

**SOCIO-CULTURAL AND ECONOMIC FACTORS INFLUENCING WOMEN INVOLVEMENT IN THE PRODUCTION AND SUPPLY OF CULTURAL TOURISM PRODUCTS: A CASE OF KATANGI WOMEN BASKET WEAVERS IN YATTA- MACHAKOS, KENYA**

**BY**

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**NOVEMBER, 2013**

**DECLARATION**

**Declaration by candidate**

**I hereby declare that this thesis is my original work and has not been presented in any other university for examination.**

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## **DEDICATION**

I dedicate this thesis to my husband Amani Jean Petit, my children Wendy, Mike and Frankie, and to my mother Elizabeth Matiku- you are very important and everything to me. I would also like to dedicate it to my elder brother Prof. Mulei who has been a role model to me and encouraged me to be a scholar. For the Women Basket Weavers of Katangi, you made the story.

### **ABSTRACT**

A majority of women in the developing world often carry a considerable workload and are increasingly playing active roles in development sectors. One such sector is the tourism industry where women participate in the production and supply of tourism products. However, the extent to which women are involved vary significantly from that of men. Despite the fact that much research has been done on women participation in production of tourism products, the factors influencing their involvement in tourism

production has not been empirically investigated. Thus this research used the case of Katangi Women in Yatta who over the years have been actively involved in making of traditional hand bags and baskets commonly known as “*Kyondos*”, to investigate and establish the factors that influence women involvement in the production and supply of tourism products. Specifically the study investigated the cultural, social and economic factors that influence women involvement in the production and supply of tourism products, the role women play in production of tourism products, the significance of basket weaving in Katangi, and the benefits of involvement in cultural tourism production. The study employed both qualitative and quantitative data collection techniques. Data was gathered from identified respondents. The target population included the women involved in production and supply of Tourism products in Katangi, and Opinion Leaders. The researcher employed purposive sampling technique to select 132 basket weavers (artists) from the women group that was active and with the most numerous and diverse membership. By use of snowball sampling the researcher selected 13 opinion leaders. The study collected data using open ended researcher administered questionnaires. Further information was gathered from purposively sampled key informants through interviews. Focus group discussions between the researcher and the basket weavers were conducted. Collected data was coded and analyzed using the Statistical Package for Social Science (SPSS). The findings were analyzed using descriptive statistics. Results are presented in tables, and verbatim quotations to facilitate description and explanations and drawing of conclusions. Secondary data, collected from available literature, was used to identify women participation in tourism production, involvement of women in development, women involvement in tourism development, identify the cultural attributes of the community, as well as understand the factors affecting women involvement in cultural tourism. The study established that women produced handcrafts and sold them to tourists as souvenirs. This was influenced by poverty in the area, the large family numbers and the fact that it kept the women networked for social and cultural activities. Through the handcrafts the women played a critical role in mitigating financial difficulties in their families, as well as conservation and preservation of Kamba culture of traditional basket weaving. The study reports mounting evidence of women’s wish and capacity to take their problems into their own hands through self-help groups. 58% of the artisans interviewed earned more than Ksh.1000/- per month from basket weaving thereby encouraging self-reliance and dispelling the stereotyping of dependence on men. This was the major motivation for their involvement in basket weaving. The study contributes to a better understanding of the issues affecting women who are involved in production of cultural tourism products. It also provides information and recommendations to the policy makers and tourism stakeholders regarding what needs to be done to improve women participation and involvement in tourism production.

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## LIST OF ABBREVIATIONS

CBOs	Community Based Organization
CEDAW	Convention for Elimination of all forms of Discrimination against Women
IES	International Ecotourism Society
ILO	International Labour Organization
MDG	Millennium Development Goals
NGOs	Non Governmental Organizations
PBL	Problem Based Learning
SPSS	Statistics Package for Social Sciences
UNESCO	United Nations Educational and Scientific & Cultural Organizations
UNW	United Nations Women Report
UNWTO	United Nations and World Tourism Organization
WTO	World Tourism Organization

## DEFINITION OF OPERATIONAL TERMS

**Attitude** – This denotes a relatively stable system of beliefs concerning some object that result in an evaluation of that object (Bruce and Yearly, 2006).

**Community** – It is a group of people, originating from the same geographic area, who identify themselves as belonging to the group (Lindberg *et al.*, 1998).

**Culture** – The totality of socially transmitted behavior patterns, arts, beliefs, institutions, and all other products of human work and thought that are characteristic of the destination population or host community (Goeldner and Ritchie, 2012).

**Cultural tourism** – It is a kind of tourism, which involves all aspects of travel, whereby travellers learn about the history and heritage of others or about their contemporary ways of life or thought which means that cultural tourists learn about the products and processes of other cultures (McIntosh and Goeldner, 1986).

**Development** – It is the modification of the environment to whatever degree and the application of human, financial, living, and nonliving resources to satisfy human needs and improve the quality of human life (Goeldner and Ritchie, 2012).

**Resource** – It is anything, such as property, money, skills, competence or knowledge, owned by an individual that ‘can be made available to others as instrumental to the satisfaction of their needs (OECD, 2009).

**Tourism** – The processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors (Goeldner and Ritchie, 2012).



**Tourism Development** - It refers to an act of improving the socio-cultural, economic and environmental aspects by expanding or enlarging or refining a tourism product (OECD, 2009).

**Tourist** – He or she is someone who travels for 24 hours or more outside their normal country of residence (Goeldner and Ritchie, 2012).

in

## CHAPTER ONE

### INTRODUCTION

This chapter contains a brief background of the study, particularly with respect to women involvement in development and in cultural Tourism. The chapter further presents the research problem statement, research objectives and questions, significance and the scope of the study.

#### **1.1 Background to the Study**

The background to the study demonstrates in detail the many ways women have participated in development, how women have been empowered in different development areas and also the challenges they face in playing their role in development. The section also enlightens briefly about the women involvement in cultural tourism

##### **1.1.1. Women and Development**

Until recently, the role of women in development was all but invisible and women and gender relations were virtually ignored within the theory and practice of development (Brohman, 1996). Indeed, in several ways women were systematically excluded from various aspects of development, to the extent that they were regarded as impediments to development (Parpart, 1993). As noted by Ahmed (1987) the two decades of development theory and practice during the post war period ignored women presuming that productive work was performed by men. Likewise, Elson (1991) asserted that a strong male bias had been operating in development theories and programs. Consequently, rural development strategies as well as studies continued to neglect the role of women, till recently (Ahmed, 1987).

Much of the impetus for women involvement in development came from the UN Decade for Women conference in 1975-85 (UN, 2000), and the events that accompanied it. The

UN's interest in women involvement in development has considerably promoted and legitimized the women's movements at national and international levels (Hahner, 1985). As Geisler (1993) observes, the UN initiatives have forced a rethinking of development policies which began to conceptualize women as agents of productive process and identified women's marginalization as the chief cause of their deteriorating status.

Over the recent years, participation and empowerment of women have been underscored in several development strategies. The term empowerment is subject to different interpretations. For instance, it is translated as participation in labour force, which according to Elson (1991), Fleming (1991) and Geisler (1993) is not a sufficient condition for empowerment, if the structure remains unchanged as exploitative and oppressive. The widely accepted view of empowerment is that of development strategies that empower women by challenging existing social, economic and political structures. Thus, the primary objective of empowerment of women is to create more equitable and participatory structures in which women can gain control over their lives. Keller and Mbewe (1991) uphold that empowerment should enable women to increase their self reliance, to assert their right to make choices and to challenge and eliminate their own subordination. Furthermore, gender equality and women's empowerment are human rights that lie at the heart of development and the achievement of the Millennium Development Goals.

A study conducted by Stephen (1989) on Latin American Women's rural mobilizations explains how the politically neglected and excluded women actively and invisibly take part in mobilization of opinions. The techniques they often use are gossip, persuasion, consensus building among kinships and communities. However, as Logan (1990) observes, the traditional roles of women in Third World societies have frequently led to the development of exclusive social networking deeply rooted in community life, thus enabling women to mobilize collectively. These wide net-workings are maintained through social interaction, which are linked to women's domestic tasks, such as, fetching water from the community wells, market places, collection of firewood etc.

Generally women are primarily family caretakers and producers of food. They shoulder the burden of tilling land, harvesting, grinding grain, carrying water and cooking (Binota 2011). However, previous studies have revealed that women are capable of developing appropriate ways to deal with their concerns and problems through local grass root

participation in development sectors (UN 2011). Some of these sectors are agriculture, small scale businesses and tourism (WTO, 2010; UNESCO, 2010).

There are numerous examples where women and women's groups have started income generating activities on their own. In Kenya, for instance, women are known for forming their own investment groups, commonly known as "*chamas*", which aim to build a nest egg for retirement (CNN, 2011). Existing statistics reveal that three (3) out of every five Kenyans are part of a given "*chama*" and some banks have created niche products to target these groups (CNN, 2011). Such groups help to create financial independence for local women and challenge them to develop the necessary skills and improve their education. Studies by UNWTO (2011) indicate that financial independence and good education lead to improved self-esteem of women and more equitable relationships in families and communities (UNWTO, 2011).

In his speech, during the Global Initiative in Africa, Sir Clinton pointed out that gender equality and women's empowerment is central to achieving the Millennium Development Goals (MDGs) ([Hattam](#), 2011). Furthermore, the MDGs Goal 3 seeks to promote gender equality and empower women through eliminating gender disparity in primary and secondary education and that there should be a share of women in wage employment in the non-agricultural sector (UNESCO, 2011). While there are some positive trends in gender equality, there are still many areas of concern. For instance, UNESCO (2011) observes that girls account for the majority of children not attending school. Numerically almost two-thirds of women in the developing world work in the informal sector or as unpaid workers in the home. Elsewhere, despite the increased parliamentary participation, women are still out-numbered (Hattam, 2011).

Of great concern is the fact that 75 percent of the world's women cannot get bank loans because they have unpaid or insecure jobs and are not entitled to property ownership (Hattam, 2011). Moreover, despite the fact that women comprise more than 50 percent of the world's population, they own only one percent of the world's wealth. Infact, according to Hattam (2011) women do 66% of the world's work, make a stunningly low 10% of the world's income and own a meager 1% of the world's property. It is therefore not surprising that six out of every ten of the world's poorest people are women (Binota, 2011).

However, as noted by Hattam (2011) women are capable of developing appropriate ways to deal with their concerns and problems through local grass root participation. Historically, women's empowerment has been based on grass root initiatives that are designed to meet the specific needs and interest of local women themselves (Binota 2011).

The International Ecotourism Society (2011) reports that women lag far behind men in access to land, credit and decent jobs, even though a growing body of research shows that enhancing women's economic options boosts national economies. Fillmore (1994) asserts that women have been considered in the debate about tourism as victims, either in terms of sex work or advertising which portrays them as sex objects. Although there are few studies that examine the particular experience of women as hosts entrepreneurs and as employees in the tourism industry, UNWTO (2010) notes that the tourism industry is particularly a good "candidate" for engaging in efforts towards the advancement of women. Information available for the years between 1988 and 1997, reveal increasing participation of women in tourism industry at a global level (UNESCO 2010). The majority of this increase in female participation may be driven by the growth in the industry for specific countries (UNESCO 2010). Besides, the size of the tourism industry, its rapid growth and its extremely diverse and dynamic nature and enormous flexibility has increasingly created opportunities for women to participate (WTO 2010). Again, the seasonal nature of tourism industry provides conducive condition for women to accommodate their various responsibilities (UNWTO, 2010). Most importantly, community based tourism initiatives, particularly local women's groups and co-operatives form suitable entry points for women into the paid workforces, craftspeople or even as observers of tourist scene (Fillmore, 1994).

In the last few decades, the tourism industry has undergone a period of explosive growth, and as a labour intensive industry, there has consequently been a rapid rate of job creation and development (UN, 2011). Using the latest available data from the restaurant and hotel sector, provided by ILO and UNDP, the industry is examined on a global level in terms of the numbers of women in employment over the past ten years, their average weekly wage rate and hours of work, as compared to men (UNESCO, 2011). The general picture suggests that the tourism industry seems to be a particularly important sector for women (46 % of the workforce are women) as their percentages of employment in most countries

are higher than in the workforce in general (34 - 40 % are women) UNESCO (2011). This study therefore sought to establish the driving force for the women involvement in development activities through cultural tourism production.

### **1.1.2 Women Involvement in Cultural Tourism**

The importance of preserving culture through- tourism is receiving increasing attention (Garrod and Fyall 2000) and has been discussed in relation to sustainable tourism (Cope 1995; Johnson and Thomas 1995; Van der Borg, Costa and Gotti, 1996). Studies by Soebadio (2007) reveal that women play a crucial role in the transmission and preservation of culture. Moreover, women have been found to be responsible for the preservation of traditional ceremonies such as weddings because they are involved in preparing for the rituals and in performing songs and dances during such ceremonies. Likewise, women are often involved in crafts work such as basket weaving and textiles, thereby contributing to the advancement of cultural tourism (Soebadio, 2007).

Women have traditionally been involved in handicraft making, such as the sewing of 'kofia' (hats) and making of 'mikeka' (floor mats) and 'Kyondos' (traditional baskets), which are of interest to tourists (Apostolopoulos, 2006). In South Africa, for instance, the Zulu women are renowned crafters of bead products and brewers of traditional Zulu beer for the tourist consumption, they prepare Zulu foodstuffs and dance traditional Zulu dances or act as vocal back-up musicians for other dancers within the dance ensemble and often dress in traditional Zulu regalia as showpiece to the tourists.

### **1.2. Statement of the problem**

Recent studies have shown that women participate in tourism production, but the extent to which women are involved vary greatly from that of men (Muraleedharan, 2000). Women are less successful than men, for they are underrepresented in the top jobs, and have lower average earnings. Blake (1999) argued that this is the result of a series of factors which hinder their career progression. Some emanate from the organizational culture of tourism, which is often conservative and male-dominated. Others result from the clash between fulfilling family responsibilities and living up to current expectations in the workplace. So many business men and women are involved the traditional basket business. They purchase and sell the

baskets either within Kenya or outside the country. The consumer price is many times higher than the price from the producer. In spite of the above mentioned challenges, Muraleedharam (2000) notes that women have involved themselves in production of tourism products. However, despite the fact that much research has been done on women involvement on production of tourism products, the factors influencing the women involvement in tourism production has not been empirically investigated. Thus this research used the case of Katangi Women in Yatta, to investigate the Cultural, Social and Economic factors that influence women involvement in the production and supply of tourism products.

### **1.3 Research Objectives**

#### **1.3.1 General Objective**

The general objective of this study was to investigate the factors influencing women involvement in the production and supply of tourism products in Katangi village, Machakos County, Kenya.

#### **1.3.2 Specific Objectives**

The general objective was achieved through the following specific objectives:

1. To identify the activities the women in Katangi engage themselves in producing and supplying cultural tourism products
2. To determine the social cultural and economic factors influencing women involvement in the production and supply of Cultural Tourism Products.
3. To establish the socio-cultural and economic benefits of women involvement in production & supply of tourism products in Katangi.
4. To determine the perceived potential culture-based attractions that would enhance women involvement in tourism

#### **1.3.3 Research Questions**

1. What activities do the women in Katangi engage themselves in to produce and supply cultural tourism products?
2. What are the socio-cultural and economic factors influencing women involvement in the production and supply of tourism products?
3. Do the women benefit from their involvement in the production and supply of tourism products?
4. Are there other cultural tourism attractions that exist in Yata Region and do they enhance women involvement in tourism?

#### **1.4. Justification of the study**

Issues on gender have been at the top of debate internationally as well as nationally. For instance the United Nation's Millennium Development Goals (UNMDGs), five out of eight are directly and indirectly related to women empowerment. MDG 3 promotes gender equality and empower women, and it is actually interrelated to the other four MDGs i.e. MDG1: Eradicate extreme poverty & hunger; MDG 2: Achieve universal primary education; MDG4: Reduce child mortality and MDG5: Improve maternal health. Furthermore it has been a global concern to achieve these Millennium Development Goals (MDGs). For achievement of the MDG's each nation needs to know the factors influencing the women involvement as well as the factors affecting full participation in development.

Although it is common for gender roles and stereotypes to be perpetuated in the tourism industry, emerging forms of alternative tourism may provide opportunities to challenge gender stereotypes. This is particularly true for small-scale tourism enterprises that promote entrepreneurship among women. Some researchers have noted the differentiation between mass-scale and small-scale tourism.

Vargas and Aguilar (2000) agree that the issue of tourism development and gender equality is multi-dimensional. It ranges from the low-profile and persistent issue of



disproportionate responsibility for reproduction and community resource management between men and women; the differential and gender-based nature of and consequences of access to social and economic resources; the pervasive reliance on (and at the same time the invisibility of) women's labor in the hospitality sector; and the high profile issues of sex tourism and HIV/AIDS.

This research sought to investigate the factors influencing women involvement in production and supply of cultural tourism products. The research was based on the argument that despite low income from the cultural products, they continue to produce and supply the same hence achieving one of the MDGs and this is MDG1: Eradication of extreme poverty.

The findings generated by the study assists in promotion of socio-economic development in the area and suggest better ways to have the community especially the women access cultural, social and economic benefits from tourism products. The study has also generated knowledge on the level of conscience or understanding of the issues affecting women involved in cultural tourism production in Katangi. This will assist the opinion leaders and tourism stakeholders to develop specific and practical solutions to enhance women's wellbeing and improve their living standards. It also provides information and suggestions to the policy makers and tourism stakeholders regarding what needs to be done to improve women Involvement in tourism production. Finally this study has developed a rich literature that is of value to future scholars as a point of reference.

### **1.5 The Scope of the Study**

This study was carried out to establish the social-cultural and economic factors that influence women involvement in production and supply of cultural tourism products in Katangi village in Machakos County. The study used both quantitative and qualitative method to collect data. The research was carried out in Katangi village in Machakos County in the months of May and June, 2012. The target population comprised of the women involved in production and supply of Tourism products in Katangi,. The study used open ended researcher administered questionnaires to collect primary data. Further information was gathered from focus group discussions and interviews with key informants.

## CHAPTER TWO

### LITERATURE REVIEW

#### 2.1 Introduction

Building up from previous literature, this chapter begins with reviewing literature on the tourism industry in general, then forms of tourism and the tourism products and different types of tourism products. The chapter links the cultural tourism products with production and supply and discusses the stakeholders in the production and supply of these cultural tourism products. The chapter finally presents in detail women involvement in cultural tourism and factors influencing their involvement in the production and supply of these products.

#### 2.2. The Concept of Tourism

There have been a number of attempts to define tourism since the beginning of the twentieth century. It is defined in different ways by different people and the most widely accepted definition is the one given by the United Nations World Tourism Organisation (UNWTO). This was approved by United Nations Statistical Commission in its twenty-seventh session held from 22 February to 3 March 1993. As per WTO, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. According to Bhanumurthy and Mathur (2008) the term “usual environment” is intended to exclude trips within the place of residence, trip to the usual place of work or education and daily shopping and other local day-to-day activities. Bhanumurthy and the co-worker further assert that the threshold of twelve months is intended to exclude long-term migration and for the distance travelled there is no consensus. It varies from at least 40kms to at least 160kms away from home, one way for any purpose other than commuting to work. Tourism is seen to contain three distinctly framed domains: the tourist, the business of tourism and the non-business environment of tourism. (Tribe, 1999)

### **2.2.1 Characteristics of Tourism**

According to Chaudhary (2005) there are five main characteristics of tourism which may be identified from the definitions. These characteristics are; tourism arises from a movement of people to, and their stay in various destinations. Thus, there are two elements in all tourism: the journey to the destination and the stay including activities at the destination. The journey and the stay take place outside the usual place of residence and work, so that tourism gives rise to activities, which are distinct from those of the resident and the working population of the places, through which the tourist travels and in which they stay. The movement to destinations is of temporary, short-term character, with the intention of returning to the usual environment within a few days, weeks or months. Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

### **2.2.2. Forms of Tourism**

Based on the WTO definition, Chaudhary (2005) classifies tourism into the following: (i) inbound tourism, which involves visits to a country by non-resident of that country; (ii) outbound tourism, which involves visits by the residents of a country to another country; (iii) domestic tourism which involves travelling by the residents of a given country within their own country; (iv) internal tourism, which comprises of domestic tourism and inbound tourism and (v) international tourism, which comprises of inbound tourism and outbound tourism. Moreover, tourism can be classified into many different forms depending on typical features and time spent in the destination. Some of these forms include; Agritourism, Medical Tourism, Heritage Tourism, Cultural Tourism, Pop-culture tourism, Religious tourism, Slum tourism, Space tourism, Adventure tourism among others. The special occasions of travel and leisure stand in opposition to everyday life at home and work. The form that this tourism takes depends on what touristic attractions would satisfy something not fully met at home (Graburn, 2001)

### **2.2.3 Tourism in Kenya**

The Ministry of Tourism Kenya performance report of 2012 revealed that Tourism has seen a substantial revival over the past several years and is the major contributor to the

pick-up in the country's economic growth. Kenya Economic Survey (2011), presented by the Minister of State for Planning, National Development and Vision 2030 indicated that tourism earnings, which are a key source of foreign exchange earnings rose by 17.9 per cent to KSh 73.7 billion in 2010 from KSh 62.5 billion in 2009. Kenya has for many years been well renowned in world tourism and was originally the most developed and premier destination in sub-Saharan Africa. Kenya is endowed with a unique combination of tourist attractions, comprising tropical beaches, abundant wildlife in natural habitats, heritage and culture, scenic beauty and a geographically diverse landscape. The diversity of Kenya's habitat is equaled by the remarkable variety of flora and world famous wildlife heritage. In addition, tourism through its multiplier effect has the capacity to promote regional development, create new commercial and industrial enterprises, stimulate demand for locally-produced goods and services and provide a market for agricultural products (Akama, 2006). It is a crucial intervention that demonstrates the need for a critical involvement of local communities in tourism debates and political action (Sreekumar, 2008).

Despite the immense and diverse potential for tourism development in Kenya, the country's tourism industry is spatially limited to a few locations (Sindiga, 1996). This spatial constraint has mainly been brought about by a lack of appropriate land use policy and regulations governing the location and distribution of tourism facilities and infrastructure in different regions of the country (Sinclair, 1990; Kibara, 1994; Sindiga, 1996). Consequently most private investors in the tourism and hospitality industry, tend to put their capital investments in regions perceived to bring high tourism yield. This therefore congests the perceived areas yet other potential areas are not explored. One of such areas is cultural tourism presented by cultural artifacts.

Different communities in Kenya have different cultural products. Some of the widely known cultural products are the artifacts from different communities in Kenya, which include: the Kisii Stone Carvings, the Masai Bracelets, Beads, the Kenyan Kikoi, the Ukambani (Wamunyu) Wood Carvings, the Kamba Traditional Baskets (Kyondos) amongst others. Most of these artifacts are mainly made by women and are often considered to be the main source of income for the women which enable them to participate in economic activities (Apostolopoulos, 2006).

### **2.3. Tourism Products**

A tourism product can be defined as the sum of the physical and psychological satisfaction it provides to tourists during their travelling en route to the destination. The tourist product focuses on facilities and services designed to meet the needs of the tourist. The tourist product can be analyzed in terms of its components which are attraction, accessibility and accommodation (Bindra, 2005). According to Bindra (2005) of the three basic components of a tourist product, attractions are very important. Unless there is an attraction, the tourist will not be motivated to go to a particular place. Attractions are those elements in a product which determine the choice made by particular tourist to visit one particular destination rather than another. The attractions could be cultural sites and areas of archaeological interest, historical buildings and monuments, flora and fauna, beach resorts, mountains, national parks or events like trade fairs, exhibitions, arts and music festivals, games, etc.

Tourism is mainly a service and therefore its products have the characteristics of a service. Bindra (2005) contended that tourism products are intangible and highly perishable. Tourism product is psychological since it depends on the satisfaction and experience a tourist has. It has an absence of ownership and it's heterogeneous. It is a composite product and it has an unstable demand (Bindra, 2005). Tourism is often viewed as a composite nature and has a number of distinctive characteristics. Firstly, the tourism product is composed of natural resources which are public goods: beaches, waterfalls, mountains, wildlife and the general environment. Secondly, safety and infrastructure are important elements of the product. Lastly, a nation's people and their culture, and visitors' access to both are important components of any tourism product or package.

The Standard Newspaper of 8<sup>th</sup> June 2010 confirmed that Kenya offers a wide range of tourism products, such as golf, mountaineering, rock climbing, bird watching, white water rafting, horse riding, camel treks, wildlife safaris, sun bathing, amongst others. Similarly, a range of eco-tourism and community-based projects form part of a diversified and enhanced tourism product, including home stays and visits to tea and coffee plantations. Kenya has traditionally been regarded and developed as a beach and wildlife safari destination. While these are its core tourism products, the richness and variety of its cultural heritage adds a further dimension to its competitive edge. Some of

the cultural products include the local people's culture like that of the Maasai, the Agikuyu, the Turkana, the Swahili, the Akamba, the Marakwet. Other cultural products are the local handicrafts such as wood carvings, beadwork, painting and drawing, basketry, weaving, clothing, ornaments and jewellery.

### **2.3.1. Culture**

The British anthropologist Sir Edward Burnett Tylor (1871, p. 87) defined culture as "that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society." Tylor's definition includes three of the most important characteristics of culture namely: (i) Culture is acquired by people; (ii) A person acquires culture as a member of society and (iii) culture is a complex whole (Tylor, 1871). Culture consists of learned ways of acting, feeling and thinking, rather than biologically determined ways. Culture is a powerful human tool for survival, but it is a fragile phenomenon. It is constantly changing and easily lost because it exists only in people's minds (Tylor, 1874). Goeldner and Ritchie (2003) contents that while culture is only one factor that determines the overall attractiveness of a tourism region, it is a very rich and diverse one. They further ascertain that the elements of a society's culture are a complex reflection of the way its people live, work, and play. Many tourists seek the cultures of other people and hence cultural tourism.

### **2.4.0 Cultural tourism (or culture tourism)**

Wisconsin (1999) defined cultural tourism as the practice of traveling to experience historic and cultural attractions and to learn about a community's heritage in an enjoyable and educational way. Lord (1999) further defined cultural tourism as visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institution.

Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological (Stebbins, 1996). Hughes (1996) argues that cultural tourism tends to be applied to trips whenever cultural resources are visited regardless of initial

motivation. He classifies those tourists who want to experience culture in the sense of a distinct way of life as ethnic tourism.

Cultural tourism can also be defined as that form of domestic and international tourism whose objective is, among others, the discovery and enjoyment of historic monuments and sites focusing on the immovable and movable cultural heritage, and activities that authentically represent the cultural heritage of the host communities (Nostra, 2006). Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle.

### **Cultural Tourism in the World**

Cultural tourism is becoming generally more popular throughout the world, and a recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions. The report on the Impact of Cultural Tourism (2009) stated that cultural tourism accounted for almost 360 million international tourism trips in 2007, or 40% of global tourism, and cultural tourists are estimated to spend as much as one third more on average than other tourists. According to Prentice (1993) cultural tourism is an expanding market that assumes the values of a desirable product and whose importance for tourism development cannot be ignored. Furthermore, the WTO estimates that 37% of all foreign trips are cultural trips (UNESCO, 2001-2003). However, while alternative travel provides economic opportunities for many culture-rich destinations, it may also represent a threat in terms of the potential degradation of a culture and thus depriving a community of such resources and the benefits of tourism. It is therefore very important to preserve culture. The importance of preserving culture through tourism is receiving increasing attention (Garrod and Fyall 2000) and has been discussed in relation to sustainable tourism (Cope 1995; Johnson and Thomas 1995; Van der Borg, Costa and Gotti, 1996).

The best way to understand another culture is to experience it firsthand, and this is the true value of the tourist trade. There is a greater value in cultural tourism. For instance, at a

time in history when racial and religious conflict threatens to divide and conquer the world, it is only through a better understanding of all human cultures and beliefs that global communities will come together and achieve lasting peace (Richards, 2007). All over the world, tourists seek cultural experiences, from the cathedrals of Europe to the Egyptian Pyramids, from the cosmopolitan streets of New York and London to remote villages in the Himalaya. Silberberg (2003) asserts that Cultural tourism represents an area of significant economic benefit to museums and heritage sites. Challenging economic times in particular require cultural and heritage facilities to explore ways and means to increase attendance and self-generated revenues and to control operating expenses

#### **2.4.1 Cultural Tourism in Kenya**

Kenya has 42 cultures, countless languages and dialects and one of the most richly diverse social tapestries on earth. Each of these has some cultural practices that would interest any tourist keen on cultural tourism. All these cultures are spread throughout the country yet it remains a peaceful nation united by a common Kenyan culture, a strong, proud people who warmly welcome the world to the beautiful country.

The Kenyan heritage stretches longer and in the depth of history which can be seen in the three UNESCO World Heritage sites in Kenya. At Koobi Fora, some of the earliest evidence of human habitation on earth has been found, while the streets of Lamu echo with the history of centuries of sea trade, and finally Mt Kenya which has been designated as biosphere reserve that combines respect for a traditional symbol of creation and the need to conserve the environment for the future. To travel through Kenya is to experience a unique cultural mosaic as old as creation. The Swahili sailors of the coast, the thorn-enclosed villages of the Maasai in the South, Samburu warriors in the Northern wilderness, or the Luo, master fisherman of Lake Victoria in the West. Anywhere one travels in Kenya finds new and fascinating cultures and cultural events like the annual Maulidi celebrations in Lamu to the bullfights of Kakamega, the Maasai Manyatta (Maasai House) to the Mombasa cultural carnival, and many more festivals, events and ceremonies. Cultural tourism in Kenya has helped the Kenyan communities to hold on to their cultural practices. Culture gives a sense of identity belonging to the whole Kenyan community.



### **2.4.2. Culture & Women Involvement**

With the collapse of commodity prices and the persistence of agricultural subsidies in rich countries, many rural communities in the developing world are disintegrating, forcing both women and men into the informal economy. Consequently informal employment, particularly in developing countries is estimated to comprise from 50 to 80 per cent of total non-agricultural employment. Women workers are not only concentrated in the informal economy, they are in the more precarious forms of informal employment, where earnings are the most unreliable and the most meager.

UNWTO 2010 reported that a local non-governmental organization called Uganda Community Tourism Association (UCOTA) which was established in July 1998 (UKOTA) to empower local women of Uganda in sustainable development through the provision of cultural handcraft enterprises, cultural music, and dance performances. Moreover Agape Women's Group, a co-operative working within the framework of the Mulala Cultural Tourism Enterprise, an enterprise in Tanzania offers a tourism experience to tourists to complement conventional safaris upon arrival by taking them to a tour designed to showcase local cheese-making, dairy keeping, bread-making, tailoring and coffee growing. Progress of the World's Women (2005) report asserts the need to strengthen women's economic security in order to reduce poverty and promote gender equality. Over the last decade, reduction of poverty and economic security has been the driving force for women's involvement in development.

## **2.5 Women as drivers of development**

Secretary-General Ban Ki-moon in his speech during the UNW conference 2011 acknowledged that women are the drivers of economic progress. Furthermore, women often safeguard the environment and can make a special contribution to lasting peace and security. Women are needed by the community to realize common goals, for instance, they grow foods that sustain families, they educate children and they contribute to development in so many other positive ways (RDB, 2011). According to United Nation Women (UNW) report of 2011, there are a number of female leaders elected or appointed to head government or state. Some are currently on power or they ruled in the past. All these women were outstanding not because they were women, but because they were the

best persons for the job, the report emphasizes. The UNW (2011) report further gives examples of Carmen Pereira, who served as the acting president of Guinea Bissau from 14 May 1984 to 16 May 1984, in the capacity of chairman of the National People's Assembly, Ellen Johnson Sirleaf, the current Liberia president, Joyce Banda, the president of Malawi and the late Mother Teresa of Calcutta (India) who founded the Missionaries of Charity, which now operates schools, hospitals, orphanages, and food centers worldwide (Kolodiejchuk, 2007).

Gettleman (2011) provides another example to demonstrate women leadership; Prof. Wangari Maathai, one of the most widely respected women on the African continent, who played many roles — environmentalist, feminist, politician, professor, rabble-rouser, human rights advocate and head of the Green Belt Movement, which she founded in 1977. The Green Belt Movement's mission was to plant trees across Kenya to fight erosion and to create firewood for fuel and jobs for women. In 2004, she became the first African woman to win a Nobel Peace Prize for what the Nobel committee called “her contribution to sustainable development, democracy and peace”. The Rwanda Development Board (RDB) (2011) further reveals that 50% of parliamentarians in Rwanda are women. Many of them, by sheer force of example, initiated progress on gender equality. Many actively pushed for women's advancement.

At his closing remarks during the UN Conference on Sustainable Development (2010), Secretary-General Ban Ki-moon made empowering women and young people one of his five priorities for his second term, and accentuated that the world must empower women to create the future it wants.

### **2.5.1 Women involvement in Development Initiatives**

Manuh (1998) established that there are benefits of collective enterprise for women producers. Participating in collective forms of enterprise and linking to Fair Trade markets can enable women producers to access resources and markets, develop relationships, and overcome gender constraints. This can help them significantly in meeting economic and social goals. Among the majority of rural and low-income urban dwellers, women perform all domestic tasks, while many also farm and trade. They are responsible for the care of children, the sick and the elderly, in addition to performing

essential social functions within their communities. They seek to manage the environment, although their struggle for survival often results in environmental damage from activities such as fuel-wood collection (Manuh, 1998). According to UNW (2011) many rural and urban women belong to women-only mutual-aid societies, benevolent groups in churches, cooperatives and market women's groups. Some of these groups allow women to pool resources to reduce their workload and to invest in savings societies or cooperative ventures. Cooperative societies have provided women access to resources. The report goes on to give examples of; the Corn Mill societies in Cameroon, the "Six S" associations in Burkina Faso and the General Union of Cooperatives in Mozambique, which supplies most of Maputo's fruits and vegetables. In Benin only 8 per cent of rural women belong to formal cooperatives, but an estimated 90 per cent participate in traditional women's savings and credit groups UNW (2011) adds. Informal rotating credit associations in Ghana, Tanzania, Gambia and Zimbabwe have been used by the estimated 25 per cent of economically active women in the non-agricultural informal sector to invest in businesses and farms, home improvements and school costs for their children (UN Women Report 2011). Through their involvement in the birth and care of children, some women developed extensive knowledge of herbs and healing powers and had important religious roles and achieved fame and recognition (Manuh, 1998).

### **2.5.2 The importance of women involvement in development**

Coleman (2004) increasingly recognize that nothing is more central to development than the economic, political and social participation and leadership of women. This is particularly true in most societies, where women often make up the majority of the population and have primary responsibility for raising the next generation. A broad set of data show that raising female education, increasing their control over resources, and lifting their political voice can have a profound impact on development (Coleman, 2004). Coleman (2004) further stressed that while there is clearly no silver bullet for poverty reduction, many would argue that educating girls is the rocket booster of development. Educated women have fewer children, provide better nutrition and health for their families, experience significantly lower child mortality, generate more income and are far more likely to educate their children than women with little or no schooling, creating a virtuous cycle for the community and the country.

UN (2004) report affirms that giving women more control over resources is also important. Simply put, women tend to invest more in the family than men. When women control income, more is devoted to education, health and nutrition-related expenditures, and less is spent on alcohol and cigarettes. The outcome is major - for example, increases in female income improve child survival rates 20 times more than increases in male income. There is, not surprisingly, evidence that women in positions of political leadership make different policy choices than men (Zergaw 2011). This has broad and potentially profound implications for the way that resources are allocated at the local-level, and therefore for development and post-conflict reconstruction.

## **2.6. Women Involvement in Tourism Industry**

Tourism has become the world's largest industry in Europe, America, Asia and Africa, according to the World Tourism Organization (WTO 2009). In all of these areas, tourism's impact has been decidedly mixed. Nowhere is this more visible than in the context of women's roles in tourism. WTO demonstrates the many ways in which gender determines the roles they play as both tourists and providers of tourism in form of products and services. Furthermore, women's roles in tourism are gendered, just as are their other roles in gendered societies; that tourism affects women differently than it affects men; and that women themselves are affected in different ways by tourism depending on such factors as race, region, and class (leisured consumer vs. working producer, or guest vs. host) (Vargas and Aguilar, 2000).

According to a recent study of the Chinese travel search engine Qunar.coms, (2010) well-educated and single Chinese women are the driving force of the tourism industry. In 2010 alone, the average expenditure of women increased by a whopping 20% and 2.5 million Chinese visited Western Europe in 2010. With their buying power bolstered by about a 10 percent rise in the Yuan against the Euro, visitors were snapping up luxury goods that sell for less in Paris than in Shanghai. Bain & Co. (2010) confirms that mainland Chinese women spent \$23.4 billion on high-end handbags and suitcases, shoes, watches, jewelry, clothes, cosmetics and perfumes, and more than half of that was purchased overseas.

Community based tourism initiatives, particular of local women's groups and co-operatives can be an accessible and suitable entry point for women into the paid workforce. There are numerous examples where women and women groups have started income generating activities on their own. An example is the Talek Women Community of Maasai Mara (Base Camp Foundation, 2011). These women make bead and leather handicrafts under the Base Camp Brand project. In fact, Base Camp Foundation (2011) affirms that such initiatives have created employment and income opportunities for more than a hundred illiterate rural women, contributed to maintenance of craft skills and the possibility to use their traditional culture in the modernization process, created financial independence for local women and challenge them to develop the necessary skills and improve their education. According to WTO (2010) research, financial independence and good education leads to improved self-esteem of women and more equitable relationships. Arguably, the Talek women have gained more recognition in the community and they can now assist their husbands in payment of school fees and increase of wealth by buying extra cattle for the homestead (Base Camp Foundation 2011).

## **2.7 Factors affecting women involvement in production and supply of tourism**

There is a significant horizontal and vertical gender segregation of the labor market in tourism. Horizontally, women and men are placed in different occupations – women are being employed as waitresses, chambermaids, cleaners, travel agency sales persons, flight attendants, (90% of the people in these occupations are women), whereas men are being employed as barmen, gardeners, construction workers, drivers, pilots, etc. Vertically, the typical “gender pyramid” is prevalent - lower levels and occupations with few career development opportunities being dominated by women and key managerial positions being dominated by men (UN, 2007). The subsequent section discusses some of the factors postulated to affect women involvement in the production and supply of tourism products.

### **2.7.1 Vertical segregation**

Women around the world have achieved higher levels of education than ever before and today represent more than 40 % of the global workforce. Yet their share of management

positions remains unacceptably low, with just a tiny proportion succeeding in breaking through the "glass ceiling". There are numerous inter-linked factors, which help to maintain gender segregation of the labour market. For instance many women in tourism industry are employed in lower cadres e.g. as bar maids, waiters etc.

### **2.7.2 Social-cultural factors**

In 2010, the UNWTO reported that some of the factors affecting women involvement in tourism development are gender stereotyping, traditional gender roles and gender identity whereby women are seen as being suitable for certain occupations. In addition, traditional gender roles assign to women the main responsibilities for raising children, caring for the elderly and doing household work. Thus, women are often forced to choose casual labour, part-time and seasonal employment (UNED-UK, 2010).

Another social-cultural factor is sexual objectification of women. With sex tourism being the most negative and prominent example, there is a significant amount of sexual objectification of women working in the tourism industry. CEDAW (2010) study showed that women are expected to dress in an "attractive" manner, to look beautiful (i.e. slim, young, and pretty) and to "play along" with sexual harassment by customers (UNED-UK, 2010).

Advertising and marketing stereotypical images of women are in many cases part of the tourism product. Friendly smiling women, fitting certain standards of attractiveness, who seem to be waiting to submissively serve the customer's every wish are being portrayed. Women working at destinations as well as indigenous women are being shown in a stereotypical way in tourism brochures and other material (UNED-UK, 2010).

### **2.7.3 Gender bias in recruitment**

Women are not able to work long hours due to their responsibilities at home. Some cultural and legal restrictions for women in some African set ups make it challenging for female staff to work in tourism sectors unless they are accompanied by male relatives especially in some Muslim set ups (Al Mazro'ei, 2010).

Another factor is personal appearance as a criterion for recruitment. Women are expected to be attractive, dress elegantly and look beautiful for the employer to hire them (Al Mazro'ei, 2010). This means that a woman may miss the chance of employment not because of her credentials but because of looks. Discrimination against rural women hurts everyone. Millions of rural women do not have equal access to the tools they need to create better living conditions for all. They are shut out when it comes to credit, to information, to services and to technology.

#### **2.7.4 Attitude Problems**

The historical and cultural context has been highly instrumental in determining the ways men and women behave and conceptualize themselves, which in women can be seen as "a product of the effects of oppression" (Simmons, 1996). Women have been socialized in the dominant culture of patriarchy to think of themselves as the weaker sex, stereotypically caring, nurturing and gentle. Closely related is the division of female and male roles, with men being perceived as the "breadwinners"(EOC, 2000), while women look after the home, which has resulted in women de-prioritizing their own careers, and being concentrated in jobs fitting the stereotypes (Anker, 1998; Ledwith & Colgan, 1996).

#### **2.7.5 Women's Internalized Barriers**

Women often lack confidence in their own abilities, tending to put themselves down and fail to take opportunities. Kathy Gee says that only recently does she "actually believe I deserve the credit that I get", and has caught herself making the mistake of feeling that she was never ready to take a challenging step (Gee, 2001). This echoes Kendall Taylor: "too many of us come with our own limiting belief – "I'm not ready"" (Taylor 1984). Women also tend to care greatly about what others think of them (Carmichael, 2001). This sensitivity to others' feelings can manifest itself in a desire for consensus, and an unwillingness to impose a solution or opinion: In the group dynamics of meetings, the men's confidence that they're right will come out more. They tend to suggest, or put forward an idea, rather than saying they think they should do this. The men tend to be more direct, and that works to their advantage" (ibid).

### **2.7.6 Access to the tourist market**

Tourists often stay in accommodation that is owned by outsiders and local elites, and spend time at attractions from which local poor people – for instance, suppliers of goods and services – are excluded (Gender Digest, 2006). Access to the tourism market is most constrained where ‘enclave tourism’ and all-inclusive packages develop. Often the only option for local people then is hawking, either at the enclave entry and exit points or at roadsides. Organized markets, particularly at prime sites, can greatly facilitate local sales to tourists. For example, women craft-sellers have sites within some parks in Kwa Zulu Natal (South Africa), while at Gonarezhou National Park in Zimbabwe, one of the demands of local communities is for a market at the Park entrance (Gender Digest 2004).

### **2.7.7 Linkages between the formal sector and local suppliers**

Formal sector tourism enterprises can provide a market for the labour and products of the poor. But often labour and luxury goods are imported from outside the locality. There is some evidence that where the local élite, rather than external élite, own formal sector enterprises, they are more likely to use local suppliers (Shah, 2000).

### **2.7.8 Tourism segment and type of tourist**

Community tourism is often thought of as the main avenue for the poor to participate in tourism (for example through community run lodges, campsites or craft centres, which are often supported by NGOs). However, poor women engage in all types of tourism through self-employment such as hawking, or small enterprise and casual labour (Ashley, Boyd, Goodwin, 2000). There is little evidence of training to enable or improve participation in the formal sector. Other key constraints are financial management, illiteracy and foreign languages.

### **2.7.9 Gender Stereotypes and Traditional Gender Roles**



These are among the most prominent reasons why women and men tend to pursue different occupations and horizontal and vertical segregation of labour markets prevails (Women take the vertical segregation, that is the low classified jobs like house keepers, baby sitters etc as men take the managerial jobs) . Gender stereotypes are prevalent in most cultures and rather resemble each other than being culturally specific. Gender stereotypes influence the way people perceive each other and how they see themselves. Women are perceived as being particularly suited to fill certain positions in tourism, they tend to see themselves as suited and tend to be interested in stereotypical occupations (Ashley, Boyd & Goodwin 2000). Thus, women are in fact particularly suited to take on certain jobs, for example involving caring and household-related work and service positions. On the one hand, this serves to perpetuate gender stereotyping and positioning of women accordingly. This is not generally desirable, particularly because most gender stereotypical occupations are lower paid and do not include key managerial positions.

The above reviewed literature has shown that women have greatly participated in development initiatives. It has also elaborated some of the factors that have women involved in development and tourism production activities. It further details the situations that allow women to enter the tourism workforce based on their traditional roles and their own confidence to fulfill them. Addressing the issue of gender stereotypes and gender roles is not tourism-specific; rather it seems that the tourism sector is yet another example where traditional stereotypes and roles come into play. It clearly shows that however, tourism could play a key role in challenging gender stereotypes.

The literature portrays that some gender stereotypes result from the clash between fulfilling family responsibilities and living up to current expectations in the workplace. A final set of factors concerns the typical attitudes and behavior of individuals: the effects of women's own self-limitation, and men's, often unconsciously, pejorative viewpoint. The strategies for overcoming these barriers have also been assessed. The literature does not however present the social, cultural and economic factors that influence women involvement or participation in tourism development or in cultural tourism production.

## **2.8. Theoretical Framework**

A theoretical framework is a collection of interrelated concepts, like a theory but not necessarily so well worked-out. A theoretical framework guides your research, determining what things you will measure, and what statistical relationships you will look for. This study was guided by the following several concepts:

Ken Roberts (various studies, 1977 – 1997) has argued that rather than being an individual choice, career decisions are determined by the social context that surrounds you. Anjela Ashpole (2005) asserts that our attitudes, values and circumstances change as we move through life and this has an effect on our career choices. .

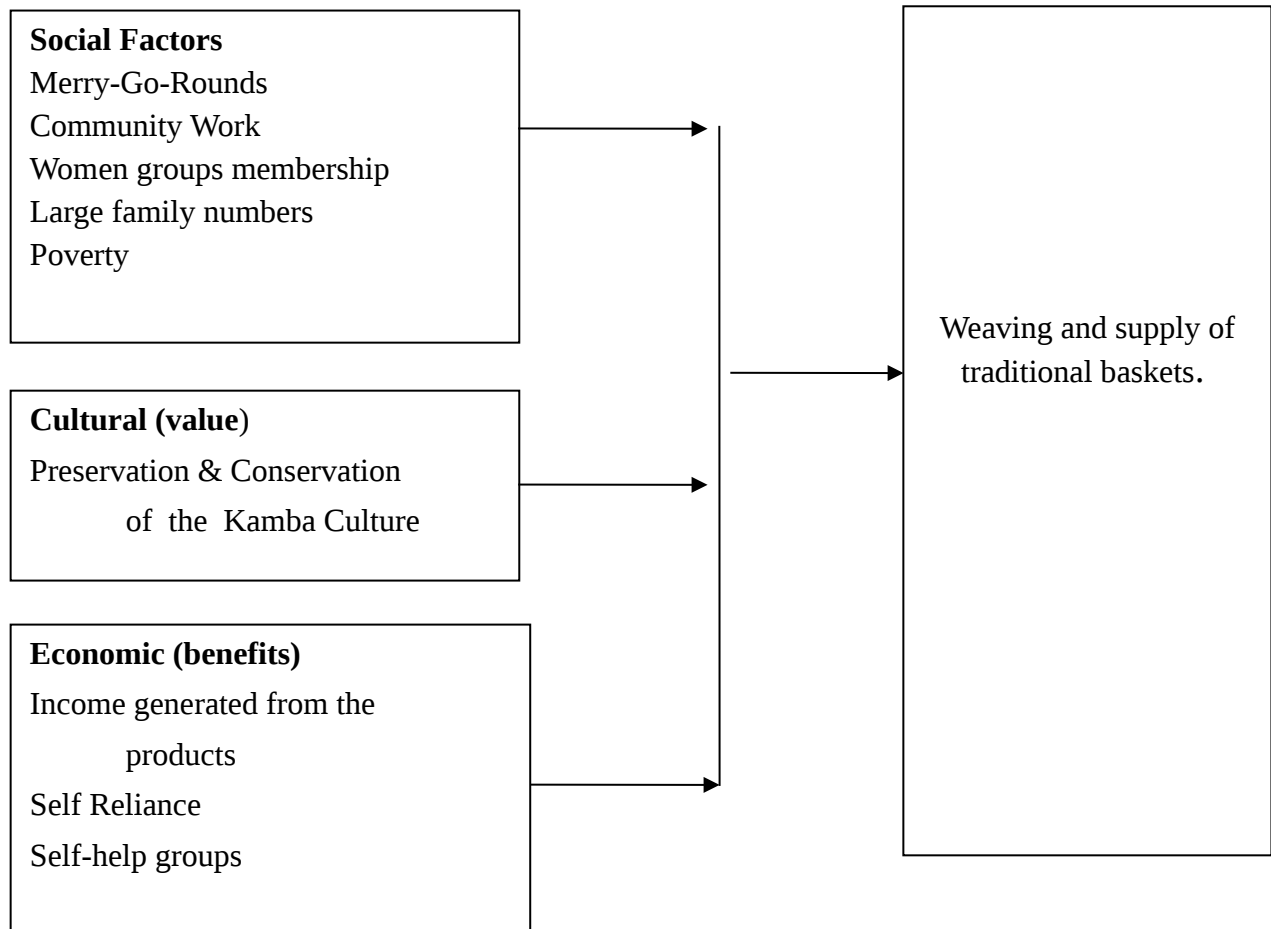
Anjela (2006) in social, cultural and economic influences theory argues that Social, cultural and economic background can be one of the biggest influences on our choice of career. Gender stereotypes can be limiting for boys and girls, and ethnic background has long been shown to be a factor in career choice. She further articulates that occupational choices are limited, particularly by educational attainment, and that people tend to take what is available rather than make a rational choice.

### **2.8.1 Conceptual Framework of The Study**

Women play different roles in tourism particularly with regard to basket weaving where they are the artists (weavers), the suppliers and those who both weave and supply the baskets. In other words, there are three levels at which women get involved in basket weaving, namely:- the women who only weave but are not involved in the supply of the baskets; Women who only weave the baskets and they are also involved in the supply of the baskets, meaning, they source for market and sell them to either the tourists or to other basket vendors elsewhere; and finally, there are those who are involved in the supply only, meaning that they search for market and purchase the baskets from the weavers but do not weave. In this connection, the current study explored the socio-cultural and economic factors that influence the katangi women to be involved in basket weaving and its supply.

**Factors influencing women involvement in  
Cultural tourism production**

**Production of Cultural  
tourism products**



Source: Researcher 2012

**Figure 2.1: Conceptual Frame work**

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### 3.0 Introduction

Research is the application of systematic techniques and methods in pursuit of answers to questions. These questions and answers can be highly specific, or abstract and general, depending on the type of research being undertaken, from basic to applied (Kothari, 2004). Research Methodology describes the procedures that were followed in conducting the study (Ranjit, 2005). This chapter therefore begins with description of the study area and the research designs; and presents the target population and the sample size. The chapter further discusses the techniques used to answer research questions and draw conclusions to the findings.

#### 3.1 Study Area

The study was carried out in Katangi division within Yatta Constituency in Machakos County during the months of May and June, 2012. Katangi is located in South division of Yatta constituency. Machakos county is in the Eastern Province of Kenya. This area, southeast of Nairobi, is commonly called Ukambani, the home or area of origin for most of the Akamba, Kenya's fifth largest ethnic group. Droughts and famine are a familiar reality. Due to these harsh environmental conditions, many men in Ukambani seek employment in larger cities like Nairobi.

Katangi division is 64 kms South of Machakos town and 100kms from Nairobi (see appendix iv of the map of Machakos county). A large part of the area is semi-arid, hence the production and sale of cultural products provide alternative source of income. Furthermore, the area is dominated by the Kamba ethnic groups who have a rich cultural heritage (which include traditional dances and songs, handcrafts and some natural attractions some of which have historical values etc). There are complimentary services in

the nearest towns of Masii and Kitui. These include banking services, postal services, transport facilities, hotels, restaurants, shopping facilities and health facilities.

This study aimed at establishing the factors influencing women involvement in the production and supply of cultural tourism products in Katangi village. To the Kamba women, generating extra income is of increasing importance. The Kamba people are mostly famous for their African wood carvings and the Traditional Basket (*Kyondo*) (Melanoxyton, 2007). As far back as the 1920's, Gerhard Lindblom noted the importance of the *kyondo*. Today, the threads of a *kyondo* still constantly hang from a Kamba woman's hand, just as they did eighty years ago. The women weave wherever they are while they gossip, sell goods in the market, carry a baby, or tend a pot of cooking food.

### 3.1.1 Women Weavers

A cooperative of 900 Kamba women in Kitui, Kenya, dye and weave tough fibers extracted from the spikey leaves of the *agave sisalana* plant, commonly known as sisal. (See plate 3.1, and plate 3.2, examples of a sisal handmade traditional basket, the *Kyondo*.)

*Plate 3.1. The Kyondo (Traditional Basket)*



**Source: Researcher 2012**

A skilled weaver can produce one basket in an eight hour workday. Weavers receive payment per completed piece, and either work from their own homes or at the cooperative's farm, where weavers come together for training, materials and support. Over 4500 family members benefit from the sale of these handmade sisal pieces. (report by The Centre for Land, Economy and Rights of Women – October, 2008).

**Plate 3.1: Woman Weaving**



**Source: Researcher 2012**

The problems of the women weaving the traditional baskets seem to be the same for all the groups that make them. The Kyaani women group of Machakos begun sourcing for alternative buyers for their product. They have for a long time been selling to middlemen who then get better prices for the same product when they sell at higher value markets. The women therefore feel that if they were able to reach the end markets themselves, they would obtain higher prices and thus increase their incomes faster. The group leaders are thus working closely with some established individual women outside the group to discover the possibility of accessing markets directly. No new openings have as yet been identified (report by The Centre for Land, Economy and Rights of Women – October, 2008)

### **3.2 Research Design**

Research design is an arrangement of conditions for data collection and analysis (Ranjit, 2005). The study employed descriptive survey research design. Ranjit upholds that a

descriptive survey attempts to picture or document current conditions or attitudes, that is, to describe what exists at the moment. Descriptive design determines and reports the way things are and attempts to describe such things as possible behavior, attitudes, values and characteristics (Mugenda and Mugenda 2003). Survey research provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that Population (Babbie, 1990). This design was appropriate because the researcher needed to obtain information from a large number of respondents, conducting personal interviews at a time convenient for the respondents and acquiring data as inexpensively as possible. Furthermore the study observed the factors influencing women involvement in tourism products in a completely natural and unchanged environment and without affecting their normal behavior in any way.

### **3.3 Target Population**

The target population for the study included women who are involved in the production and supply of traditional baskets, and opinion leaders within the Katangi Village. In total, the study targeted 200 women who were involved in production and supply of the traditional baskets, and 34 key informants, who included cooperative officials, church leaders, the area chief, the wards counselors, Katangi market leaders and school head teachers.

### **3.4. Sampling Design and Size determination**

A sample design is a procedure or plan drawn up before any data are collected to obtain a sample from a given population. The researcher determined the sample size with the help of the Women basket weavers' Cooperative Sacco register at Bahati Weavers Co-operative Society Limited in Katangi. The women group with active and with the most numerous and diverse membership was selected from the register. The women group was Mukooka Women group whose members were residents of Waani and Katangi wards. It had a total of 200 members but only 132 were active weavers, hence coercing the researcher to select these active weavers as her sample. The Bahati Weavers cooperative had 7 officials and the researcher selected the Secretary General to give information about the members since he had more knowledge on their participation. The Katangi Division government office

provided the researcher with the government officers and school leaders' information. There were 6 primary schools and 2 secondary schools within these two wards. Waani wards had 3 churches and Katangi ward had 4 churches. There was only 1 chief and two assistant chiefs serving the two wards. The Katangi town being a stop over to Kitui and also the division's headquarters provided the area with the biggest market. The market had 6 market leaders. The unit of analysis for the study were the women basket weavers and opinion leaders whose numbers are summarized in table 3.4.

Table 3.4: Sample Size Distribution

<b>Unit of analysis</b>	<b>Population</b>	<b>Sample</b>
Women basket weavers	200	132
Head teachers	8	3
Church leaders	8	4
Market leaders	6	2
Ward Councilors	2	2
Area Chief & Assistant Chiefs	3	1
Cooperative officials	7	1
<b>Total</b>	<b>234</b>	<b>145</b>

*Source: Survey data 2012*

### 3.5 Sampling Techniques

The study adopted purposive, random sampling and snowball techniques to select the research participants. The researcher used purposive sampling to select women basket weavers, and snowball sampling technique to select opinion leaders.

### 3.6 Data Collection

This research made use of both secondary and primary sources of information. Secondary information was collected from internet, tourism books, tourism journals and tourist documentaries and covered the following: women involvement in development, in tourism, cultural tourism, and information on social-cultural and economic factors affecting women involvement in tourism production. Primary information was collected through the use of questionnaires interviews and focus group discussions.



### **3.6.1 Data Collection Instruments**

The main data collection instrument was researcher administered questionnaire, which comprised of 4 sections; the 1<sup>st</sup> Section solicited information on the general characteristics of the respondents (age, sex, marital status, income, experience). The 2<sup>nd</sup> section concentrated on the factors that influence the women's involvement in production and supply of the tourism products and the 3<sup>rd</sup> section focused on the role of government and Tourism to the *Kyondo* production. The 4<sup>th</sup> section solicited information on the respondents' benefits from the *kyondos*, respondents' opinions and aspirations.

### **3.6.2 Data Collection Procedure**

The questionnaires were distributed to women basket weavers and those involved in the supply of the baskets. The questionnaires contained both structured and open ended questions. Further, the researcher interviewed opinion leaders, including headmasters, church leaders, area chiefs and councilors. The use of interviews helped the researcher get in depth information which could otherwise not have been acquired from questionnaires. Focus group discussions were also conducted between the women weavers and the researcher.

## **3.7 Validity and reliability of instruments**

### **3.7.1 Validity**

Validity means that correct procedures have been applied to find answers to a Question (Dawson and Catherine, 2002). Validity refers to the bridge between a construct and the data. In the field of research, it refers largely and broadly to the "soundness" or "goodness" of a study. There has been an emergency of a multitude of approaches and conceptualizations of validity, being differentiated significantly by the research methodologies and paradigms that guide each particular research project. For the quantitative data, the researcher considered face and content validities in the research process. Face validity is a judgment by the scientific community that the indicator really

measures the construct. Content validity addresses issues to do with content of a definition and how representative it is in a measure (Neuman, 2000).

### **3.7.2 Reliability**

It is broadly described as the consistency, dependability and/or repeatability of a project's information and data collection, interpretation and/or analysis (Ranjit, 2005). It means that the numerical results produced by an indicator do not vary because of the characteristics of the measurement process or measurement instrument itself. Test-retest method of assessing reliability of data involves administering the same instrument twice to the same group of subjects. (Mugenda and Mugenda,2003). As it relates to the quantitative data, the researcher carried out the test retest method to examine an indicator's degree of stability reliability. Stability reliability is reliability across time while test retest method involves retesting and re-administering the indicator to the same group of people. If what is measured is stable and the indicator has stability reliability, then the same results will be realized. Subpopulation analysis was used by the researcher to test for representative reliability. Representative reliability is the reliability across subpopulations or group of people. Subpopulation analysis involves comparing the indicator across different subpopulations or subgroups and about subpopulations (Neuman, 2000).

### **3.8. Data Analysis and Presentation**

Collected quantitative data was coded and analyzed using the Statistical Package for Social Science (SPSS). The findings were analyzed and presented using descriptive statistics. Qualitative data was coded, transcribed and analyzed using structure narrative analysis. Results were presented in tables, and verbatim quotations that facilitated description and explanations and drawing of conclusions from the study findings.

### **3.9 Limitations of the study**

The locality of the study area posed a challenge because it is in a remote area and transport was a problem. The proposed work plan was not possible due to bad weather thus access

to the respondents was difficult. The researcher was therefore not able to complete data collection within the stipulated period.

### **3.10. Delimitations**

The respondents and the key informants were very cooperative and were willing to answer the questions and therefore the researcher had no difficulties as pertains the target population and the respondents.

### **3.11 Ethical consideration**

The researcher acquired permission from the area Chief to conduct research in the area and the women group leaders agreed to be the research assistants. To avoid or minimize biasness the women group leaders were adequately made aware of the type of information the researcher wanted, why the information was being sought, what purpose it would be put to and how it would directly or indirectly affect all the women weavers. The women group leaders knew their members well and therefore were in better positions to distribute the questionnaires and assist the researcher on interview schedules.

## **CHAPTER FOUR**

### **DATA ANALYSIS, PRESENTATION AND INTERPRETATION**

#### **4.0. Introduction**

This chapter comprises of the analysis, presentation and interpretation of the demographic information of the respondents. The chapter presents results according to the research objectives where data analysis is done in relation to the social, economic and cultural issues in regard to women involvement in the production and supply of cultural tourism products. The study received 100% response from the basket weavers and key informants. A total of 132 artists responded the questionnaires. The key informants who were selected from the basket weavers as well responded overwhelmingly.

#### **4.1. Demographic information**

From the study results (Table 4.1) the majority of the respondents (41.7%) were aged between 31 – 40 years. On marital status the married respondents were the majority (50.8%) whereas the divorced were the minority (5.3%). Respondents who had attained primary, secondary and tertiary level of education accounted for 34.8%, 50% and 15.2% respectively.

Table 4.1: Demographic information on age, marital status and level of education

<b>Demographic information on age, marital status and level of education</b>		
<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age of respondents</b>		
18 - 30 years	29	22.0
31 - 40 years	55	41.7
41 - 50 years	36	27.3
Over 50 years	12	9.1
<b>Marital status</b>		
Single	28	21.2
Married	67	50.8
Separated	17	12.9
Divorced	7	5.3
Widowed	13	9.8
<b>Level of education</b>		
Primary	46	34.8
Secondary	66	50.0
Tertiary	20	15.2

Source: Survey Data 2012

With regard to religion (Table 4.2) 66.7% of the participants were Christians, whereas 9.1% were muslims. On income, those respondents who earned below Kshs. 20,000 accounted for 76.5%, Kshs. 20,000 – 30,000 comprised of 12.9% and finally Kshs. 30,001 – 40,000 accounted for 10.9%. This shows that most respondents earned less than Kshs. 20,000 a month. Those respondents who indicated that they had stayed in the study area since birth represented 51.5%, less than a year accounted for 11.4%, and 10 – 15 years accounted for 27.3%.

Table 4.2: Demographic information on religion, monthly income level and length of residency

<b>Demographic information on religion, monthly income level and length of residency</b>
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Variable	Frequency	Percentage
<b>Religion</b>		
Christian	88	66.7
Muslim	12	9.1
Traditional	19	14.4
None	13	9.8
<b>Monthly income level</b>		
Below Kshs. 20,000	101	76.5
Kshs. 20,000 - 30,000	17	12.9
Kshs. 30,001 - 40,000	14	10.6
<b>Length of residency</b>		
All my life	68	51.5
Less than a year	15	11.4
1 - 5 years	8	6.1
5 - 10 years	5	3.8
10 - 15 years	36	27.3

Source: Survey data 2012

## 4.2 Social and Cultural factors influencing women involvement in the production and supply of Cultural Tourism Products

### 4.2.1. Social Issues

#### 4.2.1.1. Socio-cultural Activities

When asked to state the activities they engaged themselves in to produce and supply tourism products, the response is as shown in table 4.3. All respondents were involved or participated in basket weaving or were members of the Kyondo Sacco. While 91% of women participated in traditional marriage ceremonies and traditional dances, 53 percent also involved themselves in woodcarvings.

Table 4.3: Socio-cultural activities

Social Activity	Frequency	Percentage
Kyondo Sacco Membership	132	100%
Involvement in Traditional marriage ceremonies, traditional dances	120	91%

Basket Weaving	132	100%
Wood Carvings	70	53%

Source: Survey Data (2012)

#### 4.2.1.2. Key Tourism production activities

When asked to state the activities they engage themselves in to produce and supply tourism products, the response is as shown in table 4.4. While 45% of women participated in the weaving only, a majority (55%) of them participated in both weaving and selling of baskets.

Table 4.4: Tourism Production

Respondents	Frequency	Percentage
Weave only	60	45%
Weave and sell (supply)	72	55%
Total	132	100%

Source: Survey Data (2012)

#### 4.2.1.3. Social Issues affecting women involvement

The respondents were asked whether social issues had any influence on their involvement in the production and supply of cultural tourism products. The results (as shown in Table 4.5.) revealed that 65.2% of the respondents agreed while 34.8% of them disagreed. This is an indication that most respondents agreed that social issues affected their involvement in the production and supply of cultural tourism products.

Table 4.5: Social issues affecting women involvement

Social issues affecting women involvement					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	65.2	65.2	65.2
	No	46	34.8	34.8	100.0
	Total	132	100.0	100.0	

Source: Survey Data (2012)

#### 4.2.1.4. Frequency of Social Effect

Table 4.6 shows the frequency of the effect of the social issues on women involvement where 1 represented always, 2 represented moderate and 3 represented rarely. 66.7% of the respondents mentioned 'always', 27% mentioned 'moderate' and 6.1% mentioned 'rarely'.

Table 4.6: Frequency of social effect on women involvement

Frequency of social effect					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	88	66.7	75.6	66.7
	Moderate	36	27.2	15.1	27.2
	Rarely	8	6.1	9.3	100

Source: Survey Data (2012)

#### 4.2.1.5 Social Issues and women involvement

When asked about the state of the social environment, a significant percentage (44.7%) of respondents indicated that it was good, 20.4% were neutral, 1.5% and 16.7% said it was



poor and very poor respectively (Table 4.7). This implies that most respondents regarded the social environment at Katangi village as good.

Table 4.7: Social issues and women involvement

<b>Social issues and women involvement</b>		
<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
<b>State of social environment</b>		
Very good	4	3
Good	59	44.7
Neutral	27	20.4
Poor	20	15.2
Very poor	22	16.7
<b>Social factors influencing women involvement</b>		
Social capital	32	24.2
Social stigma	35	26.5
Availability of information	34	25.8
Social capacity building	17	12.9
Availability of social resources	14	10.6
<b>Social challenges affecting women involvement</b>		
Lack of social capital	15	11.4
Presence of social stigma	50	37.9
Lack of information	35	26.5
Lack of social capacity building	25	18.9
Lack of social resources	7	5.3

Source: Survey Data (2012)

On the social dimensions influencing women involvement in the production and supply of cultural tourism products, 24.2% of the respondents mentioned social capital, 26.5% cited social stigma and; 25.8%, 12.9% and 10.6% mentioned availability of information, social capacity building and availability of social resources respectively. This shows that social stigma was commonly mentioned as influencing women involvement. This is true considering the fact that in the majority of rural areas women are not highly regarded or esteemed. Additionally, with regard to the social challenges affecting women involvement in the production and supply of cultural tourism products, the presence of social stigma (37.9%) and lack of information (26.5%) were commonly mentioned (see table 4.7).

From Table 4.8, state of social environment had a mean of 3.57, standard deviation of 1.035 and a variance of 1.072. This meant that from the views of the respondents in the study, the state of the social environment was fair. It deviated from the mean by 1.035.

Table 4.8: Descriptive statistics of state of social environment

<b>Descriptive Statistics of state of social environment</b>	
Mean	3.57
Std. Deviation	1.035
Variance	1.072

Source: Survey data (2012)

#### 4.2.4. Frequency of Social Effect

Table 4.9 shows the frequency of the effect of the social issues on women involvement where 1 represented always, 2 represented moderate and 3 represented rarely. 66.7% of the respondents mentioned 'always', 27% mentioned 'moderate' and 6.1% mentioned 'rarely'.

Table 4.9: Frequency of social effect on women involvement

<b>Frequency of social effect</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	88	66.7	75.6	66,7
	Moderate	36	27.2	15.1	27.2
	Rarely	8	6.1	9.3	100
Total		132	100		

Source: Survey Data (2012)

#### 4.2.2. Cultural Factors influencing women involvement in production and supply of Cultural Tourism Products

The respondents were asked to indicate whether cultural issues had influenced their involvement in the production and supply of cultural tourism products. The results

revealed that 68.2% of them agreed with the issue, while 31.8% of them disagreed (See table 4.10).

Table 4.10: Cultural issues affecting women involvement

<b>Cultural issues affecting women involvement</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	68.2	68.2	68.2
	No	42	31.8	31.8	100
	Total	132	100	100	

Source: Survey Data (2012)

#### 4.2.2.1. Extend of Cultural effect

Concerning the extent of the effect of the cultural issues on women involvement as shown in Table 4.11, a majority of the respondents (91%) said that there was always an effect of cultural issues on women involvement. 9% of the respondents indicated that they had no response because they had previously said that there were no cultural issues affecting women involvement.

Table 4.11: Extent of cultural effect

		Frequency	Percent
Valid	Always	120	91
	No response	12	9
Total		132	100.0

Source Survey Data 2012

#### 4.2.2.3. Cultural issues on women involvement

On cultural issues and women involvement as shown in Table 4.12, the respondents were asked on the state of the cultural environment at the study area. Very good had 27.3%, good had 32.6%, neutral had 19.7%, poor had 1.5% and very poor had 18.9%. This shows that most respondents regarded the cultural environment at Katangi village as good.

Regarding cultural factors influencing women involvement in the production and supply of cultural tourism products, cultural resources had 17.4%, cultural incentives had 28%, dissemination of information had 25.8%, existing cultural traditions had 9.1% and education had 27.3%. This indicated that the most influencing cultural factor affecting women involvement was cultural incentives and the opportunities that come along with it.

Concerning the cultural challenges influencing women involvement in the production and supply of cultural tourism products, lack of information had 19.7%, lack of cultural resources had 15.9%, lack of incentives had 34.1%, retrogressive cultural practices had 3.8% and illiteracy had 26.5%. This shows that the most prevalent cultural challenge influencing women involvement was lack of incentives especially in the rural areas.

Table 4.12: Cultural issues and women involvement

<b>Cultural issues and women involvement</b>		
<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
<b>State of cultural environment</b>		
Very good	36	27.3
Good	43	32.6
Neutral	26	19.7
Poor	2	1.5
Very poor	25	18.9
<b>Cultural factors influencing women involvement</b>		
Cultural resources	23	17.4
Cultural incentives	37	28
Dissemination of information	24	18.2
Existing cultural traditions	12	9.1
Education	36	27.3
<b>Cultural challenges affecting women involvement</b>		
Lack of information	26	19.7
Lack of cultural resources	21	15.9

Lack of incentives	45	34.1
Retrogressive cultural practices	5	3.8
Illiteracy	35	26.5

Source: Survey data (2012)

From Table 4.13, state of cultural environment had a mean of 2.52, standard deviation of 1.406 and a variance of 1.977. This meant that from the views of the respondents in the study, the state of the cultural environment was good. It deviated from the true mean by 1.406.

Table 4.13: Descriptive statistics of state of cultural environment

<b>Descriptive Statistics of State of cultural environment</b>	
Mean	2.52
Std. Deviation	1.406
Variance	1.977

Source: Survey data 2012

Table 4.14 shows responses where respondents were inquired on the cultural issues of women involvement in the production and supply of cultural tourism products where 1 represented strongly agree, 2 represented agree, 3 represented neutral, 4 represented disagree and 5 represented strongly disagree. Culture had a mean of 2.14, standard deviation of 1.517 and a variance of 2.302. This shows that a majority of the respondents agreed that culture affected women involvement. Family values had a mean of 3.26, standard deviation of 1.375 and a variance of 1.891. This shows that most respondents were of a neutral opinion that family values affected women involvement. Traditions had a mean of 1.61, standard deviation of 0.953 and a variance of 0.909. This shows that a majority of the respondents strongly agreed that traditions influenced women involvement. Cultural incentives had a mean of 1.71, standard deviation of 1.122 and a variance of 1.26. This shows that most respondents strongly agreed that cultural incentives affected women involvement. Cultural resources had a mean of 1.86, standard deviation of 1.216 and a

variance of 1.477. This shows that most respondents strongly agreed that education affected women involvement.

Table 4.14: Descriptive statistics on cultural issues

<b>Descriptive statistics on cultural issues</b>					
	Culture	Family value	Traditions	Cultural incentives	Cultural resources
Mean	2.14	3.26	1.62	1.71	1.86
Std. Deviation	1.517	1.375	0.953	1.122	1.216
Variance	2.302	1.891	0.909	1.26	1.477

Source: Survey data 2012

### **4.3. Economic factors influencing women involvement in production and supply of cultural tourism products**

#### **4.3.1. Economic issues affecting women involvement**

The respondents were questioned on whether economic issues had affected their involvement in the production and supply of cultural tourism products. As shown in Table 4.15, 69.7% of them agreed with the issue, while 30.3% of them disagreed. This means that a majority of the respondents were in agreement that economic issues affected their involvement in the production and supply of cultural tourism products.

Table 4.15: Economic issues affecting women involvement

<b>Economic issues affecting women involvement</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	92	69.7	69.7	69.7
	No	40	30.3	30.3	100
	Total	132	100	100	100

Source: Survey Data 2012

### 4.3.2 Extent of economic effect

On the extent of the effect of the economic issues that affect women involvement, those who responded always accounted for 56.8%, moderate accounted for 34.1% and rarely represented 9.1% (Table 4.16).

table 4.16: EXTENT OF ECONOMIC EFFECT

Extent of economic effect					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	75	56.8	56.8	56.8
	Moderately	45	34.1	34.1	34.1
	Rarely	12	9.1	9.1	100
Total		132	100	100	

Source: Survey Data 2012

### 4.3.3. Economic Issues and Women involvement

Concerning economic issues and women involvement, the respondents were asked the state of the economic environment at Katangi. 46.2% of the respondents said it was very good, 8.3% considered the economic environment as poor whereas 6.1% considered it as very poor (Table 4.17). This shows that the economic environment at Katangi village was very good according to the majority of the respondents.

Regarding the economic factors influencing women involvement in the production and supply of cultural tourism products, ample economic environment accorded for 27.3%, availability of capital accorded for 32.6%, financial incentives represented 1.5%, income level had 19.7% and credit services had 18.9%. This implies that the common economic factor affecting women involvement was availability of capital.

With respect to economic challenges influencing women involvement in the production and supply of cultural tourism products, 28.8%, 1.5%, 27.3%, 32.7% and 9.8% of the

respondents mentioned lack of credit services, harsh economic environment, stiff competition, lack of capital and lack of financial information respectively (Table 4.17).

Table 4.17: Economic issues and women involvement percentage and frequency

<b>Economic issues and women involvement</b>		
<b>Variable</b>	<b>Frequency</b>	<b>Percentage</b>
<b>State of economic environment</b>		
Very good	61	46.2
Good	40	30.3
Neutral	12	9.1
Poor	11	8.3
Very poor	8	6.1
<b>Economic factors influencing women involvement</b>		
Ample economic environment	36	27.3
Availability of capital	43	32.6
Financial incentives	2	1.5
Income level	26	19.7
Credit services	25	18.9
<b>Economic challenges affecting women involvement</b>		
Lack of credit services	38	28.8
Harsh economic environment	2	1.5
Stiff competition	36	27.3
Lack of capital	43	32.6
Lack of financial information	13	9.8

Source: Survey Data 2012

#### 4.3.4. Economic environment

From Table 4.18, state of economic environment had a mean of 1.78, standard deviation of 1.201 and a variance of 1.442. This meant that from the views of the respondents in the



study, the state of the economic environment was very good. It deviated from the mean by 1.442.

Table 4.18: Descriptive statistics of state of economic environment

<b>Descriptive statistics of state of economic environment</b>	
Mean	1.78
Std. Deviation	1.201
Variance	1.442

Source: Survey data 2012

#### 4.3.5. Economic issues

As Table 4.19 amongst the economic factors influencing women involvement in the production and supply of cultural tourism products, economic environment had a mean of 2.81, standard deviation of 1.686 and a variance of 2.842, income level had a mean of 1.16, standard deviation of 0.367 and a variance of 0.135, availability of capital had a mean of 1.63, standard deviation of 0.692 and a variance of 0.479, economic incentives had a mean of 1.24, standard deviation of 0.43 and a variance of 0.185 and finally, availability of resources had a mean of 1.78, standard deviation of 0.832 and a variance of 0.692.

Table 4.19: Descriptive statistics on economic issues

<b>Descriptive statistics on economic issues</b>					
	Economic environment	Income level	Availability of capital	Economic incentives	Availability of resources
Mean	2.81	1.16	1.63	1.24	1.78
Std. Deviation	1.686	0.367	0.692	0.43	0.832
Variance	2.842	0.135	0.479	0.185	0.692

Source: Survey Data 2012

#### 4.4. Benefits of Basket Weaving

##### 4.4.1. Kyondo earnings sufficiency

The respondents were asked to indicate whether the proceeds accrued from the sale of Kyondos were sufficient to meet their basic needs. 38 out of 132 respondents, agreed that the amount they get from the sales was sufficient to meet their basic needs while 94 of the respondents were of the contrary opinion (table 4.20). This may be indicative of the fact that the basket weaving business is not lucrative or that they are exploited.

Table 4.20: Sufficiency of Kyondo earnings

<b>If proceeds from Kyondo sales are sufficient to meet basic needs</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	38	29
No	94	71
<b>Total</b>	<b>132</b>	<b>100</b>

Source: Survey Data 2011

##### 4.4.2. Kyondo business insufficiency

Further, when asked why the earnings from the *Kyondo* industry were not sufficient to meet their basic needs, one of the respondent asserted that “...*the products are bought at throw away price...*”. Another respondent lamented that the raw materials were expensive and therefore very little profit was realized from the baskets. Other reasons commonly mentioned by the respondents included; many women had large families (10 children) and this resulted to difficulties in fees payment; the basket weavers lacked sufficient market for the baskets since there were few tourists visiting the area.

##### 4.4.3. Other benefits from Kyondo business

However when asked whether the Kyondo business benefited them in any other way, 100% respondents were affirmative that the Kyondo business was helpful, . A majority of

women asserted that they gain weaving skills and that they are able to make different patterns. Likewise, some women affirmed that when they had a group sacco, they borrowed money from it and their living standard was lifted. The response was as tabulated in table 4.21.

Table 4.21 Influential benefits

<b>How else does Kyondo business help you</b>			
	<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Total of 132 women responded</b>	Weaving Skills	132	100%
	Learn new patterns	132	100%
	Benefited from SACCO	85	75%
	Not benefitted from the SACCO	27	25%
<b>Would you leave the Kyondo business</b>	Yes	20	15
	No	112	85

*Source: Survey data 2012*

The respondents were also asked if they would leave the Kyondo business if given a better option. 14 out of 126, indicated that they would leave the Kyondo business if given the opportunity. That means that most of those involved in the business directly were happy with it (Table 4.21).

#### **4.5. Membership to Women Groups**

A majority of business people who responded to this questionnaire also indicated that they were happy to be involved in the Kyondo business. It was also within the scope of this study to find out whether those involved in the Kyondo production also belonged to women groups (see Table 4.22), or any other support group. The results revealed that 99% of the respondents belonged to some women group and it was from these groups that they

produced the *Kyondos*. Moreover, the women groups engaged in other activities, over and above producing the traditional baskets. These included the Merry-go-round, which is self help savings groups (Chama), which help to raise funds for members; Planting of trees to generate more income and conserve environment; Wood carvings group called - Mukooka, who sell the wood carvings to tourists for income; crop farming to supplement the earnings from *Kyondo* industry and finally Mukooka Women Traditional Dancers.

Table 4.22: Membership to women groups

<b>Do you belong to any women group?</b>	Frequency	Percent	Valid Percent
Yes	130	98.4	98
No	2	1.9	2
Total	112	100%	100.0

Source: Survey Data 2011

#### **4.5.1. Benefits from women group membership**

The respondents also cited other benefits from their various women groups as follows: Merry-go round, a saving that helps group members and earns Security (saving for future use). Based on the results, income from food production may be lower than that from other parts of the country because the area is semi arid and sometimes the rains fail. The women mainly rely on the income from the weaving, carvings, and selling of seedlings (table 4.23). The savings from the merry go round are enormous. These activities encourage self-reliance and dispel the stereotyping of dependence of men or the community on handouts.

Table 4.23. Economic benefits from the weaving group

Economic Benefits		Membership
Merry-go-round Income earned from the membership (Kshs.) per month	Below 499	120
Selling of seedlings & wood carvings & Baskets	500-999	0
	1000-4999	10
Food Production	5000-10000	10
	Below 499	68
	500-999	
	1000-4999	22
	5000-10000	80
	Below 499	20
		0

Source: Survey Data 2012

According to most respondents the economic environment at Katangi village was very good. Also the study established that the most influencing economic factor affecting women involvement was availability of capital in the rural areas where poverty is rife. This depicts that the most economic challenge affecting women involvement was the lack of capital particularly in the rural areas.

Table 4.24: Social and Cultural benefits from the Kyondo groups

<b>Social Benefits</b>	<b>Participation in Numbers</b>	<b>Participation in Percentage</b>
Assisting one another – building houses, school fees, hospital bills, (through harambee),	132	100%
Cultural Benefits Preservation of Culture through traditional dances, traditional marriage ceremonies and weaving of traditional baskets	132	100%

Source: Survey Data 2011

When asked whether involvement in the basket weaving benefited them social culturally, one woman responded “When we meet we dance together, sing together and also engage in team work. We are inspired by our chama (women group) to imagine our social life and our future. When we work together openly we help to build our rightful place in society, helps us build our self esteem while making society understand our struggles” one respondent said proudly. This is also shown in table 4.24

#### **4.6 Basket Weaving and Tourism**

One of the objectives of this study was to establish the activities that women do in the production and supply of tourism products. The researcher sought the significance of the basket weaving and tourism in Katangi village. The respondents were thus asked if tourists visited Katangi, and if they bought Kyondos. 95% of the respondents disagreed that tourists visit Katangi this may be because the place is out of the tourist circuit. They were asked if the tourists purchased Kyondos whenever they visit Katangi (Table 4.25).

108 of the respondents were affirmative of the fact that when the tourists visit Katangi they buy some of their products. However, 4 of the respondents denied that the tourists bought their products. This prompted the researcher to ask if the government got involved in the promotion of tourism more so the kyondo business. The Majority of the respondents, 92%, disagreed that government was involvement in promotion of tourism and Kyondo business. When asked whether they marketed their products the respondents affirmed that they did not do any marketing of their products. This is indicative of the dire need of the community for more government involvement in small scale entrepreneurs in whatever that they do to earn a living.

Table 4.25: Tourist's visitation

<b>Do tourists visit Katangi village?</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	7	5%
No	125	95%
<b>Total</b>	<b>132</b>	<b>100</b>
<b>If yes, do they buy Kyondos?</b>	<b>Frequency</b>	<b>Percent</b>
<b>Yes</b>	<b>108</b>	<b>82%</b>
<b>No</b>	<b>24</b>	<b>18%</b>
<b>Total</b>	<b>132</b>	<b>100%</b>

Source: Survey Data 2011

#### 4.7. Challenges in cultural tourism production

The respondents cited some challenges that face the tourism sector in their area, especially as related to the Kyondo business. The challenges included (See table 4.26): Lack of awareness by the local community on the importance of tourism and how to tap it to their advantage, there is little, if any, government involvement in the promotion of the Kyondo industry, poor infrastructure in the area is also a big challenge to tourism and the Kyondo Industry, although 91% agreed that there were other tourism attractions in the area 91% confirmed that tourists did not frequent there and they all (100%) affirmed that they did not have display shops for their sale and therefore no market in the area

Table 4.26. Challenges in cultural tourism production

	<b>Frequency</b>	<b>Percentage</b>
<b>Are there other tourist attractions in the area</b>		
<b>Yes</b>	<b>120</b>	<b>91%</b>
<b>No</b>	<b>12</b>	<b>9%</b>
<b>Is the Government involved in Tourism promotion and that of basket weaving</b>		
<b>Yes</b>	<b>10</b>	<b>8%</b>
<b>No</b>	<b>122</b>	<b>92%</b>
<b>Do you Market your products</b>		
<b>Yes</b>	<b>0</b>	<b>0%</b>
<b>No</b>	<b>132</b>	<b>100%</b>
<b>Do tourists frequent the area</b>		
<b>Yes</b>	<b>12</b>	<b>9%</b>
<b>No</b>	<b>120</b>	<b>91%</b>

Source: Survey Data 2011



Most of the data was collected through interviews and focus group discussions. The discussion provided data from personal accounts of experiences which was recorded through statements made by the women in their own words. The researcher identified key questions that needed to be answered through the analysis. The statements were categorized into themes and phrases used. They were then organized into categories that summarize adding meaning to the text. As table 4.27 depicts, challenges in cultural tourism production were lack of market, low prices for the products and also lack of government involvement. However these challenges did not keep the weavers away from the production because it kept them together.

The respondents were asked whether there were any measures to arrest the above challenges and one artist answered *“we are negotiating for better prices for bulk purchases so that we may secure required volumes of sisal, dye and leather for making the baskets”*.

Other reports from the respondents indicate that to curb all the above problems they needed to negotiate with suppliers of the weaving materials to develop some kind of supplier contracts where they receive materials on credit and pay for the same after an agreed period, there has been some delays and reluctance from suppliers due to interference from established middle men/women

Table 4.27: Narrative analysis on Challenges in cultural tourism production

Questions	Responses sorted into categories
What are the challenges associated with <i>kyondo</i> business?	<ol style="list-style-type: none"> <li>1. Raw Materials               <ol style="list-style-type: none"> <li>(a) Expensive</li> <li>(b) Unavailable</li> </ol> </li> <li>2. Price of baskets               <ol style="list-style-type: none"> <li>(a) low prices</li> <li>(b) Purchase of products on credit, delayed payments, failed payments</li> <li>(c) Exploitation from the middlewomen</li> </ol> </li> <li>3. Market for the products (<i>kyondos</i>)               <ol style="list-style-type: none"> <li>(a) No marketing</li> <li>(b) No tourists</li> </ol> </li> <li>4. The government is never involved in the <i>kyondo</i> business</li> <li>5. We have no financial renting facilities</li> </ol>
Despite the many challenges you continue to weave and/or supply the baskets. Why?	<ol style="list-style-type: none"> <li>1. Benefits to family               <ol style="list-style-type: none"> <li>(a) Enables me feed my family</li> <li>(b) teach the weaving to my children</li> </ol> </li> <li>2. Benefits to self               <ol style="list-style-type: none"> <li>(b) pay merry go rounds contribution</li> <li>(c) keeps us united</li> </ol> </li> <li>3. Benefits to the community               <ol style="list-style-type: none"> <li>(a) the income from <i>kyondo</i> circulates within the village</li> <li>(b) keeps the weaving culture</li> </ol> </li> </ol>

Source: Survey data 2012

#### 4.8. Discussion

##### 4.8.1 Social and Cultural Factors influencing women involvement in Production and Supply of Cultural Tourism Products

This study revealed that most respondents regarded the socio-cultural environment at Katangi village as good, but factor affecting women involvement was social stigma especially in the rural areas where the women are not highly regarded or esteemed.

The most social challenge affecting women involvement is presence of social stigma particularly in the rural. It also indicated that the most influencing cultural factor affecting women involvement was cultural incentives and the opportunities that come along with it. this shows that the most prevalent cultural challenge influencing women involvement was lack of incentives especially in the rural areas.

#### **4.8.2. Economic factors**

The urge to poverty reduction or becoming rich has driven women to participate in production and supply of tourism products. According to UNIFEM (2005) strengthening women's economic security is critical to efforts in reducing poverty and to promote gender equality, and therefore decent work is basic to economic security. Heyzer (2005) further reveals that despite the low earnings and precarious nature of much of women's paid work, in both developed and developing countries, women's labour force participation can help keep a family out of poverty – provided there are additional sources of family income

When the respondents were asked why they involve themselves with the kyondo business, this is how they responded. One woman said *“Most of the time the rains are not good so we do not have good yields, this means that if you stay idle you will just be very poor, that is why we involve ourselves with the kyondo's so that we can earn an income and eradicate poverty”*. Another one responded *“our husbands do not have any employment and when we make these baskets and get paid, this business becomes our employment”*. The two sentiments above were shared by majority of respondents.

According to UNW (2010) report, in some areas, women may have separate access to land and work independently in farming or in some other income-generating activity. But in general they have fewer opportunities to earn income. They combine their unpaid labour with independent production to meet the needs of their families and to attain some measure of autonomy and self-reliance. Their income is indispensable for family survival regardless of the presence of men, since the system of allocation and distribution within

many African households usually imposes individual responsibilities on men and women to meet their personal needs. Women are expected to actively generate the means to meet the daily expenses for themselves and their children.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.0. Introduction**

This section details out the findings of the study, gives conclusion and makes recommendations in terms of theory, practice and further research.

#### **5.1 Findings**

The Katangi Women who participate in Traditional Basket Production are almost giving up the production due to several constraints. Tourism development in the region is affected by a lack of infrastructure such as electricity supply, access from major highway to the cultural attractions and proper marketing strategies. However, there is positive attitude of the local people to develop tourism in the region.

##### **5.1.1. Objectives of the study**

The general objective of this study was to investigate the factors influencing women involvement in the production and supply of tourism products in Katangi village, Machakos County, Kenya. The study established that most women in Katangi did not have any formal employment and therefore no formal source of income. The traditional baskets gave them some source of income besides other income generating activities like selling of seedlings and wood carvings. One reason for women involvement in tourism production was the economic value that it brings along. Another factor that influenced women involvement in tourism production was social and cultural.

##### **5.1.2. Women's activities in production and supply of Cultural Tourism**

## **Products**

The women formed social groups that brought them together and this made them strong and were able to help one another in social activities like building houses for each other and fund raising to pay bills. All the artists were members of the Kyondo Sacco which helped them save some money for future use. Involvement in the traditional basket weaving, wood carvings and other social cultural activities like traditional marriage ceremonies help to preserve the Kamba culture.

### **5.1.3. The Social Cultural and Economic factors influencing women involvement in the production and supply of Cultural Tourism Products**

Seriously encumbered by their low levels of education, women are unable to find employment in the tourism sector, and are the first to lose their jobs during low tourism seasons, (Sonmez (2001). Sonmez (2001) further notes that their business opportunity identification tends to reflect their traditional roles in food production, sewing, crafts, small-scale farming, and small scale cooperative production. These activities are “somewhat” culturally acceptable. Many women lack exposure and socialization, which restrict their ability to identify higher growth potential business ventures. They are likely to be operating in groups from home, and often lack social, cultural and business support for their role as entrepreneurs in tourism products.

Through Merry go round group activities, the women were able to save some money for future use

### **5.1.4. Socio-cultural and Economic benefits of women involvement in production & supply of tourism products in Katangi**

Women’s wish and capacity to take their problems into their own hands through self-help groups was witnessed and weaving of the baskets helps them preserve their culture of basket weaving and also through traditional dancing and marriage ceremonies.

Some of the benefits of women involvement in cultural tourism production included earning of income and therefore encouraged self-reliance and dispelt the stereotyping of dependence

on men. It brought them together in groups and they were able to do other self help activities.

#### **5.1.5. The perceived potential Culture-based Attractions that would enhance women involvement in tourism**

Again, the study established that Katangi area had other tourism attractions like the Masinga Dam in Yatta used for canoeing, the wood carvings in wamunyu, traditional dancers, the magical Nzambani Rock located a few miles from Katangi and other handcraft making besides the basket weaving. All in all, the results revealed that (i) *Kyondo* is one of the symbols of women empowerment and pride among the Kamba women from Machakos County in Kenya. Women produced the handcrafts (*Kyondos*) and sold them to tourists as souvenirs.

## **5.2 Conclusion**

Yunis (2004) argue that tourism is better placed to address poverty compared to other economic sectors because: it can develop in poor and marginal areas with few other export and diversification options; it has high degree of geographical expansion, thus spreading benefits even to isolated destinations; its long and diversified supply chain supports and complements other economic activities such as handicrafts, thus giving opportunity for resurgence of local industry; it values natural resources and culture, which may feature among the few assets belonging to the poor. In Kenya, the tourism sector has been identified as one of the sectors that shall contribute significantly towards poverty alleviation as was set out in the Government's *Economic Recovery Strategy for Wealth and Employment Creation 2003-2007*. The study further established that through the handcrafts the women were able to maintain and sustain cultural tourism by weaving the traditional baskets, traditional dancing, cultural marriage ceremonies and involving themselves in woodcarvings

Based on the foregoing observations, it is clear that this study sheds light to issues of women participation in tourism production. The study also established that though the women were committed to weave the baskets they did not have a display shop for their

sale and therefore no market in the area. This means that the income from the baskets was very little. Social-culturally, the weaving of the baskets was beneficial for it brought them together in groups and they are able to do other self help activities. *Kyondo* is one of the symbols of women empowerment and pride among the Kamba women from Machakos County in Kenya.

The study established that women produced the handcrafts (*Kyondos*) and sold them to tourists as souvenirs. Through the handcrafts the women played a critical role in mitigating some financial difficulties in their families. Evidence of women's wish and capacity to take their problems into their own hands through self-help groups was witnessed. The weaving of the baskets earned the women some income and therefore encourages self-reliance and dispel the stereotyping of dependence on men. Weaving of the baskets helped them preserve their culture of basket weaving and also through traditional dancing. The women face a number of challenges like lack of infrastructure and marketing skills for their products.

The problems of the women weaving the traditional baskets seem to be the same for all the groups that make them. The Katangi women group of Machakos begun sourcing for alternative buyers for their product. They have for a long time been selling to middlemen who then get better prices for the same product when they sell at higher value markets. The women therefore feel that if they were able to reach the end markets themselves, they would obtain higher prices and thus increase their incomes faster. The group leaders are thus working closely with some established individual women outside the group to discover the possibility of accessing markets directly. No new openings have as yet been identified. Women are able to take up some economic, social and cultural responsibilities through group activities (WTO women report 2010). Likewise Katangi Women Basket Weavers have erased the stereotype that women depend on men for all their financial needs.

Based on the foregoing observations, it can be confirmed that the findings validate the conceptual framework developed for this study as it sheds light to issues of women involvement in tourism products. It was clear thus that there is an urgent need for the



government and tourism sector to be engaged more in what the weavers and the community in Katangi was doing.

The study concluded that the Katangi region has a potential for cultural tourism development, and therefore need for Community owned Tourism projects, like that of the Basket Weavers. .

### **5.3. Recommendations**

#### **5.3.1. Recommendations of the Study**

This study recommends that there should be promotion of the tourism industry through marketing, publicity and encouragement of tourists to visit the area. Infrastructure should be improved and put in place proper mechanism for the industry to grow. Now that Katangi has electricity and water, the government should improve on the roads, communication networks. Bringing tourists to Katangi will ensure ready market for the baskets. The women should be given financial support through soft loans and grants to boost the *kyondo* business. Provincial administration and other government officials should pay visit to the Katangi Women Basket Weavers to acquaint themselves with what the women were doing. They should also Organize barazas to inform members about current activities and problem solving skills. The government should facilitate community projects, through CDF funds and support organized groups.

There has to be aggressive publicity/marketing of the area as a tourist attraction and the cultural products. The Katangi Women Basket Weavers should work towards opening more shops (expanding market) for their products' recognition. The researcher recommends that traditional basket business dealers should be encouraged to purchase in large scale. The women should be encouraged to form co-operative society for the *Kyondo* business. A tourism body should visit and educate Katangi residents on importance of tourism. The Kamba cultural heritage should be recognized by the government and managed jointly with the local community.

Nongovernmental Organizations (NGOs) should visit and support initiatives that provide philanthropic activities. Private sector stakeholders and NGOs should be exhorted to play a leading role in enhancing partnership in the tourism sector with such Community Based Organizations (CBOs) and participate in decision making at local or regional levels. This shall promote sharing of information, benefits and opportunities accruing from tourism development. Technical assistance should be provided to enable local community-based groups and individual entrepreneurs to develop feasible tourism enterprises, while fiscal and other incentives should be provided to attract investors willing to undertake tourism enterprises with local partners in Yatta region. The region should be listed in Kenya's attraction circuits and well marketed to attract more tourists both local and international.

### **5.3.2. Recommendations for Practice**

Tourism has demonstrated its potential for creating jobs and encouraging income-generating activities to benefit local communities in destination areas. The tourism sector definitely provides various entry points for women's employment and opportunities for creating self-employment in small and medium sized income generating activities, thus creating paths towards the elimination of poverty of women and local communities in developing countries. However, there are a number of conditions under which this potential can be used more effectively. This requires collaboration of all stakeholders - governments and intergovernmental bodies, local government, industry, trade unions, local communities and their different member groups, NGOs, community based tourism initiatives, etc. Increasing the use of tourism's potential whilst safeguarding the natural environment and cultural heritage and increasing social and economic justice should be the goal of further tourism development.

Supporting women to become self-employed through tourism-related activities should be linked with micro-credit programmes. Loans to women's initiatives should be included as a means of creating opportunities for the industry to buy & source locally, thus maximizing the benefits for local communities.

The tourism industry, local government, NGOs and the independent tourism initiatives should collaborate closely to create awareness raising programmes in order to make tourists aware of the benefits of buying local products, such as handicrafts.

### **5.3.3. Recommendations for further study**

From the research findings, the researcher recommends the following areas that can be further researched:

Women involvement and empowerment – the researcher recommends a study to be conducted to find out the correlation between involvement and empowerment of the women in the tourism industry. Impact of tourism on culture – the researcher recommends a study to be conducted in the study area to find out how tourism activities have affected the culture of the locals in the study area. Moreover more research need to be done on the middlemen i.e. the business men and women who trade on these products. A study needs to be done on this trade and come up with better ways of uplifting this trade and also to help the weavers so that they are not exploited by the middlemen.

### **5.4. Contribution of the Study**

The study highlighted the issues affecting women involved in cultural tourism production in Yatta Machakos. It provided the opinion leaders in Katangi area with a better approach to; The tourism issues in the area, problems faced by Basket Weavers, and issues of women participation in Tourism production

The study also provides information to the policy makers and tourism stakeholders regarding what needs to be done to improve the quality of tourism products produced by women.

It provides suggestions on how tourism production can uplift the standard of living of the *kyondo* weavers in Katangi.

The study has come up with suggestions that would help the women market their products with the aim of better income from the artifacts.

The study has generated knowledge on the level of conscience or understanding of the issues affecting women involved in cultural tourism production in Katangi. This will assist the opinion leaders and tourism stakeholders to develop specific and practical solutions to enhance these women's wellbeing and improve their living standards.

Finally this study has developed a rich literature that is of value to future scholars as a point of reference.

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## APPENDICES

### Appendix I: Questionnaire for Basket Weavers

Dear Sir/Madam,

I am a masters student of Tourism Management, Moi University, Eldoret, carrying out a research on **“Factors influencing Women Involvement in the Production and Supply of Cultural Tourism Products: A case of Katangi Women Basket Weavers in Yatta, Machakos County, Kenya.”** I wish to kindly request you to participate in the study by providing information requested below. I appreciate your voluntary participation and your responses will remain confidential and will be used only for the purposes of this study.

#### **I. Socio-demographic information** (Tick where appropriate).

1. What is your age? 18 – 30 years (  ) 31 – 40 years (  ) 41 – 50 years (  ) 51 – 60 years (  ) Over 60 years (  )
  
2. What is your marital status? Single (  ) Married (  ) Separated (  ) Divorced (  ) Widowed (  )
  
3. What is your level of education? Primary (  ) Secondary (  ) Tertiary (  ) University (  ) None (  )
  
4. What is your religion? Christian (  ) Muslim (  ) Traditional (  ) None (  )
  
5. What is your monthly level of income? \_\_\_\_\_

6. For how long have you lived in Katangi Village?

All my life( ) Less than a year( ) 1 – 5 years( ) 5 – 10 years ( ) 10 – 15 years( ) Over 15 years ( )

## **II. Social factors influencing women involvement in the production and supply of cultural tourism products**

7.a) Have social issues affected your involvement in the production and supply of cultural tourism products?

Yes ( ) No ( )

b) If yes, what is the extent of this?

Always ( ) Moderate ( ) Rarely ( )

8. How is the social environment at the study area in terms of women involvement?

Very good ( ) Good ( ) Neutral ( ) Poor ( ) Very poor ( )

9. Which is the main social factor that influences women involvement in the production and supply of cultural tourism products? \_\_\_\_\_

10. What are the social challenges that affect women involvement in the production and supply of cultural tourism products?

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11. The following are social issues on women involvement in the production and supply of cultural tourism products. Use the 5-level point likert scale given to indicate your answer

in the table below (1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree and 5 = strongly disagree. Tick where appropriate).

<b>Social issue</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Security affects women involvement					
Family stage affects women involvement					
The type of family affects women involvement					
Social incentives affects women involvement					
Education affects women involvement					

### **III. Economic factors influencing women involvement in production and supply of cultural tourism products**

12.a) Have economic issues affected your involvement in the production and supply of cultural tourism products?

Yes ( ) No ( )

b) If yes, what is the extent of this?

Always ( ) Moderate ( ) Rarely ( )

13. How is the economic environment at the study area in terms of women involvement?

Very good ( ) Good ( ) Neutral ( ) Poor ( ) Very poor ( )

14. Which are the main economic factor that influences women involvement in the production and supply of cultural tourism products?

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15. What are the economic challenges that affect women involvement in the production and supply of cultural tourism products?

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16. The following are economic issues on women involvement in the production and supply of cultural tourism products. Use the 5-level point likert scale given to indicate your answer in the table below (1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree and 5 = strongly disagree. Tick where appropriate).

<b>Economic issue</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Economic environment affects women involvement					
Level of income affects women involvement					

Availability of capital affects women involvement					
Economic incentives increases women involvement					
Availability of resources increases women involvement					

#### **IV. Cultural factors influencing women involvement in production and supply of cultural tourism products**

17. a) Have cultural issues affected your involvement in the production and supply of cultural tourism products?

Yes ( ) No ( )

b) If yes, what is the extent of this?

Always ( ) Moderate ( ) Rarely ( )

18. What is the cultural environment at the study area in terms of women involvement?

Very good ( ) Good ( ) Neutral ( ) Poor ( ) Very poor ( )

19. Which is the main cultural factor that influences women involvement in the production and supply of cultural tourism products? \_\_\_\_\_

20. What are the cultural challenges that affect women involvement in the production and supply of cultural tourism products?

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21. The following are cultural issues on women involvement in the production and supply of cultural tourism products. Use the 5-level point likert scale given to indicate your answer in the table below (1 = strongly agree, 2 = agree, 3 = neutral, 4 = disagree and 5 = strongly disagree. Tick where appropriate).

<b>Cultural issue</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Culture affects women involvement					
Family value affects women involvement					
Traditions affects women involvement					
Cultural incentives increases women involvement					
Cultural resources increases women involvement					

### **Appendix ii: Interview Schedule for Opinion Leaders**

Dear Sir/Madam,

I am a masters student of tourism management, Moi University, Eldoret, carrying out a research on **“Factors influencing Women Involvement in the Production and Supply of Cultural Tourism Products: A case of Katangi Women Basket Weavers in Yatta, Machakos County, Kenya.”** I wish to kindly request you to participate in the study by

providing information requested below. I appreciate your voluntary participation and your responses will remain confidential and will be used only for the purposes of this study.

### **I. General information**

1. Name of organization \_\_\_\_\_

2. Job description \_\_\_\_\_

3. Duration in the organization \_\_\_\_\_

### **II. Social factors influencing women involvement in the production and supply of cultural tourism products**

4. Which are the social factors that influence women involvement in the production and supply of cultural tourism products?

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5. What are the social challenges that affect women involvement in the production and supply of cultural tourism products?

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### **III. Economic factors influencing women involvement in production and**

**supply of cultural tourism products**

6. Which are the economic factor that influences women involvement in the production and supply of cultural tourism products?

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7. What are the economic challenges that affect women involvement in the production and supply of cultural tourism products?

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**IV. Cultural factors influencing women involvement in production and supply of cultural tourism products**

8. Which are the cultural factors that influences women involvement in the production and supply of cultural tourism products?

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9. What are the cultural challenges that affect women involvement in the production and supply of cultural tourism products?



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**Appendix iv: The Map of Machakos County**

