

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

¹Aliyu Shuaibu Muhammad, ²Muhammad Bello Shuaibu, ³Abdullahi Shuaibu Abubakar, ⁴Amina Hayat Saleh and ⁵Sani Balarabe Shuaibu

¹Department of Geography, Federal University of Education, Kano State,

²Department of Geography, Aminu Kano College of Islamic and Legal Studies

³Registry Department, Federal University, Gashua, Yobe State,

⁴Department of Urban and Regional Planning, School of Environmental Studies, Kano State Polytechnic,

⁵Department of Geography, Sa'adatu Rimi College of Education, Kano State

Corresponding Author's email: abcgama05@gmail.com



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

Introduction

In many parts of the developed and developing world today, tourism has continued to be promoted as a means of achieving development goals particularly those concerns with poverty (Goal 1), decent work and economic growth (Goal 8) and reduced inequalities (Goal 10). The adoption of tourism as a means of developmental strategy in Spain, France, Germany, Japan, the United States, the United Kingdom, Australia, Italy, Canada and Switzerland make them to become top ten on the 2019 Travel and Tourism Competitiveness Index (TTCI) (World Economic Forum, 2019). This make Tourism to be at the heart of achieving the commitments of the 2030

Agenda for Sustainable Development – including gender equality, women’s empowerment and leaving no one behind (United Nation World Tourism Organization, (UNWTO) 2020).

In Nigeria tourism has contributed significantly in the growth and development of the nation’s economy by contributing US\$7.9 billion to its GDP and provide nearly 3.3 million jobs representing 4% of total GDP in 2019 (Tourism Economy, 2021). This makes many scholars to undertake researches on tourism development in different perspectives in order to shows the potential of the sector. But despite the frequent recommendations made by various studies aimed at improving the Nigerian tourism industry for socio-economic and environmental sustainability, the growth of the industry appear to be low as the country was ranked 129 among 140 nations of the world in the Travel and Tourism Competitiveness Index in 2019 (Ekeke and Olori, 2020). However, to achieve the call of tourism for all by UNWTO in 2016 and for the industry to continue doing well in the nation’s GDP, participation of all is in important, particularly women. This will help to reduce gender imbalance as well as social and economic challenges faced by women in the present today considering their increase in population of 49.95% in the 2020 nation’s projected figures of over 206 million person (National Bureau of Statistics, 2021)

Indeed, the need to improve the participation of women in tourism activities in order to reduce inequalities that exist in the lifestyles and livelihood of women across Nigeria is at the heart of achieving 2030 Agenda for Sustainable Development (UNWTO, 2020). In support of this assertion National Bureau Statistics (2021) stated that, ending all forms of discrimination against women is a crucial determinant of accelerated sustainable development due to their multiplier effect on economic and inclusive growth in any country. This call for more participation of women in Tourism related activities to achieve more meaningful sustainable development. To answer this call, landmark study in 2010 on women participation in the tourism sector was initiated by Global Report on Women in Tourism which was the first of its kind in the world (World Tourism Organization, (2010).

There were a number of studies conducted by different researchers on women participation in tourism sustainability in Nigeria, such as; Uduji, Okolo-Obasi & Asongu, (2019); Buba, & Lagasi (2020); Chikezie, Kolawole, Omotayo, Adedeji & Attahiru (2020); and Akande, Abiodun, & John (2021) among others. Also, in Urban Kano and Kano state in particular, Muhammad & Lambu, (2018); Ahmed & Muhammad, (2018); Muhammad, (2018; 2019); Muhammad, Lawan & Ibrahim (2022) and Muhammad, Lambu, Ibrahim & Shehu (2024) among others, conducted different studies on tourism development and sustainability. But looking at their studies, there were limited attempt to study the factors affecting the participation of women in promoting tourism activities in the Urban Kano.

On the basis of this, the study attempts to identify the factors affecting the participation of women in promoting tourism activities in the urban Kano with the view to improve their participation in tourism activities in order to have more control over their lives for meaningful sustainable development.

Description of the study area

The study area covers eight local government areas of Kano metropolis comprising of Dala, Fagge, Gwale, Kano Municipal, Kumbotso, Nassarawa, Tarauni and Ungogo local government areas. The area is located between Latitude 11° 59' to 12° 02' N and Longitude 8° 33' to 8° 40'E (Figure I) with abundant tourism resources such as; Durbar festival, Kano zoological garden, Dala hill, Kurmi market, Gidan Makama Museum, Gidan Dan Hausa and Tourist camp. The area is characterized by rocks of the Basement Complex and enjoyed climatic conditions of tropical dry and-wet type

that gives rise to two seasons (wet and dry seasons) (Olofin, 2008). The wet season lasts from May to mid-October with a peak in August, while the dry season extends from mid-October of one calendar-year to mid-May of the next. The mean annual rainfall is between 800 mm and 900 mm, while the mean annual temperature is about 26°C (Olofin, 2008). The flat terrain enjoyed in the area provides an opportunity for tourism resources in the areas to be easily accessible by all (Muhammad, 2017). With these features, visitors with different purposes visit Kano frequently especially during Sallah and New Year festivities as one of the best places to be during vacation (Muhammad, Lawan, & Ibrahim 2022).

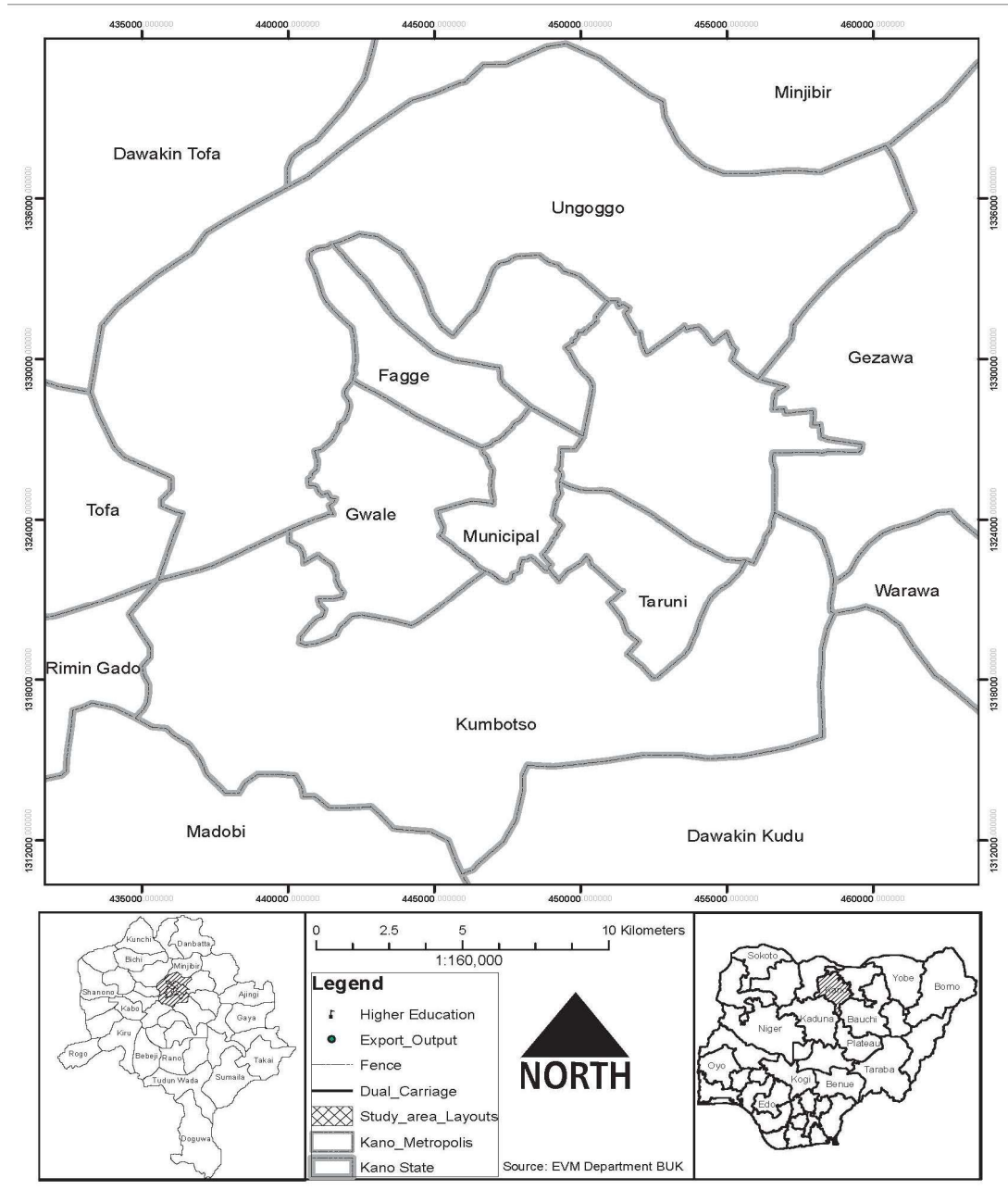


Figure 1: Map of Urban Kano

Methodology

This research adopted a survey design. One hundred and twenty (120) women were selected for the study via random sampling technique based on their convenience and willingness to participate in the study. The data was obtained via online goggle form questionnaire sent to different women WhatsApp groups in order to have good perspective of their participation in the tourism activities in the state for sustainability of the industry. The data obtained was analyzed using simple percentages, bar and pie chart in the SPSS environment version 20.0

Results and Discussions

The results of the demographic characteristics of the respondents (Table 1), indicated that majority of the respondents were adult that are within the ages of 31-40 years (39%) and 41-50 years (17%) respectively. The findings of the study agreed with that of Chikezie, Kolawole, Omotayo, Adedeji, & Attahiru (2020) which reveals that majority of the respondents falls within the same category with this study. The findings of the study also revealed that 6 out of 10 of the respondents are married. This indicated that majority of the respondents are mostly adult married women that can support the achievement of sustainability goals in order to have more control over their lives.

Table 1: Demographic Characteristics of the Respondents

Socio-Economic Characteristics		Frequency	Percent
Age (In years)	18-25	33	27.0
	26-30	14	12.0
	31-40	47	39.0
	41-50	20	17.0
	51 and above	6	5.0
	Total	120	100.0
Marital Status	Married	68	57.0
	Separated	7	6.0
	Single	42	35.0
	Widow	3	2.0
	Total	120	100.0
Level of Education	Degree/HND	47	39.0
	Islamic Education	6	5.0
	NCE/Diploma	45	38
	Postgraduate	19	16
	Secondary school	3	2.0
	Total	120	100.0
Occupation	Private Organization	20	17.0
	Public Servant	53	44.0
	Self Employed	14	12.0
	Student	33	27.0
	Total	120	100.0

Source: Data Analysis (2024)

In terms of level of education all the respondents received one form of education or the other that enable them to actively participate in tourism. The findings of the study corroborated with the findings of Abimbola, Olusola, & Kayode (2022) in Osun state where most of the respondents who engaged in domestic tourism were educated. Upadhyay (2021) further stated that women with high level of education are important key factor to influence the development process of any country and the quality of life. Although variation occur in terms of their level of education, as can be seen from Table 1 were 47 of the respondents representing 39% possesses Degree/HND and only 2.0% of the respondents obtained senior secondary school certificates. Therefore lack of education or formal training among women jeopardizes their active participation in tourism (UNWTO, 2020). The ability of the respondents to acquire different levels of education makes them to be employed by government at different levels of public service as indicated in the Table 1. This indicated that 4 out 10 of the respondents are public servants and agreed with the findings of Chikezie, Kolawole, Omotayo, Adedeji, & Attahiru (2020) majority of the respondents were civil servants. This indicated that women civil servants participate in tourism activities more than other women in other sectors of the economy.

In terms of level of awareness of the existence of tourism resources in the urban Kano, the result of the study (Figure 2) indicated that 95% of the respondents were fully aware of the significance of tourism resources in the area. This indicated that the respondents are knowledgeable about the advantages of tourism resources available in the urban Kano which influence their level of patronage. This is because the more knowledgeable people are about tourist attraction the more the level of patronage and vice visa. As posited by Ibimilua, (2009), low level of awareness about the richness of tourism destinations lead to low level of patronage of the resources. Therefore, the interest of potential tourists to visit any tourism sites can be fascinated only if they have been informed of such tourism location (Moutinho, 2007).

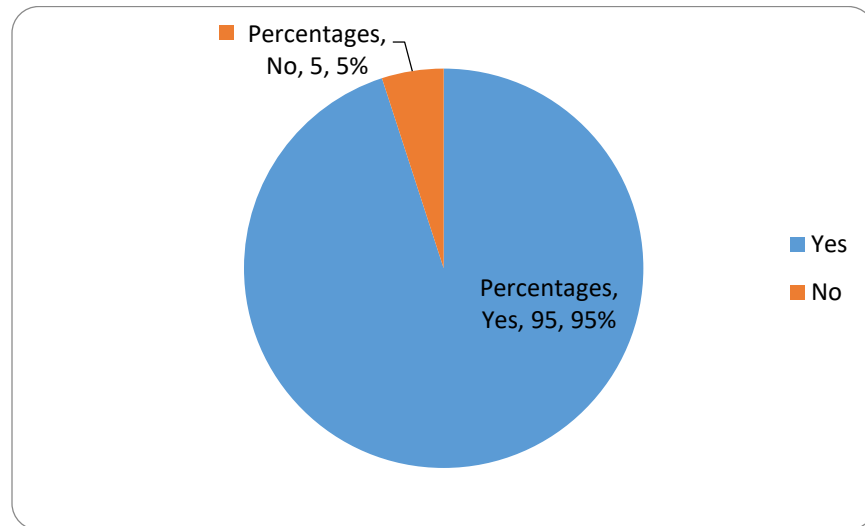


Figure 2: Awareness level of the Existence of Tourism Resources

Source: Data Analysis, (2024)

The result also (Figure 3) established that women in the urban Kano sourced their information on the significance of tourism resources mostly from radio stations (39.0%); proximity of the resources to where they live (26.0%) and social media handles (17%). This indicated that mass media is the major tools for the promotion of tourism information in the urban Kano for the success of sustainable tourism development. The result of the study corroborated with the

findings of Chieme, et al., (2017) that media are potent tools in the promotion and preservation of tourism at all levels.

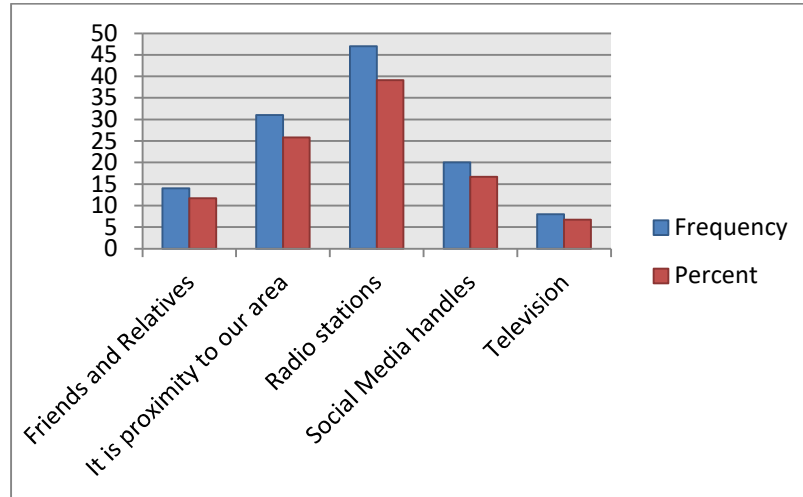


Figure 3: Source of Information of the Tourism Resources

Source: Data Analysis, (2024)

Urban Kano and Kano state in general endowed with abundant tourism resources worthy for attraction ranging from natural and cultural resources that can support domestic tourism. On the level of patronage of tourism resources in the urban Kano 4 out of 10 of the respondents (39.0%) patronize Kano zoological garden more than any sites within the area and only 1 out of 10 (8.0%) patronize Gidan Dan Hausa Museum (Table 3). This shows that ecotourism site is the most preferred place to visit due to availability of natural condition that provide scenic beauty, game viewing and recreational facilities in the site.

Table 3: Tourism Resources Sites Visited by the Respondents

	Frequency	Percent
Dala hill	22	18.0
Gidan Dan Hausa Museum	9	8.0
Gidan Makama Museum	25	21.0
Kano Zoological Garden	47	39.0
Recreational facilities	11	9.0
Not at all	6	5.0
Total	120	100.0

Source: Data Analysis (2024)

The findings of the study contradict the findings of Buba, & Lagasi (2020) where women mostly visited historical sites. Therefore, the level of participation of women in tourism activities requires extra efforts to achieve the desired goals of sustainability. Although not only urban Kano experiences these challenges, virtually all tourism resources in Nigeria appear to have these

challenges of low participation that requires attention by community, government and other tourism related stakeholders (Ikprukpo, 1993).

On the reasons why women participated in the tourism activities in the area, the finding reveals that 5 out of 10 of the respondents participated mainly during educational visit and only 3 out 10 of the respondents participated in tourism activities mainly for leisure and entertainment as the major motivational factors behind their visit (figure 4). This indicated that tourism resources in urban Kano are more patronize by women due to the role of the sector to provide educational and recreational services that help them to acquire more knowledge and self-desire. Vengesayi, (2003) stated that it is the destination' main ability to satisfy the needs of tourists that a site become more attractive.

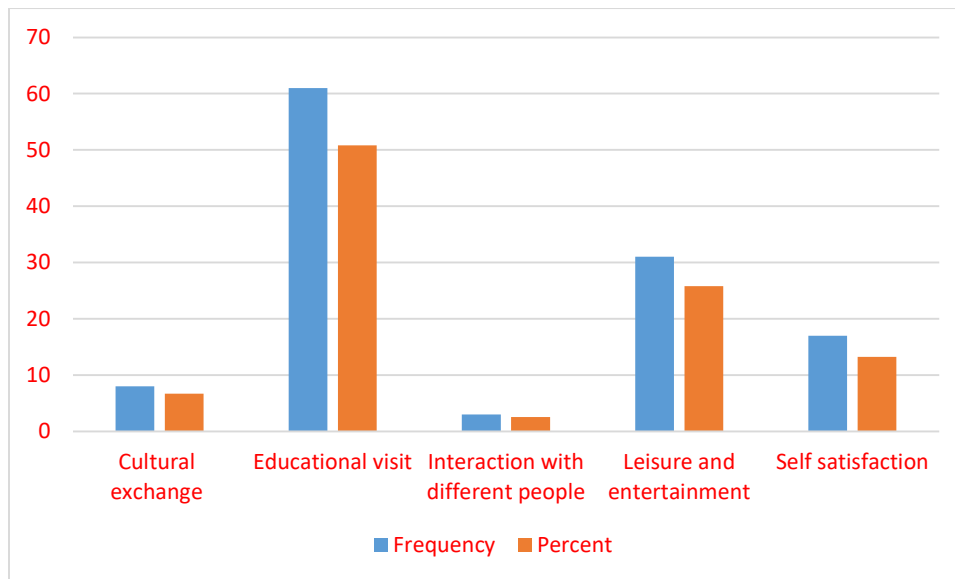


Figure 4: Reasons for women participation in Tourism Activities

Source: Data Analysis, (2024)

Despite the numerous calls and studies aimed at enhancing the participation of Nigerian women in the tourism activities for sustainability, still their participation is being affected by many factors. Almost 6 out of every 10 of the respondents indicated that custom and tradition of the community of urban Kano is the major factors affecting the participation of women in Tourism activities (Table 4).

Table 4: Factors affecting the participation of women in Tourism Activities

	Frequency	Percent
Custom and traditions of the community	70	58.0
Financial constraints	17	14.0
Insufficient information on Tourism Sites	8	7.0
Too much engagement from work place/home activities	25	21.0
Total	120	100.0

Source: Data Analysis, (2024)

This was attributed to the location of Urban Kano in the heart of Northern Nigeria where Islamic custom and tradition guided the conduct of women in all activities. This show case the reason why most women avoid participation in tourism activities as most of the activities is associated with mix interaction with other people other than one's family except otherwise.

These mix interactions with none a family member that is associated with tourism activities is against the tenants of the custom and traditions of the community of urban Kano. This contradict the findings of Buba & Lagasi (2020) in their study that lack of travel mobility, disposable income, free time, insecurity, lack of facilities for women alone and family restrictions are the factors that hinder their participation in Tourism activities.

Conclusion and Recommendations

The study concluded that, mass media are the major tools for the promotion of tourism in the urban Kano.

Kano zoological garden is the most patronizing tourism resources in the urban Kano.

Educational visit and demand for leisure and entertainment are the major motivational factors that facilitate women participation in the tourism activities.

Custom and tradition of the community of urban Kano is the major factors affecting the participation of women in Tourism activities.

Recommendations

- i. Government at all level in collaboration with media stations and multinational companies should continue to anchor programmes that will promote tourism resources available in Urban Kano through enlightenment campaign, jingles and short stories among others for the promotion of tourism resources.
- ii. Kano state government in collaboration with multinational companies should provide necessary and adequate facilities needed to support Kano zoological garden to continue to attract more tourists in the site.
- iii. Institutions of learning with the support of government at all level should encourage teachers to prioritize educational tourism as a means of achieving long life learning in their teaching in order to leverage more on the available tourism resources in the area.
- iv. There is need for the government in collaboration with non-governmental organization and multinational companies to provide private facilities in the tourism sites in order to avoid mix interaction that allow women to interact freely among themselves and their families.

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