

HATMAN JOURNAL of HOSPITALITY and TOURISM

publication of

HOSPITALITY and TOURISM MANAGEMENT ASSOCIATION OF NIGERIA (HATMAN).

Registered with the National Library of Nigeria

ISSN:2276-8297 eISSN:2756-4347

url:<https://hatman2010.org/journal/>

EDITORIAL BOARD

Editor-in-Chief

Prof. Henry M. Ijeomah – University of Port Harcourt, Nigeria

Managing Editor

Edwin C. Nwokorie – The Federal Polytechnic Ilaro, Nigeria

Business Editor

Dr. Ibraheem A. Kukoyi – Federal University of Agriculture Abeokuta, Nigeria

Copy Editor

Martins A. Alabi – HATMAN National Office Kaduna, Nigeria

Associate Editors

Dr. Carol E. Ogunlade – Elizade University Ilara-Mokin, Ondo State, Nigeria

Dr. Emmanuel N. Ukabuili – Imo State University, Nigeria

Dr. Judipat N. Obiora – University of Port Harcourt, Nigeria

Dr. Olugbenga K. Sonubi – Federal Polytechnic Ede, Nigeria

Dr. Esther Adebitan – Federal Polytechnic Bauchi, Nigeria

Prof. Wasiu Babalola – Atiba University, Oyo, Nigeria

Dr. Ekundayo Majebi – Federal Polytechnic Idah, Nigeria

Dr. Abioye Adedipe – Federal University of Agriculture Abeokuta, Nigeria

Consulting Editors

Prof. I. A. Ayodele – University of Ibadan, Nigeria

Prof. C. I. C. Okoli – Imo State University, Nigeria

Prof. P. U. Okpoko – University of Nigeria Nsukka, Nigeria

Prof. P. C. Ngoka – Michael Okpara University of Agriculture Umudike, Nigeria

Prof. A. O. Olokesusi – Afe Babalola University Ado-Ekiti, Nigeria

Prof. P. A. Igbojekwe – Imo State University, Nigeria

Prof. G. Otutoju – Federal University Wukari, Nigeria

Prof. A. M. Omemu – Federal University of Agriculture Abeokuta, Nigeria

Editorial Office

National Headquarters

Hospitality and Tourism Management Association of Nigeria. (HATMAN)

Floor 5, Suit 99, Turaki Ali House (NNDC) 3 Kanta Road, Kaduna, Nigeria.

Website: www.hatman2010.org

Telephone: +2348034072296 +2348067992234

Email: nationalsec@hatman2010.org

NATIONAL EXECUTIVE COUNCIL 2021

National President - Samson Aturu
1st Vice President - Lilian Managwu
2nd Vice President - Ogbonna Comfort
Executive Secretary - Edwin Chigozie Nwokorie
Treasurer - Flora N. Goka
Deputy Treasurer - Kwusi Nkechi
National Membership - Ezeibe Ndidi
Membership Officer FCT - Peter Enangama
Membership Officer North Central - Christiana Abu
Membership Officer North East - Abdulsalam W. Abdulfatah
Membership Officer South East - Chinwe Ayogu
Membership Officer North West - Danjuma Ande
Financial Secretary - Amos Oopola
Publicity Secretary - Olufemi Oluyisola
Welfare Officer - Tongs N. Dimfwina
Deputy Welfare Officer - Okuneye Abosedede A.
Assistant Secretary - Laurretta Togonu-Bickersteth
Ex-Officio - Ini Akpabio
Ex-Officio - Florence I. Ekwueme
Ex-Officio - Femi Eseyin-Johnson
Ex-Officio -Badaki Aliyu Ajayi

**Academic Journal for Hospitality, Tourism
and Related Disciplines**

The Contents

- 1 PERCEPTION OF MALE STUDENTS TOWARDS HOSPITALITY MANAGEMENT AS A COURSE OF STUDY IN TWO POLYTECHNICS IN SOUTHERN NIGERIA.** *Okorejior, F. A and Imoagene, G.*
- 8 E-MARKETING STRATEGIES AND CUSTOMER PATRONAGE IN SELECTED HOTELS IN UMUAHIA NORTH, ABIA STATE, NIGERIA.** *Okpaleke, Vivian Chioma and Ezeanyi, Maryjane Chinonso*
- 15 FOOD SAFETY CHALLENGES ENCOUNTERED BY HOTEL EMPLOYEES IN THE HOTEL INDUSTRY IN SOUTHWESTERN NIGERIA.** *Ajagunna, Adebimpe Elizabeth and Arowosafe, Folusade Catherine*
- 21 EFFECT OF DESTINATION IMAGE ON TOURIST SATISFACTION AND LOYALTY IN TOURIST CENTERS IN ABIA STATE, NIGERIA.** *Cletus Okechukwu Obinwanne and Obed Luka Kpaji*
- 30 ORGANOLEPTIC ATTRIBUTES OF WANKE PREPARED WITH SELECTED VARIETIES OF COWPEA.** *Folalu, A. A and Aneke, F. O.*
- 35 THE INFLUENCE OF ECONOMIC RECESSION IN HOSPITALITY INDUSTRY, IN A TIME OF COVID-19 PANDEMIC: A STUDY OF SELECTED HOTELS IN UMUAHIA ABIA-STATE NIGERIA.** *Amaechi- Chijioke, Juliet, Omolaja, Magaret Oghoritse and Ibeh, Phibian Vivian*
- 40 ACCEPTABILITY OF PROCESSED TIGER NUT (*Cyperus esculentus*) MILK BY VISITORS IN AGODI GARDENS OF IBADAN, OYO STATE, NIGERIA.** *Apata, O. C, Rabi, Z. O, Alabi, R. A and Muh'd Bashir-Adesina, S. B*
- 46 HERITAGE RESOURCES AND INTERPRETIVE POTENTIALS OF OSUN OSOGBO GROVE AND OLUMIRIN WATERFALL DESTINATIONS OF NIGERIA.** *Akande, A. B. and Ogunjinmi, A. A.*
- 54 EVALUATION OF THE WEAKNESSES AND THREATS OF NWONYO FISHING FESTIVAL IN IBI LOCAL GOVERNMENT AREA, TARABA STATE, NIGERIA.** *Inyang, O. E, Bawa, P. T., Gagbanyi C. T and Aminu, A. K.*

EVALUATION OF THE WEAKNESSES AND THREATS OF NWONYO FISHING FESTIVAL IN IBI LOCAL GOVERNMENT AREA, TARABA STATE, NIGERIA

Inyang, O.E*
Bawa, P.T.
Gagbanyi C.T
Aminu, A.K.

Manuscript History

Received: April, 2021

Revised: July, 2021

Accepted: November, 2021

Federal University Wukari, Taraba State, Nigeria.

*Corresponding author: inyangebong@fuw.edu.ng

ABSTRACT

This study investigates the weaknesses and threats facing Nwonyo Fishing Festival which is among the major Heritage Tourism attractions in Taraba State. SWOT analysis was used as the main test instrument to measure only the weakness and threats of the festival. Twenty-two respondents were purposively selected from identified stakeholders including government agency workers, residents of local communities and fishermen. Results revealed that some weaknesses and threats to the festival include insecurity, poor infrastructure, lack of promotion, lack of government willingness to develop the festival among others. The study recommended that stakeholders like government and private investors should provide infrastructure, security, and required media promotion for the festival to achieve the needed international recognition and patronage.

Keywords: Fishing festival, heritage tourism, sustainable tourism, SWOT, tourism development.

To cite this article

Inyang, O.E, Bawa, P.T., Gagbanyi C.T. & Aminu, A.K. (2021). Evaluation of the Weaknesses and Threats of Nwonyo Fishing Festival in Ibi Local Government area, Taraba State, Nigeria. HATMAN Journal of Hospitality and Tourism, 11(2), 54 - 58.

INTRODUCTION

Coastal and maritime tourism is becoming the largest maritime activity in many western countries and many of these countries are already operating tourism hotspots (Agrocampus, 2014). While most stakeholders gain from this growing market, the benefits often by-pass the fishing host communities especially in developing countries like Nigeria whereas tourism activities can even have a negative impact if not well managed. The decision to support tourism in a fishing environment should, therefore, always be carefully considered, taking account of the costs as well as the benefits. While in some areas fishing remains an attractive profession, in many it is becoming increasingly difficult for fishermen to make a decent living and local communities can no longer depend on fishing alone.

The revenue and jobs that tourism can bring to an area can help diversify the local economy and job market, as well as providing additional income for fishing families, sometimes ensuring that their production activity remains viable. Indeed, tourism is one of the few industries that have kept growing, even during the economic crisis. As well as providing additional sources of income for fishing families and other local inhabitants, tourism can also help to improve sales of local fish through a range of

activities, such as direct sales to tourists, promotion in local restaurants, and festivals that raise awareness of the areas fishing activity and products. At the same time, many tourist areas are looking for ways to offer something different from the typical sun and sand package. Building on traditional activities such as fishing can help attract visitors looking for a more authentic experience, favoring more sustainable tourism that values and contributes to the local community.

Fishing activities and fishing heritage can be an important attraction in this experience economy". Indeed, according to a study by Agrocampus Owest, (2014) quoted in Lesueur (2013). The presence of a fishing port with boats and – to a lesser extent – the possibility of buying freshly caught fish can increase the willingness of tourists to visit a coastal area. It is therefore important to note that strengthening links between the Nwonyo fishing festival and tourism sectors often presents itself as an area of potential. However, in order to take a decision on whether or not this is a good strategic choice for investment by government and other stake holders, there is the need to undertake a SWOT analysis of how the local tourist sector and the local fishing community of this place could benefit from the support for tourism activities.

Although there seems to be a high level of interest in fishing heritage and cultural events among intending visitors in Nigeria and beyond, empirical surveys by the Travel Industry Association of America (TIA, 2003) has shown that only 5 percent indicated that they attended cultural events more than five times in a year. This low figure can also be interpreted to mean that few opportunities exist for people in fishing communities like the Nwonyo's to participate in cultural festivals and events. The preference for the Nwonyo fishing festival, as well as the demand exhibited through attendance levels to Nwonyo fishing heritage festivals in the past has demonstrated that not only is there a strong measure of interest in fishing heritage preservation, but also suggests that cultural events are a viable and sustainable economic development activity for fishing communities in developing countries like Nigeria.

The Nwonyo Cultural and Fishing Festival signify not only the cultural identity of the people of Ibi, but also their socio-economic identity. The festival has placed the state on the tourism map with great potentials for attracting both local and foreign investors. There is no gainsaying the fact that if these potentials are properly harnessed and organized by the state and federal government, Nwonyo will boost the state economy and enhance national development. Incidentally, the festival has not been given any significant attention by past administration until it was repackaged by the Governor Jolly Nyame led Administration (2005-2006) as was documented by National Institutes for Cultural Orientation (NICO, 2017). This turning point in the history of the festival gave it greater significance when the state government took over its organization and funding. It also received a massive boost by way of increased funding, prestige, and attention. With all these attention given to the festival, there is need to conduct such a study that will assess the festival's challenges and prospect with the aim of discovering better ways in making the festival both national and international tourism attraction.

The study aims to assess the weaknesses and threats facing Nwonyo Fishing Festival as a tourism attraction using SWOT analysis with the below specific objectives:

- I. to determine the weaknesses of the festival in becoming a viable tourism attraction
- ii. to determine the threats that may prevent the festival from becoming a viable tourism attraction

The concept of SWOT analysis

SWOT analysis (or SWOT matrix) is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning (Dess, Gregory, 2018). It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives. Users of a SWOT analysis often ask and answer questions to generate meaningful information for each category to make the tool useful and identify their competitive advantage. SWOT has been described as the tried-and-true tool of strategic analysis (Dess, Gregory, 2018).

Strengths and weakness are frequently internally-related, while opportunities and threats commonly focus on the external environment. The name is an acronym for the four parameters the technique examines:

i. Strengths: characteristics of the business or project that give it an advantage over others.

ii. Weaknesses: characteristics of the business that place the business or project at a disadvantage relative to others.

iii. Opportunities: elements in the environment that the business or project could exploit to its advantage.

iv. Threats: elements in the environment that could cause trouble for the business or project.

The degree to which the internal environment of the firm matches with the external environment is expressed by the concept of strategic fit. Identification of SWOTs is important because they can inform later steps in planning to achieve the objective. First, decision-makers should consider whether the objective is attainable, given the SWOTs. If the objective is *not* attainable, they must select a different objective and repeat the process.

Some authors credit SWOT to Albert Humphrey, who led a convention at the Stanford Research Institute (now SRI International) in the 1960s and 1970s using data from Fortune 500 companies. (Humphrey, 2005). However, Humphrey himself did not claim the creation of SWOT, and the origins remain obscure.

Benefits and advantages of SWOT

The SWOT analysis in social work practice framework is beneficial because it helps organizations decide whether or not an objective is obtainable and therefore enables organizations to set achievable goals, objectives, and steps to further

the social change or community development effort (Hill T& Westbrok, 1997). It enables organizers to take visions and produce practical and efficient outcomes that effect long-lasting change, and it helps organizations gather meaningful information to maximize their potential (Hill T& Westbrok, 1997). Completing a SWOT analysis is a useful process regarding the consideration of key organizational priorities, such as gender and cultural diversity and fundraising objectives (Koch A, 2000).

MATERIAL AND METHODS

Study Area

Nwonyo Lake is located some five kilometers North of Ibi town in Ibi Local Government area of Taraba State (NICO, 2017). Taraba State is situated in the North Eastern geographical zone of Nigeria. It lies between latitude 6°30'and 8° 30'north of the equator and between longitude 9°00'and 12° 00'east of the Greenwich meridian. The state shares boundaries with Bauchi and Gombe states in the north, Adamawa state in the east, and the Republic of Cameroon in the south. The Nwonyo Lake is large with a stretch of about 15 kilometres tributary to the River Benue. Communities living around this river engage in fishing activities all year round (NICO, 2017).

Study Design

A qualitative research design method was adopted for this study. Qualitative research design varies depending upon the method used; participant observations, in-depth interviews ([face-to-face](#) or on the [telephone](#)), and [focus groups](#) are all examples of methodologies which may be considered during qualitative research design. Although there is diversity in the various qualitative methodologies, there are also commonalities between them.

The underlying reason for carrying out any qualitative research is to gain a richly detailed understanding of a particular topic, issue, or meaning based on first-hand experience. This is achieved by having a relatively small but focused sample base because collecting the data can be rather time consuming; qualitative data is concerned with depth as opposed to quantity of findings. A qualitative research design is concerned with establishing answers to the *whys* and *hows* of the phenomenon in question.

Study Population

The population of this study includes three major stakeholders, namely; the Taraba State Tourism Development Cooperation (TSTDC) who is the organizer of the Nwonyo fishing festival, the fishermen and the community people around the location of the Nwonyo Fishing festival. A total of 22 respondents make up the study population.

Sample Procedure

This study adopt purposive sampling technique where those that were included in the study were selected based on availability.

Sample Size

The sample size for this study includes two principal officers from the Taraba State Tourism Development Cooperation, ten fishermen and ten members of the fishing community, making a total of 22 respondents.

Data Collection and Analysis

The studies adopted In-depth interview methods in collecting data from respondents. An in-depth interview form was designed and used to elicit data from the target population.

Both descriptive and inferential statistics was used in the analysis of the data. Data retrieved were presented in the form of frequencies, mean, graphs (line graphs and bar chart) and percentages to highlight the respondents' perception on the research topic.

RESULTS AND DISCUSSION

Weakness of Nwonyo Fishing Festival

Table 1 presents results on the weaknesses of Nwonyo fishing festival. Nine items were identified as the weakness of the Nwonyo Fishing Festival. These include lack of patronage of the event by international tourists (90%),, poor accessibility to and from the community (80%), lack of development of supporting infrastructures and facilities (80%) lack of adequate promotion of the event (70%), poor financial support from government and sponsors (70%), lack of proper community awareness on how to be part of the event (70%), poor marketing strategies (70%), as the major weakness of the event. Fifty percent and (40%), of the respondents see little benefit of the event to local community and poor organization of the event respectively as weaknesses.

Table 1. Weakness of Nwonyo Fishing Festival

Items gathered	No. of Respondents	% of Total	Waited Points
Poor accessibility to the lake	13	80	8
Lack of adequate promotion	15	70	7
Lack of development of supporting infrastructures and facilities	13	80	8
Poor event organizational time	9	40	4
Poor financial support from government and sponsors	15	70	7
Lack of proper community awareness on how to be part of the event	15	70	7
Poor marketing strategies	15	70	7
Little benefits to local community	11	50	5
Lack of patronage from international tourists	20	90	9
Total	22	100	62

(Source: Author's field survey, 2022)

Threat to the Nwonyo Fishing Festival

On Threat, eight (8) items were identified from the research as presented in table 2 below. Eighty percent identified insecurity of the area as a major threat, 70 percent sees dwindling financial support as the threat to the survival of the event. A further 70 percent of respondents see dwindling stock of Fish from over fishing as a threat, while another 70 percent identified stakeholder's failure to agree on common ground as a threat to the festival, 60 percent believed that competition from similar festival in the country could present a threat while 50 percent of the respondent see over exploitation of Fish resources as a threat to the festival.. A lower 30 percent see extinction of local culture and heritage as a threat and another 30 percent identified environmental pollution as a threat.

Table 2. Threat to Nwonyo Fishing Festival

Items gathered	No. of Respondents	% of Total	Waited Points
Insecurity	18	80	8
Dwindling financial support	15	70	7
Dwindling stock of fish from over fishing	7	30	3
Stake holders disagreement on common ground engagement	15	70	7
Competition from similar festivals in the country	13	60	6
Extinction of local culture and heritage	7	30	3
Environmental pollution	7	30	3
Over exploitation of fish resources	11	50	5
Total	22	100	42

(Source: Author's field survey, 2022)

The study found out that Nwonyo Fishing Festival faces challenge like poor accessibility, lack of adequate promotion, lack of development of supporting infrastructures and facilities like sustainable power supply, hotel and other accommodation among others. Also poor financial support and lack of awareness by members of the

host community on how they can take part in the event were some of the challenges identified among others.

The study also found that the festival faces some threats of insecurity, dwindling finances and rivalry competition among others.

CONCLUSION AND RECOMMENDATIONS

It is therefore concluded that the Nwonyo Fishing Festival based can become a very marketable tourism product if its weakness and threats are removed/reduced.

The Government of Taraba state should set up a committee of professional tourism experts to review the Nwonyo Fishing Festival as a complete tourism product which can be packaged and marketed to both national and international tourists. This will properly reposition the festival to regain its strengths while removing or reducing the weaknesses built upon the opportunities while the remaining the threat facing the Festival.

REFERENCES

Armstrong. M. (2006) A handbook of Human Resource Management Practice
 Lesueur, A. M. (2013). Interactions between fishing and tourism – case study of the SaintBrieuc Country. Study report. GIFS Project. Publications of AGROCAMPUS OUEST Fisheries Centre No 16, 46 p. (10th edition) 2006, Kogan Page, London ISBN 0-7494-4631-5
 Birkenmaier, Julie (2001). The Practice of Generalist Social Work. New York, NY: Routledge.
 Blake, Martin; Wijetilaka, Shehan (2015). "5 tips to grow your start-up using SWOT analysis". Sydney. Retrieved 10 August 2015.
 Campaigners Toolkit: Strategy". The Change Agency. Retrieved 28 September 2017.
 Chermack, Thomas J.; Bernadette K. Kasshanna (2007). "The Use of and Misuse of SWOT analysis and implications for HRD professionals". Human Resource Development International. **10** (4): 383–399.
 Dess, Gregory (2018). Strategic Management. United States: McGraw-Hill. p. 73. ISBN 9781259927621.
 Hill, T. & R. Westbrook (1997). "SWOT Analysis: It's Time for a Product Recall". Long Range Planning. **30** (1): 46–52. doi:10.1016/S0024-6301(96)00095-7.

Humphrey, A. (2005) SWOT Analysis for Management Consulting. SRI Alumni Newsletter. SRI International, United States.

Koch, Adam (2000). "SWOT does not need to be recalled: It needs to be enhanced". Swineburne University of Technology.

Menon, A.; et al. (1999). "Antecedents and Consequences of Marketing Strategy Making". Journal of Marketing. American Marketing Association. **63** (2): 18–40. doi:10.2307/1251943. JSTOR 1251943.

Mesly, Olivier (2017). Project feasibility – Tools for uncovering points of vulnerability. New York, NY: Taylor and Francis, CRC Press, 546 pages, ISBN 9781498757911.

Michael Porter, Nicholas Argyres and Anita M. McGahan, (2014) "An Interview with Michael Porter", The Academy of Management Executive **16**:2:44 at JSTOR

Osita, Christian; Onyebuchi, Idoko; Justina, Nzekwe (2014). "Organization's stability and productivity: the role of SWOT analysis" (PDF). **2** (9). International Journal of Innovative and Applied Research (2014): 23–32. Retrieved 17 March 2016.

Quincy, Ronald. "SWOT Analysis: Raising capacity of your organization". Rutgers School of Social Work. Archived from the original on 2016-04-17. Retrieved 2013-02-25.

SWOT Analysis: Discover New Opportunities, Manage and Eliminate Threats". www.mindtools.com. 1006. Retrieved 24 February 2018.

Westhues, Anne; Jean Lafrance; Glen Schmidt (2001). "A SWOT analysis of social work education in Canada". Social Work Education: The International Journal. **20** (1): 35–56.

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.

Website: www.hatman2010.org
E-Mail:nationalsec@hatman2010.org
08060344776, 08034072296
08067992234, 08161883944

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**