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**Being the Abstracts of manuscripts presented at the
14th International Conference of Hospitality & Tourism
Management Association of Nigeria, Held at Port Harcourt, Nigeria.**

12TH - 13TH NOVEMBER, 2020

HATMAN INTERNATIONAL CONFERENCE

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LEISURE PROFILE OF SPORT TOURISTS IN JOS METROPOLIS, PLATEAU STATE, NIGERIA

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ABSTRACT

The leisure profile of sport-tourists in Jos Metropolis, Plateau State, Nigeria is very important in order to unravel the personalities of the sport-tourists. Primary data was used to collect data for the study. A set of questionnaire was designed and administered on two hundred (200) sport-tourists. Data were presented in tables, analyzed using frequency and percentage. Results showed that 4:00p-6:00pm is the time mostly suitable for sports-tourism which is less than three (3) hours, most civil servants use their leave and leisure periods for sports-tourism; and soccer is the most preferred sports. It was recommended in the study that more tourist sites and facilities should be developed for all calibers of persons. Government, private companies and Non-governmental Organizations (NGOs) should organize local sports competitions among groups to increase awareness on the importance of sports-tourism.

Key words: Tourism, sport-tourists, tourism planning, leisure time, tourist sites.

POST COVID 19 SERVICE RECOVERY STRATEGIES FOR NIGERIAN HOTELS

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ABSTRACT

Hotels in the hospitality and tourism industry have experienced an unprecedented challenge with lots of hotel bookings cancelled as a result of COVID-19 pandemic. But restrictions have been lifted in many countries including Nigeria. As the hospitality industry slowly recovers, hotels are expected to make substantial changes to their operations in the post COVID-19 era. Researchers are also expected to shift their research focus to develop solutions for the industry. This article attempts to examine hotel manager's view on the use of service recovery strategies for Nigerian hotels in post COVID-19 era. The study argues that service recovery can be seen as solution leading to customer recovery (satisfied customers), process recovery (improved processes) and employee recovery (satisfied staff) in the post COVID-19 environment for Nigerian hotels. The article explored the experience and the service recovery strategies hotels use to recover from revenue loss, retain and regain their customer's loyalty. This qualitative study used semi-structured interview guide to sample the opinion of managers in five reputable luxury hotels in Nsukka, Nigeria. The findings revealed that hotels were greatly affected by COVID-19 pandemic which resulted in loss of revenue, downsizing, job loss and operations shut down. The hotels were using service recovery strategies but needs to be improved. The study suggests that a comprehensive approach to service recovery will lead to profitability.

Keywords: service provision, service recovery, COVID-19, hotel, Nigeria.

EFFECT OF INTERNAL MARKETING ON EMPLOYEE COMMITMENT TO THE GROWTH OF INDIGENOUS HOTELS IN PORT HARCOURT, RIVERS STATE, NIGERIA

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ABSTRACT

This study analyzed the effect of Internal Marketing on Employees commitment to the growth of indigenous hotels in Port Harcourt Rivers State, Nigeria. The purpose of the study was highlighted in four (4) objectives and four (4) research questions. The population of the study consist of Ten (10) hotels of different classes (small and medium) operating within Port Harcourt city. The study adopted a survey research design and the entire population of Sixty (60) respondents was used as sample size because of its relatively small nature. A four-point Likert type scale questionnaire was adopted. Instruments for the study were validated by two experts from the department of Hospitality and Tourism management, Umudike Umuahia, Abia State. Data for the study were collected through primary and secondary sources. The primary data were collected by personal contact with the aid of two research assistants and analyzed using mean and standard deviation. The findings revealed that internal marketing has positive significant effect on employees' commitment to the growth of indigenous hotels. The study concludes that indigenous hotel managers and stakeholders in Port Harcourt have not prioritized internal marketing hence they have not adopted effective internal marketing approaches. A clear implication of this finding is manifested in the slow growth of the indigenous hotels. The researchers therefore recommended that management of indigenous hotels in Port Harcourt should review their internal marketing systems and strategies with a view of adopting a good internal marketing strategy that will not only satisfy employees but lead to customer satisfaction and Organizational growth.

Key words: internal marketing, employees, commitment, hotel, growth.

SUSTAINABLE DEVELOPMENT GOALS AND TOURISM DEVELOPMENT IN NIGERIA

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ABSTRACT

This study examined the role of the Tourism Industry in achieving the Sustainable Development Goals (SDGs) and the challenges of the Tourism Industry in Nigeria. The study employed qualitative method that involved distribution of 80 Questionnaire to individuals in the Tourism Industry. The data were analyzed using Descriptive Statistics (table) and Inferential Statistics (chi-square test). It was found that causality was between the achievement of SDGs and the development of the Tourism Industry. The major challenges depriving Tourism Industry in achieving the SDGs was identified as lack of government involvement in the Tourism Industry; that is, the Industry was solely left for the private sectors. The study suggests that the Nigerian government should be more involved in the activities of the Tourism Industry by creating awareness about the existence of the SDGs.

Keywords: SDGs; Tourism Industry, Qualitative Method, Nigeria

A CURSORY APPRAISAL OF QUALITY OF SERVICE DELIVERY IN MEDIUM SCALE HOTELS IN DEVELOPING CITIES: FOCUS ON ADO-EKITI, NIGERIA.

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ABSTRACT

This study is an assessment of the quality of service delivery in selected hotels in Ado-Ekiti, a developing city in Nigeria. The questionnaire used was scrupulously validated as a verifiable instrument for data collection along with interviews and direct observation. Equity theory was adopted to assess the level of customers' satisfaction. The study population comprised the guests who have stayed for three or more days in the selected hotels. 510 copies of questionnaire were distributed for this research, and 450 copies were returned and analysed using figures, percentages and tables. The result of the study shows that quality of service delivery in these hotels is below average. The research further recommended rebranding services, in-service training, staff remunerations, regular and periodic market survey, and frequent evaluation quality of service delivery among others as a way out. The implication of the study is on the improvement of quality of service delivery in hotels in developing nations.

Keywords: *Quality service delivery; hotel; hospitality industry; guests; staff; Ado-Ekiti.*

EFFECT OF AWARENESS LEVEL ABOUT COVID-19 PANDEMIC IN TOURISM AND HOSPITALITY INDUSTRY IN EGBEDORE AND OLORUNDA LOCAL GOVERNMENT OF OSUN STATE, NIGERIA

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ABSTRACT

This study investigated the: Effect of Awareness level about COVID-19 Pandemic in the Hospitality and Tourism industry in Egbedore and Olorunda Local Government Area of Osun State. The effect of the present 2020 pandemic outbreak of Corona virus (COVID-19) has really affected negatively many businesses, tourism and hospitality industry inclusive and have suffered some setbacks across the world, which was accompanied by total lockdown (restrictions on public transport), in order to limit the transmission of the virus. Due to the lockdown and restriction period, a lot of economic, social, cultural and political activities globally, Nigeria inclusive with a bid to decrease deaths and mass infection of the populace, there were impediments to participation and investment in tourism and hospitality in the country. The study employed a self-developed questionnaire as instrument of data collection. The descriptive statistics of frequency and percentages were used to analyze the data to answer research questions while chi-square was to test the hypothesis. The result showed that the effect of awareness level about COVID-19 Pandemic has no significant positive effect on the Tourism and Hospitality Industry in Egbedore and Olorunda Local Government, since business activities was non active then. The researchers recommends the following; Egbedore and Olorunda Local Government should establish more attractive and well equipped communication and advertising on COVID-19 Pandemic, hotels to increase the level of awareness among the residents with Voluntary organizations and individuals should support government effort so that more Egbedore and Olorunda residents will feel the impact either directly or indirectly.

Keywords: *COVID-19, Pandemic, Hospitality/Tourism, Effect, Awareness*

CONCEPTUALIZING THE RELATIONSHIP BETWEEN HUMAN RESOURCES ANALYTIC AND ORGANIZATIONAL TRANSFORMATION DURING POST COVID – 19 PANDEMIC IN THE HOSPITALITY INDUSTRY.

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ABSTRACT

Organizations that would succeed in post Corona Virus Disease (Covid-19) era of rapid Global change of Economies and Technologies are those organizations that manage their Human Resources in the most effective and efficient manner. Human Resources are the only part of a business that can improve itself and they are fundamental to creating value in the organization. Human Resources had evolved from operational in the 1900's to strategic in the 2000's and now Human Resources decisions are data driven. This implies that data are collected, analyzed and the result is used to make informed decisions. Secondary data was used for the study. Various literatures were reviewed to find out how Human Resources Analytics has contributed to the success of Global leaders of Industries. The study revealed analytical models, steps in Human Resources Analytics, What could be measured and tools for measurement. The study concluded that HR Analytics allows organizations to obtain a clear picture of events in the past, present and prescribe solution for the future. The study recommended that organizations should adopt the use of analytics because what gets measured can be managed, what gets managed gets executed; Embrace Analytics for performance improvement and improved Returns on Investments; Adopt Analytics to use less resources to achieve more in post Covid-19 era.

KEYWORDS: Human Resources, Analytics, Organization, Transformation, Economy and Covid-19 Pandemic.

INFLUENCE OF E-MARKETING ON PATRONAGE OF HOTELS IN UMUAHIA NORTH, ABIA STATE

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ABSTRACT

This paper assessed the influence of e-marketing on customer patronage in Umuahia North Local Government Area of Abia State. The objective of the paper were to; determine the extent of use of e-marketing in hotels, to determine how e-marketing affects customer patronage, assess the benefits of e-marketing on customer patronage and assess the challenges facing e-marketing in hotels. Information were gathered through a primary source with the use of a well-structured questionnaire. The total population of the study was 200 while the sample size was 133. Data obtained were analyzed using descriptive statistics such as frequencies and percentages for demographic data while mean and frequency were used to analyze the research questions. The results of the different questionnaire items collected revealed that the various extent of utilization of e-marketing by hotels includes social media marketing e.g face book, twitter, you tube and Instagram, search engine e.g google, affiliate marketing e.g third party hosting and instant messaging e.g messenger, WhatsApp and viber also that the effect of e-marketing on customer patronage includes increase client base, increase internet awareness, create job opportunity and improve sales, benefits of e-marketing includes wider prospect reach, cost-effective approach, reduction in cost through automation and use of electronic media, 24/7marketing, personalized on-on-one marketing, Increased interactivity and increased ability to track results and finally the challenges of e-marketing includes among others as marketing integration, privacy, increased integration with social networks, trigger-based e-mail and special issues on e-marketing. It was thus concluded that e-marketing influences customer patronage of hotels. The study therefore recommends that other hotels who have not incorporated e-marketing as part of their marketing strategy should try and incorporate it as it has a positive way of improving customer patronage amongst others.

Keywords: E-marketing, internet, hotel patronage, customers.

HOTEL OPERATIONS AND ENVIRONMENTAL SUSTAINABILITY IN POST-COVID 19 HOTEL INDUSTRY

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ABSTRACT

The Hospitality Industry over the past several years have turned their focus to the importance of environmental sustainability as it relates to hotel development and operations, the aim of this paper is to discuss hotel operations and environmental sustainability in post covid -19 hotel industry, this study is carried out based on the secondary data sources, various literature, newspapers, organisational and government publication, website material and other sources are used to find out and complete the study, literature on hotel operations, hotel impact on environment, environmental sustainability in the hotel industry, covid -19 effect on hotel industry, strategies and covid -19 guidelines, the economy of hotel industry has been heavily hit by the covid -19 pandemic and the measures introduced by government through lockdown and social distancing has close down hotels, cancel tour, conference and convention living hotel industries in a great lost, and this lost brings responsibility to the hotel owners and managers to act with care and to promote strategies that respect the environmental well-being, Recommendations are forwarded for the hoteliers, to adopt more effective environmental strategies and covid -19 guidelines for the welfare of their guests.

Keywords: hotel operation, environmental sustainability and Covid-19 pandemic

INTERNATIONAL GUESTS' PERCEPTION OF SERVICE DELIVERY IN SELECTED FIVE-STAR HOTELS IN LAGOS STATE, NIGERIA

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ABSTRACT

The hotel industry plays a prominent role on the economy of a country because of the relationship with tourism. The need to improve on hotels services and retain their customers is of great importance to the management and staff. Despite the importance of guest to the hotel sector, few studies have focus on foreign guests whose perceptions might differs because of some cultural differences. This study therefore sought to investigate the perception of international guest on service delivery in 5-star hotels. The study was conducted using a cross sectional study research design and survey method. The population of the study comprises International guests who lodged in the hotel branches located across metropolitan city of Lagos State. A descriptive statistics was employed to analyse the data using statistical package for social sciences (SPSS). This study showed that major purpose of guest's visit to the hotels is for leisure and business. It also revealed that the international guests have a positive perception on the environment and hotel service delivery. It can be concluded that International Guests' have positive perceptions towards the hotel environment and service delivery. It is recommended that hotel should employ professional with good human relation at their front desk and customer service departments

Key words: Environments, international guests, hotels, service delivery, staff attitude

INTERNAL CONTROL SYSTEMS AND HOTEL FINANCIAL PERFORMANCE IN ABEOKUTA, NIGERIA

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ABSTRACT

The relevance of internal control system on financial performance of selected hotels in Abeokuta, Ogun State was determined in this study. Survey research design was employed for the study, and the population was selected from standard hotels operating within the study area. Primary data was generated through detailed questionnaire, while secondary sources of data include journals and internet materials. Frequency counts, percentage and multiple regression were used for data analysis. Findings revealed that internal control variables have positive influence on the financial performance of the hotels. The study concluded that internal control variables affect financial performance of hotels, which consequently enhance profitability. The non-existence or inadequacy of internal control systems could further have effect on the profitability and sustainability of the business.

Keywords: *Financial performance, hotel industry, hotel sustainability, internal control, risk assessment.*

COMMUNITY INVOLVEMENT IN THE DEVELOPMENT AND SUSTAINABILITY OF TOURISM PRODUCTS IN MINNA METROPOLIS, NIGER STATE, NIGERIA

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ABSTRACT

Most communities due to ignorance fails to recognise and appreciate the presence of tourist products in their domain and as such do not give priority to it in terms of ensuring effective management of the resources, Minna inclusive. This study therefore identifies and examine the available tourist products, investigate the perception of the community in development and sustainability of the products and as well, document the challenges militating the community's effort on the developmental and sustainability of the product in the study area. The study population for this research work was Minna metropolis. Bosso and Chanchaga Local Government Tourism committees in Minna, tourist and the residents, within which a sample of 120 respondents were drawn for the study. Tourism Committees were purposively selected while residents of the community were randomly selected and tourists were conveniently drawn for the study. Primary and secondary methods of data collection were employed to generate relevant and meaningful data for this study. It includes the use of structured questionnaire of both open and close ended mode. Data collected were analysed using simple percentage method where the response options of each question was calculated using its frequency as a percentage to all the options to each question. The study reveals that hotels are one of the tourist products, drill ranch, Catering, hand- made basket and road transport facility i.e. car, bikes, buses were part of the available tourist products in the study area. Further research findings reveals that The study revealed that financial support during, Awareness creation, sanitization of the environment / community. Warmed hospitality, Absolut security and proper coordination of activities during the celebration were all acknowledged as community roles in the development and sustainability of tourist products. More also, result of developmental status of tourist products In Minna metropolis bring to light that the products are not fully developed. Poor government support and encouragement, Private sector motivation, poor awareness culture among others were d challenges facing the development of the products. Conclusively, hotel, drill ranch, catering, handmade basket, new yam festivals are the tourists products identified in Minna metropolis. Awareness creation, sanitization, warmed reception are major roles the community plays in the development and sustainability of tourist product and the available tourist products in Minna are developed. However are still confronted with certain problems such as: poor enlightenment, lack of professionalism, poor electricity supply, poor government support and encouragement, poor private sector motivation and poor community culture. Finally, it was recommended that: good governmental and community attitude should be encourage through seminar, workshop and effective symposium, Provision of adequate and constant electricity supply should be provided by government, Provision of good infrastructure facilities / amenities, involvement of professionals to reduce the threat posed on the development status of the products and Involvement of private and public sector participation towards soundable and meaningful development and sustainability of tourist products in Minna.

Keywords: *community, development, involvement, sustainability, tourist, product*

DIGITAL MARKETING AND PARK DEVELOPMENT IN NIGERIA: AN APPRAISAL OF CROSS RIVER NATIONAL PARK

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ABSTRACT

In the recent times, most parks in Nigeria have witnessed significant reduction in tourists/visitors' arrival not minding their huge investments and quality of biodiversity. This fundamental problem has deprived them of their potentialities in ecotourism development in Nigeria. To this end, this study is aimed at appraising the existing marketing strategies in one of such parks in Nigeria, the Okwangwo Division of Cross River National Park (ODCRNP), to find out how marketing as a factor, has contributed to its palpable fall in tourists/visitors statistics. The study used mixed-method research approach (quantitative, and qualitative). While 199 structured questionnaires were distributed to respondents (81 staff and 118 tourists) using total enumeration method of sampling, purposive and convenient sampling methods were used in selecting resource persons for key informant interviews. Observational method was not left out. The result shows that there is a significant decrease in tourist arrivals at the park as a result of insufficient and outmoded marketing mix. Also, the park has not been able to explore the opportunities of digital marketing for park development. The study has implications for engaging responsive digital marketing mix to enhance the opportunities of this park and some other parks in Nigeria, for sustainable ecotourism business in a competitive global ecotourism industry.

Key words: Digital marketing, Tourism, National Park, and Development.

CHALLENGES OF CUSTOMER SATISFACTION AMONG SELECTED HOTELS IN OWERRI METROPOLIS OF IMO STATE, NIGERIA

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ABSTRACT

The study assessed the challenges of customer satisfaction in the hospitality industry with special reference to ten (10) hotels operating in Owerri Metropolis, Imo State. Survey method was applied for primary data collection and this involved the use of questionnaire and interview. Three hypotheses were proposed for the study. Three hundred and forty two (342) respondents comprising hotel managers and customers were administered with questionnaires. The tests of hypotheses were carried out using Pearson correlation model and ANOVA (F-test). The study showed that speed of service is positively associated with customer satisfaction. This was confirmed by test of hypothesis No. 3. There was high level of agreement between customers and managers with regards to factors affecting customer satisfaction. This was confirmed by the analysis of variance (F-test) conducted. Both customers and hotel managers ranked security 1st while speed of service was ranked 4th among the factors affecting customer satisfaction. Customer's sensitivity to price was confirmed. Customers expressed dissatisfaction with the quality of service rendered by the hotels. Based on these findings and others, it was concluded that the hotel managers may not have accurate perception of their role, and have not prioritized customer satisfaction; hence, they have not adopted effective customer satisfaction approaches. A practical implication of these findings is manifested in the slow grow of the hotel industry; besides, they cannot effectively compete in the global market. It is therefore, recommended that management should endeavour to review existing service delivery system with a view to adopting customer satisfaction policy and strategies that will not only satisfy customers but also exceed their expectations. Profitability should be seen as an outcome of customer satisfaction and loyalty and not as the primary focus of organizations.

Keywords: customer expectation, customer satisfaction, role perception, speed of service.

THE NEED FOR NUTRITION EDUCATION AMONGST FOOD VENDORS IN NIGERIAN TERTIARY INSTITUTIONS

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ABSTRACT

The tertiary institution is a special community of its own where large energy is daily released in doing brain work. This energy (calories) is obtained from food. Food consumption is vital to the brain to make the right amount of amino acids and choline which are two precursor molecules obtained from the blood that are needed for the brain to function normally. Researches have shown that nutrition affects learning and behaviour and suggested that diet can influence cognition and behaviour in many ways, which include the condition of not having enough nutrition or the condition of the lack of certain nutrients. Since a tertiary environment is a place of much brain work both for the staffs and students, the importance of good nutrition cannot be overemphasised especially for the student at the stage of transition from secondary to tertiary institution where the need to grasp new concepts and additional stress of environmental change with no parental guide. The Nigerian tertiary institutions are structured in such a way that it favours much eating at campuses either because of early morning lectures, no cooking rules of the school hostels or time constraints amongst other factors. Food consumed are often obtained from the food vendors on the campuses, who has little or no knowledge of nutrition so makes provisions according to their knowledge, which the community is forced to purchase on availability whether it has much nutritional value or meets the nutritional needs of such environment or not. This paper examines the structure of the Nigerian tertiary institutions, nutritional needs of an educational environment, food services as provided by food vendors on Nigerian campuses, the need for nutrition education among campus food vendors, ways to bring nutrition education to campus food vendors, impediments to bringing nutrition education to Nigerian campus food vendors and way forward.

IMPACT OF HOSPITALITY INDUSTRY ON SOCIO-ECONOMIC DEVELOPMENT IN NEW BUSSA, NIGER STATE, NIGERIA

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ABSTRACT

The study focused on impact of hospitality industry on socio-economic development in New Bussa, and was designed to achieve the following objectives: to know the impact of hospitality industry on socio-economic development in New Bussa, to identify the hospitality outfits in New Bussa, to know the services rendered by these outfits. Hoteliers, restaurants and fast-food outlets. Staff and visitors who patronized the hospitality outfits constitute the study population from the study. Questionnaire was used as the instruments for data collection. Convenient and simple random techniques were adopted to select respondents. The finding of the study reveals that there exist several hospitality outfits ranging from hotels, motels, and guest houses providing a variety of services like lodging, catering, laundry at various locations in the community and it was concluded that New Bussa is blessed with several hospitality outfits ranging from hotels, restaurants, guest houses and so on. These hotels and guest houses provide several services such as lodging, laundry, catering etc. The services rendered have effects on the socio economic development of the host community in the areas of: job creation, social cohesion, Infrastructural development etc and recommendations were made which include: infrastructural and other social amenities should further be provided and developed with the view of attracting the presence of more hospitality outfits in the community to promote and enhance economic and social development of the area and the available hospitality outfits should improve in the quality of services and further introduce other services such as car hire, internet etc. in order to have more social economic benefits to the society.

Keywords: economic, impact, development, hospitality, industry.

