Tourism Women-MSMEs in Ghana

WeTour Survey Results

Accra, Ghana. November 25th 2019
Dr Louise Twining-Ward
Agenda

WB Support for Tourism in the Africa Region

We-Fi 2019 Survey of Tourism MSMEs in Ghana

Profile, Performance and Challenges of Tourism W-MSMEs

Key Takeaways and Recommendations
WB Support for Tourism in Africa

WHY?
Job creation, value chain, rural economic development, women.

WHERE?
20 tourism projects across Africa:
Improvements to policies and regulation
Destination-specific last mile infrastructure
Skills training and small grants:
women and digital
Why Tourism and Women’s Entrepreneurship?

1. MORE WOMEN WORKING
2. MORE WOMEN EMPLOYERS
3. MORE WOMEN LEADERS

Tourism can be a flagship for addressing gender constraints.
We-Fi Survey of Tourism MSMEs in Ghana

UNIVERSE
2,700 tourism MSMEs

SAMPLE
258 MSMEs

OBJECTIVE
Identify barriers to performance

FOCUS
Tourism and tourism-related enterprises
Survey Content

Firm Characteristics
- Size
- Formality
- Gender composition
- Ownership
- Workforce composition: Part-time vs full-time, foreign vs national
- Duration of operation
- Market served
- HR practices

Entrepreneur Characteristics
- Experience
- Skills (Business knowledge, networking, ICT adoption)
- Self-efficacy
- Motivations

Access to finance
- Program awareness, finance awareness, access to support programs

Ownership of land and assets

Characteristics of MSMEs in Tourism in Ghana

WOMEN MSMEs ARE:

- Smaller
- Less profitable
  (Lower sales volumes, lower productivity and are less profitable than M-MSMEs)
- Less formal

AVERAGE SALES AND PROFITS (2017-2018) OF TOURISM MSMES BY ENTERPRISE SIZE AND GENDER (USD)

Women Tourism Entrepreneurs: Characteristics

BUSINESS KNOWLEDGE (BKI) SCORES BY GENDER AND ENTERPRISE SIZE

AVERAGE SELF-EFFICACY SCORES

Women Tourism Entrepreneurs: Main Challenges

Access to finance
Corruption
Infrastructure
Access to public support

SHARE OF MSMES THAT RECEIVED PUBLIC SUPPORT FOR TRAINING-RELATED ACTIVITIES OVER THE LAST THREE YEARS

<table>
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<th>M-MSMEs</th>
<th>W-MSMEs</th>
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We-Fi Survey of Tourism MSMEs in Ghana

TOP 10% OF FIRMS

KEY DIFFERENCES

Self-efficacy
Business knowledge
Profit reinvestment practices
Motivations

Systematic Differences

Firm Characteristics
- Sales and productivity
- Size
- Gender composition

Entrepreneurship

Challenges
- Access to finance
- Corruption
- Access to public support programs

Social orientation
Women empowerment
Environmental sustainability
Business knowledge and self-efficacy

Recommendations

Need to address the constraints that disproportionately affect women tourism entrepreneurs’ performance:

Directly (e.g. skills, motivations, self-efficacy)

Indirectly by affecting their firm characteristics (contextual constraints e.g. access to finance, corruption, etc.)
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We may encounter many defeats but we must not be defeated.

- Maya Angelou

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