

FACTORS AFFECTING THE PARTICIPATION OF WOMEN IN PROMOTING TOURISM ACTIVITIES IN THE URBAN KANO, NIGERIA

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Abstract

Nigeria and Kano state in particular women are being challenge by many factors in the promotion of tourism. This paper examines the factors affecting the participation of women in promoting tourism activities in the urban Kano-Nigeria. The objectives of the study are: to describe the demographic characteristics of the respondents and to examine the challenges affecting their participation in tourism in the study area. The paper employed descriptive survey research. One hundred and twenty (120) women were selected for the study via simple random sampling technique. The data was obtained via online goggle questionnaire. Simple percentage, bar and pie charts were used to analyze the data. The study revealed that majority of the respondents are between the ages 31-40 years and attained different levels of education. The result further, established that majority of the women in urban Kano are aware of the significance of tourism resources through media stations and friends/relatives. Also Kano zoological garden is the most frequent visited tourist site by women in urban Kano. Custom and traditions of the community are the most influential factor that affects the participation of women in the tourism activities in the area. The study recommended that Government at all level in collaboration with Non-governmental organization should continue to anchor programmes that will promote tourism resources available in Urban Kano. Government and private individuals should invest massively in the provision of basic needs and facilities needed for women to continue patronizing tourism site.

Keywords: Participation, Tourism Activities, Urban Kano and Women