



Tourism Women-MSMEs in Ghana

WeTour Survey Results

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



WORLD BANK GROUP

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.

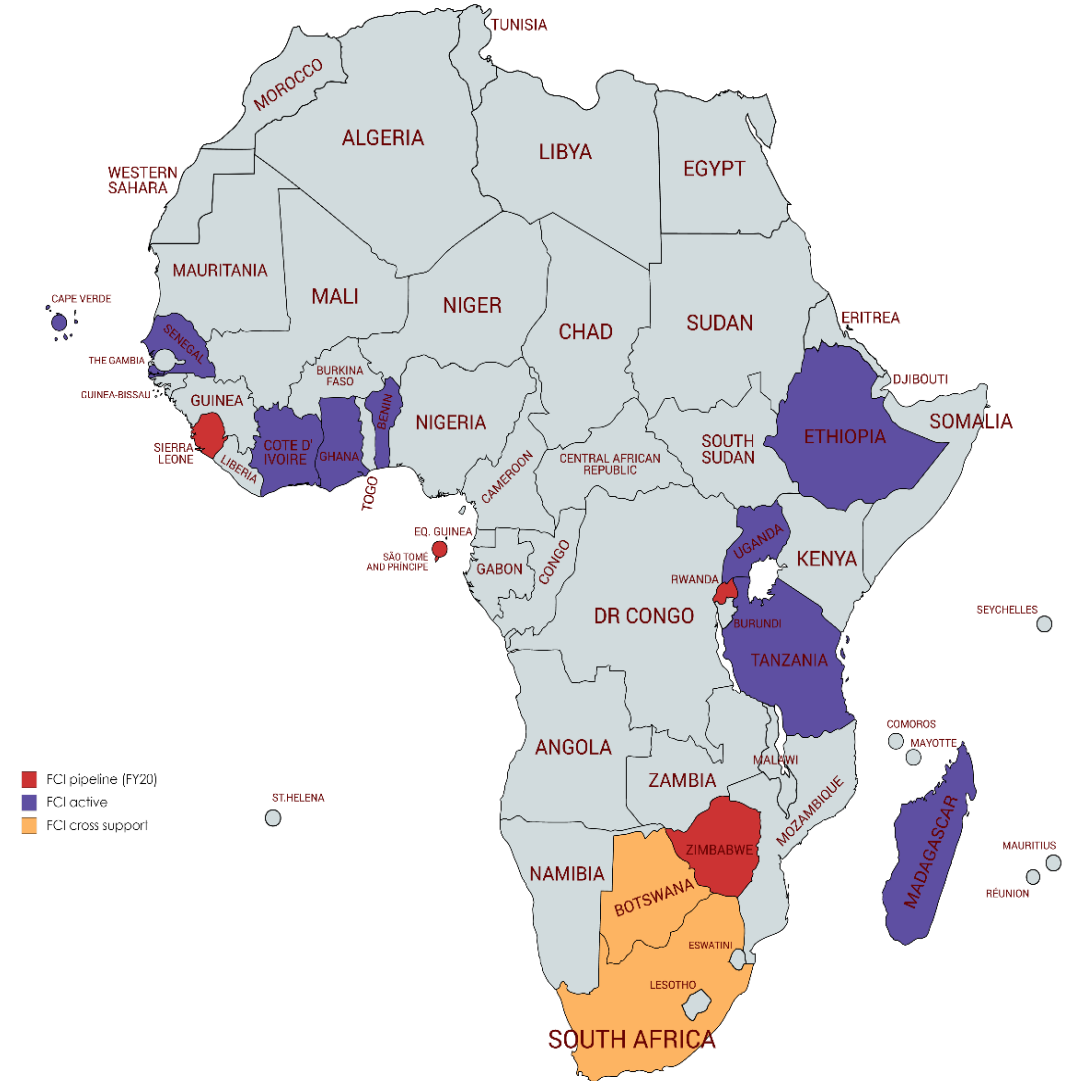
WHERE?

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

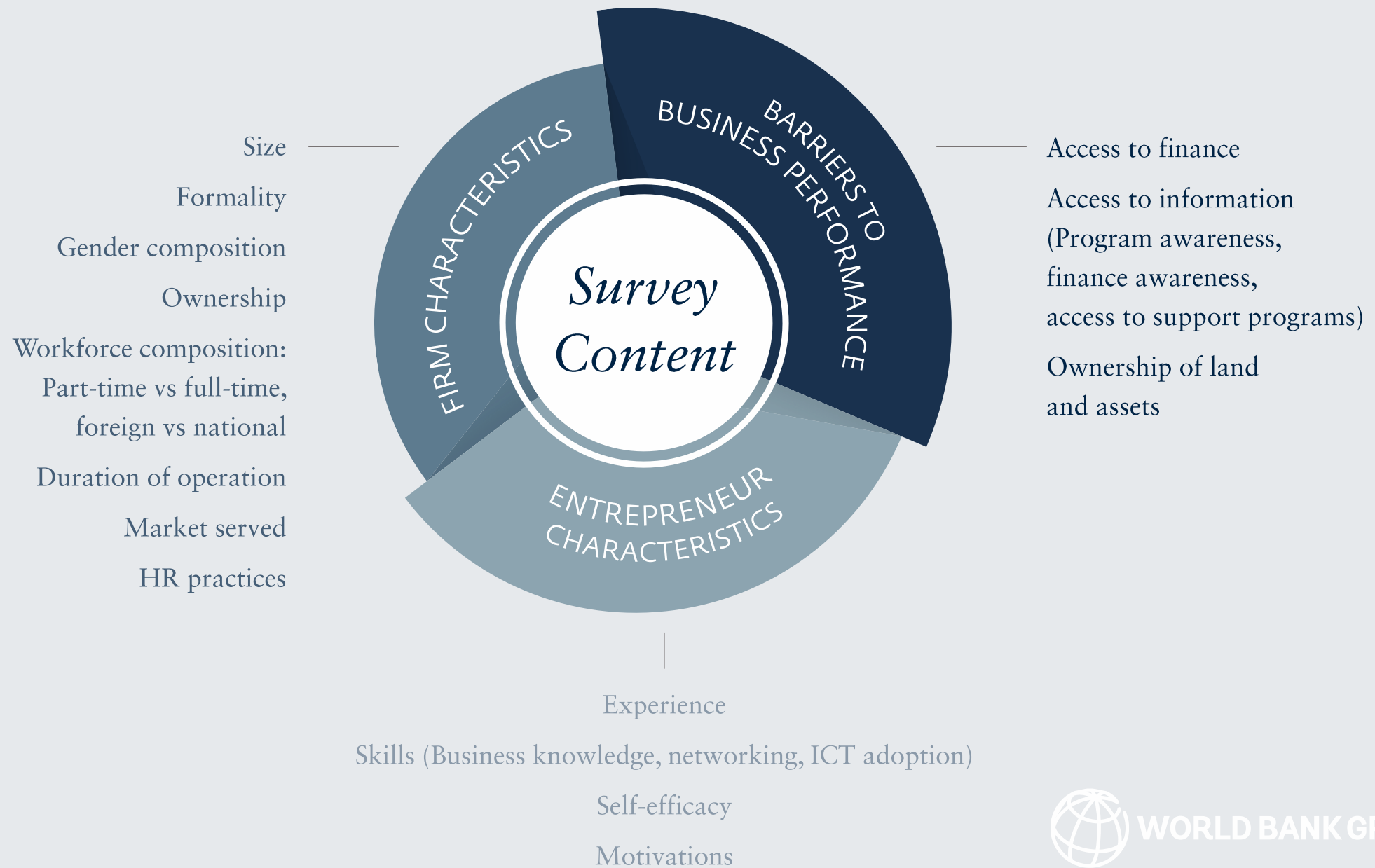
Identify barriers to performance

FOCUS

Tourism and tourism-related enterprises

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(WTO-ILO, 2014; Kabeer, 2017; OECD, 2004; WB 2017).



Characteristics of MSMEs in Tourism in Ghana

WOMEN MSMEs ARE:

Smaller

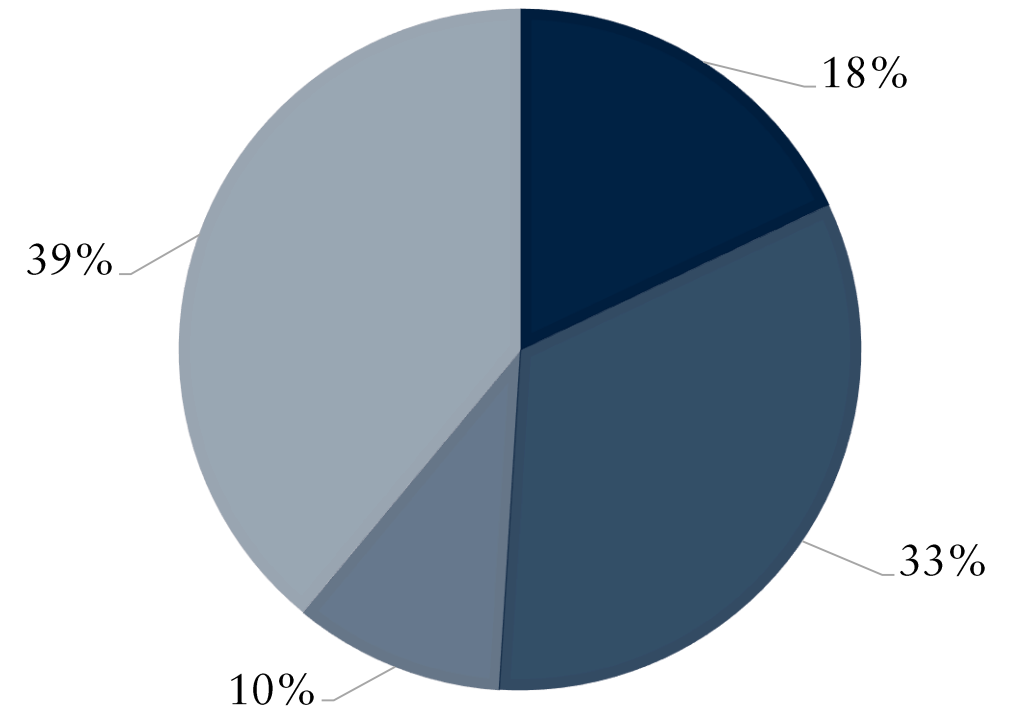
Less profitable

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

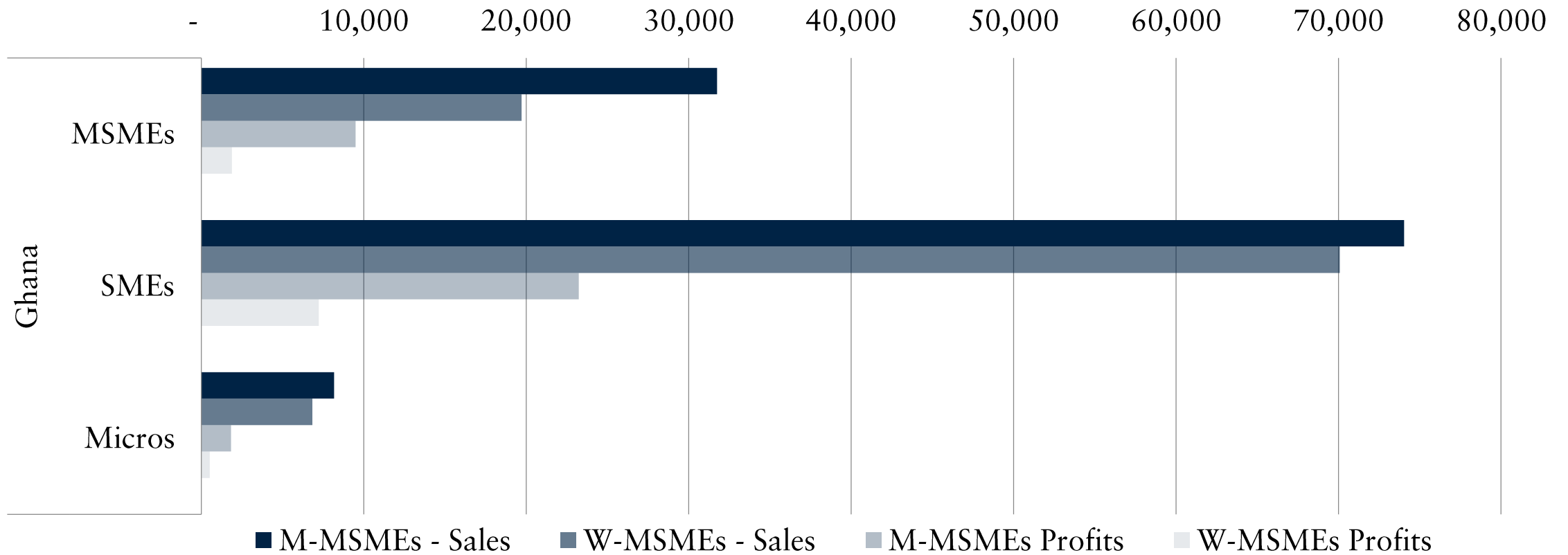
Less formal

DISTRIBUTION OF TOURISM FIRMS BY SIZE AND
GENDER IN GHANA

■ M-SMEs ■ M-Micros ■ F-SMEs ■ F-Micros

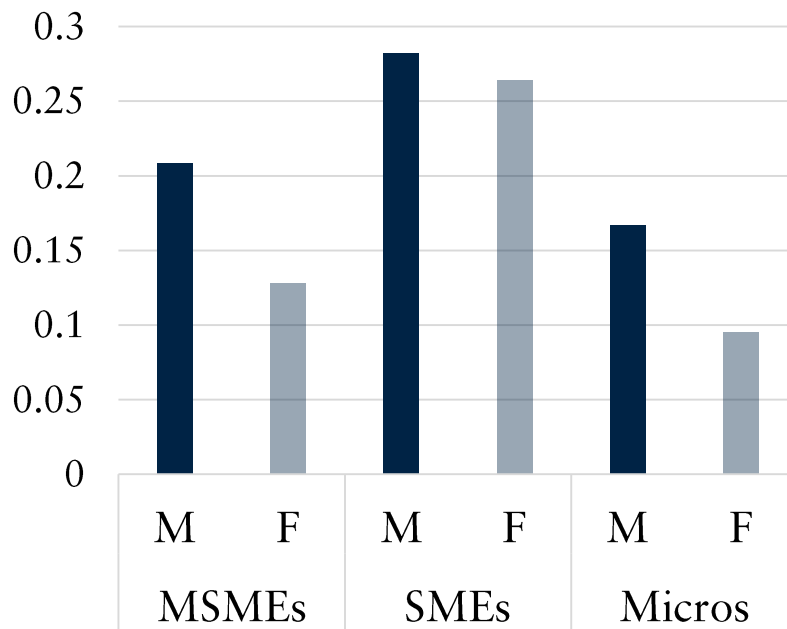


AVERAGE SALES AND PROFITS (2017-2018) OF TOURISM MSMES
BY ENTERPRISE SIZE AND GENDER (USD)

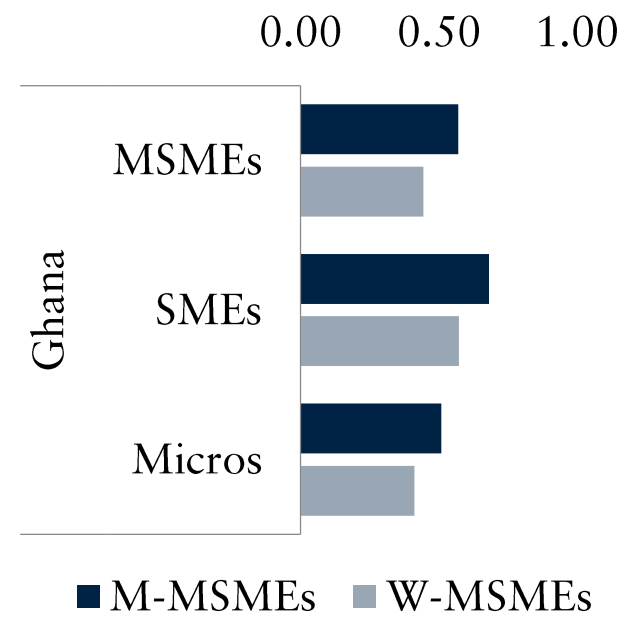


Women Tourism Entrepreneurs: Characteristics

BUSINESS KNOWLEDGE (BK) SCORES BY
GENDER AND ENTERPRISE SIZE



AVERAGE
SELF-EFFICACY SCORES



Women Tourism Entrepreneurs: Main Challenges



Access to finance



Corruption



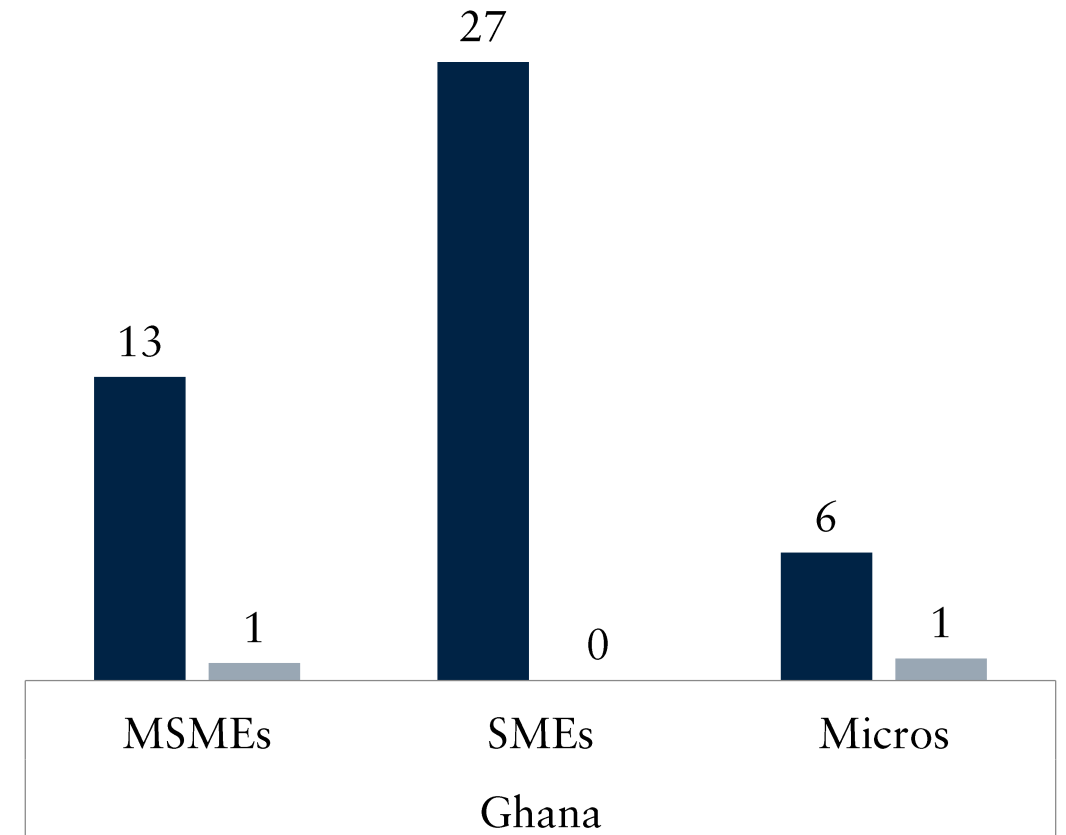
Infrastructure



Access to public support

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

■ M-MSMEs ■ W-MSMEs



We-Fi Survey of Tourism MSMEs in Ghana

TOP 10% OF FIRMS

KEY DIFFERENCES

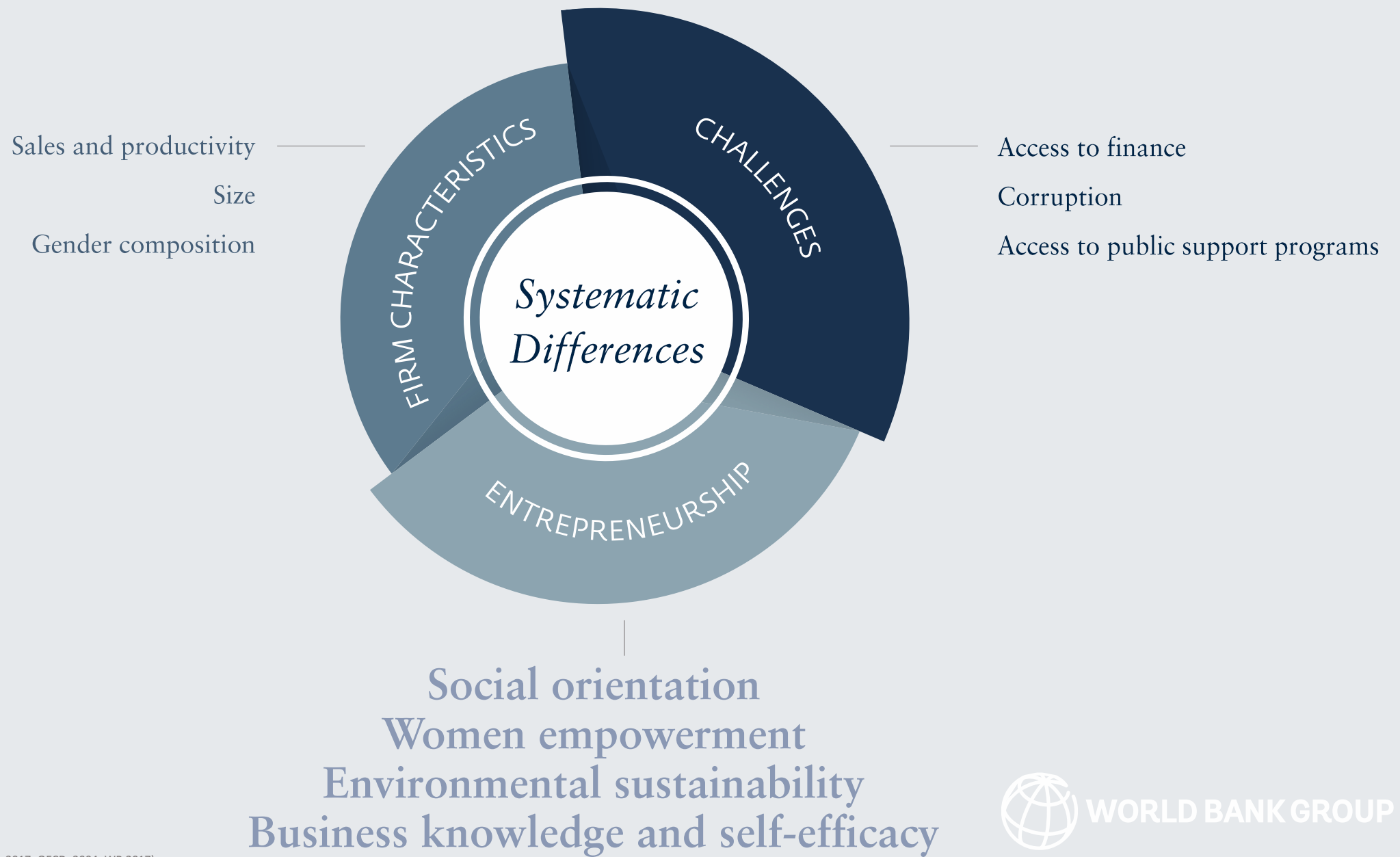
Self-efficacy

Business knowledge

Profit reinvestment practices

Motivations





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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