

## **Enhancing Women's Empowerment through Participation in the Development of Hospitality Industry Small Projects in Upper Egypt**

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### **Abstract**

Empowerment has become a key rhetoric of the last decades. Whether in social, political or employment fields, commentators use empowerment in a variety of contexts and with a variety of intentions. Hospitality Industry is one of the most sensitive sectors that are mostly affected by promoting women's empowerment. The research objective was to shed light on the importance of promoting the Egyptian women's empowerment through involvement in developing hospitality industry projects in Upper Egypt. The study has some of limitations: The data was collected through questionnaire with a sample of Luxor and Aswan Residents in the period of June 2017 till October 2017. The correct samples to be statistically analyzed were (452) with a percentage of 87%. This tool was used to investigate the importance of promoting women's empowerment through involvement in developing hospitality industry projects in Upper Egypt.

**Keywords:** Empowerment, Egyptian women's empowerment, Small enterprises, Hospitality industry, Upper Egypt.

### **Introduction**

Rowland and Hendrickx (2005) said that Upper Egypt, or the Sa'id, is a distinctive part of Egypt. Generally this expression (the Sa'id) refers to the cultivated valley of the Nile from Cairo in the north to Aswan 860 kilometers to the south, including Faiyum. The southern part of this stretch (Sohag, Qena and Aswan governorates) is sometimes referred to as the Sa'id al-juwwani or "Deep Sa'id" in contrast to the Sa'id al-barrani or "Near Sa'id", which located between "Deep Sa'id and Cairo and also sometimes called Middle Egypt.

Hospitality industry in Upper Egypt often refers to a broad variety of service industries including hotels, food service, casinos and tourism (Brotherton & Wood, 2008). Yu (2008) refers to the hospitality industry as global and international hotel organizations. Although jobs in the hospitality industry require feminine behavior, male-coded value systems such as overtime, visibility and occupational achievement are apparent in the hospitality industry.

The Egyptian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win. Women must be involved in income-generating activities to promote economic growth and social transformation. The development of women's small and medium-sized enterprises (SMEs) entrepreneurship has brought changes in their lives (Delfim and Varejao, 2007).

### **Objectives of the Study**

The main objective of this study is to describe the process of prompting women's empowerment through the development of small entrepreneurship of the hospitality industry in Upper Egypt. More specifically, the study's objectives are:

1. To evaluate the factors responsible for empowering and encouraging Egyptian women to create projects in the hospitality industry in Upper Egypt.
2. To study the factors that promotes the initiative of Egyptian women to establish projects in the hospitality industry in Upper Egypt.
3. To study the problems faced by Egyptian women while enabling them to establish projects in the hospitality industry in Upper Egypt.
4. To improve women participation development of the hospitality industry in Upper Egypt.

### **Empowerment: Concept and definitions**

The term empowerment is not a new notion (Sinha, et al., 2012), and it still lacks a clear definition (Hennink, et al., 2012). It has been related to terms like self-direction, agency, liberation, autonomy, self-determination, life of dignity in accordance with one's values, capacity to fight for one's rights, independence, own decision making, being free, awakening, self-strength, capability participation, control, own choice, self-confidence and mobilization (Ibrahim & Allen, 2007). Petesch and others have defined empowerment as 'increasing both the capacity of individuals or groups to make purposeful choices and their capacity to transform these choices into desired actions and outcomes' (Petesch, et al., 2005). Furthermore, Randhawa and Gallardo (2003) defined empowerment as the process by which the powerless gain great control over the circumstances of their lives. It includes both the control over resources (physical, human, intellectual, financial) and over ideology (beliefs, values and attitudes). This definition refers to the change of ability of the poor people to interact in a powerful manner within the institutions that affects their lives.

Perhaps there are as many definitions of women's empowerment as are authors' empowerment. Stromquist (2015) defines empowerment as the process of strengthening the existing capacities and capabilities of disadvantaged groups in society so as to enable them perform towards improving themselves, their families and the society as a whole.

Still and Timms (2000) viewed women's empowerment as a process of enabling women to develop the capacity to actualize their potentials. Those women should be looked at as individuals that possess some hidden potentials for greatness and so should be encouraged to develop such to the fullest.

Empowerment of women and gender equality recognized globally as a key element to achieve progress in all areas. It is one of the eight millennium goals to which world leaders agreed at the Millennium Summit held at New York in 2000 (Bhagyalakshmi, 2004).

### **The importance of entrepreneurship to hospitality industry**

Cho et al. (2006) said that the hospitality industries are areas where discussions related to change, development, innovation and management are increasingly being couched in terms of entrepreneurship. Entrepreneurship is a driver of change, innovation and employment in these industries and is crucial to meeting the rapidly changing demands of hospitality, leisure, sports and tourism consumers. Within established businesses the

concept of entrepreneurship is a key to enabling new markets to be developed for these changing consumer demands and to facilitate new concept development.

The importance of entrepreneurship pervades all sectors of the economy and all types of organizations, where entrepreneurship is crucial for economic growth, productivity gains and job creation. The contribution of entrepreneurs in the industry is also a key for economic growth. The role of women in the economy has been growing in importance for many years and female entrepreneurship and women entrepreneurs have become significant economic forces. The number of female entrepreneurs is rising. Enterprises owned by women now make up one-quarter to one-third of the total business population worldwide. Women are likely to become even more important to the economy in the future (Ball, 2001).

### **Empowerment of women**

Langowitz & Minniti (2007) said that the empowerment of women is an objective that goes beyond increasing the income. Micro-enterprise programs can lead to empowerment in its social as well as economic dimensions. The mobility of women and their access to information is strengthened by the process of participation in micro-enterprise program activities, including attendance at weekly meetings and other interactions in the public sphere that come about as a result of economic activities.

Women constitute by far the largest share of borrowers of several major micro enterprise programs. Many of these programs are exclusively for women, and include a strong component of building up self reliant women's organizations through which women can develop leadership skills and lobby to remove some of the policy biases, market distortions and legal and regulatory constraints in the working environment facing them (ILO, 2008).

### **Approaches used to discuss entrepreneurship**

Three approaches were popularly used in the past to discuss entrepreneurship, female entrepreneurs and their involvement in enterprise development. There are two new approaches that have been the focus of researchers recently especially in discussing female entrepreneurs. Macro perspectives are tailored to impact rural enterprises on the national economy development or rural economic development as well as mitigate poverty. Micro perspectives are more towards the quality of life of rural women, family, and increment in household income as well as enterprise development issues (Bruni et al., 2004).

### **Women and economic development**

Women's economic empowerment is essential for the full, effective and accelerated implementation of the Beijing Platform for Action and the 2030 Agenda for development. Without it, the economy will not yield inclusive growth that generates decent work, eliminates poverty, promotes equality and improves livelihoods. Achieving women's economic empowerment and realizing women's human and labor rights constitute a sustainable development solution for people and prosperity (Thorpe, 2015).

ILO (2013) indicated that the importance of entrepreneurship pervades all sectors of the economy and all types of organizations, but industry and individual businesses, especially small businesses, are particularly the places where entrepreneurship is crucial for economic growth, productivity gains, and job creation. The contribution of entrepreneurs in the industry is also a key for economic growth. Furthermore, the role of

women in the economy has been growing in importance for many years and female entrepreneurship and female entrepreneurs have become significant economic forces. In many countries that are members of the Organization for Economic Co-operation and Development (OECD), the number of female entrepreneurs is rising. Women are likely to become even more important to the economy in the future.

Women, Self Employment and Entrepreneurship in the Economy Women in Informal Employment, Micro and Small Enterprise the economy is characterized by the presence of a large segment of people engaged in the informal economy (Bruni, et al., 2004). Accordingly, the informal economy is comprised of informal employment without secure contracts, benefits etc, informal employment in informal enterprises (small unregistered or unincorporated enterprises including: employers, employees, own account operators, and unpaid family workers in informal enterprises, and informal employment outside of informal enterprises including domestic workers, temporary, casual or part-time workers etc (Ab. Aziz, et al., 2005).

### **Social Development**

The improvement of society could be effected through the development of the potentialities of the women. The potential contribution of educated and trained women to labour force and the importance of their education in the improvement of family welfare and planning are factors still under-estimated in development (Cole, 2000).

It is also pertinent to mention here that the higher the level of education, the greater the likelihood that a women will stay in the labour force. The participation of women with university degrees is more than double that of women who have only primary education. This creates an ever-increasing pool of experienced and skilled personnel and from which supervisory and management positions can be filled (Simanowitz, 2003).

The three theoretical paradigms in sociology are structural-functional or functionalism, social-conflict and social-interaction. Entrepreneurship is more towards the interaction of members of society and their day-to-day fulfillment of needs in their life. This explained the process each person would go through to bring changes through business activities. However, the difference in group success (between women and men) is a result of group differences in culture, norm and value (WRIGHT & COPESTAKE, 2004). As for women, their enterprises are mostly started as a social group activity. They work together with each other and pool ideas in venturing into a business (Yu, 2008).

### **Reasons for women to become entrepreneurs in the hospitality industry in Upper Egypt**

There are several factors which can initiate entrepreneurship characteristics among women, basic Entrepreneurial initiators are: personal motivations, socio-cultural factors, availability of ease finance, government schemes support and business environment. Most common reasons for success of women entrepreneurs are personal qualities such as hard work and perseverance. Some independent factors are market opportunity, family background, idea, challenge, and dream desire of status and economic independence. These factors vary according to parameters such as region, gender, age, family background and work experience (Bhagyalakshmi, 2004). Nassar (2004) said that several surveys conducted in different parts of the world regarding women entrepreneurship management show that women have provided to be good entrepreneurs for the following reasons economic independence, establishing own credit idea, social

identity, achievement of excellence, confidence, status in society and greater freedom and mobility.

### **Factors influencing small enterprises in the hospitality industry**

Oketch (2000) said that starting and operating a small business in the hospitality industry included a possibility of success as well as failure. Because of their small size, a simple management mistake was likely to lead to sure death of a small enterprise hence no opportunity to learn from its past mistakes. Lack of planning, improper financing and poor management have been posited as the main causes of failure of small enterprises. Lack of credit has also been identified as one of the most serious constraints facing Small and Medium Enterprises and hindering their development. Amyx (2005) added that education was one of the factors that impacted positively on growth of firms. Those entrepreneurs with larger stocks of human capital, in terms of education and vocational training, were better placed to adapt their enterprises to constantly changing business environments.

### **Methodology**

#### **Research Hypotheses**

Based on the above discussion, the following three hypotheses were proposed to test the conceptual model of Enhancing women's empowerment through participation in the development of hospitality industry projects in Upper Egypt:

1. Hypothesis 1: Society's view of women :( e16) positively influences on economically: Average (b), socially: Average(c) and Egyptian women participation development of hospitality: Average (d).
2. Hypothesis 2: Economically: Average (b) positively influences on socially: Average(c) and Egyptian women participation development of hospitality: Average (d).
3. Hypothesis 3: Egyptian women `s participation development of hospitality: Average (d) positively influences on socially: Average(c).

#### **Questionnaire design**

The questionnaire prepared for this study is based on a comprehensive literature review. The two scale " Yes / No" and malty choice questions are used to design the questionnaire form. The questionnaire is focused on Luxor and Aswan residents' opinions regarding women's empowerment in the development of hospitality industry.

#### **Questionnaire pre-testing**

To increase the reliability and validity of the questionnaire, and to measure its attributes' adequateness, clearness and ease of understanding, the English questionnaire is reviewed by some academic scholars.

#### **Questionnaire and data collection**

The study has some of limitations:

1. Pilot study was done by personal visits, phone calls, social media networks and emails through the month of June 2017. The pilot study was carried out on (30 Egyptian investigated volunteer in Luxor and Aswan to know the level and awareness regarding women's empowerment through participation in the development of hospitality industry projects in Upper Egypt.

2. The field study accomplished through questionnaire with a sample of Luxor and Aswan residents and distributed through the social media such as (face book) and network drivers such as (Google drive), in the period of June 2017 till October 2017. The total numbers of questioner forms received were (520), only (452) samples were correct and ready to be statistically analyzed in a percentage of 87%.

### **Data Analysis**

Accordingly, the data collected from questionnaire form are statistically analyzed by using the statistical package per social science (SPSS V. 20.0). The mean and standard deviation have been calculated to classify the sets and determined how homogenous or in consistent the sample with regards to all the study`s variables.

### **Results and Discussion**

The responses obtained from the directed questionnaires are shown as follows:

#### **Study Instrument reliability**

For all scales, Cranach alpha correlation coefficient was calculated to determine the internal consistency of the scale, Reliability coefficient of 0.70 or higher is considered "acceptable" in most social science situations.

The Cranach Alpha reliability was computed and the tests showed that the reliability coefficients for all the instruments were above 0.98, which indicated that the instrument was reliable for being used. Cronbach alpha for all survey instruments was shown in the following table 1:

Table 1: Cronbach Alpha for All Survey Instruments

Table (1) Reliability Statistics		
Cronbach's Alpha	No. of Items	No of questionnaires
.988	48	452

### **Results and Discussion**

The responses obtained from the directed questionnaires were shown as follows:

#### **Respondents' profile analysis**

This information was useful in understanding the nature of Luxor and Aswan residents' profiles. Results were presented in table (2).

Table 2: Respondents' Profile Analysis

No.	code	Table (2) respondents' profile analysis (Total: 452)	Freq	%
1.	A1	Age		
		a. Under 25 years old	95	21
		b. From 25 to 35 years	190	42
		c. Over 35 years	167	37
2.	A2	Gender		
		a. Male	268	59
		b. Female	184	41
3.	A3	Marital status		
		a. Unmarried	125	28
		b. Married	327	72

4.	A4	Academic Qualification		
		a. Intermediate stage	46	10
		b. Secondary	29	6
		c. Diploma	96	21
		d. Bachelor	267	59
		e. Master	10	2
		f. PhD	4	1
5.	A6	Experience		
		a. I have no experience	100	22
		b. Less than 5 years	69	15
		c. From 5-10 years	136	30
		d. More than 10 years	147	33
6.	A7	Governorate		
		a. Luxor	289	64
		b. Aswan	163	36
7.	A8	Have you spent most of your life in the countryside or the city?		
		a. Countryside	309	68
		b. City	143	32
8.	A9	Current conditions of residence		
		a. Alone	55	12
		b. With family	397	88
9.	A12	What is the sector in which women prefer to work, participate, invest and participate in the development of small enterprises in the hospitality industry		
		a. Education	169	37
		b. Service	32	7
		c. Private sector	100	22
		d. Free business.	151	33

1. Concerning the ages (42 %) of the respondents were from (25) to (35) years old indicated that, they are youth and can get any educated training or skills.
2. Most of the respondents were males (59 %) due to the countryside habits and traditions.
3. Concerning the marital status, the majority of the respondents were married (72%).
4. Regarding the academic qualification (59%) of the respondents were bachelor referred that, they are qualified and has the ability to learn.
5. Most of the respondents were having experience more than 5 years (63%) which referred to that they are experienced and had some skills.
6. In accordance to the governorate, (64 %) of the respondents were from Luxor and (36%) were from Aswan.
7. Most of the respondents spent most of their life (68%) in the countryside.
8. Majority of the respondents (88%) lived with family during the current conditions of residence.
9. Regarding the preferred sector for women to work, (37%) of the respondents preferred education, (33%) free business, (22%) private sector and (7%) service

sector. This indicated the variety of sectors which women preferred to invest and participate in the development of small enterprises in the hospitality industry.

### **Economically**

#### **Analyzing the Variables Found in the Question According to Likart Scale:**

Table (3) showed the respondents' opinions toward women's empowerment. For the following items with from 1 to 5 Likert scale. Where (1) means strongly disagree (5) is strongly agree.

- Concerning respondents' opinion regarding economically factors, the respondents' perceptions came and ranked as follows:
  1. The participation of Egyptian women in the development and investment in small enterprises in the hospitality industry in Upper Egypt contributes greatly to the economic development of the country, comes in the 1<sup>st</sup> rank with a percentage estimated at 79.91% of answers.
  2. Small enterprises in the hospitality industry help to work a large number of young people and reduce the load of the country recorded the 2<sup>nd</sup> rank with percentage of 70.66 of responses.
  3. Small enterprises of the hospitality industry are helping to encourage tourism in Upper Egypt and thus increase the economic development of Upper Egypt governorates comes on the 3<sup>rd</sup> rank by average 68.72 % of answers.
  4. The participation of Egyptian women in development and investment in small enterprises of the hospitality industry helps them to develop any large projects in the future reaches the 4<sup>th</sup> rank with the ratio of 62.04 % of responses.
  5. The participation of Egyptian women in development and investment in the small enterprises of the hospitality industry in Upper Egypt makes them feel economically independent comes as the 5<sup>th</sup> rank by average 52.26 % of answers.
  6. Finally, the participation of Egyptian women in the development and investment in small enterprises of the hospitality industry in Upper Egypt helps them to save a large part of the income of the family reaches the 6<sup>th</sup> rank with the ratio of 51.15% of responses.

Table 3: Results of the Respondents' Opinion Regarding Economically Factors

No.	Code	Scale Item	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Average	Rank
			Freq	%	Freq	%	Freq	%	Freq	%	Freq	%		
1.	b 1	The participation of Egyptian women in the development and investment in small enterprises in the hospitality industry in Upper Egypt contributes greatly to the economic development of the country.	0	0	0	0	149	33	156	35	147	33	79.9 1	1
2.	b 2	Small enterprises of the hospitality industry are helping to encourage tourism in Upper Egypt and thus increase the economic development of Upper Egypt governorates.	0	0	70	16	115	25	267	59	0	0	68.7 2	3
3.	b 3	Small enterprises in the hospitality industry help to work a large number of young people and reduce the load of the country.	0	0	90	20	111	25	171	38	80	18	70.6 6	2
4.	b 4	The participation of Egyptian women in development and investment in the small enterprises of the hospitality industry in Upper Egypt makes them feel economically independent.	100	22	45	10	237	52	70	16	0	0	52.2 6	5
5.	b 5	The participation of Egyptian women in development and investment in small enterprises of the hospitality industry helps them to develop any large projects in the future.	25	6	75	17	181	40	171	38	0	0	62.0 4	4
6.	b 6	The participation of Egyptian women in the development and investment in small enterprises of the hospitality industry in Upper Egypt helps them to save a large part of the income of the family.	50	11	195	43	112	25	95	21	0	0	51.1 5	6

### Social factors

- Concerning the respondents' opinion toward the social factors in table ( 4) the results showed that:
  1. (92.26%) thought that Upper Egypt women had a major role in developing small enterprises in the hospitality industry in Upper Egypt.
  2. Regarding 2<sup>nd</sup> level, (91.37%) believed that the participation of women in Upper Egypt in the development of projects and their contribution to investment, especially in the hospitality industry in order to encourage tourism was an urgent necessity and encouraged conferences, seminars, meetings and workshops that supported women in Upper Egypt to participate in and contributed to the development of small enterprises in the hospitality industry.
  3. In the 3<sup>rd</sup> position, (85.53%) agreed that media played a major role in clarifying the contribution of women and their participation in the development of small enterprises for the hospitality industry.
  4. The Internet and networks had a significant role in clarifying the contribution and participation of women in the development of small enterprises in Upper Egypt occupied the 4<sup>th</sup> level with percentage (82.21%).
  5. In accordance to the 5<sup>th</sup> level, (81.86%) believed that women could participate in research and information services in order to develop projects and increase investment in such services, especially in the hospitality industry in Upper Egypt.
  6. In the 6<sup>th</sup> level, (77.79%) believed in the importance of women's participation in the community.
  7. In the 7<sup>th</sup> level, (77.57%) thought that the Upper Egypt society still does not support women's involvement in many businesses, especially in the hospitality industry
  8. Concerning the 8<sup>th</sup> level, (77.12%) agreed that women can participate in local and international public relations services for the development of small enterprises of the hospitality industry in Upper Egypt.
  9. Concerning the 9<sup>th</sup> level, (76.73%) believed that the experience of Egyptian women in particular was not mature and not fully aware of the management and development of enterprises.
  10. Concerning the 10<sup>th</sup> level, (75.35%) , agreed that Upper Egypt women had sufficient experience to help provide information, advice and guidance services.
  11. Regarding 11<sup>th</sup> level, (72.70%) thought that the women of Upper Egypt could bring a radical change in society in Upper Egypt.

Table 4: Results of the respondents' opinion regarding socially factors:

No.	Code	Scale Item	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Average	Rank
			Freq	%	Freq	%	Freq	%	Freq	%	Freq	%		
1.	c1	The work of Egyptian women in Upper Egypt impedes their role in her family.	0	0	100	22	307	68	45	10	0	0	57.57	15
2.	c2	You believe in the importance of women's participation in the community.	0	0	0	0	80	18	342	76	30	7	77.79	6
3.	c3	Some believe that the experience of Egyptian women in particular is not mature and not fully aware of the development of enterprises.	0	0	0	0	129	29	268	59	55	12	76.73	9
4.	c4	Egypt's customs and traditions are an obstacle to the success of women in Upper Egypt.	75	17	302	67	50	11	25	6	0	0	41.11	17
5.	c5	I think the Upper Egypt society still does not support women's involvement in many businesses, especially in the hospitality industry.	0	0	0	0	80	18	347	77	25	6	77.57	7
6.	c6	The emergence of women in Upper Egypt at this time and their participation in the development of projects and their contribution to investment, especially in the hospitality industry in order to encourage tourism is an urgent necessity at the present time.	0	0	0	0	50	11	95	21	307	68	91.37	2*

7.	c7	The small businesses and projects of the hospitality industry in the community are suitable for the nature of women in Upper Egypt.	0	0	50	11	277	61	125	28	0	0	63.32	13
8.	c8	Upper Egypt women have a major role in developing small enterprises in the hospitality industry in Upper Egypt.	0	0	0	0	50	11	75	17	327	72	92.26	1
9.	c9	I believe that women's participation in development and increasing investment increases society's respect for them.	0	0	50	11	307	68	95	21	0	0	61.99	14
10.	c1 0	Through women of Upper Egypt participation in the development of small enterprises of the hospitality industry, the women of Upper Egypt can bring about a radical change in society in Upper Egypt.	0	0	0	0	165	37	287	64	0	0	72.70	11
11.	c1 1	I encourage conferences, seminars, meetings and workshops that support women in Upper Egypt to participate in and contribute to the development of small enterprises in the hospitality industry.	0	0	0	0	50	11	95	21	307	68	91.37	2*
12.	c1 2	Upper Egypt women can participate and contribute to the development of small enterprises in the hospitality industry both internally and externally.	0	0	0	0	285	63	92	20	75	17	70.71	12
13.	c1 3	Media plays a major role in clarifying the contribution of women and their participation in the development of small	0	0	0	0	0	0	327	72	125	28	85.53	3

		enterprises for the hospitality industry.												
14.	c1 4	The Internet and networks have a significant role in clarifying the contribution and participation of women in the development of small enterprises.	0	0	0	0	50	11	302	67	100	22	82.21	4
15.	c1 5	Women can participate in research and information services in order to develop projects and increase investment in them, especially in the hospitality industry in Upper Egypt.	0	0	0	0	125	28	160	35	167	37	81.86	5
16.	c1 6	Women can participate in local and international public relations services for the development of small enterprises of the hospitality industry.	0	0	0	0	165	37	187	41	100	22	77.12	8
17.	c1 7	Upper Egypt women have sufficient experience in using computer and information technology for development.	125	28	120	27	82	18	70	16	55	12	51.59	16
18.	c1 8	Upper Egypt women have sufficient experience to help them provide information, advice and guidance services.	0	0	0	0	205	45	147	33	100	22	75.35	10

12. In the 12<sup>th</sup> position, (70.71%) agreed that Upper Egypt women could participate and contribute to the development of small enterprises in the hospitality industry both internally and externally.
13. In the 13<sup>th</sup> level (63.32%) thought that small businesses and projects of the hospitality industry in the community are suitable for the nature of women in Upper Egypt
14. In the 14<sup>th</sup> level, (61.99%) believed that women's participation in development and increasing investment increases society's respect for them.
15. The work of Egyptian women in Upper Egypt impedes their role in her family came in the 15<sup>th</sup> level with average (57.57%).
16. Following was the 16<sup>th</sup> level with (51.59%) believed that Upper Egypt women had sufficient experience in using computer and information technology for development.
17. Finally, concerning the 17<sup>th</sup> level, (41.11%) agreed that Egypt's customs and traditions were an obstacle to the success of women in Upper Egypt by average weighted

**Answer the following questions with yes or no**

Table 5: Results of the Respondents' Opinion Regarding Women's Participation in the Development of Hospitality Industry

No.	Code	Item	Yes		No		Average	Rank
			Freq	%	Freq	%		
1.	d1	Do you think that Egyptian women, especially in Upper Egypt, have all their rights through their participation in the leadership or management of small projects?	85	19	367	81	84.96	1
2.	d2	Do Egyptian women in Upper Egypt have the full freedom to encourage them to participate in the development of small enterprises in the hospitality industry?	100	22	352	78	82.30	2
3.	d3	Do you support the investment of Egyptian women in the hospitality industry in Upper Egypt?	382	85	70	16	32.39	10
4.	d4	Do Egyptian women have the ability to manage, develop and develop small enterprises in the hospitality industry in Upper Egypt?	327	72	125	28	42.12	7
5.	d5	Are you satisfied with the level of women's education that qualifies them to participate in the development and increase the small enterprises in Upper Egypt?	125	28	327	72	77.88	4
6.	d6	Is there a belief that there is a difference between Egyptian women and Western women in their thinking from leading work and participation in the development	352	78	100	22	37.70	8

		and increase the small enterprises and investment in the hospitality industry?						
7.	d7	Does the condition of women in their social life affect their decision or their thinking about participating in the development of such small projects?	313	69	139	31	44.60	6
8.	d8	Is there a belief that the Eastern customs and traditions in the Upper Egypt society affect the marginalization of women in the Upper Egypt in taking up administrative and leadership positions and participate in the development of small enterprises for the hospitality industry or investment in this field?	372	82	80	18	34.16	9
9.	d9	Are there training courses in Upper Egypt for the rehabilitation of women in the Upper Egypt, develop their skills, prepare them in the future to assume the responsibilities and management of small enterprises, especially in the hospitality industry?	105	23	347	77	81.42	3*
10.	d10	Does the society in Upper Egypt accept that women take leadership positions in participating in the development of projects and their relationship and hence their contacts with all groups of society?	189	42	263	58	66.55	5
11.	d11	Are women regularly informed about how they contribute to the development of small enterprises in general and in the hospitality industry in particular?	105	23	347	77	81.42	3*

Concerning the respondents' opinion regarding women's participation in the development of hospitality industry the result showed that:

**A. Questions answered with yes**

1. The question that gained the highest percentage (84.96%) is "Do you think that Egyptian women, especially in Upper Egypt, have all their rights through their participation in the leadership or management of small projects?"
2. The following percentage (82.30%) was the answers of the question "Do Egyptian women in Upper Egypt have the full freedom to encourage them to participate in the development of small enterprises in the hospitality industry?"
3. Regarding the 3<sup>rd</sup> level, (81.42%) were the answers of the question "are there training courses in Upper Egypt for the rehabilitation of women in the Upper Egypt, develop their skills, prepare them in the future to assume the responsibilities and management of small enterprises, especially in the hospitality industry and are women regularly informed about how they contribute to the development of small enterprises in general and in the hospitality industry in particular?"

4. Regarding the 4<sup>th</sup> position, the question "where are you satisfied with the level of women's education that qualifies them to participate in the development and increase the small enterprises in Upper Egypt?" gained a percentage of (77.88%).
5. In the 5<sup>th</sup> position, (66.55 %) positively answered the question "where does the society in Upper Egypt accept that women take leadership positions in participating in the development of projects and their relationship and hence their contacts with all groups of society?"

**B. Questions answered with No**

6. (44.60%) said no as an answer to the Following question " does the condition of women in their social life affect their decision or their thinking about participating in the development of such small projects?"
7. In accordance to the 7<sup>th</sup> level, the question "where do Egyptian women have the ability to manage, develop and develop small enterprises in the hospitality industry in Upper Egypt?" had (42.12%) out of the whole answers.
8. Is there a belief that there is a difference between Egyptian women and Western women in their thinking from leading work and participation in the development and increase the small enterprises and investment in the hospitality industry came in the 8<sup>th</sup> level with a percentage of (37.70%).
9. Concerning the 9<sup>th</sup> priority with (34.16) as an acceptance weighted average Is there a belief that the Eastern customs and traditions in the Upper Egypt society affect the marginalization of women in the Upper Egypt in taking up administrative and leadership positions and participate in the development of small enterprises for the hospitality industry or investment in this field?
10. Finally, in the 10<sup>th</sup> position, (32.39%) answered the question "where do respondents support the investment of Egyptian women in the hospitality industry in Upper Egypt?" saying no.

**10. How do the respondents see the society's view of women in the Upper Egypt in participating in the development of projects, especially in the hospitality industry?**

As shown in table (6) the results showed that :( 51%) of the respondents opinion that the view of women in the Upper Egypt individual look, (37%) The equality of man and only (12%) agreed that the woman participating in the development of projects unacceptable.

Table (6): How Do you See the Society's View of Women in the Upper Egypt in Participating in the Development of Projects, Especially in the Hospitality Industry

Item	Frequency	Percent
Unacceptable	55	12
Individual look	230	51
The equality of man	167	37
Total	452	100.0

**Prior to research reliability and testing the hypotheses**, it is important to establish the reliability of each of the items used in this study. Reliability judges are the degree to which measures are free from error, yielding consistent results (Nikkhah, et al., 2010). Descriptive Statistics, Means, Standard deviation, Std. Error Mean , Paired Samples Statistics and Samples Correlations (T – test) in table ( 7- 9 ) used to measure the reliability:

Table 7: Scale Items of Women's Empowerment Factors

No	Code	Mean	Std. Deviation	Std. Error Mean
Respondents' profile analysis				
1.	a1	2.1593	.74532	.03506
2.	a2	1.4071	.49183	.02313
3.	a3	1.7235	.44779	.02106
4.	a4	3.3938	1.03797	.04882
5.	a5	1.6261	.48437	.02278
6.	a6	2.7301	1.13703	.05348
7.	a7	1.3606	.48071	.02261
8.	a8	1.3164	.46558	.02190
9.	a9	1.8783	.32728	.01539
10.	a10	2.6659	1.01054	.04753
11.	a11	2.8429	.98756	.04645
12.	a12	2.5155	1.29205	.06077
Respondents' opinion regarding economically factors				
13.	b1	3.9956	.81012	.03810
14.	b2	3.4358	.74622	.03510
15.	b3	3.5332	1.00166	.04711
16.	b4	2.6128	.99583	.04684
17.	b5	3.1018	.86994	.04092
18.	b6	2.5575	.94353	.04438
Respondents' opinion regarding socially factors				
19.	c1	2.8783	.55378	.02605
20.	c2	3.8894	.48129	.02264
21.	c3	3.8363	.61735	.02904
22.	c4	2.0553	.70415	.03312
23.	c5	3.8783	.46688	.02196
24.	c6	4.5686	.68379	.03216
25.	c7	3.1659	.60036	.02824
26.	c8	4.6128	.67788	.03188
27.	c9	3.0996	.55819	.02625
28.	c10	3.6350	.48198	.02267
29.	c11	4.5686	.68379	.03216
30.	c12	3.5354	.76282	.03588
31.	c13	4.2765	.44779	.02106
32.	c14	4.1106	.56598	.02662
33.	c15	4.0929	.79925	.03759
34.	c16	3.8562	.75290	.03541
35.	c17	2.5796	1.35671	.06381
36.	c18	3.7677	.78879	.03710
Respondents' opinion regarding women's participation in the development of hospitality industry				
37.	d1	1.8119	.39119	.01840
38.	d2	1.7788	.41554	.01955
39.	d3	1.1549	.36218	.01704
40.	d4	1.2765	.44779	.02106

41.	d5	1.7235	.44779	.02106
42.	d6	1.2212	.41554	.01955
43.	d7	1.2987	.47715	.02244
44.	d8	1.1770	.38208	.01797
45.	d9	1.7677	.42277	.01989
46.	d10	1.5819	.49380	.02323
47.	d11	1.7677	.42277	.01989
48.	e16 : society's view of women	2.2478	.65628	.03087
49.	Average(b): Economically factors	3.2061	.83822	.03943
50.	Average(c): Socially	3.6893	.57874	.02722
51.	Average(d): Egyptian women participationdevelopment of hospitality	1.5054	.32543	.01531

Table 8: T-Test (One-Sample Statistics and Test)

Code	One-Sample Statistics			One-Sample Test					
	Mean	Std. Deviation	Std. Error Mean	Test Value = 0					
				t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
Lower	Upper								
e16	2.2478	.65628	.03087	72.817	451	.000	2.2479	2.1871	2.3085
Average(b)	3.2061	.83822	.03943	81.319	451	.000	3.2061	3.1286	3.2836
Average(c)	3.6893	.57874	.02722	135.527	451	.000	3.6893	3.6358	3.7428
Average(d)	1.5054	.32543	.01531	98.349	451	.000	1.5054	1.4753	1.5355

Table (9): Paired Samples Statistics and Samples Test (N = 452)

	Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)	
Pair 1	e16	2.2478	.65628	.03087	-52.103-	451	.000
	Average(b)	3.2061	.83822	.03943	-101.457-	451	.000
Pair 2	e16	2.2478	.65628	.03087	37.399	451	.000
	Average(c)	3.6893	.57874	.02722	-34.635-	451	.000
Pair 3	e16	2.2478	.65628	.03087	68.414	451	.000
	Average(d)	1.5054	.32543	.01531	171.212	451	.000
Pair 4	Average(b)	3.2061	.83822	.03943	-52.103-	451	.000
	Average(c)	3.6893	.57874	.02722	-101.457-	451	.000
Pair 5	Average(b)	3.2061	.83822	.03943	37.399	451	.000
	Average(d)	1.5054	.32543	.01531	-34.635-	451	.000
Pair 6	Average(c)	3.6893	.57874	.02722	68.414	451	.000
	Average(d)	1.5054	.32543	.01531	171.212	451	.000

Research hypotheses were tested using Pearson product-moment correlation coefficient. Preliminary analyses were performed to ensure no violation of assumptions' of normality and linearity. Table (11) showed that there were strong correlations between all the proposed relations in the conceptual model with (r) values ranging

from (.839 to.975), ( $P < .005$ ) and the obtained correlation value were in the expected positive direction. Based on the results of Pearson correlation analysis which represent proposed liner relationships, all the research hypotheses were fully supported as shown in table (10):

Table (10): Summary of Correlation Analysis and Hypotheses Testing Pearson Correlation (N 452)

	e16	Average(b)	Average(c)	Average(d)
Society's view of women :(e16)	1			
Economically: Average(b)	.891**	1		
	.000			
Socially :Average(c)	.888**	.979**	1	
	.000	.000		
Egyptian women participation development of hospitality: Average(d)	.839**	.970**	.975**	1
	.000	.000	.000	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### **Conclusion**

The results indicated that:

- Regarding the academic qualification, most of the respondents were bachelor holders which mean that they were qualified and have the ability to learn.
- Most of the respondents did not work because of the current situation of tourism.
- Most of the respondents had experience more than 5 years which mean that they had experience and some skills.
- Most of the respondents spent most of their life in the countryside.
- Majority of the respondents lived with family during the current conditions of residence.
- Regarding the family income level of the respondents, (37%) were almost enough (24%) quite enough, (23%) not enough.
- Concerning the respondents' opinion about the monthly salary, (40%) agreed that the salary almost enough, (29%) not enough.
- Concerning the preferred sector for women to work, (37%) of the respondents preferred education, (33%) free business, (22%) private sector and (7%) service sector, This indicated the variety of sectors which women preferred to invest and participate in the development of small enterprises in the hospitality industry.
- Egyptian women in Upper Egypt have the full freedom to participate in the development of small enterprises in the hospitality industry.
- Regarding the view of women`s work in the Upper Egypt, (51%) of the respondents looked down on women`s work, (37%) agreed with the equality of man and only (12%) agreed that the woman participating in the development of projects was unacceptable.

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