés et al., 2014), they have low levels of education, they undertake out of necessity, and their businesses are mostly micro and small enterprises (Heller, 2010; Traverso Cortés et al., 2014).

Women MSME entrepreneurs in Latin America face difficulties in accessing finance, technology, information and marketing networks (Heller, 2010). These enterprises often lack skills and business practices, are capital-constrained and experience difficulties in balancing work and family life. In addition, their access to land and home ownership is restricted, as the lack of real estate titles can limit their access to loans (Mendivil Hernández, 2017).

In most Latin American countries, support is available to enterprises, covering areas such as business idea, business creation, access to finance, technical assistance, training, innovation, management improvement, internationalisation, productive articulation and public procurement (Latin American and Caribbean Economic System [SELA], 2010)

### *Female Entrepreneurship in Colombia*

In recent years, female entrepreneurship in Colombia has undergone changes and made contributions to the country's entrepreneurial landscape. Participation in entrepreneurship in Colombia has become more varied, with increasing diversity in terms of gender, social class and educational level (Zareen, 2022). In this context, women have played a prominent role in this evolution, enabling an increase in the number of women entrepreneurs and transforming the dynamics of entrepreneurship in Colombia.

The evolution of female entrepreneurship in Colombia since the 1990s, highlighting a significant transformation in the composition of the country's entrepreneurial class (Davila & Lluch, 2022). This analysis reveals a growing heterogeneity in aspects such as gender, social class, educational level and regional origins of entrepreneurs, with a notable increase in the participation of women in the entrepreneurial sector. Promoters of gender diversity in Colombian entrepreneurship associate social norms that facilitate women's insertion into entrepreneurship, as well as government initiatives and support networks that promote gender equality and female empowerment (Davila & Lluch, 2022). In addition, improved access to

education for women is highlighted, which has provided the necessary skills and knowledge for their active participation in entrepreneurial activities.

Women's entrepreneurship has a positive impact on their lives, their families and society as a whole. Women's participation in various sectors, such as music organisations, handicrafts, coffee production and business units, has provided opportunities for empowerment, challenging dominant ideologies and improving their quality of life (Patiño et al., 2018).

Villavicencio - Colombia women's entrepreneurship needs greater recognition and representation of women's experiences and contributions in various fields, including film and historical memory. Despite the important role that women's entrepreneurship has played in the economic and social development of the region, knowledge about women's entrepreneurship in the research context remains limited (Perilla Ruiz et al., 2021). Aspects such as legal representation of companies, innovation and implementation of novel processes, technology related to the acquisition of electronic devices to improve production or service delivery should be taken into account when undertaking; The state has not provided sufficient support for the creation and maintenance of enterprises, despite the existence of policies aimed at economic growth and development through support for women. Government development plans at national, departmental and municipal levels focus only on women who are victims or vulnerable, excluding those who are not in this situation (Perilla Ruiz et al., 2021).

Also state that female entrepreneurship in Colombia has experienced growth over the years, recognising that female entrepreneurship makes a significant contribution both individually and collectively, improving their lives and those of their families, as well as providing social value by contributing to the progress and reconstruction of the social fabric in communities affected by the armed conflict (Ciruela-Lorenzo et al., 2020).

#### *Women's Cultural Entrepreneurship and Local Development*

Women's cultural entrepreneurship contributes to local development by linking economic empowerment with cultural preservation. These women contribute significantly to local economies, creating new forms of entrepreneurship, articulating the principles of the creative economy (Araque Geney & Álvarez Contreras, 2023). Despite facing difficulties such as limited resources and competition, women artisans, through traditional craft practices passed down from generation to generation, not only strengthen family economies, but also uphold cultures and social values, fostering a sense of community and empowerment (Álvarez et al., 2012). Thus, entrepreneurship is integrated with local cultural traditions, in this sense acting as a catalyst for sustainable development and heritage preservation in the territories.

Emphasises the importance of institutions and public policies in reducing economic inequalities (Davila & Lluch, 2022). According to this author, state intervention and the implementation of transparent fiscal policies are essential to correct income disparities and ensure a fairer society, where general welfare is promoted and better living standards are achieved for all. In this context, entrepreneurship, especially that of women in cultural sectors, can play a key role. In Latin America, many women entrepreneurs start their projects out of necessity, often without previous business experience (Hechavarría & Brieger, 2020). These entrepreneurs tend to integrate their work and personal lives more seamlessly, suggesting less separation between their business and leisure activities, and highlighting how social and economic circumstances encourage women to become entrepreneurs as a way to improve their situation in an environment of structural inequality.

Argue that while women's empowerment and opportunities through entrepreneurship have been topics of interest in the field of sustainable development and poverty reduction, little attention has been paid to the distinctive attributes of the handicraft sector, which is the second largest employer in developing countries (Edgar & Embry, 2022). Women's cultural entrepreneurship in the handicraft sector not only meets the economic needs of women entrepreneurs, but fosters community resilience in developing countries. In addition to meeting women's economic needs, it also influences social, environmental and cultural aspects both locally and globally (Edgar & Embry, 2022).

The revival of the creative crafts industry, once considered to be in decline, now experiencing a comeback phase marked by anti-commercialism, localism and subcultural identification (Erkut & Karşılı, 2023). The factors driving women's participation in cultural enterprises in the craft sector are their motivation towards creative crafts, their working and personal lives where the economic and social context influences commercial opportunities, both in high-tech and traditional industries. It is worth noting that definitions of crafts vary widely, from the application of skills and knowledge to small-scale production to the creation of handmade objects.

In the field of handicraft entrepreneurship, in sectors such as weaving, women are key to business productivity through empowerment and innovation. Within female entrepreneurship, the creativity and new ideas of women entrepreneurs in India, who have found in handicrafts a platform to showcase their talent and contribute to the economic growth of the country, stand out (Rashmi, 2015). Likewise, the participation of women in cultural entrepreneurship contributes to the economic and social development of local communities (Ruiz-Martínez et al., 2023)

## Methodology

This research adopts a qualitative approach to explore female cultural entrepreneurship as a driver of regional development in Cundinamarca, Colombia. The selected methodological design is documentary, which is based on the consultation and analysis of written, audiovisual and electronic sources to obtain relevant information about the phenomenon under study (Creswell & Creswell, 2017). This approach allows an understanding of the social, economic and cultural dynamics related to female entrepreneurship in the cultural sector, without resorting to direct experimentation (Cazau, 2006).

For data collection, a search was conducted in various academic databases such as Scopus, Google Scholar, Redalyc, Scielo and Dialnet, Web of Science, ScienceDirect, ProQuest, PsycINFO, Search EBSCOHost, JTOR, among others, in order to identify previous research, reports, articles, case studies and relevant documents on cultural entrepreneurship and the role of women in this field. Keywords used in this search included 'cultural entrepreneurship', 'women's entrepreneurship', 'women entrepreneurship' and 'regional development'. The selection of documents was based on their relevance, reliability and ability to provide a comprehensive overview of the phenomenon at international, national and local level.

The analysis of the documents was carried out through a process of thematic coding and critical analysis, looking for emerging patterns and categories that would allow understanding the main barriers, opportunities and challenges of female cultural entrepreneurship. The triangulation of documentary sources ensured the validity and reliability of the results, providing a broad and contextualised perspective of the phenomenon studied (Creswell & Creswell, 2017).

## Results and Discussion

From the documentary review, it became evident that women in Colombia face substantial gaps in access to and participation in the labour market compared to men. Between 2018 and 2022, the average employment rate for women was 45.1%, compared to 69.8% for men, revealing a gap of 24.7 percentage points (OECD, 2022). Moreover, after the post-pandemic recovery, the inactivity rate for women in 2022 was 46.5%, which is 24.1 points higher than that of men (OECD, 2022). These data reflect a clear inequality in labour market insertion, underscoring the need for gender-sensitive regional development policies that address the structural barriers that limit women's participation in the economy.

Regarding the cultural sector, although in 2022 there was growth in arts and entertainment activities, which accounted for 37% of economic activities, this picture changed towards the end of the year due to the economic slowdown and external factors such as inflation and market instability (National Industrial Association, 2022). Despite this challenging economic context, Cundinamarca experienced a positive recovery, with departmental GDP growth of 11.6% in 2021 and a competitiveness index of 5.7 in 2022 (Ministerio de Comercio, Industria y Turismo, 2023). However, the unemployment rate in Cundinamarca

for women was 13.1% in 2023, compared to 9.1% for men, indicating that women continue to face significant difficulties in accessing the labour market (National Administrative Department of Statistics, 2024).

On the other hand, women's participation in cultural activities remains limited compared to men. Latin America, women represent only 32% of participants in cultural activities, compared to 68% of men. In Colombia, the gap is equally evident, with a female participation rate of 33.2% in cultural activities and 28.5% in culture-related employment (Economic Commission for Latin America and the Caribbean, International Labour Organization, 2023). These data highlight the urgent need to promote the inclusion of women in the cultural sector, not only to reduce gender disparities, but also to strengthen the social and economic impact of this sector. Despite gender gaps, the contribution of artistic and recreational activities to Cundinamarca's GDP was relevant, representing 10.3% in 2022 (Gobernación de Cundinamarca, 2024). However, the sustainability of cultural entrepreneurship in the region remains a challenge due to the lack of institutional support and the limited resources available (Vaca & Buitrago, 2012).

In the context of cultural entrepreneurship in Colombia, several barriers are identified that impact both the consolidation and sustainability of cultural enterprises, especially those led by women. Among the most significant difficulties is the limited access to funding and sufficient resources, which restricts the development and continuity of these entrepreneurship (Henaó, 2020). Moreover, cultural entrepreneurs face knowledge gaps in innovation and business management, as well as obstacles to accessing markets and competing with other actors in the sector. These barriers are compounded by factors such as poor access to technologies, lack of institutional support and limitations to enter international markets, which hinder the visibility and expansion of their projects (Cataño, 2015; Martínez Gámez, 2016; Mendivil Hernández, 2017). In particular, the lack of management training and deficiencies in technological infrastructure (such as limited internet connections) compound the challenges for cultural entrepreneurs, reducing their chances of long-term growth and sustainability (Henaó, 2020; Montiel Ensuncho y Vásquez López, 2023).

At the departmental level, Cundinamarca has seventeen public policies in force, covering various priority sectors for the social, economic and environmental development of the territory (Gobernación de Cundinamarca, 2024). The most prominent policies include the Public Policy for Science, Technology and Innovation (2011-present), which promotes research and development in the region; the Public Policy for Early Childhood, Childhood and Adolescence (2015-2025), which seeks to guarantee the rights of children and adolescents; and the Public Policy for Decent Work (2015-2025), aimed at improving working conditions. In addition, the Public Policy for the Social Inclusion of Persons with Disabilities (2015-2025) and the Public Policy for Food Security (2015-2025) are fundamental to promote equity and access to basic resources. Also noteworthy is the Public Policy for Youth (2015-2025), which promotes the active participation of young people, and the Public Policy for Risk Management (2018-2036), which seeks to mitigate the impacts of natural disasters. In the area of citizen participation, the Public Policy for Citizen Participation (2019-2029) and the Public Policy for the Support and Strengthening of Families (2019-2029) aim to strengthen community integration.

In the health sector, the Public Policy on Mental Health (2019-2029) and the Public Policy on Ageing and Old Age (2019-2029) are in place. Policies such as the Public Policy on Safety and Health at Work (2019-2029), the Public Policy on Community Action (2019-2029) and the Public Policy on Happiness and Well-being (2019-2036), which seek to improve the quality of life and well-being of the population, are also in place. More recently, the Women and Gender Equity Public Policy (2023-2032) and the Protection and Wellbeing Public Policy (2023-2034), which are in the final formulation phase, and the Climate Change Public Policy (2023-2050), which seeks to adapt the department to environmental challenges, have been implemented. These policies are aligned with the Departmental Development Plan 2024-2028, seeking a more inclusive, sustainable and resilient Cundinamarca in the face of current and future challenges (Gobernación de Cundinamarca, 2024).

Despite the existence of public policies at national and departmental level, many women cultural entrepreneurs fail to benefit from them due to various limitations. In particular, the lack of a specific public policy that promotes the strengthening of technology and innovation in entrepreneurs in the artisanal sector

is a critical gap that directly impacts the competitiveness and sustainability of their enterprises. Although there are programmes focused on the inclusion of women and the promotion of gender equity, gender disparities in employment and business opportunities are still notorious. In Cundinamarca, for example, the female unemployment rate is still considerably higher than the male rate (DANE, 2023), highlighting the persistent gender gap in access to economic opportunities. It is therefore essential to study in depth the factors that facilitate or hinder cultural entrepreneurship in the artisanal sector, especially for women, as well as the capacities necessary for these entrepreneurs to overcome obstacles and achieve success in their cultural initiatives.

The results obtained in this research show that female cultural entrepreneurship in the department of Cundinamarca faces multiple structural barriers that hinder both its consolidation and sustainability. The Departmental Development Plan of Cundinamarca 2020-2024 identifies several key issues that directly impact the relevant sectors for this study. In the labour and entrepreneurship sector, there is a high rate of entrepreneurial mortality, which suggests a lack of sustainability in entrepreneurial initiatives, particularly in those cultural enterprises led by women. Despite the high number of initiatives, many of these enterprises fail to operate effectively or to consolidate in the market (Gobernación de Cundinamarca, 2020). This phenomenon is aggravated by the prevailing business informality and limited training in entrepreneurship, which restricts the possibilities for growth and long-term success.

In the culture sector, the limitations are equally notorious. The lack of access to adequate spaces for cultural entrepreneurship and the scarce circulation of cultural products represent significant barriers for women entrepreneurs in the territory. The Departmental Development Plan of Cundinamarca 2024-2028 recognises the need to implement technologies that strengthen cultural initiatives and promote the visibility of cultural goods and services, especially those coming from collectives and enterprises led by women (Gobernación de Cundinamarca, 2024). However, despite the importance of this sector for regional development, the lack of adequate institutional support and the scarce infrastructure for the formalisation and promotion of cultural enterprises remain key challenges. These barriers prevent women cultural entrepreneurs from competing on a level playing field, both locally and internationally.

The gender dimension also plays a crucial role in the sustainability of cultural enterprises. In Cundinamarca, as in the rest of the country, structural inequalities persist that affect women's participation in the economy and the labour market. Evidence from the (Economic Commission for Latin America and the Caribbean, International Labour Organization, 2023) underlines that, despite efforts to improve equity, women continue to face higher unemployment rates and slower economic recovery than men, particularly in the most vulnerable sectors, such as culture and crafts. At the regional level, public policies related to women's empowerment and gender equity have shown limited progress, especially in the cultural sphere. Although the Departmental Development Plan 2024-2028 proposes strategies to increase women's participation in sectors such as culture, sport and politics, the implementation of effective policies remains a challenge (Gobernación de Cundinamarca, 2024).

This panorama reflects the urgent need to integrate a gender approach in public policies that favours the inclusion of women in cultural entrepreneurship and promotes their access to resources, training and spaces for participation. The analysis of the social and economic barriers faced by women entrepreneurs, especially in the post-pandemic context, is key to developing strategies that foster the empowerment and sustainability of these entrepreneurship. Female entrepreneurship not only contributes to gender equity, but can also be a driver of economic and social development, promoting cultural diversification and local job creation (Paredes et al., 2022). Thus, the promotion of cultural entrepreneurship led by women is positioned as a crucial strategy to strengthen the regional economy of Cundinamarca and move towards a more inclusive and sustainable development.

From the above, it is evident that female cultural entrepreneurship faces a series of structural barriers that limit its potential. Women entrepreneurs in the cultural sphere struggle with a lack of access to resources, insufficient infrastructure and scarce institutional support, which hinders the sustainability of their projects (Mendivil Hernández, 2017). Despite public policies that seek to promote gender equality and female participation in productive sectors, such as the cultural sector, inequalities remain latent, especially in terms

of access to funding, training and markets. However, cultural entrepreneurship led by women not only has the potential to improve gender equality, but can also play a crucial role in boosting the regional economy, contributing to job creation and strengthening local cultural identity. It is therefore imperative that both national and regional public policies implement more effective measures that promote the integration of women in the cultural and entrepreneurial ecosystem, supporting their empowerment and guaranteeing their access to the resources necessary for their development and sustainability. In this sense, strengthening women's cultural entrepreneurship is seen as a key strategy to advance towards a more inclusive and equitable economic and social development in the department of Cundinamarca and the whole of Colombia.

## Conclusion

The literature review highlights the fundamental role of culture in market access. Women's cultural entrepreneurship is presented as a significant driver of regional development in the department of Cundinamarca and in Colombia in general. However, research has shown that, despite the growing participation of women in economic activities related to culture, there are still significant structural barriers that hinder their consolidation and sustainability. Despite public policies aimed at promoting gender equality and women's empowerment, the gap in access to economic opportunities remains wide, limiting the impact of women-led enterprises on regional development.

Furthermore, gender disparities in the labour market and the specific difficulties faced by women in sectors such as culture and handicrafts deepen economic inequalities. Despite the fact that departmental development plans state the need to promote women's participation in various areas, including cultural sectors, current public policies still lack clear and effective strategies to ensure equity in this area. Women entrepreneurs continue to face higher unemployment rates and limited access to the technologies and training needed to compete in the global market. This highlights the urgency of integrating a gender approach into economic development policies that not only favours women's inclusion, but also promotes their economic autonomy and the sustainability of their entrepreneurship.

Finally, this research highlights the importance of continuing to strengthen women's cultural entrepreneurship as a key strategy to boost local and regional economic development. Cultural entrepreneurship not only has the potential to generate employment and diversify the economy, but also plays a crucial role in the preservation and promotion of cultural identity. For women-led cultural entrepreneurship to be truly sustainable and competitive, it is essential that public policies at national and regional level focus on removing structural barriers, improve access to training and financing, and strengthen the infrastructure necessary to support these ventures. In this way, female cultural entrepreneurship can become an essential pillar for a more inclusive, equitable and sustainable development in Cundinamarca and throughout Colombia.

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