

**SOCIO ECONOMIC SIGNIFICANCE OF WOMEN PARTICIPATION IN TOURISM
DEVELOPMENT AND PROMOTION: A CASE STUDY OF NEW BUSSA
COMMUNITY AREA OF NIGER STATE**

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ABSTRACT: *This study focuses on socio economic significance of women participation in tourism development and promotion in Bussa. Sampling techniques that were used in this research work include cluster and random sampling methods. New Bussa community was divided into four areas. Hundred questionnaires were administered to the study areas to get the data needed; The data collected was subjected to statistically computation using descriptive analysis such as table, and simple percentage. The results highlighted some types of leisure they engage in and whether their works disturb them. 65% of the respondents agreed that they participate in leisure activities followed by those that chose at times represent 30%. On the activities they engaged in 50% of the respondents have indoor as their leisure engagement while 31.6% of the respondents engage in Outdoor activities. On whether their jobs affect leisure activities 61.6% of the respondents were of the opinion that work does not disturb them. While on whether women help in community when they arrived, 63.3% of the respondents supported yes option while 31.6% of the respondents supported fairly. On the issue of women employment in the community 81.6% of the Respondents agreed that women are being given employment while the results also indicate the social significance of women participation in leisured based on the case of social enlightenment of women, 90% of the respondents agreed that it socializes them while 1.6% said they were not sure. On the issue of well-being 90% of the respondents agreed that participation of women bring their well-being while 3.3% claimed they were not agree and 1.6% said it is fairly. Challenges It shows that women are having challenges in leisure and tourism participation the respondents agreed that they could not be involved in tourism because of financial challenges, 85% and religious activities, 68.3% while 13.3% of the respondents claimed that it used to be sometimes while 1.6% of the respondents claimed that the traveling is not encouraging That the women participation should be adequately funded both with the public and private sectors to boost the economic and social life of Bussa people. However the results recommend that if tourism is to be promoted and to be internationally recognized the issue of women must not be left out in all ramifications.*

KEYWORDS: economy participation, tourism development, promotion

INTRODUCTION

Women's rights have long been a key issue for global development and international policy,(ILO,2007). Tourism has a wide employment multiplier-effect, low barriers to entry, and is more likely to employ women and minority groups than other industries.Tourism home-grown entrepreneurship opportunities in handicrafts, food products, tour guiding, and many other areas, (Ateljevic, 2009b). Tourism offers part-time and shift work that can be helpful to women with household responsibilities.Participatory processes and setting up community based tourism initiatives benefit greatly from having information available about which areas of planning and management most urgently need women's participation,(ILO,1999). Despite the significant growth of tourism in most developing regions especially in Nigeria, there is very little comparative information on the status of women in tourism development and promotion in these developing regions. This research attempts to found out this gap in knowledge by taking the first steps toward the identification of areas of women participation, investigating the economic and socio effects of women participation in Bussa.

Objective of the Study

- 1 To identify areas of women participation in the development and promotion of tourism
- 2 To investigate the economic effects of women participation in tourism development and promotion in the study area.
- 3 To examine the social effects of women participation in tourism development and promotion in the study area.
- 4 To identify the challenges confronting women participation in tourism development and promotion

Scope of the Study

This study focused on the socio economic significant of women participation in tourism development and promotion in New Bussa area of Niger state. It also endeavoured to identify the areas of women participation in the study area.

Justification of the Study

Having completed this study with effective implementation it will help the policy makers to determine the economic effects of women participation in the study area likewise the socio effects of their participation for proper policy making and robust promotion for economic sustainability.

METHODOLOGY

Research Instrument

The two research instruments used to collect data in this study were: the use of primary method of data collection [Questionnaires] and the use of secondary method of data collection that is information from related material like journal, textbooks and internet will be made use.

Study Population and Sample Size

The study population used includes the female residents of Bussa Community who are familiar with the environment. The sample size was put at one hundred and twenty.

Sampling Technique

The sampling techniques used in this research work include cluster and random sampling methods. New Bussa community was divided into four areas. Thirty questionnaires were administered to each of these areas to get the data needed. The names of the areas are; Dogogari area to Roundabout, Ibadan way area to General hospital areas, Bussa Street to Millennium quarters areas and Karabonde areas to Senior Camp areas respectively.

Data Analysis

The data collected was subjected to statistically computation using descriptive analysis such as table, and simple percentage.

RESULTS AND DISCUSSION

Table 1:- Socio-Demographic data of the respondents			
1.	Gender	Frequencies	Percentage
	Male	-	-
	Female	120	100
	Total	120	-
2.	Nationality		
	Nigerians	120	100
	Foreigners	-	-
	Total	120	100
3.	Literacy		
	Educated	120	100
	Illiterate	-	-
	Total	120	100
4.	Occupation		
	Civil servant	48	40
	Unemployed	2	1.6
	Trading	38	31.6
	Students	32	26.6
	Total	120	100
5.	Age		
	15-25	32	26.6
	25-35	20	16.6

35-40	40	33.3
40-45	18	15
45 and above	10	8.3
Total	120	100
Source:- Field survey, 2020		

The above table revealed the demography data of the respondents one hundred and twenty women respondents (120) were administered questionnaire, hundred per cent (100%) of the respondents were all females and Nigeria based and were educated. 40% of the respondents were civil servants while 31.6% were traders and 26.6% being students and 1.6% being unemployed. However 33.3 of the respondents fell within the ages of 35-40 while 26.6% of the respondents fell within the ages of 15-25, 16.6% representing 25-35 and 15% representing the respondents ages between 40-45 while 45years and above has 8.3%

Main Issues under Focus

Table 1: Women participation in leisure

Variables	Not really		Yes		No		Sometime	
Women participation leisure	F	%	F	%	F	%	F	%
	3	2.5	78	63	3	2.5	30	25
Time of leisure participation	Evening		No particular		Morning		Afternoon	
	F	%	F	%	F	%	F	%
	92	76.6	18	15	8	6.6	2	1.6
Activities Engage in	Indoor		Outdoor		Traveling		None	
	F	%	F	%	F	%	F	%
	60	50	38	31.6	14	5.8	4	1.6
Work Disturbance	NO		N. Really		Yes		Fairly	
	F	%	F	%	F	%	F	%
	74	61.6	30	25	14	11.6	2	1.6

Source:- Field survey, 2020

Table 1. above shows the areas of women participation in leisure activities; the time, types of leisure engage in and whether their works disturb them. 65% of the respondents agreed that they participate in leisure activities followed by those that chose at times representing 30%. On the time of the day they participate, 76.6% of the respondents claimed their leisure time to be evening time while those having anytime of the day or no particular time represent 15% of the respondents. Morning, 6.6% and afternoon 1.6% respectively. On the activities they engaged in 50% of the respondents have indoor as their leisure location while 31.6% of the respondents engage in Outdoor activities, travelling 5.6% and 3.3% respectively. On whether their jobs disturb their leisure

activities 61.6% of the respondents were of the opinion that work does not disturb them while 25% said not really and 11.6% supported work disturbing them while 1.6% chose fairly.

Table2: Purpose of travelling and motivation

Variables	Yes		No		At times		Not at all	
Do you Travel	F	%	F	%	F	%	F	%
	86	68.3	30	25	8	6.6		
Purpose of travelling	Family		Festival		Workshop		Sport	
	F	%	F	%	F	%	F	%
	68	54.1	22	18.3	18	15	12	10
Motivation	Yes		At Times		No		Fairly	
	F	%	F	%	F	%	F	%
	94	78.3	18	15	8	6.6		

Source: - Field survey, 2020

The table above shows the activities of travelling of women and the purposes of the travelling with how they were being motivated during travelling. 68.3% of the respondents showed that they used to travel while 15% claimed that it used to be rare or at times while 6.6% chose not exactly. On the purpose of travelling, 54.1% claimed that they travels because of family issues while 18.3% of the respondents claimed their travelling to be for festivals while 15% of the respondents chose their travelling as a result of workshops and seminars while 10% of the respondents chose sport. On whether they are being motivated 78.3 of the respondents claimed they were being motivated and 15% for at times and 6.6% said they were not.

Table 3 : Economic benefit of women participation in tourism

	Agree		Not sure		Not really	
Employment of women	F	%	F	%	F	%
	94	78.3	14	11.16	12	10
Souvenir selling	Agree		Disagree		Not sure	
	F	%	F	%	F	%
	80	66.6	34	28.3	6	5
Women for sex						
	F	%	F	%	F	%
	102	85	12	10	6	5
Women Helping other buss	Agreed		helpful		Fairly	
	F	%	F	%	F	%
	102	85	12	10	6	5

Source:- Field survey, 2016

The table above shows that development and promotion of tourism by women on the basis of women employment 78.3% of the respondents agreed that women are mostly employed in the industry while 11.6% were not sure and 10% not really respectively. On the sales of souvenir 66.6% agreed that women are commonly found selling souvenir while 28.3% disagreed and 5% not sure. On the case of women being used for sex 85% of the respondent agreed they were being used while 10% disagreed and 6% of the respondents were of the opinion that were not really sure

Table 4 :-Women spending in the host Community

Variables	Yes		No		Fairly		Poor	
	F	%	F	%	F	%	F	%
Women spend heavily	64	53.3	26	21.6	28	23.3	2	1.6
Women helping community	Yes		Fair		Not encouraging			
	F	%	F	%	F	%		
	90	81.6	18	15	4	3.3		

Source:- Field survey, 2016

The above table indicates the rate at which women help in tourism industry to improve the economy of the host community in terms of spending when they arrived at the destination which has 53.3% of the respondents. 15% went with spending fairly and 1.6% maintained that they spend poorly. On whether women help in community when they arrived 81.6% of the respondents went with yes option while 15% of the respondents supported fairly, while those chose not encouraging is 3.3%.

Table 5: Social significance of women participation in tourism

Variable	Agreed		Not Agreed		Not Sure		Fair	
	F	%	F	%	F	%	F	%
Social Enlightenment	108	90	-	-	2	1.6	-	-
Well being	108	90	4	3.3	6	5	2	1.6

The table above shows the social significance of women participation in leisure on the case of social enlightenment of women 90% of the respondents agreed that it socializes them while 1.6% and they were not sure. On the issue of well-being 90% of the respondents agreed that participation of women bring their well-being while 3.3% claimed they were not agree and 1.6% said it is fairly.

Table 5b Challenges of Women participation

Variables	Agreed		Sometimes		Not encouraging	
	F	%	F	%	F	%
Financial Challenge	102	85	16	13.3	2	1.6
Religion Challenge	82	68.3	26	21.6	12	10

Source:- Field survey, 2020

Table 5b Challenges

The table above shows that women are having challenges in leisure and tourism participation, the respondents agreed that they could not be involved in tourism because of financial challenges which has 85%, 13.3 said sometimes, while 1.6% chose not encouraging. On the issue of religious

challenges, 68.3% agreed that there is religious challenge while 21.6% of the respondents claimed that it used to be sometimes while 10% of the respondent claimed that the traveling is not encouraging

DISCUSSION OF THE MAJOR FINDINGS

The study focuses on the socio economic significance of women participation in tourism. One hundred and twenty women respondents (120) were administered questionnaire, they were all females and Nigeria based and were educated. The study shows the areas of participation in leisure activities; the time, types of leisure engage in and whether their works disturb them or not, 65% of the respondents agreed that they participate in leisure activities followed by those that chose at times representing 30%. On the time of the day participate, 76.6% of the respondents claimed their leisure time to be evening time while those having anytime of the day, No particular time represent 15% of the respondents. Morning 6.6% and afternoon 1.6% respectively on the activities they engaged in 50% of the respondents have indoor as their leisure location while 31.6% of the respondents engage in Outdoor activities, travelling 5.6% and 3.3% respectively. On whether their leisure activities It also shows that development and promotion of tourism by women on the basis of women employment 78.3% of the respondents agreed that women are mostly employed in the industry while 11.6% were not sure and 10% not really respectively.

On the sales of souvenir 66.6% agreed that women are commonly found selling souvenir while 28.3% disagreed and 5% not sure. On the case of women being used for sex 85% of the respondent agreed they were being used while 10% disagreed and 6% of the respondents were of the opinion that were not really sure On the social significance of women participation in leisure on the case of social enlightenment of women 90% of the respondents agreed that it socializes them while 1.6% and they were not sure. On the issue of well-being 90% of the respondents agreed that participation of women bring their well-being while 3.3% claimed they were not agree and 1.6% said it is fairly.

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