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The Contents

PERCEPTION OF MALE STUDENTS TOWARDS HOSPITALITY MANAGEMENT AS A COURSE OF STUDY IN TWO POLYTECHNICS IN SOUTHERN NIGERIA.

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ABSTRACT

This research sought to assess the perception of male students towards hospitality management as a course of study in selected Polytechnics in Nigeria. Populations of study were male students from two purposively selected polytechnics in Nigeria. A well-structured questionnaire was utilized to collect data from a random sample of 163 male registered students for ND/HND. The data was analyzed using descriptive statistics. The findings revealed that majority of the male students did not choose hospitality management as their first course of study. It also shows that the males perceived hospitality management as a course designed for females alone, but, they are not dissatisfied with the course curriculum. The study also discovered that male students prefer tourism to housekeeping, Food and Beverage service as course options. Based on the findings, it is recommended that the Polytechnics should create an avenue for orientation of students from this misconception, practical skills should be encouraged and increased in schools. Male students should be taught about the future prospect of their gender in the hospitality industry.

Keywords: _Industrial experience, hospitality management, male students, polytechnic education._

INTRODUCTION

The tourism and hospitality industry has a profound impact on the society, economy and environment of a nation. The industry is an integral, contributor to national, regional and local economies and sustains small and micro businesses and make up the world largest industry. The industry is a breeding ground for entrepreneurs, creates job for both skilled and unskilled labour. The industry also operates on regional, national as well as global levels and involves different sectors of an economy such as government and private sectors (Foskett & Paskins, 2011).

Environmentally, hospitality industry in combination with tourism industry, when properly managed and developed can serve as a mechanism for protecting natural environments, and preservation of historical, archeological, religious monuments and cuisines. Economically, hospitality industry brings many benefits to the central government, local authorities as well as private sectors, the generation of foreign revenue, financial returns on investments, taxation on tourists and hospitality products and linkages to other industries such as agriculture and fisheries (Foskett _et al_., 2011).

In Nigeria, hospitality management is still perceived as a female-dominated profession particularly, at the non-managerial levels (Oke, 2019). It is not uncommon for people to make jests of males who venture into hospitality professions. Mbagga _et al_., (2021) emphasized the fact that hospitality management programmes are intended to equip the graduates with practical skills and knowledge to meet the hospitality industry's need and therefore should be more of a practical-oriented course.

Morrison _et al_., (2001) revealed that positive perceptions of the hospitality industry were the main driving force behind student's choice of the program. The rise in level of education is gradually changing the perceptions, but, stereotype have not been completely eradicated (Brites da Silva _et al_., 2021). However, despite all efforts, the stereotype is limiting the participation of males in the hospitality professions (Asmau, 2017). Though, there abounds varied scholarly works extolling the virtue and benefits inherent in hospitality and tourism industry (Franco _et al_., 2020; Shukla & Ansari, 2013). Only few studies have been carried out on male perceptions of studying hospitality as a course in tertiary institutions. It is in this light that the research is carried out on the perception of male students studying hospitality management as a course in two Polytechnics in southern Nigeria. In Nigeria today,

majority of hospitality businesses are managed by men (Afenyo-Agbe&Adeola, 2020; Nwosu, 2016) whereas Yafang and Gongyong (2008) noted that females are more inclined towards hospitality as a career than males owing to their positive perception towards hospitality industry. This assertion was supported by Ezeuduji *et al*. (2017) that female students prefer hospitality management than male students.

Mak and Ng (2014), reported that students expressed motivating elements which influenced their choice of schools providing tourism education and to receive education in this field as "field attractiveness" and "curriculum attractiveness" and Mak *et al*. (2014) further stated that the most motivating factors were; tourism education provided them with good jobs and self-actualization. The gap in choice by male student is created by negative perception conceived (Lee, 2008). In this vein scholars in hospitality management field agree that curriculum with student- oriented programs can generate quality learning outcomes and students' satisfaction (Malgwi *et al*., 2005; Farmaki, 2016; Mak *et al*., 2014).

Objectives of the Study

The general objective of this study is to assess the perception of male students towards hospitality management as a course in federal polytechnic Oko, Anambra State and Federal Polytechnic, Auchi in Edo state, while the specific objectives are to;

a. Determine the perception of male student's choice of hospitality management as a course of study in the study area.

b. ascertain male student's satisfaction with hospitality management as a course of study in the study area.

LITERATURE REVIEW

Male Student's choice of study

Most students either male or female make a decision to attend university before selecting their educational preferences (Morrison &O'Mahony, 2001). Mohammed and Alsaleh (2013) emphasized that there were two significant factors for female motivation; job opportunities and modern major, while the one significant factor towards the male students' choice was ease in studying the course. Hospitality education is not always the students' first choice (Lu & Adler, 2009). Therefore, the unsuccessful ones in gaining entry to programs such as law or management might change to hospitality

programs because of a less stringent entry requirement. It seems logical therefore that not all hospitality male graduates will have the intention of entering the industry, let alone remaining to get to the management cadre. Richardson & Butler (2011) argue that it is important for the higher education sector to equip students of hospitality management with a comprehensive and real world view of the actual working conditions in the sector so that they can be informed of 'real work' situations and conditions.

Farmaki **(**2016) stated that international students in Cyprus, choose to study tourism and hospitality either because tourism is an emerging sector in their home countries, or because they wish to obtain a more gainful employment abroad, especially in more developed countries such as France and Italy. Some researchers posit that hospitality internships (industrial experience) do play a role in providing students with future employment prospects and insight into opportunities that do exist in a hospitality career (Kim & Park, 2013; Lee 2008).

Industrial Experience Impact of Students

Much evidence supports the idea that the internship or industrial experiences influences students' career intentions (Farmaki, 2016). The findings of Farmaki (2016) that some interns were not satisfied during their internship programmes, particularly due to unequal treatment in relation to their gender and nationality, need to however, be emphasized. Other studies however have shown the preferences of hospitality and tourism students, without focusing on internship programmes. Kim, *et al*.(2013), in the United States, found that among the sector segments, students mostly preferred accommodation, while food and beverage was the least preferred operational area. The authors (Kim *et al*., 2013) further reported that students particularly decided their future career based on first-hand information received (such as work and personal experiences), and extrinsic factors (such as career advancement and job security). In Australia, Richardson *et al*., (2011), has detailed that tourism and hospitality students have fears with respect to career pathways, future relationship with managers, salary, promotion opportunities, and work conditions in the sector.

Career Prospect

The hospitality industry has prospects of career advancement, since tourism became an emerging

industry in Nigeria. Millions of jobs, with billions of dollars in economic contributions are generated either directly or indirectly by the hospitality and tourism industry in the United States alone, which benefits large segments of the society (Goeldner & Ritchie, 2007).

Lam and Ching (2007) emphasize that schools should lead the planning and organizing of industrial experience programs as well as involving students and employers to participate in the planning stage before finalizing a training program for students. This industry has long been associated with poor image and lack of understanding of the opportunities offered. The vast majority of the literature reported that students have negative expectations of their future career and career prospects (Penny & Frances, 2011).

In a study Richardson & Butler (2011) stated that possibly the most alarming finding is that more than 50% of respondents are already contemplating careers outside the industry because they did not believe that a career in tourism and hospitality will provide them required future advantage. This is in contrast to Lu & Adler (2009), who showed that a majority of the undergraduate students were interested in pursuing a career in the hospitality and tourism industry. Roney & Oztin (2007) posited that the respondents' perception are neither "favourable nor unfavourable", towards the hospitality career.

Perception

Lee (2008) found in his study that there is no significance difference between the male and female perception and attitudes towards the hospitality and tourism industry, but at the same time it was pointed out that female students showed slightly stronger study motivation than male students. In a similar study Hjalager (2003) found that previous experience in the industry is a factor that motivates male more than female students. The study by Hjalager (2003) also revealed that male students showed a higher level of motivation in opportunities for international careers, whereas the female students were highly motivated about factors like good salary than the male group. In Nigeria there are a lot of stigmas towards the male students studying hospitality management.

Malgwi et al., (2005) found that students choice of course major was influenced by the course's potential for career advancement, job opportunities and the level of compensation in the field for male students unlike female students. Yafang and

Gongyong (2008) emphasized that final year hospitality management students who were exposed to real work conditions in hotels during their internship (industrial experience) period develop negative perception toward the industry due to lack of coordination between schools and employers. Kim and Park (2011) stated that the post-internship perceptions generally have lower mean values than pre-internship expectations for most career factors, thereby implying that final year students after internships become pessimistic regarding their future jobs.

Kasli and Ilban (2013) in their findings revealed that the final year students who have undergone training have developed a perception of trainees, viewed as cheap labour in the hospitality industry and do not contribute to their professional development and this changes the perception of the senior graduating students negatively.Therefore, negative male perception of the hospitality industry could be attributed to personal experience, culture and ego.

METHODOLOGY
Study Area

The study was carried out in Auch Polytechnic and Federal polytechnic, Oko. Auchi Polytechnic is one of the first four Polytechnics in Nigeria; it was first founded in 1963 as a Technical College and later in 1973 as a Polytechnic. It has over 10,000 students enrolled in Business, Technology, Environmental and Art courses (Ogbeifun, 2006). It is situated in Auchi, Etsako west local government area of Edo State.

Federal Polytechnic, Oko is located in Oko, Anambra State. It was founded in 1979 as a College of Arts and Science and later upgraded to a College of Arts, Science and Technology in 1980, became Anambra State Polytechnic in 1985 and turned into a Federal Polytechnic in 1993. The Polytechnic is situated within Oko town in Orumba North Local Government Area of Anambra State. It has over 15,000 students enrolled in Arts, Science and Technology.

Population of the Study and Sampling Procedures

A survey method of research design was used for the study. The population of the study consists of only male students in the two selected Polytechnics in Nigeria. Online questionnaires were used by the researcher to generate primary data, information were collected online through Google Doc.link due to the Covid-19 pandemic. The secondary sources of data used include various virtual journal articles and

books. Slovin's formular was used to determine the sample size of the study (180) from the population.

Data Collection and Analysis

Data were collected using questionnaires. One hundred and eighty questionnaire were distributed online, but only 163 responses were retrieved from male students of hospitality management of both institutions, implying 94.4% return rate. The data collected were analyzed using descriptive statistics such as mean, percentages, frequency of counts and standard deviation. Results were presented in tables.

Results and Discussion
Table 1: Demographic Information of Respondents

Respondents		Percentage
Male(students)	163	100%
	Frequency	Percentages
Age		
15 – 19	34	20.9%
20 – 24	99	60.7%
30 and above	30	18.4%
Educational level		
ND	36	22.1%
HND	127	77.9%
Marital Status		
Single	154	94.5%
Married	9	5.5%
Religion		
Christian	157	96.3%
Muslim	6	3.7%

Source; Field's survey (2020)

Table 1 shows that majority of male students surveyed age range was between 20 and 24 years. The United Nations (2019) considers individuals within this age range as youth. At this age, the choice of course of study might be influenced by their parents, peer pressure or the desire to gain admission to a higher institution of learning irrespective of the course of study (McVicar & Polidano, 2018). Majority of the respondents were HND students (77.9%) in both institutions. This implies, future emergence of young professionals in the hospitality industry. The study also shows that majority of the respondents (96.3%) were Christians. This religious homogeneity may promote future professional networking. It as well showed that vast majority of students were single (94.5%). This indicates that most of the students have little or no

direct dependants.

Table 2: Perceptions of male students towards Hospitality Management.

S/N	Statements	SA f %	A f %	SD f %	D f %	U f %	Mean	SD
1	Hospitality Management was not first course choice	49(30.19)	42(25.8)	19(11.7)	26(16.0)	27(16.6)	3.10	1.25
2	Passion & understanding for what Hospitality Management studying entails	90(55.2)	64(39.3)	-	-	9(5.5)	4.39	.95
3	Female students perform better academically than male in Hospitality Management	12(7.4)	18(11.0)	42(25.8)	61(37.4)	30(18.4)	2.63	1.13
4	Females studying Hospitality Management are more than the male	30(18.4)	60(36.8)	46(25.8)	21(12.9)	6(3.7)	3.38	1.18
5	Hospitality Management is all about cooking.	109(66.9)	48(29.4)	-	-	6(3.7)	4.56	.83
6	Tourism is an aspect of Hospitality Management	69(42.3)	30(18.4)	24(14.7)	6(3.7)	34(20.9)	3.47	1.63
7	Hospitality Management is ICT driven	96(58.9)	52(31.9)	6(3.7)	6(3.7)	3(1.8)	4.42	.87
8	The misperception about Hospitality Management as a course for only female students can be corrected	90(55.2)	61(37.4)	3(1.8)	-	9(5.5)	4.36	1.00
9	The best cooks globally are male chef.	84(51.5)	55(33.7)	-	6(3.7)	15(9.2)	4.20	1.19
10	Females are more satisfied with courses offered in Hospitality Management than the male	42(25.8)	63(38.7)	6(3.7)	21(12.9)	31(19.0)	3.45	1.50
11	Hospitality Management is mostly practical oriented.	117(71)	40(24.5)	-	3(1.8)	3(1.8)	2.94	1.32

Source; Field survey (2020).

Table 2 shows the perception of male students toward hospitality management as summarized using percentages and likert scale indicated a "strongly agree, agree" and " strongly disagree and disagree" and mean estimate was calculated on this basis. The table also reveals concentration of standard deviation (around the mean value, the highest mean value (M=4.56) is the perception that " hospitality management is all about cooking", while the lowest or least mean (M=2.63) is the perception that " females perform better academically than males in hospitality management". This indicates that there is a significant misconception about hospitality management as a course of study for male students. This agrees with the findings of Richardson *et al*., (2011) on students' perception that they did not believe a career in tourism and hospitality will provide them required future advantage.

Some male students (30.1%) agreed that hospitality management was not their first choice course. This implies that students were admitted to read hospitality management as an alternative course of study. This confirms Lu & Adler (2009) statement that hospitality education is not always the students' first choice at the point of gaining admission.

On the aspect of having passion for hospitality management and understanding of what studying the course entails, majority of the male students (94.5%) agree, implying that male students already

have a predetermined mindset irrespective of the negative perceptions to study hospitality management. Most of the male students disagree (63.2%) that female students perform better academically than the males studying hospitality management. Interestingly, the percentages of male students maintaining undeceive and agree position are same (18.4%). This may imply the male ego not accepting that most a times women perform better academically in a class with a higher proportion of women than male (Beekhoven et al., 2003). Most respondents (55.2%) agree that females are more than males in hospitality management courses. This is in line with Lee et al. (2008) that female students showed slightly stronger study motivation than male students in hospitality and tourism course. It also agrees with the findings of Oke (2019) that hospitality management is still perceived as a female-dominated profession.

The highest percentage of 96.3% agreeing that Hospitality management is all about cooking and may be one of the discouraging perceptions attributable to the low male number studying the course. This corroborates Ozioma (2012) who stated that boys are more interested in quick money careers, while girls tend to tilt more attention to future home building. *The male students viewed it from the aspect of cooking only with no adequate knowledge of other significant courses in the curriculum, thus forming a negative perception and aligning the course to a particular gender.*

The table also shows that majority of male students (70.7%) agreed that tourism is a branch of Hospitality Management. This implies that they are aware of the complimentary role of hospitality management to tourism. A substantial number of students (90.8%) agreed that Hospitality Management is Information Communication Technology (ICT) driven. This shows the global levels and the industry involvement in different sectors of the economy (Foskett & Paskins, 2011).

This study also revealed that 92.6% of respondents agreed that the misconception of people about Hospitality Management as a course for female can be corrected. It was also revealed that 85.2% agreed that the best cooks are males. The high percentage in agreement gave credence to La Chef (2020) on line ranking of top ten chef and all are top male chef, who have excelled in their field, chosen from different countries around the world. Most respondents (64.5%) perceive that female students are more satisfied with Hospitality Management courses than

male students. This finding corroborates Yafang & Gongyong (2008) who stated that females are more inclined to hospitality as a career than males owing to their positive perception towards hospitality industry. Invariable females choose the course because of the future career prospect.

Moreover, majority of the male students agreed (95.5%) with the perception that Hospitality Management course is mostly practical - oriented. Mbagga et al. (2021) emphasized the fact that Hospitality management programmes are intended to equip the graduates with practical skills and knowledge to meet the hospitality industry's need and therefore should be more of a practical-oriented course.

Table 3: level of satisfaction of students.

Statement	Very satisfied f %	Satisfied f %	Dissatisfied f %	Somewhat satisfied f %	Modal(f)
Satisfied with studying hospitality management	93(57.1)	58(35.6)	-	12(7.4)	93
Satisfied with course curriculum content	84(51.5)	70(42.9)	3(1.8)	6(3.7)	84

Source; Field survey (2020)

Table 3 shows that many respondents (57.1%) are very satisfied with hospitality management as a course of study while 51.5% are satisfied with curriculum content of the course. This agrees with findings from scholars in hospitality management field that curriculum with student-oriented programs can generate quality learning outcomes and students satisfaction (Malgwi et al., 2005; Farmaki, 2016; Mak & Ng, 2014). This indicates that the level of satisfaction male students derive from hospitality management study may be high, probably because of the learning outcomes and student-oriented programs put in place by the school despite the perception.

Table 4: Hospitality management course preference for respondents

Course options	Frequency	Percentage %
Cookery	42	25.8
Tourism	92	55.8
House-keeping	15	9.2
Food & beverage Service	15	9.2
Total	**163**	**100**

Source; Field survey, 2020

Table 4 shows that most respondents (55.8%) prefer tourism to cookery (25.8) while, 9.2% chose housekeeping and food and beverage service respectively.

This implies that male students in the study areas prefer tourism course to other core hospitality management courses because they want to pursue a career in tourism. In line with Lu and Adler (2009) statement, that majority of surveyed students in their study indicated interest in pursuing a career in tourism and hospitality management and a desire for a postgraduate degree in the field. It indicates that male students prefer a career in tourism to hospitality management.

CONCLUSION AND RECOMMENDATIONS

It is therefore imperative that hospitality institutions understand the factors that influence the male perception, preference and satisfactions, so that the misconception can be properly and timely corrected. The findings in line with objectives reveal that most male students did not chose to study hospitality management; the female students are more satisfied with hospitality management course than male students in the selected Polytechnics. It was also discovered that male students prefer tourism to housekeeping and Food and Beverage service as course options. However, the hospitality industry today cannot survive without both genders. To remain effective, the hospitality institutions must continue to produce highly skilled and motivated students to fill the required future vacuums in the industry.

As a result of the findings and conclusions from this research work, the followings are therefore recommended;

I. The male students should be encouraged to choose hospitality and tourism courses as first choice course.

ii. The misconception about hospitality industry being meant for only the female students should be corrected by creating forum for orientation during admission into higher institutions.

iii. Based on the future prospect of the industry, the male students should be satisfied with hospitality management course content and strive to acquire all the required skills and knowledge.

iv. The schools should increase their practical skills to enable male students compete with their counterpart globally.

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E-MARKETING STRATEGIES AND CUSTOMER PATRONAGE IN SELECTED HOTELS IN UMUAHIA NORTH, ABIA STATE, NIGERIA

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ABSTRACT

The e-marketing strategies and customer patronage in selected hotels in Umuahia North Local Government Area of Abia State were assessed in this study. The objectives were to determine the extent of use of e-marketing in hotels, determine how e-marketing affects customer patronage, assess the benefits of e-marketing on customer patronage and assess the challenges facing e-marketing in hotels. The study adopted the survey research design through the use of questionnaire where information was gathered from a primary source. The total population of the study was 200 while the sample size was 133. Mean and frequency distributions were used to analyze the research questions. The results of the different questionnaire items collected revealed that the various extent of utilization of e-marketing by hotels includes social media marketing (Face book, twitter, you-tube and Instagram), Search engine (Google), Affiliate marketing (third party hosting) as well as instant messaging (Messenger, Whatsapp and Viber). Also the effect of e-marketing on customer patronage include: increased client base, increased internet awareness, creating job opportunity and improved sales. Benefits of e-marketing include: wider prospect reach, cost-effective approach, reduction in cost through automation and use of electronic media, 24/7 marketing, personalized one-on-one marketing, increased interactivity and increased ability to track results and finally the challenges of e-marketing include among others, marketing integration, privacy, increased integration with social networks, trigger-based e-mail and special issues on e-marketing. It was thus concluded that e-marketing influences customer patronage of hotels. The study therefore recommends amongst others, that other hotels that have not incorporated e-marketing as part of their marketing strategy should try and incorporate it as it has a positive way of improving customer patronage.

Keywords: *e-marketing, strategies, customers, patronage, hotel.*

INTRODUCTION

The recent growth of the Internet has considerably changed the operating environment of the hotel industry. The Internet has become an innovative marketing tool in offering travel information and online transactions (Doolin, Burgess and Cooper, 2002). The information-based nature of tourism products means that the Internet, which offers global reach and multimedia capability, is an increasingly important means of promoting and distributing tourism services. Today, hotels' web presence is no longer exclusive to large hotels; internet marketing tool is not just for big hotel chains. The websites that are well-designed and easy to navigate provide independent hotels with an inexpensive and effective platform for marketing and advertising, which potentially increase their competitiveness in the marketplace (Lituchy and Rail, 2000; Merono-Cerdan and Soto-Acosta, 2007). The website marketing can potentially provide distinct value to the hotels. These come from the offering of information online, the possibility of establishing communications and exchange of information and the conducting of transactions online. The rapid adoption of Internet marketing by hotels has yielded myriad studies of hospitality internet adoption and its impact on hotel operation (Hashim, Murphy, Purchase, and O'Connor, 2010; Scaglione, Schegg, and Murphy, 2009). The website marketing is particularly useful for dealing with intangible nature of the hotel service, and to gain a competitive advantage (Baloglu and Pekcan, 2006). For tourism organizations, the website content allows them to engage customers' interest and participation, to capture information about their preferences, and to use that information to provide personalized services (Doolin, Burgess and Cooper 2002). Chung and Law (2003) indicated that well designed hotel websites with useful information can

help increase sales volume and improve the reputation of a hotel. Scaglione and Chris (2009) analyzed revenue per available room before and after hotels adopted websites and found that website adoption related positively to hotel performance. Merono-Cerdan and Soto-Acosta (2007) evaluated 228 Spanish firms and found a positive relationship between external web content and firm performance. Additionally, e-information was found as critical for enabling e-transaction to impact upon firm performance.

Hotels have come up beyond what used to be in the years past in terms of customers (Chen, 2007). Hotels now use innovative means in other to remain in the industry's competitive environment. Just like any other commercial establishment, hotels have functional compartments ranging from customer service, human resources, finance, research and development and facilities among others (Chiang, Tsai and Wang, 2004). The competition for having a strategic location and adequate facilities that create delight to customers is now the priority in the minds of the hotel investors.

Generally, the hotel business is challenging and thrilling and these pave ways for investors to become financially independent, bosses in their own right, create job opportunity and also increase self-esteem. Besides, it gives owners the opportunity to be creative in terms of meeting customers' expectations. To record huge success in this aspect, efforts must be geared towards putting in place all essentials that will create customer satisfaction because, customers are becoming more conscious of their convenience, hence, want to be fulfilled. The awaking consciousness in customers have sharpened their knowledge horizon, thereby armed them to the extent that customers are readily prepared to challenge bad service rendered. This increase in knowledge has reshaped end user service expectations from service provider. This heightened knowledge has exposed the organization of hotel businesses to embrace factors that are capable of enhancing customer patronage. This is because the society depends on organizations, so also organizations depend on the society for survival and for achieving specific and desirable ends, through services, products, and facilities offered to the members of the society. Therefore, effective customer service cannot be ignored in the realm of achieving effective customer patronage in hotels. Wan, (2002) defined hotel patronage as the support, encouragement, privilege, or financial aid that hotels receive from guest.

According to the definition provided by the American Marketing Association (2008), marketing refers to "an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. In essence, marketing is a consumer-oriented philosophy or way of doing business; companies that are consumer oriented will put consumers' needs and wants on their top priority. From this perspective, the ultimate goal of marketing is therefore to create and retain profitable customers by satisfying their demands.

E-Marketing or electronic marketing refers to the application of marketing principles and techniques vía electronic media and more specifically the Internet. The terms e-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. By such a definition, e-Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. E-marketing refers to the use of the Internet and digital media capabilities to help sell your products or services. These digital technologies are a valuable addition to traditional marketing approaches regardless of the size and type of business. E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web marketing. As with conventional marketing, e-marketing is creating a strategy that helps businesses deliver the right messages and product/services to the right audience. It consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers, (Law and Hsu, 2005).

Electronic marketing can also be considered as the equivalent to Internet marketing and Digital Marketing. E-marketing involves the marketing of products and services using electronic media (David, 2017). E-Marketing is a process which easily trades off demands as per customer satisfaction by using the process of Planning, promoting, and pricing the different products and services with the help of the internet. E-Marketing is preferred over the traditional way of marketing because it offers

convenience to the customers and decreases business expenses.

The development of the internet has brought unprecedented development in new methods of conducting business and transaction which has affected different aspects of lives and professions including marketing. Different definition has been proffered for internet marketing. According to Chaffey, Gwinner, Gremler, and Bitner, (2000) internet marketing involves the use of the internet and other digital technologies to conduct marketing activities. Kotler and Armstrong, (2004) viewed internet marketing as consisting of activities which facilitate the sale of products and services and also promote customer relationships over the Internet. The application of Online marketing, which is also referred to as internet marketing, makes use of interactive, virtual spaces for the aim of promoting and selling goods and services. In fact, new synchronous, internet-based communication technologies introduce flexibility, speed of time and cost effectiveness in the conduct of business activities over the internet.

To gain competitive advantage in the demanding tourist market, it is important nowadays for a hotel company to have its own website, promote its products through social networks and mobile applications, use e-mail as a channel of communication with its business partners and customers, and apply all available information-communication technology (ICT). It needs to provide all information for potential clients in one place at any time of day, from anywhere in the world. That can be possible by using innovative ways of communication and by adapting business operations to demanding requirements of the modern tourist market. This imposes the innovation of practices and the implementation of new technologies in business processes. Therefore, there is a need for awareness about the necessity of applying ICT in the hotel business.

The online marketing is doubtless one of nowadays most powerful advertising methods. All companies, and notably in the Tourism and Hospitality industry, are fiercely competing to lead and overwhelm the online space in order to shift market shares from competition, increase their online traffic and make more profits. It is always required for any company wishing to succeed its e-marketing strategy, to ensure that all of its online space is well managed and that it is entirely under control. These strategies are: digital marketing (Cheffey, 2013),

Viral Marketing (Ho and Dempsey, 2010), Mobile marketing (Smutkupt *et al*, 2010, Shankar *et al*, 2010, Tripathi, 2008) and E-mail marketing (Marinova *et al*, 2002) which include among others; social media marketing, affiliate marketing, search engines, instant messaging and picture advertising. Moreover, updates and innovations in the online world are a must to attract customers and keep their interest constantly stimulated.

It is perceived that the non-existence or poor utilization of e-marketing has in one way or the other contributed to low patronage of hotels because clients find it difficult to come down to a location far from theirs when they are not sure it will be worth it. Some hotels do not follow up complaints neither do they rectify customers' problems even after responding to feedback. This has been a problem associated with e-marketing. This unresponsive attitude of hotels has made them to be unable to identify customers' needs. Some of the hotels provide customers' needs based on assumption while others expect customers to make do with what is available at the hotel at every point.

Most hotels do not have websites where customers can view their products while others who have do not make good use of it. Only few hotels like the five star hotels have applications that can be downloaded on smart phones. This has limited the coverage of these hotels because effective use of e-marketing widens the coverage of every business organization and have in turn, affected hotel patronage. Hotels that have effective websites should endeavor to respond to feedbacks. A good customer relationship can be affected through adequate and effective use of e-marketing. Few studies have been conducted in E-marketing; Alex-onyeocha and Iwuagwu (2015), Kagendo (2015), Wisdom (2015), Olgha, Francis and Joseph (2017) but none has been carried out on customer patronage in Umuahia North. It is against this backdrop that the study intends to examine e-marketing strategies and customer patronage in hotels.

This research therefore seeks to find a solution to these identified problems associated with e-marking as it affects hotel patronage. The objectives of this study, therefore, are to:

i. determine the extent of use of e-marketing in hotels.

ii. determine how e-marketing affects customer patronage in hotels.

iii. assess the benefits of e-marketing on customer

patronage in hotels.

iv. assess the challenges facing e-marketing in hotels.

METHODOLOGY

This study adopted the survey research design. The study area is Umuahia North. Umuahia North is a Local Government Area in Abia State, Nigeria. Its headquarters are in the city of Umuahia. It has an area of 245 km² and a population of 220,660 at the 2006 census. The postal code of the area is 440.Umuahia North is located along the rail road that lies between Port Harcourt to its south and Enugu city to its north. Umuahia North indigenous ethnic group are the Igbos (Wikipedia, 2019). The list of towns in Umuahia North L.G.A include Umuahia, Umukabia, Umuawa Alaocha, Umuda Isingwu, IhiteUde, Umuekwule, Umuagu, Amaogwugwu and Ohuhu. Umuahia north is a major city in Abia state and contains many tourism and relaxation centers.

The population for the study include the staff of the six (6) hotels selected from the fifty nine (59) registered hotels in Umuahia North L.G.A as recorded by the Abia State Tourism board in 2017. The total number of the staff of these selected hotels amounted to 200 staff as gathered from a pre-survey conducted in these hotels. For the sample size determination, Ten percent (10%) of the registered hotels was used for the study which is 5.9 (approximately 6 hotels). Senior and junior staff from these six selected hotels were used for the study. The hotels are Hotel Helson, Ever green Hotel, Ice Grand Hotel, Villa Roy hotel, Smile More Hotel and suites and Gado hotels all in Umuahia North. The sample size of 133 was determined from the population of 200 using Taro Yamane formula.

Thus:

Sample size $\quad n = \frac{N}{1+N(e)^2}$

where n= sample size

N=population of the study=200

E=error estimate or error significance (5%)

To determine the sample size, since N=200

Therefore sample size, $n = \frac{N}{1+N(e)^2}$

$$N = \frac{200}{1+200\,(0.05)^2}$$

$$= \frac{100}{1+200 \times 0.00251 + 200 \times 0.0025}$$

$$= \frac{200}{1.5} \quad = 133$$

Thus Sample size = 133.

Purposive sampling technique was used to select the number of hotels to be sampled while convenient sampling was used to select the respondents who were willing and ready to partake in the study. This work used primary data to collect data from the respondents. The primary data were collected with the use of a well-structured questionnaire that was administered directly to the respondents. The distributed questionnaire contained questions that invoked responses from respondents. The questionnaire was designed in a Likert summation format where the responses of the respondents were limited to a close ended format. Thus, the options were presented in this form; 5- Strongly Agree (SA), 4-Agree (A), 3-Undecided (U), 2- Disagree (D), 1- Strongly Disagree (SD) and 5- Very High Extent (VHE), 4- High Extent (HE), 3-Low Extent (LE), 2- Very Low Extent (VLE), 1-Not Applicable (NA). The options have a weighted score of 5,4,3,2 and 1 respectively. This questionnaire was subjected to face and content validation by three senior lecturers in the Department of Hospitality Management and Tourism of Michael Okpara University of Agriculture, Umudike. The suggestions of the validators were considered in producing the final instrument that was used. Also, the researchers employed Test- retest method to check its reliability. Cronbach alpha coefficient was used to test the result. The instrument showed a positive reliability result of +0.95 which is an excellent reliability test result for the instrument. Descriptive statistics of percentage, frequency and mean distributions was used to analyze the questions. The decision rule is that if the mean value is above or equal to 3.0 accept but if it is below 3.0 do not accept.

RESULTS

Table 1: Objective one- Extent at which e-marketing is utilized by hotels

S/N	Extent of utilization of e-marketing	VHE (%)	HE (%)	LE (%)	VLE (%)	NA (%)	Mean score ($\bar{X}(\bar{X}$)	Remark
1	Social media marketing (Facebook, twitter, you tube, Instagram)	100 (75.2)	28(21.1)	5(3.8)	0	0	4.7143	Accepted
2	Affiliate marketing (third party hosting)	33 (24.8)	67(50.4)	22(16.5)	8(6.0)	3(2.3)	3.8947	Accepted
3	Search engine (Google)	46(34.6)	37(27.8)	50(37.6)	0	0	3.9699	Accepted
4	Instant messaging (Messenger, Whatsapp, Viber)	55(41.4)	29(21.8)	20(15.0)	29(21.8)	0	3.8271	Accepted
5	Picture advertising	14(10.5)	13(9.8)	24(18.0)	48(36.1)	34(25.6)	2.4361	Not accepted

VHE=Very High Extent, HE=High Extent, LE=Low Extent, NA=Not Applicable, n=133

Table 1 presents the mean response of various extent of utilization of e-marketing by hotels.

The various extent of utilization includes social media marketing, affiliate marketing, search engine, instant messaging and picture advertising. The decision rule states that any mean below 3.0 is considered not accepted while mean equal to or above 3.0 is accepted. Based on the decision, among the five (5) items stated, four (4) were accepted while one item was not accepted. The result above showed that social media marketing (face book, twitter, you tube and Instagram) are utilized at a very high extent by hotels with an accepted mean score of 4.71. Search engine (google) with a mean score of 3.97 was also accepted. Affiliate marketing (third party hosting) with a mean score of 3.89 was equally accepted. Also instant messaging (Messenger, Whatsapp, Viber) with a mean score of 3.82 was accepted. However, picture advertising with a mean score of 2.44 was not accepted because it did not reach the acceptable limit.

Table 2: Objective Two- Effect of e-marketing on hotel patronage

S/N	Effect of e-marketing on hotels	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean $(\overline{X})$	Remark
1	Increases client base	89(66.9)	31(23.3)	10(7.5)	3(2.3)	0	4.5489	Accepted
2	Increases internet awareness	68(51.1)	43(32.3)	22(16.5)	0	0	4.3459	Accepted
3	Creates more job opportunities	56(42.1)	58(43.6)	15(11.3)	0	4(3.0)	4.2180	Accepted
4	Improves sales	79(59.4)	28(21.1)	12(9.0)	10(7.5)	4(3.0)	4.2632	Accepted

SA=strongly agreed, A=Agreed, U=Undecided, D=Disagreed, SD=Strongly Disagreed, n=133

The effect of e-marketing on customer patronage was itemized in Table 2 above. The four items that were listed were accepted by the respondents as the effect of e-marketing on customer patronage. The items are increased client base with a mean score of 4.55 as well as increased internet awareness with a mean score of 4.35 which were all accepted. The respondents also agreed that it creates job opportunity with a mean score of 4.22 as well as improve sales (with a mean score of 4.26). These were also accepted. Increase client base has the highest mean of 4.55 and it was equally accepted. This shows that e-marketing plays a very big role on customer patronage.

Table 3: Objective three-Benefits of e-marketing on customer patronage

S/N	Benefits of e-marketing	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean $(\overline{X})$	Remark
1	Wider prospect reach	99 (74.4)	33 (24.8)	1 (0.8)	0	0	4.7368	Accepted
2	Cost-effective approach	63 (47.4)	50 (37.6)	12 (9.0)	8 (6.0)	0	4.2632	Accepted
3	Reduction in cost through automation and use of electronic media	12 (9.0)	57 (42.9)	32 (24.1)	32 (24.1)	0	3.3684	Accepted
4	24/7marketing	51 (38.3)	19 (14.3)	46 (34.6)	17 (12.8)	0	3.7820	Accepted
5	Personalized one -on-one marketing	32 (24.1)	29 (21.8)	24 (18.0)	48 (36.1)	0	3.3383	Accepted
6	Increased interactivity	87 (65.4)	37 (27.8)	6 (4.5)	3 (2.3)	0	4.5639	Accepted
7	Increased ability to track results	9 (6.8)	72 (54.1)	48 (36.1)	4 (3.0)	0	3.6466	Accepted

SA=strongly agreed, A=Agreed, U=Undecided, D=Disagreed, SD=Strongly Disagreed, n=133

Table 3 above shows the benefits of e-marketing on customer patronage. Seven items were listed and among the seven stated items all were accepted by the respondents. The stated items includes wider prospect reach with the mean score of 4.74, Cost-effective approach with the mean score 4.26, Reduction in cost through automation and use of electronic media with the mean score of 3.37, 24/7marketing with the mean score of 3.78, personalized one-on-one marketing with the mean score of 3.33, Increased interactivity with a mean score of 4.56 as well as increased ability to track results with mean score of 3.65. From the result above, it is obvious that e-marketing has a lot of benefits on customer patronage.

Table 4: Objective Four- The challenges of e-marketing on customer patronage

S/N	Challenges of e-marketing	SA (%)	A (%)	U (%)	D (%)	SD (%)	Mean $(\overline{X})$	Remark
1	Bad reputation	3 (2.3)	9 (6.8)	54 (40.6)	38 (28.6)	29 (21.7)	2.3910	Not accepted
2	Marketing integration	53 (39.8)	23 (17.3)	28 (21.1)	26 (19.5)	3 (2.3)	3.7293	Accepted
3	New layer of e -mail filtering	0	9 (6.8)	67 (50.4)	52 (39.1)	5 (3.7)	2.6015	Not accepted
4	Increased integration with social networks	69 (51.9)	36 (27.1)	21 (15.7)	4 (3.0)	3 (2.3)	4.2331	Accepted
5	Trigger- based e-mail	21 (15.8)	45 (33.8)	38 (28.6)	26 (19.5)	3 (2.3)	3.4135	Accepted
6	Special issues on e -marketing	10 (7.5)	39 (29.3)	40 (30.1)	39 (29.3)	4 (3.8)	3.0752	Accepted

SA=strongly agreed, A=Agreed, U=Undecided, D=Disagreed, SD=Strongly Disagreed, n=133

Table 4 above shows the challenges facing e-marketing on customer patronage. It is obvious that e-marketing has many challenges facing it. Six items were stated as the challenges facing e-marketing and out of the six stated items four were accepted by the respondents as the challenges facing e-marketing on customer patronage while two items were not accepted. The items includes bad reputation with the mean score of 2.39 which was not accepted, Marketing integration with the mean score of 3.73 which was accepted, New layer of e-mail filtering with the mean score of 2.60 which was not accepted, Increased integration with social networks with a mean score of 4.23 which was accepted,

Discussion of Findings

The findings from the study revealed that e-marketing is utilized in a very high extent by many hotels in Umuahia North L.G.A., Abia state. The method of utilization of e-marketing by these hotels includes social media marketing (Face book, Twitter, You tube and Instagram), search engine (Google), affiliate marketing (Third party hosting) and instant messaging (Messenger, Whatsapp and Viber). Social media has the highest score and it was highly accepted while picture advertising recorded the lowest and was not accepted. Picture advertising was not accepted by the respondents because the cost involved is high and they are not sure of its efficiency. This results correlates with that of Kagendo (2015) that studied the influence of electronic marketing on customer retention. The findings revealed that the most commonly used electronic marketing practices by Safaricom Limited were as follows: social media marketing; audience participation, viral campaigns, customer feedback, offline communication; direct email, online partnership; widget marketing, affiliate marketing, online public relation; publisher outreach, brand protection, search engine optimization and paid search.

Also, the findings revealed the effect of e-marketing on customer patronage. From the result obtained from the analysis, the effect of e-marketing include: increase client base, increase internet awareness, create job opportunity and improve sales. This result is in accordance with Media System Dependency theory as postulated by Sandra Ball-Rokeach and Melvin Defleur (1976). Media System Dependency Theory ties together the interrelations of broad social systems, mass media, and the individual into a comprehensive explanation of media effects. The basic dependency hypothesis states that the more a person depends on media to meet needs, the more important media will be in a person's life, and therefore the more effect media will have on a person. Dependency on media emerges from three relationships. **The relationship between the society and the media:** Within this relationship, media access and availability are regarded as important antecedents to an individual's experience with the media. **The relationship between the media and the audience:** This relationship is the key variable in this theory because it affects how people might use a mass medium. **The relationship between the society and the audience:** The societies influence consumers' needs and motives

for media use, and provide norms, values, knowledge, and laws for their members.

It was also found out that the benefits of e-marketing include; wider prospect reach, cost-effective approach, reduction in cost through automation and use of electronic media, 24/7 marketing, personalized one-on-one marketing, increased interactivity and increased ability to track results. This result is in line with Merisavo (2008) that stated that the benefits of e-marketing include wider prospect reach, reduction in cost through automation and use of electronic media, 24/7 marketing, personalized one-on-one marketing and increased interactivity.

Finally, it was found out that the challenges of e-marketing include among others marketing integration, privacy, increased integration with social networks, trigger-based e-mail and special issues on e-marketing. This study compliments that of Clown and Baak (2013) that stated that all business processes has its own challenges and overcoming those challenges will help to increase customer patronage. Also, the website will never be visited if there are no links to it. Viral marketing requires email or social media websites to communicate the message and search engines are useless without websites to link to it.

CONCLUSION

This work attempted to evaluate the e-marketing strategies and customer patronage of selected hotels in Umuahia North L.G.A of Abia state. The various extent of utilization of e-marketing by hotels were identified. Also the effect of e-marketing on hotel patronage was identified as well as the challenges of e-marketing. The study showed that the use of e-marketing influences patronage in hotels in Umuahia North Local Government area of Abia State. Specifically, e-marketing is utilized in a very high extent by many hotels in Umuahia North L.G.A Abia State; it is very effective in increasing customer patronage and is of great benefit though it is faced with some challenges. These findings will be used as a guide on areas of improvement to effectively realize the benefits of electronic marketing and its contribution to customer patronage

Recommendations

The following recommendations were drawn from the findings of this work:

1. Hotels that have not incorporated e-marketing as part of their marketing strategy should try and incorporate it as it has a positive way of improving

customer patronage.

2. The importance of e-marketing cannot be over emphasized as it has been shown to have a great effect on hotels.

3. Hotels should use good strategies to eradicate or minimize the challenges facing e-marketing so that they can fully enjoy the benefits.

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FOOD SAFETY CHALLENGES ENCOUNTERED BY HOTEL EMPLOYEES IN THE HOTEL INDUSTRY IN SOUTHWESTERN NIGERIA

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ABSTRACT

The aim of the study was to determine the challenges encountered by hotel employees and management in practicing food safety knowledge in selected hotels in South-Western Nigeria. The study sample size consists of all employees (202) working in the Food and Beverage section of the nine purposively selected hotels in Ondo, Ekiti, and Osun States. The study used a descriptive approach where data were collected using a structured questionnaire. Data collected were analysed using descriptive statistics. It was determined that there were challenges faced in practicing food safety knowledge in the selected hotels. Such challenges experienced by the food handlers and hotel managements are lack of cooperation from the employees, load work, lack of finance, lack of full work space, and inadequate facility. It was revealed that the level of food safety knowledge and practice of the hotel employees is moderate. There is need to reinforce the food handlers' knowledge of food safety in the hotels through training and regular evaluation.

INTRODUCTION

Food is vital for life but can only serve such an important purpose if it is safe and secure to ingest. The trend of eating out has increased in the past few decades, so also is the responsibility of food handlers in catering establishments to serve safe foods to consumers. According to World Health Organization (2020), globally, 220 million people get contaminated through infected foods and 96,000 die simply because of the consumption of unsafe food listing those at high risks as the expectant mothers, infants, children, the elderly and individuals with predispositions to other illness. Also, the report given by Center for Disease Control (2018) stated that, approximately 48 million people get contaminated, 128,000 people get hospitalized, and 3,000 humans die from food borne diseases each year in the United States.

Food safety is one of the significant goals to be achieved for global health, because food borne diseases are threats to human's health (Velusamy, *et al.,* 2010). The Australian Institute of food safety (2019) stated that, food safety is conceptualized as the prevention of food from contamination which may lead to food poisoning. As such, food safety should be achieved through having proper storage, chilling and heating of food by considering the right temperature, maintaining a high level of personal hygiene in particular hand washing, effective cleaning, and sanitization of surfaces, pieces of equipment, utensils, and pest control.

Hospitality industry includes businesses responsible for the provision of accommodation, food, drinks, and other supplementary services (Bello and Bello, 2020). Food safety is a public health concern and also a multidisciplinary issue that needs to be explored in the hospitality industry, which can be in form of counter service, a drive-through, a sit-down restaurant, take-out and/or delivery (Raimi & Towobola, 2011).

Several recent studies have established that many foodborne disease outbreaks are caused by food handler's inability to store food at correct temperatures and the cross-contamination of food due to unhygienic handling practice (Baluka, Miller, & Kaneene, 2015), poor personal hygiene and the procurement of food from unreliable sources (Sani & Siow, 2014), in addition to inadequate knowledge of food safety (Ifeadike, Ironkwe, Adogu, & Nnebue, 2014).

These days, many sectors of the hospitality industry, especially the food and beverage section employ staff who knows nothing about food safety practices

or culture. Till today, the efficacy of training in terms of adding to the knowledge, changing behaviour and attitudes to food safety is still in question in food handling. In essence, if food handlers receive adequate training on proper food handling practices, there is a likelihood of experiencing a significant decline in food borne diseases.

Food safety, hygiene, and sanitation are among the most important issues that need urgent attention in hotel management. It is on the basis of the high level of importance of food safety to both the suppliers and the consumers in hotel management that this study is designed to determine **food safety** knowledge and awareness **among** hotel workers **in South Western Nigeria,** and investigate the challenges hotel employees and management face when applying food safety knowledge in hotels.

LITERATURE REVIEW

Food safety is very necessary in every aspect of food production, to the health of the consumer, in the hospitality sector. Payne and Theis (2012) declared that food service is unique because it touches the lives of every person on a daily basis. As food service is defined as where the food is regularly served outside the home, the industry continues to evolve since food establishments can be found anywhere, including hotels, fast food outlets, hospitals, schools, universities, convenience stores, supermarkets, nursing homes, stadium concessions, child care and elder care, military bases, transport terminals, prisons, and so on (Garayoa *et al.,* 2011).

In the discovery of Campos *et al.,* (2009) food handlers have important role in contaminating food. This implies that food service staff plays a pivotal role in the prevention of food borne disease although they continue in most cases not to follow food safety practices when working in food service facilities (Kibret & Abera, 2012). The WHO (2020), argues that the primary responsibility of food safety lies with the food producer because food contamination can take part at any point of production and distribution. Jackson, (2011) and Jahan, (2012) also contributed that one of the main contributors to foodborne outbreaks in the food service sector was found to be food handlers.

According to Kilibarda (2019), if the procedures concerning the procurement and storage, preparation, or serving of food is not followed attentively, there could be an appearance of

foodborne illnesses to the consumers, which in this case of human health represents a far greater problem than any amount of food wasted that might appear through-out the process. Jianu and Chis, (2012); Martins, Hogg, and Otero, (2012) identified the common mistakes that occur during cooking, cooling, and re-heating phases of foods to include cross-contamination, personal hygiene failures, and errors made in handling foodstuff, regardless of time–temperature relation.

The CDC (2005) further added that poor hygiene practices, inadequate cooking, improper temperatures, use of contaminated equipment and poor personal hygiene contribute significantly to the spread of food borne diseases. Food safety knowledge of food handlers is mainly associated with proper handling, storage of food and preparation (Kwol *et al.,* 2020). Gaining food safety knowledge is essential as it could potentially minimize the outbreak of food-borne diseases (Jianu and Golet 2014). The level of food safety knowledge is related to the food handlers' attitudes and practices (Zanin *et al.,* 2017). Their attitude is a fundamental factor that could in?uence food safety behaviour and practices (Kwol *et al.,* 2020). A positive attitude will assist to acquire the knowledge of safety thereby ensuring safety of food for all consumers (Akabanda *et al.,* 2017).

Additionally, laws for hygienic food need to be created to protect the consumer, while continuous training of food vendors could help address the lack of food quality and safety knowledge (Cortese, Veiros, Feldman, & Cavalli, 2016). Important requirements to be made in the legislation should include; adequate packaging and storage of the raw material, obtaining the raw material from registered suppliers, hygiene of the handlers and adequate management of wastes produced during the activities (Nunes *et al.,* 2010).

Gemeda, Asayehu, Abdisa, and Fekadu, (2018) also in their findings listed other challenges of food safety such as poor kitchen practices, poor storage facilities, poor latrine conditions and shortage of educated human power. Seaman and Eves (2009) in their study argued that the managers had to be on the frontline in training hospitality employees, and the management of the firm should support food safety training and reinforce the adoption of safe food handing behaviours, and that the education and training are expected to enable trainees to perform the given tasks effectively and with understanding.

METHODOLOGY
Study Area:
The study was carried out in south western Nigeria. The south-west region comprises Ogun, Ondo, Oyo, Osun, Ekiti and Lagos states. Out of the six states in western Nigeria Ondo, Ekiti, and Osun States were selected for the study as there are no studies which have been conducted in this area on Food Safety Knowledge.

Sampling Plan and Technique
Purposive sampling method was used for study. The paper focused on three-star rated hotels in Ondo, Ekiti, and Osun States. Three hotels were selected from each of the three selected states based on availability of specific amenities and the regional ratings. The amenities considered includes: swimming pools, parking space, conference rooms, and gyms, access to telephones and wifi, restaurant space which can contain thirty guests and above, type of menu (*a la carte* and table *dhote*), availability of proper disposal and equipment in the kitchen.

Study Population:
The population size was a total of two hundred and two (202) hotel employees such as the cooks, and waiters/waitress, bar tenders, inclusive of nine (9) Food and Beverage Managers working in the food and beverage section of the selected hotels in Ondo, Ekiti, and Osun State, Nigeria as there were no studies which have been conducted in this area on Food Safety Knowledge.

The study sample size consists of all the employees of the nine selected hotels in Ondo, Ekiti, and Osun States working in the Food and Beverage section (Table 1).The employees are 193 while the managers are 9 making a total of 202 respondents.

Table 1: Number of respondents from selected hotels

S/N	NAME OF HOTELS	FOOD AND BEVERAGE MANAGER	WAITER/WAITRESS, BAR TENDER, COOKS/CHEF
1	Delight Hotels and Suites	1	20
2	Midas Hotel Arena	1	24
3	Prosperous Royal Hotels	1	20
4	Ife Grand Resort and Leisure,	1	21
5	Adolak Hotels	1	24
6	Laim Hotels	1	20
7	Continent Hotels and Resort	1	20
8	Royal Birds Hotel	1	23
9	Best Western Mydas Hotel	1	21
	TOTAL	9	193

Source: The Researcher, 2021

Data collection
The data for the research were collected through a well-structured five – point Multiple Likert scaled questionnaire. The questionnaire was administered to Hotel's Food and Beverage Managers and the Food handlers. The questionnaire administration was scheduled for four weeks. The researcher visited the hotels, administered the questionnaires and got them before the end of every week.

Data analysis:
The data collected within the scope of the research were presented using descriptive statistics such as frequencies, percentages, mean and standard deviations, and other statistical analysis using the SPSS 22 (The Statistical Package for Social Sciences) was performed, setting the statistical significance value as $p < 0.05$. The objectives of the study were analysed using Factor Analysis.

RESULTS
Table 2: Food Safety awareness and knowledge among respondents in selected Hotels in the study area (N=202)

S/N	Food safety Awareness and Knowledge	Yes (%)	Not Sure (%)	No (%)	Mean ($\bar{x}$)	Std. Dev	Remark
1	Do you know the current food safety legislation?	99 (49.0)	54 (26.7)	49 (24.3)	2.25	.821	Accepted
2	Is food safety a major issue of public concern?	105 (52.0)	48 (23.8)	49 (24.2)	2.28	.830	Accepted
3	Food borne diseases are caused by pathogenic microorganisms	105 (52.0)	45 (22.3)	52 (25.7)	2.26	.844	Accepted
4	Must fresh food be washed before cooking?	110 (54.5)	43 (21.3)	49 (24.2)	2.30	.836	Accepted
5	Is cross-contamination key to food safety?	104 (51.5)	46 (22.8)	52 (25.7)	2.26	.842	Accepted
6	Is hand washing important in practicing food safety?	99 (49.0)	51 (25.2)	52 (25.8)	2.23	.835	Accepted
7	Is food safety important to your company's daily operation?	100 (49.5)	60 (29.7)	42 (20.8)	2.29	.790	Accepted
8	Can food safety practice increase your company revenue?	83 (41.1)	69 (34.2)	50 (24.7)	2.16	.797	Accepted
9	Is food safety practice the responsibility of kitchen staff only?	102 (50.5)	66 (32.7)	34 (16.8)	2.34	.750	Accepted
10	Food handlers who do not adopt good hygiene practices could be a cause of food contamination?	98 (48.5)	64 (31.7)	40 (19.8)	2.29	.777	Accepted
11	Should one use separate surfaces for raw and cooked food?	87 (43.1)	64 (31.7)	51 (25.2)	2.18	.809	Accepted
12	Do you attend training courses or consult your food self-control consultants to keep up to date on food safety?	91 (45.0)	57 (28.3)	54 (26.7)	2.18	.829	Accepted
	Ground Mean				2.25	.813	

Note: Numbers in brackets are percentage values.

Table 2 presents results on food safety knowledge of hotel employees in the study area. Respondents have only moderate knowledge of food safety.

Table 3: Challenges encountered by hotel managements in implementing food safety measures in hotels in South western Nigeria (n = 9)

S/N	Challenges Encountered	VLE (%)	LE (%)	ME (%)	SE (%)	NE (%)	Mean ( )	Std. Dev	Remark
1	Lack of finances	3 (33.3)	1 (11.1)	2 (22.2)	2 (22.2)	1 (11.1)	3.33	1.50 0	Accepted
2	Lack of experience	5 (55.6)	2 (22.2)	0 (0.0)	1 (11.1)	1 (11.1)	4.00	1.50 0	Accepted
3	Lack of knowledge	4 (44.4)	3 (33.3)	0 (0.0)	0 (0.0)	2 (22.2)	3.78	1.64 1	Accepted
4	Lack of attitude	3 (33.3)	2 (22.2)	2 (22.2)	2 (22.2)	0 (0.0)	3.67	1.22 5	Accepted
5	Work overload	3 (33.3)	2 (22.2)	1 (11.1)	1 (11.1)	2 (22.2)	3.33	1.65 8	Accepted
6	Government policies, rules and regulations	1 (11.1)	3 (33.3)	2 (22.2)	1 (11.1)	2 (22.2)	3.00	1.41 4	Accepted
7	None cooperative employee	6 (66.7)	1 (11.1)	2 (22.2)	0 (0.0)	0 (0.0)	4.44	.882	Accepted
8	Unnecessary government payment: taxes	5 (55.6)	3(33.3)	1 (11.1)	0 (0.0)	0 (0.0)	4.44	.726	Accepted
	Ground Mean						3.74	1.31 8	

Sources: Researcher's field-report, 2022

Note: Numbers in brackets are percentage values.

VLE = very large extent, LE = large extent, ME = moderate extent, SE = small extent, NE = no extent

Decision range; any mean value of 2.50 and above was considered as accepted while below 2.50 was rejected.

Table 3 presents results on the challenges encountered by hotel managements in implementing food safety measures in the study area. Findings showed that all of the items (1 to 8) have mean scores that are above 2.50 which is the mean score for decision making and were therefore accepted. The highest mean score of 4.44 was recorded in items7 and 8, while the lowest mean score of 3.00 was recorded in item 6. The grand mean and standard deviation are 3.63 and 1.179 respectively. Since the grand mean score is 3.74 and it is above the aggregate mean value of 2.50, all of the items are accepted as the challenges encountered by hotel managements in implementing food safety measures in their hotels in south western Nigeria.

Table 4: Challenges encountered by the hotel staff applying food safety knowledge in their services (n=202)

S/N	Challenges Encountered	VLE (%)	LE (%)	ME (%)	SE (%)	NE (%)	Mean ( )	Std. Dev	Remark
1	Lack of finances	64 (31.7)	64 (31.7)	40 (19.8)	27 (13.4)	7 (3.5)	3.75	1.14	Accepted
2	Inadequate equipment	70 (34.7)	57 (28.2)	42 (20.8)	30 (14.9)	3 (1.5)	3.80	1.11	Accepted
3	Lack of facilities	65 (32.2)	51 (25.2)	36 (17.8)	42 (20.8)	8 (4.0)	3.61	1.24	Accepted
4	Lack of time	67 (33.2)	49 (24.3)	46 (22.8)	38 (18.8)	2 (1.0)	3.70	1.14	Accepted
5	Lack of experience	66 (32.7)	60 (29.7)	33 (16.3)	40 (19.8)	3 (1.5)	3.72	1.16	Accepted
6	Lack of knowledge	76 (37.6)	50 (24.8)	39 (19.3)	36 (17.8)	1 (0.5)	3.81	1.13	Accepted
7	Lack of attitude	56 (27.7)	48 (23.8)	50 (24.8)	39 (19.3)	9 (4.5)	3.51	1.21	Accepted
8	Lack of set standards in the hotel	62 (30.7)	47 (23.3)	47 (23.3)	38 (18.8)	8 (4.0)	3.58	1.21	Accepted
9	Lack of Motivation	71 (35.1)	54 (26.7)	43 (21.3)	30 (14.9)	4 (2.0)	3.78	1.13	Accepted
10	Lack of training/education	59 (29.2)	42 (20.8)	43 (21.3)	41 (20.3)	17 (8.4)	3.42	1.32	Accepted
11	Work overload	62 (30.7)	46 (22.8)	47 (23.3)	42 (20.8)	5 (2.5)	3.58	1.19	Accepted
12	Inadequate water supply	55 (27.2)	53 (26.2)	53 (26.2)	33 (16.3)	8 (4.0)	3.56	1.16	Accepted
13	In-conducive environment	44 (21.8)	57 (28.2)	57 (28.2)	29 (14.4)	15 (7.4)	3.43	1.19	Accepted
	Ground Mean						3.63	1.17 9	

Sources: Researcher's field-report, 2022

Note: Numbers in brackets are percentage values.

VLE = very large extent, LE = large extent, ME = moderate extent, SE = small extent, NE = no extent

Decision range; any mean value of 2.50 and above was considered as accepted while below 2.50 was considered as rejected

Table 4 presents results on the challenges encountered by hotel staff in applying food safety knowledge in their services in south western Nigeria. Results showed that all of the items (1 to 13) have mean scores that are above 2.50 which is the mean score for decision making and was accepted. The highest mean score of 3.81 was recorded in item 6, while the lowest mean score of 3.42 was recorded in item 10. The grand mean and standard deviation are 3.63 and 1.179 respectively. Since the grand mean score is 3.63 and it is above the aggregate mean value of 2.50, and all of the items are accepted it means that they were the challenges encountered by hotel staff in applying food safety knowledge in their services in south western Nigeria.

DISCUSSIONS

Findings from the study showed that the respondents have only moderate food safety knowledge and awareness. This can be attributed to the fact that most of the respondents do not attend regular trainings, and make no conscious efforts for consultations on current information concerning food safety. Among the challenges encountered by hotel management in implementing food safety knowledge, none cooperative employees and unnecessary government payment recorded the highest values. This implies that food safety instructions given to employees by managers were not always implemented especially when not strictly monitored. The refusal to implement these instructions can also be attributed to lack of understanding of the importance of observing food safety. The employees especially the inexperienced ones lack knowledge which could have been gotten

from trainings. The heavy tax from the government reduces the profit level of hotels and therefore makes it difficult for them to embark on some projects including staff development, and employment of well experienced staff. The challenges encountered by hotel staff in applying food safety knowledge in their services in the study area are quite many. These results supported the finding of Bas, Ersun and Kivanc (2006) which found that main barrier to implementing a food safety management system was lack of prerequisite programmes, lack of knowledge, inadequate sources, and cost; other problems of implementing food safety knowledge in food businesses were inadequate equipment and physical conditions of the facility. The results also supported the finding of Gemeda, Asayehu, Abdisa, and Fekadu, (2018) that shortage of educated human power affects hotel staff daily job and practices.

CONCLUSION AND RECOMMENDATION
The majority of the food-borne diseases are caused by the implementation of unhealthy food preparations and failure to avoid the food safety risk. The level of food safety knowledge and practice of the hotel employees is moderate. It was also observed that there were challenges experienced by the food handlers and hotel managements such as lack of cooperation from the employees, load work, lack of finance, lack of full work space and inadequate facility.

The hotel establishments are important source of revenue for the Country. As such, the hotel businesses are expected to pay quality attention to the issue of food safety due to the competition within the country. Food safety knowledge and professional qualification indicate that food consumed in the hotel is safe, so as to enhance the reputation of the hotel and consumer confidence.

In this regard, it is required that the public health officials provide necessary support in order for planning, evaluating, and modification of food safety educational programmes for staff working in hotel establishments.

Although, the study emphasizes that there are challenges in practicing and applying the food safety knowledge, there is need for constant attention to some aspects of hygiene and sanitation. Regular evaluation, training and education have to be carried out to reinforce the food handlers' knowledge on food safety. Also, Government sectors should be involved

in funding the management of facilities to be provided for food safety training, programmes or education in the hotel establishment.

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EFFECT OF DESTINATION IMAGE ON TOURIST SATISFACTION AND LOYALTY IN TOURIST CENTERS IN ABIA STATE, NIGERIA

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ABSTRACT

This study was aimed at ascertaining the effect of destination image on tourist satisfaction and loyalty in tourist centers in Abia state. Descriptive survey research design was adopted of which data were sourced primarily through questionnaire. A sample size of 384 was statistically determined using Cochran formula. A total of 384 copies of questionnaire were administered to 384 tourist that visited the three selected tourist centers of the study - Ojukwu Bunker at Umuahia, the National war Museum, Umuahia and Arochukwu cave within a period of one month. The data collected were analyzed using mean and SD while hypothesis was tested using Chi-square (X^2). The study revealed that destination image has effect on the satisfaction of tourists that visit those tourist centers. This is revealed by the grand mean of 3.60 which is above the bench mark of 3.0 for decision taking. Secondly, that destination image has influence on destination loyalty towards the Study areas. This is revealed by the grand mean of 3.52 which is above the bench mark of 3.0 for decision taking. The result revealed that Chi-square calculated (X^2c) with the value of 3.321 > critical value ($X^2_{0.05}$) of 0.039. It is concluded that destination image has influences on tourist satisfaction and loyalty in the Study area. It is recommended that management of tourist centers design a good destination image that can attract and retain customers, that designed tourist centers should be properly managed to meet up customers' expectations so as to influence customers loyalty and that customer's relationship management should be properly maintained through proper description of tourist center activities so as to increase the level of satisfaction thereof.

Keywords: Destination image, tourist satisfaction, tourist loyalty, tourist centers, perceived value

INTRODUCTION

Destination image is an intellectual demonstration of the understanding, mind-set, and on the whole opinion of a particular destination. According to Tasci, Gartner, and Cavusgi (2017), destination image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward a destination. Okoronkwo (2017) describes destination image as the perception of destination features or attributes that is known as cognitive images. Adenji (2016) stated that image is a key factor in destination choice for first-timers. It refers to mental pictures formed about a place concerning how safe, aesthetic, and attractive; and whether the experience would be an enjoyable one. Chiori (2014) and Onyekwere (2017) describe destination image as the people's belief, idea or impression about a place. Okafor (2016) defined destination image as an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward destination. Chi and Qu (2008) define destination image as an individual's mental representation of the knowledge, feelings, and overall perception of a particular destination. It is formed as a result of interactions between cognitive and affective elements (Ishie and Ocha, 2016). Okon (2015) describes destination image as the perception of destination features or attributes known as cognitive images, while the combination of cognitive and affective images refers to mental pictures or place imagery such as a safe and enjoyable experience for the family.

Udoh (2019) views image of tourism destination as having a significant positive relationship on tourism destination attractiveness. It is important in terms of its effects on tourist behavior such as destination choice, decision making and satisfaction (Okoro, 2014). A few destination image studies have investigated destination image as an independent variable influencing several consumer behaviour variables concerning not only before, but also during and after visiting a destination (Okonkwo, 2015).

Tourists may form a positive or negative image towards a destination; but, Oko (2016) claims that they will choose one destination over another only when its positive image aspects exceed its negative image aspects. In another approach, Prebensen (2017) argues that the image of a tourist destination can be influenced by three sources of information like the organic image, the induced image and the modified-induced image. However, other researchers insist that destination image must not only be positive but also be strong in order to be chosen by travelers (Ross, 2013; Hunt 2015). In order to fully evaluate the image of a destination, that destination has to be studied from the tourists' point of view, as well as the image that the residents have regarding a particular destination. Destination image may directly or indirectly affect tourist satisfaction through tourist expectations, perceived quality and perceived value. The positive relationship between destination image and satisfaction is well established in the tourism literature for different types of destinations, including island destinations (Prayag and Ryan, 2012). Mohamad and Dehgan, (2011) indicate that Malaysia is perceived as offering natural scenic beauty supported by good facilities for food and accommodation. In the same vein, Leong and Acosta (2010) and Mohamad and Dehgan, (2012) found that destination image is the antecedent to satisfaction for tourists visiting Malaysia.

Today, with the strong increase in world tourism, several new destinations have emerged in addition to the established favorite attractions in Nigeria. This has created a lot of challenges in marketing of tourism destinations. The more places in the world are developed for tourism exploitation, the more destination choices are available to visitors. Accordingly, a large number of existing and new destinations are competing with each other to attract tourists as well as to gain a better position in the international tourism market. This globally competitive environment requires dedicated efforts in destination management and promotion in order to create an attractive portfolio of tourism products and services at the local level. Creating and managing destination image is becoming one of the key sources of competitive advantage and one of the important elements in the process of tourist' destination choice (Okafor, 2018, Okonkwo, 2015, Onuoha, 2016 and Offor, 2016). Besides, tourist satisfaction with a destination is another important point that should be focused on by the destination because if a destination is able to identify and satisfy the needs and wants of tourists, these tourists will possibly make repeat visits and spread positive word of mouth publicly, which is so-called destination loyalty (Udo, 2014, Okezie, 2017 and Anyanwu, 2015). Essentially, it has been proved by a number of tourism researches that tourists' destination loyalty is increased by positive destination image and high satisfaction (Enyeiribe, 2018). Therefore, creating a distinctive and appealing destination image and maximizing tourist satisfaction are the key missions of any destinations in order to win in this on-going globally intensive competition.

Conversely, tourist destinations with better diverse attractions have become more significant than individual attractions due to better highways over the past few years in the world. In destination image, tourist satisfaction and destination loyalty are vital factors which are used to explain visitor motivation or their intention to revisit a tourist destination (Okoro, 2015). Tourist satisfaction is a post consumption assessment of the service received and is entirely dependent on destination image. As the number of areas developed for tourism increase, the choice of destinations available to consumers' drastically expands.

Furthermore, today's tourists, encouraged by increased time devoted for leisure, increasing disposable income, and highly efficient transport networks, have ability and capacity to choose from various destinations available to them. As such, tourism marketing faces issues of influencing the consumer decisions in an ever increasing complex and competitive market place (Alexandris, Kouthhouris, and Meligidis, 2016). One of the most striking challenges in tourism marketing is a need to effectively position a destination. In order to successfully encourage tourism in the targeted market, destination should be differentiated from its competitors, or otherwise positively positioned in consumers' minds (Ekinci, and Hosany, 2016). A key strategic component in this instance is creation and enhancement of distinct, unique and appealing perception, or image, of that particular destination (Pike, 2013).

There exist negative and positive associations with a destination, its products, people, which are somewhat difficult to alter (Eberechi, (2018). Destination images affect tourists travel decisions and behavior towards that destination as well as the level of satisfaction, recollection and the tourism experience (Naidoo, Ramseook and Ladsawut, 2010). Therefore, perceived images of the destination form a backbone of evaluation and

selection process thereby giving a link between motivation and destination selection.

Meanwhile, to comprehend the range of perceptions, images, and level of satisfaction through motivation is a key to the understanding and prediction of tourism demand and its effects on local tourism destination. Simply put, the understanding of destination image and consumers' perception is important to a destination and acts as a basis of more efficient and effective future strategic planning and decision making. Practically, it implies that image studies are necessary conditions for successful marketing strategy (Lai, Griffin, and Babin, 2014). This way, it is essential to understand timings of image formation, and the exact time when that image influences tourist satisfaction and hence motivation to revisit (Sirakaya, 2016). Essentially, those destinations with strong, positive images are likely to be chosen in making travel decisions (Heung, Qu, and Chu, 2010). Thus, destination image has a critical role in various travel models of making travelling decisions (Yoon, and Uysal, 2015). Once at the destination, tourists' satisfaction entirely depends upon evaluation of expectations on previously perceived images and the actual reality the destination portrays (Prayang, 2008).

Instructively, Anyanwu (2015) defines tourist satisfaction as the extent of the tourist's fulfillment pleasure which occurred from the trip experience about a product or service feature that fulfills the tourist's desires, expectations and wants in association with the trip. Satisfaction is created by the comparison of the customer's expectation before and after consumption. In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences. The tourist is satisfied when experiences go beyond the expectations. However, if the tourist feels displeasure, dissatisfaction will be the expected outcome (Chen and Chen, 2013; Reisinger and Turner, 2016). From the foregoing discussion, it is understood that satisfaction of tourists is caused by two different dimensions: firstly, it is related to the pre-expectation of the tourist before they travel; and secondly, it is referred to the justification of the tourist on the delivered services after the travel, and based on the real experiences. Thus, the important role of destination image, both in understanding tourist travel behavior and designing of efficient and effective tourism marketing strategies, emphasizes the need to create tactics so as to comprehensively and accurately measure this concept.

To achieve this task, tourism scholars have the benefit of assessing the methods which have been created to measure destination image in general. However, since tourism destinations are complicated and vary in their diversity, it is important to develop more accurate, specific and complex conceptual frameworks so as to accurately measure destination image

Conclusively, a number of studies have already been done to measure image destinations, such as regions, states and countries. However, to date, no serious effort has been put to fully examine this study in terms of its efficiency and effectiveness in measuring and defining destination image concepts. As such, the bedrock of this research is to ascertain the effect of destination image on tourist satisfaction and loyalty in tourist centers in Abia state.

There is a strong indication that strong interdependences and relationship between destination image and tourist satisfaction has bloomed in the last decades. Okafor (2018) explains the relationship among image and satisfaction. Previous studies show that the image of a destination has positive influences on the overall tourist satisfaction (Castro, Atila.and Fisun, 2017; Hernandez, Jang, and Feng, 2006) and that image is a critical factor in influencing tourism satisfaction (Castro, Atila and Fisun 2017).

Tourism studies also confirm that a positive evaluation of the destination image would bring about higher level of loyalty demonstrated by the tourists (Zhang and Dean, 2014). The relation between customer satisfaction and loyalty has been well established by former literature (Okeke, 2017). The loyalty of a tourist is dependent on tourist satisfaction. In tourism, there are lots of empirical proofs that tourist satisfaction is a strong indicator of their intentions to revisit and recommend the destination to other people (Okon, 2017). It is normally supposed that satisfaction leads to repeat purchase and positive word-of-mouth recommendation. This means that if tourists are satisfied with the product or service, they are more likely to continue purchasing and more willing to spread positive word-of-mouth.

There is a serious concern that tourism in Abia State is not growing despite numerous attractions which the State has been endowed with both natural and man-made. Tourism industry has witnessed a noticeable steady decline in the State. In the contrast, there is noticeable growth worldwide due to the economic growth and subsequent improvement

of the quality of life of people (Badulescu, Badulescu, Simut, and Dzitac, 2020). The decline in the tourist inflow to the State could be either that tourists do not return to the attractions or that they do not recommend the attractions to others. When tourists get a wrong impression, it is possible that these tourists will not return to tourist attractions and may not recommend tourist. Erawan (2019) states that the appearance of a destination affects tourist loyalty, where tourist loyalty can be assessed by revisiting tourist attractions and recommending tourist attractions to others or what is called word of mouth. Tourism industry in Abia State is not growing along with the tourism growth witnessed globally. Tourists that visited the attractions in the State are likely not repeating their visits and also not recommending the attractions they visited to others due to the fact that they were not satisfied - their expectations were not met thereby leaving them with a bad impression of the destination. Based on the foregoing, there is need to examine the effect of destination image on tourist satisfaction and loyalty in tourist centers in Abia State, Nigeria.

Objectives of Study

The specific objectives of the study are to:

i. Determine effect of destination image on tourist satisfaction in tourist centers in Abia State.

ii. Ascertain the effect of destination image on tourist loyalty among tourists in the Study areas.

iii. Examine the influence of tourist satisfaction on destination loyalty in the study areas

Research Questions

i. What is the effect of destination image on tourist satisfaction towards the Study areas?

ii. What effect does destination image have on tourist loyalty among tourists in the Study areas?

iii. How does tourist satisfaction influence destination loyalty in the study areas?

Statement of Hypothesis

The researcher formulated the following Null Hypothesis (Ho) which was subjected to test to ascertain the effect of destination image on tourist satisfaction and loyalty.

Null Hypothesis (Ho):

There is no significant relationship between destination image and tourist satisfaction and loyalty in tourist centers in Abia State.

METHODOLOGY

The researcher adopted the survey research design which suits the research due its descriptive and interactive measure to harness information from a given population respondent. The study area, Abia State is located in South East, Nigeria. The capital city is situated in Umuahia, and the major commercial city is Aba, which was formerly a British Colonial government outpost in the region, and is also one of the most populated areas in Nigeria.

Abia State has many tourist sites such as Azumini Blue River in Aba, Ojukwu Bunker at Umuahia, the long Juju of Arochukwu, the National Museum in Aba, Arochukwu cave and so many other areas of wonderful tourist attractions which can aid in ascertaining the exact destinations image on tourist satisfaction and loyalty in tourist centers in the State.

Primary data were used for this work. The research instrument used in this research was questionnaire which was administered to the tourists of the selected tourism centers in Abia State which include Ojukwu Bunker at Umuahia, the National Museum in Aba and Arochukwu cave. The tourist centers used for the study were purposively selected on the basis of their popularity. These tourist centers were popular and more visited among other tourist centers in the State. The questionnaire was structured using 5-point Likert Scale rated as - Very High Extent (VHE) = 5, High Extent (VE) = 4, Undecided (U) = 3, Little Extent (LE) = 2 and Very Little (VLE) = 1

However, the research questions have the cut off mark of 3.0 (5+4 + 3 + 2 + 1 /5) which was used as benchmark for taking decisions. Hence, items with 3.0 and above were accepted while items with mean score less than 3.0 were rejected. The population of the study constituted of all the tourists that visited the selected tourism centers in Abia. The proportion of the population is infinite. The sample size was statistically determined using the Cochran formula. The Cochran sampling technique (1977) sample size determination formula is stated thus;

$$n = \frac{Z^2 \, pq}{e^2}$$

Where

n = required sample size

Z = the value of Z table at 95% confidence level (i.e. 1.96 given)

P = proportion of the population at 50% (since the population is unknown, we use

p= 0.5 which assumes maximum heterogeneity (i.e. a 50/50 split)

q = 1 – p i.e. 1 - 0.5 = 0.5

e = margin of error at 5%

$$n = \frac{(1.96)^2 \ X \ 0.5 \ X \ 0.5}{(0.05)^2}$$

$$n = \frac{3.8416 \ X \ 0.5 \ X \ 0.5}{0.0025}$$

$$= \frac{0.9604}{0.0025}$$

$$n = 384$$

The researcher adopted purposive sampling technique which guided in selecting participants who were very informed, enlightened and can read and write to give accurate information when responding to the questionnaire for the study.

The researcher used test-retest reliability to test the consistency of different administrations and also to determine the coefficient reliability of the instrument. A sample group of ten persons was used for the test. The test was administered to same group of ten persons at two separate occasions. This measured the score of the consistency of the test-retest. Cronbach Alpha was applied in which the value of 0.85 was obtained. To ensure the research instrument is valid, the researcher made use of content validity and this ensured that the research instrument covers the research objectives and research questions. The researcher structured the questionnaire in a simple way so that the respondents could not find it difficult to select their favored/preferred option. The research instrument was given to five experts in Hospitability Management and Tourism Department of Micheal Okpara University of Agriculture, Umudike, Abia State to make necessary corrections. Through this, the researcher achieved some level of reliability and validity through the various methods and techniques that were employed in collecting and analyzing data.

The study made use of descriptive statistics such as table, frequency, percentages, mean and standard deviation. Chi-square (X^2) statistical analytical technique was used to test the null hypothesis to determine its acceptance or rejection. The study was carried out at 95% confidence level with critical value $(X^2_{0.05})$. Decision rule is to reject Ho and accept the H_A if Chi-square calculated $(X^2 c)$ > critical value $(X^2_{0.05})$, and accept Ho and reject H_A if Chi-square $(X^2 c)$ < critical value $(X^2_{0.05})$.

RESULTS AND DISCUSSION

Table 1 shows the effect of destination image on tourist satisfaction among tourists in selected tourist centers in Abia State with criterion mean score of

3.00 and six item statements. The mean scores of the six items in the table were seen to be above the bench mark mean score of 3.00 which implies that the respondents agreed to the statement above. It has been accepted that destination image has effect on tourist satisfaction in tourist centers in Abia State.

Table 1: Effect of destination image on tourist satisfaction in the area.

	Item Statement	VHE	HE	U	LE	VLE	$\bar{X}$	SD	Remark
1	The image of a destination influences your demand as a tourist	38 16.8%	162 71.68%	2 0.88%	12 5.31%	12 5.31%	3.48	1.425	Accept
2	The images of a destination influence the tourist travel choices	92 40.71%	121 53.54%	3 1.33%	8 1.33%	2 0.88%	3.96	1.377	Accept
3	Destination image promotes customer referrals	80 35.40%	138 61.06%	1 0.44%	6 2.65%	1 0.44%	3.51	1.418	Accept
4	Destination image makes a tourist to revisit the destination	64 28.32%	106 46.90%	2 0.88%	41 18.14%	13 5.75%	3.67	1.378	Accept
5	Destination image makes the tourist loyal to the destination	65 28.76%	38 16.81%	5 2.21%	89 39.38%	29 12.83%	3.48	1.432	Accept
6	Destination image motivates the tourist to travel.	59 12.83%	147 65.04%	1 0.44%	17 7.52%	2 0.88%	3.48	1.425	Accept
	Grand mean						3.60		Accept

Source: Field Survey, 2021
Key $\bar{X}$ = Mean
SD = Standard Deviation

This is revealed by the grand mean of 3.60 which is above the bench mark of 3.0 for decision taking. Hence, it was confirmed that destination image has effect on tourist satisfaction towards the Study areas. The mean responses in table 1 revealed that destination image has an effect on tourist satisfaction towards the study areas. This finding agrees with reviewed literatures on consumer behaviors which established relationships among image, perceived value, satisfaction, and loyalty. Erawan (2019) says that the destination image has a considerable influence on tourist satisfaction. Jeong and Kim (2019) state that image destination is a variable that can increase tourist satisfaction. The finding also agrees with Tigre Moura, Gnoth, and Deans (2015) in their study that tourist satisfaction affects the intention to return and recommend tourist destinations to others. Lai, Griffin, and Babin, 2009 maintains that images also have been found to have significant direct and indirect effects on customer satisfaction.

The effect of destination image on tourist satisfaction towards the study areas was examined in table 2. This revealed a criterion mean score of 3.0 and seven item statement. The mean scores of the seven statements were seen to be above the bench mark mean of 3.0 which means that the respondents affirmed the statement. The implication is that the destination image has influence on the destination

Table 2: Effect of destination image on destination loyalty towards the Study areas.

	Item Statement	VHE	HE	U	LE	VLE	$\overline{X}$	SD	Remark
1	Service quality at destination increases the nature of services rendered	126 55.8%	68 30.1%	7 3.1%	20 8.8%	5 2.2%	3.53	1.226	Accept
2	Service/product quality at the destination promulgate tourist loyalty	108 47.8%	95 42%	4 1.8%	14 6.2%	5 2.2%	3.51	1.453	Accept
3	Provision of customers need at destination creates tourist loyalty	167 73.9%	48 21.2%	4 1.8%	4 1.8%	3 1.3%	3.01	1.543	Accept
4	Varsity of services rendered at destination increases tourist loyalty	96 42.5%	95 42%	5 2.2%	20 8.9%	10 4.4%	3.60	1.504	Accept
5	Tourism destination accessibility increases tourist loyalty	112 49.6%	79 23.9%	2 0.9%	30 13.3%	3 1.3%	3.71	1.486	Accept
6	Perceived Organizational Image Increases Tourist Loyalty	142 62.8%	54 23.9%	7 3.1%	13 5.8%	10 4.4%	3.60	1.504	Accept
7	Destination image increases the nature of services rendered	112 49.6%	79 23.9%	2 0.9%	30 13.3%	3 1.3%	3.71	1.486	Accept
	Grand Mean						3.52		Accept

Source: Field Survey, 2021

Key $\overline{X}$ = Mean

SD = Standard Deviation

It is accepted that destination image has effect on destination loyalty towards the Study areas. This is revealed by the grand mean of 3.52 which is above the bench mark of 3.0 for decision taking. Hence, it was confirmed that destination image has effect on destination loyalty towards the Study areas.

The finding is in support of the research carried out by Herle (2018) who stated that due to the fact that people are daily exposed to a multitude of influential factors, their perceptions can easily change. Manhas *et al.*, (2016) states that an important role in the formation of the image is played by the word-of-mouth promotion; which can influence the perceptions of potential tourists. Intentions of recommendation to family or friends are parts of the attitudinal loyalty tourists might manifest towards a destination they have visited and for that matter gaining their loyalty should be a priority for every destination. In another approach, Prebensen (2007 cited in Schaar, 2013) argues that the image of a tourist destination can be influenced by three sources of information which is the organic image, the induced image and the modified-induced image. Organic image refers to what people learn about a particular place at school or from mass-media, books or internet and highlights the fact that people have knowledge of one certain place not only in terms of a tourist experience. All the information about a place people have from external sources may play a role in a tourist deciding to visit or not to visit a destination. Induced image is, instead, the result of marketing efforts and promotional materials presented to potential tourists, aimed at informing and convincing them to visit a destination. Modified-induced image is the one formed as a result of an actual experience within the destination.

Table 3 shows the level of tourist satisfaction and destination loyalty in tourist centers in Abia State with a criterion mean score above 3.0 on seven item statements. The mean scores of the seven variables were seen to be above the bench mark mean of 3.0 which implies that the respondents agreed to the statement below.

	Questions	VHE	HE	U	LE	VLE	$\overline{X}$	SD	Remark
1	Good customer relationship management leads to destination loyalty.	77 34.1%	113 50%	3 1.3%	24 10.6%	9 4%	3.41	1.498	Accept
2	Feeling satisfied on behaviour of the service providers at the destination leads to destination loyalty.	52 23%	151 66.8%	4 1.8%	10 4.4%	9 4%	3.49	1.501	Accept
3	Affordability of accommodation facilities at the destination leads to destination loyalty.	76 33.6%	105 46.5%	5 2.2%	24 10.6%	16 7.1%	3.26	1.433	Accept
4	Feeling satisfied with general cleanliness and Hygiene status of a tourist center leads to destination loyalty.	80 35.4%	109 48.2%	3 1.3%	30 13.3%	4 1.8%	3.34	1.430	Accept
5	Good access road to the destination increases tourist destination loyalty.	86 38.1%	102 45.1%	4 1.8%	22 9.7%	12 5.3%	3.07	1.402	Accept
6	Feeling satisfied on safety and security condition at the destination leads to destination loyalty.	89 39.4%	108 47.8%	7 3.1%	14 6.2%	8 3.5%	3.53	1.226	Accept
7	Quality services provided at the destination leads lead to destination loyalty.	105 46.5%	76 33.6%	5 2.2%	24 10.6%	16 7.1%	3.51	1.453	Accept
	Grand mean						3.37		Accept

Source: Field Survey, 2021

Key $\overline{X}$ = Mean

SD = Standard Deviation

It is accepted that there is a high level of tourist satisfaction and destination loyalty towards the Study areas. This is revealed by the grand mean of 3.37 which is above the bench mark of 3.0 for decision taking. Hence, it was confirmed that there is a high level of tourist satisfaction and destination loyalty towards the Study areas.

This implies that there is a high level of tourist satisfaction and destination loyalty towards the Study area. This supports the finding of Herle (2018), who regarding the relationship between destination image, tourist satisfaction and loyalty, said some authors sustained that there is a direct link between the destination image and visiting decisions of tourists, given that satisfaction or dissatisfaction felt as a result of tourism consumption depends on consumption expectations (reflecting the destination image in the mind of the tourist) and the discrepancies between them and the actual experience (Hassan *et al.*, 2010). Javier and Bign (2011) also states that there is a direct relationship between the image, the perceived quality, level of satisfaction and intentions to return or recommend to others. Moreover, Gengqing (2002 cited in Rajesh,

2013) in his studies developed a theoretical model for building destination loyalty based on destination image and satisfaction.

The result of the study revealed critical value ($X^2_{0.05}$) of 0.039 and Chi-square calculated ($X^2 c$) value of 3.321. The result showed that the Chi-square calculated ($X^2 c$) with the value 3.321 > critical value ($X^2_{0.05}$) with the value of 0.039. From this result, the Null Hypothesis (Ho) which postulated that "There is no significant relationship between destination image and tourist satisfaction and loyalty in tourist centers in Abia State" was rejected and Alternative Hypothesis (H_A) accepted which stated that "There is significant relationship between destination image and tourist satisfaction and loyalty in tourist centers in Abia State". This implies that destination image has effect on tourist satisfaction and loyalty in tourist centers in Abia State. The finding of the study collaborates with the views of Castro, Atila.and Fisun, 2017 and Erawan, 2019 that destination image has influences on the overall of both tourist satisfaction and loyalty. The study conducted by Okoro (2015) put in plain words that tourist satisfaction and destination loyalty are important factors which give credence to visitor motivation and their intention to revisit a tourist destination.

CONCLUSION AND RECOMMENDATION

In conclusion, it can be said that destination image has effect on tourist satisfaction and destination loyalty of tourists that visit the tourist centers in Abia State. This confirms that destination image of a tourist center is a factor that determines the level of tourist satisfaction and destination loyalty. Therefore, management of tourist centers should design a good destination image that can attract tourists, meet up tourist's expectations and retain them by influencing their loyalty.

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ORGANOLEPTIC ATTRIBUTES OF WANKE PREPARED WITH SELECTED VARIETIES OF COWPEA

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ABSTRACT

This study assessed the organoleptic attributes of wanke prepared with selected varieties of cowpea. A total of 50 panelists were selected for the sensory evaluation of the product which was prepared from three different cowpea to assess colour, aroma, mouth feel, taste and overall acceptability of the 3 different cowpea on a 9-point Hedonic scale. The result of sensory analysis revealed that for the different products, there was a substantial difference in the treatments measured. Consumer preference survey showed a general preference for cowpea T (pewu) with the highest value of (8.03), with taste, mouth feel and appearance being the highest attributes selected by consumers. The study recommends that farmers should pay more attention to produce more of this variety of cowpea and enlighten the general public on the health benefits.

INTRODUCTION

Rice and beans are widely consumed in most countries in the world (Bitocchi , Nanni , Belluci., Rossi , Giardini , Zeuli , Logozzo , Stougaard , McClean , Attene & Papa, 2012). In the Northern part of Nigeria, rice-cooked mixed with cowpea is popularly called *Wanke*, this flavor food is often consumed with spices and soup (Tugli , Essuman , Kortei , Nsor-Atindana , Nartey & Ofori-Amoah, 2019). *Wanke* is a Ghanaian dish of cooked rice and beans, commonly eaten for breakfast or lunch. However, others eat it for supper. The rice and beans, usually black- eyed peas or cowpeas, are cooked together, along with red dried sorghum leaf sheaths to give it a distinctive color (Tugli, *et al* 2019). Although it is more popular in northern Ghana, *wanke* is consumed throughout the country, and is also known in Nigeria and Benin. *Wanke* is a dish with rice and red beans (or black eyed peas) cooked in an infusion of millet leaves. Those millet leaves bear the name of the dish i.e. *wanke*. *Wanke* (pronounced waachay) is a Hausa word, which means beans. It is actually an abbreviated form of the full name shinkafa *da wake* which means 'rice and beans' (Tugli, *et al.,* 2019).

Cowpea (*Vigna unguiculata*) is one of the most ancient crops known to man (Dolvo , Williams , & Zoaka 1984). Its origin and subsequent domestication is associated with pearl millet and sorghum in Africa (Racheal, 2020).

It is now a broadly adapted and highly valued crop, cultivated around the world primarily for seed, but also as a vegetable (for leafy greens, green pods, fresh shelled green peas, and shelled dried peas), as a cover crop and for fodder. (Muranaka, 2016).

Cowpea is an important source of plant protein in the developing world and most especially in West Africa; it is the most important economically and nutritionally indigenous African legume crops, especially in West and Central Africa (Madodé, Houssou, Linnemann, Hounhouigan, Nout, &Van Boeke, 2011).

A sweet honey bean is a naturally sweeter version of black eyed peas (Ligaya Figueras, 2013). It has a unique lightly sweet taste that works when cooked alone or in complicated West African recipes like moi-moi (Bean cakes) or *Akara* (Bean Fritters). It also goes by the name 'Ewa Oloyin'. It has an even light brown color and is harvested and processed with utmost care (Julie, 2019).

Nigeria Brown Beans are simply brown cowpeas which are grown and consumed in most parts of sub-Saharan Africa (Nwokolo, 2020). This variety also exists as white cowpea. The beans are highly nutritious and packed with good amounts of carbohydrate, protein, and other nutrients. They are excellent source of protein, fiber, vitamins, and minerals (Gibney, 1989). These nutrients may have several benefits, including improved blood, sugar control and heart health. (Monika & Irvin Liener 1986).

White beans, also known as white navy beans, offer extraordinary health benefits (Alayande, Mustapha, Dabak, & Ubom, 2012) .They are loaded with antioxidants and provide a good supply of detoxifying molybdenum (Alayande, *et.al.,* 2012). They are also a good source of fiber and protein and produce alpha-amylase inhibitors which help regulate fat storage in the body (Jenkins, 2000). However, they have a similar mild and nutty flavor (Fisher & Bender 1985). They also hold up well in soups and stews and can be tossed in salads. White beans deliver a hefty supply of antioxidants, substances that fight off diseases and help optimum health (Tobin & Carpenter, 1978). This study is designed to assess the organoleptic of rice cooked with different cowpeas in the study area and also to determine its acceptability since it has been recorded that majority of people neglect the consumption of *wanke* not considering the nutrients embedded and its benefits to human.

MATERIALS AND METHOD
The following are the recipes and methods of preparation.
The research was conducted in Hospitality Management Demonstration kitchen Ogun state. The research was qualitative in nature and involved selected staff in Hospitality Management Demonstration kitchen workers from The Federal Polytechnic in Ilaro, Ogun State.
In this study, a total of 50 respondents/panellists were employed, the information needed for the primary source was gathered using a sensory evaluation sheet using Nine (9) point's Hedonic scale, mean and standard deviation was used for the significant difference of the samples.
Method of Preparation for Each Sample Rice with *Pewu* Beans.

Recipe
500g of rice
500g of *pewu* beans.
Salt &seasoning
Procedure
A dried leaf of millet was placed in 1 quart (1l) of boiling water and was boiled for 15 minutes until the water was well colored. The *wanke* leaves were removed and stired. The rice was rinsed in water a couple of times. In a pot, 2 cans of *pewu* beans were poured (without the water) and the rice. Then the colored water was added to the rice and beans, water can be added if necessary. It was then covered and

cooked for 35 minutes or until the rice is cooked and has absorbed all the water, salt was added for taste, and allowed to dry.

Rice with Brown Beans Recipe
500g of rice
500g of brown beans.
Salt &seasoning

Rice with White Beans Recipe
500g of rice
500g of white beans.
Salt &seasoning

Wanke Sauce Recipe
500g of red tomatoes, peppers and onions
1/8 cup diced pomo
1/2 cup flaked smoke fish
1/2 cup chopped onion
1/2 crayfish
Two Maggi cube
Salt
1 cup of palm oil
Procedure
Red tomatoes, peppers and onion were blended together, a pot was placed on fire to heat up and palm oil was added. Chopped onion, salt, and seasoning were then added to the tomato/pepper mixture. Assorted meat, smoked fish, crayfish and stock were added as well for better taste. It was allowed to cook for 35minutes and served in a casserole.

Data Analysis
Descriptive statistics, such as mean and standard error, were used to analyse the data, while means were compared with Analysis of Variance (ANOVA).

RESULTS AND DISCUSSION
Table1: Organoleptic attribute of *wanke* prepared with selected varieties of cowpea (*Phaseolus vulgaris*)

Treatment	Appearance	Colour	Texture	Taste	Flavor	Overall acceptability
T	8.50±0.67[a]	8.11±0.40[b]	7.88±1.39[b]	8.45±0.64[a]	8.31±0.46[a]	8.03±0.89[a]
T1	8.30±0.90[a]	7.82±0.74[a]	7.34±1.30[a]	7.74±0.80[a]	8.02±0.79[a]	7.88±0.93[a]

T=pewu beans, T1=brown beans, T2=honey beans, T3 white beans beans
Note: Mean values with the same superscript in each column are not significantly different from each other (P > 0.05)
The result of the analysis of variance (ANOVA) conducted showed that there was significant difference in the treatments measured for all the parameters considered in this study (*i.e. p < 0.05*).

Appearance

All values were not significantly different across all treatment ($p < 0.05$). T recorded the highest value (8.50±0.67) while T_1 recorded the lowest value of (8.30±0.90).

Colour

All values were significantly different across all treatment ($p < 0.05$). T recorded the highest value (8.11±0.40) and the lowest value of 7.82±0.74 was recorded by T_1.

Texture

All values were significantly different across all treatment ($p < 0.05$). In this study, T_3 recorded the highest value of (7.97±0.74). T_1 recorded the lowest value of 7.34±1.30. ($p > 0.05$)

Taste

All values were significantly different across all treatment ($p < 0.05$). From this result, T recorded the highest value (8.45±0.64) with T_1 having a value of 7.74±0.80 recorded the lowest value.

Flavor

All values were not significantly different across all treatment ($p < 0.05$). T recorded the highest value of 8.31±0.46 while T_1 recorded the lowest value of 8.02±0.79.

Overall acceptability

All values were significantly not different across all treatment ($p < 0.05$). T (8.03±0.89) compares favorably with T_1 (8.02±0.80) which recorded the lowest value.

Table 2: Organoleptic attribute of wanke prepared with selected varieties of cowpea (*Phaseolus vulgaris*)b

Treatment	Appearance	Colour	Texture	Taste	Flavor	Overall Acceptability
T	8.50±0.67a	8.11±0.40b	7.88±1.39b	8.45±0.64b	8.31±0.46a	8.03±0.89a
T2	8.34±0.74a	8.02±0.62ab	7.94±0.95b	8.40±0.67b	8.24±0.84a	7.70±0.83a

The result of the analysis of variance (ANOVA) conducted showed that there was significant difference in the treatments measured for all the parameters considered in this study (*i.e. p < 0.05*).

Appearance

All values were not significantly different across all treatment ($p < 0.05$). T recorded the highest value (8.50±0.67) while T_2 recorded the lowest value (8.34±0.74).

Colour

All values were significantly different across all treatment ($p < 0.05$). T recorded the highest value (8.11±0.40) and the lowest value (8.02±0.62) was recorded by T_2.

Texture

All values were significantly different across all treatment ($p < 0.05$). In this study, T recorded the lowest value of (7.88±1.39). T_2 recorded the highest value (7.94±0.95). ($p > 0.05$.)

Taste

All values were significantly different across all treatment ($p < 0.05$). From this result, T recorded the highest value of (8.45±0.64) while T_2 recording the lowest value (8.40±0.67).

Flavor

All values were not significantly different across all treatment ($p < 0.05$). T recorded the highest value (8.31±0.46) while T_2 recorded the lowest value (8.24±0.84).

Overall acceptability

All values were significantly not different across all treatment ($P < 0.05$). T (8.03±0.89) compare favorably with T_2 recorded the lowest value (7.70±0.83).

Table 3: Organoleptic attribute of *wanke* prepared with selected varieties of cowpea (*Phaseolus vulgaris*)c

Treatment	Appearance	Colour	Texture	Taste	Flavor	Overall Acceptability
T	8.50±0.67a	8.11±0.40b	7.88±1.39b	8.45±0.64b	8.31±0.46a	8.03±0.89a
T3	8.51±0.68a	8.10±0.89ab	7.97±0.74b	8.48±0.73b	8.32±0.89a	8.02±0.80a

The result of the analysis of variance (ANOVA) conducted showed that there was significant difference in the treatments measured for all the parameters considered in this study (*i.e. p < 0.05*).

Appearance

All values were not significantly different across all treatment ($p < 0.05$). T recorded the lowest value (8.50±0.67) while T_3 recorded the highest value (8.51±0.68).

Colour

All values were significantly different across all treatment ($p < 0.05$). T recorded the highest value (8.11±0.40) and the lowest value (8.10±0.89) was recorded by T_3

Texture

All values were significantly different across all treatment ($p < 0.05$). In this study, T recorded the lowest value of (7.88±1.39). T_3 recorded the highest value (7.97±0.74). ($p > 0.05$)

Taste

All values were significantly different across all treatment ($p < 0.05$). From this result, T recorded the lowest value (8.45±0.64) with T_3 having the highest value (8.48±0.73).

Flavor

All values were not significantly different across all treatment ($p < 0.05$). T recorded the lowest value (8.31±0.46) while T_3 recorded the highest value (8.32±0.89).

Overall acceptability

All values were significantly not different across all treatment ($p < 0.05$). T (8.03±0.89) compare favorably with T_3 recorded the lowest value (8.02±0.80).

DISCUSSION

The results of the sensory evaluation's analysis revealed that there was a significant difference in the treatments tested for some of the parameters in this study (i.e. $p < 0.05$). It can be deduced from this research that the *pewu* beans (T) is highly acceptable by the respondents in this research study. Also it was revealed that T which is *pewu* beans or local beans has a great appearance, color, taste and flavor, T2 has a finer texture, while white beans (T3) has a good taste when compared with other samples used in this study. T2&T3 can therefore be used as substitutes in preparation of *wanke* for human consumption. Furthermore, across all treatments, all values were substantially different in taste. *Pewu* beans or local beans representing T in this study has the highest and the greatest value making it more acceptable by the respondents and the best cowpea that fits in to be used in preparing *wanke for* human consumption because of its major influence on the metabolism of the gastrointestinal tract which reduces the risk of colon cancer in humans. This is in line with the findings of Gibney (1989). Therefore, *pewu* (T) tends to come out better and finer compared to other samples carried out in this study. Lastly, *pewu* beans are generally accepted by the respondents in all ramifications; which implies that *pewu* beans is most preferred in all sensory attributes.

CONCLUSION & RECCOMENDATION

The acceptability of *wanke* for consumption in local restaurants has been demonstrated in this study. A vital point to note is the availability of the commodities for the preparation of the product. However, the raw materials for preparing the product are in short supply. Farmers should pay more attention to production of this variety of cowpea and enlighten the general public on the health benefits, to ensure good quality of *wanke* production which will serve as a marketing tool for restaurants. The enlightenment will increase consumer's patronage in eateries or food service centers. Such efforts would not only be in favour of increased production by farmers but for consumers, which will also broaden the sales marketability at large. This will encourage capital investment in the cowpea production sector hereby raising the quality of *wanke* for the masses.

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THE INFLUENCE OF ECONOMIC RECESSION IN THE HOSPITALITY INDUSTRY IN THE TIME OF COVID-19 PANDEMIC: A STUDY OF SELECTED HOTELS IN UMUAHIA ABIA STATE NIGERIA

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ABSTRACT

The study focused on the influence of economic recession in the hotel industry, at the time of the COVID-19 Pandemic, for selected hotels in Umuahia, Abia State, Nigeria. The specific objectives were to: identify the effect of recession on hotel performance and to determine the measures of tackling the recession problem in the industry. The study adopted exploratory survey research design. Data were collected through the use of questionnaire. A purposive sampling technique was used to select 40 respondents, 5 from each hotel. The data were analyzed using simple percentages and mean. The findings from the study show that decrease in customer patronage is a problem to hotel business during the period. Strategies were adopted to maintain the continuity of the business through forecasting, hygiene practices, market analysis and customer satisfaction. The study recommends that services of hotels during economic recession can be improved through quality service delivery, staff training, maintenance and handling of customer complaint. In other words, in spite of the fact that recession negatively affects the performance of hotels due to the pandemic, there are still strategies that can be adopted to maintain the continuity of business. The hotel management should implement appropriate forecasting policies in order to analyze the market trends and assess the consumer behavior in a proper manner in order to encourage return patronage from customers.

Keywords: COVID-19, customer loyalty, customer patronage, economic recession, hospitality industry

INTRODUCTION

Economic Recession simply means that a country has experienced two consecutive quarters of declining growth in a given year. A recession is thus defined as consecutive declines in quarterly real gross domestic product (inflation adjusted) and a decline in activity across the economy, lasting longer than a three to four months (Erik,2020). It is visible in industrial production, employment, real income and wholesale-retail trade (Soludo, 2013, as cited by Agum,2022). Also the National Bureau of Economic Research (NBER) the official agency in charge of declaring that the economy is in a state of recession defines recession as "Significant decline in economic activity lasting more than a few months, which is normally visible in real GDP, real income, employment, industrial production, and wholesale-retail sales" (Agri, Maliafia and Umejiaku, 2017). Due to the recession factor the global meltdown affected the hospitality industry, through a significant drop in the occupancy rates in hotels. Moreso, the major hotel chains slashed room charges by up to thirty per cent (Farazad,2020). The impact was seriously felt with the luxury hotels bearing the brunt. Recession caused serious problems for luxury hotels in particular during the pandemic, however, many hotels in certain global markets, especially those catering to leisure travelers, were less affected. The hospitality industry reported a downturn in sales of lodging, foodservice, events and other hospitality products and some have closed their doors forever due to the Coronavirus or COVID-19 pandemic (Farazad,2020). *Covid-19 is an* infectious disease caused by the most recently discovered coronavirus (WHO, 2020). According to the World Health Organization (WHO), COVID-19 pandemic was first reported in Wuhan, China on December 31, 2019. The pandemic spread quickly all over Asia, leaving behind it health and economic crises.

On March 2, 2020, COVID-19 was first reported in the US and 10 days later Europe became the epicenter of the pandemic, both leading to even worse health and economic catastrophes. As it concerns Nigeria, Oruonye and Ahmed (2020) as cited by Anuobi, Emeafor and Okpoko (2021) found out that industries in the hospitality sector, including hotels, are facing declining demand and patronage, with travel crashes and cancellations leading to revenue loss as a result of Covid- 19 as at the time of the pandemic. Since the hotel industry is service oriented, there is no doubt that the pandemic, has brought about changes and more challenges in service delivery especially in the study area. Most hotels in Umuahia, Abia State are expected to take proactive steps in handling these extra service delivery challenges and changes if they are to remain viable in the business in order to achieve customer satisfaction and generate more revenue; During the pandemic, the hospitality industry especially hotels experienced very difficult times due to an economic downturn, giving drops in occupancy, average daily rate and revenue per available room in the hotel business (Gossling & Hall, 2020).

Hotel owners and managers had to make difficult decisions as how to best cope with the trading conditions; in particular, whether to cut room rates or to try and maintain occupancy, or to maintain rates and risk losing market share to competitors. The decline in the sales of hospitality products was on a high side, which resulted not only from fewer customers in hotels, restaurants, conference and convention centre, but also from a significant decline in the average expenditure per guest (Farazad, 2020). The market experienced a contraction in demand, which drives hotel owners to be more reluctant in selling their assets, as the sale price will be reduced. The COVID-19 pandemic and the associated restrictions on business activity and travel during that period, caused a tremendous impact across all market industries, especially in hotels. Though, strategies where put in place by the government to curtail the menace, such as community lockdowns, social distancing, stay-at-home orders, travel and mobility restrictions which resulted in temporary closure of many hospitality businesses and significantly decreased the demand for businesses that were allowed to continue to operate (Bartik et al., 2020).

According to the National Bureau of Statistics (NBS) the Nigerian economy slid into recession path in first quarter (Q1) of 2016 (since 2004) with real GDP of 60.36 percent, the contraction of economic activities resulted from an evaporation of confidence and no new investments, inordinate delay in government spending during the period, acrimonious legislative squabbles in approving budget, erosion in the value of Naira in the forex market, pipelines vandalism, misaligned currency and forex shortages, high interest rate environment as well as trade and import restrictions. The current recession seems to affect socio political structures, Nigeria's credit condition general living standards, imports, production and employment as well as consumption demand in Nigeria (Agri, Maliafia and Umejiaku, 2017). Large hotel chains or even smaller hotels are constantly trying to tackle the current crisis by changing their cancellation policies and supporting the well - being of their customers. The vast majority of hotels have changed the cancellation policy for bookings during the pandemic, up to the 30th of June, 2020 even if the booking was made by a third party. Additionally, they provide online yoga sessions in order to help maintain the mental health of their customers. The small number of hotels, which operated during the difficult time, adopted new standards on hygienic practices in order to ensure the safety of their customers and also stop the spread of the pandemic (Gossling & Hall, 2020).

Some of the notable impact of Nigeria's economic downturn on the hotel industry are briefly discussed below as stated by Agri, Maliafia and Umejiaku (2017):

• United Airlines' cancellation of its only African route (Houston to Lagos) in May 2016, due to foreign exchange restrictions imposed by the Central Bank of Nigeria, and low performance of the route. The route had been operational, although not profitable, as it mostly served the oil and gas community in Houston. But the downturn in the oil sector, meant significantly reduced oil-related business travel. Hence, it was no longer viable for the carrier to continue operating the route. This has a negative influence in the hotel industry because majority of the travelers who would have booked rooms and other recreational facilities in the industry were not seen, thereby reducing the revenue generation (foreign currency) of the sector.

• A substantial decrease in foreign business visitors to the country and lower domestic corporate spending. The hotel market was left with a substantially smaller demand market and hotels had to engage in price wars to maintain competitiveness

and attract demand.

The problem of this study is therefore, Poor customer patronage, high cost of maintenance, low profitability, decrease in sales volume, constant decrease in occupancy rates and revenue per available room, which imposed unprecedented challenges not only to hotel owners and operators but also to investors and lenders in the study area. Productivity and profitability of the businesses were reduced and some hotels in Umuahia metropolis got liquidated, lost revenue, downsized, lost jobs, laid off and retrenched workers, and experienced numerous changes in hotel operations and services. With respect to the analysis of the hotel industry, it has been analyzed that the industry is widely influenced by recession during the pandemic, due to the reason that the hotel industry has a direct relation with the tourism industry and decrease in the tourist arrivals directly influences hotel revenues. The COVID-19 crisis exposed vulnerabilities and deep technological limitations across the hotel industry and as well economic consequences of the pandemic have been staggering, and perhaps no sector has been hit as hard as hospitality Industry.

Hoteliers should capitalize on the importance of cleanliness and hygiene because of COVID-19 can be spread by touching surfaces contaminated with the virus (WHO, 2020). Hotel surfaces are likely to be dirty, contain higher microbial counts, and yield potential sources of disease transmission (Pakpour, 2020). In addition, aerosol transmission via central air conditioning could be another route of COVID-19 infection (Zhang *et al*., 2020). Due to the Covid-19 outbreak, travelers patronize hotels that offer reassuring lodging services and accommodation products in terms of hygiene and cleanliness. To this end, hotels should implement regular hygiene surveillance at facilities via manual (i.e., staff rounds) and automated (e.g., robot-based) practices. Lots of infection control practices, such as the use of disinfectants, personal hygiene, hand sanitizers, surface cleaners, face masks, or shield were compulsorily introduced in the hotels and other segment of hospitality industry in order to curtail the spread of the virus.

The major steps that should be taken by the hotels in order to improve their services are as follows:

Hotels in Umuahia Abia State should increase the quality of service rendered to customers in order to achieve customer satisfaction and repeat patronage, lower rates and tariff, operational cost should be minimized, awareness programmes must be organized from time to time, personal hygiene and cleanliness of the environment must be of utmost priority in the day to day running of hotel business, the Nigeria Center for Disease Control (NCDC) guidelines on Covid-19 protocols must be strictly adhered by both staff and customers in order to contain the spread of the virus.

The hotel industry should analyze the influence on their operations and understand the loopholes in their contingency planning, which can further be improved significantly for rationalizing the future implications of the business strategy and planning. Management of hotels must consider the importance of taking strong decisions in the uncertain and risky situations. Along with this, it is essential to analyze the key value drivers related to the business and assessing the business risks for taking adequate position and advantage in the form of upturn in the profitability during uncertainties.

The hotels should analyze the availability of the adequate funds and working capital for procuring their credit functioning and avoiding the situations related to liquidity. Appropriate cash management is essential with respect to the management of the treasury, funding and financing in terms of the integration of the organizational finance.

Contingency planning is the most important segment of the business strategy, which should be considered by the hotels effectively. With the assistance of appropriate contingency plans, the hotel management can adapt requisite modification in their service policies corresponding to the market environment. It will provide assistance to the hotels in the implementation of the new plan for making adjustments in the business policies and sustaining the competitive advantage.

Market analysis: Proper strategy for the market analysis should be developed by the hotel management, so that the management structure and the service portfolio can be made adjustable within the available resources. It is helpful for the hotel management in analyzing the influence of the market trends and the market environment on their operational excellence. The consideration of market trends is helpful in mitigating the risk posed by market fluctuations and adverse conditions similar to negative waves of economic collapse. It is necessary for the hotel management to concentrate on the important segments, which are generating profits for them. The objectives of this study therefore are to identify the effect of recession on hotel performance, and determine the measures of tackling the recession problem in the industry.

METHODOLOGY

This research was carried out in Umuahia, the capital city of Abia-State in south eastern Nigeria. Exploratory survey research design was adopted, because it focuses on the discovery of ideas and insights of the study in order to collect accurate data. The population of study is made up of the hotel management and staff of five selected hotels in Umuahia Abia-state. The criteria for selection is based on the rank of the hotel from two star and above. Umuahia has sixty-six (66) registered hotels with the tourism board. The sample size is made up of five randomly selected hotels in Umuahia metropolis. Ten managers and staff were selected from each of the hotels making it a total of 40 respondents that constitute the sample size of the study. Purposive sampling technique was used to obtain the data. The selection was based on the size of the hotels. Instrument for data collection was the questionnaires and the data were analyzed using simple percentages and mean.

Table 1: Mean responses on the effect of recession on hotel operation

S/N	ITEM	SA	A	D	SD	Total No	Total Score	Mean
1	Poor customer patronage	17(42.5%)	17(42.5%)	4(10%)	2(5%)	40	129	3.23
2	High cost of maintenance	15(37.5%)	15(17.5%)	5(12.5%)	5(12.5%)	40	120	3.00
3	Low profitability	17(42.5%)	17(42.5%)	4(10%)	2(5%)	40	129	3.33
4	Decrease in sales volume	15(37.5%)	15(37.5%)	5(12.5%)	5(12.5%)	40	120	3.00

Note; SA=strongly agreed, A=agreed, D=disagreed, SD=strongly disagreed.
Source: Field survey (2020).

Table1: above shows that Poor customer patronage, high cost of maintenance, low profitability and decrease in sales volume are the major effect of recession in hotels. The above listed items have mean scores above mean level of 2.5 which is above acceptance level. This implies that recession affects the performance of hotels in the study area, especially during the Covid-19 pandemic. The dream of every business is to maximize profit and minimize cost but the reverse was the case in the time of recession based on the respondent's responses. It is also revealed that there was always a decrease in customer patronage during recession due to high cost of products and services in the industry. Customers are the engine to every successful business. Decrease in customer patronage is therefore a very big problem to every business especially in hotels.

Table 2: Mean responses on the measures put in place in tackling recession in hotel industry.

S/N	ITEM	SA	A	D	SD	Total no	Total score	Mean
1	Increase in service Quality	15(37.5%)	15(37.5%)	5(12.5%)	5(12.5%)	40	120	3.00
2	Minimizing operational cost	15(37.5%)	15(37.5%)	5(12.5%)	5(12.5%)	40	120	3.00
3	Awareness programme	17(42.5%)	17(42.5%)	4(10%)	2(5%)	40	129	3.23
4	Lower rates and Tariff	17(42.5%)	17(42.5%)	4(10%)	2(5%)	40	133	3.23

Note; SA=strongly agreed, A=agreed, D=disagreed, SD=strongly disagreed
Source: Field survey (2020).

Table 2 shows that increase in service quality (37.5%), minimizing operational cost (37.5%), awareness programme (42.5%) and lower rates and tariff are the Measures put in place in tackling recession in hotel industry (42.5%). These were all accepted with a mean score of 3.00, 3.00, 3.23, 3.23 which is the mean above the acceptance mean level of 2.5. This implies that for the hotel industry to tackle recession they must increase the quality of their service delivery, minimize the cost of their operation in order to enhance profitability, engage in market awareness both online and offline in order to increase the level of customer patronage and finally lower their rates and tariff in order to retain existing customers and as well attract new ones.

CONCLUSION AND RECOMMENDATION

This paper explores the effect of economic recession in the hotel industry in time of the covid-19 pandemic. Due to recession, the productivity and profitability of the businesses has been reduced and some big business organizations have got liquidated. The negative consequences of the recession have led to the reduction of standard of living and the quality of life of the people and increase in poverty rate. In the present market overview, the hotels require integrating their procurement strategies, business strategies and practices in order to overcome the influence of economic recession. The uncertainties imposed by the economic environment, which were faced by the industry, affected the overall performance and operation ability of the industry. Therefore, the industry needs to consider a well-defined budget and specific criteria based customer service portfolio, so that the position of the industry can be raised and new business challenges can be effectively handled by the industry players. The major business approach of the hotels should focus on the sustenance of the business performance to progress in the industry and overcoming the business related threats for generating the desired outcomes.

clearly defined by the hotels in order to increase their value and recognition. Effective communication network with the employees is required to be established within the hotels, so that the employees can be engaged within the management practices.

For overcoming the challenges posed by the recession in this pandemic, the implementation of effective marketing, human resource, financial and customer service strategy is essential. The marketing strategy provides assistance to the hotels in optimizing the market overview of the products and services favorable for the customers.

We therefore recommend that Services of hotels during economic recession can be improved through quality service delivery, personal hygiene and safety measures, staff training, maintenance, handling of customer complaint and observing strictly the NCDC guidelines for COVID-19 protocol effectively. The hotel management should implement appropriate forecasting policies in order to analyze the market trends and assessing the consumer behavior in a proper manner.

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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 α0.05. 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.

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 Paprus 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
	Plateau	1	1.4
Ethnic group	Yoruba	64	91.4
	Igbo	3	4.3
	Hausa	1	1.4
	Benin	2	2.9
Marital status	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

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	

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.

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 live and have a great love for adventure. Moreso, 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 form 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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HERITAGE RESOURCES AND INTERPRETIVE POTENTIALS OF OSUN OSOGBO GROVE AND OLUMIRIN WATERFALL DESTINATIONS OF NIGERIA

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ABSTRACT

This study was conducted to determine the interpretive potentials of heritage resources at Olumirin waterfall and Osun-Osogbo Sacred Grove, Osun State, Nigeria. Data were collected through direct observation and administration of structured questionnaire. The sample size was 400 tourists to the sites. Data were analyzed and presented using descriptive statistics and regression analysis. Results from observations indicated that the heritage resources valuable for interpretation at Osun Osogbo Sacred Grove are Ile Iyemo, Osun Olomoyoyo, Idi Egbe, First palace, Ojubo Osun, monkeys, Igbo Ifa, Suspended bridge, Iya Mapo, Osun shrine, Oja Ontoto, Iledu Ontoto, Soponna, Ela, Tiger and Antelope, while they are Waterfall, Hills and Steps at Oluminrin Waterfall. All the identified resources were perceived by the tourists of having interpretive potential based on their uniqueness, attractiveness, access to diverse public, resistance to impact, and coherent subject matter. Findings furthermore revealed that socio-demographic characteristics are significant predictors of perceived interpretive potentials of heritage resources ($p<0.01$). This study concludes that the two sites have high interpretive potential that can be harnessed for tourism benefits if well managed. In order to further exploit the socio-economic and aesthetic potentials of the selected sites, the study recommends that there must be adequate maintenance of the interpretive media used at the sites.

Keywords: Cultural tourism, heritage resources, nature-based, Osun Osogbo Sacred Grove, Olumirin Waterfall

INTRODUCTION

Most conservation areas including sacred groves and heritage sites thrive on interpretive services for effective management as well as improvement in visitors' satisfaction. Nature interpretation has been defined as an educational activity that endeavours to reveal meanings and interrelationships through the use of objects, firsthand experiences, or by illustrative media, rather than by merely communicating factual information (Albrecht, 2017). Interpretation in heritage context refers to the process of presenting information in ways that enhance visitors' appreciation and understanding of cultural and historic artefacts and events. Interpretive strategies typically encountered at heritage sites include signs, exhibits and guided tours, though audio-visual presentations, interactive storytelling and re-enactments also feature (Almuhrzi et al, 2019). Ham and Sandberg (2012) asserted that nature interpretation chooses and delivers messages while appreciating the impact this communication can have on protected areas and its visitors.

Conservation education and nature interpretation are fundamental tools used by managers in attraction and destination areas to regulate visitors to attractions in a non-intrusive or non-obstructive manner thereby reducing negative impacts while increasing the positive effects (Buckley et al., 2017). Diligent application of nature interpretation programs significantly enhances the visitor experiences, thus making the attraction area more competitive (Bhati and Pearce, 2017). Interpretation in natural and cultural resource settings which involves ranger-led walks, campfire talks, brochures and newsletters, museum exhibits, and living history enactments are commonly provided by managers in an effort to engage visitors, encourage attention to particular features of or stories about a site, and influence on-site behaviours (Ham, 2013). In addition to the goals of improving visitor appreciation and understanding, resource managers also use interpretation to accomplish managerial objectives (reducing vandalism or coordinating visitor use patterns) and to promote their agency's public image (Beck and Cable, 2011).

In order to "captivate" audiences, interpretation often seeks to engage visitors by personalizing messages, encouraging sensory engagement, and moving beyond basic information and instruction to "provoke" and "reveal" meanings and connections (Ballantyne *et al.*, 2011). In recent years, this suite of techniques has been augmented by the provision of virtual and reality visitor experiences. The advantage of these is that not only do they more closely align with today's society's reliance on technology for everyday living; they also allow visitors to navigate freely around heritage sites (Dueholm & Smed, 2014). When nature interpretation successfully provokes individuals to have independent thinking and to attach separate meanings about an object or place, it helps in shaping that person's experience with an entity or site if these thoughts are pleasing or gratifying, thereby enhancing a person's experience (Ham & Sandberg, 2012). The importance of interpretation at tourism destinations cannot be over-emphasized as well-designed interpretation has the potential to connect visitors cognitively and emotionally to events, issues and places that may be far removed from their everyday lives and experiences. The provision of satisfying and memorable visitor experiences is also considered to be vital in gaining a competitive advantage in today's economic conditions (Kim *et al.*, 2012).

Protected areas today which are mostly known for their significant tangible and intangible values, have thus become attractive settings for tourism and recreation (Ababneh, 2016). As a result of rapid heritage tourism all over the world, there has been a growing interest in the interpretation of natural and cultural sites in order to enable the visitors understand the unique features of the sites and to spend enjoyable and rewarding time during their visit. Whereas proper resource interpretation has become an important issue these days in heritage management and planning, the interpretation of these resources is mostly seen as a complex and problematic one because inappropriate assignment of the rightful interpretive media to resources can easily lead to controversial stories about these resources (Ababneh, 2016; Australia International Council on Monuments and Sites (ICOMOS, 2000).

Many studies have been carried out with respect to natural and cultural heritage sites both within and outside Nigeria, including that of Ajayi and Ayodele (2014); Ababneh (2016); Almuhrzi *et al.* (2019); Adeyemi and Oyinloye (2020); however, none of these studies has attempted to examine the

interpretive potential of Osun Osogbo Sacred Groove and Olumirin Waterfall. This study identifies the resources that are valuable for interpretation in the selected heritage sites and also evaluates the interpretive potentials of the identified resources in the two sites.

METHODOLOGY
Study Area
Osun-Osogbo Sacred Grove is located along the bank of Osun River in Osogbo Local Government Area of Osun State in South western Nigeria. It is situated approximately between latitudes 7°44' and 7°46' N, and longitudes 4°32' and 4°33'E (Adeyemi and Oyinloye, 2020). The sacred grove is located on the margin of the southern forests of Nigeria on a raised parcel, which is about 350 m above sea level. Osun Osogbo Sacred Grove is characterized by high humidity and annual rainfall of between 1200 mm and 1450 mm, with annual temperature is between 22°C and 35°C. The relative humidity of the area is between 92% and 99% (Ola and Adewale, 2014). It is contained within the rainforest zone of Nigeria with an area of undisturbed primary tropical dense forest ecosystem in the north central and southern part and mangrove in the east. The two main seasons (dry and rainy) generally observed within Osun State is typical of the grove. The rainy season is between March and October with double peaks in May/June and October/November (Adeyemi and Oyinloye, 2020).

Olumirin waterfalls on the other hand is situated within latitude 7°30' and 8°45' North and longitude 4°31' and 5° East (Ajayi and Ayodele, 2014). It has seven levels (steps) which make it adventurous and serves as a mountaineering exercise and experience for visitors. The water flows among rocks and splashes down with great force to the evergreen vegetation around copulated with refreshing air ambience. The hot tropical climate of Erin-Ijesha comprises of rainy season (April to October) and dry season (November to March) (Ajayi and Ayodele, 2014). The southwest wind blows during the rainy season with rainfall distribution of 1250mm-1750mm. The weather is hazy during the dry season with wind blowing North East Trade (NET) that causes harmattan and the mean temperature ranges between 26°C and 32°C. The region falls within the rain forest zone characterized by luxuriant vegetation cover. The vegetation is fast becoming a secondary forest due to human impacts (Ajayi and Ayodele, 2014).

Data Collection and Analysis

This research focused on two different tourist (visitors) groups. Domestic tourists (visitors) made up the first category while foreign tourists (visitors) made up the second category. The sample size was determined using Krejcie and Morgan (1970) method for sample size determination. Based on the 2019 population of visitors to the two sites i.e. 40,000 visitors (8000 and 32,000 visitors at Osun Oshogbo Sacred Groove and Olumirin waterfall respectively), a total of 400 respondents (visitors) were sampled. To get a representative sample of visitors to the two sites, an on-site intercept survey by Wu *et al.* (2018) was conducted. This on-site intercept survey method involves randomly selecting visitors at the two sites from July to August 2021 during the peak season (Wu *et al.*, 2018). To ensure representativeness of the visitor population, two weekdays and two weekends were randomly selected for the survey in a given month (Wu *et al.,* 2018). The study also employed personal observations and questionnaire administration to collect data. In order to identify the heritage resources that are valuable for interpretation in the sites, personal observations were conducted by visiting each of the available resources in the destinations. In addition, a well-structured questionnaire was used to obtain data from the tourists (visitors). The questionnaire covered the socio-demographic characteristics of the tourists, resources valuable for interpretation, and the perceived interpretive potential of sites resources. Data obtained were presented descriptively and analysed using regression analysis.

RESULTS AND DISCUSSIONS
Socio-demographic Characteristics of the Respondents

Analysis of socio-demographic profiles of the respondents show that majority of the respondents were male (54.8%) while 45.2% were female. Majority of them were also in the age range of 25-54 years (44.5%), 34.5% belonged to the age group of 15-24 years, 19.8% belonged to the age range of 55-64 years and 1.3% were above 65 years. Also, majority of the respondents were single (55.3%), 38.5% were married, 4.5% were divorced, 1.8% were widowed. Their educational background revealed majority had tertiary education (71.3%), 21.5% had secondary education and 7.3% had primary education. The majority (99.5%) were Nigerians while 0.5% were foreigners.

Most of the respondents were Christians (55.8%), 39.3% were Muslims and 5% were traditional worshippers. Those who earned income of ₦30,000-₦60,000 formed 31%, 27.8% earned less than ₦30,000, 21.3% earned ₦61,000-₦90,000, 11.5% earned ₦91,000-₦120,000, 4.5% earned ₦121,000-₦150,000, 4.0% earned above ₦150,000. The students constituted 35.8% of the respondents while the civil servants accounted for 17.8%. With respect to occupation, 32.8% were self-employed, 11.8% were working with private sector and 20% were unemployed.

Resources Valuable for Interpretation at the Heritage Sites

Table 1 reveals the resources valuable for interpretation at Osun Osogbo Sacred Groves and Oluminrin Waterfall. It shows that at Osun Osogbo Sacred Grove, the resources valuable for interpretation are *Ile Iyemo, Osun olomoyoyo, Idi egbe, First palace, Ojubo Osun,* monke*ys, Igbo Ifa,* Suspended bridge*, Iya Mapo, Osun shrine, Oja Ontoto, Iledu Ontoto, Soponna, Ela,* Tiger and Antelope. Oluminrin Waterfall, Waterfall, Hill and Steps are the resources valuable for interpretation.

Table 1: identified resources valuable for interpretation at the heritage sites

S/N	Osun-Osogbo Sacred Grove	Oluminrin Waterfall
1	*Ile Iyemo*	Waterfall
2	*Osun Olomoyoyo*	Hill
3	*Idi egbe*	The Steps
4	*First palace*	
5	*Ojubo Osun*	
6	*Monkey*	
7	*Igbo Ifa*	
8	*Suspended bridge*	
9	*Iya Mapo*	
10	*Osun Shrine*	
11	*Oja ontoto*	
12	*Iledu ontoto*	
13	*Soponna*	
14	*Ela*	
15	*Tiger*	
16	*Antelope*	

Source: Field Survey, 2021

Interpretive Potential of the Identified Resources at Osun Osogbo Sacred Grove

Table 2 shows the interpretive potential of the heritage resources at Osun-Osogbo Sacred Grove. For *Ile Iyemo,* majority of the respondents chose its uniqueness as good (91.7%), attractiveness as good (50.4%), access to diverse public as good (60.3%), resistance to impact as moderate (57.9%) and coherent subject matter as good (62.8%). For Osun Olomoyoyo, majority of the respondents chose its uniqueness as good (81.8%), attractiveness as good (57%), access to diverse public (71.9%), resistance to impact as good (49.6%) and coherent subject matter as good (71.1%). For Idi egbe, majority of the respondents chose uniqueness as good (81%), attractiveness as moderate (49.6%), access to diverse public as good (66.1%), resistance to impact as good (54.5%), coherent subject matter as good (62.8%). For first palace, majority of the respondents chose its uniqueness as good (87.6%), attractiveness as good (51.2%), access to diverse public as good (71.9%), resistance to impact as good (52.9%), coherent subject matter as good (69.4%). For Ojubo Osun, majority of the respondents chose its uniqueness as good (81%), attractiveness as good (51.2%), access to diverse public as good (67.7%), resistance to impact as good (49.6%), coherent subject matter as good (71.1%).

For monkey, majority of the respondents chose its uniqueness as good (81.8%), attractiveness as good (50.4%), access to diverse public as good (75.2%), resistance to impact as good (56.2%), coherent subject matter as good (94.2%). For Igbo Ifa, majority of the respondents chose its uniqueness as good (82.6%), attractiveness as good (72.7%), access to diverse public as good (67.8%), resistance to impact as good (65.3%), coherent subject matter as good (67.8%). For suspended bridge, majority of the respondents chose its uniqueness as good (77.7%), attractiveness as moderate (52.9%), access to diverse public as good (66.1%), resistance to impact as moderate (50.4%), coherent subject matter as good (68.6%). For Iya Mapo, majority of the respondents chose its uniqueness as good (80.2%), attractiveness as moderate (52.9%), access to diverse public as good (66.9%), resistance to impact as moderate (50.4%), coherent subject matter (72.7%). For Osun shrine, majority of the respondents chose its uniqueness as good (80.2%), attractiveness as good (51.2%), access to diverse public as good (65.3%), resistance to impact as moderate (51.2%), coherent subject matter as good (69.4%). For Oja Ontoto, majority of the respondents chose its uniqueness as good (75.2%), attractiveness as moderate (50.4%), access to diverse public as good (71.9%), resistance to impact as good (52.9%), coherent subject matter as good (71.9%). For Iledu Ontoto, majority of the respondents chose its uniqueness as good (79.3%), attractiveness as moderate (55.4%), access to diverse public as good (68.6%), resistance to impact as moderate (55.4%), coherent subject matter as good (66.9%). For Soponna, majority of the respondents chose its uniqueness as good (79.3%), attractiveness as good (90.1%), access to diverse public as good (51.2%), resistance to impact as good (66.9%), coherent subject matter as good (53.7%). For Ela, majority of the respondents chose its uniqueness as good (71.1%), attractiveness as good (51.2%), access to diverse public as good (65.3%), resistance to impact as good (52.9%), coherent subject matter as good (67.8%). For Tiger, majority of the respondents chose its uniqueness as good (80.2%), attractiveness as good (50.4%), access to diverse public as good (69.4%), resistance to impact as moderate (52.9%), coherent subject matter as good (68.6%). For Antelope, majority of the respondents chose its uniqueness as good (74.4%), attractiveness as moderate (51.2%), access to diverse public as good (66.1%), resistance to impact as moderate (55.4%), coherent subject matter (62.8%).

Table 2: Analysis of interpretive potential of the heritage resources at Osun-Osogbo Sacred Grove

Heritage resources	Criteria	Good	Moderate	Bad
Ile Iyemo				
	Uniqueness	111(91.7%)	8(6.6%)	2(1.7%)
	Attractiveness	61(50.4%)	58(47.9%)	2(1.7%)
	Access to diverse public	73(60.3%)	46(38.0%)	2(1.7%)
	Resistance to impact	49(40.5%)	70(57.9%)	2(1.7%)
	Coherent subject matter	76(62.8%)	42(34.7%)	3(2.5%)
Osun Olomoyoyo				
	Uniqueness	99(81.8%)	20(16.5%)	2(1.7%)
	Attractiveness	69(57.0%)	50(41.3%)	2(1.7%)
	Access to diverse public	87(71.9%)	32(26.4%)	2(1.7%)
	Resistance to impact	60(49.6%)	59(48.8%)	2(1.7%)
	Coherent subject matter	86(71.1%)	33(27.3%)	2(1.7%)
Idi egbe				
	Uniqueness	98(81.0%)	21(17.4%)	2(1.7%)
	Attractiveness	59(48.8%)	60(49.6%)	2(1.7%)
	Access to diverse public	80(66.1%)	39(32.2%)	2(1.7%)
	Resistance to impact	66(54.5%)	53(43.8%)	2(1.7%)
	Coherent subject matter	76(62.8%)	43(35.5%)	2(1.7%)
First palace				
	Uniqueness	106(87.6%)	13(10.7%)	2(1.7%)
	Attractiveness	62(51.2%)	57(47.1%)	2(1.7%)
	Access to diverse public	87(71.9%)	32(26.4%)	2(1.7%)
	Resistance to impact	64(52.9%)	55(45.5%)	2(1.7%)
	Coherent subject matter	84(69.4%)	35(28.9%)	2(1.7%)

Ojubo Osun				
	Uniqueness	98(81%)	21(17.4%)	2(1.7%)
	Attractiveness	72(59.5%)	47(38.8%)	2(1.7%)
	Access to diverse public	82(67.7%)	37(30.6%)	2(1.7%)
	Resistance to impact	60(49.6%)	59(48.8%)	2(1.7%)
	Coherent subject matter	86(71.1%)	33(27.3%)	2(1.7%)
Monkey				
	Uniqueness	99(81.8%)	20(16.5%)	2(1.7%)
	Attractiveness	61(50.4%)	58(47.9%)	2(1.7%)
	Access to diverse public	91(75.2%)	28(23.1%)	2(1.7%)
	Resistance to impact	68(56.2%)	51(42.1%)	2(1.7%)
	Coherent subject matter	114(94.2%)	5(4.1%)	2(1.7%)
Igbo Ifa				
	Uniqueness	100(82.6%)	19(15.7%)	2(1.7%)
	Attractiveness	88(72.7%)	31(25.6%)	2(1.7%)
	Access to diverse public	82(67.8%)	37(30.6%)	2(1.7%)
	Resistance to impact	79(65.3%)	40(33.1%)	2(1.7%)
	Coherent subject matter	82(67.8%)	37(30.6%)	2(1.7%)
Suspended bridge				
	Uniqueness	94(77.7%)	25(20.7%)	2(1.7%)
	Attractiveness	55(45.5%)	64(52.9%)	2(1.7%)
	Access to diverse public	80(66.1%)	39(32.2%)	2(1.7%)
	Resistance to impact	57(47.1%)	62(51.2%)	2(1.7%)
	Coherent subject matter	83(68.6%)	35(28.9%)	3(2.5%)
Iya Mapo				
	Uniqueness	97(80.2%)	22(18.2%)	2(1.7%)
	Attractiveness	55(45.5%)	64(52.9%)	2(1.7%)
	Access to diverse public	81(66.9%)	38(31.4%)	2(1.7%)
	Resistance to impact	58(47.9%)	61(50.4%)	2(1.7%)
	Coherent subject matter	88(72.7%)	31(25.6%)	2(1.7%)
Osun Shrine				
	Uniqueness	97(80.2%)	22(18.2%)	2(1.7%)
	Attractiveness	62(51.2%)	57(47.1%)	2(1.7%)
	Access to diverse public	79(65.3%)	40(33.1%)	2(1.7%)
	Resistance to impact	57(47.1%)	62(51.2%)	2(1.7%)
	Coherent subject matter	84(69.4%)	35(28.9%)	2(1.7%)
Ojaontoto				
	Uniqueness	91(75.2%)	28(23.1%)	2(1.7%)
	Attractiveness	58(47.9%)	61(50.4%)	2(1.7%)
	Access to diverse public	87(71.9%)	32(26.4%)	2(1.7%)
	Resistance to impact	64(52.9%)	55(45.5%)	2(1.7%)
	Coherent subject matter	87(71.9%)	32(26.4%)	2(1.7%)
Ileduontoto				
	Uniqueness	96(79.3%)	23(19.0%)	2(1.7%)
	Attractiveness	52(43%)	67(55.4%)	2(1.7%)
	Access to diverse public	83(68.6%)	36(29.8%)	2(1.7%)
	Resistance to impact	52(43%)	67(55.4%)	2(1.7%)
	Coherent subject matter	81(66.9%)	38(31.4%)	2(1.7%)
Soponna				
	Uniqueness	96(79.3%)	23(19%)	2(1.7%)
	Attractiveness	109(90.1%)	10(8.3%)	2(1.7%)
	Access to diverse public	62(51.2%)	57(47.1%)	2(1.7%)
	Resistance to impact	81(66.9%)	38(31.4%)	2(1.7%)
	Coherent subject matter	65(53.7%)	54(44.6%)	2(1.7%)
Ela				
	Uniqueness	86(71.1%)	33(27.3%)	2(1.7%)
	Attractiveness	62(51.2%)	57(47.1%)	2(1.7%)
	Access to diverse public	79(65.3%)	40(33.1%)	2(1.7%)
	Resistance to impact	64(52.9%)	55(45.5%)	2(1.7%)
	Coherent subject matter	82(67.8%)	37(30.6%)	2(1.7%)
Tiger				
	Uniqueness	97(80.2%)	22(18.2%)	2(1.7%)
	Attractiveness	61(50.4%)	58(47.9%)	2(1.7%)
	Access to diverse public	84(69.4%)	35(28.9%)	2(1.7%)
	Resistance to impact	55(45.5%)	64(52.9%)	2(1.7%)
	Coherent subject matter	83(68.6%)	36(29.8%)	2(1.7%)
Antelope				
	Uniqueness	90(74.4%)	29(24%)	2(1.7%)
	Attractiveness	57(47.1%)	62(51.2%)	2(1.7%)
	Access to diverse public	80(66.1%)	39(32.2%)	2(1.7%)
	Resistance to impact	52(43%)	67(55.4%)	2(1.7%)
	Coherent subject matter	76(62.8%)	42(34.7%)	3(2.5%)

Source: Field Survey, 2021

Interpretive Potential of the Identified Resources at Olumirin Waterfall

Table 3 shows the interpretive potential of the heritage resources at Olumirin waterfall.

For waterfall, majority of the respondents chose its uniqueness as good (72.8%), attractiveness as good (59.1%), access to diverse public as good (55.9%), resistance to impact as good (48.8%), coherent subject matter as moderate (50.9%). For Hill, majority of the respondents chose its uniqueness as good (64.9%), attractiveness as good (52.7%), access to diverse public as good (49.8%), resistance to impact as moderate (44.1%), coherent subject matter as moderate (45.5%). For Step, majority of the respondents chose its uniqueness as good (50.2%), attractiveness as moderate (45.2%), access to diverse public as moderate (44.8%), resistance to impact as moderate (53%), coherent subject matter as moderate (50.5%).

Table 3: Analysis of Interpretive potential of the heritage resources at Olumirin waterfall

Heritage resources	Criteria	Good	Moderate	Bad
Waterfall				
	Uniqueness	203(72.8%)	65(23.3%)	11(3.9%)
	Attractiveness	165(59.1%)	101(36.2%)	13(4.7%)
	Access to diverse public	156(55.9%)	105(37.6%)	18(6.5%)
	Resistance to impact	136(48.8%)	115(41.2%)	28(10%)
	Coherent subject matter	116(41.6%)	142(50.9%)	21(7.5%)
Hill				
	Uniqueness	181(64.9%)	86(30.8%)	12(4.3%)
	Attractiveness	147(52.7%)	115(41.2%)	17(6.1%)
	Access to diverse public	139(49.8%)	123(44.1%)	17(6.1%)
	Resistance to impact	122(43.7%)	123(44.1%)	34(12.2%)
	Coherent subject matter	126(45.2%)	127(45.5%)	26(9.3%)
The steps				
	Uniqueness	140(50.2%)	105(37.6%)	34(12.2%)
	Attractiveness	112(40.2%)	126(45.2%)	41(14.7%)
	Access to diverse public	118(42.3%)	125(44.8%)	36(12.9%)
	Resistance to impact	94(33.7%)	148(53%)	37(13.3%)
	Coherent subject matter	100(35.9%)	141(50.5%)	38(13.6%)

Source: Field Survey, 2021

Relevant Factors in the Perceived Interpretive Potentials of Osun Osogbo Grove

Table 4 reveals the determinants of the perceived interpretive potential of the heritage resources at Osun Osogbo sacred grove. Age (p<0.01), income (p<0.01), membership of NGO (p<0.01), self-guided tour (p<0.01) are significant predictors of interpretive potential of Ile Iyemo, Osun Olomoyoyo, Idi egbe, first palace, Ojubo Osun, Monkey, Igbo Ifa, Suspended bridge, Iya Mapo, Osun shine, Oja ontoto, Iledu ontoto, Soponna, Ela, Tiger and Antelope.

Table 4: Determinants of the perceived interpretive potential of Osun Osogbo Sacred Grove

Variables	Ile Iyemo t-value	Osun Olomoyoyo t-value	Idi egbe t-value	First palace t-value	OjuboOsun t-value	Monkey t-value	Igbo Ifa t-value	Suspended bridge t-value
Gender	-1.84	-1.86	-1.96	-1.82	-1.87	-1.76	-1.74	-1.97
Age	3.97**	4.19**	4.23**	4.16**	4.05**	4.21**	4.36**	4.21**
Education	-1.09	-1.15	-1.1	-1.17	-1.24	-1.35	-1.24	-1.06
Income	4.23**	4.44**	4.26**	4.20**	4.39**	4.23**	4.18**	4.34**
Occupation	-0.86	-0.57	-0.59	-0.83	-0.56	-0.57	-0.67	-0.6
Membership	4.48**	4.47**	4.48**	4.48**	4.49**	4.47**	4.45**	4.48**
Guided	1.04	1.07	1.02	1.1	0.97	1.08	1.03	1.05
Self-Guided	-6.35**	-6.30**	-6.29**	-6.37**	-6.27**	-6.36**	-6.31**	-6.31**
Constant	-0.71	-0.9	-0.85	-0.75	-0.78	-0.78	-0.83	-0.88
R	0.61	0.62	0.62	0.62	0.62	0.62	0.62	0.62
R square	0.38	0.38	0.38	0.38	0.38	0.38	0.38	0.38
Adjusted R square	0.36	0.37	0.37	0.37	0.37	0.37	0.37	0.37
Std Error	4.8	4.88	4.82	4.89	4.89	4.99	4.98	4.78
F change	29.45	30.13	29.88	29.76	29.69	29.77	30	30.09
Df	399	399	399	399	399	399	399	399
Sig.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

*P<0.05, **P<0.01
Source: Field Survey, 2021.

Table 4: Determinants of the perceived interpretive potential of Osun Osogbo Grove (Contd)

	IyaMapo t-value	Osun Shrine t-value	Ojaontoto t-value	Ileduontoto t-value	Soponna t-value	Ela t-value	Tiger t-value	Antelope t-value
Gender	-1.76	-1.92	-1.92	-1.97	-2.02	-1.92	-1.83	-1.89
Age	4.10**	4.10**	4.06**	4.14**	4.12**	3.995**	4.194**	4.039**
Education	-1.33	-1.11	-1.42	-1.22	-1.27	-1.2	-1.25	-1.19
Income	4.32**	4.24**	4.22**	4.23**	4.23**	4.122**	4.338**	4.167**
Occupation	-0.53	-0.71	-0.67	-0.63	-0.55	-0.81	-0.74	-0.73
Membership	4.48**	4.49**	4.50**	4.49**	4.49**	4.496**	4.471**	4.476**
Guided	1.01	1.14	1.06	1.04	1.01	1.04	1.06	1.16
Self-Guided	-6.29**	-6.39**	-6.35**	-6.31**	-6.29**	-6.341**	-6.307**	-6.373**
Constant	-0.79	-0.79	-0.61	-0.74	-0.71	-0.64	-0.78	-0.72
R	0.61	0.62	0.61	0.61	0.61	0.61	0.62	0.61
R square	0.38	0.38	0.38	0.38	0.38	0.37	0.38	0.37
Adjusted R square	0.36	0.37	0.36	0.37	0.36	0.36	0.37	0.36
Std Error	4.83	4.82	4.85	4.78	4.94	4.82	4.82	4.77
F change	29.53	29.67	29.54	29.65	29.54	29.2	30.02	29.15
Df	399	399	399	399	399	399	399	399
Sig.	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

* = p< 0.05, ** = p< 0.01
Source: Field Survey, 2021.

Relevant Factors in the perceived interpretive potentials of Olumirin waterfall

Table 5 reveals the determinants of the perceived interpretive potential of the heritage resources at Olumirin waterfall. Gender (p<0.01), age (p<0.01), income (p<0.01), membership of NGO (p<0.01), self-guided tour (p<0.01) are significant predictors of interpretive potential of the waterfall. Gender (p<0.05), age (p<0.01), income (p<0.01), membership of NGO (p<0.01), self-guided tour (p<0.01) are significant predictors of interpretive potential of the hill while Age (p<0.01), income (p<0.01), membership of NGO (p<0.01), self-guided tour (p<0.01) are significant predictors of interpretive potential of the steps.

Table 5: Analysis of Determinants of the perceived interpretive potentials of Olumirin waterfall

Variables	Waterfall t-value	Hill t-value	The Steps t-value
Gender	2.75**	2.02*	1.93
Age	-4.25**	-4.38**	-2.96**
Education	1.61	1.415	0.882
Income	-3.88**	-3.71**	-4.14**
Occupation	0.77	0.48	0.41
Membership	-3.40**	-4.37**	-3.69**
Guided	0.16	-0.83	0.13
Self-Guided	5.27**	5.34**	5.59**
Constant	5.84	7.04	6.11
R	0.60	0.58	0.58
R square	0.36	0.34	0.34
Adjusted R square	0.34	0.33	0.33
Std Error	4.83	4.90	4.69
F change	26.91	25.07	25.01
Df	399	399	399
Sig.	0.000	0.000	0.000

*p<0.05, **p<0.01
Source: Field Survey, 2021.

Discussion of Findings

Findings from this study identified heritage resources valuable for interpretation at the sites to include Ile iyemo, Osun olomoyoyo, Idi egbe, First palace, Ojubo osun, monkey, Igbo Ifa, Suspended bridge, Iya Mapo, Osun shrine, Oja ontoto, Iledu Ontoto, Soponna, Ela, Tiger, Antelope, Waterfall, Hill and Steps. Also, based on the perceived intrinsic significance of the interpreted heritage resources by the respondents, the interpreted resources in descending order of value at Osun Osogbo Grove were as following; Osun shrine, Ojubo osun, Osun olomoyoyo, Suspended bridge, Ile iyemo, Idi egbe, First palace, monkey, Igbo Ifa, Iya Mapo, Oja ontoto, Iledu Ontoto, Soponna, Ela, Tiger, Antelope while that of Olumirin waterfall were Waterfall, Steps and Hills.

This study also revealed that majority of the respondents perceived the interpretive potential of the heritage resources as unique and attractive. These heritage resources were also perceived to have resistance to impact; having maintained their status over the years. The respondents also claimed that the resources give access to diverse public and the subject matter they portray is relevant to interpretation. The socio-cultural and aesthetic qualities that these heritage resources possess are suitable for sustainable tourism development in the sites. This is supported by UNEP and UNWTO (2005) which maintained that management of site resources should be done in such a manner that their economical, societal and aesthetic wants can be satisfied while maintaining cultural integrity, necessary conservation processes, natural diversity

and life support systems. These resources can then be interpreted effectively through various interpretive media so as to enhance visitors' satisfaction and experience as supported by Ababneh (2016) that a combination of well-designed text with dioramas, and attractive colours that covers the majority of the site's story could enhance and foster a real experience and meaning between the visitors and the overall landscape. Furthermore, findings revealed that socio-demographic characteristics are significant predictors of visitors' perception of interpretive potential of heritage resources in view of their contribution to the subject matter.

CONCLUSION AND RECOMMENDATIONS

This study concludes that there are notable heritage resources at the sites which include: Ile iyemo, Osun olomoyoyo, Idi egbe, First palace, Ojubo osun, monkey, Igbo Ifa, Suspended bridge, Iya Mapo, Osun shrine, Ojaontoto, Iledu ontoto, Soponna, Ela, Tiger, Antelope, Waterfall, Hill and Steps. The heritage resources were perceived to be unique, attractive, accessible to the general public, had resistant to impact and coherence to subject matter. It is believed that if these resources can be interpreted effectively through various interpretive media, it will contribute to visitors' satisfaction and experience

In order to further exploit the socio-economic potentials of the selected sites, the study recommends that there must be adequate maintenance of the interpretive media being used at the sites by the relevant stakeholders for sustainable use. Additionally, management of the heritage sites should construct more attractive interpretive media to complement the existing ones; that will appeal to the mind of the visitors in view of the fact that visual representations have an influence on visitors' satisfaction and loyalty.

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

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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.

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 Ouest, (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.

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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)

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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 (21mm x 216mm) 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 super scripted 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.

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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.

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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 f 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 f 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:

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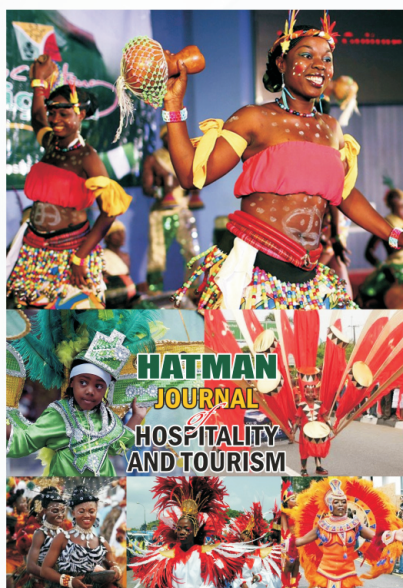
National Executive Secretary

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