

TANZANIAN WOMEN ATTACHMENT IN DOMESTIC TOURISM. A GENDER PERSPECTIVE

Dr Lilian Joseph Macha

The Open University of Tanzania, Faculty of Business Management, Department of Marketing, Entrepreneurship and Management

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ABSTRACT

This study examines the Tanzanian women attachment in domestic tourism based on gender perspective. Since the study used Social Exchange Theory the gender is related with power, to overcome possible limitations of using the theory in Tanzania, the study collect the data by using questionnaire. The questionnaire was distributed to 400 respondents from Dar es Salaam, Arusha and Bagamoyo. The study involved students and teachers of tourism colleges, Tanzania residents, travel agents, tour operators and hotel officials from MNRT, TANTRADE, TANAPA and TTB, and leaders of local authorities. Being a quantitative study, Structure Equation Modeling (SEM) was used for data analysis. The objective was to establish whether power (Gender), lead to Tanzanian women attachment in domestic tourism. The results show that the measurement and structural model exhibited better model fit indices. The relationship between gender and level of education with attachment in domestic tourism was significant since the results indicate a medium effects,. It is recommended that action should be taken by implementing the factors in order to raise the level of attachment of Tanzanian women in domestic tourism.

Keyword: Attachment in domestic tourism, social exchange theory, power, Tanzanian women, structural equation modeling.

1. INTRODUCTION

1.1 Background of the study

Power in the social exchange relationship is defined as the ability of one actor to influence the outcome of another actor's behavior or experience (Wrong, 1979; Nunkoo, 2016, Macha, 2021). Nunkoo et al. (2016) refer power in modern social science as a subset relationship among social units such that the behavior of one or more units is affected by other units' behavior. Power can be thought of as the ability to achieve ends, usually resulting in the intended effect on others. Wrong (1979) notes that a common approach to conceptualizing power is to enumerate the resources that enable an actor to exercise power on another. Power in an exchange situation is determined by the actors' level of control over resources that another actor needs and values (Nunkoo, 2016). According to Macha (2021) power is exercised in gender relations especially in the ownership of resources.

Resources can be a person's property, money, competence, knowledge, skills or awareness, which can be made available to others in order to meet their needs (Wolfe, 1959 & Pradhan et al., 2022) According to Pradhan et al., (2022) awareness was created by using celebrity for destination attachment and revisit intention. Nunkoo (2016) also suggests that power is a function of resources. Thus, from a social exchange perspective the word 'resources' is used very broadly and includes both materialistic and non-materialistic aspects unlike in economic exchanges where the

focus is on wealth as a resource for the partners. According to Macha (2021), a partner with power is someone who owns and controls different resources which are available for exchange with the other partner. The greater the resources, the greater the power of one actor over the other. In this context, power is vested in the number and availability of valued resources that may be used as concessions to influence another (Nunkoo, 2016).

Power as an aspect of gender has been used in this study due to the nature of Tanzanian societies on gender issues in tourism participation (Macha. 2021). In the literature, other studies analyze power in different aspects depending on the nature of the society where the study is being conducted. Lie and Peters (2016) analyzed power in aspects of social capital and power differences in implementing community participation. Other studies analyzed power in unequal authority and leadership, and others analyzed it in conflict and knowledge (Lie and Peters, 2016). Abubakar (2016) used Structural Equation Modeling (SEM) to test an empirical model on the influence of electronic word of mouth on destination trust and travel intention, and diagnose gender differences in the proposed model. Chili (2015) and Dredge (2014) used SEM to examine the perceptions and attitudes of the community towards tourism impacts and sustainable development, revealing that a negative perception offsets citizens' involvement in tourism development. The main objective was to examine Tanzanian women attachment in domestic tourism a gender perspective. Specifically the study examine the influence of gender power in the attachment of Tanzanian women in domestic tourism. The question was what is the influence of gender power in the attachment of Tanzanian women in domestic tourism?

2. LITERATURE REVIEW

Empirically Phillips (2003) discussed gender roles for citizen attachment within tourism activities, derived from gendered social commands (Phillips, 2003). Based on concept of power and knowledge commands Phillips (2003) addressed ways that gendered structures of power and knowledge are normalized (Phillips, 2003; Albrecht, 2016). Phillips (2003) utilized gender commands to describe the sexual division of labor, sociocultural norms that feminize women's occupations regard women as unsuited or unqualified for certain types of activities. Decisions to attach in tourism activities are among the activities (Minde, 2016; Albrecht, 2016; Margeaux, 2017 & Macha, 2021).

Other studies such as Albrecht (2016) analyzed power in community participation in tourism and associated it with conflict and knowledge. Albrecht (2016) argued that power inequality can lead to conflicts among communities or between communities and authorities, thereby identifying conflict as an element of power structures through an analysis of power differences. Albrecht (2016) argued that the distribution of knowledge is an appropriate expression of power to examine in the context of achieving community participation in tourism. Power is not only present in what kind of social situation, but it is also closely linked to knowledge, that is, power changes and is regulated by establishing new rules, reports or messages, which count as knowledge (Albrecht, 2016). According to Pradhan et al., (2022) the tourism industry often employs celebrities and ambassadors to endorse destinations to domestic and international tourists. All these is to make sure that tourists acquire knowledge and attractions available in the destinations. Efforts are made because tourists have always been fascinated with the lives of celebrities thus; marketers have utilized celebrities as an attractive marketing tool in mass media (Kim, 2018)

The association in domestic tourism based on gender may not just be viewed in the context of leisure activities, but also in the context of employment opportunities in the tourism industry for women (Margeaux, 2017 & Opoku et al., 2021). In Margeaux (2017), the historical, cultural, and economic contexts of gender inequalities help understand how they affect the tourism industry. Opoku et al., (2021).used censored bivariate probit model to analyse gender differences in labour force participation and gender bias in formal wage employment in urban Tanzania. Community Development, Gender and Children reported that two-thirds of women in Tanzania live in absolute poverty. According to the World Travel and Tourism Council, Tanzania's travel and tourism industry constitutes five percent of the country's total GDP, a figure that, is expected to grow by 6.2 percent by 2025 (WTTC, 2015 and Margeaux, 2017). This growing travel and tourism industry, which encompasses Kilimanjaro's trekking economy, will require an expanding supply of labor (Margeaux, 2017). This demand for labor creates a potential and lucrative employment opportunity for Tanzania's impoverished women (Margeaux, 2017). Opoku et al., (2021). suggested a study on gender differences in employment opportunities to understand the underlying source of discrimination in the labour market.

The power of gender not only hinders women's participation in leisure activities, but also in other income-generating activities, as Margeaux (2017) discussed in her study of mountain trekking on Kilimanjaro. Margeaux argues that the final barrier specific to trekking tourism and preventing projects intended to increase women's participation in Kilimanjaro's trekking tourism industry relates to the colonial history of Kilimanjaro and mountaineering generally, with porters and guides on Kilimanjaro were male. This implies women are marginalized in tourism participation due to the power of gender. Moaaz et al., (2022) pointed out that tourism has a positive impact on women's lives not only by providing job opportunities and helping to engage in the labor market, but also in achieving a kind of well-being, public health, and self-affirmation.

In the study of analysis of gender roles within chagga households that practice ripe banana street selling in Moshi rural, Minde (2015) argued that gender roles in most societies are based on culture-stereotypes which are socially constructed and can therefore be reconstructed. According to Margeaux (2017) culturally constructed barriers to women's participation in Kilimanjaro's trekking industry can indeed be reconstructed through the aforementioned robust women's economic empowerment projects that target the roots of these inequalities. However, such local projects will be insufficient if the gender politics of trekking companies and of trekking tourists are not simultaneously conformed (Minde, 2015).

Women's decision to attach in tourism activities is surrounded by obstacles such as access to and control of resources. Their participation in community activities and local leadership roles most readily exhibit the sociocultural effect of patriarchy on gender disparities. Indeed, men ranked high in terms of control and ownership of resources compared to women and men dominated in terms of involvement in community meetings and activities (Margeaux, 2017). Due to the power of gender in most of the societies in Tanzania, men control the resources accrued by women in their various jobs. Unfortunately, male investment decisions often overturn women's original intentions for resource expenditure, resulting in scant to no returns for the family. Thus, women compete with their husbands, not only for resource control, but also for family-level decision making power over resource expenditure (Margeaux, 2017). Although these are positive contributions of women in the tourism industry, they still face tons of obstacles and challenges which may be restrict their ability to associate in tourism issues. The majority of these challenges can be included under the

gender segregation umbrella, which refers to the physical, cultural, social, and legal separation between men and women based on their biological sex (Moaaz et al., 2022)

Attachment in domestic tourism is influenced by gender according to studies done in many parts of the world. According to Koester (2015), gender and power are naturally linked. The power perspective shows that gender is tied to power relations at all levels of society. Gender is a system of power that not only divides men and women but also places men above women in terms of power (Edward, 2017). Gender is associated with power as power is defined as the ability to attain ends (Nunkoo and Fung So, 2015). Studies have shown that male and female travelers have different motives for traveling, and that men prefer more recreational activities than women. Power as a component of Social Exchange Theory in this study is based on gender. This is because in many cases the relationship between men and women is influenced by the power that men possess in terms of physical and in many cases economic. The majority of the time, men influence the behavior of women, and that usually depends on someone's role in society (Kozma, 2015). These factors may be observed in this study, as well as other factors that may emerge.

Tanzanian societies are generally male-dominated, and this has affected decisions regarding attachment in domestic tourism since most women rely on men for support. As the study indicates, the majority of activities are conducted by men at the destination. Travelling to a destination without a male companion is unthinkable for women. In Tanzania women have a lot of responsibilities in the family and most of the women depend on their men financially, and this affects their decision (Christie, 2012). It has been documented that women are not engaged in tourism activities because of the responsibilities they hold in their families (Safari *et al.*, 2015). According to Jaafar *et al.* (2015) gender has a significant effect on tourism related activities.

Power as an aspect of gender has been used in this study since it has been used in other studies (Lie and Peters, 2016; Abubakar, 2016). Studies analyze power in different aspects. According to Jordan *et al.* (2013), power in a community setting is conceived as the ability to exercise influence in a decision-making process. It is viewed as a personal attribute that distinguishes leaders from followers, that means, those people that seem to have power become leaders and control those without power. In a community setting, the ability to exercise influence may be in the hands of individuals, groups of like-minded individuals, or organizations who have more resources than others. There are two traditional notions of the distribution of power within society (Jordan *et al.*, 2013). The superior power structure is highly centralized, with decision-making controlled by a handful of individuals or groups that are superior in society. The people with the most power in a superior structure are usually those in government, business owners, or those with high social status or access to resources. There is a pluralist power structure such as government agencies. Their decision-making power resides with many rather than few.

At the community level, the concept of power is inevitably linked with politics. Since stakeholders within a community struggle for scarce resources, government agencies are often forced to exercise their decision-making power (Jordan *et al.*, 2013). Power structures within communities are complex, and power can shift depending on the issue at hand. Speer and Hughey (1995) suggested that there are three main ways power is manifested in societies. Power can be applied through the control of resources in order to reward or punish other parties. Those in power can create or eliminate barriers to participation for people who are not in power. Power can be exercised through the control of information flow, either keeping relevant information in the hands of those in power or distributing it widely. As power is used differently depending on the nature

of the study, in this study on Tanzanian women attachment in domestic tourism, power was associated with gender. This was done in order to identify and analyze the influence of power on women attachment in domestic tourism. Lie and Peters (2016) look at power in aspects of social capital. Their study observed power differences in implementing community participation. Other studies observed power as unequal in authority and leadership, conflict and knowledge (Lie and Karin Peters, 2016). Abubakar (2016) used SEM to test an empirical model on the influence of electronic word of mouth (EWOM) on destination trust and travel intention, and identified gender differences in the proposed model. The study found that the impact of EWOM on destination trust was significant for both genders, but stronger for men while the impact of destination trust on travel intention was stronger for women.

The findings from the regression analysis suggested that EWOM is positively related to travel intention and destination trust while destination trust is positively related to travel intention. Chili (2015) used SEM to examine the perception and attitude of the community towards tourism impact and sustainable development. Positive outcomes from residents' involvement in tourism development were offset by negative perceptions. Several studies have been conducted in other countries on power and its use in a variety of ways. This study analyzed power as an aspect of gender in analyzing the attachment of Tanzanian women in domestic tourism. To fill this gap the study developed and tested hypothesis Power positively affects the attachment of Tanzania women in domestic tourism. In social exchanges several researchers used power to discuss the influence of actor level of power in the social exchange process (Nunkoo, 2016). Since most men own resources in Tanzania, the man as the actor influences the behavior of women. Researchers argue that the inclusion of power in social exchange is necessary because it determines the partner's ability to take advantage of the outcome of the exchange (Nunkoo and Fung So, 2015). Power in this study was based on gender, which is the ability of the actor to affect the outcome of another actor's behaviour or experience (Wrong, 1979). Women's behaviour and decision in many activities are influenced by men, and this may affect their decision to participate in leisure activities. Power can be used in different ways depending on the nature of the study and the society in which the study is being conducted. Power can be translated as a subset of relations among not only individuals but also social units depending on the behaviour of other units (Dalh, 1968; Nunkoo, 2016).

For that purpose and to produce intended effects on others, it has been used as a way to achieve mutual benefits between the actors involved in the exchange process. In Tanzania society, power as an aspect of gender has influenced many social settings, since women hold family responsibilities which interfere with engagement in leisure activities (Anderson, 2010). Gender plays a significant role in the behavior change that leads to citizens participating in domestic tourism. Women may be persuaded to participate in domestic tourism by men due to behavior changes influenced by resources that men possess.

According to Nunkoo (2016), power in an exchange situation is determined by the actor's level of control over resources over another actor. This means that it may also happen on the other side, since there are also women who own their own resources. The authors insisted that a partner with power is someone who owns and controls different resources that are available for exchange with another partner. Basically, a resource is anything that a person owns and makes available to others in order to meet their needs, such as property, money, competence, knowledge, and skills (Wolfe, 1959; Nunkoo, 2016). Koester (2015) analyzed power based on gender: how gender within the

family shapes power at all levels of society; how wider economic, political and social structures rely on and reproduce gender power relations; and how sources of power offer new opportunities for peace and prosperity within the family. Studies on the power of gender show that gender is tied to power relations at all levels of society Koester (2015). Those in power are expected to make decisions and be respected and accepted in society and the family.

Few studies have investigated citizens' participation in domestic tourism using power as a component of SET and relating it to gender. Nunkoo and Ramkisson's (2011) study reveals that powerful residents are more disposed towards tourism compared to less powerful ones. As Nunkoo (2016) points out, although existing studies on power and residents' perceptions related to tourism have generally been conclusive, further research into residents' tourism development in different contexts and forms of development should be carried out. Hence, this study fills this gap by analyzing gender power in the Tanzania context. Power as the capacity to attain ends can also influence someone's behaviour (Nunkoo and Fung So, 2015; Nunkoo, 2016). Many studies view tourism as male activities because of the responsibilities that women hold in society (Anderson, 2010; Minde, 2016). The superiority of men is very common in most Tanzania societies and it has the effect on decisions to participate in domestic tourism as most women depend on support from men, and in many situations the behavior of women are influenced by men (Minde, 2016). According to Jaafar *et al.* (2015), gender has a significant effect on tourism related activities. In designing marketing activities, marketers must consider the exchange relationship between men and women (Jaafar *et al.* 2015), Zhang, et L., (2022) found out that tourism's positive effect on gender equality does not depend entirely on economic empowerment. Economy, education and employment mostly contribute to realizing gender equality, but this contribution is not crucial, other studies need to be carried out Zhang, et L., (2022).

3. METHODOLOGY

Research design in this study is quantitative based on positivism. This study employed this particular design because the justification of using a certain design is based on the research questions and objectives as well as being consistent with the research philosophy of deduction employed in this study (Saunders *et al.*, 2009). In the study, a systematic random sampling technique was used to select tourism colleges and stakeholders from whom a questionnaire was

4. SUMMARY OF THE FINDINGS

The results reveals the 0.10 in the direct relationship between gender and destination visit (DVT) implies that under the hypothesized model, a 1 unit increase in score on the gender scale directly causes a 0.10 unit increase in score on the (DVT) scale on average, holding all else constant. A path coefficient greater than 0.5 indicates a stronger effect (Suhr, 2000) since (DVT) has a direct relationship with (PDT) at a large effect of 0.71. Hence, gender has an indirect effect on PDT. Since the path coefficient was 0.10 the relationship is significant. This is because it has a path coefficient of 0.10 which is equal to the cutoff point of 0.10 for a medium effect. According to Suhr (2000), a path coefficient between 0.10 to 0.40 cutoff point indicates a medium effect. Also there was a high correlation between destination visit and in domestic attachment in tourism .

5. RECOMMENDATIONS'

Special programmes are needed to support different groups in the society both at the training and

professional levels, as well as delivering gender awareness trainings to all areas of tourism industry, professionals, husbands and families of women. These programs should also include people who are engaged in tourism activities. Programmes should also form a partnership with organizations that are dealing with gender issues, societies and local community councils in areas where women are involved in tourism activities. The programmes should address personal and cultural challenges that address power of gender in a society.

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