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ACCEPTABILITY OF PROCESSED TIGER NUT (*Cyperpus esculentus*) MILK BY VISITORS IN AGODI GARDENS OF IBADAN, OYO STATE, NIGERIA

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ABSTRACT

The acceptability of processed tiger nut (*Cyperpus esculentus*) milk by visitors to Agodi Gardens, Ibadan was assessed. Tiger nut was mechanically processed into milk, packaged in plastic sample bottles and presented to 70 selected visitors in the garden. Data collected were analysed using descriptive statistics, multiple regression and Spearman correlation at $\alpha 0.05$. The results revealed that most respondents were female (54.3%), single (65.7%), and possessed tertiary education (86.6%). Majority (72.1%) were aware of tiger nut milk, out of which 55.7% have taken it before. The colour of the product was ranked highest (1.60 ± 0.75). This was followed by the ranking of the packaging material (1.77 ± 0.95) and taste (2.14 ± 2.08). The least ranked characteristics were flavour (2.34 ± 1.13) and aroma (2.36 ± 0.95). The overall acceptability (1.86 ± 0.80) of the product was high. Taste, flavour and aroma significantly ($p < 0.005$) influenced overall acceptability. The taste, aroma and flavour of the beverage should be enhanced using fruits like Pineapple, Strawberry, Apple and Orange. Sweetener like Honey or Coconut milk can also be used to enhance the taste and flavour, in order to make it more appealing to the consumers.

Keywords: Acceptability, Agodi Gardens, Visitor, Tiger nut milk.

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INTRODUCTION

Healthy drinks have become an issue of interest as awareness is moving towards sugar free, additive free and more natural drink, given the recent trend in most soft drinks containing high sugar, high pesticide residue and their attendant health risk (Eke-Ejiofor and Beleya, 2018). Drinks obtained from plant origins have therefore become increasingly popular. One of such is tiger nut. Tiger nut belongs to the family, Cyperaceae and genus *Papyrus* that is, an emerging grass like plant (Oguwike et al, 2017). Tiger nut has varieties which include black, brown and yellow, and the latter is the most common one (Oguwike et al, 2017). Tiger nut is also known as Zulu nut, yellow nut grass, Ground almond, Chafa, Edible rush. In Nigeria, the Hausa's call it Aya, Yorubas call it Imumu and Aki Hausa in Igbo (Omode et al, 1995). Tiger nut can be eaten raw, dried, roasted or grated and used as flour or vegetable milk (Ogbonna et al, 2013). It is pressed for its juice to make beverage called "Chufa" (Belewu and Belewu, 2007).

In North Africa, the tubers are consumed in their natural form or after being soaked in the water for some hours. In Spain, the tubers are consumed mainly as local drink call Horchata De Chafa (Allouh et al, 2015). Substantial amount of oil and milk are also found in Tiger nut (Asante et al, 2014).

Tiger nut milk is a very nutritive and energetic drink both for the old and young (Eke-Ejiofor and Beleya, 2018). It is cheap to obtain compared to animal milk (Udeozor, 2012). Tiger nut milk is rich in starch, glucose, protein, minerals like potassium, phosphorus and vitamins E and C, and has never been found to provide allergy (Belewu and Abodunrin, 2008). Bamishaiye and Bamishaiye, (2011) reported that tiger nut drink is a rich source of unsaturated fats and some enzymes which help in digestion, while Chevalier, (1996) reported that the drink contains more iron, magnesium and carbohydrate than the cow's milk. It can also be used as an ingredient in food and beverage industry because it is a source of natural antioxidants like phenolic compounds (Zapata et al, 2012).

The milk can be used specifically used in preparing biscuit and ice cream. Tiger nut milk is also known as 'Chafa De horchata' in Spain (where it originated from), 'Atadwe' in Ghana and 'KunnuAya' in Nigeria (Asante et al, 2014; Ogbonna et al, 2013). Tiger nut milk is very popular and of great economic value in Spain, and has been shown to have increased potential in other countries (Manga, 2016).

In Nigeria, tiger nut milk is mostly consumed in the northern part of the country, and has not been generally accepted in other parts of Nigeria. Perhaps, this may account for why it has low consumption and acceptability in those areas. Hence this food and drink remain an integral part of tourism, as tourists do not only participate in tourism activities but also explore the local foods and drinks available in such areas. Tourism destination attracts people of all ages and classes, thus provides a ready-made market to bring an under-utilized product to the attention of many in a tourism destination. This study therefore assessed the acceptability of tiger nut milk among tourists' visiting Agodi Gardens in Ibadan, Oyo State, Nigeria.

METHODOLOGY

Study area

This research was carried out at Agodi Gardens, Ibadan, Oyo State, which was established in the year 1967, has a land mass of 150 acres, and was then managed by the western region government. Agodi Gardens was formerly named Agodi Zoological and Botanical Garden (Obwekwe, 2017). This tourist site was established in 1977 (Obwekwe, 2017). Agodi Gardens is close to the University Teaching Hospital (UCH), Premier hotel, Oyo State Secretariat and the popular Bodija market in Ibadan. Attraction found within Agodi Gardens includes, a mini zoo not open to the public for now, restaurant, picnic spots, swimming pools and an amusement park for children (Obwekwe, 2017). Other activities that are being carried out within Agodi Gardens include, photo shots, picnics, garden parties, outdoor events, concerts and wedding.

Preparation of Tiger nut milk

Cyperus esculentus was purchased at Ojoo market, Ibadan, Southwest Nigeria. Tiger nut milk was prepared in the Department of Wildlife and Ecotourism Management, University of Ibadan laboratory, by adopting the methods of Manga (2016). In this method, the tiger nuts were sorted, thoroughly washed, and soaked in water for about

eight hours, after which they were finely grinded and allowed to settle for about ten minutes. The solution was then strained and pressed through a clean muslin to extract the tiger nut milk fluid. Then, the milk was packaged in a thermoplastic bottle which was labelled to give brief information about the product.

Sensory evaluation

Sensory evaluation test was used to determine how well the sample was liked, using the Hedonic scale. A Five-point scale was used to rate the samples where judges were requested to rank samples according to their preference thus: 1-Like Extremely, 2-Like Slightly, 3-Neutral (Neither Like nor Dislike), 4-Dislike Slightly and 5- Dislike Extremely. Seventy (70) copies of questionnaire and sensory evaluation form were administered to the respondents using purposive sampling technique. The sensory evaluation was conducted using seventy panel of judges made of the tourist within Agodi gardens. The attributes that were evaluated are colour, aroma, taste, over all acceptability and packaging material.

Data analysis

Using Statistical Package for Social Sciences version 21, data were subjected to descriptive statistics, Spearman correlation and multiple regression.

RESULTS

Socio-demographic Characteristics of respondents

This is presented on Table 1. Most respondents were between 18 – 23 (44.3%) and 24 – 28 (28.6%) age groups. Exactly 54.3% were female while 45.7% were male. The bulk of the respondents (94.3%) were Nigerians while 5.7% were foreigners. Most visitors were Christians (75.7%). Quite a large number of the respondents visited from Oyo (35.7%) and Osun (25.7%) states. The most dominant ethnic group was Yoruba (91.4%). Majority of the respondents were single (65.7%) while 34.3% were married. The respondents largely possessed tertiary education (68.6%) followed by those with secondary education (30%). Students constituted the bulk of the visitors in the garden (48.6%). This was followed by those that were self-employed (22.9%) and civil servants (18.6%). Half of the respondents (50%) earned not more than ₦50,000 while 21.4% earned between ₦51,000 and ₦100,000.

Table 1: Socio-demographic characteristics of visitors to Agodi Gardens

Socio-demographics	Characters	Frequency	Percentage
Age	18-23	31	44.3
	24-28	20	28.6
	29-33	10	14.3
	34-38	4	5.7
	39&above	5	7.1
Gender	Male	32	45.7
	Female	38	54.3
Nationality	Nigerian	66	94.3
	Foreigners	4	5.7
Religion	Islam	17	24.3
	Christianity	53	75.7
State visiting from	Oyo	25	35.7
	Osun	18	25.7
	Lagos	9	12.9
	Ogun	8	11.4
	Ondo	5	7.1
	Edo	2	2.9
	Ekiti	2	2.9
Ethnic group	Plateau	1	1.4
	Yoruba	64	91.4
	Igbo	3	4.3
	Hausa	1	1.4
Marital status	Benin	2	2.9
	Single	46	65.7
	Married	24	34.3
Educational level	Primary education	1	1.4
	Secondary education	21	30.0
	Tertiary education	48	68.6
Occupation	Student	34	48.6
	Civil servant	13	18.6
	Public servant	4	5.7
	Self employed	16	22.9
	Private employee	1	1.4
	Corp member	1	1.4
Monthly income	=50000	35	50.0
	51000-100000	15	21.4
	101000-150000	6	8.6
	151000-200000	5	7.1
>200000	4	5.7	

Visitors' awareness, knowledge and preference for tiger nut milk

Most respondents (72.1%) were aware of tiger nut milk, out of which 55.7% have taken it before. Thirty percent and 32.5% of the respondents noted that they consume it on a weekly and monthly basis respectively. Majority (75%) noted that there was no resulting allergic reaction from the consumption of the milk. However, 57.1% indicated that they do not prefer tiger nut milk to other milk types. The bulk of the respondents; 85.5% and 84.3% were not aware of the nutritional and health benefits of tiger nut milk.

Table 2: Awareness and preference for tiger nut milk by visitors to Agodi Gardens

Statement	Characters	Frequency	Percentage
Awareness of tiger nut milk	Yes	49	72.1
	No	19	27.9
Prior consumption of tiger nut milk	Yes	39	55.7
	No	31	44.3
Frequency of consumption	Daily	1	2.5
	Weekly	12	30.0
	Monthly	13	32.5
	Bi-monthly	9	22.5
	Bi-annually	5	12.5
Any resulting case of allergic reactions to tiger nut milk	Yes	2	5.0
	No	30	75.0
	Not sure	8	20.0
Preference of tiger nut milk to other milk types	Yes	11	15.7
	No	40	57.1
	Indifferent	19	27.1
Knowledge of the nutritional benefits of tiger nut milk	Yes	7	10.1
	No	59	85.5
	Indifferent	3	4.3
Nutritional benefits	Gives energy	6	8.6
	Weight maintenance	2	2.9
Knowledge of the health benefits of tiger nut milk	Yes	8	11.4
	No	59	84.3
	Indifferent	3	4.3
Health benefits	Reduction in colon cancer	2	2.9
	Sexual stimulant	3	4.3

Organoleptic characteristics of tiger nut milk

The colour of the product was ranked highest (1.60±0.75). This was followed by the ranking of the packaging material (1.77±0.95) and taste (2.14±2.08). The least ranked characteristics were flavour (2.34±1.13) and aroma (2.36±0.95). The overall acceptability (1.86±0.80) of the product was high.

Table 3: Organoleptic characteristics of tiger nut milk

Characteristics	Like extremely	Like slightly	Neither Like/ Dislike	Dislike slightly	Dislike extremely	Mean	Standard deviation	Rank
Colour	54.3	32.9	11.4	1.4	0	1.60	0.75	1
Taste	31.4	37.1	22.9	2.9	5.7	2.14	1.08	3
Flavour	25.7	34.3	25.7	8.6	5.7	2.34	1.13	4
Aroma	17.1	44.3	25.7	11.4	1.4	2.36	0.95	5
Packaging material	48.6	34.3	10.0	5.7	1.4	1.77	0.95	2
Overall acceptability	37.1	42.9	17.1	2.9	0	1.86	0.80	

Test of relationship between visitors' overall acceptability and colour, taste, flavour, aroma and packaging material

Using the Spearman Rank Correlations on the relationship between colour, taste, flavour, aroma and packaging material with overall acceptability Table 4 shows that an improvement in the taste, flavour and aroma of the tiger nut milk would result to increase in acceptability of the product, and that visitors' overall acceptability was not influenced by colour and packaging material.

Table 4: Test of relationship between visitors' overall acceptability of tiger nut milk and other organoleptic characteristics

	Correlation coefficient	Sig (2-Tailed)
Colour	0.213	0.076
Taste	0.357	0.002*
Flavour	0.355	0.003*
Aroma	0.419	0.000*
Packaging material	0.146	0.229

(* - significant)

Test of relationship between visitors' personal characteristics and overall acceptability of tiger nut milk

Using the Multiple Linear Regression to find the relationship between visitors' socio-demographic characteristics and overall acceptability of tiger nut milk Table 5 shows that none of the ten variables of the visitors' personal characteristics (age, gender, nationality, religion, state of origin, ethnic group, marital status, educational level, occupation and monthly income) added statistically significantly to the prediction, $p > 0.05$. In other words, the visitors' personal characteristics do not influence their overall acceptability of tiger nut milk (Table 5).

Table 5: Test of relationship between visitors' personal characteristics and overall acceptability of tiger nut milk

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.572	0.984		1.597	0.116
Age	-0.123	0.126	-0.190	-0.974	0.334
Gender	-0.036	0.233	-0.023	-0.156	0.876
Nationality	0.388	0.487	0.117	0.797	0.429
Religion	-0.035	0.260	-0.018	-0.134	0.894
State Of Origin	-0.014	0.075	-0.030	-0.194	0.847
Ethnic Group	-0.293	0.216	-0.220	-1.358	0.180
Marital Status	0.193	0.300	0.116	0.642	0.523
Educational Level	0.124	0.214	0.082	0.580	0.564
Occupation	-0.014	0.101	-0.024	-0.137	0.892
Monthly Income	0.039	0.111	0.062	0.352	0.726

Discussion

Visitors to Agodi Gardens were mostly females (54.3%). The percentage was however close to that of the male respondents (45.7%), giving an almost equivalent representation of both genders in the Garden. Most visitors were between 18–28 years of age. This population was youths, who according to Adefalu *et al.* (2014), are energetic individuals, who are full of life and have a great love for adventure. Moreover, there was also an observed decline in percentage representation as age increased. Majority of the respondents were single (65.7%). Arowosafe and Adebayo (2014) opined that single individuals have more liberty and less economic burden; hence they are likely higher in number than their married counterpart. Visitors with at least one form of education or the other has been observed to

dominate most tourism destinations, with the highest representation being people with tertiary and secondary education (Ajayi *et al.*, 2017). This was also reported in this study as respondents largely possessed tertiary education followed by those with secondary education. The bulk of the respondents (94.3%) were Nigerians while 5.7% were foreigners. While this reflected a low influx of international visitors to the garden, the findings align with the research works of Ajayi *et al.*, (2017) which noted that domestic visitors constitute ready-made market for any tourism destination. Also, most visitors were from the Oyo state, where the Garden is located. Other visitors were from adjoining states such as Osun and Lagos States. This finding is consistent with Ryan and Saward (2004) which noted that visitors to biological gardens were mostly from the local catchment areas. Likewise, most visitors were Yoruba (91%), a default ethnic group of people in the southwestern part of Nigeria where the Garden is situated. Students constituted the highest number of visitors in the garden. Half of the respondents earned not more than ₦50,000 on a monthly basis. Given that the visitors were mostly students; this monthly income rate is highly unlikely. Tiger nut milk seems to be a well-known drink among the visitors as majority (72.1%) were aware of the drink, out of which 55.7% have consumed it before. On the frequency of consumption, most respondents noted that they take it on a weekly and monthly basis. Furthermore, most visitors also noted that there was no resulting allergic reaction from the consumption of the tiger nut milk. The preference for this milk when compared with other milk types was however very low at 15.7%. The result further revealed that the highest percentages of visitors were not aware of the nutritional and health benefits of tiger nut milk.

The organoleptic rating of tiger nut milk by visitors to the garden revealed that colour of the product was ranked highest. Colour has been proven to be a significant attribute of food and drink which is critically evaluated by consumers and often times form the basis for the acceptance or rejection of products (Mendoza *et al.*, 2007). The prepared tiger nut milk was whitish in colour. The packaging material used was ranked second. Packaging is also another crucial aspect of product attribute that improves consumer's perception towards consumption, as it either attracts or repels the consumers. The product was packed in a small transparent plastic bottle like yoghurts, with label containing information on the contents.

Furthermore, the taste of the product ranked third. Meludu, (2010) opined that taste of any food and drink forms an influential reason in the choice of it. While a product may have an attractive colour and packaging which sustains attraction, the actual participation and continued experience of it depends on the taste. The least ranked attributes were flavour and aroma. This may be because no natural or artificial spice was added to it.

Tiger nut milk had a high overall acceptability among the visitors (80%) to Agodi Gardens. Overall acceptability of the product had a positive correlation with taste, flavour and aroma. In other words, an improvement in the taste, flavour and aroma of the tiger nut milk will translate to an increased acceptability of the product. On the other hand, colour and packaging materials which visitors were ranked highest amongst the organoleptic attributes do not have a significant correlation with overall acceptability. The influence of personal characteristics in influencing overall acceptability was also tested, and no significant association was found to exist. It can be inferred that whether young or old, male or female, married or single, Nigerian or foreigners, their perception of the overall acceptability of the product was similar.

CONCLUSION

Visitors to Agodi Gardens had a high overall acceptability of tiger nut milk. The taste, flavour and aroma of the milk were found to correlate with the overall acceptability. An improvement in these attributes will lead to a greater acceptability of the product. It is recommended that the taste, aroma and flavour of the beverage should be enhanced using fruits like Pineapple, Strawberry, Apple, Orange and others. Sweetener like Honey, Coconut milk can also be used to enhance the taste and flavour, in order to make it more appealing to the consumers. In addition, Tiger nut milk must be made available in tourist site and must be accessible like other beverage types in order to increase its consumption by people. This will impress tourists and there will be an increase in patronage in the tourist site.

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INSTRUCTIONS FOR AUTHORS

Publication Schedule:

The *HATMAN JOURNAL of HOSPITALITY and TOURISM* (ISSN 2276-8297) is published twice a year (in April and November) by the Hospitality and Tourism Management Association of Nigeria (HATMAN)

Aims and Coverage:

The Journal is designed to encourage and promote applied research and adaptive technology in all aspects of Hospitality and tourism. It is dedicated to encouraging and promoting practical technologies necessary and relevant for improving occupational, technical and scientific practices in Nigeria's hospitality and tourism sector.

The Journal covers all areas of hospitality and tourism including planning, development, policy matters, private sector activities, practical processes and procedures, culture, the environment, food technology and food processing systems, etc. Sciences.

Papers for publication

Papers for publication in the Journal should be typed double spaced on A4 paper (210mm x 297mm) on one side of the paper only. The paper should not exceed twenty pages including figures and tables. Four copies of the paper should be submitted to the Editor.

Organization of paper for publication

The manuscripts should be organized in the following order.

Title, Abstract, Keywords, Introduction, Literature Review (if any), Materials Methods and Techniques, Results and Discussions, Conclusions, Notation (if any), Acknowledgments (if any), Tables, Figure, Captions, References.

The main headings listed above should be capitalized and left justified.

The sub-headings should be in lower case letters and should also be left justified.

Title:

The title and address of author(s) should be the only items on the front page. The title should be as short as possible, but explanatory. Use words that can be used for indexing. In case of multiple authors, the names should be identified with superscripted numbers and the addresses listed according to the numbers e.g. A.B. Auta, B.C. Craig.

Abstract:

An abstract not exceeding 200 words should be provided. This should give a short outline of the problems, methods, findings, and application(s).

Keywords:

Between four and eight key words should be provided. These should be words that can describe the type of work.

Introduction:

The introduction should provide background information on the problem including recent or current references to work done by previous researchers. It should contain the objectives and contributions of the work.

Literature Review:

This (if necessary) should review all available published work on the topic. The review should be as short as possible but exhaustive and should provide background information to the work.

Materials and Method / Methodology

This section can vary depending on the nature of the paper. For papers involving experiments, the methods, experimental design and details of the procedure should be given such that another researcher can create it.

Standard procedures however, should not be presented. Rather authors should refer to other sources. This section should also contain description of equipment and statistical analysis where applicable. For papers that involve theoretical analysis, this is where the theory is presented.

Results and Discussion:

Results give details of what has been achieved, presented in descriptive, tabular or graphical forms. Discussions on the other hand, describe, ways the data, graphs and other illustrations have served to provide answers to the problem. This section should answer questions and describe problem areas as previously discussed under introduction.

Conclusion:

Conclusion should present the highlights of the solutions obtained. It should be a brief summary stating what the investigation was about, the major results obtained and whether the results were conclusive and recommendations for further work if any. It should also provide information/recommendations on the direct application of result of the work to agricultural productivity.

Notation:

A list of symbols and abbreviations should be provided even though each of them should be explained in the first place where it is used.

Tables:

Tables should be numbered by Arabic numerals e.g. Table 3, in ascending order as reference is made to them in the text. The same data cannot be shown in both Table and Figure. The use of vertical lines should be avoided. Horizontal lines are used only to separate headings and sub-headings. The caption should be self explanatory, typed in lower case letters (with the first letter of each word capitalized) and placed above the table. All tables must be referred to in the text.

Figures:

Illustrations may be in form of graphs, line drawings, diagrams, schematics and photographs. They are numbered in Arabic numerals e.g. Figure 5. The title should be placed below the figure. Line drawings should be made with black ink on white or tracing paper. Letters should be of the size that remains legible after 50% reduction. Photographs should be black and white on glossy paper. Figures should be adequately labeled.

Reference:

Follow the name-date system in the text, example Aneke (1990) for single author, Paul and Aminu (1983) for double authors and Gloria et al (1992) for multiple authors. References sited should be listed in alphabetical order. Reference sited should be listed in alphabetical order. Reference to two or more papers published in the same year by the same author or authors should be distinguished by appending alphabet to the year e.g. Michael (1990a, 1990b). All references cited in the text must be listed under the section "References". The order of listing should be authors' name, year of publication, title of paper, name of the journal, volume number, and pages of the article. For books, the authors name comes first followed by date, title of book, edition, publisher, town or city of publication and page or pages involved.

Units:

All units in the text, tables, and figures must be in international system of units (SI).

Assessment:

Each paper will be assessed by at least three assessors to be appointed by the Editorial Committee. At least two assessors will recommend a paper before it is considered for publication in the journal. A paper recommended for publication may be published in the immediate edition or the next.

Off prints:

one reprint will be supplied free of charge to the author(s). Additional reprints can be obtained at current charges.

Submission of Manuscripts:

Submission of a paper or article for publication implies that it has not been previously published and is not being considered for publication elsewhere.

Electronic copies of the manuscripts should be sent to:

The Editor-in-Chief

The *HATMAN Journal of Hospitality and Tourism*,
Floor 5, Suite F99
Turaki Ali House (NNDC) 3 Kanta Road,
Kaduna.

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For further information please contact the Editor at the above address

WHAT IS HATMAN?

It is the professional body for the international hospitality industry. With around 3,000 members in 36 states in Nigeria and Abuja, the *Hospitality and Tourism Management Association of Nigeria* (HATMAN) is recognized throughout the nation.

Established in 1999, HATMAN's national influence brings together individuals from all sectors of the hospitality and tourism industry – airlines, resorts, hotels, contract catering, restaurants, fast food, pubs and clubs, hospitals, education, armed forces and the teaching profession.

In its size and scope, it leads the hospitality and tourism world in Nigeria.

WHAT DO YOU NEED?

To succeed in the exciting fast growing changing hospitality and tourism industry, do you need?

- Ø To be recognized as a professional
- Ø To be very well informed and therefore impressively knowledgeable about latest industry trends and development?
- Ø To meet other professionals and gain from their knowledge and experience?
- Ø To be supported at every stage of career development?

You need to join HATMAN.....

Why Join?

- Ø HATMAN membership gives you status. Designatory letters identify members as professional managers. You will gain recognition from your employers, colleagues and customers.
- Ø We ensure that you keep up-to-date in our rapidly developing industry through HATMAN's comprehensive information network, quarterly newsletter, and journal, the *Hatman Journal of Hospitality and Tourism*.
- Ø The Association represents a global network of like-minded colleagues of 3,000 professionals in 36 states of Nigeria and Abuja who will respect you as a member.
- Ø In today's competitive employment market we provide exclusive job opportunities for members and access to lifelong learning.

How does this benefit you?

The benefits of membership are thoroughly practical. There are hundreds of ways in which we support our members on a day-to-day basis.

Professional Recognition

In order to become a member of **HATMAN**, members must meet a high standard of management excellence. This is recognized by designatory letters which may be used after your name to signify your status. In addition, companies are increasingly looking with greater favour on applicants who are members of **HATMAN** for management posts.

HATMAN is the authoritative voice for hospitality and tourism in Nigeria, representing your views to government, education and industry.

Keeping you informed

The **HATMAN** library is going to be one of the most comprehensive sources of information in the field of hotel, catering and tourism operation with our relationship with Institute of Hospitality UK, having over 80,000 books and subscribing to industry journals. It provides, free of charge to members, and invaluable source of reference.

Members receive a complimentary subscription to the excellent quarterly newsletter; purchase the *Hatman Journal of Hospitality and Tourism*, containing informative technical articles on developments within the industry, the latest think in hospitality and tourism management and views from its leaders.

Enhancing Your Career

The exclusive career progression opportunities available to members are;

HATMAN Job Register

Linking members searching for a new job to potential employers world-wide.

Internet Job Shop

A preview of the latest employment opportunities in the international hospitality and tourism industry.

Career Planning Intelligence

Fast access to geographic data, market analysis, sector trends and detailed company overviews, ensuring you are fully prepared to make a successful career move.

In addition, members have access to a dedicated **HATMAN** advisor to provide objective and unbiased guidance on your career. The Association also provides 'Continuing Professional Development' opportunities to keep your knowledge and skills fine tuned.

Providing Networking Opportunities

Putting you in touch with over 15,000 local, national and international contacts, **HATMAN** seminars, conferences and social and business meetings aim to extend your knowledge and understanding of the issues facing the industry – and enable you to learn from the experience of other members.

It is not unknown for members to meet their next employer on these occasions! You may wish to make your own contribution to the industry's future. We welcome input from our members on various industry committees, working groups and advisory boards.

Plus Personal Benefits

Finally, a range of special offers and discounts is available including hotels, car hire, subscription to our journal and other publications.

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 professional membership 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:

National Executive Secretary

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

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

Confirm receipt of your documents and progress of your application on phone:

08067992234, 08161883944,

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