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HUNTERS' PERCEPTION OF SNAKE TOURISM IN ODEDA LOCAL GOVERNMENT AREA OF OGUN STATE, NIGERIA

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ABSTRACT

Snakes attract a unique fascination from tourists, and feelings in a way that no other animal can offer. Hunters play a strategic role in the success of snake tourism. Often times, hunters are the first and most frequent contacts of snakes with their actions having far reaching implications on snake tourism. Hunters' perception of snake tourism in Odeda Local government area of Ogun state was carried out to ascertain hunters' willingness and views to participate in snake tourism. The sampling technique adopted was focus group discussion. Hunters were drawn from hunting communities to discuss issues relating to snake tourism. Data elicited from the discussion were subjected to content analysis. Snakes encountered by the hunters in the study area included Rock python (*Python sebae*), Royal python (*Python regius*), Gabon viper (*Bitis gabonica*), African puff adder (*Bitis arietans*) and Cobra (*Naja nigricollis*). Three themes emerged from the discussion; the hunters were favourably disposed to snake tourism, they enthusiastically expressed their willingness to partner with government in actualization of snake tourism, they stated posterity and economic benefits as reasons behind their willingness. Their willingness to be involved is a critical strategy for sustainable tourism. Snake tourism has enormous potentials in the study area which can be achieved in the study area. It is recommended that relevant government agencies should work out modalities for the actualization of snake tourism in the study area. A feasible master plan should be designed for involvement of hunters and other members of the host communities in snake tourism.

Keywords: Community participation, hunters, snake farm and snake tourism

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INTRODUCTION

Snakes are legless creatures covered with scales and staring eyes that neither blink nor close (Department of Environment and Science, 2020). They sometimes possess fangs that dispatch poisonous venom to their perceived enemies. Snakes are very mobile animals adapted to moving quite swiftly over sand and rocks. They also possess the ability to burrow in the soil, find their way through cracks, climb through almost vertical rock walls and could even swim in rivers at astonishing speed (Department of Environment and Science, 2020). There are over 3,000 species of snakes spread across the earth except in Antarctica, Iceland, Greenland and New Zealand. Out of all the extant snakes, only about 600 species are venomous. Non venomous snakes capture their prey either by swallowing them alive or squeeze them to death through a process called constriction (National Geographic, 2020).

Snakes play highly crucial role in the natural environment and public health. They serve as prey and predators in the food web. Snakes serve as food

for animals such as mammals and birds. Some other snakes feed on rodents and other small reptiles. Snakes that feed on rodents serves a solution to the problem of pests on farmlands and minimize the outbreak of rodents related diseases such as Lassa fever. There is therefore no gainsaying in the fact that human beings stand the risk of epidemic plagues and loosing agricultural crops worth millions of naira if the population of snakes is wiped out in our communities (Meerburg *et al.*, 2009; and Stenseth *et al.*, 2008). Viewing snakes serves the purpose of recreation. Snake tourism in this context refers to every form of tourism that involves watching snakes at zoo, snake farms or even at their natural habitat. Snakes attract a unique feeling and fascination from tourists in such a way that no other animal can offer. Hunters play a strategic role in actualization and success of snake tourism. More often than not, hunters are usually the first and the most frequent contact of snakes in their natural habitat. At such instances, the hunter's response is either to avoid the snake or capture it dead or alive. Whichever decision the hunter takes has far reaching implications on snake tourism.

It will require the cooperation of hunters to ensure that snakes are not wiped out of natural habitat. It will also require the collaboration of hunters to capture live snakes for display at zoos and other tourism destinations. This informed the rationale behind eliciting hunters' perception of snake tourism in Ogun state.

METHODOLOGY

The study was carried out in Odeda Local Government Area of Ogun state, where there is an appreciable collection of hunters. As a matter of fact, the name of the local government was derived from the Yoruba translation of hunters.

The sampling technique adopted was Focus group discussion. It is a research technique whereby a researcher coordinates a group of individuals with common identity to discuss a particular subject matter (Hayward et al., 2004). In this case, hunters were drawn from hunting communities to discuss issues relating to snake tourism. The guidelines for the implementation of focus group discussion as provided by Morgan et al. (1998) were strictly adhered to.

The lead author played the role of a "moderator" during the group discussion. The group discussion was held at the hunters' statutory meeting point of the hunters' association. The choice of the venue was made based on ease of accessibility and location. The participants were expected to be comfortable, at ease and free from distractions, in line with Macfarlane Smith (1972) and the selected venue met these requirements. The group size was put at 12, as recommended by Fern (1982). If members of the group were beyond 12, the group might disintegrate into smaller groups which could be difficult for the moderator to handle.

At the commencement of the discussion, the moderator gave an opening remark by introducing himself and stating the essence and scope of the discussion. The participants were equally given the privilege of introducing themselves. Data elicited during the discussion were subjected to content analysis as prescribed by Tynan and Drayton (1988) and Morgan et al.(1998).

RESULTS AND DISCUSSION

The snakes encountered by the hunters in the study area included Rock python (*Python sebae*), Royal python (*Python regius*), Gabon viper (*Bitis gabonica*), African puff adder (*Bitis arietans*) and cobra (*Naja nigricolis*).

The outcome of the study centered on 3 major themes. Firstly, all the hunters were favourably disposed to snake tourism. This is considered a welcome development because the disposition of hunters to a large extent determines the outcome of nature-based tourism such as snake tourism. The hunters' positive disposition towards snake tourism has tremendous prospect and potential for nature-based tourism. With the variety of snakes available in the study area, government and other tourism organizations can leverage on this to set up a snake farm whereby the hunters are engaged in the live capture of these snake species. A lot of opportunities are embedded in the establishment and management of a snake farm. Aside from the rare privilege snake farm offers tourists to watch snakes, especially the highly venomous from a close range in a show room or terrarium without being bitten, it also creates job and income generating opportunities. Beyond recreation, snake farms offer an informal or "out of classroom" education about snakes' biology and behaviour. For instance Bangkok Snake farm in Thailand offers training sessions on snake handling and capture. Furthermore, the snake farm organizes specialized training for health workers and interested participants on venom extraction for production of anti-dotes and snake bite treatment.

Snake tourism is a fast growing foreign exchange earner for nations around the world. Out of over 400, 000 tourists recorded annually at Bangkok snake farm, 60% of them are foreigners (Queen Saovabha Memorial Institute, 2008). Elsewhere in small village of Zisiqiao in China's Zhejiang province, just a handful of entrepreneurial snake farmers generate as much as USD12million per annum from the sale of snakes to pharmaceutical companies. These companies use different parts of the snakes to produce nutritional supplements that are sold to waiting customers in Japan, South Korea, America and Europe (Marks, 2018).

These snake farms, if established in the study area with the collaboration of the hunters could offer some sorts of free community service that will bring out a win-win scenario for the community and snake conservation. It is such that the snake farm can render a free service of capturing or removing live snakes from people's vicinity or surroundings. These captured snakes are then cultivated in the snake farm. It is a win-win in the sense that community members are relieved from snake attack while the snake farm increases its resource base through the snake captured that is to be cultivated.

The second theme that emerged from the study was that the hunters enthusiastically expressed their willingness to partner with government in actualizing snake tourism. Community participation in nature-based tourism has become very popular and acceptable management practice in the 21st century. The third theme bothered on the reason for the hunters' willingness to partner with government in actualizing snake tourism. It was primarily for the sake of posterity and associated perceived economic benefits. Community participation has been described as a necessary pathway for developing countries in relation to the issue of nature based tourism (Nair and Hamzah, 2015). Community based tourism increases the capacity of local people to actively get involved in tourism. The non-involvement of local people in nature based tourism could make such projects ineffective. The willingness of local communities to be involved in tourism and their eventual involvement is a critical strategy towards sustainable tourism. While much has been written about the potency of partnering with local communities in nature - based tourism such as snake tourism and how such involvement boosts local economy, little attention has been paid to the procedure or guidelines for incorporating local communities. In other words, embracing community participation in tourism without adopting a realistic criteria for community participation will be ineffective. Sebola and Fourie (2006) opined that not much has been reported about how unsuitable criteria could be responsible for an unsuccessful tourism adventure. It is paramount that a workable and realistic guideline be adopted when implementing the concept of community participation. Several authors have laid credence to the view expressed by the hunters in the study area that being actively involved comes with economic incentives. Mitchell and Reid (2001) inferred that one of the essence of community based participation is to boost the capacity for job creation, expand entrepreneurial ventures for local communities while Snyman (2012) and Scheyvens (2002) reported that developing countries have used community based participation to drive local economies and environmental development.

CONCLUSION

Snake tourism coupled with the snake diversity in the study area has enormous potentials that are yet to be unleashed. With the hunters' favourable disposition towards snake tourism, the study area stands to enjoy some economic benefits from the development

of snake tourism. It is recommended that all relevant government agencies, especially the Nigeria Tourism Development Corporation in collaboration with other tourism stakeholders should work out modalities for the actualization of snake tourism in the study area. It is also essential that a feasible master plan be designed for the involvement of hunters and other members of the host community in snake tourism.

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MUSEUM MANAGEMENT AND ITS EFFECT ON DESTINATION GROWTH: A STUDY OF MUSEUMS IN NEW BUSSA, NIGER STATE, NIGERIA.

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ABSTRACT

This study focused on museum management and its effects on destination. The study sought to investigate and ascertain the adopted design, organization and management of the museums in New Bussa and their perceived effects on destination growth. Management, staff and visitors of the museums (Wildlife, Kainji Lake National Park and Kisra Museums) served as the study population, for this research and 108 respondents comprising of management and staff were purposively selected from the population while visitors were randomly selected for the study. Questionnaire was used to generate data from the study sample. One hundred and eight (108) questionnaire was administered but only One hundred and one (101) was retrieved and used for analysis. The research findings revealed that pictorial, archeological and war relics were the artifacts obtainable in the museums. Further research findings showed that the organization and design methods adopted by the museum included materials displayed on shelves, displayed on tables or exhibited according to category. The adopted museum management practices included employment of staff as guides, employing appropriate preservation methods and staff operating on shift. The perceived effects of the design, organization and management practices on the museums were instrumental to enhancing tourist influx through their attractive nature and fostering tourist understanding of the museums. The challenges faced by the museums included poor funding, insufficient materials, and irrelevant materials. Lack of modern technology and scientific materials; perceived to be sophisticated to be kept in the museums. Technological and scientific artifacts/materials should be introduced in the museums in order to meet up with contemporary requirements for a standard museum. The organizational and design practices of the museums should be improved and sustained.

Keywords: Destination, Effect, Museum, Management, Selected

To cite this article

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INTRODUCTION

A large number of people visit museums; from the very young to the old, and in a range of groups: families, friends, schools and couples. Museums are exciting places for visitors as they give information about the objects they hold and the researches carried out in the destination in a variety of ways. Museums are unique contexts for learning often called "free choice" learning environment (Falk and Dierking, 2000). Museums have the opportunity to shape identities through access to objects, information and knowledge visitors can see themselves and their culture reflected in ways that encourage new connections, meaning, making and learning, that aid destination growth (Kelly, 2009). In order to justify the existence of museums as place of excitement and education due to its diverse collection and preservation of objects, they are influenced to change their focus, from heritage towards consumers.

This is why more and more museums have become concerned by measuring and improving their performance (Maher et al. 2011). In this context, museums have begun to develop business models, which would help them survive (Pop and Borza, 2014). Museums are organizations like any other, which require proper structure and suitable managerial strategies to signify why they have to use resources to provide products, services and useful information to consumers towards destination growth. Museums in recent times are faced with increasing expectations and demands, but they are equipped with decreasing, or static, resources (Pop & Borza, 2014). Provision and upgrading of museum resources to meet up with customer's expectation and demand is crucial alongside the siting, organization and indeed best managerial practices geared towards destination growth. Management of museum have recently started implementing the same type of management

strategies as private companies. The main reason for this behavior is that improving the sustainability of museums is closely linked to the development of their management and marketing strategies that enhance destination growth (Alcaraz *et al.*, 2009). Thus in recent years, there has been a rise of museums corporatism, characterized by the primacy of economic dominance of marketplace thinking in museum affairs (Sandell and Janes, 2007). The adoption of corporate management by museums involves applying and improving some managerial strategies, which can enhance the museum's social, cultural and economic output.

The study of museum is significant based on the fact that it enables individuals and societies to reflect their past values and heritage resources. In recent years several studies on how museums have to adapt to their new environment have been conducted. In particular, researchers focused their attention on improving museum services so as to meet the needs of customers adequately (Weil, 2007). Quality has been regarded as a source of competitive advantage (Radder, Han & Hou, 2011) and better performance indicators (Maher, Clark & Motley 2011). However, location, organization and management strategies are equally indicators for the quality of museums that other research works have not looked into. Markovic, Raspor & Kosmic (2013) added that, any quality services provided in accordance with visitors' requirements allow museums to fulfill their social goals and at the same time increase their sustainability. Therefore, suitable location, organization of museum resources and indeed absolute managerial practices are ingredients for the quality of museums that worth examining and further enhance destination image and growth.

Despite the relevance of museums to any society, individuals and communities are ignorant of the fact that their past heritage resources have immense significance to the present and future generations and the location, organization and management of museums were crucial issues of concern, particularly in New Bussa. This study was designed to achieve the following objectives: examined the location, organization, management as well as the various categories of artifacts in the museums under study with a view to identify the categories of artifacts

available in the museums, determine the adopted design, organization and management of the museums, also, examine the perceived effects of design, organization and management on the destination and investigate the challenges confronting the adopted museum management practice.

The outcome of this study is expected to help to educate and perhaps enhance the knowledge of the concerned authorities with regards to the effects of design, organizing and management of museums in a destination with a view to harness all potentials in actualizing the positive effects at maximum phase and curtailing the negative effects to the lowest limit. It will further serve as useful source for future researchers as well as policy making instrument.

METHODOLOGY

New Bussa is a town in Niger State, Nigeria. It is the new site of Bussa after the Kainji Lake dam set the previous location underwater. New Bussa is the head quarter of Borgu Emirate and Borgu Local Government area. The community was resettled sometimes in April 1968 to the present New Bussa (<https://www.google.com>). The community hosted several tourist attractions such as Kainji Dam, Kainji Lake National Park, Federal College of Wildlife Management Museun and Zoo, Kisra Museum among others and is one of the community with the highest concentration of federal establishments in Nigeria. Management, staff and visitors of the museums (Wildlife, Kainji Lake National Park and Kisra Museums) served as the study population for this research and 108 persons were selected from these populations for the study. Primary method of data collection was used. Purposive and convenient sampling methods were adopted in selecting management members and staff (purposive) and visitors. One management staff and two other staff were purposively selected from each of the museum due to their relevance in supplying the needed information for the study and thirty three visitors each from the three museums. A total of 108 were administered but only 101 were retrieved and used for the study. Data collected were presented in form of percentages and mean.

RESULTS AND DISCUSSION

Table 1: Materials in the selected museums

Materials	YES		NO	
	Frequency	Percentage	Frequency	Percentage
Pictorial Materials	96	95.05	5	4.95
Archeological Materials	96	95.05	5	4.95
Cultural Materials	98	97.03	3	2.97
Prototypes of slave trade materials	97	96.04	4	3.96
War relics	98	97.03	3	2.97
Foreign materials	93	92.08	8	7.92
Technological materials	9	8.91	92	91.09
Scientific materials	7	6.93	94	93.07

Source: Field Survey, 2019

From the above table, the percentage column for the 'YES' response shows higher percentage than that of the 'NO' response, thereby indicating positive results. This translates that most of the materials listed were obtainable in the selected museums. However, technological and scientific materials recorded negative responses which indicated their unavailability in these museums. The museums were rich in terms of artifacts but only lack technological and scientific materials that could further enhance visitors' patronage to New Bussa.

Table 2: Adopted organization and design of museums

VARIABLES	YES		NO	
	Frequency	Percentage	Frequency	Percentage
Materials were exhibited according to categories	97	96.04	4	3.96
Materials were displayed in shelves	99	98.02	2	1.98
Materials were displayed on tables	99	98.02	2	1.98
Materials were arranged on the floor	89	88.12	12	11.88
The museum is partitioned into sections	97	96.04	4	3.96
Everything (materials) were combined in an open floor within the museum	88	87.13	13	12.87
It is mainly pictorial	88	87.13	13	12.87
It is mainly gathered materials	94	93.07	7	6.93

Source: Field Survey, 2019

The above table shows the organization and design systems adopted in the museums. It indicates that all the variables existed as the organization and design systems operated by the museums. This signifies that the museums have an appealing organization and design systems that could foster visitors experience in the museums and further aid destination growth since artifacts were arranged and organized accordingly for easy understanding to excite tourists and influence their visit.

Table 3: Adopted museum management practices for Destination Growth

Museum Management practices	YES		NO	
	Frequency	Percentage	Frequency	Percentage
Experts were employed as guides	99	98.02	2	1.98
The museum is open for 24 hours	84	83.17	17	16.83
Staff operate on shifts	100	99.01	1	0.99
Appropriate preservation measures were employed for the materials	94	93.07	7	6.93
Conducive atmosphere (steady power supply) within the museum premises	93	92.08	8	7.92

Museum Management practices	YES		NO	
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Staff operate on shifts	100	99.01	1	0.99
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Conducive atmosphere (steady power supply) within the museum premises	93	92.08	8	7.92

Source: Field Survey, 2019

The above table indicates the adopted management practices in the museums. The findings show that all the management practices indicated were in existence in the museums. This signifies that the museums are well managed in terms of managerial system and as such, will enable visitors gain the needed experience and excitement in the course of their visit and yield return to the destination and as such, pave way for economic growth.

Table 4: Perceived effects of museum design, organization and management practices on Destination Growth

VARIABLES	YES		NO	
	Frequency	Percentage	Frequency	Percentage
Enhance tourist influx through its attractive nature	101	100.00	0	0.00
It fosters understanding of the museum by tourists	101	100.00	0	0.00
It promotes the life span of materials	95	94.06	6	5.94
It increases income through increase patronage	91	90.10	10	9.90

Source: Field Survey, 2019

The above table reveals the perceived effects of design, organization and management practices for destination growth. It indicates that the variables, enhancing tourist influx, promoting life span of materials, fostering understanding of museums by

tourists among others were obtainable in the museums. This implies that all the variables have positive effect on the destination. The existence and situation of these museums in this destination is therefore a blessing that should not be compromised as a lot of benefits realized pave way for destination growth.

Table 5: Challenges faced by the selected museums

Challenges	YES		NO	
	Frequency	Percentage	Frequency	Percentage
Poor funding	92	91.09	9	8.91
Insufficient materials	92	91.09	9	8.91
Irrelevant materials that does not reflect the heritage of the area	95	94.06	6	5.94
Poor publicity	94	93.07	7	6.93
Unqualified personnel (Guides)	90	89.11	11	10.89
Poor design and organization of the museum	89	88.12	12	11.88

Source: Field Survey, 2019

Results in table 5 above show the challenges faced by the museums. Major among the challenges was that the artifacts in the museums do not reflect the heritage of the community. Other challenges were poor funding, poor publicity, insufficient artifacts/materials and poor design and organization of the museums. This shows that the museums are facing numerous challenges that require immediate intervention.

CONCLUSION

The museums have all categories of artifacts except technological and scientific materials which are believed to be sophisticated to be housed in the selected museums due to complex management and conservation processes required. The museums are faced with several challenges which include unqualified personnel, poor funding, poor publicity, absence of scientific and technological materials and insufficient artifacts among others. For a more effective management of the museums the following are recommended:

- Technological and Scientific artifacts/materials should be introduced into the museums in order to meet up with contemporary requirements for a standard museum.
- The organizational and design practices of the museums should be improved and sustained.

- Qualified personnel should be employed in the museums to ensure utmost management of the museums and proper guides to visitors.
- Government and other stakeholders should provide adequate funding to these museums as well as provide adequate artifacts in order to improve the standard of the museums for enhanced destination growth.

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ASSESSING THE USE OF PUMPKIN (KABEWA) IN BAKING OF CAKE

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ABSTRACT

Cakes are majorly produced from wheat flour. Lack of nutritional value is the key problem with most baked products. A great number of refined grains that are associated with increasing high risk for many preventable diseases such as obesity, diabetes, and cardiovascular diseases are consumed on daily basis. This experiment aims to produce some frequently consumed baked products with enhanced nutritional value and sustained palatability using indigenous vegetables and fruits. Wheat flour was substituted with pumpkin flour and fresh pumpkin in cake and muffins while controlling all the other ingredients. The method of evaluation included the use of five point's hedonic rating scale to rate the samples on color, taste, mouthfeel, texture, and acceptability. Data collected were analysed using descriptive statistics and T-test. The results showed that pumpkin muffin and cake products have high acceptability and were perceived affordable by respondents. The study recommended that the use of pumpkin will likely reduce the wastage of pumpkin and create an avenue for the local commodity to be featured in menus and also ensure food security.

Keywords: Bread, Cake, Muffins, Cookies, and Pumpkin.

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INTRODUCTION

Bakery products are produced mainly from wheat flour. In the food industry, there is a constant search for raw materials that do not contain gluten and can result in products that have good acceptance by consumers, especially those with celiac disease (Martinez, 2013) Among bakery products, cake has been gaining increasing importance concerning consumption and marketing in Brazil, America, and many African countries including Nigeria. Many companies that already produce bread, cookies, and toasts have entered the cake market to diversify their product line, allowing changes in industries that have moved from small to large scale (Vallejos, Tainara, & Myriam, 2015). Determination of strategies to reduce energy intake is important for effective weight management (Kaniz, 2015). Reduced sugar and reduced-calorie preparation are made for overweight persons and diabetics suffering from lack of suitable food in their diets. Several foods have been produced for this purpose (Canan Ece Tamer, Incedayi, Yonel, Jonak, & Copur, 2010). Food formulated for diabetics and/or weight reduction tends to replace bulk caloric sweeteners with high-intensity sweeteners (Iglesias, 2012) Iglesias (2012) reported that blends of high-intensity ingredients provide flavor profiles that more closely match sucrose and that flavor, bitter or sweet after-taste attributes of a single ingredient are minimized in a blend of two or more ingredient. Other advantages are cost-reduction due to synergistic enhancement of sweetening power and reduced

exposure to a single chemical substance. Pumpkin is a very important food as part of a diet and as a medicinal therapeutic (Chuck, 2011). It is believed that pumpkin is a healthy and functional vegetable because it is rich in phenolics, flavonoids, vitamins (including β-carotene, vitamin A, vitamin B2, α-tocopherol, vitamin C, vitamin E), amino acids, carbohydrates and minerals (especially potassium) and has low energy content (about 17 Kcal at 100 g of pumpkin flesh) and a large amount of fiber. Pumpkin might also be an excellent source of provitamin A carotenoids for preventing vitamin A deficiency (Stuart, 2004). Besides the provitamin A activity the special physiological functionality of several carotenoids, as well as the prevention of cancer, made it necessary to increase the knowledge about the content of carotenoids in foods. It is generally utilized during the immature and mature stages as a culinary vegetable. Its use allows producing different foods as pumpkin in syrup, jam, jelly, and purees (Kaniz, 2015) There are other traditional pumpkin foods, like pumpkin congee and dessert. Because of its good functional properties, foods produced from pumpkin should be diversified (Iglesias, 2012; Vallejos, Tainara and Myriam, 2015).

Pumpkin flour is used because of its highly-desirable flavour, sweetness and deep yellow-orange colour. It has been reported to be used to supplement cereal flours in bakery products like cakes, cookies, bread, soups, sauces and instant noodles as well as a natural colouring agent in pasta and flour mixes.

Statement of Problem

Daily intake of highly refined grains has been related to increased risks of chronic diseases such as obesity, type 2 diabetes, coronary heart diseases, and prostate cancer. In contrast, the consumption of fibers has been related to decreases in these diseases (Noor, Lee, Sharifudin, Fadzelly and Hasmadi, 2014). The trend of demanding high nutrients, low sugar, and low-calorie products has, therefore, been increasing drastically over this decade. In an attempt to reduce refined grain intake and increase nutrients intake in a typical bakery, the ground pumpkin will be used in this experiment to replace the wheat flour in a classic white cake, Bread, and Cookies.

objective of the Study

The study was carried out to:

1. Profile the acceptability of baked pumpkins products
2. Conduct a sensory evaluation of Pumpkin products

JUSTIFICATION FOR USING PUMPKIN IN BAKING

The concept of composite technology was initiated by the Food and Agriculture Organization (FAO) in 1964 with the aim of encouraging the use of indigenous crops such as cassava, yam, maize etc. in partial substitution of wheat flour (Martinez, 2013). To prevent losses, there is a need to process commodities into various value-added products. India is one of the largest producers of fruits and vegetables in the world and occupies a second position after China. Pumpkin occupies a prominent place among vegetables owing to its high productivity, nutritive value, storability, long period of availability, and better transport qualities. Their colors vary from green, white, and blue-grey or yellow, orange, or red depending on the species. It is used both at mature and immature stages as a vegetable. The flesh is delicious when fried, stewed, boiled, or baked. Fresh pumpkins are very perishable and sensitive to microbial spoilage, even at refrigerated conditions. It can be consumed in a variety of ways such as fresh or cooked vegetables, as well as being stored frozen or canned (Varastegani & Yang, 2013). The fruits are sweetish when fully mature and can be used in preparing sweets, candy or fermented into beverages. They are rich in carotenes, minerals, vitamins, pectin, and dietary fiber. The yellow-orange characteristic color

of pumpkin is due to the presence of carotenoids. Its young leaves, tender stem, and flowers are also cooked and consumed. Besides, being nutritionally rich the fruit also possesses many medicinal properties. They are diuretic, tonic, and calm thirst. Carotenoids are the primary source of vitamin A for most of the people in developing countries where vitamin A deficiency is still common (Santiago & Labanca, 2011). It is believed that β -carotene has a protective role against cancer and coronary heart diseases. The pulp of pumpkin fruit is considered as sedative, emollient, and refrigerant (Martinez, 2013). In India, these are mostly consumed in fresh vegetable preparations except their use in vegetable soups where pumpkin is added as a thickening agent.

Pumpkins are extensively grown in tropical and sub-tropical countries. In Thailand, it is one of the most widely cultivated vegetables. Pumpkins are traditionally consumed as freshly boiled and steamed or as processed food items such as soup and curry. Pumpkin is high in β -carotene, which gives it a yellow or orange color. It is also high in carbohydrates and minerals. Beta-carotene in plants that have a pleasant yellow-orange color is a major source of vitamin A (Santiago & Labanca, 2011). Consumption of foods containing carotene helps prevent skin diseases, eye disorders, and cancer (Carvalho, Smiderle, Carvalho, Cardoso, & Koblitz, 2014). Incorporation of β -carotene-rich materials in the human diet is therefore considered a cost-effective approach to vitamin-A related health problems. Varastegani and Yang, 2013 revealed that pumpkin powder produced by juice extraction and cabinet drying then ground with pin mill and sifted through an 80 mesh sieve was cheap to produce, of good quality and easy to use as a β -carotene supplement in food products.

Research Methodology

This study embraced a mixed-method research design based on the scientific procedure and cross-section of information collected from the population to assess the use of pumpkins in baked products (A study of cake, bread, and cookies). Agreeing with Mugenda & Mugenda's (2003) mixed-method allows researchers to get data about practices, conditions, or opinions at one point in time through inquiry form and conversations. The experimental method will also be used to collect facts and manipulate the variables to achieve the objective of the study. The practical was conducted in the Federal Polytechnic

Bauchi demonstration Kitchen; where the products (Cakes, Bread, and Cookies) were produced using pumpkin slice and other materials listed in table 1.

Taste panel questionnaire was given to the selected judges who were served with the products made from pumpkins to rate using five-point likert scales judging their characteristics in terms of Taste/ Mouth feel, Flavor, Color, and general acceptability. Descriptive statistics that measure intervals and tendencies were used for each statistical presentation.

Table 1: Materials for preparing Pumpkin Samples

S/N	Ingredients	Sample A Control	Sample B Variation	Sample C Variation
1.	Pumpkin Slice	-	250g	250g
2.	All-purpose flour	500g	250g	250g
3.	Salt, a Pinch	1tsp	1tsp	1tsp
4.	Black Pepper	Few Grinds	Few Grinds	Few Grinds
5.	Cinnamon	1 Teaspoon	1 Teaspoon	1 Teaspoon
6.	Baking Soda	1/4 Teaspoon	1/4 Teaspoon	1/4 Teaspoon
7.	Baking Powder	1 Teaspoon	1 Teaspoon	1 Teaspoon
8.	Fresh Lime Juice	2 Tablespoons	2 Tablespoons	2 Tablespoons
9.	Butter	1/2 Cup	1/2 Cup	1/2 Cup
10.	Sugar	1/2 Cup	1/2 Cup	1/2 Cup
11.	Milk	1 Cup	1 Cup	

Source: Field study (2019)

Pumpkin Flour

Pumpkin fruits (*Cucurbita moschata*) were obtained from a local market. The rind, fibrous matter, and seeds were removed and the flesh cut into small pieces and soaked for 45 minutes in 0.2% (w/v) sodium metabisulfite and rinsed under running tap water. The pumpkin pieces were then cut into slices of 2-3 mm thickness using a slicer and dried in hot air oven to a moisture content of 10 -12% at 60°C for 24 hours. The dried pumpkin slices were grounded, and the flour was passed through a mesh sieve of size 0.25 µm at 14000 rpm. The resulting flour was then kept in an airtight container and stored in a chiller before use.

Preparation of Sample B

1. Pumpkin slice was boiled, drained and then mashed into a puree
2. A cup (about 250g) of all-purpose flour was sifted
3. Some salt, black pepper, cinnamon, baking soda, and baking powder were added
4. Whisk The pumpkin puree, butter, and sugar were whisked together, some vanilla essence/extract were added, the fresh lime juice and milk were also added and mixed gently
5. The dry ingredients were stirred into the wet ingredients- the stirring was done only a few times to

avoid making the muffins heavy and doughy.

6. Muffin pans were buttered; the oven was preheated to 190 Degrees Celsius. Baking took place for about 23 minutes or until a skewer came out clean when inserted into the pastry.

Procedure for all Samples

Three muffin pans with dimensions of 10.5"x15.5" were obtained for the Control and two variation recipe of pumpkin muffin. Each pan was greased with one tablespoon of margarine and one tablespoon of flour to prevent the product from sticking to the pan after the muffins had cooked and cooled. After the pans were greased, the oven was preheated to 350°F (177°C).

For the Control recipe, all ingredients were obtained and precisely measured. To create consistency in measurements, each ingredient was measured by the same researcher throughout the preparation of the variations. The eggs were measured by cracking four eggs into a single bowl and beating them together with a fork. A portion of 200.0g was then measured from the beaten egg mixture.

For the Variation, using mashed pumpkin, the same ingredients and mixing procedure were followed, except for the addition of pumpkin. The Control recipe required the use of 500g flour; however, the equivalent of only 250g pumpkin was replaced and 250g wheat flour. The two ingredients were mixed in a small bowl with a metal fork.

After all of the ingredients had been accurately measured, they were combined into a large mixing bowl. The batter was then poured into one of the jelly roll pans and placed in an oven to bake. The muffins were allowed to cook for thirty minutes at 350°F (177°C), or until a toothpick inserted in the center came out clean.

RESULTS

Table 2: Sample A

	N	Minimum	Maximum	Mean	Std. Deviation
Taste	30	3	5	4.47	.640
Colour	30	3	5	4.07	.799
Flavour	30	2	5	4.00	.845
Acceptability	30	3	5	4.27	.704
Valid N (listwise)	30				

Source: Field Survey, (2019)

The above table shows that majority of the respondents agreed with the taste of the sample with a mean score of 4.47 which is interpreted to be strongly agreed. For the color of the sample, they

agreed with a mean score of 4.07 which is interpreted as agreed. The flavor was generally accepted with a mean of 4.00 which is interpreted as agreed. Finally, the result shows that the general acceptability of the product has a mean score of 4.27 which when interpreted are agreed. This study implies that the product sample has an overall acceptance by the respondents.

Table 3: Sample B

	N	Minimum	Maximum	Mean	Std. Deviation
Taste	30	2	5	4.47	.834
Colour	30	1	5	4.33	1.047
Flavour	30	1	5	4.20	1.014
Acceptability	30	2	5	4.33	.816
Valid N (listwise)	30				

Source: Field Survey, (2018)

The above table shows that majority of the respondents agreed with the taste of sample B with a mean score of 4.47 which is interpreted to be strongly agreed. For the color of the sample, they agreed with a mean score of 4.33 which is interpreted as agreed. The flavor was generally accepted with a mean of 4.20 which is interpreted as agreed. Finally, the result shows that the general acceptability of the product has a mean score of 4.33 which when interpreted are agreed. This study implies that the product sample has an overall acceptance by the respondents.

Table 4: Sample C

	N	Minimum	Maximum	Mean	Std. Deviation
Taste	30	2	5	3.93	.799
Colour	30	3	5	4.20	.775
Flavour	30	3	5	4.00	.535
Acceptability	30	3	5	4.27	.594
Valid N (listwise)	30				

Source: Field Survey, (2019)

The above table shows that majority of the respondents agreed with the taste of the sample with a mean score of 3.93 which is interpreted as agreed. For the color of the sample, they agreed with a mean score of 4.20 which is interpreted as agreed. The flavor was generally accepted with a mean of 4.00 which is interpreted as agreed. Finally, the result shows that the general acceptability of the product has a mean score of 4.27 which when interpreted are

agreed. This study implies that the product sample has an overall acceptance by the respondents.

Table 5: Ranking of Samples

Ranking of samples	N	Minimum	Maximum	Mean	Std. Deviation
Sample A	30	3.00	5.00	4.1333	.65320
Sample B	30	1.60	5.00	4.3467	.83655
Sample C	30	3.60	5.00	4.0533	.44379
Valid N (listwise)	30				

Source: Field Survey, (2019)

The above table shows that majority of the respondents agreed with all the samples with a mean score of 4.1 for sample A which is interpreted to be agreed. For sample B they agreed with the sample with a mean score of 4.4 which is interpreted as agreed. For Sample C the respondent generally accepted with the sample with a mean of 4.0 which is interpreted as agreed. The implication for managers is that the samples can be featured on our daily menus in the hotel.

Table 6: Preference for Samples

Preference of samples	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sample A	7	46.7	46.7
	Sample B	6	40.0	86.7
	Sample C	1	6.7	93.3
	Sample A and B	1	6.7	100.0
Total	15	100.0	100.0	

Source: Field Survey, (2019)

The above table shows the preference of samples from respondents. Sample A is the most preferred (47%) by respondents. This is followed by Sample B (40%). Those who prefer Sample C represent only 6.7% while those that contemplated between samples A and B were only 6.7%.

Table 7: Acceptability of Products

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	100.0	100.0

Source: Field Survey, (2019)

Table 7 shows the result of the acceptability of products. The result shows that all (100%) the respondents accepted the products. This indicates that none of the taste panelists rejected the product produced.

Table 8: Affordability of product

Affordability of product	Frequency	Percent	Valid percent	Cumulative Percent
Valid	Affordable	28	93.3	93.3
	No Response	2	6.7	6.7
	Total	30	100.0	100.0

Source: Field Survey, (2019)

Table 8 is the result of the study on the opinion of the respondents on the affordability of the products. The result shows that 6.7% of the respondents could not say if the products are affordable or not. The majority of the respondents (93.35%) indicated that the products are affordable. The result implies that when the product is produced in a commercial quantity the price will not be expensive for a common man.

Sensory Testing

The two samples provided for each sensory analysis were taken from the same location in each pan using a template. Samples were placed on side plates that were equally divided into even sizes. A random three-digit number was assigned to each sample and these codes were transcribed onto the plates before starting the experiment. After cutting the muffins, samples were placed into their respective portions on the plate.

The panelists participating in the study were a convenience sample and were not trained for this sensory test analysis. Individuals who had any form of flour allergy were not permitted to participate in the study.

The test began by reading an individualized experiment synopsis and sample plates were slightly rotated when presented to panelists to help prevent positional bias. The panelists were encouraged not to speak during the analysis of the pumpkin bars to eliminate the suggestive error. The ballot asked the test subjects to rate the three pumpkin muffins on their taste, mouthfeel, and overall acceptability on a four-point Likert scale. The five choices on the scale ranged from one being very dissatisfied to five being very satisfied. The goal was to test the acceptability of the products and to determine if there was a statistically significant difference between the two samples.

Table 9:Paired-Sample t-Test for Taste, Mouthfeel, and Acceptability of Pumpkin Muffins

Variable	Mean n=30	SD
Taste		
Sample A	3.15	0.670
Sample B	3.28	0.647
Sample C	3.08	0.540
Mouthfeel		
Sample A	3.54	0.505
Sample B	3.51	0.644
Sample C	3.23	0.468
Acceptability		
Sample A	3.31	0.614
Sample B	3.33	0.627
Sample C	2.23	0.426

Table 9 presents the results from the sensory analysis testing. A total of thirty subjects participated in the study and completed a sensory ballot. For all variables tested, there was no significant difference ($p<0.05$) between any of the three variations. All samples were rated as acceptable on the four-point Likert scale. The lowest average score was given to the taste of the Control at 3.15, while the highest scores were given to the average mouthfeel of the Control and pumpkin Variation at 3.54 and 3.51 respectively.

DISCUSSION

Samples were coded with different symbols and the sample order was randomized. Consumers were asked to evaluate the color, taste, flavor, texture, and overall acceptability of the cake using a 5-point hedonic scale.

Between the Control and the Variation, there was no statistically significant difference of overall variables tested. The data from the sensory analysis responses support the main study objective that muffins made from various pumpkin variations are acceptable. The data suggest that the variations prepared with pumpkin are just as acceptable as the Control. This contradicts previous findings stating that eggs are essential for cake products to meet quality standards (Bennion & Bamford, 1997).

Though there was no statistically significant difference but the variation was rated higher in taste and overall acceptability than the Control. This finding suggests that the addition of the substitute ingredients in muffin added unique flavor profiles that improved the taste of the final product. The results matched the findings of Forrester et al.(2010), who concluded that acceptable baked products can be produced by replacing ingredients with pumpkin.

CONCLUSION

The purpose of this experiment was to create an acceptable dessert product from a pumpkin. The production of acceptable pumpkin muffins can be achieved, as supported by the experimental data.

It was expected that the sample containing pumpkin would have a lower mouth feel rating due to the texture that the fruit added to the batter. This variation was also perceptibly different because the fruit was visible in the final baked product. The findings do support that pumpkin muffin and cake products have high acceptability.

The study recommends that pumpkin baked products should be incorporated into menus to promote local commodities.

RECOMMENDATION FOR FURTHER STUDY

- Further research should be conducted to see if dry pumpkin flour is substituted for the baking of cakes.
- Further research should be conducted to determine if this substitution could be generalized to all baked products.

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CULINARY TRAINING AND EMPLOYEE PERFORMANCE IN SELECTED HOTELS IN ABIA STATE, NIGERIA.

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ABSTRACT

The study examined culinary training and employee performance in selected hotels in Abia State, Nigeria. The specific objectives of the study were to; determine the effects of culinary training on employee performance; ascertain the factors affecting culinary training in hotels and; proffer solutions to the identified problems. To achieve the objectives of the study, a survey research design was used. The researcher adopted primary source of data through the use of well-structured questionnaire. Data were analyzed using descriptive statistics such as simple percentage, frequency, mean and 4point likert scale. The findings revealed that increased knowledge and skills, increased productivity, and effectiveness in service delivery are the effects of culinary training on employee performance. Findings further revealed that lack of finance, lack of technical skills, inadequate training facilities, organizational policies, and poor education are the factors affecting culinary training in hotels in Abia State, Nigeria. The study concluded that culinary training affected positively on the employee performance in the hotels. The researcher recommended that there was great need for hotel managers to lay more emphasis on culinary training and also ensure that their employees are trained in order to improve productivity, profitability and customer satisfaction. The study also recommended that efforts should be made to improve the technical and social skills of the employees, and that hotel employees should be given a proper job description to facilitate achievement of organizational goals and objectives through their collective efforts.

Keywords: Culinary, Training, Employees, Skills, hotel.

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INTRODUCTION

Culinary training is the art of preparing and cooking food. A culinarian working in a hotel or restaurant is commonly known as a cook or a chef. Culinary artists skillfully prepare meals that are appealing to the eyes. They are required to have knowledge of the science of food and an understanding of diet and nutrition (Njoroge & Gathungu, 2013). They work primarily in restaurants, hotels, hospitals, among others. Presently, improved capabilities, knowledge and skills of talented workforce proved to be a major source of competitive advantage in a global market. Developing the desired knowledge, skills and abilities of the employees to perform well on the job requires effective training programmes that may also affect their motivation and commitment. In order to prepare workers to do their job as desired, organizations, therefore, provide trainings as to optimize their employee's potential. Culinary skill is the skill a person has for cooking. Training is a necessity in the workplace, which without it employees don't have a firm grasp of their responsibilities or duties irrespective of their skill. Employees who undergo trainings tend to keep their jobs longer than those who did not. The practice of culinary training by the employers of the hospitality industry changes

employee competencies in preparation of food and increases employees' productivity.

Moreover, workers become more committed to the firm, when they feel organizational commitment towards their development and thus show higher performance (Flippo, 2011). Engaging employees in culinary training, tend to make the employees become more committed to the industry, and thus show high performance and productivity in food preparation; which will in turn improve the organizational effectiveness and productivity. Hotels are faced with numerous challenges which some of these hindrances could sometimes be location, technology or management specific. Challenges could also be as a result of personal characteristics of one person managers, such as their attitudes to risk and control, poor judgment, inexperience and narrow focus (Solomon, 2015). While few individuals may have the requisite skills, knowledge, abilities and competencies needed to fit into a specific job function in a hotel, some others may require extensive training and re-training to acquire the necessary skills to make significant contribution to the organization's performance (Elnaga and Imran, 2013).

Every organization will always face challenges when the objectives of the employee are not in line with that

of the organization. An employee may have the ability and determination, with the appropriate equipment and managerial support, yet such employee may be underproductive. The missing factor in most cases is the lack of adequate skills, and knowledge, which are acquired through training and manpower development. Unfortunately, majority of hotels do not recognize the importance of training to increases in their employee's productivity; and when profits decline, these organizations first seek cuts in their training budgets (Samwel, 2018). This leads to high job turnover and increased cost through hiring of new employees; which makes the organizational profitability level low.

Culinary training is very imperative in hotels. However, culinary training in most hotels could sometimes be ineffective due to lack of qualified instructors and consultants to undertake training courses, lack of essential training tools and lack of effective communication within the organization; which makes it impossible for most employees to know about training opportunities available to them (Ogundele, 2014). The challenges faced by most hotels in Umuahia include inadequate equipment and technology, low finance, employee's negative attitude towards their job, etc. The effect of culinary training on employee performance in hotels in Umuahia, Abia state has not been investigated. This study was therefore carried out to determine the effects of culinary training on employee performance in selected hotels in Umuahia; ascertain the factors affecting culinary training in selected hotels in Umuahia and; proffer solutions to the identified problems in the study area.

METHODOLOGY

Survey method was used for this study. Survey was the most appropriate method because the researcher has no control of the variables as well as the possible outcome. The population of this study comprised of 26 staff of Rapha hotel, off Ogurube layout, Umuahia, Abia State; 25 staff of Master Suites Hotel, BCA road, Umuahia, Abia State; 31 staff of Evergreen Hotel, Ojike street, Umuahia; 24 staff of Apricot hotel, Aba Road, Umuahia, Abia State; and 44 staff of Royal Damgate. As such, the population of this study comprised of 150 staff of the selected hotels in Umuahia, Abia State.

Description of Research Instrument

The major instrument that was used to collect data by the researcher was the questionnaire. In designing the questionnaire, the researcher made use of 4 point likert questions, in addition the researcher made use of oral interview to collect data from respondents

Result and Discussion

Effects of Culinary Training on Employee Performance

The effect of culinary training on employee performance is shown in Table 1.

Table 1 showed that majority (68%) of the respondents strongly agreed that increase in work pleasure is one of the effects of culinary training on employee performance. This was accepted with a mean score of 3.60 which was more than the acceptable level of 2.5.

Result also showed that majority of the respondents (72.8%) strongly agreed that increased knowledge and skills was also one of the effects of culinary training. This was accepted with a mean score of 3.70 which was more than the acceptable level of 2.5. Furthermore, increased productivity and effectiveness in service delivery showed agreement to effects of culinary training with mean scores of 3.70 and 3.55 respectively.

Table1: Effects of Culinary Training on Employee Performance.

S/N		SA	A	D	SD	Total no	Total score	Mean
1	Increase in work pleasure	70(68%)	25(24%)	8(8%)	0	103	371	3.60
2	Increased knowledge and skills	75(72.8%)	26(25.2%)	2(2.0%)	0	103	382	3.70
3	Increased productivity	80(77.5%)	15(14.5%)	8(8%)	0	103	381	3.70
4	Effectiveness in service delivery	60(58.3%)	40(38.8%)	3(2.9%)	0	103	366	3.55

Note: SA=strongly agreed, A= agreed, D=disagreed, SD= strongly disagree

Source: Field Survey,2020

Factors Affecting Culinary Training in Hotels in Umuahia, Abia State

The factors affecting culinary training in hotels at Umuahia, Abia State is shown in Table 2.

The table showed the factors that affected the work to include lack of finance (43.7%), lack of technical skills (48.5%), inadequate training facilities (58.3%) poor education (77.53%) and organizational policies (68%). These were accepted with mean scores of 3.31, 3.33, 3.55, 3.60 and 3.70 respectively which were more than the acceptable levels of 2.5.

Table 2: Factors Affecting Culinary Training in Hotels in Umuahia, Abia State.

S/N		SA	A	D	SD	Total no	Total score	Mean
1	Lack of finance	45(43.7%)	45(43.7%)	13(12.6%)	0	103	341	3.31
2	Lack of technical skills	50(48.5%)	40(38.8%)	10(9.7%)	3(2.9%)	103	343	3.33
3	Inadequate training facilities	60(58.3%)	40(38.8%)	3(2.9%)	0	103	366	3.55
4	Organizational policies	70(68%)	25(24%)	8(8%)	0	103	371	3.60
5	Poor education.	80(77.5%)	15(14.5%)	8(8%)	0	103	381	3.70

Note: SA=strongly agreed, A= agreed, U= undecided
D=disagreed, SD= strongly disagreed

Source: Field Survey,2020

Solutions to the Identified Factors Affecting Culinary Training in Hotels in Umuahia, Abia State

The table 3 showed that 50 respondent (38.8%) strongly agreed that provision of more fund to support culinary training programmes is one the solutions to the factors affecting culinary training in hotels in Umuahia, Abia State, 40 respondents (38.8%) agreed, 10 respondents (9.7%) disagreed, while 3 respondents (2.9%) strongly disagreed. This was accepted with a mean score of 3.33 which was more than the acceptable level of 2.5. The table also shows that 45 respondent (43.7%) simply agreed that employment of staff with technical skills is one the solutions to the factors affecting culinary training in hotels in Umuahia, Abia State, 45 respondents (43.7%) agreed, 13 respondents (12.6%) disagreed, while no respondents (0%) strongly disagreed. This was accepted with a mean score of 3.31 which was more than the acceptable level of 2.5

The table further revealed that 56 respondent (54.4%) agreed that Provision of modern cooking facilities is one the solutions to the challenges of culinary training in hotels in Umuahia, Abia State, 42 respondents (40.8%) agreed, 12 respondents (11.7%) disagreed while 3 respondents (2.9%) strongly disagreed. This was accepted with a mean score of 3.66 which was more than the acceptable level of 2.5. The table also showed that 47 respondent (45.6%) simply agreed that setting up policies to enhance culinary training is one the solutions to the factors affecting culinary training in hotels in Umuahia, Abia State, 43 respondents (41.7%) agreed, 13 respondents (12.6%) disagreed, while no respondent (0%) strongly disagreed. This was accepted with a mean score of 3.33 which was more than the acceptable level of 2.5. Finally, the table also shows that 45 respondent (43.7%) simply agreed that Employment of educated staff is one the solutions to the factors affecting culinary training in hotels in Umuahia, Abia State, 45 respondents

(43.7%) agreed, 13 respondents (12.6%) disagreed, while no respondents (0%) strongly disagreed. This was accepted with a mean score of 3.31 which was more than the acceptable level of 2.5.

Table 3: Solutions to the Identified Factors Affecting Culinary Training in Hotels in Umuahia, Abia State

S/N	Factors	SA	A	D	SD	Total no	Total score	Mean
1	Provision of more fund to support culinary training programmes	50(48.5%)	40(38.8%)	10(9.7%)	3(2.9%)	103	343	3.33
2	Employment of staff with technical skills	45(43.7%)	45(43.7%)	13(12.6%)	0	103	341	3.31
3	Provision of modern cooking facilities	56(54.4%)	42(40.8%)	12(11.7%)	3(2.9%)	103	377	3.66
4	Setting up policies to enhance culinary training	47(45.6%)	43(41.7%)	13(12.6%)	0	103	343	3.33
5	Employment of educated staff	45(43.7%)	45(43.7%)	13(12.6%)	0	103	341	3.31

Note: SA=strongly agreed, A= agreed, U= undecided, D=disagreed, SD= strongly disagreed

Source: Field Survey,2020

DISCUSSION OF FINDINGS

The research question one shows that increase in work pleasure, increased knowledge and skills, increased productivity, and effectiveness in service delivery are the effects of culinary training on employee performance with mean response of 3.60, 3.70, 3.70 and 3.55 respectively. The mean responses are all up the acceptable mean level, this implies that the above mentioned items are the effects of culinary training on employee performance in the hotels. The findings is similar to the findings of Nguku (2006), which mentioned items similar to the above mentioned items as the effect of culinary training on employee performance. The study of Kim (2006), also proved that culinary training helps employees to do their work effectively.

The research question two shows that professional cooking, restaurant supervision, pastry arts, safety and sanitation and knife handling are the different culinary training programmes carried out in hotels with mean response of 3.33, 3.31, 3.66, 3.33 and 3.31 respectively. The mean responses are all up the acceptable mean level; implies that the above mentioned items are the different culinary training programmes carried out in hotels. The findings is similar to the findings of Harrison (2000), which revealed that professional cooking, restaurant supervision and pastry arts, safety and sanitation as the different culinary training programmes carried out in hotels. Also, the study of Lipsey (2009) also revealed that the above listed items are different culinary training programmes carried out in hotels.

The research question three shows that lack of finance, lack of technical skills, inadequate training facilities, organizational policies and poor education are the factors affecting culinary trainings in hotels in Umuahia, Abia State with mean response of 3.31, 3.33, 3.55, 3.60 and 3.70 respectively. The mean responses are all up the acceptable mean level; implies that the above mentioned items are the factors affecting culinary training in hotels in Umuahia, Abia State. The findings is consistent with the findings of Geroy (2001), which revealed that lack of finance, lack of technical skills and inadequate training facilities are the factors affecting culinary training in hotels.

The research question four shows that provision of more fund to support culinary training programmes, employment of staff with technical skills, provision of modern cooking facilities, setting up policies to enhance culinary training and employment of educated staff are the solutions to the factors affecting culinary training in hotelswith mean response of 3.33, 3.31, 3.66, 3.33 and 3.31 respectively. The mean responses are all up the acceptable mean level, which implies that the above mentioned items are the solutions to the identified factors affecting culinary training in hotels. The findings is consistent with the findings of Swart (2005), which mentioned items similar to the above mentioned items as the solutions to the identified factors affecting culinary training in the hotels.

CONCLUSION AND RECOMMENDATION

The practice of culinary training by the employers of the hospitality industry changed the employee competencies in preparation of food and increased their productivity. Most hotels in Umuahia were faced with a lot of challenges which included inadequate equipment and technology, low finance, and employee negative attitude towards their job among others. Since the customers are the reasons for every business, the factors that guaranteed their satisfaction were very necessary. The finding of the study revealed that lack of finance, lack of technical skills, inadequate training facilities, organizational policies, poor education are the factors affecting culinary training in hotels.

It is therefore recommended that provision of more fund should be made available to support culinary training programmes for more productivity. This paper also recommended amongst all that hotels in Abia state should ensure that provision of modern cooking facilities be provided for effective

performance of their employees. It is also recommended that, there should be more employment of staff with technical skills to impact more knowledge to the workers. Finally policy maker should set up policies to encourage culinary training.

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EFFECT OF SERVICE QUALITY ON HOTELS' CUSTOMERS' SATISFACTION WITHIN THE LAGOS METROPOLIS IN LAGOS STATE, NIGERIA.

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ABSTRACT

The need to improve patronage of hotel services necessitates constant assessment of factors that can improve customer satisfaction. This becomes necessary because customer satisfaction is sacrosanct towards securing repeat and new patronage. To this end, this study assessed the effect of various dimensions of service quality on hotel customers' satisfaction in Lagos State, Nigeria. The study used cross-sectional survey research design. A total of 235 customers representing 60% of the customer population at a cross-section were interviewed using the service quality (SERVQUAL) questionnaire, but only 213 were returned completed and used for the study. The data were analyzed with the aid of frequency counts, percentages, measures of central tendency and chi-square statistics. Findings revealed that reliability quality dimension (0.502) had the most significant effect on customers' satisfaction while empathy had the least significant effect on customers' satisfaction. Notwithstanding, all the five quality dimensions which were tangibility (5.106), reliability (0.502), responsiveness (4.624), assurance (2.314) and empathy (7.168) had significant effect on customers' satisfaction with hotel services in the study area. The research recommends that to improve patronage of hotel services in the study area, through customer satisfaction, hotels in the study area need to ensure, particularly, that reliable services are offered to customers.

Keywords: Customer satisfaction, service quality, hotels, Lagos, Nigeria

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INTRODUCTION

Customer satisfaction is a central issue in hotel service delivery. Zahoor (2015) defines customer satisfaction as proportion of customers whose expectation of service delivery is met. Customer satisfaction is connected to patronage and in many cases, to the growth of any hotel enterprise. There is a higher tendency that a satisfied customer will not only re-patronise when the need arises but also display positive and beneficial post-purchase behavior including recommending the hotel services to others when opportunity presents itself than unsatisfied customers. Customer satisfaction is, therefore, indispensable in a free market economy towards securing loyalty of customers to products and services of hotels (Jasinskas et al., 2016).

An important determinant of customer satisfaction is service quality (Minh, Ha, Anh, & Matsui, 2015; Ali, 2015). Stranjancevic & Bulatovic (2015) posit that customer satisfaction is a very good service quality indicator. Service quality, however, has multifaceted dimensions and in many cases, is context-specific (Voss et al., 2016) requiring industry-specific and dimension-focused analyses. Besides, variation in customers' perception of quality given similar product or service requires that service quality is constantly examined in context for a more relevant understanding of the nexus between service quality and customer satisfaction.

The need to understand the nexus between service quality and customer satisfaction in hotels in the study area stems from its importance in increasing customers' patronage. Zahoor (2015) stated that customer satisfaction is the foremost indicator of patronage intentions and loyalty of customers to any enterprise. Therefore, to increase patronage, customer satisfaction is a topmost factor that hotels need to improve through service quality. To improve the customer satisfaction through service quality, there is the need to understand the relationship between service quality and customer satisfaction. One way by which this can be achieved is through empirical study. To this end, this study was conducted.

Research Objectives

The objective of this study is to assess the effect of service quality dimensions on satisfaction of hotel customers within the Lagos metropolis.

Research Question

What are the effects of service quality dimensions on satisfaction of customers with hotels services within Lagos metropolis?

Research Hypotheses

The study hypotheses, stated in null form, are presented below:

Ho1 Tangibility dimension of service quality does not significantly influence customers' satisfaction with hotel services

Ho2 Reliability dimension of service quality does not significantly influence customers' satisfaction with hotel services

Ho3 Responsiveness dimension of service quality has no significant effect on customers' satisfaction with services of the hotels

Ho4 Assurance dimension of service quality does not significantly influence customers' satisfaction with services of hotels in the study area

Ho5 Empathy dimension of service quality does not significantly influence customers' satisfaction with hotel services in the study area.

Literature Review Service Quality

There are various dimensions of the service quality. These dimensions include Assurance, Reliability, Tangibles, Empathy and Responsiveness (Parasuraman, 1988), Jeyalakshmi (2016) stated that to make the service quality specific for use in hotel industry among other service industry, the five dimensions were further divided into 22 components as follows:

Tangibles

- i. Company has modern equipment;
- ii. Company possesses visually attractive equipment and facilities;
- iii. Appearance of staff;
- iv. Visually appealing materials connected with service.

Reliability

- i. Realization of assured service;
- ii. Reliability in customer problems solving;
- iii. delivering the appropriate service from the first visit onwards;
- iv. Providing the promised service at the promised time;
- v. Insisting on zero defect policy;
- vi. Willingness to help customers,
- vii. Willingness of personnel to respond to customer request.

Responsiveness

- i. Informing the customers about the time of service delivery;
- ii. Prompt service delivery to customers.

Assurance

- i. Personnel who instill confidence;
- ii. Customers feeling about dealings with the company;
- iii. Courtesy of the personnel;
- iv. Knowledge of personnel to answer the customer questions.

Empathy (understanding)

- i. Giving individual attention to customers;
- ii. offering individual or personal attention to customers;
- iii. The personnel focus on customers' interests;
- iv. The personnel understand specific needs of their customers.
- v. Operating hours are convenient to customers.

According to Jeyalakshmi (2016), service quality (SERVIQUAL) methodology insists on two sets of 22 questions, where the respondents are given the first set of 22 questions prior to service delivery to measure their expectations while the second set of 22 questions at the end of service to measure their experience, and perception (attitudes) of consumers about the delivered service.

Methodology

The study was conducted in three (3) selected 5-star hotels in Lagos State. The hotels include Eko hotel & Suites, Lagos Continental Hotel and Federal Palace hotel and Casino in Lagos. A total of 235 customers of the hotels were interviewed over a two week period through convenience sampling technique. They were interviewed with the aid of the SERVIQUAL questionnaire. Out of the 235 questionnaire administered, only 213 representing 90.6% of the total administered questionnaire were found to be good enough, and used for analysis. Likert scale was used in measuring the responses to the 22 SERVIQUAL questions. The scale of measurement is defined as Strongly Agreed (SA) = 5, Agree (A) = 4, Undecided (U) = 3, Disagree (2) and Strongly Disagree (SD) = 1. Weighted mean response of greater than 2.5 equals 'Agreement' while weighted mean response of ≤ 2.5 equals 'no agreement'.

RESULTS

This section presents the results of the analyses carried out on the study data first and subsequently the discussions of the results. The demographic variables of the respondents were presented first followed by the results on the service quality dimensions. Finally, the results of the study hypotheses and discussion follow.

Table 1: Perception of tangibility of services being offered by hotels in the study area

Tangibility	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{x}
	Freq	%	Freq	%	Fre q.	%	Fre q.	%	Fre q.	%	
Staff put on dresses considered appropriate	64	30.0	49	23.0	38	17.8	45	21.1	17	8.0	3.5
The staff dresses are clean	71	33.3	37	17.4	24	11.3	37	17.4	44	20.7	3.3
The staff display accommodating smiles when offering their services	41	19.2	79	37.1	32	15.0	45	21.1	16	7.5	3.4
The appearance of the staff is generally attractive and elegant	83	39.0	61	28.6	42	19.7	13	6.1	14	6.6	3.9
Grand mean											3.5

Source: Field Survey, 2020

Evidence on Table 1 reveals that clients found the tangibility dimension good for them ($x > 3.0$) In other words, the tangibility dimension contributes to customer satisfaction in the three selected hotels.

Reliability

Customers constantly gauge service against their expectations. Customers tend to rate service high when service meets or exceed their expectation and rate service low when service fall below expectation. In other words, customers' expectations are the basis on which service quality is usually measured. Service is deemed reliable when it is accomplished on time, every time, in the same manner and without errors. It is reliable when it is delivered as promised, when it is accurate, performed correctly on time (Rao & Sahu, 2013). The customers' perception of reliability of the service being offered by the hotels is presented in Table 2.

Table 2: Perception of reliability of services being offered by hotels in the study area

Reliability	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{x}
	Freq	%	Freq	%	Fre q.	%	Fre q.	%	Fre q.	%	
Service is provided as promised	107	50.2	46	21.6	32	15.0	13	6.1	15	7.0	4.0
Information provided is accurate	56	26.3	62	29.1	21	9.9	45	21.1	29	13.6	3.3
Service is performed correctly	66	31.0	41	19.2	51	23.9	32	15.0	23	10.8	3.4
Service is provided as at when due	42	19.7	54	25.4	44	20.7	45	21.1	28	13.1	3.2
Grand mean											3.5

Source: Field Survey, 2020

Evidence on Table 2 revealed that there was general agreement that services being offered by the hotels were provided as promised. Analysis of the customers' responses revealed high level of agreement ($x=4.0$) with the statement that 'service is provided as promised'. The weighted grand mean response of 3.5 is in the threshold of 'agree', thus a confirmation that reliability of services provided by the hotels met customers' expectations.

Responsiveness

Responsiveness is a measure of staff willingness to help customers when they are in need (Zeithaml et al., 1988). Front office staff are at the forefront of providing customers with needed assistance. Results of the analysis of staff responsiveness to customers' needs are presented in Table 3

Table 3: Customers' perception of responsiveness of staff to their needs

Responsiveness dimension	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{x}
	Freq	%	Freq	%	Fre q.	%	Fre q.	%	Fre q.	%	
The staff respond quickly to customers' requests	83	39.0	36	16.9	56	26.3	18	8.5	20	9.4	3.7
The staff provide prompt service	90	42.3	32	15.0	43	20.2	18	8.5	30	14.1	3.6
Service is provided as at when needed	89	41.8	31	14.6	33	15.5	26	12.2	34	16.0	3.5
Grand mean											3.6

Source: Field Survey, 2020

The mean response, as evident in Table 3, was estimated at 3.7, 3.6 and 3.5 for the statements that 'the staff respond quickly to customers requests', that 'the staff provide prompt service' and that 'service is provided as at when due' respectively. The estimated response to the statements fall within the threshold of 'agree' implying that the respondents agreed that the hotel staff were appreciably responsive to customers' needs. The grand weighted mean of 3.6 confirmed that the hotel staff were perceived to be responsive to customers' needs in the study area.

Assurance

The assurance dimension refers to the knowledge and courtesy of employees and their ability to inspire trust and confidence including competence, courtesy, credibility and security (Parasuraman et al., 1991). When customers have assurance, they are more likely to recommend services to others, hence the need to analyse the assurance perception by hotel customers in the study area. The results are presented in Table 4

Table 4: Customers' perception of service assurance in the hotels

Assurance	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{x}
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
The staff have product Knowledge of the hotel	43	20.2	57	26.8	47	22.1	39	18.3	27	12.7	3.2
The staff have the skills required to perform service	52	24.4	32	15.0	42	19.7	42	19.7	45	21.1	3.0
The staffs speak with you appropriately	29	13.6	74	34.7	42	19.7	57	26.8	11	5.2	3.2
The staff are trustworthy	68	31.9	51	23.9	53	24.9	23	10.8	18	8.5	3.6
The staff make you feel safe when staying at the hotel	46	21.6	59	27.7	39	18.3	44	20.7	25	11.7	3.3
Grand mean											3.3

Source: Field Survey, 2020

It is evident in Table 4 that weighted mean responses to the assurance dimensions were higher than 3.0 except for the 'skill to perform service' dimension. These over 3.0 weighted mean responses imply agreement that 'the staff have product knowledge of the hotel', 'the staff speak with customers appropriately', 'the staff are perceived to be trustworthy' and 'make customers feel safe when staying at the hotel'. The grand weighted mean of 3.3 indicates general agreement that services of the hotels are courteous and their ability to deliver as expected is reliable.

Empathy

Empathy connotes caring for, provision of personalized services, being easily approachable to clients and effectiveness of communication with customers, all aimed at customers' satisfaction (Parasuraman *et al.*, 1991). The results of an assessment of the customers' perception of staff empathy are presented in Table 5.

Table 5: Customers' perception of empathy among the hotel staff

Empathy	Strongly Agree		Agree		Undecided		Disagree		Strongly Disagree		\bar{x}
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
The staff are able to communicate with you in English	49	23.0	43	20.2	45	21.1	41	19.2	35	16.4	3.1
The staffs are able to communicate effectively.	89	41.8	16	7.5	59	27.7	28	13.1	21	9.9	3.6
The staff show personal attention to you	67	31.5	35	16.4	27	12.7	64	30.0	20	9.4	3.3
The staff know your specific needs	91	42.7	26	12.2	44	20.7	19	8.9	33	15.5	3.6
Grand mean											3.4

Source: Field Survey, 2020

Evidence on the table shows that the staff knowledge of personalized needs of clients and staff ability to communicate effectively were rated high (3.6) by the respondents. In other words, most of the respondents agreed that the staff could

communicate effectively. The grand mean of 3.4 indicates that the respondents agreed that the staff had empathy quality.

Overall Satisfaction

A typical hotel may excel in any of the aforementioned quality dimensions but failed overall with dire consequences on patronage. For instance, a hotel may be perceived as excellent in terms of responsiveness and empathy but may be found wanting in assurance which may affect a clients' confidence to recommend the hotel services to others. In other words, overall satisfaction of customers is crucial to patronage of hotel services, hence, the need to evaluate the customers' overall satisfaction with hotel services in the study area. The results are presented in Table 6.

Table 6: Customers' perception of overall satisfaction with quality of services

Quality Dimensions	\bar{x}
Tangibility	3.5
Reliability	3.6
Responsiveness	3.3
Assurance	3.4
Empathy	3.3
Overall	3.42

Source: Field Survey, 2020

The results obtained on the overall satisfaction of the customers with the quality of services offered by the hotels revealed that they were generally satisfied with the service quality offered by the hotels.

Test of Hypotheses

Table 7 presents the results of Chi-square analysis of relationship between selected personal characteristics of the respondents and perception of service quality

Table 7: Chi-square analysis of relationship between service quality dimensions and customer satisfaction

Hypotheses	Variables	df	χ^2_{cal} (0.05)	χ^2_{tab} (0.05)	Significance ($p \leq 0.05$)	Decision
1	Tangibility	4	5.106	9.488	Significant	Reject H_0
2	Reliability	4	0.502	9.488	Significant	Reject H_0
3	Responsiveness	4	4.624	9.488	Significant	Reject H_0
4	Assurance	4	2.314	9.488	Significant	Reject H_0
5	Empathy	4	7.168	9.488	Significant	Reject H_0

Source: Field survey, 2020.

Decision Rule: reject H_0 if $\chi^2_{\text{cal}} > \chi^2_{\text{tab}}$, otherwise: fail to reject if H_0 . $\chi^2_{\text{cal}} =$ Chi-square value calculate or computed, $H_0 =$ as previously defined.

Results revealed that there was significant relationship ($\chi^2 = 3.841$) between sex and perception of service quality. However, no significant relationship ($\chi^2 = 7.815$) was found between marital status, income and household size of the respondents and perception of service quality by the respondents. In other words, sex significantly influenced respondents' perception of service quality of the hotels.

DISCUSSION

Service quality is an important determinant of customer satisfaction. It has direct and indirect relationships, respectively, with customer satisfaction and loyalty (Wilkins et al., 2007). Satisfaction and loyalty of customers are important to the survival and going-concern of hotel establishments. To survive and remain competitive, the need to understand customers' perception of the hotel service quality is important (Zahoor, 2015). To this end, this study examined the effect of service quality on customer satisfaction in the study area. In line with the findings of Rao and Sahu (2013) in Odisha, India, the hotel staff were perceived to be empathetic to customers' needs. The hotels also rated high on the assurance quality dimension. In other words, the customers showed good level of satisfaction with the empathy and assurance quality dimensions of hotel services in the study area. Unlike the findings of Hossain (2012) in Bangladesh which found that empathy was the strongest quality dimension influencing customer satisfaction, reliability was found in this study to be the most influencing quality dimension. This negates the finding of Tongshinen, Alamai, & Chinyere (2018) in Bauchi, Nigeria who reported that reliability had no significant relationship with hotel customers' satisfaction but in line with the finding of Aliyu (2017)

who found that reliability is a strong determinant of customer satisfaction with hotel services in Kaduna State, Nigeria. In an environment where there is tendency to cut corners (Aliyu, 2017), it is not surprising that reliability of service was valued most as contributor to customer satisfaction in hotel services in the study area. All the five service quality dimensions including tangibility, reliability, responsiveness, assurance and empathy have above-average rating by the customers and thus considered as important determinants of customer satisfaction with hotel services in the study area.

Conclusion and Recommendation

All the quality dimensions were found to significantly influence the hotel customers' satisfaction but reliability of service was the most profound quality dimension influencing customers' satisfaction.

It is recommended that to improve patronage of hotel services in the study area, through customer satisfaction, hotels in the study area need to ensure, particularly, that they offer reliable services to customers.

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A REVIEW OF BUTLERS MODEL AND MARKETING TRAITS MODEL OF DESTINATION LIFE CYCLE ON YANKARI SAFARI AND RESORT, BAUCHI, NIGERIA

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ABSTRACT

Tourism destinations pass through a system of growth process in relation to pattern of use and creation beginning with products discovery/conception analysis; start-up/maturity phase where the product gains acceptance and is in vogue, a state of solidification/saturation when needs for the product fades due to loss of taste, over use and lack of variety; This is followed by a stage of weakening activity and loss of revenue and patronage which shows the product becoming old fashioned and a need for remodelling, refurbishment or realignment of strategies and activities to meet up with the changes in customer's desires and preferences to remain relevant in the market. Marketing has four basic characteristics usually connected to services which is inclusive of tourism namely abstract nature, i.e., intangibility, process nature, the simultaneousness of production, marketing and consumption which is called inseparability, and the interactive nature. The study reviewed the exhibited pattern of life cycle of Yankari safari and resort in Bauchi, Nigeria as it passes along a curve of six divisions of discovery, participation, maturity, acceptance, solidification and rejuvenation with its offer of services and experiences which are composed of a combination of tangible and intangible resources.

Key Words: Destination, Life cycle, Butlers Model, Marketing traits Model, Yankari.

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INTRODUCTION

A destination as explained by Bornhosrt, Ritchie and Sheehan (2010) is made up of a geographical region with political jurisdiction or major attraction that seeks to provide visitors or tourists with a memorable experience during such a visit to the destination while also seeking to enhance the well-being of residents of the destination and also ensuring that visitors are offered experiences that at a minimum are highly satisfactorily and to a greater extent memorable through effective management and stewardship. The United Nations World Tourism Organisation UNWTO (2015) went onto say as its most basic level, it means knowing about the visitor, number of visitors, where they come from, how they get there, how long they will stay, where they stay, did they like the experiences, and would they come back and about their impact on jobs and the community, some knowledge about the destination infrastructure is also essential.

Statement of the problem

The Butler Model is a method used to study the evolution of tourism over time and at which stage of the development model a settlement happens to be at this point in time. Equally when marketing destinations as they pass through stages of growth

certain traits associated with such growth like inseparability and perishability of the products in question comes to fore. Tourism is a major source of income for many settlements and those at Yankari safari and resort are no exception. Tourism has grown in importance as a major generator of wealth because of three main factors:

1. The increased leisure time that people now have as a result of longer paid holidays, lengthier retirements and shorter working hours and weeks.
2. An increase in disposable income. This refers to the money available to the individual or family once all fixed costs, such as mortgage or rent, utilities, food etc have been paid for.
3. The greater ease of travel with developments in air and land transportation.

Objectives of the study

The study seeks to review the exhibited pattern of life cycle of Yankari safari and resort in Bauchi, Nigeria while specifically looking at:

1. The challenges faced by the resort through these phases of developments and growth
2. To assess the changes of the resort over time if it suits with the changing tastes and desires of its visitors.

3. To assess the marketing applications applied by the resort during these changing types of its growth and development.

Review of related Literature

Tourist Area Life Cycle Butlers Model (TALC)

Scholars and Researchers in their work on Destination management have explained the various stages of resort evolution. Klaus, Hubert and Siller (2006) and Choy (2002) stressed on the concept of the lifecycle by Butler (1980) to include six stages and explained it on the basis of new products usually passing through a system of growth process in relation to pattern of use and creation beginning with products discovery/conception analysis; start-up/maturity phase where the product gains acceptance and is in vogue, a state of solidification/saturation when needs for the product fades due to loss of taste, over use and lack of variety; this is followed by a stage of weakening activity and loss of revenue and patronage which shows the product becoming old fashioned and a need for remodelling, refurbishment or realignment of strategies and activities to meet up with the changes in customer's desires and preferences to remain relevant in the market. Furthermore Konstantinos (2001); Agarwal (1997) and Butler (1980) advanced that though destinations offer services and experiences which are composed of a combination of tangible and intangible resources, they do tend to exhibit this pattern of life cycle behaviour that meanders along a curve of six divisions of discovery, participation, maturity, acceptance, solidification and rejuvenation.

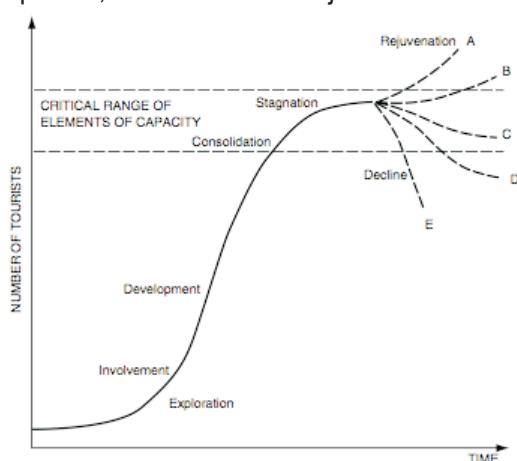


Figure 1: Butlers Destination Life Cycle Model (TALC)

Source: Adapted from Agrawal (1997) in Butler (1980)

Marketing Traits Model

Lehtinen (1984) argued that actually a service-like marketed entity, is a benefit of providing object of transaction that is a more or less an abstract activity or process of activities essentially produced, marketed and consumed in a simultaneous interaction. The above service definition by Lehtinen contains four basic characteristics usually connected to services which is inclusive of tourism namely: 1) abstract nature, i.e., intangibility, 2) process nature, 3) the simultaneousness of production, marketing and consumption which is called inseparability, and 4) the interactive nature.

Services are generally considered intangible by nature. However, no services are purely intangible. Even the most abstract services, such as financial services are often made more tangible through various written documents. Zeithaml, Parasuraman and Berry (1990) have identified tangibles, such as physical facilities, equipment, personnel and communication material, as one of the key dimensions of service quality. On his part, Lehtinen (1984) suggests the terms service-like and 'goods-like' to be used to describe whether one is dealing either with an entity consisting mostly of intangible elements of services or with an entity consisting of mostly tangible goods. Furthermore, Moeller (2010) established that the intangibility of transformation processes is not service specific, but rather the intangibility of the service offering. Goods producers are not dependent on customer resources for completing the offering unless they individualize their goods. However, this results in an inclusion of customer resources (information) and causes them to have the same characteristics as services have.

Most services consist of various processes, which the providers and customers have to follow. These processes are especially important when using technology-based and e-services; otherwise the whole service system does not function well. So far technical devices and ICT-systems cannot treat customers as individually and flexibly as traditional service encounters.

Inseparability of production, marketing and consumption is linked to interaction during the service encounter. By using inseparability as a criterion, services may appear as markedly different from each other. Depending on the service, it may be produced, marketed and consumed either simultaneously or separately. However, there are services that do not necessarily follow the inseparability logic. Moeller (2010) added here that

the transformation of customer resources is the core of services. The required customers resources (e.g. customers themselves, their physical objects, their rights, their nominal goods and/or their data) must, of course, be present for a transformation of them and if inseparability is related to customers' resources and not the customer himself the attribute of inseparability is perfectly applicable.

Interaction between customers and providers is mainly realised during the service encounter though some services can be called relational, comprising the interactive nature of services. Traditionally personal interaction is considered an essential part of all services, but nowadays in many technology-based services personal (Lehtinen and Järvinen, 2015)

In terms of perishability, Moeller (2010) argued that bearing this in mind, critique regarding this characteristic she is in accord with Gummesson who pointed out that an ATM is a store of cash withdrawals and a hotel is a store of beds. All aspects of the 'specifics' are storable. The potential to be of value, however, perishes if there is no customer demand for cash or hotel beds. So, the potential capacity to provide service perishes. Time is the most perishable component of services capacity. Lovelock and Wright, (2001) also added that because services are a deed or performance rather than a tangible item the customer keeps, it is perishable and cannot be inventoried. Of course, the necessary facilities, equipment, and labour can be held in readiness to create a service, but these simply represent productive capacity, but not the product itself.

METHODOLOGY

In Geographical terms, a model is a simplification of reality. The purpose of the Butler Model is to look at the way that tourist resorts grow and develop. The tourist industry, like all industry, is dynamic and constantly changing. Therefore, the Butler Model is a way of studying tourist resorts and seeing how they change over time and in relation to the changing demands of the tourist industry. These changes can then be compared to the predictions as shown on the model.

Study Area

The Yankari safari and resort is located in Bauchi state (Figure 2). The vegetation of YGR as reported by Ogunjinmi and Umunna (2008) is Sudan savannah and its variant vegetation's of woodland, trees and shrubs, evergreen swamp and forest.

The forest plants are along the flood plains of the Gaji and Yashi rivers that form the drainage pattern in the reserve and have a blend of tall forest trees, transitional woodland trees, Guinea savanna trees, and climbers. And these trees grow to a height of 20 to 30 metres tall with a lot of conspicuous climbers in sight. However, there are open canopy trees of 15m high, with shrubs and grasses form the lower stratum. Besides Swamp forests are in areas that are seasonally flooded. Furthermore, highlights by the World conservation society WCS (2014) show that Yankari reserve harbours the largest herd of elephant population in Nigeria that are living, and one of the largest remaining in West Africa, estimated to be about 350 in number. In addition, there is a significant population of lion, buffalo, hippopotamus, roan, hartebeest, Gorillas, Monkeys, and Antelopes etc.

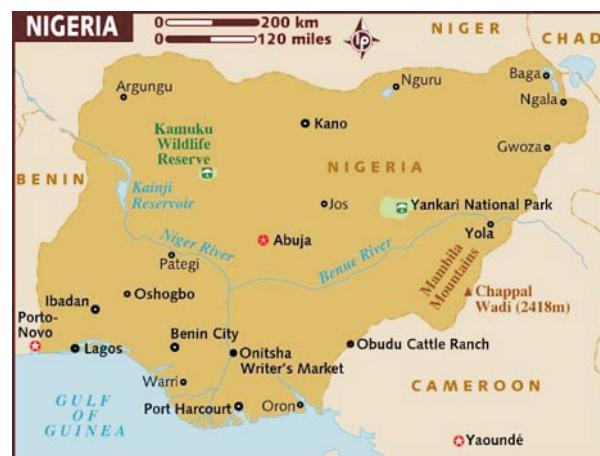


Figure 2: Map of Nigeria Showing Location of Yankari safari and resort

Source: <https://www.google.co.uk/> (2015)

FINDINGS

Butlers model applications for Yankari safari and resort

Exploration (1930-1958): The Conceptual stage where small numbers of visitors discover a destination, making individual, unorganised travel arrangements. The amenities used are usually managed and owned by locals while the numbers of tourists are few due to *inaccessibility of the location and facilities*. Okpoko and Ali (2012) observed that the place was established as a Game Preservation Unit (GPU) in Northern Region of Nigeria in 1956, because it was noticed that human population was increasing their need for new land for settlement and grazing which obviously affected the surrounding vegetation and depleting the fauna resources that are unique and peculiar to the region.

Involvement (1962-1991): a stage that involves constant flow of tourists. Communities take interest and begin to adapt to tourism business. The resort was promoted using various techniques, Governments were pushed to provide infrastructure, while patterns of visits emerged. Safari net talk (2011) highlighted in their report that the boundaries of the reserve increased with acquisition of land in the area by governments to cater for animals to have more grazing land. Ecological surveys were done and conservation agencies both local and international got involved in its management.

Development (1991-2000): Another stage was the development process where additional tourism infrastructures were put in place likewise a clear definition of market segments through promotional strategies to stimulate tourists. Here there is a likelihood of numbers of tourists at peak periods outweighing that of the local population coupled with local involvement and influence of development declining - as observed by (NTDC 2001) when YGR attained the status of a National Park in 1991.

Consolidation (1991-2000): Consolidation experienced an increase in the number of visitors and declines, though visits still exceeded population of permanent residents. The area of tourist activities must have been delineated while older deteriorating facilities were seen as being archaic, and local efforts were made to extend visitor stays (Agrawal 1997). At this stage, source of income and living tends to be tied to tourism activities, and indigenous communities experienced some negative effects.

Stagnation (2000-2005): This stage as observed by Oppermann(1995) results in loss in revenue, social malaise, pollution of environment, breakdown of infrastructure, low patronage, misuse of land,etc. The resort must have reached its highest ebb thus relying mostly on repeat visits by Psychocentric and conventions for business. Artificial attractions supersede the natural or cultural ones and the destination is no longer considered fashionable.

Rejuvenation: (2005 to 2012) The chalets and internal roads built in the reserve during its early life stage got dilapidated due to years of neglect by its former management; which necessitated the Bauchi state government in 2005 taking over ownership of the park. Furthermore, Abdullahi (2006) noted that since the change in management, the Bauchi state government has been rehabilitating dilapidated structures, while some are completely reconstructed like the 72-kilometre access road from Dindima to Wikki Resort, installation of Internet facilities,

Memorandum of Understanding with two South African tourism firms and a British tourism outfit for effective and proper management of the reserve when fully completed.

Marketing Traits Model for Yankari safari and resort

In analysing the marketing destination cycle of the resort with the likely impact felt on visitor's patronage using marketing traits model advanced by Buhalis (2000) in table 1, the results showed an interesting range of patronage and fluctuating demand over time as the resort matures and experiences changes.

Table 1: Marketing Life Cycle Stage of Yankari game reserve: its traits and impacts from 1930-2012

IMPACT ANALYSIS	INTRODUCTION (EXPLORATION)	GROWTH	MATURITY	SATURATION	DECLINE LIFE CYCLE SUPPLY DEMAND
Situation	New trendy destination	More people Interested investment on accommodation & Facilities	Maximum visitation Increasing facilities	Over supply original demand moves	Reduction of demand special offers to boost visitation
Destination Characteristics					
Visitor Number of Tourists	Few	Many	Too Many	Many	Many
Growth Rate	Low	Fast Growth	Fast Growth	Slow Growth	Decline
Accommodation Capacity	Very low	Low	High	Very High	Low
Occupancy Level	Low	Very High	Very High	High	Low
Prices of services	High	Very High	High	Low	Very low
Expenditure per capita	High	Very High	Very High	Low	Very low
Visitor Types	Drifters	Innovators	Innovators	Followers	Cheap mass market
Image and attractions	Low	Very High	High	Low	Very Low
Tourists perceived as	Guests	Guests	Customers	Customers	Foreigners
Environmental Impacts					
Environment and landscape	Unspoilt	Improved	No respect	Polluted	Damaged
Conservation & heritage	Unspoilt	Improved	No respect	Decay	Damaged
Ecological disruption	Unspoilt	Improved	No respect	Decay	Damaged
Pollution related to tourism	Negligible	Low	High	Very High	Very High
Water pollution	Negligible	Low	High	Very high	Very high
Congestion and traffic	Low	Low	Very high	Very high	Low
Erosion	Low	High	Very high	Very high	Very high
Social Impacts					
Types of tourists	Allocentric	Allocentric	Dicentrics	Psychocentric	Psychocentric
Relationships between Locals and Tourists	Euphoria	Apathy	Irritating	Antagonism	Final
Demographics at destination	Immigration and other residents	Youth stays to work in tourism more balanced	Balanced	Balanced	Immigrations as no jobs available and older Residents
Migration to the destination	Low	High	Very high	High	Low
Crime at the destination	Low	High	High	Very high	Very high
Family structure	Traditional	Effected	Modern	Modern	Modern

Source: Adapted from Buhalis (2000).

Table 1 above indicates a typical structure of tourists' patronage and marketing efforts exerted to reverse some trends as the management noticed a decline when the resort was moving towards its saturation point. This necessitated some refurbishment and rejuvenation, using advanced marketing techniques and reached to regain its pride of place amongst various resorts of its type in the country to meet up with competitive challenge.

DISCUSSION

Arising from the impact analysis of tourist patronage of the resort starting from the exploration stage, findings showed that the destination characteristics in-terms of visitor patronage is low, occupancy rate low, visitor types were drifters, while environmental impacts were also low, equally social impacts were low and only allocentric types of tourist were mostly seen patronising the resort. These patterns gradually were improving and increasing over the years as the resort was growing having fast, more balanced demographics patronising the resort with changing tastes and desires cropping in. Though the environmental impact is seen to be deteriorating while some challenges are seen regarding social impacts between residents and visitors, it is not out of place. This is in agreement with the arguments of *Klaus, Hubert and Siller (2006)*. Similarly, *Choy 2002 stressed on the concept of the lifecycle by Butler (1980) to include six stages* and explained it on the basis of new products usually passing through a system of growth process in relation to pattern of use and creation, beginning with products discovery/conception analysis; start-up/maturation phase where the product gains acceptance and is in vogue, a state of solidification/saturation when needs for the product fades due to loss of taste, over use and lack of variety; This is followed by a stage of weakening activity and loss of revenue and patronage which shows that the product was becoming old fashioned and a need for remodelling, refurbishment or realignment of strategies and activities to meet up with the changes in customer's desires and preferences to remain relevant in the market.

Implication for practice

For practice in the industry the understanding of the stages of development to stagnation of any tourism resource and how such resources can be marketed also helps managers and investors in the industry to maximise benefits and utilise resources.

It also outlines consumer behaviour preferences from product formulation to saturation.

CONCLUSION

Destinations worldwide experience changes as they are being established and patronized over time. However, the challenge as seen in this study is for the destination to be able to predict when the likelihood of it being over patronized comes into place so as to make adequate provisions of diversifying as well as improving on its facilities and appealing factor in order to remain in the market while maximizing the benefits of both its existing customers while wooing potential ones without compromising on standards, etiquette, originality and preserving the main attraction sustaining its usability.

Recommendations

In view of the findings, the followings are recommendations advanced

Firstly, any strategy of managing visitor impacts in a reserve should be wildlife-centred rather than visitor/tourist-centred such as forbidding people from going to where nursing or breeding of young animals takes place because of the safety of tourists and the breed also which is also applicable to the reserve too. Secondly the management of the resort should be able to conduct a market survey by segmenting its market and target each in their marketing mostly as it has seasons where wildlife viewing is at its peak or low so as to maximise profit and patronage at all seasons of the year for the resort.

Thirdly a constant review of the policies, mode of administration, maintenance culture as well as customer reviews should be conducted while incorporating SOCOMO marketing principles.

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ROLES OF EMIRATE LEADERSHIP IN GANI DURBAR FESTIVAL IN NEW BUSSA, NIGERIA.

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ABSTRACT

Hosting tourism activities/events is of great significance to the economic well-being of host communities as it allows social and economic benefits in the form of multiplier effects but how to check the uncertainties and social vices associated with hosting crowds is worrisome. This study was designed to identify various tourism activities available during Gani Durbar Festival, examine the level of peace obtainable during Gani Durbar Festival and ascertain the roles demonstrated by the emirate in maintaining peaceful atmosphere viz-a-viz security during the festival. The study population comprises of Head of Borgu Emirate Council, emirate councilors, district and village heads, Borgu Local Government Tourism Committee Members, security agents (local and conventional), Gani Durbar Security Committee, tourists and participants. Purposive and simple random sampling techniques were used to sample respondents and questionnaire was used as a major instrument for data collection. Data collected were subjected to simple percentage method of analysis through the aid of SPSS. The results deduced from the study included the various tourism activities taking place during durbar celebrations, level of peace obtainable in New Bussa, roles demonstrated by emirate leadership in maintaining peace during the celebrations and the perceived effects of the roles on tourism development. It was concluded that agricultural exhibition (farm produce), carnival procession, traditional dance, local drumming among other activities were practiced during the festival celebration the community is free from ethnic disputes, Boko Haram bombing and terrorism and so on. It can further be concluded that emirate leadership is effective in ensuring tourists convenience during the festival celebration, ranging from mobilizing and equipping security agents, inauguration of security committee (both conventional and non-conventional), involving traditional rulers in security matters and so on. Finally, recommendations were made on how to improve and sustain tourist visits for the festival.

Keywords: Emirate, Festival, Leadership, Roles

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INTRODUCTION

Cultural events and festivals play an important role in the formation and strengthening of cultural tourism in tourism industry. These programs offer the tourist additional reasons to visit a place over and above the regular cultural product offered. Often because events are one-off and take place in a limited timeframe, and because festivals offer a concentrated and often unique offering in a limited time period, they form an additional reason for cultural tourists to visit a place. They can cause a place to rise on the list of places the tourist has in his or her mindset of attractive destinations. Festivals and events are both effective instruments in attracting first time visitors as well as repeat visitors due to the differential advantage they can offer.

The government has retained and given formal recognition by law to the traditional institution of chieftainship and its associated traditional structures by realizing that people in rural areas will always

continue to have respect for (and faith in) the traditional structures. The politicians, irrespective of their affiliation with different political parties, favour the retention of these traditional structures as they realize that dismantling of these structures could result to opposition and make them unpopular in their localities. Though politicians in authority at the central government have gradually curtailed the powers, authority and functions of chiefs since independence, the institution of chieftainship and the various ethnic administration in Nigeria were allowed to function. However, their powers were reduced (Keshav, 2004).

The traditional leaders are concerned with overall development issues and activities taking place in their jurisdiction, and traditional structures are involved in the process of district level development, planning and implementation. Their actual and possible contribution becomes manifest with regard to many activities. They can contribute towards

protection, management and allocation of natural resources by lending support to the Community Based Organizations (CBOs) in the concerned emirates. They can contribute in resource mobilization and in enhancing revenue generation for the state by informing and educating the community for timely payment of taxes and levies, and by explaining the significance of cost-recovery or cost-sharing principles in service delivery. They can give active and effective leadership to the community in organizing self-help projects and in engaging the Non-Governmental Organizations (NGOs). Their leadership could be a source of education for prudent use of local resources, and securing lives and properties in the society (Keshav, 2004). However, Leadership is creativity in action. It is the ability to see the present in terms of the future while maintaining respect for the past. Leadership is based on respect for history and the knowledge that true growth builds on existing strength. Leadership is in part a visionary behavior, but it requires the fortitude and flexibility necessary to put vision into action and the ability to work with others and to follow when someone else is the better leader. Leadership is the moral and intellectual ability to visualize and work for what is the best for institution and its employees (Mullins, 2001). Leadership is the ability to influence people to willingly follow one's guidance or adhere to one's decisions (Leslie, 1995). Leaders also need resilience to function in normal and not-so-normal-times. A leader may not recognize the personal characteristics that cause people to follow him or her, but the followers respond to those characteristics (Crosby, 1997). The personal characteristics encompasses charismatic, visionary, resilience and purposeful leadership qualities endowed and demonstrated with penchant for history and cultural values through hosting periodic international gani durbar festivals by the traditional leaders of Borgu emirate, right from HRH, Alh. Muhammadu Sani Baabaki and same spirit was maintained by his son, HRH, Alh. Musa Muhammed Kigera III and was further accelerated in a higher degree by a unifier, HRH Alh. (Dr) Sen. Haliru Dantoro, Kitoro III. Finally, it was consolidated, strengthened and enhanced by the present emir, Barr (Dr) Muhammed Sani Haliru Dantoro, Kitoro IV as a result of his visionary, passionate, inclusive and flexible leadership style, same event was celebrated in November, 2020.

Emirate leadership has a lot to contribute towards enhancing convenient atmosphere aimed at strengthening the confidence of tourists to patronize

a destination (Freddie, 2011). Roles of emirate leadership in maintaining peaceful environment, from developmental perspective, as confirmed by Elmari (2014) included:- land administration, agriculture, health, tourism, welfare services, security, disaster management and management of natural resources. The constitution itself also contains various provisions impacting on the roles and functions of emirate leadership as well as municipalities (Elmari, 2014).

New Bussa is the headquarters of Borgu emirate and is believed to be one of the major tourist destinations in Niger State due to its endowed potentials and meaningful tourism resources. The community has a unique administration system of managing and mobilizing these potentials for optimum utilization. Conventionally, the resources and other tourism potentials, including hosting of activities/events are joint responsibilities of the traditional institutions, local and state governments. However, the leadership of Borgu Emirate Council due to its passion and commitment for tourism, maintained these status with support from both the local and state governments.

Peace is an essential commodity to every society that wishes to prosper while insecurity is an impediment for the growth and development of every society. With the unique administrative system of managing and mobilizing tourism resources by majorly the Emirate council instead of the local and state governments which is attributed to the passion and foresight of the emirate leadership for developing and promoting tourism in this community, coupled with the challenges associated with hosting crowds to include armed robbery, social unrest, ritual killings, kidnappings, inter-ethnic, intra-ethnic and religious crisis etc. However, it has become pertinent to ascertain the strategies and roles performed by the emirate in maintaining peaceful atmosphere for tourist convenience and more specifically, to identify various tourism activities available during Gani Durbar Festival, examine the level of peace obtainable during Gani Durbar Festival, investigate the roles demonstrated by the emirate in maintaining peaceful atmosphere viz-a-viz security during the festival and finally, examine the effects of such roles on tourist satisfaction during Gani the Festival.

In Nigeria, tourist destinations are either natural or man made and are managed to some appreciable level. Tourists destinations can be a place or a resort where tourists go and stay safely or it could be an area or country in where a visitor stays and travels

(Holloway, 2001). Hosting tourism activities/events in any community is of great significance to the economic well-being of such community as it allows social and economic benefits in the form of multiplier effects to the community. Based on these reasons, the need to organize and host events became necessary while the strategies and efforts to eliminate or control the occurrence of the challenges associated with hosting crowds became imperative to ensure tourist and visitors safety including the host community. This research therefore provides baseline information on the strategies and roles of emirate leadership in maintaining peaceful atmosphere with a view of enhancing tourist confidence to patronize New Bussa. According to Omotoso (2014), insecurity in Nigeria has a multi-dimensional outlook, but all have adverse or negative consequences on tourism development. For example, it manifests in form of frequent social misdemeanors such as armed robbery, social unrest, ritual killing, kidnapping, environmental decentralization problems, inter-ethnic/religious and intra-ethnic disputes, political and electoral violence, frequent Boko Haram bombing and terrorism.

METHODOLOGY

New Bussa is a town in Niger State, Nigeria. It is the new site of Bussa after the Kainji Lake dam set the previous location underwater. New Bussa is the head quarter of Borgu Emirate and Borgu Local Government area. The community was resettled sometimes in April 1968 to the present New Bussa (<https://www.google.com>). The study population constitutes the Head of Borgu Emirate Council, councilors of the emirate, district and village heads, Borgu Local Government Tourism Committee Members, security agents (local and conventional), Gani Durbar Security Committee, tourists and participants. Ninety respondents were drawn from the study population. Primary method of data collection was employed through the use of questionnaire and observation. Purposive sampling was employed to select the emirate leaders, the councilors, District and Village Heads, security agents, security committee members, Tourism Committee Members and participants based on the fact that they can provide more reliable data due to their relevance to the study while convenient sampling method was also used to draw tourists who patronized New Bussa during the festival

celebration, as it is believed that all tourist who attended the festival will be able to give relevant information for the study. The breakdown of the sample included 10 respondents from the emirate council (i.e. Emir and Councilors), 3 District Heads and 3 Village Heads, 20 security agents, 14 participants, 5 other members from security committee, 5 members also drawn from Borgu Local Government Tourism Committee and 30 tourists who visited New Bussa. Likert scale was used in measuring the responses. The scale of measurement is defined as Strongly Agreed (SA) = 5, Agree (A) = 4, Undecided (U) = 3, Disagree (2) and Strongly Disagree (SD) = 1. Weighted mean response of greater than 3 is positive while weighted mean response of less than 3 represents negative.

Data collected were analyzed with the aid of SPSS and results were presented in means and percentages.

RESULTS AND DISCUSSION

Table 1: Tourism Activities Practiced During Gani Durbar Festival

Variables	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	\bar{X}	Remark
Regatta Boat Race	17 (18.89)	24 (26.67)	28 (31.11)	19 (21.11)	2 (2.22)	3.39	Significant
Carnival Procession	48 (53.33)	27 (30.00)	12 (13.33)	2 (2.22)	1 (1.11)	4.32	Significant
Traditional Dance	21 (23.33)	46 (51.11)	20 (22.22)	1 (1.11)	2 (2.22)	3.92	Significant
Local Drumming	20 (22.22)	44 (48.89)	24 (26.67)	2 (2.22)	0 (0.00)	3.91	Significant
Horse Riding	12 (13.33)	18 (20.00)	43 (47.78)	16 (17.78)	1 (1.11)	3.27	Significant
Agricultural Exhibition (Farm Produce)	48 (53.33)	27 (30.00)	12 (13.33)	2 (2.22)	1 (1.11)	4.32	Significant
Wild life exhibition (Animal)	21 (23.33)	21 (23.33)	32 (35.56)	16 (17.78)	0 (0.00)	3.52	Significant
Arts and craft exhibition	12 (13.33)	18 (20.00)	43 (47.78)	16 (17.78)	1 (1.11)	3.27	Significant

Note: Mean coefficient above 3 is positive while less than 3 is negative and 3 is neutral

The above table reveals the various tourism activities practiced during Gani Durbar Festival. Agricultural exhibition (farm produce) was acknowledged by majority of the respondents as the main activity that took place during the event with 83.66% respondents while the least acknowledged activities were horse riding and arts and craft exhibition with 33.33% each. Carnival procession, traditional dance, local drumming, wildlife exhibition and regatta boat race recorded 83.33%, 74.44%, 71.11%, 46.66% and 45.56% respectively. This shows that the Gani-Durbar festival is a very rich event with several activities practiced during the celebration. With the practice of numerous activities, visitors will have more reason to be excited when they visit the community for the celebration.

Table 2: Perceived level of Peace in New Bussa during Gani Durbar Celebration

Variables	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	\bar{X}	Remark
Free from Kidnapping	10 (11.11)	38 (42.22)	31 (34.44)	9 (10.00)	2 (2.22)	3.50	Significant
Free from Ethnic Dispute	48 (53.33)	27 (30.00)	12 (13.33)	2 (2.22)	1 (1.11)	4.32	Significant
Free from religious crisis	16 (17.78)	23 (25.56)	40 (44.44)	10 (11.11)	1 (1.11)	3.48	Significant
Free from Armed robbery	13 (14.44)	24 (26.67)	38 (42.22)	14 (15.56)	1 (1.11)	3.38	Significant
Free from social unrest	23 (25.56)	34 (42.22)	19 (15.56)	11 (12.22)	3 (3.33)	3.70	Significant
Free from ritual killings	25 (27.78)	22 (24.44)	20 (22.22)	20 (22.22)	3 (3.33)	3.51	Significant
Free from political and electoral violence	21 (23.33)	23 (25.56)	20 (22.22)	22 (24.44)	4 (4.44)	3.39	Significant
Free from Boko Haram bombings and terrorism	18 (20.00)	42 (46.67)	12 (13.33)	12 (13.33)	6 (6.67)	3.60	Significant
Free from environmental decentralization	20 (22.22)	39 (43.33)	16 (17.78)	7 (7.78)	8 (8.89)	3.62	Significant

Source: Field survey, 2019

Note: Mean coefficient above 3 is positive while less than 3 is negative and 3 is neutral

The above table reveals the level of perceived peace obtainable during Gani Durbar festival celebration. "Free from ethnic disputes" was most indicated by the respondents (83.33%) with excellent performance from the emirate while the least (still with positive result) was "free from armed robbery" with 41.11%. "Free from Boko Haram bombing and terrorism", "free from environmental decentralization", "free from social unrest", "free from kidnappings", "free from ritual killings", "free from political and social violence" and "free from religious crisis" had 66.67%, 65.55%, 63.34%, 53.33%, 52.22%, 48.89% and 43.34% respectively. This indicates that the community is well secured and free from all kinds of insecurity during the festival. These positive perceptions about security enable visitors and residence to participate in the celebration without fear.

Table 3: Roles demonstrated by Emirate Leadership for maintaining Peaceful Atmosphere during the Festival

Variables	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree	\bar{X}	Remark
Sensitization/awareness creation	61 (67.78)	24 (26.67)	3 (3.33)	2 (2.22)	0 (0.00)	4.60	Significant
Periodic stakeholders/security meetings	31 (34.44)	41 (45.56)	3 (3.33)	9 (10.00)	6 (6.67)	3.91	Significant
Involving Traditional rulers in security matters	63 (70.00)	24 (26.67)	0 (0.00)	2 (2.22)	1 (1.11)	4.62	Significant
Mobilizing/equipping local security agents	55 (61.11)	34 (37.78)	1 (1.11)	0 (0.00)	0 (0.00)	4.60	Significant
Inauguration of security committee (to involve conventional and non-conventional)	55 (61.11)	34 (37.78)	1 (1.11)	0 (0.00)	0 (0.00)	4.60	Significant
Concentrating security agents at strategic places within the community	23 (25.56)	37 (41.11)	24 (26.67)	6 (6.67)	0 (0.00)	3.86	Significant
Funding security matters by the emirate	26 (28.89)	37 (41.11)	21 (23.33)	3 (3.33)	3 (3.33)	3.89	Significant
Demarcating and allocating jurisdiction to specific personnel	50 (55.56)	16 (17.78)	9 (10.00)	14 (15.56)	1 (1.11)	4.11	Significant
Appointment of leaders among all ethnic groups in the community	42 (46.67)	22 (24.44)	13 (14.44)	14 (14.44)	0 (0.00)	4.03	Significant
Freedom of worship by residents/visitors	38 (46.67)	20 (22.22)	11 (12.22)	19 (21.11)	2 (2.22)	3.81	Significant

Source: Field survey 2019

Note: Mean coefficient above 3 is positive while less than 3 is negative and 3 is neutral

The above table reveals the roles played by emirate leadership in maintaining peaceful atmosphere during Gani Durbar festival celebration. Majority of the respondents (98.89%) indicated "mobilizing and equipping security agents" and "inauguration of security committee" as the major roles played by the emirate leadership, while the least role indicated was 64.44% was "freedom of worship by residents/visitors". This confirmed that the emirate have adopted necessary measures in ensuring

peace and security during the event. These measures will help to a greater extent in ensuring a peaceful atmosphere during the celebration and boast the confidence of visitors to further patronize New Bussa community.

Table 4: Effects of the Roles Demonstrated by the Emirate Leadership in Maintaining Peaceful Atmosphere

Variables	Very Positive	Positive	Positive Negative	Negative	Very Negative	\bar{X}	Remark
Mutual interaction between tourists and host community	21 (23.33)	(23.33)	32 (35.56)	(17.78)	0 (0.00)	3.52	Significant
Unity among the various ethnic groups in the community	12 (13.33)	(20.00)	43 (47.78)	(17.78)	1 (1.11)	3.27	Significant
Religious tolerance	10 (11.11)	(42.22)	31 (34.44)	(10.00)	2 (2.22)	3.50	Significant
It paves way for economic development	27 (28.89)	(30.00)	12 (13.33)	2 (2.22)	1 (1.11)	4.32	Significant
It enhance tourists visit to the community	16 (17.78)	(25.56)	40 (44.44)	(11.11)	1 (1.11)	3.48	Significant
It promotes the image of the community	24 (26.67)	(26.67)	38 (42.22)	(15.56)	1 (1.11)	3.38	Significant

Source: Field survey 2019

Note: Mean coefficient above 3 is positive while less than 3 is negative and 3 is neutral

The table above reveals the effects of the roles demonstrated by emirate leadership in maintaining peaceful atmosphere for tourist convenience during Gani Durbar festival celebration. Majority of the respondents attested that "it paves way for economic development" with 83.33% while the least acknowledged was unity among the various ethnic groups within the community with 33.33%. "Religious tolerance", "mutual interaction between tourist and host community", "it enhances tourists visit to the community", and "it promotes the image of the community" with 53.33%, 46.66%, 43.34% and 41.11% respectively. This signifies that the emirate role in ensuring peace and security during the event celebration has yielded significant positive results to the benefit of the community and this will enhance the confidence of visitors and subsequently, higher patronage to the community.

CONCLUSION

There are many attractive activities during Durbar festival celebration. Some of the activities included Agricultural exhibition (farm produce), carnival procession, traditional dance and local drumming. The New Bussa environment, the site for the celebration was always free from insecurities throughout the period of the event. This peaceful atmosphere was achieved through various strategies used by the emirate leadership. These strategies have proved effective in ensuring security of lives and property for many years. It is recommended that:

1. Arts and craft exhibition should be repackaged in a more attractive and interesting way that will draw more tourists and visitors during festival celebrations.
2. Emirate leadership should at all times be employing pro-active measures (not only during festival celebrations) for securing the community at a greater extent and perhaps improving on the measures during festival celebrations.

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WHO should join HATMAN?

From students to chief executives, whether in your own business or a global organization, there is a membership grade to suit all management levels.

Whilst the completion of certain hospitality courses automatically makes you eligible, we do recognize that many highly skilled supervisors and managers come directly into the industry. For them we have a point's assessment system which gives credit for work-place learning and responsibility, which leads to membership. Wherever you are in your career, there is a membership grade for you.

The grades are designed to assist career progression and reflect every stage of career development.

HATMAN Membership Grades

Hospitality and Tourism Management Association of Nigeria Membership Grades are as follows:

- STUDENT MEMBER
- AFFILIATE (AFHATMAN)
- ASSOCIATE (AHATMAN)
- MEMBER (MHATMAN)
- FELLOW (FHATMAN)

AFFILIATE MEMBER (NON CORPORATE GRADE OF MEMBERSHIP)

This grade is open to those who wish to participate in, and learn about the work of the Hospitality and Tourism Management Association of Nigeria

and is assigned initially to all members on first joining the Association. Affiliate members do not have voting rights and cannot hold office.

Affiliate members are normally those not eligible for a higher membership grade or individuals studying for a recognized qualification in hospitality, leisure or tourism.

ASSOCIATE (AHATMAN)

This is the first Membership grade of the Institute that confers designatory letters upon an individual (AHATMAN). Associate Members do not have voting rights and cannot hold office. Associate Members will have met the following criteria:

- Qualifications: a Hospitality or Tourism based qualification, a degree, foundation degree, diploma or equivalent comparable qualification awarded by a Nigerian or internationally recognized organization.
- Industry Experience: have achieved the appropriate Industry Experience Points in an entry level or supervisory management post directly concerned with the hospitality, leisure and tourism industries, and/or in other areas of work.
- Continuing Professional Development: have shown evidence of an ongoing commitment to Continuing Professional Development.

MEMBER (MHATMAN)

This grade of membership confers designatory letters upon an individual (MHATMAN). Members have full voting rights and can hold office in the association. Members will have met the following criteria:

- Qualifications: have achieved Hospitality/Tourism qualification, a degree, foundation degree, diploma or equivalent comparable qualification awarded by an international recognized institution.
- Industry Experience: Have achieved the appropriate Industry Experience Points in a management or senior management post directly concerned with the hospitality, leisure and tourism industries, and/or in other relevant areas of work.
- Continuing Professional Development: Have shown evidence of an ongoing commitment to Continuing Professional Development and have consistently participated in association's conferences.

FELLOW (FHATMAN)

This grade of membership confers designatory letters upon an individual (FHATMAN). Fellows have full voting rights and can hold office in the association. Fellows will have met the following criteria:

- Have made a significant personal contribution to the industry.
- Have been in a Senior Management position for at least 5 years
- Have been a Full Corporate Member (MHATMAN) of the association for at least five years or at the discretion of the Executive Council be considered for direct entry in accordance with the relevant constitutional provisions.
- Should be able to demonstrate a significant contribution to the aims and work of the association.
- Have shown evidence of an ongoing commitment to Continuing Professional Development.
- Applications for upgrading to Fellowship shall be supported by two Fellows of the association, who shall have knowledge of the candidate for THREE years immediately preceding the application. Referees must not be members of the applicant's immediate family circle.

Direct Entry to Fellowship

In exceptional circumstances, the National Executive Council may admit directly into Fellowship, individuals who have made an outstanding contribution to the industry. They must be able and willing, in the view of the Executive Council, to personally advance the objectives of the Association and encourage others to pursue these objectives throughout a major segment of the industry. They should be supported by three Fellows of the Hospitality and Tourism Management Association of Nigeria, one of whom acts as proposer. This method of entry into Fellowship is not available by application; it is invitation only.

Student

Students following HATMAN accredited programmes of study are registered as student members and may upgrade to full membership on graduation.

Apply now

Applying is easy simply complete the application form and forward with our application form fee of N2,000, registration fee of N26,500 and one year subscription fee for your category of membership paid into designated HATMAN bank account

The application process should take about two weeks and we will keep you informed at every stage

Immediate Benefits?

Whilst your application is being processed, please feel free to sample our benefits and services free of charge.

We will send you a welcome pack, containing details of how to make the very best use of our services.

HATMAN Website: www.hatman2010.org

Professional Standards

Upholding high standards is key to the status of a professional body. We ask you to provide the name of one referee to support your application.

Membership Grades

Following a thorough evaluation of your application we will inform of our membership grade. Our assessors will provide clear guidance on how you can progress with HATMAN.

Annual Subscriptions

Subscription rates can be found within the application form. Many companies will assist employees with fees. However, you may pay your own subscription.

Welcome to HATMAN

We will send you a personalized membership card and a prestigious certificate to display as evidence of your profession status. We look forward to a long and happy relationship with you.

UPGRADING

The membership committee may also upgrade you if it considers that you have contributed significantly to the upliftment of the association and the industry. Those who have acquired higher academic qualifications may also apply to the membership committee for upgrade. Upgrading fee is N10,000 only.

Apply now!

Visit www.hatman2010.org
Learn more about HATMAN,
Download Membership Form,
Complete form, attach credentials,
Ensure your referees endorse your form,
Pay appropriate fees to HATMAN bank
Account as shown on website,
Send your completed form and your bank slip to:

You can also obtain printed membership application forms from our state coordinators as shown on website or directly from the national secretariat.

National Executive Secretary

Hospitality and Tourism Management Association of Nigeria (HATMAN)
Floor 5 suite 99,
Turaki Ali House (NNDC)
3 Kanta Road,
Kaduna, Nigeria.

Confirm receipt of your documents and progress of your application on phone:
08067992234, 08161883944,

Website-www.hatman2010.org
E-mail: nationalsec@hatman2010.org