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**EVALUATING WOMEN PARTICIPATION IN LEISURE AND TOURISM  
ACTIVITIES WITHIN BAUCHI METROPOLIS, NIGERIA**

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**Abstract**

*Bauchi town is the capital of Bauchi state which is located in the North Eastern part of Nigeria. The city is multi-cultural consisting of over twenty tribes of indigenous and non-indigenous tribes. Because of the cultural believes there are certain occupation, places and activities that women are not allowed to participate. In northern Nigeria, which Bauchi metropolis is part, women are seen as people that are supposed to be at home to take care of the kids. They are mostly not to be seen in some places where men are. This study evaluates women participation in leisure and tourism in Bauchi metropolis and identified areas women participate in tourism and examines the influence of family life on the choice of tourism or leisure activities. 120 survey questionnaires administered out of which 112 were returned. The women were categorized into married, unmarried, those with kids and those without kids. Findings show a pattern in the participation of the leisure activities. Those married and those with kids choose same leisure activities. Those not married and those without kids go for almost same too. Women married and with kids participated in less leisure and tourism activities. The natures of the leisure activities they choose are mostly passive. While those without kids and those not married go for active leisure activities and travel for tourism. Factors that hinder their participation are lack of travel mobility, disposable income and free time. Other factors are insecurity, lack of facilities for women alone, religious reasons, too many children and family restrictions. The study area is a conservative area where culture and religion excludes women from freely interacting in the public. This contributed to the women inability to take*

*on tourism activities of their choice. The government should make available recreational facilities for women so that there will be freedom of participation. Tourism cannot take place without the available income and time to travel to a place of interest. As such, employees should try to raise pay of their workers as the current minimum wage is not enough to take care of the family and with that, it is impossible to have disposable income. Women groups should try to enlighten women on the need to have leisure time and to participate in tourism. Such groups can organize such activities for its members too*

**Keywords:** *Evaluating, Women, Participation, Leisure and Tourism.*

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### **Introduction**

Leisure and tourism activities can be passive or active, this results in the differences in women participation rates which can be displayed among groups of women. For example, it could be expected that younger women and the elderly working women without children would be more likely to participate in sport and active recreation compared to women with young children, due to the lack of time available to mothers who hold substantial caring roles within the family environment. While women generally are positioned 'at risk' population due to their lack of physical activity, women with young children are seen to be at higher risk as they are even less likely to engage in adequate physical activity to manage their own health (Burk & Shiness, 2013; Deem & Gilroy, 1998). For instance, compared with mothers of older children or childless women, mothers of very young children engage in fewer out-of-home activities and are likely to do no physical activity other than walking for transport and housework (Brown, Brown & Powers, 2001). Overall patterns of participation in leisure and tourism highlight trends which reveal 'inequalities in participation'. Such trends can be used to identify specific groups who are 'priority groups' (e.g. women with young children) in terms of sport and active recreation development. Focusing initiatives to promote and increase participation among priority groups is a key feature in tourism. While the benefits of active recreation for women are well established, this study aims to explore women participation in leisure and tourism activities and provide suggestions of how organisational practices can facilitate better inclusion of women in tourism and active leisure (Burk & Shiness, 2013).

Hython & Townen (2013) explains that women participation in tourism has tended to be controlled by powerful vested interests and has been characterized by lack of concern for the local communities residing in the destination areas. In most cases this has been a spontaneous development. However, there have been attempts to introduce systematic processes or strategies to enhance participation by all section of the host communities with several of these having a gender focus. There have also been attempts to build up partnerships between the tourist industry and local communities and partnership between concerned government departments, NGO's and local communities. The experience gained, however, can provide the building blocks for sailing and involving effective strategies at various levels, local, national, regional and international (Hython & Townen, 2013).

Individuals maximize utility by allocating their time between daily activities such as sleeping and eating, paid work, home production, transport and leisure activities (Cawley, 2004). Humphreys and Ruseski (2007) explains that since time is limited and employment constrains time for such activities, a negative trade-off is predicted. In line with this, Im, Lee, Chee & Stuijfenberg (2011) in a research framed from a feminist perspective finds that North American women are constrained by lack of time due to their working schedules and the obligations of family life. However, consumption may also depend on income from employment. The relationship between employment and participation in exercise and leisure-time is therefore likely to reflect negative as well as positive influences and the overall effect is difficult to predict. Andrew (2013) is of the opinion that income generally is the important motive for participation by women in the tourism industry. In most destination areas, Andrew further explains that capacity building for participation is needed in many cases. Tourism boards and government department dealing with tourism do not seem to be playing a very active role in promoting the participation of women. In many areas in northern Nigeria, tourism seems to have the potential for reducing the participation of women actively due to lack of facilities or activities to cater for their needs.

Gibson and Berdychevsky (2003) state the factors affecting women participation in tourism as lack of education and awareness. This is quiet important that women be enlighten at various levels on the need to anticipate in tourism activity, looking at the poor level of awareness which constituted a major factor why women see tourism as a thing of taboo and that is only men

that can participate. Another factor is culture and tradition which in most cases, some Nigerian traditions as case study prohibits women participating in some activities, which their beliefs and practices paint them black once seen in some certain activities usually not in line with their way of life. For example, the culture and tradition of a northern Hausa Fulani of Nigeria does not permit women to participate in active sporting activity of any kind (Gibson & Berdychevsky, 2003). Tourism entails spending money in most aspects of its activities. It is however very important to know that most women are not economically strong, that is to say they are financially unstable to participate in tourism. The means of earning in women communities are very poor as most of them are taken for housewives and depends only on what will be given to them by either husband or relatives to take but only care of their children (Gibson, 2003).

Gibson and Berdychevsky (2003) further outlined other factors as social differences, environmental, psychological factors, physiological factors, religion belief and practices, number of children and responsibilities at home and political. Paulel & Malla (2010) and WTO (2010) also identified factors that Affect Women Participation in tourism as age, religion, caste, ethnicity, marital status, education, family structure, monthly income, and economic freedom are some of the affecting factors. Young women for instance, can contribute more to the productivity sector than older women can (Deem & Gilroy, 1998).

Bauchi town is the capital of Bauchi state which is located in the north eastern part of Nigeria. The city is multi-cultural consisting of over twenty tribes of indigenous and non-indigenous tribes. Because of the cultural believes there are certain occupation, places and activities that women are not allowed to participate. In northern Nigeria, which Bauchi metropolis is part, women are seen as people that are supposed to be at home to take care of the kids. They are mostly not to be seen in some places where men are. Some tourism activities involve interaction with the opposite sex which most women do not feel comfortable to do. Some activities need one to dress in certain ways to be comfortable while participating. However, exposing certain parts of one's body can be offensive or viewed indecent in this area. All these have contributed in women losing interests in activities of their choice and resort to concentrating on their families or work. These are partly as a result of gender issues with social attributes and opportunities associated with being

female (Deem & Gilroy, 1998). Those attributes, opportunities and relationships are socially constructed and are learned through socialization processes (Andrew 2013). This will be safe to say that in the tourism industries, looking at the dynamism and development trend women's interests are sometime not considered in some societies while tourism facilities are provided. This and so many factors could have been a hindrance to them participating in leisure and tourism activities. While the tourism industry encompasses so many areas of endeavors of humanity especially in a society where the economy is in a build, the concern and activities tourism offers for both gender equally are, sport, recreation, culture of food (gastronomy) mountaineering adventure tourism, resort, gardens parks and other related parastatals in the society (WTO 2010). However, the issue of gender disparity and segregation in most developing countries has made it very difficult for women to harnessed and utilize their potential. It is to this regards that this study consider examining factors responsible for women not participating in tourism.

The aim of this research study is to identify the ways women participate in tourism and factors affecting women participating in tourism in Bauchi State, and it will be achieved through the following objectives.

1. To examine women participation in leisure and tourism activities.
2. To find out the factors affecting women participation in tourism and leisure activities.
3. To suggest ways of increasing women participation in tourism in Bauchi state.

### **Research Methodology**

The study area for this research work is Bauchi metropolis. This is carefully chosen because it is a multicultural area where it is observed that low participation of women in tourism in the state will provide relevant data to the researcher to answer the research question. The target population of this study consist married and unmarried women, women with kids and women without kids in Bauchi metropolis. The non-probability and convenience sampling was used for the study because the required information for a probabilistic technique is not possible. Although there are some drawbacks to convenience sampling, it seems to be the most appropriate technique for this study; the researchers used convenience sampling because of its suitability in obtaining data within the given time frame (Saunders et al, 2012).

Data collection was done via the street survey and house to house questionnaire administration (Veal, 2006). The questionnaires were self-administered which involves the respondents answering the questions individually (Saunders et al, 2009) in some cases where the respondents cannot read or write, questionnaire interviewer was used with questions read and interpreted to the respondents while their responses are recorded. The average mean score of the response related to factors affecting women participation in tourism was also analyzed using SPSS.

## Results

T test for Married and Unmarried Women Participation in Leisure and Tourism Activities

| <i>Leisure and Tourism activities</i>        | Marital Status | N  | Mean   | Std. Deviation |
|--|----------------|----|--------|----------------|
| <i>I play sport</i>                          | Married        | 55 | 1.6545 | .75076         |
|  | Unmarried      | 60 | 1.2500 | .43667         |
| <i>I watch sport</i>                         | Married        | 55 | 1.9818 | .13484         |
|  | Unmarried      | 60 | 2.3000 | .90760         |
| <i>I go for swimming</i>                     | Married        | 55 | 1.8333 | .74029         |
|  | Unmarried      | 60 | 2.5273 | 1.01570        |
| <i>I visit recreational parks</i>            | Married        | 55 | 2.5636 | .93815         |
|  | Unmarried      | 60 | 4.0333 | 1.83161        |
| <i>I do mountaineering</i>                   | Married        | 55 | 1.0727 | .26208         |
|  | Unmarried      | 60 | 1.7667 | .42652         |
| <i>I read books and newspapers/magazines</i> | Married        | 55 | 1.0000 | .00000         |
|  | Unmarried      | 60 | 4.2833 | 1.31602        |
| <i>I go for clubbing</i>                     | Married        | 55 | 1.5818 | 1.06616        |
|  | Unmarried      | 60 | 1.0000 | .00000         |
| <i>I visit historical sites</i>              | Married        | 55 | 4.5818 | .95628         |
|  | Unmarried      | 60 | 4.3500 | 1.28650        |
| <i>I watch movies</i>                        | Married        | 55 | 4.8545 | .35581         |
|  | Unmarried      | 60 | 4.4333 | .49972         |
| <i>I go for shopping</i>                     | Married        | 55 | 4.5636 | 1.25851        |
|  | Unmarried      | 60 | 4.6167 | .80447         |
| <i>I surf the internet</i>                   | Married        | 55 | 1.4182 | .49781         |
|  | Unmarried      | 60 | 4.1500 | 1.57119        |

*I sing/listen to music*

|           |    |        |         |
|-----------|----|--------|---------|
| Married   | 55 | 4.2909 | .65751  |
| Unmarried | 60 | 1.3833 | 1.39115 |

Source: Field studies (2016)

The data above is on the married and unmarried women participation in tourism activities. Both married and unmarried women used for the study strongly disagreed of playing sport, the married ones also strongly disagreed of watching sport and swimming however, the unmarried ones response have disagreement with the two. On visits to recreational parks, the married women do not agree with that while the unmarried do agree on visiting recreational parks. Both married and unmarried do not go for mountaineering and clubbing with an average response of strong disagreement. Married women strongly disagree on reading books, newspapers or magazines but the unmarried agreed to such leisure activity. Both married and unmarried women visit historical sites, watch movies and go for shopping with agreements. On surfing the internet, the married strongly disagree while the unmarried do agree. The married do sing and listen to music while the unmarried strongly disagree to it.

Response for Women with Kids and those without Kids' Participation in Leisure and Tourism Activities

| <i>Leisure and Tourism activities</i>        | Women and kids | N  | Mean   | Std. Deviation |
|--|----------------|----|--------|----------------|
| <i>I play sport</i>                          | with kids      | 65 | 1.3077 | .46513         |
|  | without kids   | 50 | 1.6200 | .77959         |
| <i>I watch sport</i>                         | with kids      | 65 | 2.2769 | .87514         |
|  | without kids   | 50 | 1.9800 | .14142         |
| <i>I go for swimming</i>                     | with kids      | 65 | 1.8615 | .72623         |
|  | without kids   | 50 | 2.5600 | 1.05289        |
| <i>I visit recreational parks</i>            | with kids      | 65 | 2.9538 | 1.78037        |
|  | without kids   | 50 | 4.6200 | .96658         |
| <i>I do mountaineering</i>                   | with kids      | 65 | 1.7385 | .44289         |
|  | without kids   | 50 | 1.0400 | .19795         |
| <i>I read books and newspapers/magazines</i> | with kids      | 65 | 1.0308 | 1.54079        |
|  | without kids   | 50 | 4.0000 | .00000         |
| <i>I go for clubbing</i>                     | with kids      | 65 | 1.0000 | .00000         |
|  | without kids   | 50 | 3.6400 | 1.10213        |

|                                 |              |    |        |         |
|---------------------------------|--------------|----|--------|---------|
| <i>I visit historical sites</i> | with kids    | 65 | 4.3077 | 1.31009 |
|                                 | without kids | 50 | 4.6600 | .84781  |
| <i>I watch movies</i>           | with kids    | 65 | 4.4462 | .50096  |
|                                 | without kids | 50 | 4.8800 | .32826  |
| <i>I go shopping</i>            | with kids    | 65 | 4.5231 | 1.00168 |
|                                 | without kids | 50 | 4.6800 | 1.09619 |
| <i>I surf the internet</i>      | with kids    | 65 | 2.0923 | 1.52810 |
|                                 | without kids | 50 | 4.4200 | .49857  |
| <i>I sing/listen to music</i>   | with kids    | 65 | 3.2923 | 1.43312 |
|                                 | without kids | 50 | 1.2000 | .40406  |

Source: Field studies (2016)

The table above is about the data for women with kids and those without kids' participation in tourism activities. Both women strongly disagree on playing sports. On watching sports, those without kids strongly disagree while those with kids disagree. Those with kids strongly disagree with swimming and those without kids disagreed. On swimming, the analyzed data shows strong disagreement from the part of women with kids and disagreement for those without kids. Those with kids disagree with visiting recreational parks while those without kids agree to that. Both strongly disagreed with mountaineering. On reading books, newspapers and magazines, those with kids strongly disagreed while those without kids agreed. Women with kids disagreed to clubbing while those without kids neither agrees nor disagreed. Both women with kids agree with visit to historical sites, watching movies and shopping. Those with kids disagree to surfing the internet while those without kids agree they surf the net. Those with kids neither agree nor disagree with singing and listening to music. Those without kids strongly disagree to it.

Mean statistic for Factors affecting women participation in Leisure and Tourism activities

| <b>Factors</b>                   | <b>N</b> | <b>Mean</b> | <b>Std. Deviation</b> |
|----------------------------------|----------|-------------|-----------------------|
| <i>Lack of disposable income</i> | 115      | 4.7304      | .88180                |
| <i>Lack of travel mobility</i>   | 115      | 4.0087      | 1.52463               |
| <i>Too many children</i>         | 115      | 4.1565      | 1.46054               |
| <i>Family engagement</i>         | 115      | 4.3826      | .70813                |
| <i>Religious reasons</i>         | 115      | 4.0957      | 1.24938               |



|                                     |     |        |         |
|-------------------------------------|-----|--------|---------|
| <i>Husband/Parents restriction</i>  | 115 | 3.0261 | 1.68825 |
| <i>Insecurity</i>                   | 115 | 4.6696 | .47243  |
| <i>Lack of facilities for women</i> | 115 | 4.6696 | .47243  |
| <i>Lack of free time</i>            | 115 | 4.0696 | 1.50858 |
| <i>Work engagement</i>              | 115 | 2.4087 | 1.21320 |

Source: Field studies (2016)

The above table talks on the factors affecting women participation in Tourism activities. The respondents agree with lack of disposable income, lack of travel mobility Insecurity, lack of facilities for women, lack of free time, too many children family engagement and religious reasons as factors that affect their participation in leisure and tourism activities. However the respondents neither agree nor disagree with husband or parents restrictions as factors. Work engagement is the only aspect the respondents disagreed with as a factor.

### Discussion

The study looked at leisure and tourism participation of married and unmarried. Both married and unmarried women used for the study do not participate in sport; this is evident with strong disagreement to the variable on the data derived from the study. On swimming and watching sports, the married respondents do not participate in these activities. This may be partly because of the culture of the people living in the area of the study, a married woman is not supposed to be seen exposing her body or seen interacting in some public areas with the opposite sex, in addition, the location of the facilities for swimming are in hotels with few individuals at home. The hotel is viewed as a place where people mostly go to do immoral acts and seeing a woman going to swim in a facility in the hotel may be perceived wrongly. However, the unmarried women do participate in swimming. On visits to recreational parks, the married women do not go to recreational parks but the unmarried do, recreational parks in the metropolis host mostly singles who go there to refresh themselves mostly during weekends. Both married and unmarried do not go for mountaineering and clubbing, despite Bauchi town being surrounded by mountains which many people do participate in recreating there, the study shows lack of participation of women. Clubs are seen to be where immoral acts are committed; as such ladies hardly visit such

areas. Married women strongly disagree on reading books, newspapers or magazines but the unmarried agreed to such leisure activity, this may be because the unmarried have free time. Both married and unmarried women visit historical sites, watch movies and go for shopping. The availability of the state museum and the Abubakar Tafawa Balewa tomb serve as a facility for this activity. Married women do not take surfing the internet as a leisure activity, however, the unmarried women do, surfing the net gives opportunity to learn and interact with friends and family using social media, dating activities mostly happen on the internet, which may be a motivation for the singles participation. The married do sing and listen to music while the unmarried women do not take it as a leisure activity. The leisure activities taken by the married and unmarried women support the findings of Im, Lee, Chee & Stuijbeigen (2011) who in a research framed from a feminist perspective finds out that women are constrained by lack of time due to their working schedules and the obligations of family life to participate in outdoor recreational activities or travel often. This shows that women that are not married have the required free time to participate on leisure activities or travel.

For women with kids and those without kids' participation in leisure and tourism activities; both women neither playing sports nor watch sport likewise swimming. These findings supports Brown, Brown & Powers (2001) who state that compared with mothers of older children or childless women, mothers of very young children engage in fewer out-of-home activities and are likely to do no physical activity other than walking for transport and housework. Women with kids do not visit recreational parks and reading books, newspapers and magazines as leisure activities, those without kids do take it as leisure activity and read books, newspapers and magazines. Women with kids disagreed to clubbing while those without kids neither agrees nor disagreed. Both women with kids and those without kids do visit historical sites, watching movies and shopping. Those with kids disagree to surfing the internet while those without kids agree they surf the net. Those with kids neither agree nor disagree with singing and listening to music. Those without kids strongly disagree to it. For example, it could be expected that younger women and working women would be more likely to participate in sport and active recreation compared to women with young children, due to the lack of time available to mothers who hold substantial caring roles within the family

environment. While women generally are positioned as an 'at risk' population due to their lack of physical activity, women with young children are less likely to engage in adequate physical activity (Burk & Shinen, 2013; Deem & Gilroy, 1998).

On the factors affecting women participation in leisure and tourism the study found out that lack of disposable income is one of the factors that limit women to participate in leisure and tourism activities. The economic condition of the country is hitting on the populace, many do not have enough money to take care of their families and this makes it difficult for them to have some to partake in leisure and tourism activities. This finding is in agreement with Andrew (2013) is of the opinion that income generally is the important motive for participation by women in the tourism industry. Lack of travel mobility is also a factor, some families are large in size or do not own a means of transportation which will convey them to the destination. Mostly women travel with their kids so that they take care of them. Not being mobile make movement to be inconvenient at times. The insecurity in north eastern Nigeria which Bauchi is part of is a limitation. The issues of kidnapping, insurgency, arm robbery are issues holiday makers face. Presently, movement in Bauchi metropolis is limited to specific areas. Lack of facilities for women in the study area is also a factor, due to culture and religion; women are not free to participate in leisure and tourism activities in an area mixed with men. Most of the facilities for such activities are mixed for the two genders. This agrees with Gibson and Berdychevsky (2013) which states that Another factor is culture and tradition which in most cases, Nigerian traditions as case study prohibits women participating in some activities, which they beliefs and practices paint them black once see in some certain activities usually not in line with their way of life. For example, the culture and tradition of a northern Hausa Fulani of Nigeria does not permit women to participate in active sporting activity of any kind. Lack of free time, too many children, family engagement and religious reasons as factors that affect their participation in leisure and tourism activities, this agrees with findings of Paulel & Malla (2010) and WTO (2010). However the respondents neither agree nor disagree with husband or parents restrictions as factors. Work engagement is the only aspect the respondents disagreed with as a factor.

### **Conclusion**

Women tend to be engaged with family activities which is either taking care of the children or their husband, as such they become too occupied and lack the free time required for leisure and tourism. Some are discouraged because of the lack of facilities or the disposable income to go on tourism. The study area is a conservative area where culture and religion excludes women from

freely interacting in the public. This contributed to the women inability to take on tourism activities of their choice. Incorporating some components of halal tourism can help women feel free and increase their participation in tourism. This can be done through making available recreational facilities for women. Tourism cannot take place without the available income and time to travel to a place of interest. As such, employees should try to raise pay of their workers as the current minimum wage is not enough to take care of the family and with that, it is impossible to have disposable income. Women groups should try to enlighten women on the need to have leisure time and to participate in tourism. Such groups can organize such activities for its members too. Employees should try to encourage their employers to go for holiday with pay and the government should put in all it takes for the economy to be stable so that many families will participate in tourism and leisure.

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