

THE CHALLENGES OF GROWING TOURISM SMES IN KENYA: INSIGHTS FROM WOMEN ENTREPRENEURS.

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Abstract

Women's participation in the small business in the hospitality sector is a growing phenomenon worldwide. While considerable Research has been conducted into the reasons why women enter SMEs, less is known about the heterogeneous nature of women in SMEs and the challenges they face in growing their businesses in the hospitality industry. Apart from examining barriers which may prevent women from expanding their businesses, the findings obtained will address a new paradigm of women in small tourism business. This paradigm captures the multiple trajectories that women follow in their businesses, the type of businesses that they operate, and their relation to the stages of business life cycle. The findings will hold important implications for policy makers in devising programmes to assist this growing segment of the tourism SMEs sector. The study will also complement other wide ranging measures being put in place by government and provide a distinct perspective on women entrepreneurship in the context of hospitality/tourism sector.