

Full Length Research Paper

Women's Perception and Constraints for Outdoor Leisure Activities: a comparative report of African and Korean women

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This paper presents a comparative analytical report of women's perception and constraints on outdoor leisure activities. This study used questionnaire (75 South Korean women and 75 African women) and qualitative discourse of 6 randomly selected African women as a follow-up to the survey. Results revealed that leisure time can give women some opportunity to experiment with different lifestyles, however perception about outdoor leisure is different across African and Korean cultures. Korean women had a more positive perception for outdoor leisure and appreciated outdoor leisure activities. Korean women do explore the diverse types of leisure, with significant frequency of participation in outdoor leisure activities and experience lesser constraints. African women are ignorantly exposed to unintentional leisure experience and constrained differently. Also, both Korean and African women were willing to spend at most 250 min to experience outdoor leisure. Findings suggest that, recreational practitioners should consider 'time span' when designing outdoor programs for women.

Key words: Women, leisure, perception, constraint.

INTRODUCTION

Societies still maintain their expectations from women, with the established knowledge that women are to be active in the home and with family care, regardless of the fact that in the 21st century, women are fully incorporated into the workforce. Home has become the primary leisure site for most women, and in the common world of women, the choice of leisure is restricted (Bialeschki and Henderson, 1986). Today the study of leisure and women has been upgraded, thanks to the feminists (Henderson-King and Stewart, 1994; Henderson, 1994a). The feminist researchers have contributed to the understanding of women and their constraints in the leisure domain. Very little or nothing, is extensively providing the role of perception to leisure, especially with regards to outdoor leisure.

Carroll and Alexandris (1997) focus on the perceptions of leisure constraint, but 'perception' as one of the constraints is outshined. Women are observed to be constrained by domestic labor, job attitudes, behavior and working hours of male partners, child care, lack of independent income, and absence of transportation (Deem, 1982). In Taiwan, it was observed that the leisure

constraints for women could be classified under economic, domestic, social and cultural (Tsai, 2006). The intensity of each constraint item would vary by culture. Women's constraints have been extensively studied. Travel for leisure, for example, is gender-constrained, and for women, the feminism reality is a detrimental factor for leisure travel (Khan, 2011). Women's image and belief of appearance, constrains leisure (Liechty et al., 2006). Women in 'wilderness recreation advertising' are less considered as conquerors of the wild in most recreational magazines (McNiel and Harris, 2012).

According to the feminist research, some cohort of women still finds it difficult in this 21st century to attach themselves fully into leisure activities (Aitchison, 2005). Women in developed countries are now conversant with the value of leisure and they perceive leisure as activity. To women in the developed world, the participation for leisure is essentially for improvement of well-being (Siegenthaler, 1998). A study of middle class women in New-Zealand revealed that women do take leisure as a demonstrating platform to connect deeply with the outdoors (Cosgriff and Wilson, 2009). The literature

explains that leisure has a universality of its meaning for both males and females, and despite the fact that women may think they deserve leisure time or want leisure, they may not see the lack of leisure as a significant problem to their lives. Study of nature- activity in South Africa shows how outdoor recreation is gender and race biased (Magi et al., 2013). Differences in recreational behavior (participation and attitudes) also exist between countries (Cordell et al., 2002), based on the leisure repertoire, planning health, income (Riddick and Stewart, 1994) and even perception. This would be a more serious issue when looking at outdoor leisure or recreational activities for women in Africa.

A group of researchers suggested the need for researches to focus on residents' perception on the conditions and changes that may exist in host communities to enhance leisure (Andriotis and Vaughan, 2003; Lankford and Howard, 1994; Hernandez et al., 1996). Lloyd and Auld (2002) also mentioned the prerequisite to reconcile subjective perception with the objective knowledge of leisure. Following previous works, a balance of residents' perception on the costs and benefits of leisure participation is considered a major factor to influence leisure participant's satisfaction (Allen et al., 1988; Andriotis and Vaughan, 2003; Lankford and Howard, 1994; Ritchie, 1998). Such studies are vital for the success of the tourism and leisure industry. Also, according to Allen et al. (1988) proposal, residents' perceptions on leisure and attitudes towards tourism must be continually assessed to ensure that actions are taken in good time to attract participant's interest. Through such actions, the residents will become willing partners in the development process of out-door leisure and recreation.

The purpose of this paper is to comparatively examine the role of women's perception on outdoor leisure participation for Korean and African women. The global need for leisure participation is a call for concern and to understand the perceptions about some active leisure and recreational activities is inseparable to such concern. This study is exploring the experiences on outdoor leisure for the African women comparatively to Korean women. The study also seeks to understand generalizations regarding African women's perception on leisure. Comparing constraints, participating experiences, perceptions and values attached to outdoor leisure in these different settings is of importance to better understand how leisure event planners and educators will contribute in building leisure content to better satisfy the preferences of women with different cultural background.

In the environmental and social sciences, interest in outdoor leisure and recreational activities is recorded as the fastest growing in the discipline, and its income growth from the 60s to now has allowed more leisure time to the household which is accompanied with leisure participation interest e.g. interest in fitness, fishing, boating, mountain climbing, etc. (Cordell, 2012; Wagar,

1964). However, Nazareth (2007) contradicts this stand point in her book, *Leisure Economy*, as she mentions the issue of time-crunch. By her definition, 'time crunch' suggests that individuals lack leisure time due to the congested scheduled programs that leaves the individuals with no time to do things that are relaxing. Notwithstanding, whether time is a constraint for leisure or not the capacity for which women experiences leisure is an important issue to consider (Henderson, 1994b). Previous researchers use the term "containers" to represent the frame of opportunities for leisure and recreation for women. Without opportunities that generates the interest of leisure and recreation outside home, very little leisure would occur and the choice for leisure is based on a combination of opportunities available and the degree to which constraints is negotiated. One won't be wrong to say the larger the container therefore the greater the opportunity.

Unfortunately, constraints for leisure seem inevitable and its intensity will vary when considering women in different societies e.g. Korean women and African women. Likewise, the relationships between women's domestic work intensity following the difference in cultural values, the leisure perception and work value would give different results (Deem, 1996) because these variables are structured within distinct cultural framework. In this paper, it is argued that perception thus comes as a factor that may affect the value for leisure in the different cultural framework of South Korean and African women. This is because the sense of how leisure is important for women's quality of life must first be retained as a belief for the women in a given community. It should be well conceived; then, it will manifest to face the ever present challenges of participation. For women to be able to transmit leisure habits and the understanding of leisure to generation, they need to assimilate such transfer through a grounded positive perception about the value of leisure (Holland, 2013). As Holland explained, positivity on leisure will sustain the challenge for women's leisure to remain unchanged over generations and the generational transfer of leisure will not be unsatisfactory.

Perception and outdoor leisure: The Nexus

For the purpose of this study, leisure is specifically considered as outdoor leisure. Outdoor leisure has been part of people's happiness dates back centuries, and it reflects the quality of life (QOL). Researchers have observed that leisure has an important role to quality of life (Iwasaki, 2006; London et al., 1977). Its role on QOL, however, is significantly different with gender (Brajsa-Zganec et al., 2011; Iwasaki, 2007). The opportunities of outdoor leisure are looked upon as possible determinants of the quality of life (Glenn and Blomquist, 1988; Boyer and Savageau, 1989; Decker and Crompton, 1990). It is acting as a linkage to people's identity, social

interactions, and personal development (Beard and R, 1980; Wenger, 2000). Kelly (1983) considers that the relative freedom to outdoor leisure offer rich opportunities for developing personal satisfaction. As such, outdoor leisure activities are important determinants of the quality of people's lives and life quality is without gender (Andrew and Withey, 1976; Sneegas, 1986). Leisure participation and leisure satisfaction is found to be positively associated with perceived wellness (Ragheb, 1993).

Perceiving leisure activity as an assessment to your life quality will triumph over a great deal of constraint to participate in every given leisure opportunity; otherwise, constraint will not be negotiable. Every amount of time engagement one offers to leisure whether planned or unplanned, would possibly be utilized fully and be most valuable because the ultimate purpose would be to meet the needs for the leisure participation. If there is a relationship between leisure activities availability and the quality of one's personal life, we would expect perceptions to be one of the backbone factors or a major influential factor to the relationship. This is partly because of the level of information people have about recreation areas, leisure opportunities and how it is relevant would influence leisure choices and motivate leisure participation. Likewise, the knowledge of value for interacting with the environment would create positive perception. This, therefore, will determine one's decision about outdoor leisure participation. Leisure studies in literature reveal the importance of leisure to health. If leisure is an important, re-energizing tool to individuals, it won't be an overstatement to say that outdoor leisure in particular would be of a greater importance and should be perceived as such regardless of the cultural differences. Outdoor leisure gives room to have a relationship with the environment and provides valuable alternative, often non-competitive avenues for personal inner achievements, as well as opportunities to develop independence and self-reliance (Cosgriff and Wilson, 2009).

Many social scientists involved in the study of leisure focus on constraints to leisure behavior. Constraints are "a subset of reasons for not engaging in a particular behavior" (Jackson, 1993, 1988; Shaw, 1994). A number of previous studies have suggested that the barriers to leisure are related to socioeconomic status (Jackson and Searle, 1985), found that increase in education and income were related to reducing perceived barriers to beginning recreation participation (Godbey, 1985; Raymore et al., 1994), suggested that people from low or middle-low socioeconomic status groups may be less likely to be aware of public leisure services, thus eliminating the possibility of participation in some leisure activities (Howard and Crompton, 1984), found that people in the lowest income category of their study were the least frequent users of recreation facilities, and usage will increase as level of income increases, while lack of

interest was found to be the most common constraint to participation. Based on these findings, it may be suggested that individuals with low incomes may be more likely not to participate in leisure pursuits due to reasons of lack of awareness, lack of interest, and lack of liquidity for outdoor leisure expenses (Raymore et al., 1994).

The Question is comparatively to Korean women; do African women perceive outdoor leisure activity and its participation as a necessity to their life quality and a need for self-development?

To the understanding of this paper, perception is the process of attaining awareness and cognitively recognizing positivity or negativity of an action or the understanding of sensory information to be positive or negative. It is argued here that perception would lead to the appraisal, valuing or devaluing of outdoor leisure. Perception can be seen as a sensible tool used in describing and understanding of how and what people think in their ongoing everyday experiences and how a wider social reality influences these thoughts (Pearce et al., 1996). Hence, the value that women will attach to outdoor leisure activities will reflect directly on the perception they hold for outdoor leisure. Positive or negative perception will reflect on the perceived value of outdoor leisure, the amount of time and frequency of outdoor leisure participation. Thus, this research will present the following comparative observations:

Observation 1: Perception toward outdoor leisure.

Observation 2: Value for outdoor leisure.

Observation 3: Willing time spent for outdoor leisure

Observation 4: Frequency of outdoor leisure experience.

Observation 5: Constraints for outdoor leisure

Observation 6: Interest for outdoor leisure and resource that contributes to build positive intension for outdoor leisure.

Background

Being an African international graduate student in Chuncheon city, the Kangwon province of South Korea, the first six months of my academic life was exciting, fascinating, and indeed a new culture-mastering period. I interacted with several women in different groups, scenarios, outdoor events (e.g. hiking, camping, recreational sports, etc.), church, weddings, and many leisure related occasions. From my background, I had my original impression and perception towards outdoor activities which was slightly different from that of a common Korean female of my age group. After twelve months of my stay in the region, I notice that despite widespread information and awareness in favor of the importance of outdoor leisure activities in Korea, the women in this society still seem to have a significant proportion of reluctance and less value towards outdoor leisure. The high level of per capita income of the country

seemed not to play a strong role in increasing the chances for the women to enjoy recreational facilities. By observation, more than 40% of the women population in Korea value watching television as their only major leisure activity and are fully satisfied. Meanwhile, in Africa particularly Cameroon, there is the inability of perceiving the relevance of outdoor leisure and the opportunities for outdoor leisure by the women, merging with the problem of low per capita income, inadequate facilities to enjoy recreation, cultural norms, and to some extent, the depression that arises from cultural norms in having outdoor leisure gives the women outdoor leisure boredom and more or less shame, rather than utility. Everything being equal, African women may not have individual time and will perhaps attach more less value for outdoor leisure activity.

Hypothesis

This study examined the hypothesis stated as follows:

H₁: When women have positive perception for outdoor leisure activities, it will lead to a higher time investment on outdoor leisure and will greatly influence their scale of frequency.

METHODOLOGY

This study used qualitative and quantitative approaches to examine women's perception for outdoor leisure. African women were approached within Seoul metropolitan city. Among other specific areas in Seoul city, the majority of the African women were approached in two main most populated African restaurants, churches, one historical recreational park (Tapgol park, Gwanghwamun). This park was selected because of its strategic and convenient location, which attracted African female population. This is face-to-face conversation and recruitment of participant to the study. Korean women were randomly approached in Chuncheon city; majority of the women were reached in their churches (two churches selected), recreational site (Jade Garden) and four coffee shops. Korean participants were easy to engage with, primarily because at first sight, most of them desired to interact with foreigner. Thus, it was easier for the researcher to engage them in a conversation and introducing the research. Although, IRB review is not required in South Korea for basic research with minimal risk, all participants were asked to participate in the study voluntarily, and provided an oral consent for their participation.

For quantitative approach, 180 questionnaires were distributed face-to-face to respondents. Out of 180 closed-ended designed questionnaires that were issued out randomly to African women who recently migrated to

South Korea and to Koreans who resided in Chuncheon Korea, 75 returned questionnaires from both groups were qualified (all questions answered) for analysis, making a total of 150 questionnaire. Quantitative analysis was done with the use of SPSS 18. Countries representing Africa in this study included Cameroon, South Africa, Kenya, Nigeria, Ghana, Burkina Faso, Liberia, Sierra-Leon and Ethiopia. All sampled women in this research are between the ages of 30 to 51 years. Value for outdoor leisure for each respondent is measured using a scale point of 7, with 1 and 7 representing the lowest and highest value for outdoor leisure, respectively. Perception was examined with a direct statements stating: (1) Women who participate in outdoor leisure are lazy or idle, (2) physically active outdoor leisure is masculine, and women should have less business with such leisure.

RESULTS

Qualitative report

The qualitative approach involved randomly selected African women, to discuss about the generality of what leisure is to the women in their society, with high consideration of their culture, perspective, personal views and relatedness to outdoor leisure. Six women from different African nations were subjected to at least 10 min discussion each, and in different settings.

Qualitative Discussion1: A respondent from Kenya, 34 years old, Elizabeth clearly said, "Going for bird watching, animal and beach viewing makes me feel like I don't have anything doing, especially mountain climbing and fishing, which I think are activities for men, will mean a waste of my time". Following this discourse, it was interesting how it also turns out that a higher proportion of African women viewed child caring, household chores activities and husbands as an additional major constraint to income, leaving them with no possibility for allocating time to outdoor leisure (Figure 1). Despite high income earnings for Korean women, lack of income is perceived more as a constraint.

Qualitative Discussion 2: A respondent from Burkina Faso, 33 years old, Claris explained, "Shopping is the best outdoor leisure for me. If I want to relax and satisfactorily use my extensive free time, I will go shopping. Such free time doesn't come often, especially when it comes along with some money to spend. I will choose to go to the city to shop. I do not do this as often as I want because of lack of money. I have two children but I don't take them with me during my leisure shopping. I leave them with my mother or neighbors. I prefer to go and enjoy my shopping for one or two hours and return speedily for them. Activities like mountain climbing which I see Koreans do here, will sound crazy in my society. People will think you are crazy to just go for mountain

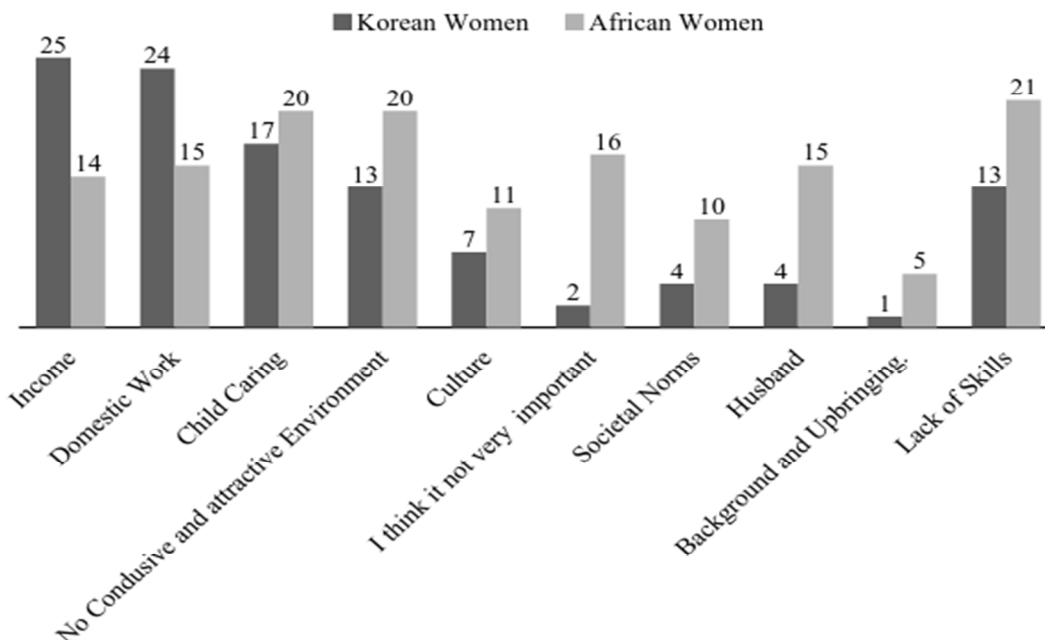


Figure 1. Constraints for outdoor leisure: Perception comparative report for Korean and African women.

climbing, hunting or photography.”

Qualitative Discussion 3: A respondent from Ghana, 31 years Bernice said, “I really like outdoor leisure, because it is a chance for me to enjoy free time with my husband. My husband and I love to go out and eat by the beach. I enjoy outdoor leisure and I am happy because he (the husband) is an outdoor person. Otherwise, I won’t be able to go out. It is more cultural to go out with your husband especially at the early years of marriage. We have a community group that we attain every last Sunday of every month, to socialize with people from our clan. While in this social gathering, we dance our traditional dance and chat with friends. This is how we spend our leisure time. Except for the traditional community group, if my husband is not going out with me for any kind of leisure, I can’t freely go out for leisure.”

Qualitative Discussion 4: 40 years old Ngozi, from Nigeria, said, “outdoor leisure is a co-operate action when you are resident in the village, and it is a prestigious action to be involved in when you are residing in the cities. In the cities you don’t want to be left out of modernization. Generally, I would say, outdoor is a new phenomenon for the 21st century. I said it is a co-operate activity for the village or rural women, because they won’t get involve individually. Most of the activities considered as recreational needs at least two persons to enjoy it, e.g. hopscotch. The activities I see here in Korea are those that will be perceived as masculine in the rural community and even in the urban areas. For example, I see women go to parks for biking, to keep fit. I learned to enjoy biking here in Korea. It is uncommon to see women who go surfing in Nigeria, for leisure.

Qualitative Discussion 5: The respondent is, 26 years old Rugiatsu from Sierra Leon. “Leisure! I don’t even know if there is any one in my immediate community who thinks about such. In fact I would say NO free time activity is done with a mindset that, it is leisure time, and it benefits. Especially when you say, outdoor leisure! I do some activities like going to the beach, in my free time. But, this is because I am young. Older women won’t consider doing such, because, they think it is a waste of time. ... I am trying to say even though my community women (me inclusive), would have outdoor fun, it is usually done based on a group plan, and as such is a compulsory activity that make one feel sense of belonging, especially in time of trouble. We don’t really see any free time that is assigned to do a non-compulsory outdoor activity. Yes, I go to beach during most of my free time, but I regulate my frequency of such, so that I will not be looked at as a weird young lady who is not properly home trained.”

Qualitative Discussion 6: Respondent from Cameroon, 42 years old Helen said, “I am from Cameroon. I don’t think allocating time for outdoor leisure is important because our daily lifestyle is enough physical activity or leisure. Walking, for example is just a part of life, we can’t do without. All the walking I do, in a day will sum up to about 10 miles walk, so why would I go for any outdoor leisure? I don’t think anybody will want to that. Bike-riding is not needed since I can comfortably walk. If there’s a bike riding in the village, the men are those seen riding the bike. Swimming is a part of life for some of us from the rural areas, because we can only shower in the rivers, so swimming as my leisure time is real because I

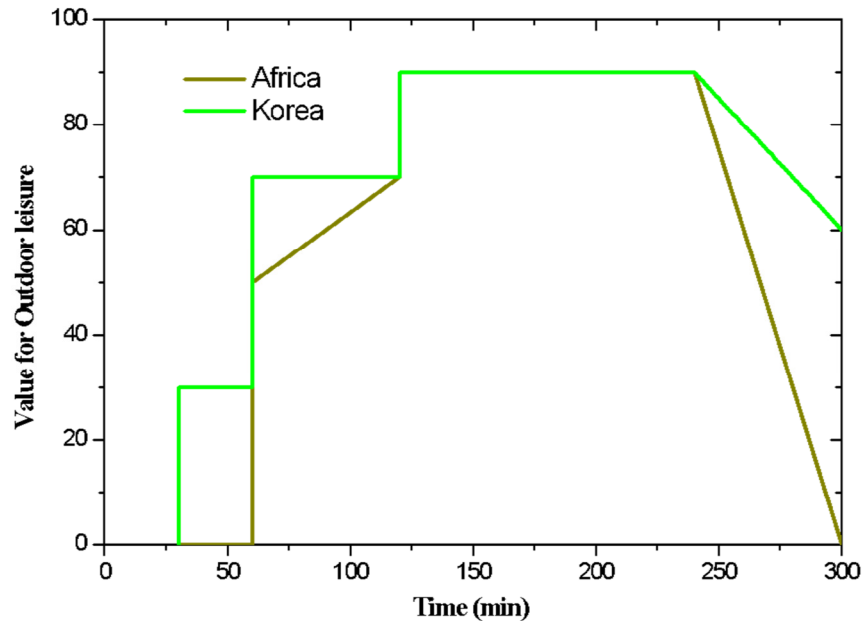


Figure 2. The relationship between Willing Time to invest for outdoor leisure (t=time in min/day and the Value Rating (V) for outdoor leisure activities.

need to shower every day, at my convenience, when I think I am done with farm work and house chores; fishing is not a leisure activity for me and in my village. The purpose of fishing is for consumption and it is a profession.”

From these discussions, it is clear that physically active leisure is not of interest to the African women, and negative perception about outdoor leisure is one factor that influences no interest in outdoor leisure. While more of Korean women reported (with the use of questionnaire) income and household chores as their highest constraint for participating in outdoor leisure, on average they are willing to spend 88.4 min per day for outdoor leisure. This is contrary to African women who perceive culture, background, family responsibilities as their major constraint for leisure, being left with mean leisure time of 86 min per day (Figure 2). Results show that between Koreans and Africans, more of African women don't see the need or necessity for outdoor leisure (negative perception), hence can't trounce or forgo anything for leisure. It is thus apparent that perceived positive value attached to outdoor leisure is the push factor for both African and Korean women to use their mean available time at full capacity on outdoor leisure activity.

Quantitative report

It was observed that 94.67% of the respondents from Korea were fully employed. 34.67 and 57.33% of African women respondents were self-employed and employed,

respectively. Interestingly, women from both groups had the same average working hour per day (6 h per day). Only 5.33% were estimated not employed in Korea as to 8% unemployed African women. The ratio of children for Korean and African women was 1:3. The average income for Korean women was \$300 per month while African women recorded \$200 per month.

The majority of the sampled Korean women, i.e. 48(64%) out of 75 women, likes outdoor leisure and recreational activities and created time to participate in outdoor leisure, while 45(60%) African women like outdoor leisure but only 30(40%) creates time to participate in outdoor leisure activities. 36 and 31% of Korean and African women, respectively dislike outdoor leisure activity (Table 1). Results show that 76% of the Korean participants value outdoor leisure as to 40% of African sample (60% of African women value for outdoor leisure; Table 1)

As expected, the frequency of participation for outdoor leisure activities was significantly higher in Korea than in Africa (Table 1). This can be explained by their high perception toward outdoor leisure. Given all existing constraints confronting women in the two societies (Figure 1), it was observed that a woman from Africa is ready to invest on average 86 min comparatively to 88.4 min of Korean woman. The mean value rate (VL) for leisure is 5.9(+) and 3.8 (-) on a scale of 7 for Korean and African women, respectively. Value for outdoor leisure had no relationship with the time Korean women spend for their leisure, while there was a relationship between value for outdoor leisure and outdoor leisurely time spend, for African women (Table 2).

Table 1. Quantitative report: Korean and African women with outdoor leisure (OL).

Observation variable	Korean women (n=75)	African women (n=75)
Like and dislike OL	64% liked outdoor leisure. 36% disliked outdoor leisure.	60% liked outdoor leisure. 31% disliked outdoor leisure.
Actual participation	64% confirmed that they do participate in outdoor leisure	40% confirmed that they do participate in outdoor leisure
Participation frequency	62% affirmed very high frequency of participation 13% participates twice a month 16% stated that they participate once or twice a year 7% could not account for their frequency of participation	38% affirmed very high frequency of participated 22% participates twice a month 41% stated that they participate once or twice a year 1% could not account for their frequency of participation
Willing average time to invest during any OL experience for the women	88.4 minutes is the average time that a Korean woman would be willing to invest per any given OL experience.	86 minutes is the average time that an African woman would be willing to invest per any given OL experience.
Factors that triggered interest for Outdoor Leisure.	Health awareness: 51% . Friends Influence: 29 % Search for Quality Lifestyle: 17% Desire for Social Belonging: 12% Background and Upbringing: 7% Advert: 3%	Advert: 24% Desire for Social Belonging: 24% Friends Influence: 23% Background and Upbringing: 21 % Search for Quality Life: 11% . Health awareness: 9% .
Perception of the value for OL. (i.e. paying regards for outdoor leisure and perceived OL as valuable) greater than average on a scale of 7	76% Korean women perceived OL activities are valuable. 65% Korean women rated indoor leisure as valuable	40% African women perceive OL activities as valuable. 69% African women rated indoor leisure as valuable.
Women perception on outdoor leisure activity. Control Statement: 1. Women who participate fully in outdoor leisure are lazy and Idle.	17% have negative perception about outdoor leisure. 13 respondent associated laziness and idleness to outdoor leisure. 83% were positive about outdoor leisure. 62 respondent were disagreed with the statement and attested to the need	44% have negative perception about outdoor leisure. 33 respondents confirmed the perception that women who participate in outdoor leisure are lazy and idle. 56% have positive perception about outdoor leisure. 42 respondents disagree with this statement.
2. Physically active outdoor leisure are masculine, women should have less involvement with such leisure	4% attested that women should have little or no involvement with physically active outdoor leisure, because it is masculine. (3 respondent) 93% do not view physically active outdoor leisure as masculine (70 respondent)	37% attested that physically active leisure activities are masculine (e.g. mountain climbing) and activities 53% of the respondent mentioned they women should have everything to do with physically active outdoor leisure.

As value for leisure increases, there is a significant increase in the outdoor leisure time for women in both Korea and Africa (Table 2). Figure 2 indicate a steep marginal increase relationship between willing time to

invest in outdoor leisure (t) and value for outdoor leisure (V). For African women, the steepness of the curve is irregular at V range 45-70, and time range 40-130, but slightly slops down in steepness. From Figure 1, it is

Table 2. Descriptive and correlation analysis.

Participants	Variable	Mean	Standard deviation	Correlation for personal value and time in leisure
African women N = 75	Personal Value for Outdoor Leisure	38.7	0.3	0.05
Korean women N=75	Personal Value for Outdoor Leisure	54.9	0.2	0.11
Examining outdoor leisure perception				
Test question	Participants	True	False	
Women who go for outdoor leisure activities are lazy and idle women. True or false?	African Women n =75	27	42	
	S. Korean Women. n=75	2	62	

observed that Koreans and Africans have an equal maximum time range of 130-240 min, which they will be willing to invest for outdoor leisure at a maximum value rate of 90. After this maximum level, personal value for the activity drops, thus any additional time is not worth-the-while. For the African women, there is high diminishing marginal value rate to point 0, as time approaches 300 min. African women will strongly disagree to spend five hours in any outdoor leisure. For the Korean women, the diminishing marginal value was slow and their value was still observed as evident at $V = 63$ and $t=300$ (Figure 2). Owing to the many constraints and the negative perceptions African women hold towards outdoor leisure activities, this affects the time and frequency for their participation in those activities. This explains that an African woman, who endeavors to explore outdoor leisure opportunities in Africa, cannot freely spend more than 240 min (4 h) a day for any outdoor leisure with the majority (25.65%) of the sample participating just once a year in outdoor leisure. Perception therefore plays a vital role for women to overcome all constraints. These women do not perceive as critically important, or to a greater extent, value outdoor leisure. The fact that over 16% of the sample from Africa don't see a reason for outdoor leisure as to 2% of the sample from Korea (Figure 1), explain the reason for this rapid diminishing value rate at any additional time for Africa comparatively to Korea.

An absolute positive perception of outdoor leisure from the Koreans increase in satisfaction will lead to a relative increase in the value for outdoor leisure in Korean society but this is not true for Africa. Though African women have poor perception and low value for outdoor leisure, it does not signify low satisfaction derived. There is an inverse relationship between value and satisfaction for leisure. A woman with low value rate and perception would still have a significant level of satisfaction from outdoor leisure time. Nonetheless, there is need for outdoor leisure planners to strive to meet every visitor's full

satisfaction (Maximum Utility) for every minute involve in leisure activities and to possibly eliminate all element of boredom in recreational areas in Africa.

DISCUSSION AND CONCLUSION

Two major themes emerged from this study:

1. Perception and value outdoor leisure: For the African women in this study, perception was recorded as an issue that negatively influences the frequency, interest and personal value for outdoor leisure. Previous studies (Allen et al., 1988; Ritchie, 1998; Lloyd and Auld, 2002; Andriotis and Vaughan, 2003) also support this result suggesting that the determinants of leisure participation is not exclusively framed by the benefits one might derive from it but should also the perception one hold about leisure participation. Thus, perception is a constraint especially when looking at multicultural and multiethnicity dimensions. To increase leisure participation, both Korean and African women would require establishing a balance of personal value and overall positive perception about leisure, while Korean women are more likely to further require a cost-benefit analysis of outdoor leisure they engage in.

2. Socio-cultural and socio-economic lifestyle and leisure: Understanding the difference between socio-cultural and socio-economic lifestyle and leisure for its own sake is an important component that may enhance leisure involvement for African women. Unfortunately, according to the African women who participated in this study, there seem to be no understanding about organized or planned leisure, recreational activities and how that differs with daily lifestyle. Walking as leisure for example, is uncalled-for and would not be perceived as a leisurely pleasurable or rejuvenated and to them, there is no need for a woman to spend time fishing if it is not for business or a profession. There is limited or no leisure

education to build positive perception about leisure engagement; leisure for its own sake thus this is a barrier for leisure participation (Jackson and Searle, 1985). This study results aligns with a recent study which suggested that “knowledge influence perception of constraints and negotiation” (Moghimehfar and Halpenny, 2016) for leisure participation. The quantitative results for African women show lower value and frequency for leisure participation and the discussion reveals that there is limited understanding, awareness about the leisure. However, value for leisure may only increase participation but other factors would be required to sustain engagement, satisfaction and this need to be explored in research.

Outdoor leisure constraints for women as shown in this study (Figure 1) are predominantly the same (Deem, 1982) and evident regardless the society, but looking at the difference in which they were reported relates that there would be a significant difference in women's constraint affecting outdoor leisure society when examined in different socio-cultural and socio-economic society. As Jackson and Henderson (1995) suggested, “constraints to leisure for women are a function of cultural interpretations of gender and not just biological sex”. The ‘cultural interpretation’ would define or influence the intensive of these constraints to effect leisure participation.

Recommendations

This study comparatively analyzes Korean and African women's perceptions of outdoor leisure. It explore the women's perception, constraints, how much time they are willing to invest in outdoor leisure considering their perception and value for outdoor leisure, and frequency of participation and interest towards leisure was not left out. Regardless of the geographical area, time is a scarce and valuable resource, needed for a human successful existence; hence, it needs an appropriate allocation to quality-yielding activities of daily living. Time can only be invested on any valued activity which yields monetary measurable profit or non-measurable profit (aesthetic pleasures and experiences in leisure activity). The recreational and leisure management in Africa will experience a positive dynamic change for their women leisure participation if they are educated on the value of physically active leisure outside the comfort zone of a home. It should be noted that there is some evidence that the estimated value for leisure differs from that of wage rate (Jara-Díaz and Marcela, 2008). Women in Africa need to start gaining positive perception about outdoor leisure and strongly valuing leisure participation. Awareness of the relevance of leisure to health is limited. An educative strategy is needed to be enforced and develop positive perception for outdoor leisure among African women. In other words, aside increased incomes, educational experience will improve on the consumption

of outdoor leisure activities for African women.

Although the results found in this study may not be generalized completely to Africa (as a continent) or Korea (as a nation) because of its limited data, it provided important information for outdoor leisure practitioners and the tourism administration sector. The findings suggested possible time span one could engage women in outdoor leisure experience without creating any avenue where they might become bored. According to this study, leisure and recreational practitioners should consider timing when designing outdoor programs for women.

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