

**ASSESSMENT OF PUBLIC SECTOR TOURISM DEVELOPMENT  
DETERMINANTS INFLUENCE ON GENDER EQUALITY IN KENYA: A CASE  
OF KISUMU COUNTY.**

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16M03DMME021**

**A Thesis Submitted in Partial Fulfilment of the Requirements for the Award of  
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## DECLARATION

I declare that this applied research is my original work and that it has not been presented in any other university for academic credit.

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## **DEDICATION**

To all who made significant support in my formative life, my late mum, Julianna, Consolata, the late Lazarus, and Rosa you will be always in my heart. To my late dad Anthony and my wife Janet, I cherish you. To Eliud, Sherlyn and Emmanuel thanks for your sacrifice for being understanding.

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## ABSTRACT

The purpose of this study was to assess public sector tourism development determinants influence on gender equality in Kisumu County. In Kenya, there is no systematic collection, analysis and dissemination of information on gender statistics in terms of disaggregated data by sex and age, geographical location, financial access, technical support and capacity building, on the participation of women in tourism development. This study therefore, forms the basis of laying the foundation of gender statistics in tourism development by highlighting indicators that may be used to measure how effective public sector progress gender equality in tourism development. The study adopted exploratory research design to realize its objective. A systematic sampling procedure was utilized to select the respondents from a sampling frame of the registered tourism practitioners in Kisumu County from Tourism Regulatory Authority (TRA). A sample of 115 respondents was obtained from a target population of 190 men and women involved in tourism enterprises. To answer research questions one Key Informant Interviews (KIIs) was conducted with County Director of Tourism as well as one Focus Group Discussion (FGD) consisting of tourism experts and business men and women in Kisumu County. Finally, a structured questionnaire was administered to the respondents selected through from TRA database in the Kisumu County Office. The questionnaire as the instrument of the study was tested for its reliability and Cronbach alpha of 0.74 was obtained. Results indicate that public sector financial credit access does not positively influence gender equality in tourism development as its mean and standard deviation of 1.16 and 1.064 respectively is lower than the composite mean of 1.615 and standard deviation of 0.921. The other determinants statements, tourism capacity building, tourism planning and tourism product development positively influenced gender equality in tourism development as their means and standard deviation were above the composite mean and standard deviation. The study concluded that there is an indication that tourism development is effective in enhancing gender equality. It therefore underscores that the public sector actors still have a grey area in financial credit access towards enhancing gender equality in tourism development. The study recommended that the public sector create a financing models that can be extended to both men and women in the tourism sector. Area of further study should therefore should encompass effective ways to enhance financial credit inclusion for both men and women in the tourism sector.

## DEFINITION OF TERMS

**Gender Equality-** In this study gender equality refers to the equal access to opportunities and resources to both men and women in tourism development.

**Gender Equality Indicators-** Refers to the are measurement pointers that can be used to compare attainment levels of specific goals.

**Gender-** gender refers to the social meaning given to a woman or a man

**Inequality-** Condition of being not equal in terms of enjoying public resources

**Public Sector-** the public sector consists of governments and all other agencies that deliver public programs, goods, or services to its citizens.

**Tourism-** Activity that involves movement of people from one region to the other for purposes of holiday or business.

**Tourism development determinants** – These are factors are responsible for the development of tourism in a region.

**Tourism Planning-** This refers to the prioritization of resources that envisages the desired future state of tourism in the destination, and choosing from a number of alternatives for achieving them.

**Tourism Capacity Building (TCB)-** Refers to imparting skills and additional knowledge to a group of people with the same interest.

**Tourism Product Development-** Is the process of creating or adding value to attractions activities and facilities that are specifically provided to visitors. This definition excludes all tourism products that are moveable and owned away by tourists.

**LIST OF ABBREVIATIONS/ACRONYMS**

<b>ADB</b>	- Asian Development Bank
<b>AU</b>	- African Union
<b>CBTI</b>	- Community Based Tourism Initiatives
<b>DCED</b>	- The Donor Committee for Enterprise Development
<b>EIGE</b>	- European Institute of Gender Equality
<b>FGD</b>	- Focus Group Discussion
<b>GDP</b>	- Gross Domestic Product
<b>GEI</b>	- Gender Equality Indicator
<b>GoK</b>	- Government of Kenya
<b>ILO</b>	- International Labour Organization
<b>KII</b>	-Key Informant Interview
<b>MoT</b>	-Ministry of Tourism and Wildlife
<b>OECD</b>	-Overseas Economic Cooperation for Development
<b>SDGs</b>	- Sustainable Development Goals
<b>SSA</b>	-Sub-Saharan Africa
<b>ToC</b>	- Theory of Change
<b>TDE</b>	- Theory Driven Evaluation
<b>TRA</b>	- Tourism Regulatory Authority
<b>UDHR</b>	- Universal Declaration of Human Rights
<b>UN WOMEN</b>	- United Nations Entity for Gender Equality and Empowerment of Women
<b>UN</b>	- United Nations

- UNCTAD** - United Nations Conference on Trade and Development
- UNDP** - United Nations Development Programme
- UNESCO** - United Nations Scientific Cultural and Cultural Organization
- UNWTO** - United Nations World Tourism Organization

## **CHAPTER ONE: INTRODUCTION AND BACKGROUND OF THE STUDY**

### **1.1 Introduction**

In Kenya, there is no systematic collection, analysis, and dissemination of information on gender statistics in terms of data disaggregation by sex and age, geographical location on the participation of women in tourism development. Various research has been conducted on how tourism development enhances gender equality especially in terms of employment, but the statistics and perceptions of women in tourism development remain largely obscure. Nevertheless, tourism development designs that lack a gender lens cannot fully leverage the advantage tourism offers for women. The purpose of this study was therefore to assess the tourism development determinants influence on gender equality in Kenya, a case of Kisumu County.

### **1.2 Background of the Study**

In global development and international policy, women right have been a fundamental concern. The United Nations Charter in 1945 and the Universal Declaration of Human Rights (UDHR) article 27, ratified in 1948 are the first international juristic instruments that hold in explicit language, equal opportunities between humans, void of any exclusion of sex as a discrimination ground (United Nations General Assembly [UN], 1948).

Currently, gender equality is found at the center of the 2030 Agenda for Sustainable Development. According to sustainable development goals attaining gender equality points to the direction of human rights and a significant to the achievement across all goals and

targets (Duragova, 2018). Furthermore, gender equality can be a catalytic policy intervention that triggers positive multiplier effects across the spectrum of development.

In Africa, the African Union's Agenda 2063 and the Tourism Action Plan under its New Partnership for Africa's Development similarly recognizes tourism's significance in propelling Africa's socio-economic development and structural transformation through job creation, in catalyzing growth in other productive sectors, and in promoting inclusion through the participation of women and youth in the sector's activities (UNCTAD, 2014d).

Locally, Kenya's Vision 2030 which is a long-term development blueprint for the country envisages gender mainstreaming in all government policies, plans, and programs to ensure that the needs and wellbeing of women and girls are looked into – which includes gender mainstreaming in policies, plans, budgets and programs by government decision-making organs. In the Vision's social pillar, the country has recognized gender concerns, especially, equity in resource distribution and power between the sexes as precedence and looks at growing all-inclusive opportunities among women and increasing the participation of women in all economic, social, and political decision-making processes (Khan, 2018).

In Kisumu County, the Millennium Cities Initiative (MCI) publication, "Gender Needs Assessment for Kisumu, Kenya (Social Sector Working Paper No.20/2011)", examined the progress in the achievement of women's empowerment in Kisumu and took stock of the residual obstacles to gender equality (Bluestein, n.d).

In the publication, the MCI's needs assessment proposes several targeted, practical interventions in promoting gender equality and empowering women among others to



address gender-based violence, and women's property and inheritance rights. Vocational training for young women (15-24 years old) among others.

Finally, the report "Gender Needs Assessment for Kisumu" recommended that the gathering of gender-disaggregated data is to deepen public understanding of the situation of women about education, health and physical safety, civil and political rights, and economic prosperity (Blaustein, n.d). Therefore, to tackle gender inequalities in society and enhance female participation, it is explicit that gender equality provisions should be supported by legislative and institutional frameworks that guarantee equal opportunities.

### **1.2.1 Gender Equality**

Gender equality entails that the needs, capabilities, experiences, and contributions of both girls and boys and women and men are taken into consideration while acknowledging their diversity. Gender equality is not about transferring opportunities from men to women, but about creating conditions where each person regardless of his or her gender has the right and ability to realize their human potential (Kaber and Natali, 2013).

Tourism is one of the few sectors where female labour participation is above parity in some regions (United Nations World Tourism Organization and United Nations Women [UNWTO and UN Women], 2011). According to International Labour Organization's (ILO) Analysis of Tourism, Poverty Reduction and Gender Equality, in 2013 females made up to 60 to 70% of all workers in the tourism industry. As a result of this advantage for women in tourism, gender development strategies are beginning to integrate tourism as a critical sector for women's economic and social advancement (The World Bank, 2017).

Highlighting on how tourism development determinants as variables that influence gender equality has been discussed in the following sections.

### **1.3 Assessment of Tourism Development Determinants Influence on Gender Equality**

Tourism is viewed as one of the choices for economic growth in emerging economies and a significant source of income and a basis of employment, not only for developing countries, but also for developed countries (Kozhokulov, Chen, Yang, Issanova Samarkhanov and Aliyeva, 2019). Consequently, the public sector of small countries give primacy to the tourism sector more than in large countries to achieve socio-economic development (Khan, Bibi, Lorenzo, Lyu and Babar, 2020).

For tourism to grow there are factors or determinants that must be put in place. These determinants or factors emanate from either the private or the public sector. For this study the determinants were delimited to public sector, and included tourism planning, tourism finance credit access, tourism capacity building and tourism product development. Tourism development determinants are therefore a collection of elements of the geographical environment, as well as human behaviors that are utilized to manage or take care of tourism growth. These are all material and non-material resources that are a necessary condition to achieve the development of tourism in a region (Karczmarek, Stasiak, Włodarczyk 2010). Assessing the public sector tourism development determinants on gender equality will therefore, refer to the extent of effectiveness of these determinants in influencing on gender equality.

### **1.3.1.1 Tourism Finance Access Credit.**

The independent variable of access to credit refers to the possibility that individuals or enterprises can access financial services to sustain and expand their enterprises. Access to credit can open up economic opportunities for women, however, women entrepreneurs and employers face significantly greater challenges than men in gaining access to financial services.

Tourism access to credit is a vital determinant of tourism growth. Financial credit provides a strong foundation in the development of tourism (Wang, Xiao, and Lang, 2017). The financial credit can be used by entrepreneurs to put up accommodation facilities, buildings i.e. eco lodges budget hotels, Furniture, fittings & equipment, Renovations and expansion, refurbishments, Amusement parks, tourism attractions like aquariums, historic sites that need improvements. Assessing tourism access to credit therefore implies finding out the extent to which government has reached out to the public in terms of advancing credit and loans.

United Nations set a target on Sustainable Goal number 8 that countries to increase the ability and capacity of local financial institutions to promote and expand access to insurance, banking, and financial services for all MDG, Monitor, (2016). Extending to women's financial credit and other financial tools will help achieve critical SDGs as well as helping their enterprises, (Iskenderian, 2017).

This is where the public sector microfinance and financial institutions come in since they have an important role to empower women in the developing countries

(Rogendrarajah and Dissanayake, 2013), given the fact that gender equality and women empowerment are indispensable to global progress and it can be enhanced by providing affordable financial services to women (Holloway, Niazi, & Rouse, 2017). In Kenya, the public sector provides financial credit access through the Ministry of Tourism agency, Tourism Finance Corporation.

### **1.3.1.2 Tourism Planning.**

As an independent variable, tourism planning refers to the process of bearing in mind the needs of people involved in tourism activities using factors that determine the best resources, programs, and activities to develop tourism. The primary objective of equality in tourism planning is equal participation that includes men and women to ensure that their diverse interests are incorporated in the plan, and it accords with them the right to participate in decisions that affect their lives (Bello, Lovelock and Carr, 2016). Furthermore, SDG target 16.7 aims to "Ensure responsive, inclusive, participatory and representative decision-making at all levels" (Duragova, 2018).

In tourism development during the planning stage, ensuring gender equality concerns must infer that destination management strategy to promote sustainable and participatory development requires a shared vision for tourism for the community. To achieve this, the local actors including women must be involved in planning and decision making processes as early in the development as possible to enable them to pursue their interests and satisfy their needs independently and to encourage them to identify more with the tourism development projects (Beyer, 2014). In Kenya, tourism planning is guided by the Kenya Tourism Policy Sessional Paper on Sustainable Tourism Development in Kenya

2010. In the policy, the government provides a framework for integration of tourism sector considerations into the various sectoral policies and national development planning as well as decision making processes (Ministry of Tourism, 2010)

### **1.3.1.3 Tourism Capacity Building.**

Tourism capacity building as an independent variable is about promoting the 'capacity' of both men and women in tourism to develop, implement and sustain their solutions to problems in a way that helps them shape and exercise control over their tourism enterprises. To raise gender equality through capacity building, the public sector can organize workshops to equip women with the skills to run their businesses effectively and profitably United Nations Economic Commission for Europe [UN ECE], (n.d). In SDG number four on quality education, making sure that there are equitable skills and capacity building to women reinforces women's capabilities, enhances their living standards, and contributes to better well-being for their families and community. (Duragova, 2018). Sutawa (2012) as well argues that the community empowerment process should include meeting the real and felt needs of the community, better access to resources, managing local organizations, and socially controlling environmental aspects through developing the community's capacity.

Tourism capacity building increases public tourism awareness through education and entrepreneurial local training and is directly linked to community welfare because of its contribution to the economic development of the destinations where tourism is taking place. Tourists visiting a destination may raise local production of additional goods and

services such as agricultural products (fruits and vegetables), livestock (beef, lamb), poultry (chicken and eggs), fisheries (fish and seafood), manufacturing (equipment and furniture), non-perishable foods and dry goods (flour, rice, sugar etc), (Provia, Ronald, Michelle, 2017). For this to happen capacity building of the communities needs to be enhanced. Assessing this variable therefore means finding out the effectiveness of public sector capacity building interventions relevant to tourism development in Kisumu County.

#### **1.3.1.4 Tourism product development**

Tourism development and building the capacity for local communities need to progress hand in hand. Community capacity building programs help underdeveloped communities to improve their ability to participate in the tourism decision-making processes (Aref and Redzuan,2009). In other description, tourism product development is the process by which the resources of a destination are shaped to meet the requirements of international and domestic customers (Economic and Commercial Cooperation of the Organization of Islamic Cooperation [COMCEC], 2013).

The foundation of tourism sector of a destination are tourism products, unless the tourism product meets the needs and expectations of tourists, the destination cannot realize its full potential. However, only few destinations focus their attention on the development and delivery of the various attractions and activities that make up the tourism product (United Nations World Tourism Organization[UNTWO], n.d). Assessing tourism product development in gender equality, therefore, refers to the measure of extent and how effective of tourism product development has involved both men and women.

For gender equality in tourism product development, the aim is to reduce the negative impact of tourism and instead enhance linkages between local vulnerable men and women living in and adjacent to tourism destinations and the tourism sector. The tourism product development can be modeled to promote interventions that create inclusive tourism business models, promoting stakeholder partnerships and the inclusion of local producers and service providers into tourism supply chains (International Trade Center, [ITC], 2010).

The ever changing-tourism sector needs countries to attempt to maintain a competitive edge to take measures that allow the ever-increasing tourist expectation. Consequently, they must be innovative in the increasingly complex tourism products, the preparation which often requires many individuals and entities to provide such services and goods (Szpilko, 2017).

#### **1.4 Statement of the Problem**

In the recent course of Kenyan history, there has been numerous public sector policies and programs geared towards enhancing gender equality. The Kisumu County Integrated Development Plan (CIDP) for 2013-2017 indicates that, in Kisumu County, women and the youth have less access to resources and limited enjoyment of socially valued goods, opportunities, and rewards beginning from childhood. Even though their contribution especially in the rural and general household economy, inequality has disadvantaged their progress and hence opportunities to personal growth. Therefore, the effective mainstreaming of gender issues in development matters require, the integration of equality concerns in the analysis, formulation of policies, programs and projects to

ensure positive impact from both women and men and in bridging gender disparities (The County Government of Kisumu[CGoK],2013)

These discriminatory views and harmful practices often prevent women from achieving their full potential as productive members of society because they result in unequal access to education, healthcare, and economic opportunities. Even in countries where women are playing a greater role in development, governance, and politics, such as in Kenya, women are treated and judged disparately and more harshly, by institutions as well as the public, in comparison to their male counterparts.

Consequently, exploring Kenya's public sector tourism development effectiveness on gender equality in Kisumu County would result in highlighting the effectiveness of policy and institutional context inequalities in terms of resource allocation patterns and participation of women in all programs in tourism development. This will be significant in reviewing tourism policy in terms of, capacity building, tourism product development, and access to financial credit will be necessary for planning, implementing, monitoring, and assessing tourism policies and programs which efforts towards the achievement of gender in tourism development. This will support inclusive growth and other broad development outcomes and enhances the effectiveness and sustainability of tourism development initiatives.

### **1.5 Purpose of the study**

The purpose of this study is to lay foundation of gender equality statistics in tourism development by highlighting indicators that may be used to measure the effectiveness of public sector tourism development on gender equality.



## **1.6 Objectives of the Study**

This study will be guided by both general and specific objectives.

### **1.6.1 General Objective**

The general objective of the study is to find how public sector tourism development determinants influence gender equality indicators in counties in Kenya. A case of Kisumu County.

### **1.6.2 Specific Objectives**

- i. To find out the extent of how access to financial credit as has influenced gender equality in Kisumu County.
- ii. To investigate the status of tourism planning influence gender equality in Kisumu County.
- iii. To find out the proportions and perceptions of public sector tourism capacity building influence gender equality in Kisumu County.
- iv. Examine the extent to which the process public tourism product development influence gender equality in Kisumu County.

## **1.7 Research Questions**

- i. To what extent does financial credit access from public sector influence gender equality in tourism development in Kisumu County?
- ii. To what extent does tourism planning influence gender equality in tourism development in Kisumu County?

- iii. What are the proportions and perception of men and women on public sector tourism capacity building in Kisumu County?
- iv. What are the characteristics of tourism product development influence on gender equality in Kisumu County?

### **1.8 Significance of the Study**

This study intends to benefit the public sector policymakers, advocates, researchers, the media and the public towards establishing gender statistics that may be used to formulate programmes and projects in to tourism development towards enhancing gender equality. The gender statistics may be used to promote understanding of the actual situation of women and men in society; to advance gender analysis and research; to monitor progress towards gender equality and the full and equal enjoyment of all human rights and fundamental rights by women and girls; to develop and monitor policies and programmes oriented towards increased investments in human capital and the labor force.

### **1.9 Scope of the Study**

The geographical scope of this study is Kisumu City, Kisumu County. The County is bordered by Homa Bay County to the South, Nandi County to the North East, Kericho County to the East, Vihiga County to the North West, Siaya County to the West, and surrounded by the second-largest freshwater lake in the World; Lake Victoria. Kisumu County covers approximately 567 km<sup>2</sup> on water and 2086km<sup>2</sup> land area, representing 0.36% of the total land area of Kenya's 580,367km<sup>2</sup>. It has seven Constituencies namely:

Kisumu East, Kisumu West, Kisumu Central, Muhoroni, Nyando, Seme, and Nyakach (CGoK, 2013).

### **1.10 Limitations of the Study**

Limitations are influences that the researcher cannot control. They are the shortcomings, conditions, or influences that cannot be controlled by the researcher. In this study the researcher faced the following limitations; there was a lack of prior research studies on the topic as such more time was used to find out the relevant information.; the amount of data was limited implying that statistical analysis of this research may not apply across to all regions. There was time to conduct this research as such the results may not be adequate to explain the research problem.

### **1.11 Delimitations of the Study**

This study is delimited to four public sector tourism development factors that may influence gender equality. While there are other public sector tourism development determinants, this study will focus on tourism planning and management, capacity building and tourism product development, and accessibility to financing for tourism development in Kisumu County.

### **1.12 Assumptions of the Study**

Assumptions are acts of faith that do not have empirical evidence to support. In this study, the researcher assumed that the respondents gave true and honest answers when filling in the questionnaire. The second assumption is that the inclusion criteria of the

sample were appropriate and therefore, assured that the participants had all experienced the same or similar phenomenon of the study. Lastly, the researcher assumed that all women and men wanted to experience the same opportunities in tourism development.

### **1.13 Theoretical Framework**

The theoretical framework permits the researcher to have an opportunity to make links in the relationship between the abstract and the reality (Grant and Osanloo, 2015). It is a scheme of interrelated constructs, thoughts, or philosophies that abridges and organizes knowledge about the world. A theoretical framework guides research, determining what things the researcher will measure, and what statistical relationships the researcher look into. This study will be underpinned by the Theory of Change and Theory Driven Evaluation.

#### **1.13.1 Theory of Change**

The first theory on which this study is anchored in the Theory of Change (ToC). ToC is a focused model of how an initiative— such as a policy, a strategy, a program, or a project—contributes through a chain of early and intermediate outcomes to the intended result. The theory of Change arose in the 1990s as an approach to evaluate expansive collective community initiatives. Among the leading proponents of the Theory of Change are Carol Weiss, Huen Chen, and Peter Rossi. In its early conceptualization in 1995, Weiss described a ToC as "a theory of how and why an initiative works. More fully articulated, this can be understood as a way to describe the set of assumptions that explain both the mini-steps that lead to a long term goal and the connections between these activities and the outcomes of an intervention or program (Anderson, 2004).

In evaluation, the Theory of Change (ToC) method is essentially geared towards mapping the logical sequence of a means-ends network of underlying a project, program, or approach. It describes the relationship between intervention activities, outputs, and short- and long-term outcomes.

This normally starts with the intended impact of the process then moves towards the outcomes and impacts (Africa Development Bank [ADB], 2012). An analysis through ToC tries to explore that and explicitly points out how and why organizations, projects, or a group of stakeholders suppose their actions will attribute to such a change process. It as well as aid to frame assumptions underlying their thinking of strategic choices.

In this study, creating ToC, gender equality is seen as the final goal. The ToC components consist of inputs. The inputs for the assessment are resources from the public sector and include tourism development and gender experts. Financial facilitation is as well included as the input. The other component is the output which consists of tangible products or services produced as a result of the activities - usually can be counted. Intermediate outcomes consist of short-term behavioral changes that result from the outputs. And finally, the last component is the impact, which is long-term changes that result from outcomes – the result of the Program. This mapping for gender equality on ToC has been illustrated in figure 2.1.

Dhillon and Vaca (2018) provide a good recent review of ToC, noting that its key distinctive elements from other approaches are to identify specific causal links among outputs and outcomes, describe the causal pathways by which interventions are expected to have an effect, and be explicit about assumptions which include an analysis of risks (or barriers,

here) to success. Dhillon and Vaca (2018) as well recommend a clear set of indicators of how best the ToC process itself has the probability to be, including the strength of the evidence base cited.

In this study, while the ToC is linked to the independent variables since the researcher is of the opinion that independent variables are the ones to trigger the path of change. The assumption of this ToC is; one that there are political commitment and support to gender equality in the country, two that women in these programs were willing to participate voluntarily, and that the public sector agencies were as well had budgets to take forward the issue of gender equality.

It can be concluded that this Theory of Change supports this study since the gender equality impact is a function of many programs that promote change and many complex contextual factors influencing women's and men's opportunities, choices, and expectations. This theory, therefore, fills the gap in this by identifying the most effective intervention that can be employed to raise gender equality in tourism development. This is illustrated in figure 1.1 below.

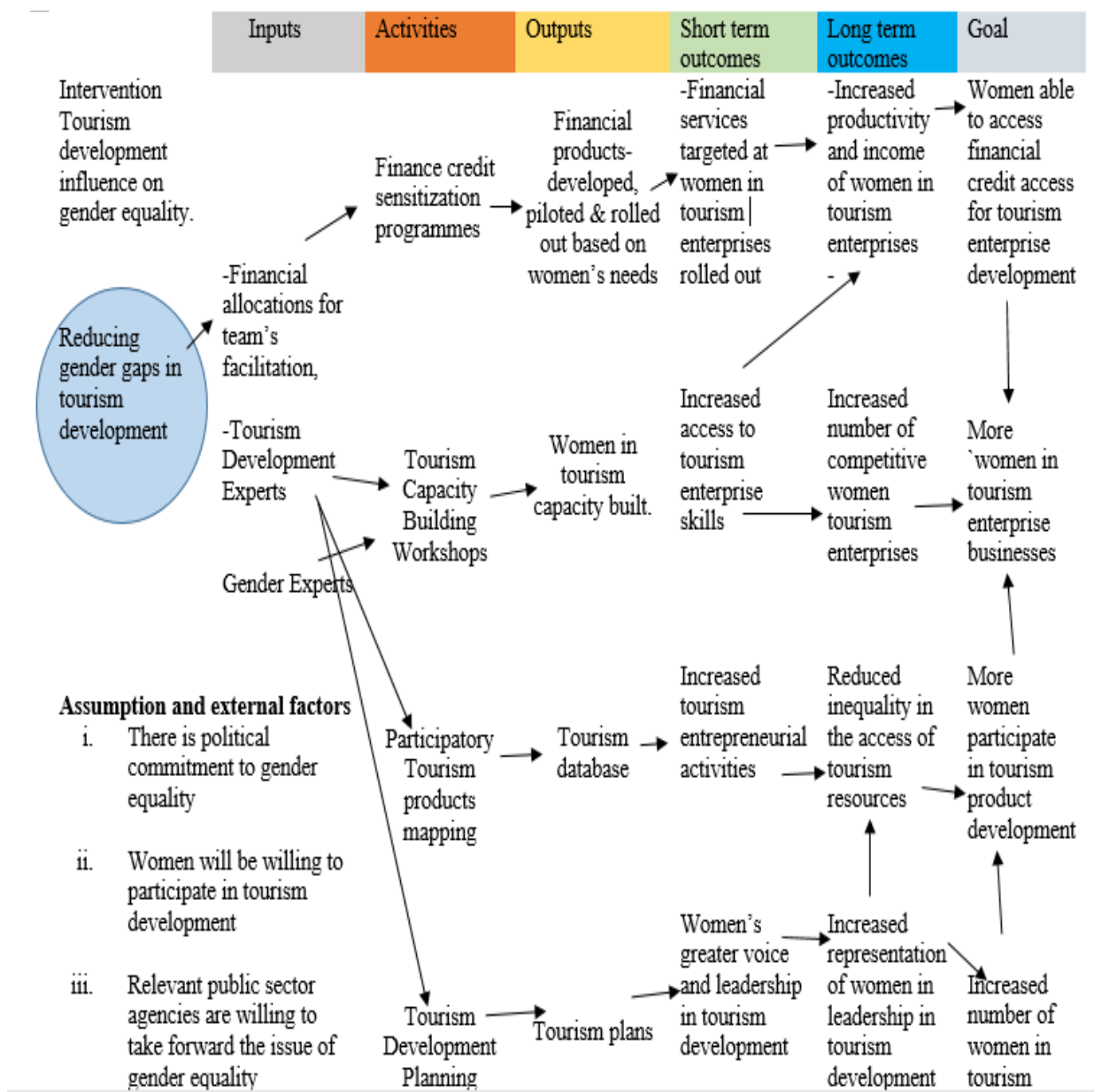


Figure 1. 1Theory of Change of Tourism Development on Gender Equality

Source: Author

### 1.13.2 Theory Driven Evaluation

The second theory that underpins this study is Theory-Driven Evaluation (TDE). This approach is a "situational or all-inclusive assessment of a program that is founded on the conceptual framework of program theory. It serves to supply information not only on the performance or merit of the program but it includes how and why the program achieves such a result" (Chen, 2005, p.415). Thus, TDE is useful both for effects assessment (accountability function) as well as for the learning on mechanisms behind interventions' success or failure.

Among the initial supporters of program theory, Weiss (1972), making use of path illustrations to model the order of steps between program intervention and the anticipated outcomes. This kind of cause-effect relationship aids the evaluator to point and identify variables to include in evaluation unearth the position where the chain of events breakdown (Weiss, 1972)

Donaldson, (2007, p.20-49;) and (Chen, 2004), commend a simple three-stage analytical sequence of TDE. Step one involves developing "program theory" or simply a logic model and present it in a simple graphical arrangement – usually on two models; model of "Theory of Change" and "Theory of Implementation" model. The program theory as well consists of the situational placement of the program. Figure 1.3 shows the Program Theory on Tourism Development Effectiveness on Gender Equality.

To conclude the TDE, it is proposed that every program should take into account the following logical chain of statements; first, consideration should be made of the context of the situation in which the program is operating, the reference to previous experiences and



program practice, current knowledge and lastly the findings of the modern socio-economic theories-i.e. underlying theories.

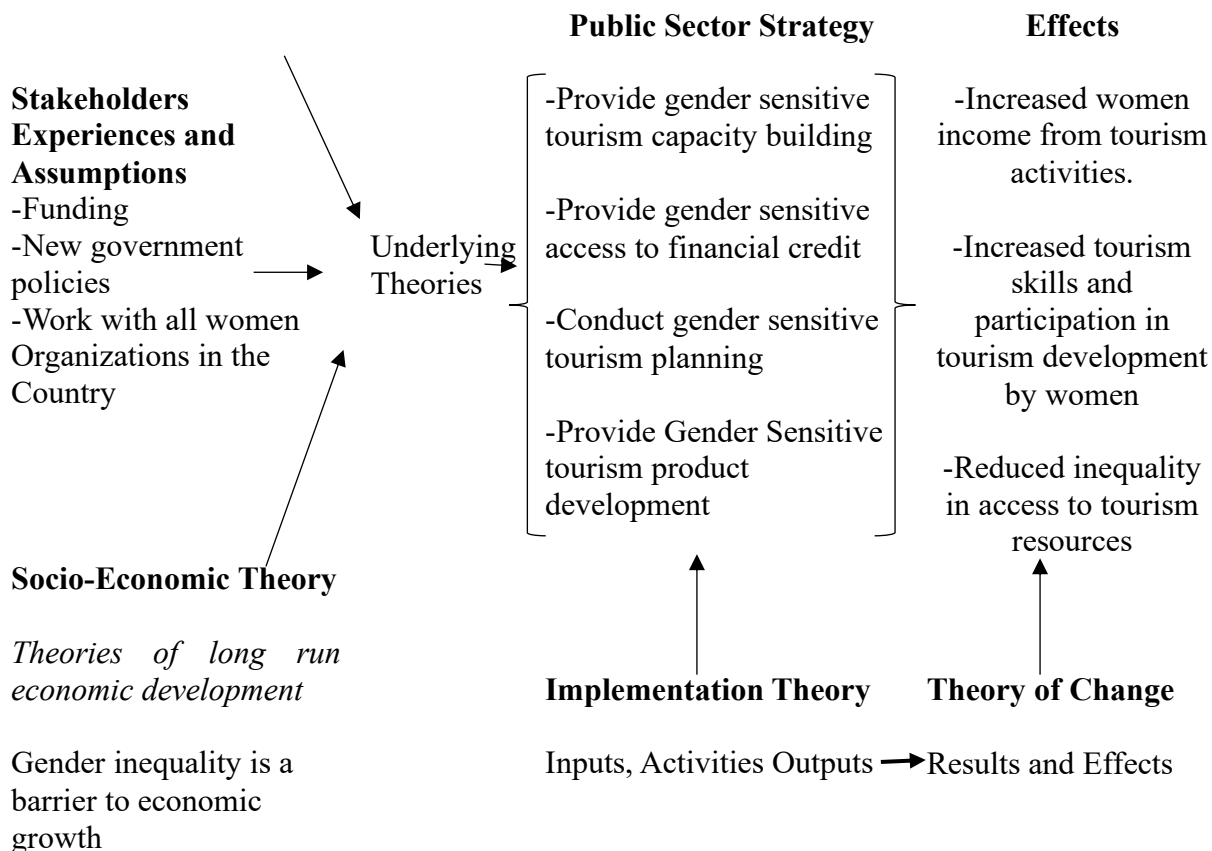
In this study using TDE, the researcher based his previous program from the Empowerment of Women Through Tourism- Implementation conducted by UNWTO in the countries of Ghana, Mali, South Africa, and Mauritius (UNWTO, 2020). During the implementation the stakeholder experiences and challenges included; women face multiple barriers that limit their access to and use of financial services. These include lack of identity cards to prove identity, insufficient traditionally required collateral, mobility constraints, limited financial literacy, amongst others. Lastly, this study incorporated the socio-economic theory of long-run economic development which posits that gender inequality is a barrier to economic growth.

The main assumption of this theory is that, if the of the public sector tourism implement the gender equality activities then, recipients will be both satisfied and actively take up the services of the government, or participate in their management and delivery, then it is likely that gender equality impact would be achieved.

Figure 1.2 illustrates the application of Theory Driven Evaluation of this study.

### Earlier Programmes

Empowerment of Women  
Through Tourism in  
Ghana, Mali, South  
Africa, Mauritius by  
UNWTO



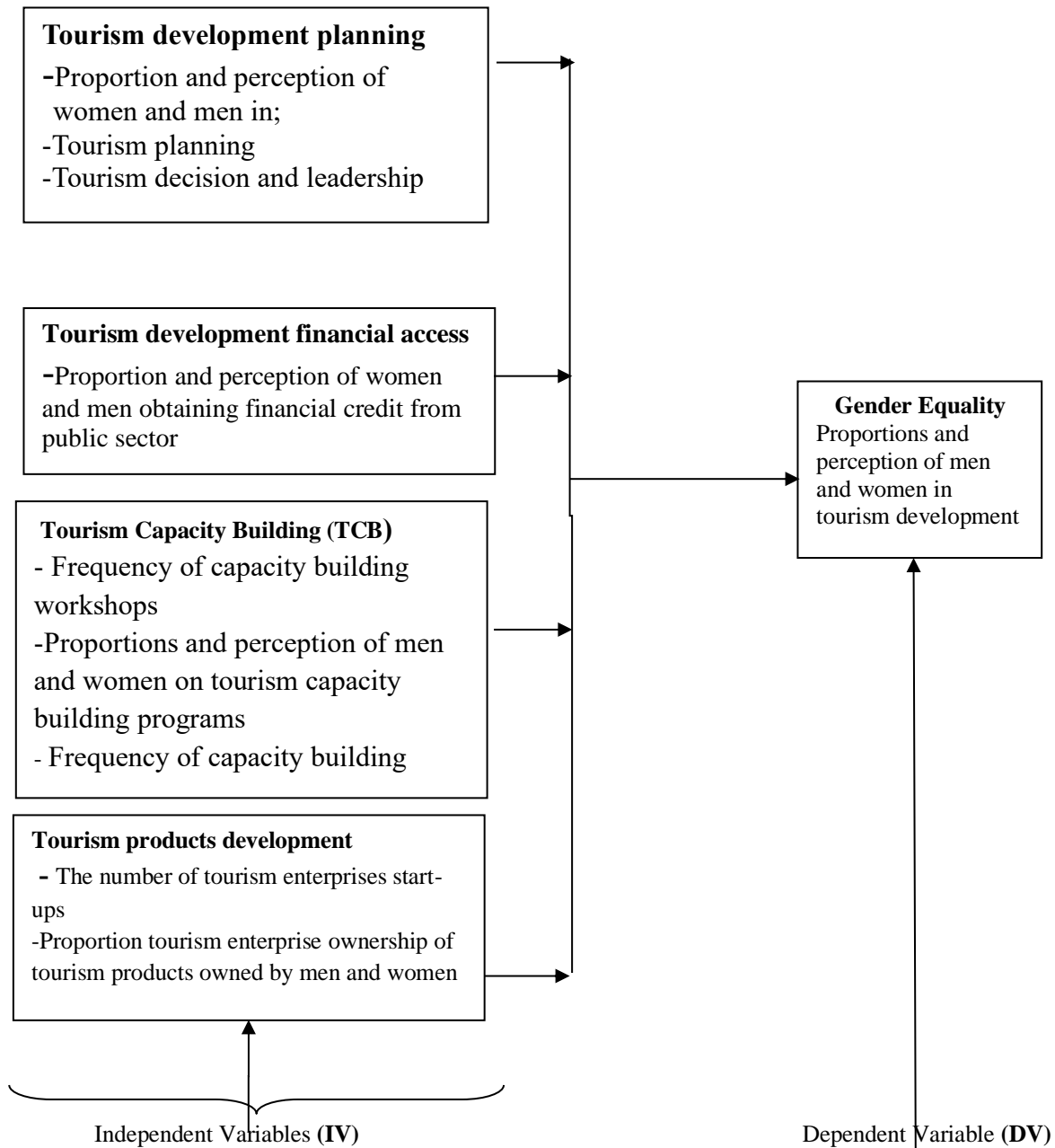
**Figure 2.2 Program Theory on Tourism Development Determinants influence on Gender equality.**

Source: Modified model from Knowlton & Phillips (2008) p.23-23, p.36, p.45

### **1.14 Conceptual framework**

The conceptual framework defines the approach by which the researcher hands out solutions to the problems defined (Akintoye, 2015). In this study, the solutions to gender equality that were propositioned to the problematic issue of gender equality in tourism development emanate from independent variables namely gender participation in the tourism planning and management, gender capacity building, gender equality in access to credit funding for tourism investment and gender equality in tourism product development.

The figure below illustrates how the public tourism development determinants influence gender equality.



**Figure 1.3 Conceptual Framework**

Source : (Adapted from Okumu, 2012)

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Introduction**

The purpose of this study was to assess the tourism development determinants influence on gender equality in Kenya, a case of Kisumu County. Gender equality is the dependent variable, as defined by the independent variables namely, include tourism planning, tourism capacity building, tourism product development, and access to financing for tourism development. This section touched on other scholars' work and what has been researched on empirically in Kisumu County.

### **2.2 Review of the Literature**

The following literature review draws on a mixture of academic and public sector research reports and projects on women in tourism around the world and Kisumu County. Researching, collating, analyzing, and publishing information on women's level of participation in tourism flags the awareness of both the opportunities and constraints facing women in tourism development, mainly in developing countries. This section will review the empirical literature on gender equality practices in tourism development.

#### **2.2.1 Tourism Planning and Gender Equality**

Voluminous studies relating to women and tourism planning has been examined by many researchers in different perspectives (Khazaei et al., 2015, Mensah, 2016). Many studies accentuate that men and women's participation in tourism planning can result in a variety of benefits to both residents and governments (Lee, 2013 Saufi, O'Brien, and Wilkins, 2014; Ruiz-Ballesteros and Caceres-Feria, 2016). Likewise, academic work acknowledges

community stakeholders, such as residents comprising women, men, and entrepreneurs, as high probable partners who deserve an active role not only in the tourism trade but also in the strategic design and decision-making for tourism development (Cohen-Hattab, 2013). In addition, Croke, Grossman, Larreguy and Marshall (2014) explain that participation is important as it encourages governments to be accountable and also enables locals to be involved in the planning and implementation of projects in their respective areas.

Iranlu and Shah, (2014) in "The role of ecotourism in promoting women empowerment and community development: some reflections from Kenya", collected qualitative data consisting of field observations and case studies of ecotourism projects initiated and managed by women throughout the country. From one project they found out that The one women's Conservation Group which located in a small village on the Western edge of the Kakamega National Park, Kakamega County, 26 women signed up for the project and had a 100% planning and participation rate, this had additional income for women and their households. A similar study found the same results where women added various individual-level benefits from involvement, such as enhanced self-confidence and personal skills, increased access to cash income, and decision-making role in the family (Panta and Thapa, 2017).

In both studies, they concluded that ecotourism a segment of tourism has the potential to increase gender equity and promote women's empowerment with income-generating activities and education. Besides, if planning and decision-making on ecotourism ventures involve all community members and community-based organizations, then the projects have a higher chance of success and sustainability.

A study carried out in Abai Village, Lower Kinabatangan, Sabah, in Malaysia involved authors collecting data through face-to-face in-depth interviews with the women who were engaged in ecotourism activities in Abai Village. Field observations and secondary resources were also utilized to strengthen the research findings. The findings revealed that women in Abai Village were seriously and actively involved in ecotourism planning and management activities and then this involvement had directly or indirectly empowered their lifestyle politically, economically, psychologically, and socially (Hussin and Kunjarama, 2016).

In Kisumu County, Wang, Hayombe, Agong, and Mossberg (2014) adopted a systems thinking approach. This approach included identifying key stakeholders from relevant sectors at different levels. In Dunga beach and wetland, the key stakeholders included the local community, tour guides, county government, fisheries, tourism department, and craft makers. For example, they identified the Kisumu Local Interaction Platform (KLIP) that provides important arenas for further interaction with the stakeholders to identify key issues, drivers, and inhibitors that assist or impede sustainable tourism development of tourism in the Dunga and Kisumu region. Identified issues created a point of departure for the stakeholders who participated in the consensus-building stage to develop a conceptual tourism system model for Dunga.

In other studies, Misiko (2013), employed interview-based surveys, focus groups, questionnaires, personal observations, and analysis of existing relevant documents from varied sources on Kit Mikayi Tourist Site. In this study, it was found out that, around Kit Mikayi tourist attraction, 76 percent of the local community expressed willingness to

partner with the government to develop tourism; 20.8 percent advocated for a hybrid collaboration (a combination of the government agencies and the non-governmental organizations), and 3.2 percent indicated the desire to work with the Non-Governmental Organizations (NGOs.). He concluded that a participatory approach to planning and implementation of tourism programs can enhance community access to the benefits accruing from the projects.

### **2.3.2 Tourism Financial Credit Access and Gender Equality**

Women are unreasonably excluded from the formal financial system (The Donor Committee for Enterprise Development [DCED], 2017). As per the 2014 Global Findex, over a billion women are still excluded, and there is a 9% gender gap in account ownership across developing economies. Even though there has been hopeful progress in the direction of full financial inclusion in the latest years, the gender gap has not changed since 2011. A gender-sensitive business environment is part of the solution and can play a supporting role in addressing women's financial inclusion (DCED, 2017).

Ouma and Rambo (2013), applying a cross-sectional survey design with both quantitative and qualitative approaches and obtaining numerical and quantifiable data conducted a study to assess the effect of access to microcredit services on the growth of women-owned enterprises within the Central Business District of Kisumu City. The study found that business growth was a qualifying factor for enterprise longevity and that sales volume was one of the factors used to gauge whether Small Medium Enterprise (SME) was growing positively or downward. During the research the respondents felt that their enterprises were very inactive in terms of sales before receiving microcredit; however, after



credit, up to 160 (84.2%) participants were convinced that their SMEs became more active - an indication that performance in terms of sales improved for more than 80% of the SMEs that received microcredit from Kenya Women Finance Trust (KWFT).

The researchers as well revealed that microcredit was extended to women under two models - the individual model and the group-based model. The individual model guaranteed a higher amount of disbursed to women but did not benefit them due to stringent qualifications adding a requirement for collateral.

Out of 190 participants, only 17(8.9%) had accessed microcredit from KWFT as individual applicants. Most women lacked suitable collateral to secure microcredit through the individual-based lending model. This worsened because, in the most traditional African setting, women lack the opportunity to possess immovable properties such as land (Ouma and Rambo, 2013)

### **2.2.3 Tourism Capacity Building and Gender Equality**

UNWTO & UN Women (2010), in their report on 'Global Report on Women and Tourism,' recommends that there should be participation in tourism education and training for women already working in different areas of the tourism industry through a targeted and strategic program of action. Capacity building is a critical concern in tourism development. Training is often offered on several skills such as hospitality training, foreign language capabilities, time management, customer service, and communication (Cronje, 2014). This is to empower individuals in tourism, who most of the time are women and young people, these skills assist them to take advantage of the economic opportunities that come their way in tourism.

Chandran & Mohanty (2018), carried out five case studies on "Poverty Alleviation and Women Empowerment through Tourism Development – an Explorative Study of Model Ventures". These case studies were, 'Women participation in handicraft making in Himachal Pradesh', 'Community-based tourism for poverty alleviation in Turkey,' 'The Ecotourism program in Savannakhet Province in Laos', 'Metamorphosis of Women from sex tourism to souvenir and craft makers in Cambodia' and 'Women –run business enterprises in Mukono Parish, Uganda'

From these five case studies, it was concluded that more destinations from all over the world are tuning into the idea of involving women in tourism projects, mainly the community-run enterprises. In these cases, it was observed that there are attempts that are in full swing to equip the womenfolk in destinations with appropriate skills. Several capacity building programs in this line was underscored in the case study. Furthermore, it

was observed that the advantages of women empowerment in tourism also go a long way in mitigating the challenges related to gender bias and inequality.

In Kenya, after opening the Western Kenya tourism circuit in 2002 to market such emerging tourism destinations as Kit Mikayi rock and Lake Victoria beaches (Republic of Kenya, 2006), capacity building activities have been conducted to empower the host communities on tourism-related projects and efforts have been made to fund community tourism through Tourism Trust Fund (TTF), Tourism Fund (TF), Kenya Tourism Finance Corporation (KTDC) and Constituency Development Funds (CDF) since the year 2002 ( Republic of Kenya, 2006).

In the research of Bwana, Olima, Andika, Agong, et al (2015), showed in their research that, with proper capacity building and sensitization, there is a great positive potential of socio-economic impact in agritourism. This requires a concerted effort of all stakeholders to exploit the opportunities available and recommended that sensitization through barazas, workshops, and capacity building for both agricultural staff and the community on Agritourism concept

#### **2.3.4 Tourism Product Development and Gender Equality.**

UNWTO & UN Women (2010), in their report on 'Global Report on Women and Tourism,' recommends that there should be participation in tourism education and training for women already working in different areas of the tourism industry through a targeted and strategic program of action. Capacity building is a critical concern in tourism development. Training is often offered on several skills such as hospitality training, foreign language capabilities, time management, customer service, and communication (Cronje,

2014). This is to empower individuals in tourism, who most of the time are women and young people, these skills assist them to take advantage of the economic opportunities that come their way in tourism.

Acharya & Halpeny (2013), in 'Homestays as an Alternative Tourism Product for Sustainable Community Development: 'A Case Study of Women Managed Tourism Product in Rural Nepal', conducted a study in Barpak, located in the Gorkha District of Western Nepal. In this paper, the authors argue that homestay, as a tourism product operated by women in rural areas, is described as a vehicle for community development through women's emancipation from gender inequality and conventional labour division (i.e. they are not only homemakers).

One of the reason why Barpak was chosen as a case and is relevant to this study is that, the enthusiasm of some active female Barpakis to try an alternative business to their usual livelihood that could contribute back to the community. Qualitative research methodologies were used to explore the sustainability of rural community development in Barpak, namely the active participation of women in homestays and associated tourism activities.

The authors classified their findings under the following topics, individual identity and recognition, institutionalization, system, procedure and accountability, motivations, benefits and incentives, gender and ethnic equity dimensions. Of relevance to this study is gender and ethnic equity dimensions.

The authors found out that the frontline involvement of women in the Barpak homestay management project is an inspiring step to fill the gaps between men and women.

Several studies have stated that elite groups usually control tourism development efforts and monopolize the benefits, and such groups usually comprise men (Scheyvens, 2000; Tucker & Boonabaana, 2012).

Barpak is as well a society subjugated by men; groups of local male political leaders, government employees, businessmen and ex-army men who hold power in most of the communal decisions. As such, involvement of the Barpaki women in small enterprises such as homestays for socio-economic opportunities and benefits could be regarded as a cornerstone for emancipation from culturally defined normative and conservative notions of gender identity, roles and relations (Scheyvens, 2000; Tucker, 2007).

The full participation roles of Barpaki women in the homestay invalidated the long-held assumption that women are only homemakers and caretakers of domestic chores. It was as well observed that various levels of government and other factors such as collaboration amongst the partners, including local community members, line agencies contributed to positive outcomes arising from the introduction of homestays in Barpak. Similar findings were observed in studies by Beritelli (2010), Jamal and Stronza (2009), and Wong, Mistilis and Dwyer (2010).

In Kenya through Kenya Tourists Board, the government opened the Western Kenya tourism circuit in 2002 to market such emerging tourism destinations as Kit Mikayi rock and Lake Victoria beaches (The Republic of Kenya, 2006). Since then, capacity-building activities have been conducted to empower the host communities on tourism-related projects and efforts have been made to fund community tourism through Tourism

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#### **2.4 Summary of Review of the Literature**

This section presents the summary findings of the empirical literature reviewed in the previous section. The reviewed literature covered four main topics namely; Financial Access and Gender Equality in Kisumu County, Tourism Capacity Building and Gender Equality in Kisumu County, Tourism Capacity Building and Gender Equality in Kisumu County and Tourism Products Development and Gender Equality in Kisumu County. Research reveal that inclusive tourism planning brought community empowerment. In terms of finance credit access, research points out that women are more disadvantaged more than men. The literature as well points out that capacity building is important for the community empowerment a task that has been taken by the public sector. Regarding tourism product development, it can be concluded that, it plays a big role in emancipation of women from inequality.

## **2.5 Research Gap**

It is clear from the references reviewed, that there are no studies which examined the number and perceptions of women and men on the issues of tourism development. In Kenya the whole concept of gender equality has been expanded in recent years across economic sectors, therefore, identifying that it is a cross cutting issue, measuring it and reviewing approaches on how to tackle it remains a significant task in scholarly works.

In Kenya there are no systematic collection, dissemination and analysis of gender statistics and of data and information disaggregated by sex and age, on the effectiveness of public sector tourism development on gender equality. Thus, the purpose of this study is to lay foundation of gender equality statistics in tourism development by highlighting indicators that may be used to measure the effectiveness of public sector tourism development on gender equality.

## **CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY**

### **3.1 Introduction**

This chapter is characterized by the examination of the research method involved, defining the geographical site, target populace, sampling design, raw data gathering, and analysis. Research methodology can be itemized to be a systematized way to resolve a research problem (Bist, 2014).

### **3.2 Research Design**

The researcher had chosen to use the design since the researcher intended to develop initial idea geared towards more focused research questions. It had a precise purpose of exploring and gather new facts. Exploratory research is significant where the research issue is relatively new and in studies where a little is known (Rubin, 2001:pg 74).

### **3.3 Research Site and Rationale**

This study was carried out in Kisumu County. Kisumu County is one of the 47 administrative counties of Kenya. It is located on the western side of Kenya on the eastern side of Lake Victoria. In tourism circles, it's in the Western Tourism Circuit. In the recent past Kisumu has witnessed rapid growth in tourism with the expansion of Kisumu Airport to international level. Kisumu County is a host of several tourism attractions that are being developed. These comprise of nature and wildlife, cultural heritage, agro-tourism, water sports and culinary tourism. With this host of tourism product development, women in the county can be given an opportunity to participate in the development of the tourism sector. This can help reduce gender gaps and reduce poverty in the region.



### 3.4 Target Population

The target population “is the entire collection of respondents that qualify in a set of chosen criteria in a study” (Elfil and Nagida 2017). The target population of this study was 190 of women and men in tourism business enterprises in Kisumu City. The population was obtained from the Tourism Regulatory Authority database in Kisumu regional office. Tourism enterprises included hotel facilities, tour operators and community managed attractions in Kisumu.

### 3.5 Study Sample

#### 3.5.1 Study Sample Size

In research, it is vital for the researcher to determine the sample size for of his/her study. It is a proportion of the population that allows an in-depth exploration and understanding of the phenomena under investigation (Amugune, 2014). In this study, Taro Yamane method was used to define the study sample size because of its simplicity and the population is finite. Accordingly, a 95% confidence and  $p=0.5$  the sample size would be;

$$n = \frac{N}{1 + N * (e)^2}$$

*Where;*

n= sample size

N= the population size got from the TRA registered facilities

e= Error margin allowed in the sampling (Yamane, 1967).

The number of registered tourism investment in Kisumu County has been obtained from Tourism Regulatory Authority database. Calculating the sample size with formula;  $n = \frac{190}{1 + 190 * (0.05)^2} = 190 / 1.475$

$$n = 128.81$$

**Rounded off to 129**

### **3.5.2 Sampling Procedure**

Sampling is a procedure for selecting a demonstrative group from the population under study (McLeod, 2014.). With systematic random sampling, the researcher obtained the list of every member from Tourism Regulatory Authority database. From the database of the Tourism Regulatory Authority, the researcher divided the number of the sample and the target population to obtain the sampling interval. After this the researcher picked a random number which was number 47 on the database. Moving forward the researcher picked number 49, 51, 53, 55, ..... until the sample was obtained.

## **3.6 Data Collection**

This was the process of gathering quantitative and qualitative information on the study variables with an objective of analyzing the outcomes.

### **3.6.1 Data Collection Instruments**

Regarding research instruments the Key Informant Interview (KII) guide was aimed to assess the effectiveness of Kenya tourism policy on gender equality in Kisumu

County. The KII guide is normally used to gather specific qualitative information, from “informants” who are usually experts and decision-makers, about a topic. The key informant was purposively selected to participate in the interview. The researcher decided to select the County Tourism Director since, he had first-hand knowledge about the county community, its residents, and issues or problems the researcher was investigating.

The focus group discussion (FGD) is a rapid assessment, semi-structured data gathering method in which a purposively selected set of participants gather to discuss issues and concerns based on a list of key themes drawn up by the researcher/facilitator. The tool was designed to assess the perceptions and experiences of women and men on the tourism development which is influenced by tourism policy. To operationalize this instrument, it was divided into two parts; the first part identified and profiled the participants whereas the second part will assess their experience on elements of policy in tourism development.

To keep the session on track while allowing respondents to talk freely and spontaneously, the facilitator used FGD guide that lists the main topics or themes to be covered in the session. It served as a road map that guides the facilitator in covering the list of topics and keeping the discussion on track. The number of was be kept minimally to leave enough time for in-depth discussion. The guide focused only on relevant research issues in the study.

### **3.6.2 Piloting of the Research Instruments**

The pilot study represents the foundation of a good research design (Hazzi and Maldaon, 2015). This was done to expose some logistics before the main study is

conducted. In conducting this study, the feasibility of the instrument can be done to identify changes that may be done in the main study. This was done on sample that represent the various subgroups within intended sample. During the piloting, the questionnaire was administered under similar conditions as the researcher plan to do for actual data collection.

To execute this, the researcher used a systematic sampling along Moi Avenue in Nairobi i.e. selecting the third hotel facility from Clarion Hotel along Moi Avenue. Close attention was paid to instances where respondents hesitated to answer or ask for clarification, as this may be an indication that questions or answers are too vague, difficult to understand or have more than one meaning. During the piloting, 5 hotels, 3 tour operators and 2 restaurants were sampled. The obtained data will be used to revise the instrument.

### **3.6.3 Instrument Reliability**

Evaluating the reliability of study findings necessitates the researchers to make decisions about the ‘soundness’ of the research relative to the use, suitability of the methods assumed and the truthfulness of the final conclusions (Smith and Noble 2015). Before proceeding to the field to collect data, test-retest reliability was used. The same questionnaire was administered twice to similar respondents. Scores were tabulated for the two interviews. Cronbach alpha was calculated and resulted to 0.74. A rule of thumb for interpreting alpha for dichotomous questions (i.e. questions with two possible answers) or Likert scale questions is  $\alpha \geq 0.9$  excellent,  $0.9 > \alpha \geq 0.8$  good,  $0.8 > \alpha \geq 0.7$  acceptable  $0.7 > \alpha \geq 0.6$  questionable, therefore the researcher proceeded with questionnaire.

### **3.6.4 Instrument Validity**

Validity is the extent to which an instrument measures what it is supposed to measure and performs as it is designed to perform (Smith and Noble 2015). In this study, content validity was employed to ascertain that the questionnaire measures what was supposed to be measured. The researcher requested the guidance of the supervisor to go through the questionnaire, KII and FGD guides. Initially, some of the questions were deleted to make the questionnaire modest to result into the intended objectives.

### **3.6.5 Data Collection Procedures**

Initially the researcher formulated study questions and prepared a short Key Informant Interview (KII) guide. The researcher then went ahead to select the key informant. The informant was the Kisumu County Tourism Director who is the public sector key senior experts of tourism. Initially the researcher called in the director and sent the KII guide in advance. The meeting was arranged through zoom, conducted and recorded.

Concerning Focus Group Discussions (FGD), the sessions were prepared carefully through identifying the main objective of the meeting, developing key questions, developing an agenda, and planning how to record the session.

The next step involved an identification and invitation suitable discussion participants who were eight individuals. During the FGD of eight participants, they were divided into two groups to discuss tourism planning and access to finance and the other

group discussed tourism product development and tourism capacity. After the discussion, a summary of the session was drafted. Finally, a detailed report was prepared.

To collect data through questionnaire the researcher sent advance letters and made call where possible. To accomplish the interview, the researcher hired 5 research assistants who were trained on how to administer the questionnaire. The research assistants were to introduce themselves and inform the respondents on the purpose of the study.

After the consent from the respondents, they were to be guided through to fill the questionnaire. Simple and precise language was used during the process. To make the questionnaire more effective interval questions such as “Strongly disagree”, “Disagree”, “Neutral”, “Agree” and “Strongly agree” were used.

### **3.7 Data Processing and Analysis**

After the data collection the researcher used SPSS version 20 for frequencies, percentages and Pearson non-parametric analysis. For KII and FGD the researcher utilized Thematic Analysis. Braun and Clarke (2013) provide a six-phase guide which is a very useful framework for conducting this kind of analysis. The first step involved the researcher becoming familiar with the data after the transcription of the KIIs and FGDs. The researchers then read and re-read the transcripts. Secondly the researcher coded the large chunks of data to reduce them to small chunks of meaning.

Coding allows the researcher to simplify and focus on the specific characteristics of the data (Nowell et al, 2017). This was followed by clustering codes together that have similar meanings or have a relationship to one another to form themes. The themes captures

something important about the data in relation to the research question, and represents some level of patterned response.

The next step was to review the themes if they made sense. After reviewing the themes, the next step was to define and name the themes. The researcher then wrote the themes description and illustrates them with a few quotations from the original text to help communicate its meaning to the reader. Lastly, the researcher having fully established the themes, he went ahead go ahead to on finally analyze and wrote a report.

### **3.8 Ethical Considerations**

Educational research focuses primarily on human beings. The researcher is therefore ethically responsible for protecting the rights and welfare of the subjects who participate in the study (McMillan & Schumacher, 2011). This section will therefore allude to the dissimilarity between “acceptable” and “unacceptable” behaviour to be observed throughout the sudy period (Akaranga & Makau, 2016). In this regard, the consent forms were developed to address the purpose and procedure of the research as the participants were also informed of the likely duration of the research. The researcher ensured the confidentiality of the participants. It was ensured that this work is void of fabrication and falsification, inventing or faking data.

In ensuring the legality of the study the investigator got the permission from the Africa Nazarene University department of business and a permit issued by National Commission for Science, Technology, and Innovation (NACOSTI), under the State Department for University and Research.

## **CHAPTER FOUR: DATA ANALYSIS AND FINDINGS**

### **4.1 Introduction**

This chapter was designed to bring in the presentation of the findings and analysis derived from the field survey conducted in Kisumu County in the month of June 2020. Analysis will include descriptive and statistical analysis. Each analysis interpreted and answered the research questions. Descriptive analysis described the respondents' frequencies and perceptions.

A total of 115 responses were obtained from a target of 129 potential respondents which makes up 89.7% response rate of the questionnaire. The responses gathered from the survey have been analyzed by SPSS and Thematic Analysis for quantitative and qualitative respectively.

### **4.2 Characteristics of the Respondents**

The main objective for the analysis of the characteristics of the respondents was to understand the demographic profiles of the 115 respondents. The demographic characteristics of the respondents are significant in this study. The enterprise owners' gender, age, marital status educational background, type of enterprise, and years of stay in a region are believed to have implications in this study.

While men could have time to participate in tourism development, women have many extra duties for home care and raising the family making it difficult to manage the enterprise while at the same time participating in tourism development activities such as planning meetings and attending capacity building sessions. The educational background



gives enterprise owners a better position to understand the requirements for running an enterprise and helps them manage different aspects of the enterprises (Kasseeah & Thoplan, 2012).

Those who have lower educational qualifications may seek further capacity building to enhance their effectiveness in running their business. The age of an enterprise is also a determinant that influences the accessibility to capital in many studies (Dong, Nguyen, and Nham, 2018), this variable is captured in the length of stay in Kisumu.

The age is reflected as a measure of trustworthiness, a young enterprise is considered to be inexperienced in business operations, higher failure risks, while banks/enterprises operating for years will have more information about business operations, therefore it is easier to manage and this affects gender equality in financial credit access. Table 4.1 below shows a summary of the demographic characteristics.

Table 4. 1 Respondents Demographic Characteristics

Variable	Characteristic	Frequency	Percent
Gender	Male	61	53.0
	Female	54	47.0
Age	18-25 years	8	7.0
	26-35 years	53	46.1
	36-45 years	49	42.6
	Over 46 years	5	4.3
Education	Primary	4	3.5
	Secondary	18	15.7
	Diploma	50	43.5
	University	33	28.7
	Other	10	8.7
Marital Status	Single	37	32.2
	Married	77	67.0
	Widow	1	.9
Level of enterprise income(Kshs.)	Below 100,000	66	57.4
	1000,00-300,000	24	20.9
	400,000-500,000	12	10.4
	600,000-700,000	6	5.2
	Over 700,000	7	6.1
Years of Stay in Kisumu	Below 10 years	39	33.9
	11-20 years	63	54.8
	Over 21 years	13	11.3
	Total	115	100.0
Enterprise Type	Hotel/Accommodation	90	78.3
	Tour Operator	2	1.7
	Café	3	2.6
	Restaurant	17	14.8
	Community Based attraction	3	2.6

In this study there were a total of 115 respondents with male 61 accounting for 53% while female 54 accounting for 47%. The percentage shows that male respondents are

much higher than the male respondents. This implies that there is gender gap in the tourism sector. Moreover, family life and having children seems to have a significant impact on men and women's desire to start their own business.

There were 37 single respondents, 77 were married and only 1 respondent was a widowed, which represents 32.2%, 67.8% and 0.9 %respectively. This implies that unmarried face bigger hurdles in starting business as compared to married couples. It can therefore be concluded that married women may get support from their partners in matters of finance, technical knowhow and moral support which single women lack

The majority of the respondents were from the age group 26-35 years, with 53 respondents (46.1%), followed by the age group of 36-45 years, with 49 respondents representing 42.6%. The minority of the respondents are from the age groups, 18-25 and above 46 years, with 8 and 5 respondents representing 7% and 4.3% respectively. Combing the two age groups with the highest percentages from 26-35 and 36-45 results to 88.7%. This therefore implies that, most of the middle aged groups may have leveraged their accrued business experience to run their enterprises.

In terms of education level, the majority of the respondents are diploma holders, with 43.5% who participated in this study. This is followed by bachelor degree holders who accounted 28.7% with 33 participants. Primary were 18% with representing 15.7% while the rest did not disclose their level of education and were classified as others accounting 8.7% with 10 respondents. The majority of the respondents 43.5% who are diploma holder points out that, medium-skilled people accounts for the largest share in tourism. This

implies that tourism sector is not a highly specialized skill and therefore the entry into the sector is easy with lower skills.

In the monthly income segment, the majority of the respondents 66 have an enterprise income of below Kshs. 100,000 representing 57.4%. Those who gets between Kshs. 100,000 and Kshs. 300,000 are 24 and this accounts for 20.9%. The next segment of those who get between Kshs. 400,000-500,000 are 12 and represents 10.4% of the respondents. A 5.2% six respondents who got between Kshs, 600,000 and Kshs. 700,000 The last group got over Kshs. 700,000 and represented 6.1% of the respondents. The implication of this finding that the majority of the tourism enterprises are Small Medium Enterprises (SMEs). The researcher conducted a further analysis on in the level of enterprise income since it will be significant in chapter five discussion. This is illustrated in table 4.2

**Table 4. 2 Level of Enterprise Income**

<b>Gender</b>	<b>Enterprise income Kshs. '000</b>					<b>Mean</b>	<b>Std. Deviation</b>
	<b>Below 100</b>	<b>100-300</b>	<b>400-500</b>	<b>600-700</b>	<b>Over 7000</b>		
Male	35(57.4)	14(23)	8(13.1)	2(3.3)	2(3.3)	1.72	1.035
Female	31(57.4)	10(18.5)	4(7.4)	4(7.4)	5(9.3)	1.93	1.344
<b>Composite mean and standard deviation</b>						<b>1.82</b>	<b>1.189</b>

The majority of the respondents 63, accounting for 54.8% had stayed in Kisumu County between 11-20 years. Those who had stayed for over 21 years were 13 representing 11.3% and those who had stayed for below 10 years were 33.9% with 39 respondents. This implies that almost all of the respondents have been affected by public sector interventions in tourism development.

Concerning the type of the enterprises the hotel/accommodation were the majority with 73.8%. Restaurants accounted for 14.8% followed by the least type of enterprises of café, tour operator and community based attractions which accounted for 2.6%, 1.7% and 2.6% respectively. This implies that there are many tourism activities in Kisumu that have increased the demand for accommodation to those participating in tourism related activities.

#### **4.3 Presentation of Research Analysis, Findings, and Interpretation**

This section is a presentation of the study's results according to the objectives. Tables are clearly presented, to ensure that the data shows evidence to support statements per each objective. Descriptive analysis was conducted and covered all the descriptive information about samples, the percentages about the information obtained, classifications, and comparative frequencies on the public sector tourism development determinants influence on gender equality. Table 4.3 shows the descriptive analysis on the respondents' satisfaction with tourism development and its determinants.

**Table 4.3 Respondents Perception on Tourism Development and Its Determinants**

<b>Statements</b>	<b>Completely dissatisfied (CS)</b>	<b>Dissatisfied (D)</b>	<b>Satisfied (S)</b>	<b>Completely satisfied (CS)</b>	<b>Mean</b>	<b>SD</b>
Public sector has supported the access financial credit for tourism development in Kisumu County	35(30.4)	45(39.1)	14(12.2)	21(18.3)	1.16	1.064
Public sector has supported tourism planning in Kisumu County	32(27.8)	16(13.9)	14(12.2)	53(46.1)	1.79	1.328
Public sector has supported tourism capacity building in Kisumu County	30(26.1)	22(19.1)	18(15.7)	45(39.1)	1.68	1.239
Public sector has supported tourism product development in Kisumu County	24(20.9)	30(26.1)	6(5.2)	55(47.8)	1.83	1.279
<b>Composite mean and standard deviation</b>					<b><u>1.615</u></b>	<b><u>0.921</u></b>

#### **4.3.1 Presentation of results based on objective ONE**

**Objective 1. To find out the how access to financial credit as has influenced gender equality.**

Four statements were developed to measure the extent of how tourism development determinants influence gender equality. Statement (1) Public sector has supported the access financial credit for tourism development in Kisumu County, out of 115 respondents who participated 35(30.4%) were strongly dissatisfied, 45(39.1%) dissatisfied, while 14(12.2%) were satisfied and 21(18.3%) strongly satisfied. This finding reveals that

80(69.5%) disagreed with the statement while 35(30.5%) agreed. This item had a mean of 1.16 and standard deviation of 1.064 which is lower than the composite mean of 1.615 and composite standard deviation of 0.921, implying that the statement does not positively influence gender equality in tourism development. This study agrees with Long Li and Stefanczyk, (2018), who in their study found out that despite significant efforts of the Vietnamese government, the issue of gender discrimination in access to credit is still a major concern and supports the study's gap knowledge on why both men and women in tourism face difficulty in finance credit access.

The researcher as well examined the source of tourism business start-ups funds, table 4.5. The study found out that the majority of the respondents 49.6% had started up their business with personal savings agreeing with Tshabalala, Ikechukwu and Ezeuduji, (2015) who as well found that women who owned tourism businesses were mainly those who used personal savings and their pension to start their businesses.

**Table 4.4 Sources of Enterprise Startup**

<b>Finance Credit Lending Entities</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>
Commercial Bank	12( <b>19.7</b> )	11( <b>20.4</b> )	23( <b>20</b> )
Government Credit Loan	1( <b>1.6</b> )	2( <b>3.7</b> )	2( <b>2.6</b> )
Personal Savings	29( <b>47.5</b> )	28( <b>51.9</b> )	57( <b>49.6</b> )
Loans from Friends and Relative	6( <b>9.8</b> )	6( <b>9.8</b> )	12( <b>10.4</b> )
Uwezo Fund	1( <b>1.6</b> )	0( <b>0.0</b> )	1( <b>0.9</b> )
Kenya Women Finance Trust	0( <b>0.0</b> )	1( <b>1.9</b> )	1( <b>0.9</b> )
Other	12( <b>19.</b> )	6( <b>11.1</b> )	18( <b>15.7</b> )
<b>Total</b>	<b>61(100)</b>	<b>54(100)</b>	<b>115(100)</b>



Regarding the obstacles in getting financial credit the study revealed that 43(37.4%) of the respondents pointed out that lack of collateral was their major obstacle consistent with Mole and Namusonge (2016) that collateral requirement among others significantly influence credit accessibility. 38(33.8%) were of the opinion that complicated and lengthy procedures for the loan sanctioned was their obstacle while 30(26.1%) feared the apprehensiveness of financial institutions in recovering loans as their major obstacle. The rest 4(3.5%) were of the feeling that financial institution was reluctant to extend financial credit to them. This is illustrated on table 4.6. The implication of this finding is that even though the banks are willing to extend credit, majority of men and women in the tourism development does not have the requisite collaterals.

**Table 4.5 Obstacles Towards Accessing Financial Credit for Women and Men's Tourism enterprises**

	Gender		Total
	Male	Female	
Lack of collateral	26 ( <b>42.6</b> )	17( <b>31.5</b> )	43( <b>37.4</b> )
Complicated and lengthy procedures	22( <b>36.1</b> )	16( <b>29.6</b> )	38( <b>33.8</b> )
Apprehensive of financial institutions in recovering loans	11( <b>18</b> )	19( <b>35.2</b> )	30( <b>26.1</b> )
Reluctance of financial institutions to extend credit	2( <b>3.3</b> )	2( <b>3.7</b> )	4( <b>3.5</b> )

### **4.3.2 Presentation of results based on objective TWO**

#### **Objective 2. To investigate the status of tourism planning influence on gender equality.**

In table 4.3, statement (2), public sector has supported tourism planning in Kisumu County. Out of the 115 respondents, the study found out that 32(27.8%) respondents were completely dissatisfied with public sector tourism planning, 16(13.9%) were dissatisfied, 14(12.2%) were satisfied and 53(46.1) were completely satisfied. From the analysis it can be confirmed that the majority of the respondents 67(58.3) were satisfied with public sector tourism planning while 48(41.1%) were dissatisfied. This line item had a mean of 1.79 and a standard deviation of 1.328 which is greater than the composite mean of 1.615 and standard deviation of 0.912, implying that this statement positively influences gender equality in tourism development.

This study agrees with other scholars such as Foley, Growbowski, Small and Wearing (2018), who argues in their study in Kokoda Papua New Guinea that it is a common thinking that the utilization of participatory planning techniques leverages a shift of power in tourism development as previously marginalized groups are empowered to make decisions about their own destiny and their place in the tourism economy. This finding implies that participatory planning is one of the major avenue to raise gender equality in tourism development.

### **4.3.3 Presentation of results based on objective THREE**

**To find out the proportions and perceptions public sector tourism capacity building influence gender equality.**

Statement (3), Public sector has supported tourism capacity building in Kisumu County. From the study 30(26.1%) were completely dissatisfied with the statement while 22(19.1%) dissatisfied, 18(15.7%) satisfied and 45(39.1%) were completely satisfied. This item had a mean of 1.68 and standard deviation of 1.239 which is greater the composite mean 1.615 and standard deviation of 0.912. This implies that this statement has a positive influence on gender equality in tourism development. This finding is consistent with Rachmawati, (2018) that, Ministry of Tourism and Creative Economy of the Republic of Indonesia, conducted capacity programmes by connecting with women stakeholders towards increasing women's ability in problem-solving and improving management and organizational skills.

#### **4.3.4 Presentation of results based on objective FOUR**

##### **To find out the extent of how public sector tourism product development has influenced gender equality.**

Statement (4), public sector has supported tourism product development in Kisumu County. The study found out that 24(20.9%) were completely dissatisfied with public sector tourism product development. 30(26.1%) were dissatisfied, 6(5.2) were satisfied, and 55(47.8%) completely satisfied. This implies that the majority of the respondents 61(53%) were satisfied with public sector tourism development while 54(47%) were dissatisfied. This line item had a mean of 1.83 and standard deviation of 1.279 which is greater than the composite mean of 1.615 and standard deviation of 0.92, implying that this statement positively influences gender equality in tourism development. The results are illustrated in table 4.3.

This finding agreed with the research findings of scholars such as McGhess and Kim (2017) who found out that, women assign a greater value to their participation in agritourism because they consider it a viable option to generate additional income for their families that offers them job opportunities while increasing their independence. This finding is supports the Theory of Change in this study as one the intermediate outcomes in the path of causal change is increased productivity.

**Table 4.6 Perception on Tourism Development Benefits**

Statement	Gender	Strongly Disagree	Disagree	No Opinion	Agree	Strongly agree
I have benefited from tourism product development	Male	3(4.9%)	5(8.2%)	5(8.2%)	41(67.2%)	7(11.5%)
	Female	2(3.7%)	3(5.6%)	7(13.0%)	39(72.2%)	3(5.6%)
<b>Total</b>		<b>5</b> 4.3%	<b>8</b> 7.0%	<b>12</b> 10.4%	<b>80</b> 69.6%	<b>10</b> 8.7%

Table 4.6 illustrates the findings on the perceptions on the benefits of tourism product development in Kisumu County. The respondents were asked if they had benefitted from tourism product development by the public sector. 5(4.3%) of respondents strongly disagreed. 8(7%) disagreed while 12(10.4%) were neutral. 80(69.6%) agreed with the benefits of tourism product development, while 10(8.7%) strongly agreed. It can be concluded that 90(78.3%) agreed that they had benefitted from tourism development. This finding rejects Rachmawati (2018) that most respondents perceived that tourism is not benefitting all community members equally. Tourism profit went to other groups, respondents such as local elite, and government officials.

**Table 4. 7 Perception on Raising Gender Equality in Tourism Development**

<b>Statement</b>	<b>Gender</b>	Nurture women in tourism leadership	Capacity build women in tourism development	Give access to financial credit in to women in tourism	Increase the number of women in tourism planning
How best can public sector increase gender equality in tourism development	<b>Men</b>	13(37.1)	25(71.4)	8(44.8)	15(55.6)
	<b>Women</b>	22 (62.9)	10(28.6)	10(55.6)	12(44.4)
Total		35(100)	35(100)	18(100)	27(100)

On the perception on how to raise gender equality in tourism development, the study found out that 13(37.1%) men and 22 (62.9%) women suggested that women should be nurtured in tourism leadership positions to enhance gender equality. 25(71.4%) men and 10(28.6%) women indicated that the public sector should increase tourism capacity building to enhance gender equality. 8(44.8%) men and 10(55.6%) women stated that women should be given more access to finance credit for tourism development while 15(55.6%) men and 12(44.4%) women were of the opinion that the number of women should be increased in tourism planning. The study's findings imply that there is a lack of women leadership and tailor-made capacity building in tourism consistent with World Bank (2017), that project managers in tourism should provide training opportunities for women with a focus to moving women into positions of responsibility and leadership.

#### **4.4 Key informant and focus group discussion**

The study as well conducted one KII with two Directors of Tourism in Kisumu County and one FGD of 8 participants who are enterprise owners. For purposes of anonymity the participants were labelled P1-P8. Findings from the in-depth interviews and KII and FGDs adds value to the quantitative finding of the study. Some more issues have been retrieved related Table 4.3 satisfaction with public sector tourism development

##### **4.4.1 Key Informant Interview**

The key informants were two directors a man and a woman drawn from county government of Kisumu.

##### **Results**

All the two key informants participated and the thematic analysis identified and validated 3 major three major themes that incorporated all the data recorded from the interviews.

These were:

1. Women are shy and lack confidence
2. Role of the county government
4. Partnership

##### *Women are shy and lack confidence*

The participants felt that women are shy to attend tourism planning meetings and thereby missing opportunities being discussed during tourism development planning meetings.

*“Taking into account of the constitution 2010 on public participation we ensure that we bring on board especially the less unfortunate in the society, women and youth through the ward administrators”*

*“At the county level tourism development has a budget, in the process of planning we ensure that we take the views of men and women. At this time despite the covid-19 pandemic where we don't converge, we engage local radio stations in morning programmes to ensures that the views of community are taken into account. But one of surprising issue on women is that most of them are shy and lack confidence during high level tourism planning meetings”*

*“Quite often we have a number of tourism planning meetings. But the unfortunate that our women seems not participate actively during the meetings”*

These comments highlight that most women in the county of Kisumu have information about tourism planning development but do not attend or are inactive during meetings.

#### *Role of the County government*

The participants felt that the county government has a big role to play in ensuring gender equality in tourism development. Even though the county government has no specific policy for gender equality in tourism, they have a role to ensure that the national tourism sector policy is applied across in ensuring gender equality in tourism development in the county.

*“I can assure you, both men and women have equal opportunities to financial assistance access. The county has trade development fund that caters across all sectors, tourism*



*included. It has been easy to access through websites and through ward administrators. But we have also realized that women shy off because of proper lack of information”*

*“As county government our role is to ensure that the information is out there. This is done through ward administrators. We also ensure that we use local radio stations in addition to the information on our website”*

### *Partnership*

During the interview the participants mentioned partnerships as key area for achieving gender equality in various areas. Tourism capacity building and tourism product development has got a lot of partnerships with other institutions and government agencies.

*“As a county tourism department we collaborate with academia, national government agencies like Tourism Fund, Kenya Tourism Board to help us boost the capacities of men and women in the tourism industry. But I repeat, women tend to shy away from the capacity building sessions”*

*We have programmes and activities where women benefit from tourism product development. We partner with the national government on this a lot. At the Kenya National Museums we work with, Kangeso Women Group very closely. Other groups we work with include, Abindu Shrine, Kit Mikayi and Dunga Beach. Women have benefitted a lot. We have women van drivers and tour guides taking tourists to visit various tourism products in Kisumu County”*

#### **4.4.2 Focus Group Discussion**

In planning the event, a broad mix of potential participants were identified. The participants were purposively selected from the cluster of hotels, restaurants, tour operators and community based tourism attraction leaders. The local members of the above-mentioned groups were identified with the collaboration of the county tourism officials.

##### **Discussion**

The most important element of the FGD was the participatory discussion. The researcher decided to have two parallel sessions according to the research objectives. Each group handled 2 research objectives. The two groups discussed the objectives as follows;

Group one handled access to public sector finance credit and public sector tourism product development, while group 2 handled public sector tourism planning and public sector tourism capacity building

The main findings from data generated by the focus group discussions are summarized below. The consultation brought about valuable information also in terms of current gender equality in tourism development challenges.

##### **Key findings**

On access finance the discussions revealed that women access to finance from commercial and public financing institutions is affected by the lack of collateral, source of income, low capacity, education, and trust on women's ability. In the absence of family support, even if women have assets they cannot present any collateral at the bank. At the community level, the rise in the numbers of women cooperatives has increased and women

involvement in the saving and borrowing has limited borrowing from the banks. The discussions as well point out that knowledge acquired during public sector tourism capacity building are useful for participants in the development of the tourism and

On tourism planning the discussions revealed that women lack of women representation at tourism interest groups. In terms of planning the FGD pointed out that more often there are invitations to participate in the tourism planning meetings and workshops. Although it is often difficult and takes a lot of time to involve everyone in the meetings in the planning process this involvement is very significant benefits for both men and women.

## **CHAPTER FIVE: DISCUSSION, SUMMARY, CONCLUSION AND RECOMMENDATIONS.**

### **5.1 Introduction**

The intent of this study was to examine how public sector tourism development determinants influence gender equality in Kisumu County. This chapter includes a discussion of major findings as related to the public sector tourism development determinants on gender equality in tourism development. The purpose of this chapter is to interpret and explain the key findings in light of the previous key findings thereby clarifying the studies contribution to the existing knowledge. The chapter concludes with a summary of key findings limitations and areas for further research.

### **5.2 Discussion.**

In this section, research findings are discussed as per each research objectives. The contextual of this study was done by studying the literature on the situation internationally, nationally and in Kisumu County. The background of the research problem covers public sector tourism development determinants influence on gender equality. Studying gender equality is of significance method to capture change in women's status and gender relations which are critical for assessing the effectiveness of policies and programmes in promoting gender equality and monitoring for intended and unintended consequences. The research findings agree with other research findings that public sector tourism development determinants influence gender equality in tourism development positively.

### **5.2.1 The extent of public sector finance credit influence on gender equality in Kisumu County.**

This research objective attempted to answer the first research question; to what extent does financial credit access from the public sector influence gender equality in tourism development in Kisumu County? This study reveals that, access to finance credit does not positively influence gender equality in tourism development.

The findings of this study seem to shape in particular on the work of some of the researchers reviewed in Chapter 2. The notion of the difficulty to access financial credit in tourism sector seems to echo (Ohlan, 2017; Hutadjulu,2016) observations who found out that, within the tourism sector, business enterprises that wish to make sustainable investments in the sector need access to long-term finance for high amounts, principally in the case of investments made in infrastructures and equipment, which require greater guarantees and collaterals. In this study majority of the respondents, 43(37.4%) biggest obstacle to accessing financial credit was lack collateral.

This observation shows that the governments have not succeeded in incorporating tourism their SME promotion policies in their overall development strategies despite being second in the contribution of the country's Gross Domestic Product (GDP). This, therefore, calls for the public sector to model tailor-made financing schemes that can be able to assist men and women running SMEs in the tourism sector towards reducing poverty and enhancing equality.

Regarding the enterprise turnover as men's and women's determinant of access to financial credit, the study found out that the majority of the enterprises were characterized

with low business turnover. This makes it difficult for both men and women to access financial credit for their enterprise expansion. Chowdhury, Yasmin, and Ahmed, (2018) support this finding, that business profile, which included profit, cash flow, and location of the enterprise was a significant factor that the banks wanted to know before the loans were approved.

This finding implies that tourism enterprises in Kisumu County are SMEs and therefore needs the public sector support for growth towards improving the livelihood of men and women and improving gender equality in the tourism sector. This finding, therefore, offers suggestive evidence and uniquely contributes to the literature. The researcher believes that this is the first study to establish a unique empirical understanding of the public sector's lack of support for SMEs in the tourism sector.

However, the findings of this study do not imply that all tourism enterprises fail to secure financial credit from the public sector as this study is restricted in Kisumu County only. This opens a new window of further research on the factors that affect the public sector support to SMEs in the tourism sector.

### **5.2.2 The status of tourism planning influence gender equality in Kisumu County**

The second objective was to investigate the status of tourism planning's influence on gender equality. The purpose of this objective was to answer research question number two; To what extent does tourism planning influence gender equality in tourism development in Kisumu County?

The key finding of this objective reveals that tourism planning has positively influenced gender equality in Kisumu County. This finding as well echo with literature

review in chapter 2, (Misiko, 2013). This finding shows that, the public sector has implemented a participatory approach in tourism planning and therefore gender equality is being achieved. The finding is in harmony with (Foley, Growbowski, Small, and Wearing 2018), that it is common thinking that the utilization of participatory planning techniques leverages a shift of power in tourism development as previously marginalized groups are empowered to make decisions about their own destiny and their place in the tourism economy.

It seems that the public sector through its agencies have taken steps to implement most of the Kenya Constitution 2010 on equality and freedom from discrimination that create more equality not bureaucracy. The excerpts of the constitution section partly read “Women and men have the right to equal treatment, including the right to equal opportunities in political, economic, cultural and social spheres”.

Further, the study found out that both men and women have benefitted from tourism activities irrespective of age, marital status, or educational background, which is broadly in line with extant literature (Aghazamani & Hunt, 2017, Wirahayu<sup>1</sup>, Purwito and Insani 2019) that involvement in tourism brings empowerment that offers a way for local communities in developing countries to have control over certain developments in their area and reduce the negative impacts while increasing benefits from the development to enhance their quality of life.

This implies that The reasonable percentage of women in the tourism enterprises in Kisumu County provides a prerequisite foundation necessary for the further progression of

women. Women equality in tourism industry in Kisumu County therefore can compel change in the traditional cultural values and practices that perpetuate gender inequalities.

Concerning the attendance of tourism planning meetings, the study finding agrees with recent scholars (Jamhawi, Hajahja, Shorman, and Okuor, 2015) that the traditional values in many cultural localities may interfere with women participation in the tourism industry and may play a pivotal role in producing and reproducing gender inequality. Culture often limits women's opportunities or intentions to be involved in planning; In this study, 47 out of 53 which made 83.3% of women indicated that they did not attend tourism planning meetings.

The finding of the study reveals that women were less involved in tourism planning meetings, despite their involvement in the industry. The implication of this finding is that because of community perceptions relating to gender which sees men as the decision-makers most of the time stayed away from tourism planning meetings. It can therefore be concluded that, despite the existing policy and legal frameworks patriarchy exists in the society.

### **5.2.3 The proportions and perceptions of public sector tourism capacity building influence gender equality in Kisumu County.**

The third objective was to find out the proportions and perceptions of public sector tourism capacity building influence on gender equality in Kisumu County. The finding of this study reveals that tourism capacity building influences gender equality positively. This finding backs Kegudu, Malami & Gatawa (2011) who found that vocational training, both skills acquisition, and capacity building, has a positive correlation with economic



empowerment. However, the study showed that even though there was a positive correlation, there was no significant relationship between women's economic empowerment and vocational training. Capacity building, however, showed significant improvement in practice.

This finding implies that, the government and policymakers recognizes the importance of capacity building in tourism development, therefore it incorporates the practitioners in issues such as the development of human capital, new forms of organization and management, new approaches to for-profit and social entrepreneurship, community capacity building, and community involvement.

Due to the importance the respondents place on tourism capacity building, the public sector can increase capacity building through the use of technology to reach many men and women in the tourism sector. The researcher therefore suggests that, future area of investigation in this area could be assessment of the effectiveness of public sector use of technology to conduct capacity building to men and women in tourism sector.

#### **5.2.4 The extent to which the process public tourism product development influence gender equality in Kisumu County.**

The fourth and last objective of this study was to examine the extent to which the process of public tourism product development influence gender equality in Kisumu County. This study disclosed that tourism product development influences gender equality positively. This is in consistency with earlier studies, that women assign a greater value to their participation in agritourism because they consider it a viable option to generate

additional income for their families that offers them job opportunities while increasing their independence (McGhess and Kim 2017; Flanigan, Blackstock, and Hunter, 2015; Savage, 2018; Wright and Annes, 2015). The study as well echoes the findings of Moyo and Tichaawa (2017) that, over half of the community members believe that the benefits of tourism exceeded the costs to the people living in their community.

In regards to improve gender equality in tourism product development, the study revealed that leadership and capacity building were the leading options. This implies that there is a vacuum in women leadership in tourism development and agrees with to Lämsä and Sintonen (2011) that women exhibit the behavior of feminine nature and therefore can't lead, on the other side as leaders they should be masculine in a right way, which means that they should be convincing, aggressive, sporty, effective in decision making, competent, and individual persona which most women lack.

This implies that gender inequality is still manifested in the tourism sector. The reasons for this situation are widespread: women have lower access to capital and education than men, women tend to work at home or family enterprises unprotected by law, and women face discrimination and trouble reconciling with work and family life.

In concluding remarks of this section, the researcher argues that the potential of tourism product development to promote gender equality is unequivocal. This public sector support should, therefore, be extended to the young generation to address the issue of unemployment. Thus the public sector must acknowledge providing basic services and infrastructure to women, youth, and other represented groups for the development mainstream. Above all, raising gender equality is not only important for the lives of women

but also plays a crucial for the future of societies, and integration of all individuals and especially women would likely to increase overall prosperity.

### **5.3 Summary of Main Findings:**

The key findings reveal that financial credit access for tourism development do not positively contribute to gender equality in tourism development. Unlike other sectors where it is perceived that lending is only inaccessible to women, in tourism development both men and women face the same difficulty.

Another key finding is that public sector has made considerable efforts to integrate gender issues in tourism development. There seems to be good stakeholder coordination existing between the public sector in achieving men and women empowerment. The community has been involved in tourism planning and is supported by various stakeholders, including representatives from county government of Kisumu.

The study has demonstrated that both men and women appreciate the importance of capacity building in tourism even though its frequency is very rare. This study has found out as well that tourism sector has a capacity to provide benefits for women and therefore positively contribute to the establishment of gender equality.

Lastly the study found out that, even though tourism development accrues benefits to both men and women in Kisumu County there is lack of leadership and capacity building from public sector. And therefore respondent settle that capacity building and nurturing women into tourism leadership positions could further gender equality in tourism development than any other tourism development determinant.



## **5.4 Conclusion**

While there are no official published specific data statistic on the perception and number of men and women involved in tourism searching for the information presents challenges. In this study, a descriptive analysis has been conducted to establish the influence of public sector tourism development determinants that influence gender equality and drawing interpretations within the study limits. Therefore, the research objectives have been met. The findings of this study have provided a good picture of possible reasons the rapid development of tourism in Kisumu County. Investigating women's participation in developments is qualified since they provide the foundation of economic growth, despite prejudice levelled against them.

Notably tourism development in Kisumu county seems to have improved gender equality. However, respondents acknowledged that tourism could bring benefits to both men and women, even though the form of the benefits was not tackled in this study. Accordingly, the thoughts and sentiments of the respondents shared here indicate that achieving gender equality is not far from reach in tourism development despite the lack of access to financial credit access.

The findings of this research are important for national and county tourism public managers for tourism development projects, since they provide important resource on aspects discussed in order to improve inclusive sustainable development in tourism towards achievement of poverty reduction and development goals.

## **5.5 Recommendations**

### **Policy Recommendation**

To advance gender equality, it is also important to implement and put in place accountability mechanisms to fulfilling existing commitments. This requires political will and stronger multi-stakeholder collaboration involving not only national and county governments, but also civil society, the private sector, academia and the media. The public sector must therefore ensure that equality between women and men to be on the top of the agenda of tourism policy making and for adequate service provision that will contribute to improve the condition of women and their empowerment towards achieving SDGs 2030.

### **Practice Recommendation**

Public sector should improve the gender balance in representation across tourism policy and administrations and facilitate women's full participation and access to leadership positions in all levels of decision-making in administration, tourism and communities;

The government should as well make equality impact assessments mandatory so that they are comprehensively applied across the public sector. Some sectors such as education have progressed in gender equality while some sectors like tourism are left behind. This should be achieved through gender impact assessments; the incorporation of a gender equality dimension at all stages of tourism product development monitoring and evaluation; and the inclusion of gender equality in performance appraisal and review.

Secondly, participatory tourism planning and management from a gender perspective should be incorporated as one of the indispensable principles in all tourism policy planning and management. This must of course incorporate monitoring and evaluation (M&E) of

the tourism development. All stakeholders should be made aware of M&E reasons. M&E will assess the contribution of the tourism development to the empowerment of women in tourism. At this point, it is necessary to foster women's participation in areas where they are currently not present, but that are essential for the creation and implementation of tourism policies.

### **5.6 Areas of further Research.**

Areas of further studies should include factors affecting the implementation of monitoring and evaluation of public policies in tourism development at county governments. Lastly future research should examine the potential role of equality impact assessment in mainstreaming, the public policy making process and in the public sector. The promotion of gender/equality impact assessment could be an important interim measure prior to legislation for a public duty.



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## APPENDICES

### Appendix 1: Questionnaire

#### THE SURVEY QUALITY CONTROL

Date of Interview		Respondent Name	
Interviewer Code		Interview length	
		Checking Date	

#### SECTION A. Socio-Demographic characteristic of the respondents

Please tick as appropriate

- i. **Gender**      Male       Female

Age

18-25 years   

26-35 years   

36-45 years   

46 and above

#### Education level

Primary       

Secondary    

Diploma      

University    

Other \_\_\_\_\_

- ii. **Marital status:** Single     Married     Widow

- iii. **Level of income from tourism business per month**

Below Kshs. 100,000   

100,000-300,000       

400,000-500,000       

600,000-700,000       

700,000+                

- iv. How long have you lived in your current community i.e. Kisumu County?

Below 10 years

11  years.

21  years

- v. How can you classify is the type of your enterprise?

Hotel //Accommodation

- Travel agent
- Tour Operator
- Café
- Restaurant
- Casino
- Community based Attraction

### SECTION B: PUBLIC SECTOR IN TOURISM DEVELOPMENT

- i. To what extent do you agree that the public sector support tourism enterprises/projects in Kisumu County.

Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
(1)	(2)	(3)	(4)	(5)

- ii. In the table below, please rank your satisfaction between 1-5 the public sector tourism development determinants that has supported you in tourism in Kisumu County.

Public Sector role in the development of tourism development	1	2	3	4	5
Access to finance	Completely dissatisfied	Mostly dissatisfied	Neither satisfied or satisfied	Mostly satisfied	Completely satisfied
Tourism product development	Completely dissatisfied	Mostly dissatisfied	Neither satisfied or satisfied	Mostly satisfied	Completely satisfied
Tourism planning	Completely dissatisfied	Mostly dissatisfied	Neither satisfied or satisfied	Mostly satisfied	Completely satisfied
Tourism training and capacity building	Completely dissatisfied	Mostly dissatisfied	Neither satisfied or satisfied	Mostly satisfied	Completely satisfied



### SECTION C: GENDER PARTICIPATION IN TOURISM PLANNING AND MANAGEMENT

- i. What is your level of agreement that the public sector has operationalized gender-inclusive management and master plan for the tourist destination of Kisumu County?

Strongly disagree=0	Disagree=1	No opinion =2	Agree =3	ly agree=4
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- ii. Do you agree that there is gender- inclusive your participation in public sector forum for consultation process in the planning and management of tourism development in Kisumu County?

Strongly disagree=0	Disagree=1	No opinion =2	Agree =3	ly agree=4
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- iii. Have you during your stay in Kisumu attended any tourism development planning meetings organized by the public sector?

**YES**

**NO**

- a. If Yes above what is your level of agreement that the public sector accepts your opinions on inputs during meetings of planning and management of tourism development in Kisumu County?

Strongly disagree=0	Disagree=1	No opinion =2	Agree =3	ly agree=4
---------------------	------------	---------------	----------	------------

- b. In the below scale rate your agreement that there are successful strategies to get both men and women participate in the planning and management of tourism development in Kisumu County?

Strongly disagree=0	Disagree=1	No opinion =2	Agree =3	ly agree=4
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- c. How would you rate your level participation in the planning and management of tourism development in Kisumu County?

Very high	Medium	Low	Very low	None
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### SECTION D: FINANCING TOURISM DEVELOPMENT

- a) Please indicate where you obtained your business startup funds?

- i. Commercial bank
- ii. Government Loan/Credit
- iii. Personal savings
- iv. Loan from relative/friends
- v. Youth Enterprise fund
- vi. Uwezo Fund
- vii. Kenya Women Finance Trust
- viii. Women Enterprise Fund
- ix. Other \_\_\_\_\_

b) Have you had currently or in the past 2 years had an access to finance through loan for the purpose of expanding your enterprise?

YES  NO

i. If YES above, during access to financing for firm how can you consider the situation for obtaining the fund?

Easy  Normal  Difficult  Very difficult

Please rate your satisfaction on public sector awareness programmes on assisting entrepreneurs in accessing finance for developing tourism?

1	2	3	4
Not at all satisfied	Dissatisfied	Satisfied	Very satisfied

a) Using the response on the table below on a scale of (0- 4 to what degree of is access to financing an obstacle to the development of tourism in Kisumu County?

	1	2	3	4	5

Access to finance	Very difficult	Difficult	Neutral	Easy	Very easy
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- b) Specify the funding problem (you can choose more than one)
- i. Lack of collateral security and managing
  - ii. Complicated lengthy procedure for loan sanctioned
  - iii. Apprehensive of a financial institution for recovering of the loan
  - iv. The reluctance of financial institutions to extend credit
  - v. Unawareness about the source of borrowing
  - vi. Lack of public sector support

#### **SECTION E: CAPACITY BUILDING AND TRAINING IN TOURISM**

- i. Do you have any information on government/public sector of training and capacity building in tourism development in Kisumu County?

**YES**

**NO**

- ii. On a scale of 0-5, how do you rate the frequency of the training organized or sponsored by public sector from institution mentioned above?

The frequency of the training by the institution	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Never	Very rarely	Rarely	Occasionally	Frequently	Very frequently

- iii. On a scale of 10-50, how do you rate the importance of capacity building in tourism development?

Importance of training in the	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
	Not at all important	Slightly important	Moderately important	Very important	Extremely important

tourism development					
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### SECTION F: PARTICIPATION TOURISM PRODUCT DEVELOPMENT

- i. What is your rating of Kisumu County as a tourism destination?

Excellent	Very good	Satisfactory	Very poor	Unacceptable
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- ii. To what extent do you agree that you have benefitted from the tourism products developed in Kisumu County by the public sector.

Strongly disagree	Disagree	No opinion	Agree	Strongly agree
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- iii. At which stage were you involved in the development of the product?

Planning and product selection	<input type="checkbox"/>
Implementation	<input type="checkbox"/>
Maintenance	<input type="checkbox"/>
Monitoring and Evaluation	<input type="checkbox"/>
All stages	<input type="checkbox"/>

- iv. Do you believe that both men and women would benefit equally from the development of tourism products in the county?

<b>Strongly Agree</b>	<b>Agree</b>	<b>Don't Know</b>	<b>Disagree</b>	<b>Strongly Disagree</b>
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v. In your own assessment how best can public sector ensure that there is gender- inclusivity in tourism product development in Kisumu County?

Nurturing women in tourism leadership positions

Training and building capacity of women in tourism


Giving access to credit to women in tourism

Including Women in planning tourism development

## Appendix 2: Research Permit

Republic of Kenya  
National Commission for Science, Technology and Innovation  
NACOSTI  
Date of Issue: 23 October 2019

**RESEARCH LICENSE**




**This is to Certify that Mr. HESBON OYENDO of Africa Nazarene University, has been licensed to conduct research in Kisumu on the topic: PUBLIC SECTOR TOURISM DEVELOPMENT DETERMINANTS ON GENDER EQUALITY INDICATORS IN KENYA: A CASE OF KISUMU COUNTY, KENYA for the period ending : 23 October 2020.**

**License No: NACOSTI/P/19/2350**

**Applicant Identification Number: 338830**

**Director General  
NATIONAL COMMISSION FOR  
SCIENCE, TECHNOLOGY & INNOVATION**

**Verification QR Code**



**NOTE: This is a computer generated License/ To verify the authenticity of this document, Scan the QR Code using QR scanner application.**

## Appendix 3: Research Approval



**AFRICA NAZARENE**  
UNIVERSITY

1<sup>st</sup> October 2019

E-mail: [monitoringandevaluation@anu.ac.ke](mailto:monitoringandevaluation@anu.ac.ke)

Tel. 020-2711213

Our Ref: 16M03DMME021

The Director,  
National Commission for Science,  
Technology and Innovation (NACOSTI),  
P. O. Box 30623, 00100  
Nairobi, Kenya

Dear Sir/Madam:

**RE: RESEARCH AUTHORIZATION FOR: MR. HESBON OCHIENG OYENDO**

Mr. Oyendo is a postgraduate student of Africa Nazarene University in the Master of Monitoring and Evaluation (M&E) program.

In order to complete his program, Mr. Oyendo is conducting a research entitled: **"Public Sector Tourism Development Determinants on Gender Equality Indicators in Kenya: A Case of Kisumu County, Kenya"**

Any assistance offered to him will be highly appreciated.

Yours Faithfully,



**MR. ISAAC MWANGI**  
**Ag. PRINCIPAL: NAIROBI CBD CAMPUS.**

### Appendix 4: Map of the Study Area

