

# Focus Group Discussion Guide

## Consent Process

Consent forms for focus group participants are completed in advance by all those seeking to participate. Below is a summary of the information in the consent form that focus group organizers and facilitators should use to make sure participants understand the information in the consent form.

*Thank you for agreeing to participate. We are very interested to hear your valuable opinion on how women can become vectors of social entrepreneurship in hospitality and tourism in Cameroon.*

- *The purpose of this study is to explore a model of social entrepreneurship (SE) focusing on the nature of engagement and participation by female entrepreneurs in hospitality and tourism (H&T). We hope to learn how the hospitality and tourism MSMEs especially women use their businesses as platforms for engagement in various forms of social enterprises leading to value creation, economic and community development in Cameroon.*
- *The information you give us is completely confidential, and we will not associate your name with anything you say in the focus group.*
- *We would like to tape the focus groups so that we can make sure to capture the thoughts, opinions, and ideas we hear from the group. No names will be attached to the focus groups and the tapes will be destroyed as soon as they are transcribed.*
- *You may refuse to answer any question or withdraw from the study at anytime.*
- *We understand how important it is that this information is kept private and confidential. We will ask participants to respect each other's confidentiality.*
- *If you have any questions now or after you have completed the questionnaire, you can always contact me, or you can call my partner whose name and phone number is on this form.*
- *Please read and sign the consent form to show you agree to participate in this focus group.*

## Introduction:

### 1. Welcome

Introduce yourself and the note taker, and send the Sign-In Sheet with a few quick demographic questions (age, gender, type of business, years of operation) around to the group while you are introducing the focus group.

*Review the following:*

- Who we are and what we're trying to do
- What will be done with this information
- Why we asked you to participate

## 2. Explanation of the process

Ask the group if anyone has participated in a focus group before. Explain that focus groups are being used more and more often in human social sciences research.

### *About focus groups*

- We learn from you (positive and negative)
- Not trying to achieve consensus, we're gathering information
- No virtue in long lists: we're looking for priorities
- In this project, we are doing both focus group discussions and interviews. The reason for using both of these tools is that we can select 'knowledgeable' stakeholders for follow-up interviews from the focus group participants and we can get more in-depth information about particular (sensitive) topics from interviews than in focus groups. This thus allows us to understand the context behind the answers given in the focus groups and helps us explore topics in more detail than we can do in a focus group.

### *Logistics*

- Focus group will last about one hour
- Feel free to move around
- Where is the bathroom? Exit?
- Help yourself to refreshments

## 3. Ground Rules

Ask the group to suggest some ground rules. After they brainstorm some, make sure the following are on the list.

- Everyone should participate.
- Information provided in the focus group must be kept confidential
- Stay with the group and please don't have side conversations
- Turn off cell phones if possible
- Have fun

## 4. Turn on Tape Recorder

5. Ask the group if there are any questions before we get started, and address those questions.

## 6. Introductions

- Go around table: type of business, where you were born

*Discussion begins, make sure to give people time to think before answering the questions and don't move too quickly. Use the probes to make sure that all issues are addressed, but move on when you feel you are starting to hear repetitive information.*

## Questions:

1. Let's start the discussion by talking about what you understand by social business & entrepreneurship.
  - a. What are some of the reasons that motivate you to use your business to engage in social activities & projects?
  - b. What type of social projects do you sponsor or are you active in?
2. What are some challenges that you face in undertaking these activities?  
Do you carry out these projects alone or do you receive support from your friends, njangis, NGOs or government?
3. Have you considered expanding or stopping these activities/projects? If so, why?
  - a. What factors contributed to your decision to expanding or stopping your social projects?
4. Sustaining entrepreneurship –
  - a. Do you think societies are better off encouraging particular groups as opposed to different groups and what are the benefits of doing this to society?
  - b. What would make you continue carrying out your business and these projects?
  - c. What suggestions do you have to improve the business environment here so that you would want to engage more in social entrepreneurship?
5. Dynamics of employment characteristics – Does precedence i.e. role of past success and failure in SE ventures influence the way you manage your business and projects now i.e. what have you learnt from these experiences?
6. Can social entrepreneurship combat poverty, and if so, who is winning and why?
7. What innovations do social and sustainable ventures bring to for-profit enterprises?
8. What can business models that employ Fair Trade, microfinance, crowd-funding, and/or green entrepreneurship teach management about social change, political impact, business ethics, and sustainability?

## *Probes for Discussion:*

- *Motivations & goals*
- *Social needs and societal challenges addressed*
- *Benefits*
  - *Financial, moral*
- *Cultural influences – managing complexities around organizations*
  - *Relationships*
  - *Networks*

- *Means used to address these needs – areas of engagement*
  - *Education (primary, secondary, higher and further education)*
  - *Professional training*
  - *Orphanages (HIV/AIDS)*
  - *Social care/services (women and children)*
  - *Societal reintegration*
- *Training conditions*
  - *Access to supplies, equipment, extra funds*
- *Respect/recognition from peers, society, government or others*
- *Opportunity, achievement, career, growth, growth*
  - *Advancement, further education, responsibility, giving back*
- *Management and supervision*
- *Is there a sense of ownership of the outcomes here?*
  - *Work/training content, responsibility*
- *Standards of living*
  - *Cost of living*
  - *Housing*
  - *Electricity*
  - *Water*
  - *Transportation*
- *Education for children*
- *Work/home/life balance*

That concludes our focus group. Thank you so much for coming and sharing your thoughts and opinions with us. We have a short evaluation form that we would like you to fill out if you have time. If you have additional information that you did not get to say in the focus group, please feel free to write it on this evaluation form.

### **Materials and supplies for focus groups**

- Sign-in sheet
- Consent forms (one copy for participants, one copy for the team)
- Evaluation sheets, one for each participant
- Name tents
- Pads & Pencils for each participant
- Focus Group Discussion Guide for Facilitator
- 1 recording device
- Batteries for recording device
- Extra tapes for recording device
- Permanent marker for marking tapes with FGD name, and date
- Notebook for note-taking
- Refreshments