



SOCIAL ECONOMIC EMPOWERMENT BENEFITS OF WOMEN'S PARTICIPATION IN TOURISM ACTIVITIES IN SERENGETI DISTRICT, MARA REGION, TANZANIA

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ABSTRACT

This study assesses the social economic empowerment benefits of women participation in tourism activities in Serengeti district. Specifically, women's tourism activities were identified, factors influenced their participation were analysed, and benefits of participating were determined. The total sample size of 97 women was selected by using simple randomly sampling and 4 key informants chosen purposively. The data were collected using questionnaire and interview guide; analysed by descriptive statistics, logistic regression model, and contextual analysis. It was found that majority of women in the study area are involving in selling cultural products to tourists (37.5%), housekeeping (21.9%), Waitress (16.7%) and gardener (7.3%). Significant factors influence their participation in tourism activities were the education level and years of residence in the community at 1% and 5% significant levels respectively. Socioeconomic benefits associated with their participation in tourism activities are assets ownership, employment opportunities, decision making, and self-reliability in various household expenses or needs (livelihood). It is recommended that since very few women (< 5%) are involved tour guide, hotel management, and security guard that are direct related to tourism activities, they should keep on what entails those activities so as to grab the opportunities. They should also seek for more tourism related trainings to participate fully as experts in the tourism industry.

Key Words: Women, Participation, Empowerment, Benefits, Tourism and Tanzania.

Paper type: Research paper

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1. INTRODUCTION

In recent years, Women empowerment is regarded as one of the major issues in the process of sustainable development worldwide (Canada et al., 2018). For that reason, various international organisations and government have tried to take different measures and strategies to empower women socially, economically, politically and even psychologically (Rajaman and Rizal, 2013). However, a woman to achieve her social and economic empowerment must have the power to make decisions, access to health services, access to education, generate income, own assets and access to clean water which help to

improve women livelihood (Chichester et al., 2017). In addition to that, empowerment enables women to take control of their own lives (Conference, 2013).

Developed countries, however, have managed to use tourism as a mechanism for empowering women socially and economically. Thus women in German, Austria, France and Turkey have been empowered through involving themselves in various tourism activities such as hotels, tour guides and camping. For example 66% of tourism work is done by women (Alarcon and Mullor, 2018). Furthermore, in Latin America, women have been empowered socially and economically through involving them in different tourism activities, for example, half of tourism enterprises are run by women and more than 70% of tourism business owners in Panama and Nicaragua are women (WTTC, 2019).

In sub-Saharan Africa, the progress of socio-economic empowerment of women has been too slow (Chichester et al., 2017). In Ethiopia for example, economic decisions of the family or households in most cases are being done by men (Geleta, 2018). Although this situation is very common in many African countries, this doesn't imply that women shouldn't be allowed to make their economic decisions. Lord and Hutchison (2015) argue that people understand their own needs better than anyone else and therefore they should have the power to make their own decisions. Following that various initiatives have been taken by different organisations to empower African women and currently the Zulu women of South Africa are engaging in cultural tourism by producing bead products, traditional Zulu beer and foodstuffs for tourists' consumption as the call for women empowerment (Matiku, 2013). Again, African women participate in tourism activities to generate income and help their husband's roles of providing to the family (Maliva and Mwaipopo, 2018).

In East Africa particularly in Uganda, socioeconomic empowerment of women is still a challenge where women are lacking social protection and financial services. The lack of social protection left the Ugandan women vulnerable to ill-health, poverty, inequality and social exclusion throughout their lifecycle (Ntale, 2019). However, the development of tourism in East Africa is viewed as a mechanism to alleviate poverty among the people (Okello and Novelli, 2014). But according to Diop (2015) poverty cannot be alleviated without working to achieve women empowerment. Furthermore, in Tanzania, tourism is one of the most important sectors for country's economy. The country possesses beautiful national parks and game reserves (such as Serengeti national park, Tarangire national park, Mikumi national park Ruaha national park, Ngororo conservation crater, Selous game reserve, Katavi national park, and so on. The country has unique wildlife (such as elephant, giraffe, zebra impala, buffalo, African, wildebeests, cheetah, lion, rhino, leopard, hyena, monkey, gazelle, hartebeest and so on), the country also has stable political climate. These have attracted many tourists from different parts of the world to visit the place (Fischer, 2018). Thus, various tourism activities like hotels, tour guide, and curio shop have been carried out in Tanzania (Bakari, 2015).

In Serengeti District, tourism is recognized as one of the largest and fastest growing economic sector. Many people have invested on it and various tourism activities and projects have been established which have contributed to social and economic empowerment of men by providing employment to them. For example several men have been employed permanently in lodges, campsites and hotels as security guard, tour operator, few as housekeepers (Stanley, 2016). However, the level of women's socioeconomic empowerment in Tanzania is still low and is evidenced by more than 60% of Tanzanian women still living under 1 USD per day and are not actively participating in decision making in their households (Loth, 2016; Mbilinyi, 2018). Furthermore, the socio-economic empowerment benefits of women participation in tourism activities in Serengeti district is not known yet. The situation is also evident in

Tabora Region particularly in four villages of Igunga District that are Mbutu, Isugilo, Mwanzugi, and Bukama (Bugumba, 2010).

Several efforts have been made by Tanzania government and non-government organisations to empower women socially and economically. Such efforts include supporting education for girls, formation of organizations which aims at promoting women' development through the Tanzania Women's Organization (UWT) and the establishment of the ministry of health community development, gender, elderly and children. The government also formulated the women and gender development policy, formulation of National micro-finance policy (2000) where various credit facilities targeting women have been established. Such credit facilities include establishment of women Development Fund (WDF) and Tanzania Women Bank (TWB) and other funds which established by different stakeholders which targeted the poor women in Tanzania. These include FINCA, Saving and Credit Cooperative Associations (SACCOs and community banks (Loth, 2016).

Despite all the above efforts, women participation in various economic sectors including tourism is minimal and it is not clear whether their participation have benefited them socially and economically at the household level. This situation resulted to conduct a study to answer questions on why women engage in different tourism activities and what are the benefits of their involvement in tourism activities. Several studies have been conducted concerning tourism and gender trends, some of those studies includes; Jamhawi et al. (2015); Mrema (2015); Jucan and Jucan (2013); Adebayo and Jegede (2014); Ampong (2018); Park and Ondicho (2018); Jansirani and Priya (2018); Marfo (2015); Maliva and Mwaipopo (2018). Despite several studies being conducted, no published studies on socio-economic empowerment benefits of women participation in tourism activities in Serengeti district, Mara region. Hence this study will help policy makers and women development practitioners to understand and accommodate their implementation strategies in order to empower women for their livelihood improvement. This study is also expected to help tourism stakeholders understand various factors that influence women participation in tourism activities and therefore find a way to help them so as to meet their dreams. In addition, this study will help local communities to understand the significances of tourism activities in women's lives and therefore letting women actively participate in various tourism activities as a call for empowerment.

This study is guided by two theories which are the dependency theory and empowerment theory. The theory is based on the assumption that low level of economic development in less developed countries is caused by their reliance and too much economic dependence on developed countries (Ferrero, 2008). The proponent of this theory suggested that, the poor countries should stop depending too much on developed countries so as to have strong and independent economy. This theory is related to this study since majority of women and particular in Serengeti district have been highly depending on men for their household development instead of effectively participating in the potential sectors like tourism that could bring about women empowerment. The theory of empowerment is based on two assumptions. The first assumption is that empowerment involves both a process and outcomes, in relation to process an individual participate or involve in income generating activities (IGAs) including tourism activities and the outcomes may include women's social and economic empowerment through assert ownership, increased income, employment, decision making, access to education, access to health services (Rappaport, 1984). This implies that, socio-economic empowerment of women in Serengeti District and Tanzania as a whole can be achieved if women are able to participate or involve in different income generating activities including tourism activities. The outcome for their involvement in different tourism activities means socioeconomic empowerment benefits of women.

Some empirical literature on women socioeconomic empowerment related to this study is Mrema (2015) who explored tourism and women empowerment in Monduli District, Arusha-Tanzania. The study revealed that tourism activities such as hotels, tour guides, and cultural sites have contributed to women empowerment and development in Monduli District and beyond Monduli District. Maliva and Mwaipopo (2018) did a study on gender and entrepreneur's strategies in tourism markets: A comparison between Tanzania and Sweden. The study revealed that the factors that influence Tanzanian and Sweden women to participate in various tourism activities includes, income generating, to help their husband's role of providing to the family, and to provide their products like handicrafts to tourists. Jamhawi et al. (2015) assessed the trend of gender equality in tourism industry in Madaba, Jordan. The findings revealed that, tourism industry in Madaba provide limited access to women's employment and opportunities that create self-employment for women and income generation which reduce women's poverty and local communities in general. Marfo (2015) evaluated the development of tourism and its effects on host community in Kakum National park in Ghana. The study revealed that women and other community members in central Region of Ghana benefited from tourism activities carried out along the Kakum National Park. The benefits from various tourism activities include water accessibility, electricity extensions, market, teachers' quarters, employment, and revenue generation, household incomes and general quality of life of the people have been improved by 10%. Jucan and Jucan (2013) did a study on gender trends in tourism destination. The findings revealed that tourism activities brings important employment opportunities to women and in most cases income generation either as a main source of income or as the additional side income, and have offered opportunities for women to run their own business.

Other studies not directly related to women but have appreciated the involvement of community in tourism industry include Mugizi et al. (2017) who examined the factors that influence local community participation in tourism in Murchison Falls conservation area. The study used binomial logistic regression and revealed that socio-economic and demographic factors such as education, income, occupation and land size influence participation of household in tourism. William (2014) analyzed factors influencing community participation in cultural tourism at Kit Mikayi in Kisumu country, Kenya. The findings of this study revealed that high percentages of Kit Mikayi residents (78.6%) have low household income, which limits the ability to start cultural tourism enterprises. Sithole *et al.*, (2018) examined community capacity building through tourism in Shakaland Zulu Cultural Village (SZCV) in Eshowe, Kwazulu Natal Province, South Africa. The study revealed that, SZCV has various tourism employments such as cultural dancers, cultural chiefs, traditional herbalists, Sangoma, Art and craft worker that contributes to local community development in Eshowe. Jansirani and Priya (2018) conducted a study on tourism and economic development in Tamil Nadu. The study has revealed that growth of tourism generally creates positive economic impact in the host country by creating employment, increasing the income levels of the residents and also by earning sizeable amount of foreign exchange. Park and Ondicho (2018) assessed the contribution of tourism on poverty reduction in communities living adjacent to Amboseli Nation Park in Kenya. The study found that, tourism contributed very little to poverty reduction among the people in Kenya due to exploitation of the tour drivers and tour guide and lack of broad based management structures. The study thus concludes that tourism has the potential to contribute to poverty reduction in Amboseli Kenya however this can happen if there is cooperation amongst all tourism stakeholders. Bakari (2015) conducted a study concerning the role of tourism activities on poverty alleviation in Unguja Zanzibar a case of Nungwi and Kizimkazi village. The study found that, tourism contributes to direct and indirect employments and improvement of social services not only in Nungwi and Kizimkazi village, but Zanzibar in general.

2. METHODOLOGY

The study was conducted in Serengeti District in two wards, Machochwe, and Ikoma. The two wards were purposively selected for this study because are among of the areas with high tourism attractions such as Serengeti national park, Grumeti Game Reserve, Ikorongo Game Reserve, and Wildlife Management Areas (WMA). Therefore, various tourism activities have been carried out in these two wards and women have been involved as a call for women empowerment. A cross-sectional research design was adopted for this study. The design allowed collection of data at a single point in time from the sample to represent the population. This study used 97 respondents based on the formula developed by Yamane (1967) and four (4) key informants. Primary data were collected through survey method and interview with four key informants, who were 1 tourism officer, 2 ward executive officers and 1 tourism entrepreneur. Secondary data were collected through literature review, books and internet. Data analysis techniques were based on the data collected in a given study specific objectives. Tourism activities undertaken by women in the study area, and socio-economic benefits of tourism activities among women involved in tourism activities were analysed through descriptive statistics and contextual analysis. On assessing factors that influence the women participation in tourism activities, logit regression analysis was used. This data analysis technique was chosen because the dependent variable has two categories expressing the likelihood of women to participate or not to participate in tourism.

$$\text{Logit } (P_i) = \log \left[\frac{p(x)}{1-p(x)} \right] = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_p X_p + \varepsilon_i \dots \dots \dots (1)$$

Where:

Logit (Pi) = Y is a binary that represents the probability of participating coded as 1 and non-participation coded as 0

α = intercept of the equation. The intercept (the constant) is the expected mean value of Y when all X=0. If X sometimes equals 0, the intercept is simply the expected mean value of Y at that value. Let say when X=0 then Y = α

β_1 to β_p = Predictor variables regression coefficients.

P_x – The probability that an individual participated in tourism activities in Serengeti District

In logistic regression, coefficients are the values that multiply the predictor values. Those factors are the coefficient of the covariate for every unit change in the covariate. The predictor variables were measured by looking the influence they have on women participation in tourism activities.

e- Is the exponential value.

Hence in linear form of the logistic model is presented in equation 2

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon_i \dots \dots \dots (2)$$

Where:

X_1 to X_5 = Predictor variables i.e.

X_1 = age in years

X_2 = education

X_3 = household size

X_4 = number of years of residence

X_5 = marital status

ε_i = error term

3. RESULTS AND DISCUSSION

3.1 Tourism Activities Undertaken by Women in the Study Area

The findings in Table 1 shows that 37.5% of respondents have engaged in selling different cultural products to tourists around the area, 21.9% and 16.7% are employ yed as housekeepers and waitress to hotels and places where tourist receives services respectively while all engaged in other tourism activities are below 10 percent each namely 7.3% cleaning garden, 4.2% store keepers, 3.1% shop keepers, 3.1%

photographing, 2.1% tour guide, 2.1% hotel managing and 2.1% security guard. This implies that high percentages of the respondents have put innovative efforts to produce different products based on culture and environment which in turn attracts tourists, and hence cultural products become the main tourism activities in place. The finding is consistent to Mrema (2015) who found that tourism activities undertaken by women in Monduli District include hotel managing, housekeeping, shop keeping, waitresses, security guard, garden cleaning, cultural sites and tour guides which together empower women.

Table 1: Types of tourism activities conducted by women in the study area

Response	Responses Frequency	Percent (%)
Selling product to tourist	36	37.5
House keeping	21	21.9
Waitresses in hotel	16	16.7
Cleaning garden	7	7.3
Store keeping	4	4.2
Shop keeping	3	3.1
Photographing	3	3.1
Tour guide	2	2.1
Hotel managing	2	2.1
Security guard	2	2.1
Total	96	100

3.2 Factors Influencing Women Participation in Tourism Activities

The finding in Table 2 shows that education is a positive and significant ($b=1.453$, $S.E. =.345$, $p=.000$) predictor of the probability of women to participate in Tourism activities. With the Odd Ratio signifying that for every unit increase in education level the odds of the woman to participate in tourism activities alter by a factor of 4.275. It denotes that the odds/probability of participation increases. This implies that as women's education changes (from low level to higher levels) it increase the probability of women to participate in tourism activities in Machochwe and Ikoma. The findings is similar with Mugizi et al., (2017) who found that education level of the respondents is positive and significant predictor of the likelihood of the local community to participate in tourism activities in Murchison falls area in Uganda. Further, Table 2 shows that years of residence is a positive and significant ($b=2.352$, $S.E = 0.968$, $p=.015$) predictor of the probability of women to participate in tourism activities. It shows that for every year increase as a resident, the likelihood of women participation in tourism activities increase by a factor of 10.503. It denotes that the odds/probability of participation increases with the number of years living in a certain place for long time; it influences people to adopt the culture and environment of that place and hence start involving themselves in different income generating activities.

Table 2: Binary Logistic Regression for Participation likelihood coefficients

	B	S.E.	Wald	Sig.	Exp(B)
Age	-.141	.332	.179	.672	.869
Education	1.453	.345	17.717	.000	4.275
Household size	.323	.514	.395	.530	1.381
Years of residence	2.352	.968	5.896	.015	10.503
Marital Status	.369	.387	.910	.340	1.446
Constant	-4.816	1.887	6.513	.011	.008

3.3 Socio-economic Benefits of Women's Participation in Tourism Activities

3.3.1 Assets ownership

Finding in Table 3 shows that out of 74 women who are involved in tourism, 72 women (97.3%) reported that tourism activities have increased their abilities to own assets. This implies that women's involvement in tourism activities can uplift and improve their well-being. The finding is similar with Loth (2016) who found that the involvement of women in income generating activities (IGAs) increase the ability of women to own assets like, houses, bicycles, motorcar, radio, cars, cellular phone, motorbike, television, chairs, wardrobe, refrigerator, cows, goats, sheep, pigs, chickens, piece of land, tractor, plough and hand hoe.

Table 3: Assets ownership ability

Response	Frequency	Percent (%)
Yes	72	97.3
No	2	2.7
Total	74	100

3.3.2 Women's Employment

The finding in the Table 4 below shows that tourism has created employment opportunities for many women in Machochwe and Ikoma whereby out of 97 women sampled 74 women which is equal to 76.3% are involving in tourism activities. The 3.2% are employed in business, 6.2% in agriculture, and 14.4% in pastoralism. This implies that despite tourism sector is seen as one of the most important sector which provides employment opportunities for majority of women in Serengeti district, there other sector also which have created employment opportunities among women in Serengeti district. Such sectors include agriculture, business and pastoralism. This statement is in line with the findings of Bakari (2015) who concluded that tourism in Zanzibar has created employment opportunities to many women in Nungwi village.

Table 4: Employment opportunities

Response	Frequency	Percent (%)
Tourism	74	76.3
Business	3	3.1
Agriculture	6	6.2
Pastoralism	14	14.4
Total	97	100.0

3.3.3 Decision Making

The finding in Table 5 reveals that more than 89% of women gained the power to affect decision making in their households and communities. This implies that income usually changes the decision-making process in societies as those with high incomes gets the opportunity to decide for those who do not have it. Similar findings have been reported by Mbilinyi (2018) who found that majority of the women engaged in income generating activities become empowered in decision making with 92.5% at the household level in different areas such as in purchasing food (three meals per day), purchasing land, and selling assets at the household level.

Table 5: Decision Making

Response	Frequency	Percent (%)
Yes	66	89.2
No	8	10.8
Total	74	100

3.3.4 Self reliability

Finding in Table 6 lists the types of expenses that women incur by using income generated from tourism activities. The finding shows that women can afford most of the expenses by themselves. For example, they have shown a high level of affordability of three meals (97.3%), clothing costs (97.3%), medical expenses (94.6%), ability to use clean water (87.8%), expenses for repairing houses (82.4%), donation for social issues like funeral and marriage ceremonies (79.7%), ability to use Charcoal or gas in cooking (75.7%), and electricity expenses (54.1%), . This signifies that the involvement of women in different tourism activities has brought benefits and reduced dependence which is a major factor of social harassment for women. The finding is similar to Shadrack and Warsanga (2020) who found that women involvement in income generating activities (IGAs) in Mirerani met the cost of primary health services, access to better housing, able to afford 3 decent meals, and able to meet school expenses for their children.

Table 6: Women self-reliability in meeting various expenses

Expenses	Yes		No	
	Frequency	Percent (%)	Frequency	Percent (%)
Taking three meals per day	72	97.3	2	2.7
Clothes for yourself and children	72	97.3	2	2.7
Expenses for health services	70	94.6	4	5.4
Use clean water	65	87.8	9	12.2
Expenses for repairing houses	61	82.4	13	17.6
School expenses for children	60	81.1	14	18.9
Donation for social issues like funeral and marriage ceremonies	59	79.7	15	20.3
Using Charcoal or gas in cooking	56	75.7	18	24.3
Electricity expenses	40	54.1	34	45.9

4. CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

This study assessed the social economic empowerment benefits of women participation in tourism activities in Serengeti district. Specifically, women's tourism activities were identified, factors influenced their participation were analysed, and benefits of participating in tourism activities were determined. It was found that majority of women in the study area are involving in selling cultural products to tourists, housekeeping, tour guides, photographing, shop keeping, store keeping, hotel, and camping. Significant factors influence their participation in tourism activities were the education level and years of residence in the community. The socioeconomic benefits associated with their participation in tourism activities are assets ownership, employment opportunities, decision making, and self-reliability in various household expenses or needs (livelihood). Since women's socioeconomic empowerment for this study is referred to women's ability to participate in tourism activities, their access to and control over productive resources, and household economic decision making, it can be concluded that when women are socially and economically empowered, they contribute more to their households as generated income is spent to their families and communities as evidenced by this study findings.

4.2 Recommendations

Since very few women (< 5%) are involved tour guide, hotel management, and security guard that are direct related to tourism activities, they should keep on seeking what entails those activities so as to grab the opportunities. Level of education is among the significant factors in the participation in tourism activities, women therefore should seek for more tourism related training to participate fully as experts in

the tourism industry. Also the government can institute the tourism education in the National Education curriculum from the primary school level to give a general knowledge of the tourism industry that will sufficiently produce knowledgeable actors in the tourism value chain. This system can also help women who cannot afford further education due to different reasons to become just able and capable enough to service Tourism. Further, finding revealed benefits accrued by women from participation in tourism, the situation calls for more women to participate in tourism activities to improve their household livelihood.

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