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# IMPACT OF MANAGEMENT PRACTICES ON CONSERVATION IN OLD OYO NATIONAL PARK, NIGERIA

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## ABSTRACT

*The study seeks to map Old Oyo National Park and examine the impacts of offence treatment as a management tool on the conservation of natural resources in the park between 1999 and 2019. The study used Landsat 5, 7 and 8 images downloaded from the earthexplorer.usgs.gov., and other secondary data including the Park's Annual Reports and topographical map at the scale of 1:50,000 for the National Park. The images, map and position data were imported in ArcGIS 10.2 software, where Layers of roads, Park boundaries, rivers, Ranges, Ranger's Barracks, towns and villages were digitised, using the Google Earth map as a reference. The vector layers were combined to create the map of the Old Oyo National Parks (OONP). Euclidean Distance analysis was performed on the Rangers' Barrack, to determine the effective patrol distance to the Park; and Normalized Difference Vegetation Index (NDVI) was performed to derive the vegetation status of the Park. The results revealed that the National Park has become an island of forest with disrupted ecological zones. The effective patrol distance of Tede Ranger's Barrack was 0 %. The NDVI for OONP showed a decrease of thick forest from 3.242 % in 1999 to 0.331 % in 2019. The study recommends periodic vegetation analysis and monitoring, using satellite technology in the park, and condemned the use of compoundment of offences as a means of punishment for erring offenders as it does not serve as an effective corrective measure.*

*Keywords: Protected area management, park protection, conservation, Old Oyo national park*

## INTRODUCTION

National Parks are globally regarded as the foundation of biodiversity conservation, renowned for their natural biodiversity, beauty and biological, geographical and cultural diversity, which attract more interest than any other forms of protected areas (Ogunjinmi, Oyeleke, Adewumi & Ogunjinmi, 2017). Nigeria has seven National Parks strategically located across five geopolitical zones of the country, thereby giving a representation of the diversity of flora and fauna resources that are peculiar to the different zones. These National Parks are Kainji Lake National Park in North Central; Gashaka Gumti National Park in North East; Old Oyo National Park in South West; Okomu National Park in South South; Cross River

National Park in South-South; Chad Basin National Park in North East; and Kamuku National Park in North-West. The National Park Service, with the headquarters in Abuja, Nigeria, is responsible for the management and regulation of the entire National Parks in Nigeria (NPS, 2022).

Chape, Blyth, Fish, Fox and Spalding (2003) summarized National Parks as the most all-embracing type of protected areas classified under category II of the International Union of Conservation of Nature (IUCN) categories of protected areas. The IUCN criteria for Park Management stipulates that there should be no civil construction, industry, settlement or cultivation, commercial or non-commercial logging, grazing, pasture, taking of wildlife, extraction of soil or sand or stones or non-

timber products, only conduct of research activities is allowed in the National Parks, particularly, at the core zone (Omonona and Kayode, 2011). The inability of the National Parks Service to meet the IUCN standard has also been identified as a major constraint to Park management by Nigeria National Park Service (Goni, 2020). Most National Parks in Nigeria are blessed with numerous indigenous flora and fauna species. However, habitat loss due to human activities, climate change and overharvesting of wildlife, fisheries and plant species is increasingly posing serious threats to the global biodiversity leading to irreversible extinction of several species of animals (Matt, Ivhijaro, and Akintola, 2012; Kumar, Yadav, Patil, Kumar, Zhang, Kaur, Sharma, Hussain, Tokas and Singh, 2020).

Ogunjinmi, *et al*. (2017) listed inadequate funding, weak staff employment procedures, poor logistics, inadequate and unserviceable vehicles, lack of patrol incentives and allowances, low quality of firearms and lack of ammunitions, poor staff commitment, inadequate punishment for erring staff, inadequate supervision of field staff, lack of cooperation between parks and local communities, corruption, and poor judicial enforcement of conservation laws either by prosecution or compounding, as the main challenges to conservation in the National Parks. Other factors enumerated by Usman and Adefalu (2010) as challenges to conservation in the Nigeria National Parks are inadequate data on the status of biodiversity, uncoordinated land-use policy and inadequate allocation of funds and manpower.

Legally, compounding means an act of friendly or amicable settlement (out of court) initiated by the accused or his lawyer having admitted to have committed the offence in writing and the victim or prosecutor accepts a sum of money in compensation for the offence leading to avoiding prosecution for an offence. Compounding is not regarded as a fundamental right. It is only provided by the concerned Acts of law under which the said offence has been committed. Compoundable offences are those that can be compromised, that is, the complainant can agree to take back the charges levied against the accused and trial avoided while, non - compoundable offences are the more serious offences in which the parties cannot compromise. They cannot be cancelled, because of the nature of offence (could be criminal), that the accused cannot be allowed to go scot-free (Mohanty, 2022).

Nigeria's National Park Service Act, 2004 allows for compoundment of offences for offenders arrested inside the Park. If the offence is compounded before the institution of prosecution proceedings, then no proceeding is initiated against the defaulter. If an offence is compounded after the institution of proceedings, then a notice is sent to the court, where proceedings are pending, to withdraw the case. The accused is effectively acquitted of the offence upon payment of the sum of money he is fined (Yuk, 2014) and criminal record against the accused person is cancelled. Likewise, National Park Service has the right to withdraw a case in the Law Court for compoundment, if judgement has not been pronounced by the presiding judge (LFN, 2004).

Omonona and Kayode (2011) categorized National Park management practices into two, the manipulative management that acts on population size of animals; and custodial management, which is preventive and protective of resources' population from external influences. For the ecological sustainability of National Parks, some of the practices adopted through management policy include Law enforcement against deforestation, Grazing, Mining, Poaching, Logging, Farming, Urbanization, Boundary and encroachment among others. Conservation, which is the only way out of this great danger, is the process of protecting species from extinction, maintaining and restoring habitats, protecting biological diversity and the wise use of natural resources, for the present generation without compromising usage for the future generations. National Parks have in great measures impacted and are continuously impacting on conservation in Nigeria through economic development, aesthetic, recreational, medical, scientific and ecological benefits. National parks play an essential role in the ecological and biological processes that are significant to life.

The normal functioning of the biosphere depends on endless interactions among animals, plants and microorganisms. This in turn maintains and enhances human life. Nearly every country in the world has legal or customary measures for conserving or protecting biodiversity through management policies. The purpose of the management policies is mainly to obtain maximum benefits from the natural resources while at the same time ensures that the ecological sustainability is not compromised (Wangchuk, 2010).

Deforestation changes the composition,

configuration and connectivity of the landscape, which sometimes results to outright loss of species that leads to genetic bottlenecks, increased genetic drift and inbreeding variation (Akinnagbe, Oyebade and Ijeomah, 2010). According to Briggs (2020), data compiled by IUCN that evaluated more than 100,000 species of plants and animals, have revealed that more than 32,000 species were threatened with extinction. Some National Parks are suffering from decades of neglect, unrestrained exploitation, and the consequences of poor management (Wangchuk, 2006) – with this the existence of National Parks becomes difficult, lacking adequate funds to pay staff allowances, buy patrol vehicles, or conduct wildlife conservation programs (Frank, 2017).

Mapping as a conservation management tool analyzes remotely sensed data of land cover and vegetation of an ecosystem. It is a key to perfect monitoring of spatially distributed facilities and also competent and useful method of recording, storing and managing changes that occurs between a space of time.

The objectives of this study therefore are to (i) map Old Oyo National Park and locations of the Rangers' Barrack, and (ii) examine the impacts of offence treatment as a management tool on the conservation of natural resources between 1999 and 2019 in Old Oyo National Park

## MATERIALS AND METHOD
### Study Area
Old Oyo National Park started from two former forest reserves; Upper Ogun established in 1936 and Oyo-Ile established in 1941. These were converted to game reserves in 1952, then combined and upgraded to a National Park by Decree Number 36 of 1991, which was later repealed and- replaced with Decree (now Act) Number 46 of 1999 presently established by the National Park Service Act. Cap 65 of the Law of the Federation of Nigeria (LFN) 2004. Old Oyo National Park, has a land-cover area of about two thousand, six hundred and sixty five square kilometres. It lies between latitudes 8°13'8.31" and 9° 0'19.02" North and longitudes 3°34'26.94" and 4°21'6.40" East (Figure 1). It is surrounded by eleven (11) Local Government areas namely: Iseyin, Itesiwaju, Atisbo, Saki East, Oorelope, Irepo, Olorunsogo, Oriire, Atiba, Kaiama and Moro. The Administrative Head Office is situated in Isokun area of Oyo Town. For the purpose of effective administration, the Park was sub-divided

into six management ranges namely; Tede, Marguba, Sepeteri, Oyo-ile, Tessi and Yemoso. The topography of the Park is unique, it lies in a plain lowland between 330 and 508m above the sea level and continues with a gentle slope along the Ogun River valleys. Outcrops of granite characterize the North Eastern Zone of the Park, especially at Oyo-Ile. The central part of the Park has isolated hills and ridges of numerous rock outcrops. The extreme Northern part has caves as well as rock shelters dominating the axis. The Park is well drained by Rivers Ogun, Iwawa, Owu, Owe and their tributaries in the central and southern parts, which was later dammed to form Ikere Gorge Dam, while River Tessi, drains the North-East part of the Park. The vegetation of Old Oyo National Park has been classified as Southern Guinea Savanna with wet season (May to September) and dry season (October to April) as the major climatic seasons. Most commonly found fauna in the Park are Kob (*Kobus kob*), Common warthog (*Phacochoerus africanus*), Red river hog (*Potamochoerus porcus*), Waterbuck (*Kobus ellipsiprymnus*), Roan antelope (*Hippotragus equines*), Red flanked duiker (*Cephalophus rufilatus*), Patas monkey (*Erythrocebus patas*) etc. and the commonly found flora are Mahogany (*Khaya senegalensis*), African black ebony (*Diospyrous mespiliformes*), African mahogany (*Afzelia africana*), Gum tree (*Accasia erythocalyx*), Shea butter tree (*Vitallaria paradoxa*), Rose wood (*Pterocarpus eninaceus*), etc.



Figure 1: Map of Old Oyo National Park (National Park Service, 2009)

**Data Collection and Analysis**

Primary and secondary data were used for this study. The primary data were the staff interview/personal observations, and coordinates of Rangers Barrack across Old Oyo National Park, acquired with a handheld Global Positioning System (GPS), while the secondary data were the remote sensing images from the Goggle Earth platform, Landsat 5, 7 and 8 (30 meters resolution) obtained from the Earthexplorer.usgs.gov., National Park Annual Reports, and, topographical map of Old Oyo National Park at the scale of 1:50,000, obtained from the Office of Surveyor-General of the Federation (OSGOF).

Reconnaissance survey was carried out in and around Old Oyo National Parks through field survey, to assess and locate Rangers' Barracks. Litigation data of Old Oyo National Park were extracted from the Park's Annual Reports. The scanned topographic map and Landsat images were loaded into ArcGIS 10.2 version software package. Scan-line errors were fixed where necessary, while geometric correction was performed. The raster data were georeferenced, projected and transformed into Minna Datum and Universal Transverse Mercator (Zone 31 reference system). The Excel files for the GPS positions of the Rangers' Barracks in Old Oyo National Park were created, and used to create point shape files in ArcGIS 10.2.

On the scanned topographic map and Landsat images, layers of roads, Park boundaries, jeep tracks, rivers, ranges, Rangers' barracks, towns and villages were digitised, using the Goggle Earth as a reference data. Data on litigation were analysed using Descriptive statistics. The Normalized Difference Vegetation Index (NDVI) of the vegetation cover of the Parks was calculated using Landsat 5, 7 and 8 images, to derive the vegetation status of the Park, using the formulae:

NDVI (Landsat 5 & 7) =

$$\frac{Float\,(NIRBand - RedBand)}{Float\,(NIRBand + RedBand)} \text{ the same as } \frac{Float\,(Band04 - Band03)}{Float\,(Band04 + Band03)} \text{ (i)}$$

NDVI (Landsat 8) =

$$\frac{Float\,(NIRBand - RedBand)}{Float\,(NIRBand + RedBand)} \text{ the same as } \frac{Float\,(Band05 - Band04)}{Float\,(Band05 + Band04)} \text{ (ii)}$$

The research workflow is presented in Figure 2.
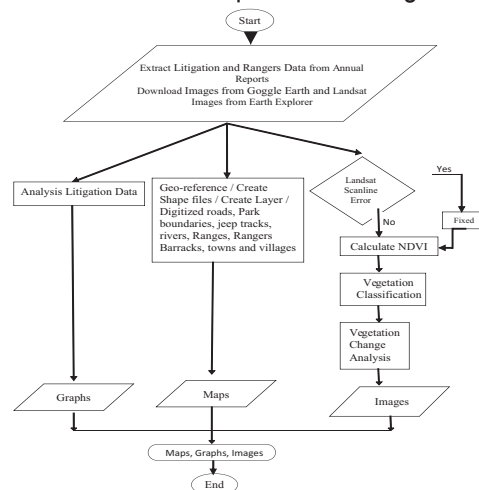


Figure 2: Methodology Workflow
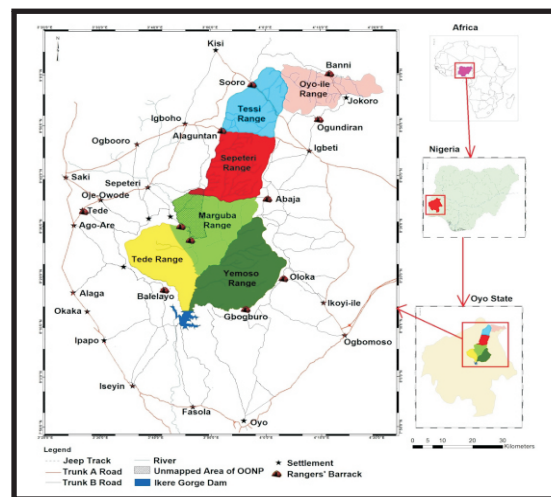


Figure 3: Old Oyo National Park and Support Zones Communities (Field Survey, 2021)
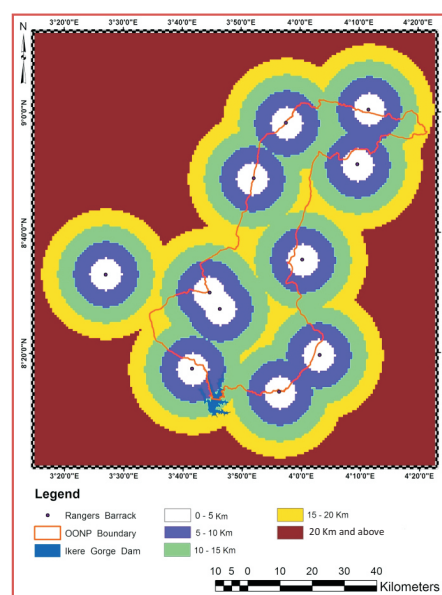


Figure 4: Old Oyo National Park Rangers' Barrack with their Effective Patrol Distance
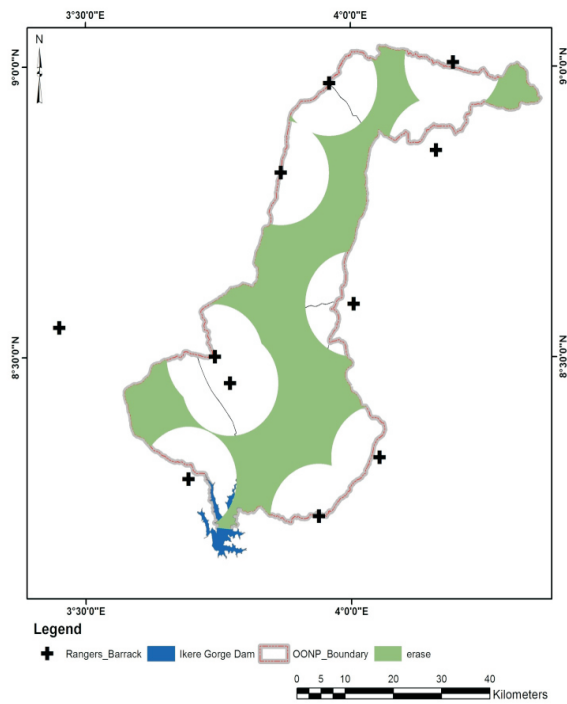
Figure 5: Unprotected Areas after 10 km Buffer of Rangers' Barrack was erased from Old Oyo National Park



1999



2004



2009



2014



2019

Figure 7: Classified NDVI of Old Oyo National Park



Figure 6: Graphical representation of Litigation management in Old Oyo National Park

Table 1: Vegetation Cover Change of Old Oyo National Park between 1999 and 2019 at five years interval

| Classes/Years | 1999 (%) | 2004 (%) | 2009 (%) | 2014 (%) | 2019 (%) |
|---|---|---|---|---|---|
| Thick Vegetation | 3.242 | 24.016 | 3.221 | 0.023 | 0.331 |
| Light Vegetation | 25.437 | 68.614 | 22.721 | 1.649 | 9.705 |
| Grasses and Shrubs | 68.553 | 6.582 | 59.190 | 62.629 | 87.581 |
| Bare land and Rocks | 2.284 | 0.187 | 13.868 | 31.385 | 1.761 |
| Water Body | 0.484 | 0.600 | 1.000 | 4.314 | 0.622 |
| | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |

Source: Field Survey, 2021

Figure 3 shows a true picture of Old Oyo National Park. An area of the park was not included in previous maps. Figure 3 indicated such area as unmapped area. Figure 4 shows Old Oyo National Park Rangers' Barrack with their respective Effective Patrol Distances. One of the Ranger's barracks (at Tede) lacks effective patrol distance. Figure 5 depicts portions of land that the rangers barracks are not really protecting when buffered at 10km distance.

The Graphical representation of Litigation management in Old Oyo National Park shows that since 2005 settlement of cases in court has drastically reduced, (and even to zero in 2010 and 2015) as most cases were then treated by

compoundment (Figure 6). Table 1 shows the Vegetation Cover Change of Old Oyo National Park between 1999 and 2019 at five years intervals. While thick and light vegetation decreased over the years, grasses and shrubs increased, and bare land and rocks increased between 2004 and 2014. Figure 7 presents a clearer vegetation status of Old Oyo National Park through the results of Normalized Difference Vegetation Index (NDVI).

## Discussion

This study revealed that Old Oyo National Park land-cover area is about two thousand, six hundred and sixty-five (2,665) $km^2$ and it is surrounded by eleven (11) Local Government areas namely: Iseyin, Itesiwaju, Atisbo, Saki East, Oorelope, Irepo, Olorunsogo, Oriire, Atiba, Kaiama and Moro making nine (9) from Oyo state and two (2) Kwara state contrary to ten from Oyo State and one from Kwara as presented by Oladeji, Agbelusi, and Ajiboye (2012). Any suspect arrested in the unmapped area shall be proved to be innocent and thereby discharged and acquitted on the ground that the map of Old Oyo National Park did not show that the portion is National Park's land. Decree 46 of 1999 declared that before any person is guilty of the offences in the Decree, the offence should have been committed inside the Park.

One of the ways to minimise illegal activities in the Parks is through Law enforcement.

The study has revealed that the two major ways of treating offences by the Management in the Park (i.e. through litigation and compoundment) have different impacts on the management of the Park. While litigation shows a positive impact with increase in Vegetation Cover from 3.242% to 24.016% from 1999 to 2004, compoundment of offences showed negative impact, as the rate of vegetation growth continually declined to 0.331% in between year 2005 to 2019 immediately compoundment of offences was introduced by the park management. The severity of punishment given by payment of money by compoundment of offences is less severe to discourage poachers from committing illegal activities inside the Park compared to imprisonment with or without payment of fine as stipulated by the decree that established National Park.

The findings also revealed that except for year 2004, the NDVI showed a decline in value indicating decrease in good vegetation health status of the park. The study also shows that the areas under study have changed significantly both in composition and configuration. This could be attributed to the effects of illegal logging in the Park as a result of increase in human population evidenced by increased anthropogenic activities. This agrees with the study by Boakye, Odai, Adjei, Annor (2008), who observed that vegetation changes are often the result of anthropogenic pressure, which remove the forested areas of the needed covers. The findings of this study are also in line with the observation of Akhmadov, Breckle, Breckle (2006), who reported that the negative effects of overgrazing include loss of important biodiversity and, subsequently, soil erosion.

The knowledge of the location of Ranger's Barack gives an insight on the effective patrol distance of each Barack. In essence it helps to determine the suitability of the location for conservation purposes, as some locations may be politically influenced and used as a justification to lobby for some benefits such as employments, appointments and projects from the park -the study revealed that Tede Rangers' Barrack is about 20km away from the Park boundary and is having no effective protection and patrol influences on the Park. This is evidenced by the fact that Rangers have to pass through many villages before getting to the boundary of the Park.

The study is consistence with the observation of Angrund (2017) that Rangers barrack should be strategically located, ever-ready to spring into action. There is need for the relocation of the Rangers' Barrack for effective patrol and policing of the Park. Kanga area of the Park is left open for easy access into the park by poachers while Ajaku and Ibuya are not far from each other hereby allowing redundancy of Rangers Barrack.

## CONCLUSION AND RECOMMENDATIONS

The use of compoundment of offence is an ineffective management policy for biodiversity conservation in Old Oyo National Park. Since the National Park Service mandate is for effective management of park resources, policies that will result in significant improvement in conservation of biodiversity in the Park should therefore be enforced. Effective conservation can be achieved in the park through scientific monitoring of vegetation cover, zero tolerance to poaching (mining, logging, farming and other illegal activities) can be enforced not only through anti poaching patrols but by also prosecuting suspects in the law court.

**Recommendations**

i. The use of compoundment of offences as a means of punishment for erring offenders should be suspended or abolished in the National Park, as it is not an effective punitive measure.

ii. The Park service should liaise with the Attorney-General of the Federation and Oyo State judiciary Council in order to put an end to politicking of the Park's cases - not arraigning suspects in the law court.

iii. Provision should be made for the periodic vegetation analysis and monitoring, using satellite technology.

iv. The boundaries of Old Oyo National Park should be clearly demarcated and re-surveyed in order to reflect the actual land coverage.

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# SEXUAL HARASSMENT ON STUDENT TRAINEES IN SELECTED HOTELS IN IKEJA LAGOS, NIGERIA

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## ABSTRACT

*This study was undertaken to assess sexual harassment of student trainees in the hospitality industry. The perception, attitude and factors influencing sexual harassment of the student trainees of five hotels in Ikeja Metropolis were explored for a better understanding of what can be done to obviate sexual harassment. It was descriptive and cross-sectional in design and questionnaires were distributed to 63 students, with an effective response rate of 79.4%. Descriptive statistics were employed for data analyses. The findings revealed that major dimensions of sexual harassment were verbal harassment, physical harassment, and psychological harassment. Major incident of sexual harassment were linked to indecent dressing, unwanted sexual gestures, unwanted sexual teasing, sexual comment about a person's clothing or looks that are suggestive of sexual harassment. Due to the informal environment of the hotel industry and close contact with co-workers and customers offering an opportunity for increased socialization and interaction with their male colleagues, female employees experience most verbal harassment. The study recommends the need to educate female employees in the hotel industry of the difference between sexual harassment and appropriate social behaviour, and interactions that constitute sexual harassment and how to deal with these harassments effectively.*

*Keywords: Hospitality industry, industrial training, physical harassment, psychological harassment, sexual harassment, verbal harassment*

## INTRODUCTION

Sexual harassment in the hospital industry is a complex form of work place harassment where one party receives unwanted sexual advances, requests or contact, which might influence both the committer the victim and the organization negatively on sensitive areas (Salin, 2009). When focusing on a risk industry for sexual harassment, an explorative study would be beneficial and given new insights and knowledge on an issue that is not often discussed in details but is aiming for more research, on the perception and attitude of Industrial Training students on this subject.

Sexual harassment is defined as unwanted conduct of sexual nature, or other conduct based on sex affecting the dignity of women and men at work (Equal Employment Opportunity Commission, 2016). This can include physical, verbal and nonverbal conduct. There are essentially two types of sexual harassment namely, "tradeoffs and hostile" environment (Guerrier & Abid, 2011). Tradeoff harassment takes place for example, when a hotel employee in a position of authority makes employment decisions based on an employee's compliance to, or rebuffing of either sexual advance or behaviour. The hostile environment harassment arises when either verbal or non verbal hostile behaviours or statements are directed to another person on a sexual basis. Such statements or behaviour are unwelcome, demeaning and generally negative impact on an employee's ability to work effectively and efficiently. Versprej, 2009 stated that, such harassment may comprise jokes or teasing with a sexual innuendo, suggestion, offers to date, speaking about another person's body parts or sexual activities, inappropriate touching an unpleasant or electronic messages.

According to Sherry (2010), a hostile environment exist wherever employees are exposed to persistent and unwelcome lewd remarks, sexual taunting, talking in seductive tones, queries about one's personal life, suggestive sounds, obscene gestures, pinching, touching and references to anatomy and physical appearance by anyone entrusted with control of company policy if the act were performed in the execution of a corporate function.

The hospitality industry and its workforce is often seen and referred to as sexualized (Brownell &

Walsh, 2008). It is claimed that the hospitality industry, taken as a part from the tourism industry has the highest sexual harassment rate compared with all other industries (Ram, Tribe &Biran, 2016). Some may even say that guest initiated sexual harassment to the employee is becoming normal and accepted in this industry (Kenshock, Bailey, Jennings & Patiar, 2015)

Although the extent of sexual harassment in the hotel industry is not fully known, recent research indicates that hotel trainees experience more sexual harassment than workers in society at large and that most of the harassment is perpetrated by co-workers (Eller, 2008). From the researchers point of view the extent of the problem of sexual harassment is pervasive in the services industry particularly in the hospitality industry, due to the ambiguity of interaction during the service deliver. Unusual working hours and work conditions the importance placed on appearance (attentiveness, sexiness) the tendency by customer to view hotels as places where they can take immoral holiday and the perception that sexuality is a necessary component of the job. (Sandroff, 2013) notes that hospitality students on industrial attachment are particularly vulnerable to sexual harassment style.

Nevertheless, a previous study claims that sexual harassment is "more commonly experienced by trainee students (European Union Agency for Fundamental Rights, 2014). The incidence of sexual harassment in hospitality industry is in legendary proportions. It is significantly more common in hospitality industry than elsewhere (Eller, 2008).

**Types of sexual harassment according to Wage Indicator Foundation, 2019**

1. Quid pro quo harassment:

Is an intentional, intolerable exploitation of a position of power and authority such as unwelcome sexual advances, request or demands for sexually based favours or other gender based verbal or physical conduct where submission to or rejection by an individual is used, by the person (s) in a position of power or authority, as a basis for employment, academic or institutional environment decisions affecting such individual.

1. Hostile Environment Harassment

This harassment arises where one or more member of the hotel engage in gender based conduct that unreasonably creates an intimidating, hostile or offensive working and / or study environment that has the effect of altering one's work or academic performance and the conditions of employment or work at the hotel. It may arise independent of the supervisor/subordinate or teacher/ students relationship and the conduct need not be overfly sexual in nature but merely gender differentiating. It includes things like:

i. comments about appearance, body or clothes
ii. indecent remarks
iii. Questions or comments about your sex life
iv. Looking or staring at a person's body
v. Display of sexually explicit material in shared workspaces or sending and sharing sexually explicit material via email
1. Physical abuse

This is when there is direct physical contact with you including any unwarranted touching, brushing their body or any object against yours, hugging, caressing, kissing, sexual assault, and rape.

Pizams (2009) revealed what sexual harassment actually looks like:

1. Actual or attempted rape or sexual assault
2. Unwanted pressure for sexual favours
3. Unwanted deliberate touching, leaning over pinching
4. Unwanted sexual looks or gestures.
5. Unwanted letters, telephone calls, or materials of a sexual nature
6. Unwanted pressure for clave
7. Unwanted sexual teasing, jokes, remarks, or questions
8. Referring to an adult as a girl, doll, babe or honey
9. Whishing at someone
10. Cat calls
11. Sexual comments
12. Turning work discussions to sexual topics
13. Sexual in numerous or stories
14. Asking about sexual fantasies, preferences, or history
15. Personal questions about social or sexual life
16. Sexual comments about a person's clotting, anatomy or looks.
17. Messing sounds, howling, and smacking lips
18. Yelling lies or spreading rumors about a person's personal sex life.
19. Neck message
20. Touching an employee's hair or body.
21. Giving personal gifts
22. Hanging around a person
23. Hugging kissing patting, or stocking
24. Touching or rubbing oneself sexually around another person
25. Standing close or brushing up against a person

26. Looking a person up and down (elevator eyes)

27. Staring at someone

28. Sexually suggestive signal

29. Facial expressions, winking, throwing kisses, or licking lips.

30. Making sexual gesture with hands or through body movement.

## METHODOLOGY

The study was carried out in Lagos, specifically Ikeja local government area. Lagos state was chosen as the area of study because it is highly populated and known to be a center for business attraction which attracts business people and tourist this contribute to high hotel patronage by guest. Convenience sampling technique was used to select the hotels understudied they include: Lagos Airport Hotel, Sheraton Lagos Hotel, Jabital Hotel, Martinos Hotel and The Regent Luxury Hotel. These hotels were used due to their location, facilities and service offered.

## Research Design

The population for this research comprises of all entire industrial trainees of all the five selected hotels. Structured questionnaires were distributed 63 copies, and the effective response (50) rate was 79.3%. Quantitative research approach was used in this study. The data for this research was collected using structured questionnaire drafted by the researcher. The information contained in the questionnaire was limited to socio-demographic information of the respondents and sexual harassment dimensions in the hotel industry. Analysis of the research was carried out using descriptive statistics technique. The descriptive part of the analysis comprises of frequency, percentage and pictorial representation. Frequency and percentage analysis was adopted for the socio-demographic information of the respondents while responses on sexual harassment dimensions of industrial trainees in the hotels were analyzed using frequency, percentage and charts for diagrammatic representation. Chi-Square Test of Significance was adopted to confirm performance of validity.

## RESULTS AND DISCUSSION

Table I: Frequency and Percentage Distribution of Respondents' Socio-Demographic Characteristics

| | | | |
|---|---|---|---|
| Gender | Male | 7 | 14 |
| | Female | 43 | 86 |
| | Total | 50 | 100 |
| Marital | Single | 38 | 76 |
| | Married | 8 | 16 |
| | Divorced | 4 | 8 |
| | Total | 50 | 100 |
| Age group | 16-20 | 7 | 14 |
| | 21-25 | 16 | 32 |
| | 26-30 | 21 | 42 |
| | 31-36 | 6 | 12 |
| | Total | 50 | 100 |
| Educational Background | | | |
| | OND/NCE | 24 | 48 |
| | HND/BSC | 20 | 40 |
| | Others | 6 | 12 |
| | Total | 50 | 100 |
| Length of training | | | |
| | 2-6 Month | 17 | 34 |
| | 6 Months-1year | 26 | 52 |
| | 1year-2years | 7 | 14 |
| | Total | 50 | 100 |
| Religion | Christian | 19 | 38 |
| | Muslim | 28 | 56 |
| | Traditional | 3 | 6 |
| | Total | 50 | 100 |

Table I depicts the frequency and percentage analysis of respondents socio-demographic information. The item 1 shows that 14% of the respondents are Male and 86% of the respondents are female. This could be due to the fact that more females study hospitality management than males. Item 2 shows that 76% of the respondents are single, 16% are married while 8% of the respondents are divorced. This implies that majority of the respondents are single. This could be as a result of fewer responsibilities of singles compared to married. Item 3 shows that 14% of the respondents belong to the age group 16-20years, 32% belong to age group 21-25years, 42% belong to the age group 26-30years and 12% belong to the age group 31-36years. This implies that majority of the respondents belong to the age between 26-30years. This could be due to the fact that trainee between the ages of 26-30years are youthful, matured and experienced. Item 4 show that 48% of the respondents are OND/NCE holder, 40% are HND/BSC holders and 12% are other levels of.

education This implies that majority of the respondents are OND/NCE holders. This could be to the fact that most of the trainees are from the polytechnic on industrial attachment. Item 5 show that 34% of the respondents are under training between 3-6month, 52% are between 6month-1year while 14% are between are between 1years- 2years. This could be to the fact that the trainees are from various higher institutions of learning that is University, polytechnic and college of education. Item 6 shows that 38% of the respondents are Christian, 56% are Muslims while 6% of the respondents are Traditional. This implies that the respondents are religious.
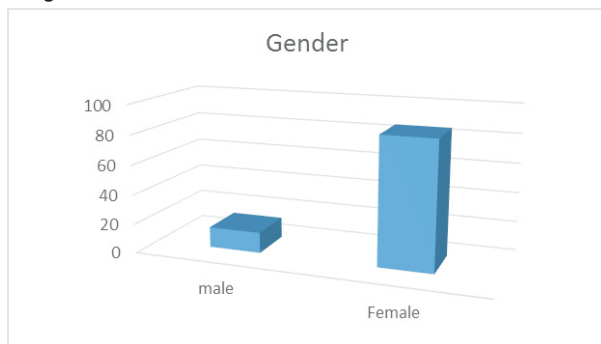


Figure I: Bar Chart showing gender of the respondents
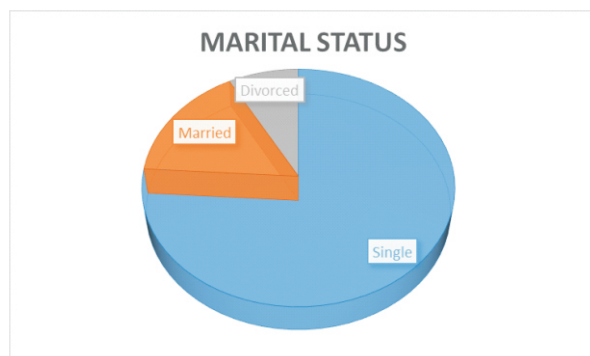


Figure II: Pie Chart showing marital status of the respondents
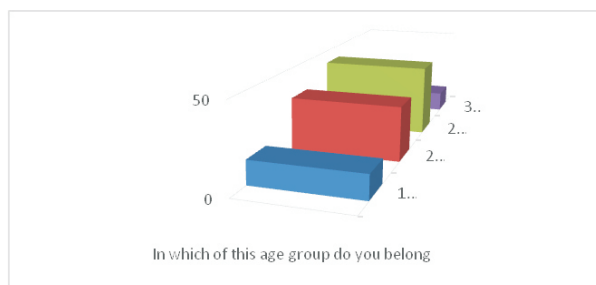


Figure III: Bar Chart showing Age group of the respondents
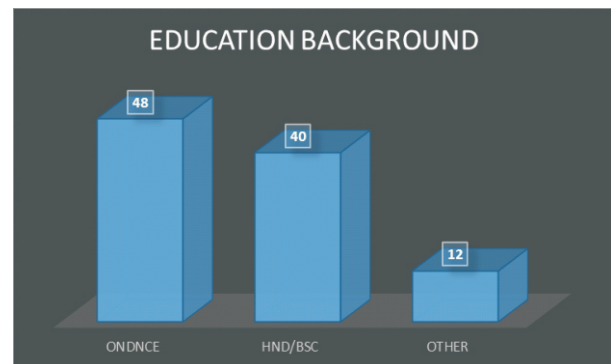


Figure IV: Bar Chart showing educational status of the respondents



Figure V: Bar Chart showing length of training of the respondents
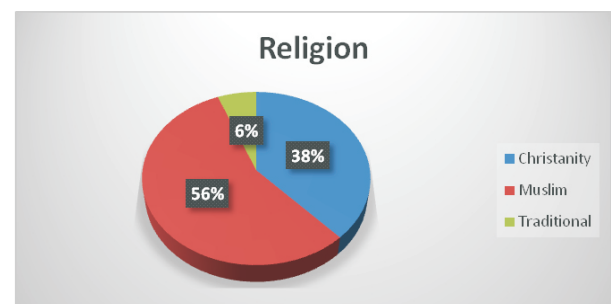


Figure VI: Pie Chart showing Religion of the respondents

Table 2: Frequency and Percentage Distribution of Respondents on Influence Sexual Harassment

| Influence of sexual harassment | | Frequency | Percentage |
|---|---|---|---|
| Indecent dressing | Strongly Disagreed | 2 | 4 |
| | Disagreed | 9 | 18 |
| | Agreed | 22 | 44 |
| | Strongly agreed | 17 | 34 |
| | Total | 50 | 100 |
| Touching a person's hair or body | Strongly Disagreed | 5 | 10 |
| | Disagreed | 8 | 16 |
| | Agreed | 23 | 46 |
| | Strongly agreed | 14 | 28 |
| | Total | 50 | 100 |
| Sexual comment about a person clothing or looks | Strongly Disagreed | 9 | 18 |
| | Disagreed | 9 | 18 |
| | Agreed | 24 | 48 |
| | Strongly agreed | 8 | 16 |
| | Total | 50 | 100 |
| Seductive look and gesture | Strongly Disagreed | 19 | 38 |
| | Disagreed | 8 | 16 |
| | Agreed | 14 | 28 |
| | Strongly agreed | 9 | 18 |
| | Total | 50 | 100 |
| Unwanted sexual teasing , joking or question | Strongly Disagreed | 15 | 30 |
| | Disagreed | 6 | 12 |
| | Agreed | 15 | 30 |
| | Strongly agreed | 14 | 28 |
| | Total | 50 | 100 |
| Others | Strongly Disagreed | 20 | 40 |
| | Disagreed | 5 | 10 |
| | Agreed | 9 | 18 |
| | Strongly agreed | 16 | 32 |
| | Total | 50 | 100 |

Table 2 above reveals the respondents opinion on influence of sexual harassment. Item 1 shows that 44% of the respondents agreed that indecent dressing influence sexual harassment, 34% strongly agreed, 18% disagreed while 4% strongly disagreed that indecent dressing influence sexual harassment. Item 2 on the table shows that touching an employee's hair or body influence sexual harassment, the table revealed that, 46% of the respondents agreed, 28% of the respondents strongly agreed, 16% disagreed while 10% strongly disagreed. Item 3 of the table revealed that 48% of the respondents agreed, 18% strongly disagreed also 18% disagreed while 16% strongly agreed that sexual comment about a person clothing or looks influenced sexual harassment. Item 4 of the table shows that 38% strongly disagreed, 28% agreed, 18% strongly agreed while 16% disagreed that seductive look and gesture influence sexual harassment. Item 5 of the table shows that 30% strongly disagreed, 30% also agreed, 28% strongly agreed while 12% disagreed and that unwanted sexual teasing, joking or question influence sexual harassment.



*Figure VII`:Clustered bar Chart showing response of the respondent*s on the gesture *perceive as sexual harassment*

Table 3: Frequency and Percentage Distribution of Gestures Perceived as SexualHarassment

| Do you think the following influences sexual harassment | | Frequency | Percentage |
|---|---|---|---|
| Inappropriate staring that makes you feel intimated | Strongly Disagreed | 13 | 26 |
| | Disagreed | 8 | 16 |
| | Agreed | 23 | 46 |
| | Strongly agreed | 6 | 12 |
| | Total | 50 | 100 |
| Unwelcome touching, hugging, kissing. | Strongly Disagreed | 4 | 8 |
| | Disagreed | 5 | 10 |
| | Agreed | 15 | 30 |
| | Strongly agreed | 26 | 52 |
| | Total | 50 | 100 |
| Sexual suggestive comments that made you feel offended | Strongly Disagreed | 9 | 18 |
| | Disagreed | 7 | 14 |
| | Agreed | 19 | 38 |
| | Strongly agreed | 15 | 30 |
| | Total | 50 | 100 |
| Sexual jokes that made you feel offended | Strongly Disagreed | 10 | 20 |
| | Disagreed | 10 | 20 |
| | Agreed | 16 | 32 |
| | Strongly agreed | 14 | 28 |
| | Total | 50 | 100 |

From Table 3 above, item 1 shows that 46% of the respondents agreed, 26% strongly disagreed, 16% disagreed while 12% strongly agreed that inappropriate staring intimates them hence influences sexual, Item 2 on the table reveals that, 52% of the respondents strongly agreed, 30% agreed, 10% disagreed while 8% strongly disagreed that gestures perceive as sexual harassment are unwelcome touching, hugging and kissing. Item 3 of the table shows that 38% agreed, 30% strongly, 18% strongly disagreed and 14% disagreed that sexual suggestive comments made them feel offended Item 4 of the table reveals that 32% of the respondents agreed, 28% strongly agreed, 20% disagreed while 20% strongly disagreed that sexual jokes made them feel offended.
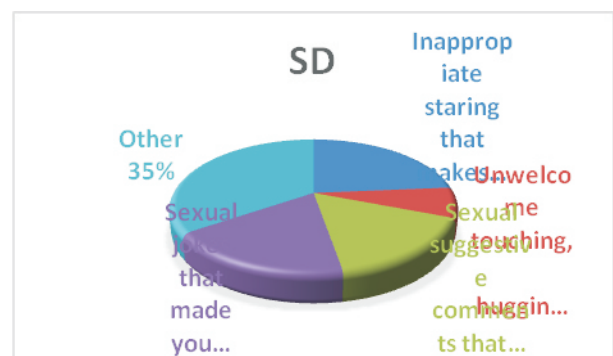


*Figure VIII a: Clustered Pie Chart showing response of the respondents on the gesture perceive as sexual harassment*
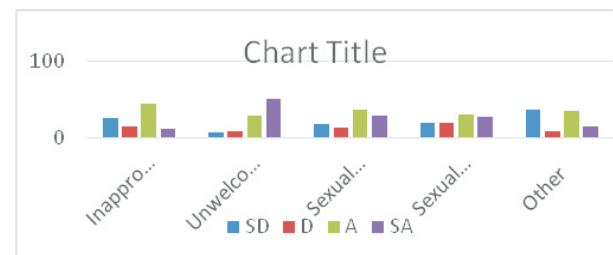


*Figure VIII b`: Clustered bar Chart showing response of the respondent*s on the gesture *perceive as sexual harassment*

Table 4: Frequency and Percentage Analysis of Respondents on The Rate of Occurrence of Gestures Experienced From Guests, Staff and Colleagues.

| How would you rate these gestures if you have experienced | | Frequency | Percentage |
|---|---|---|---|
| Inappropriate staring that makes you feel intimidated | Often | 5 | 10 |
| | Always | 6 | 12 |
| | Sometimes | 22 | 44 |
| | Never | 17 | 34 |
| | Total | 50 | 100 |
| Unwelcome touching, hugging, kissing. | Often | 6 | 12 |
| | Always | 11 | 22 |
| | Sometimes | 14 | 28 |
| | Never | 19 | 38 |
| | Total | 50 | 100 |

| | | | |
|---|---|---|---|
| Sexual suggestive comments that made you feel offended | Often | 11 | 22 |
| | Always | 11 | 22 |
| | Sometimes | 16 | 32 |
| | Never | 12 | 24 |
| | Total | 50 | 100 |
| Sexual jokes that made you feel offended | Often | 16 | 32 |
| | Always | 6 | 12 |
| | Sometimes | 18 | 36 |
| | Never | 10 | 20 |
| | Total | 50 | 100 |
| Others | Often | 11 | 22 |
| | Always | 17 | 34 |
| | Sometimes | 11 | 22 |
| | Never | 11 | 22 |
| | Total | 50 | 100 |

The data in the Table 3 above shows respondents rating on gestures experienced as sexual harassment from guests, staff and their colleagues. Item 1 revealed that 10% of the respondents rated that inappropriate staring, makes them feel intimidated often,12% rated always, 44% rated sometimes while 34% of the respondents rated never. Item 2 on the table depicts that 12% of the respondents rated unwelcome touching, hugging and kissing is often experienced, 22% rated always, 28% rated sometimes while 38% rated was never experienced. item 3 in the Table 3 revealed that 22% rated that sexual suggestive comments that made them feel offended is often experienced, 22% rated always, 32% rated sometimes while 24% rated never experienced. Item 4 shows that 32% of the respondents rated that sexual jokes that made them feel offended is often experienced, 12% rated always, 36% rated sometimes while 20% rated never experienced.
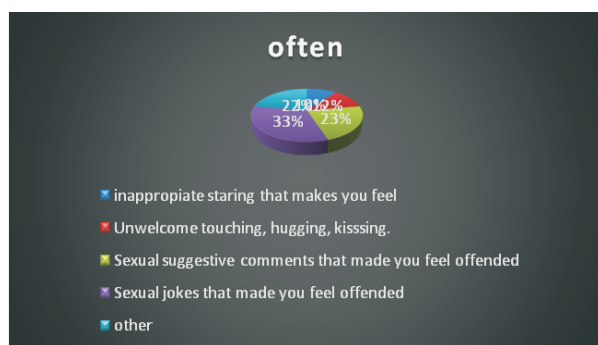


*Figure IX a: Clustered Pie Chart showing response of the respondents on the gesture experience as sexual harassment*
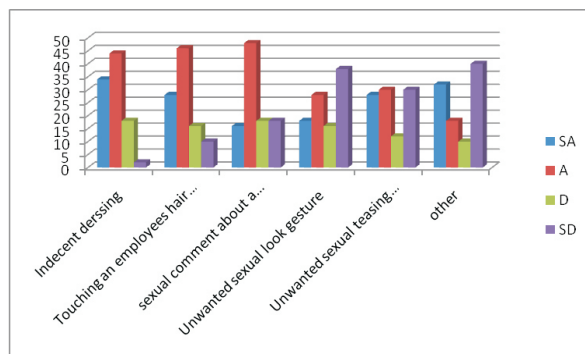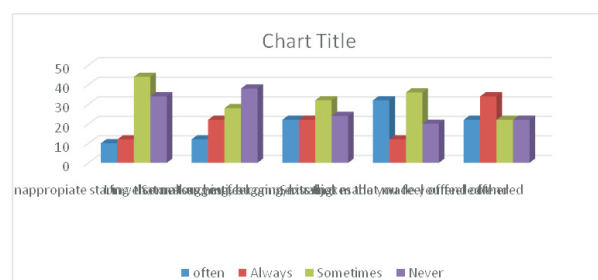


*Figure IX b: Clustered bar Chart showing response of the respondents on the gesture experience as sexual harassment*

Table 5: Frequency and Percentage Analysis of Respondents on Response on Moderating Causes of Sexual Harassment

| Moderating causes of sexual harassment | | Frequency | Percentage |
|---|---|---|---|
| Decent dressing should be encouraged | Strongly Disagreed | 6 | 12 |
| | Disagreed | 10 | 20 |
| | Agreed | 13 | 26 |
| | Strongly agreed | 21 | 42 |
| | Total | 50 | 100 |
| Creating sexual harassment free zone in the hospitality industry | Strongly Disagreed | 3 | 6 |
| | Disagreed | 8 | 16 |
| | Agreed | 19 | 38 |
| | Strongly agreed | 20 | 40 |
| | Total | 50 | 100 |
| Immediate corrective action in any sexual cases that may arise should be taken | Strongly Disagreed | 6 | 12 |
| | Disagreed | 3 | 6 |
| | Agreed | 14 | 28 |
| | Strongly agreed | 27 | 54 |
| | Total | 50 | 100 |
| Harassers should be punished severely | Strongly Disagreed | 4 | 8 |
| | Disagreed | 7 | 14 |
| | Agreed | 7 | 14 |
| | Strongly agreed | 32 | 64 |
| | Total | 50 | 100 |

Item 1 in Table 4 above shows that 12% of the respondents strongly disagreed that decent dressing should be encouraged to moderate causes of sexual harassment, 20% agreed, 26% disagreed while 42% of the respondents strongly agreed. Item 2 on the table shows that 40% of the respondents strongly agreed, 38% agreed, 16% disagreed while 6% strongly disagreed that creating sexual harassment free zone in the hospitality industry is a way of moderating causes of sexual harassment,. Item 3 in the table shows that 54% strongly agreed, 28% agreed, 6% disagreed and 12% strongly disagreed that immediate corrective action in any sexual case that may arise should be taken to moderate causes of sexual harassment. Item 4 the table revealed that 64% of the respondents strongly agreed, 14% agreed, 14% disagreed and 8% strongly disagreed that harassers should be punished severely as a measure for moderating the causes of sexual harassment.
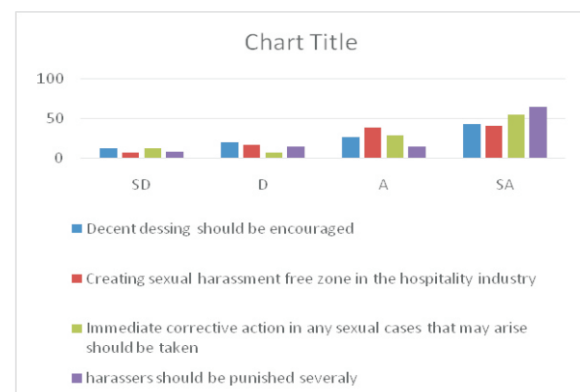


*Figure X a: Clustered bar Chart showing response of the respondents on moderating causes of sexual harassment*

## DISCUSSION

From the results obtained, it was observed that most industrial trainees are females and mostly undergo verbal sexual harassment due to the informal environment of the hotel industry and close contact with co-workers and customer, followed by physical harassment and psychological harassment. According to (Stokes, Norman & Nana, (2010) over 76% of hospitality frontline positions were filled with females making them the primary proportion in the industry. Furthermore, despite the fact that female are often seen as victims of sexual harassment, presence of males are not noticeable most female victims feel in secured and do not know where to go in terms of speaking up. More so, some policies help to prevent sexual harassment in the hospitality industry whereby 42% agreed that decent dressing should be encouraged, 64% strongly agreed that harassers should be punished severely, 54% strongly agreed that immediate corrective action in any sexual case should be taken, 40% strongly agreed that creating sexual harassment free zone in the hospitality industry should be encouraged.

### Hypotheses Testing

$H_o$- factor that influence sexual harassment does not has significant effect of industrial training students in the hospitality industry

$H_i$- factor that influence sexual harassment has significant effect of industrial training students in the hospitality industry

### Chi-Square Tests
Influence of sexual harassment

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 28.238[a] | 12 | .005 |
| Likelihood Ratio | 30.381 | 12 | .002 |
| Linear-by-Linear Association | 12.765 | 1 | .000 |
| N of Valid Cases | 250 | | |

From the Chi-Square test shows that an output of 28.238[a] with p-value 0.005 which less than the alpha 0.05, the result fail to accept the $H_o$ of insignificant, therefore $H_i$ it was accepted and concluded that factor that influence sexual harassment have significant effect of industrial training students in the hospitality industry.

## CONCLUSION

Empirical analysis of the study indicated that the major causes of sexual harassment were most commonly subjected to verbal harassment 50% followed by physical harassment 22% and psychological harassment 17%. Analysis revealed that indecent dressing, unwanted sexual gestures, unwanted sexual teasing, sexual comment about a person clothing or looks are part of sexual harassment.

Due to the informal environment of the hotel industry and close contact with co-workers and customers, this pave way for increased socialization and interaction with their male colleagues; this would probably explain why female employees experience mostly verbal harassment. The attitudes and norms regarding social-sexual behaviour may be somewhat different from that of female employees and trainees in other industries.

### Recommendation

Based on the study carried out, sexual harassment of industrial training students in the hospitality industry can be moderated by:

1. Creation of sexual harassment free zone in the hospitality industry, sexual harassment should be taken serious, industrial training students should be more aware.
2. Decent dressing should be encouraged for the industrial training students in the hospitality industry.
3. Immediate corrective actions in any sexual cases that may arise should be taken. Harassers should be punished severely.
4. Sexual harassment and the way to deal with it during work should be discussed before the assumption of employment.
5. It is necessary to educate female employees in the hotel industry of the difference between sexual harassment, inappropriate social behavour and interaction, what constitutes or comprises verbal sexual harassment and how to deal with the harassment effectively.
6. Women are overwhelmingly the victims of this assault, it is up to all of us to come together to change the culture of pervasive sexual harassment in Nigeria, especially in the workplace.
7. On a practical level, companies have a legal and moral duty to put clear articulated and visible policies in place that show that sexual harassment on any level will not be tolerated. It is not enough to have these policies; they should be regularly reinforced to staff as part of their continuous training.

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# DIGITALISATION OF NIGERIA'S TOURISM AND HOSPITALITY INDUSTRY: THE TRENDS, IMPACTS, OPPORTUNITIES AND CHALLENGES

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## ABSTRACT

*The emergence of the Covid-19 pandemic has undoubtedly altered people's living conditions. Because the virus does not allow for physical gatherings, people in Nigeria and around the world have been forced to work from home, avoid hotels and tourist sites, and hold virtual meetings when necessary. Furthermore, the pandemic highlighted the critical importance of digital communication and transformation in organizations. The hospitality and tourism industry has been transformed as a result of the pandemic and digital technologies. Therefore the purpose of this survey-based research is to examine the trends, impacts, as well as opportunities and challenges of the digitalisation of Nigeria's tourism and hospitality industry. The study used a qualitative approach to examine the trends and impacts, as well as the opportunities and challenges of digitalisation in Nigeria's tourism and hospitality industry, through a literature review, qualitative interviews, and direct observation. The following were identified as trends: Wi-Fi Connectivity, Robot Staff, and Voice Technology. Impacts: Check-in is easy, better communication, boosts employee service and automation of business operations. Opportunities: improved online brand and visibility; expanded international reach; improved quality service; and improved customer/tourist satisfaction and challenges: unwillingness to invest in digital technology, and hyper connectivity. It was thus concluded that digitalization of the tourism and hospitality industry improve the quality of services they rendered. Therefore, the following recommendations were made: adequate investment in digital technology, proper staff training on the usage.*

***Keywords:*** *Digitalisation, hospitality marketing, sustainable tourism, tourism development, tourism transformation*

## INTRODUCTION

Tourism and hospitality are among the World's largest industries, accounting for 10% of global GDP and employment (WEF, 2020). In the 1970s, the hospitality industry was an early adopter of digital technologies and digital platforms that enabled computer reservation systems (CRS), global distribution systems (GDS), and the Internet (Buhalis and Law, 2008). Technology has advanced significantly over time, allowing for more convenient purchases of tourism services at the lowest possible cost. The most significant benefit of Information Communication Technology is access to reliable information, which allows for the creation and sharing of knowledge among large groups of people while also lowering costs and increasing efficiency (Mihajlovi, 2012). Technology has benefited hospitality companies by lowering costs, increasing revenues, making marketing research and database development easier, and improving customer retention (Morrison et al., 1999).

Digitalistion has been identified as one of the major trends that will affect society and business in the short and long term (Tihinen & Kääriäinen, 2016). The impact of digitalistion will be significant; several authors have equated it to the industrial revolution (Degryse, 2016; Tihinen et al., 2016). The term "digitalization" or "technology trends" refers to "the changes associated with the application of digital technology in all aspects of human society. (Stolterman & Fors, 2004).

Digital transformation has been a constant since the dawn of the World Wide Web. However, for the past two decades, it has been a game of traditional hospitality and tourism agencies. Some people still prefer the old way of getting information from the agency, which only provides it to people who come in person. Service is unusually slow and time-

consuming, and there is no guarantee that you will leave with your plane ticket or hotel reservation.

As the digital world emerged, customer behavior began to change which had a significant impact on the hotel and travel industries. People expect a customer-centric experience, from choosing a location with a few clicks to receiving detailed information on the lodgings, such as customer service, available activities, and room characteristics, and so on.

Many people believe that digital transformation is as simple as incorporating new technology into their existing organizations. This is known as digitalization. It is the process of moving your company's operations online. However, digital transformation is a much broader concept. It all comes down to doing things in a new, digital manner.

The recent pandemic COVID-19 has had a significant impact on the tourism and hospitality sectors. There is no doubt that things will never be the same again, and the future of tourism and hospitality will be marked by profound structural change. The cessation of tourism activities has increased the use of digital technologies, and we can expect changes in tourists' use of tourism services and increased use of digital technology in the post-COVID-19 world.

The current research looks into the trends and impacts of new technologies on the tourism and hospitality industries in Nigeria. It contributes in several ways. First, it describes the technologies that are reshaping the tourism and hospitality industries; second, it investigates the technological challenges in the tourism and hospitality industries.

The aim of this study is to identify the trends, impacts as well as the opportunities and challenges of digitalization of the Nigeria's tourism and hospitality industry. Specifically the objective of this research is to determine the;

I. Trends in digitalization of Nigeria's tourism and hospitality industry.

ii. Impacts of digitalization of Nigeria's tourism and hospitality industry.

iii. Opportunities in digitalization of Nigeria's tourism and hospitality industry.

iv. Challenges of digitalization of Nigeria's tourism and hospitality industry.

## LITERATURE REVIEW
### Concepts definition
### Tourism

Tourism is a social, cultural, and economic phenomenon that involves people traveling to countries or places outside their usual environment for personal or business/professional reasons. These people are known as visitors (they can be tourists or excursionists; residents or non-residents), and tourism is concerned with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008).

We can see from the above explanation of tourism that tourism is more than just the movement of people for a variety of reasons, whether "business or pleasure," but the overall accumulation of activities, services, and involved sectors that comprise the unique tourist experience. Tourism is an umbrella term for all of the activities and industries that contribute to the tourist experience.

We have all participated in tourism-related activities at some point. It could be a day trip to a museum or monument in our own city, a vacation to a foreign country, or a visit to family and friends who live in another city. You must have noticed that many people are involved in providing services such as the tour guide, souvenir sellers, travel agent, transporter, ushers, and so on during any of these tourism activities.

The tourism industry has evolved and changed over time, owing to its interdependence with other industries, including food and beverage, lodging, attraction management, surface transportation, aviation, water transportation, telecommunication, travel facilitators, manufacturers of handicraft and souvenirs designed for visitors, and related outlets, among others.

### Hospitality

According to Westcott and Wendy (2021), hospitality can be defined as "the business of making people feel welcome, relaxed, and enjoy themselves." Simply put, the hospitality industry is the combination of the accommodation and food and beverage groups, which make up the industry's largest segment. Wendy and Westcott, 2021

According to Hogan (2008), hospitality also entails serving others while demonstrating uniqueness, consistency, excellence, and quality. It should also imply providing value profitably at any price level while demonstrating your own distinct points of

differentiation. Most importantly, hospitality should be a "place" where people can still be exceptional individuals and express their unique personalities and styles.

The hospitality industry is a subset of the larger travel and tourism industry, which provides travelers with necessary or desirable goods and services. The hospitality and tourism industries are the world's largest and most rapidly growing (Walker, 2010).

## Digitalistion of Tourism and Hospitality industry

Digitalistion can be defined as the use of digital technologies to develop, manage, and grow a business, which includes, in addition to selling goods and services via a virtual platform, the collection and interpretation of big data, which can aid in the development of new activities or the modification of existing ones. Digitalistion is one of the most significant changes in our fast-changing world. Digital developments and technological discoveries and inventions are growth engines that are visible everywhere, notably in manufacturing, Information Communication and Technology, and other service industries. Given that tourism is founded on the collaboration of a unique mix of products and services, the potential advantages of the digital age in the sector are self-evident.

Therefore, digitalistion of hospitality industry refers to a variety of Information Technology (IT) e-commerce, and other similar technology solutions used in the hospitality industry. This technology is typically used to either make the lives of a company's employees easier or to improve the overall experience of hospitality customers. This can be accomplished in a number of ways. For example, hospitality technology could help to increase automation and reduce staff workload. Similarly, it could be intended to speed up processes, potentially saving money as well as time. Alternatively, it may assist customers at various stages of the customer journey. While digitistion of tourism industry is the use of technology and e-commerce solutions in tourism, travel, and hospitality with the goal of automating travel, saving time, lowering costs, and providing consumers with an effortless travel experience before, during, and after a trip.

## The Evolution of Digitalization in the Tourism and Hospitality Industry

The rapid growth of information technology innovations over the last decade, dubbed the "Digital Revolution," has completely altered the way tourism and hospitality businesses operate. Hospitality and tourism were among the first industries to embrace digitalization, with airlines selling plane tickets and hotels accepting online reservations. (Acorn Tourism Consulting Limited 2022). Online hotel room reservations and online travel agents are two common examples of digitalization in the hospitality and tourism industries.

Online Tour Agents (OTAs) are technologically advanced e-commerce platforms that have captured an estimated 40% of the total global travel market. (Acorn Tourism Consulting Limited 2022). The largest OTAs are aggregator websites such as Booking.com and Expedia, which provide price comparisons and booking capabilities across a variety of suppliers. Another area of growth is OTAs that specialize in selling trips, tours, and experiences, such as Viator, a Tripadvisor company, and Get Your Guide.

Consumer demand for digital services in the tourism sector has also increased rapidly. It is estimated that more than 90% of travelers now research their vacations online. Searching online using a mobile device is becoming more common, particularly among younger consumers aged 18 to 34, who are twice as likely as travellers aged 35 and up to discover travel destinations via mobile, (Acorn Tourism Consulting Limited 2022)

They also consult tour operators, destination websites, travel blogs, influencer websites, social media, and travel media. Bookings by mobile device are increasing as mobile-friendly websites become more common, and in 2018, prior to the pandemic, Holiday Hypermarket (part of TUI) reported a 15% to 20% increase in mobile bookings in the first quarter of the year.

The need to coordinate various tourist activity actors (tour operators, service providers, tourist product consumers) led to the inclusion of IT technologies in the tourism sector. The transition to the digital economy has hastened the transformation of the tourism industry, which is shifting from a traditional approach to transaction processing to a new business model (e-business). A number of e-business models have emerged, including electronic booking platforms for various information intermediaries, electronic platforms that integrate various businesses in the tourism industry, and a virtual community model, which is an Internet platform for communicating tourists. (Acorn Tourism Consulting Limited 2022)

## RESEARCH METHODS
### Area of study
The area of the study is Lafia, **Lafia** is a town in North Central Nigeria. It is the capital city of Nasarawa State and has a population of 330,712 inhabitants according to the 2006 census results. Lafia is a collecting point for sesame seeds and soybeans and is a trading centre for yams, sorghum, millet, and cotton. Besides farming, cotton weaving and dyeing are traditionally important activities of the town's permanent inhabitants—members of the Arago, Tiv, and Kanuri peoples—while Fulani herdsmen bring their cattle to graze in the vicinity during the dry season. Tin and columbite are mined nearby, and there is a deposit of coal southeast of the town. Lafia is situated on the trunk railway from Port Harcourt and on the main highway between Makurdi and Jos. (Wikipedia, 2019)

### Research design
This study used a qualitative research design method to examine the trends, impacts as well as the opportunities and challenges of digitalization of Nigeria's tourism and hospitality industry. The method used in qualitative research design varies; direct observations, participant observation, qualitative interviews are all examples of methodologies that may be taken into account during qualitative research design. Direct observation is a method of research where the researcher watches and records the activities of individuals or groups engaged in their daily activities. The observations may be unstructured or structured. Unstructured observations involve the researcher observing people and events and recording his/her observations as field notes. Observations are recorded holistically and without the aid of a predetermined guide or protocol. Structured observation, on the other hand, is a technique where a researcher observes people and events using a guide or set protocol that has been developed ahead of time. While qualitative interviews are a type of field research method that elicits information and data by directly asking questions of individuals. Participant observation is a field research method whereby the researcher develops an understanding of a group or setting by taking part in the everyday routines and rituals alongside its members. (Childcare and early education connection, 2012)

And even though the various qualitative methodologies differ, there are some similarities among them. The goal of any qualitative research is to gain a richly detailed understanding of a specific topic, issue, or meaning based on firsthand experience. This is accomplished by using a small but focused sample base because collecting data can be time consuming; qualitative data is concerned with depth rather than quantity of findings. A qualitative research design is concerned with determining the whys and hows of the phenomenon under consideration.( Inyang, O.E, Bawa, P.T., Gagbanyi C.T. & Aminu, A.K2021).

### Population of the study
The population for this study comprised of all the Hotel Staff, Tour Operators, Travel Agents and Tourists/Guests of some selected hotels, travel agencies and tourist destinations in Lafia

### Data collection and analysis
The research used both primary and secondary data. Primary data comprised of field based data reflecting on issues raised in the research objectives. Direct observation was used to collect primary data. Direct observation is a method of research where the researcher watches and records the activities of individuals or groups engaged in their daily activities. The observations may be unstructured or structured. Unstructured observations involve the researcher observing people and events and recording his/her observations as field notes. Observations are recorded holistically and without the aid of a predetermined guide or protocol. Structured observation, on the other hand, is a technique where a researcher observes people and events using a guide or set protocol that has been developed ahead of time.

The data was obtained from tourism sites, catering and accommodation facilities, Ministry of Tourism. Secondary data was drawn from publications and official documents.

## RESULT AND DISCUSSION
The following findings were made:
The 15 trending digitalisation softwares used in the tourism and hospitality industry were identified and discussed in table 1:

| S/N | SOFTWARES | DISCRIPTION |
|---|---|---|
| 1. | Beyonk | Beyonk offers a full online booking system as well as a marketing engine to help destinations and tourists share the best experiences. |
| 2 | Xola | Xola is the only tour and activity business booking, sales, and marketing platform. With real-time availability, you can manage bookings from anywhere. In just a few clicks, you can sell on the world's largest marketplaces. Increase your online revenue by using o ur powerful abandoned booking remarketing features, and track your marketing success in Google Analytics. |
| 3 | Checkfront | Checkfront is a booking management platform that thousands of tour operators around the world rely on. By providing live inventory mana gement, dynamic pricing, customer notifications, and channel distribution, our platform enables businesses to sell tours and activities on any website. Checkfront makes it simple to grow your business by automating administration and centraliz ing all of yo ur business tools. |

| 4 | Monkport Technologies' Hotel Management Software | This Monkport software includes a host of features geared toward automating hotel management. It can be installed from the cloud or on Windows, Android, and iOS devices, as well as SaaS platforms. It is commonly used to manage reservations, front-desk operations, guest experience, and employee management. |
|---|---|---|
| 5 | FareHarbor | FareHarbor provides industry-leading online tour, activity, and attraction booking solutions. FareHarbor simplifies operations for 16,000+ businesses worldwide through one intuitive Dashboard, where you'll find all of the tools you need to manage your day-to-day. Collect customer information, sign digital waivers, and accept payment securely using any device. |
| 6 | Maestro PMS | Maestro provides a variety of cloud-based solutions for tourism and hospitality businesses, including front desk, hotel reservations, POS, and event management. It combines efficient property management into a single tool and allows you to install on Windows-based systems or run directly from the cloud. |
| 7 | Technoheaven TMS | Tour Operator Software is tour operator-specific travel software that manages packages, itineraries, and automates inventory, bookings, and payment for complete back office, accounting, reports, and customer relationship management to increase bookings and revenue. It combines efficient software solution with excellent functionalities for creating an outstanding customer experience. |
| 8 | Front desk eZee | This eZee Technosys creation is used by many hotels for hotel reservations, rate management, revenue maximization, and event management. In fact, EZee Frontdesk is one of the fastest growing property management softwares. Furthermore, it enables the linking of smart devices such as tablets and smartphones, increasing its versatility. |
| 9 | Regiondo | Regiondo is the leading booking software in tourism industry. It assists tour, activity, and attraction providers in selling tickets online, managing bookings, connecting with leading online travel agencies, and growing their business more quickly. Regiondo offers a scalable digital infrastructure that includes tools for online payments, ticket scanning, sales reports, onsite bookings, channel management, and marketing. |

Source: Field Survey. (2022)

## The 5 Impacts of Digitalization on Nigeria's Tourism and Hospitality Industry were identified and discussed in table 2

| S/N | IMPACTS | DETAIL EXPLANATION |
|---|---|---|
| 1 | Check-in is easy. | Checking in, whether at airports or hotels, has greatly improved, thanks to technological advancements. People like the idea of being able to check in without having to deal with a crowd. Digital platforms are now available in airports, restaurants, and even hotels, allowing people to use their services in an easy and contactless manner. These systems' convenience makes it much easier for them to enjoy themselves. |
| 2 | Better communication | This holds true for both employees and customers. Technology has improved communication between members of these two industries and their customers. Information is more easily accessible and transferred between them, which often reduces or eliminates the possibility of mistakes and errors in customer service. |
| 3 | Automation of business operation | More companies are turning to automation to improve production and service delivery with little to no human involvement. Everything in the tourism and hospitality industries can and is automated, including organization, coordination, and communication. Customers can contact hotels or travel agencies at any time of day or night, and someone will always be available to meet their needs. Self-service systems are widely available and simple to use. Reservations can be made without involving a human. This has reduced business costs and labor while improving customer service. |
| 4 | Travel and hotel technology advancements. | The goal of improving travel and hotel accommodations is to attract customers who will use these services. Technology has made this even more feasible. Travelers can expect safer, more reliable, and more comfortable transportation from their service providers. Guests in hotels want to stay connected to the outside world. These are taken care of by strong and dependable WiFi. Guests can work from the comfort of their rooms by connecting to the internet. If they prefer not to go down to the game rooms that hotels typically provide, they can relax in their rooms, enjoying hi-tech amenities, streaming their favorite shows, and playing online casino games on sites like Novibet. A cleaning system also ensures that the guests feel safe in terms of health, which is especially important during this pandemic. It all adds up to a rich and relaxing experience. |
| 5 | Boosts employee services. | Technology has also had an impact on how employees in the tourism and hospitality industries perform their jobs. Certain tasks, such as laundry, cleaning, and even cooking, can be performed by employees using automated systems. Automatically saved customer information enables them to cater to specific customers' needs, ensuring that they receive the best and most satisfactory services. |

Source: Field Survey, (2022)

## The 10 digitalization trends in the tourism and hospitality industry were identified and discussed in table 3

| | Connectivity | Internet-addicted people want to stay connected, whether it's to get travel destination ideas, sightseeing or dining options, directions to points of interest, or to share their experiences with friends via social media or other connecting platforms. As a result, investing in network services enables organizations to provide a more seamless and personalized experience to customers, increase operational efficiencies, make real-time decisions, strengthen physical security (via CCTV) and cybersecurity, and protect data. |
|---|---|---|
| 2 | Wearable Devices | Despite a slow start, tourism and hospitality businesses are gradually adopting this technology in order to provide customers with a more personalized and connected experience. The Walt Disney Company, for example, has implemented a customizable, RFID-enabled wearable MagicBand that connects to theme park infrastructure to reduce wait times and track guest locations and activities. |
| 3 | Robot Staff | Some travelers may find it unsettling to be served by a robot, whereas others may appreciate the opportunity to avoid interacting with humans while staying at a hotel. More and more hotels are incorporating robots into their operations, whether it's to help automate check-in and check-out, carry luggage and act as concierges, or provide room service. |
| 4 | Augmented and Virtual Reality (AR and VR) | The popularity of AR or VR among travel and tourism companies has grown in recent years, and this trend is expected to continue. These technologies are used for content marketing or to improve the experiences of customers. Airlines, for example, have begun to use virtual reality technology to show passengers the cabins ahead of time in order to increase ticket or ancillary service sales. |

| 5 | Distinctive brand experiences | Many hotels are now beginning to clearly distinguish their brand by doing something different with the way their property is designed, laid out, or outfitted. Travelers are increasingly looking for cool, experiential hotel stays, so anything a hotel can do to provide an aesthetic factor will benefit them. |
|---|---|---|
| 6 | Voice technology | As more customers switch from typed search to voice interactions, voice technology is another digital development that is beginning to impact the tourism and hospitality industries. Voice-controlled devices are becoming more popular in hotels. |
| 7 | Smart Hotel technology | Guests are fascinated by the incorporation of the Internet of Things (IoT) into a property. It provides them with a high degree of convenience, efficiency, and luxury. As people begin to incorporate this technology into their own homes, the demand for it in hotels grows. |
| 8 | Virtual Reality and Augmented Reality | These technologies are no longer considered niche markets. They are already extremely popular in gaming and entertainment, as well as attractions, and can be quite useful to hotel customers. Virtual reality replaces the real world with visual and audio input, whereas augmented reality overlays virtual elements on top of the real world. Customers who want to try before they buy can take virtual tours of your property and even parts of the destination. A hotel could use AR to provide information to guests via an interactive map. |
| 9 | Smart room keys | Hotels will increasingly install smart room access systems that allow guests to unlock their doors by simply swiping their phones across a keyless pad on the door. This technology eliminates the need for guests to pick up keys and eliminates the need for front-desk staff to issue new keys in the event that a guest loses their room key. Fingerprint-activated room entry systems and retina scanning devices are another innovative way to provide a keyless experience. |
| 10 | Converged LANs to support | Converged local area networks (LANs) will also assist hotels in creating more intelligent buildings. Lighting, refrigeration, air conditioning, and heating can all be controlled by computer-based building services. Converged LANs can be configured to provide a smarter, more personal experience in addition to lowering energy consumption. If a guest is known to |

Source: Field Survey, (2022)

## The 8 opportunities in digitalistion of Nigeria's tourism and Hospitality industry were identify and highlighted in table 4

| S/N | Opportunities |
|---|---|
| 1. | With digitalization, Small and Medium Enterprises SMEs and destinations can enter new markets and create new travel products and services. |
| 2. | You can target and reach the ideal customer for your product in this highly competitive environment. |
| 3. | The consumer expends the least amount of effort in searching for a tourist product |
| 4. | You can obtain consulting services online, |
| 5. | You can evaluate and select a tourist destination, |
| 6. | It can reduce the cost of using tourist services |
| 7. | It enhances online brand and visibility |
| 8. | It aid in acquisition of new customers |

Source: (Barashok1 , Rudenko , Shumakova and Orlovskaia, (2021)

## The 4 Challenges of digitalization of tourism and Hospitality industry in Nigeria were identified and discussed in table 5

| | |
|---|---|
| Unwillingness to invest in digital technology | This reluctance to invest in digital technology stems from a failure to recognize that we are serving travel customers who are preoccupied with technology and demand that a hotel's technological experience be as good as their own. Streaming media hubs, voice assistants, messaging capabilities , mobile-first property websites, personalization technology, and one-to-one pricing and marketing applications are just a few examples of the guest-facing digital technology applications and devices that should be the focus of hospitality technology in this digital age. It goes far beyond the flat-screen TV or the property. |
| Technology will be a critical factor in transforming the sector. | We need to reconsider and make it clear that the user is in control at this point. As businesspeople, we must not only adapt, but also anticipate our customers' needs. Large traditional companies in the industry must contribute to this digital development with experience, solid and intelligent resources from technology companies, and new ideas from startups for greater dynamics and flexibility. All of these are important factors in adjusting to change. |
| Hyperconnectivity | Hyperconnectivity is a major challenge. Employees, rooms, reception, destinations, and so on all need to be linked. When staying at a hotel or destination, customers provide a vast amount of information that can be both overwhelming and overwhelming. We must recognize the importance of recording, analyzing, and applying this data correctly. Knowing how to use big data is critical for making information available and developing a tailored, personalized offer that adds real value to the customer. Another premise of new technology is to make life easier by reducing the time spent on processes and procedures and creating a seamless experience. Hotels of the future will eliminate administrative processes such as traditional check-in and invest in more customer-friendly models such as facial recognition. |
| Technology and data fragmentation | Another huge challenge and obstruction to progress that the tourism and hospitality industry is currently facing is technology and data fragmentation. Guest data is spread across multiple "data islands" that do not communicate with one another: property management system (PMS), customer relationship management (CRM), central reservation system (CRS), and Business intelligence (BI). Few tourism and hospitality companies can boast a single view of customer data with live data feeds from ALL traveler contact points. |

Source: Field Survey (2022)

## Conclusion

This paper examined the trends, the impact of digitalization Nigeria's tourism and hospitality industries, as well as the opportunities and challenges.

Using a qualitative analysis, we investigated the effects of technologies on this sector and how they can assist in resolving the challenges that the tourism and hospitality sectors face. Digitalization reduced the cost of travel, particularly flying, as well as the costs of hotels, travel agencies, and tour operators. They also enabled tourists to search for information and book online, eliminating the need to visit a travel agency. The most recent technologies are providing solutions to problems associated with mass tourism, as well as enabling tailored experiences and sustainability. As a result, their implementation and use benefit both consumers and businesses while also changing the market in the tourism and hospitality industries.

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# ENVIRONMENTAL AWARENESS, BEHAVIOUR, AND PURCHASING INTENTION OF GREEN PRODUCTS AND SERVICES IN HOTELS OF LAGOS AND EKITI STATES, NIGERIA

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## ABSTRACT

*This study examined environmental awareness, behaviour, and purchasing intention of green products and services in hotels of Lagos and Ekiti States, Nigeria. The study aimed to, determine the environmental awareness of customers in the selected hotels, assess the behaviour of customers towards environmentally friendly products in the selected hotels and determine customers' purchasing intention of green products and services in the selected hotels. The population for the study was customers to the selected hotels. A total of 200 respondents were selected for the administration of a well-structured questionnaire using convenience sampling method. Data were presented descriptively while hypotheses were tested using T-test, correlation and Chi-square analyses. Majority of the customers were aware of environmental issues (81.5%) and they were aware of some environmental practices in the hotels. "When there is a choice, I always choose that product which contributes to the least amount of pollution" (Mean= 3.96) was a major behaviour reported by the customers. Furthermore, there is a significant difference in environmental behaviour between ecotourism based hotels and non-ecotourism based hotels ($p<0.05$). There is significant relationship between customers' purchasing intention of green products and services and their awareness of the severity of environmental problems ($p<0.01$), hotel status ($p<0.01$), and membership of environmental related NGOs ($p<0.05$). Therefore, hotel service providers should continue to create more strategies to further implement environmentally friendly practices for sustainability purpose.*

**Keywords:** *Customer satisfaction, environmental awareness, green hotels, pollution, sustainability*

## INTRODUCTION

Tourism and hospitality industry are unarguably part of the industries contributing significantly to the conspicuous change in climate all over the world (UNWTO, 2018). The increased rate of growth in the economy as well as improved global consumption rate in the past few years has resulted in excessive use of natural resources which have thus caused destruction of the environment (Jaiswal and Kant, 2018). In marketing, stakeholders have now come to the realization that their production and consumption behaviour regarding products and services have huge effect on the environment (Wang *et al*., 2018). Due to this increased knowledge of the destruction of the environment, customers are now more conscious of the environment and are making concerted efforts to join green programs and show

their willingness to engage in purchase and consumption of green products and services (Wang *et al*., 2020).

The frequent operations embedded in the hospitality industry especially hotels require a substantial amount of energy and resources explaining the reason for the hotels' high consumption of energy (Ban and Ramsaran, 2017). The energy consumption on the average of hotels has been revealed to amount to around five to seven percentage of total energy consumption implying that the hotel industry is a great contributor to energy consumption worldwide (Pieri and Santamouris, 2015). Hence, the reduced carbon strategy in hotels is a great improvement and solution for energy saving as well as sustainable development (Han *et al*., 2017). Hotels have also continued to engage in

green practices by their involvement in environmentally friendly practices through the use of energy, water, raw materials more efficiently while also ensuring the satisfaction of the customers through provision of services that are up to standard (Gao *et al.*, 2016).

Utilization of environmentally friendly products and services has become an increasingly important topic of interest in marketing and research over the past few years because of the surge in environmental challenges worldwide involving issues such as global warming, climate change, environmental pollution as well as degradation of the environment (Verma and Chandra, 2018). Possible solutions to these rising environmental challenges might involve the transformation of customers' behaviour in a way that promotes environmental sustainability (Han, 2020). This indicates that customers need to change their consumption behaviour to a more environmentally friendly behaviour so as to suit the requirement of a safe and healthy way of life for this current generation as well as generations to come (Ramkissoon, 2022a). This increasing awareness and promotion of environmentally friendly practices is very important for environmental sustainability worldwide and it is not limited to some sectors or industries but an issue of concern for all sectors including the hospitality industry (Hasan *et al.*, 2019).

There is a growing importance regarding the purchase and consumption of green products and services as some studies have proven that consumption of green products and services exists (Sachdeva *et al.*, 2015). Several studies have also investigated the impacts of environmental knowledge on the customers' environmental behaviours revealing whether the fact that customers are aware or knowledgeable about green products and services can substantially affect their behavior towards environmentally friendly practices (Azizi *et al.*, 2015). Other studies have validated that customers' inability to know about environmentally friendly products and services could influence their behavior towards the products and services which would thereafter affect customers' patronage of the products (Ghisetti *et al.*, 2015; Pinget *et al.*, 2015). Nacipucha *et al.* (2017) further posited that there is paucity of information on means to create environmental knowledge and imbibe this developed knowledge in customers in order to encourage purchase of green products and services. All these researches have proven the importance of green products and services. However, there is dearth of

information on environmental awareness, behaviour, and purchasing intention of green products and services in hotels.

Thus, the objectives of this study are to describe the socio-demographic characteristics of the respondents, examine the environmental awareness of customers, their awareness of severity of environmental problems, their behaviour towards green products and services as well as their purchasing intention of green products and services in hotels. The study hypothesized that 1) there is no significant difference in customers' awareness of severity of environmental problems, behaviours, and purchasing intention of green products and services between ecotourism hotels and non-ecotourism hotels, and 2) there is no significant relationship between the socio-demographic characteristics of customers, awareness of the severity of environmental problems, environmental behaviour, and purchasing intention of green products and services.

## METHODOLOGY

### Study Area

This research was carried out in Lagos and Ekiti States. Lagos State is approximately on longitude 2°42' E and 3°42' E and latitude 6°22' N and 6°52' N (Badmos *et al.*, 2020). Ekiti State is approximately located on longitude 4°54'E and 5°47'E and latitude 7°16' N and 8°04' N (Ajiboye *et al.*, 2018).

### Data Collection and Analysis

The study was conducted from January to August 2021. The study's population was the customers in the selected hotels in Lagos and Ekiti States at the time of this study. The hotels and respondents were selected based on their willingness to participate in the study, thus a convenience sampling method was used. A convenience sampling method was used to select the respondents because of the difficulty in accessing records on the numbers of customers (a well-defined population) that used the hotels in the previous years (2020). In total, eight (8) hotels comprising five (5) from Lagos and three (3) from Ekiti States were chosen for the study respectively. The Hotels selected in Lagos State were Eko Hotels and Suites, Radisson Blu Hotel, Sheraton Hotel, Lacampagne Tropicana, and Atican Beach Resort and Hotel while Ikogosi Warm Spring Resort, Midas Hotel, and Delight Hotel and Suites were selected from Ekiti State. In addition, the hotels were classified into ecotourism or nature based hotels (Lacampgne

Tropicana, Artican Beach, and Ikogosi warm Spring Resort) and non-ecotourism based hotels (Eko Hotel and Suites, Radisson Blu Hotel, Sheraton Hotel, Midas Hotel, and Delight Hotel and Suites). The total number of hotels customers that were willing to participate in the study was 200.

The study employed well-structured questionnaire to obtain data from hotel customers. The questionnaire covered the respondents' socio-demographic characteristics, their awareness of the severity of environmental problems, their behaviour towards environmentally friendly products and services at the hotels as well as their purchase intention towards green products and services.

The questionnaire for this study was pretested in hotels not involved in the main study. The questionnaires were then retrieved and subjected to reliability test using Cronbach alpha coefficient.

The Cronbach Alpha for awareness of severity of environmental problems is 0.80, the Cronbach Alpha for behaviour is 0.90, the Cronbach Alpha for purchase intention is 0.80 (Table 1). Data obtained in this study were analyzed through the use of Statistical Package for Social Sciences (SPSS 23). The results were presented descriptively and inferentially. Descriptive statistics involved the use of charts, tables, percentages, means and standard deviations. Inferential statistics such as T-test, correlation and Chi-Square were used to test the hypotheses.

Table 1: Reliability of instruments

| Variables | No of items | Cronbach alpha coefficient |
|---|---|---|
| Awareness of severity of environmental problems | 8 | 0.80 |
| Behaviour | 15 | 0.90 |
| Purchase intention | 9 | 0.80 |

## RESULTS
### Socio-demographic characteristics of Customers

Table 2 shows the socio-demographic characteristics of customers at the destinations. Majority of the customers were males (50.5%), within the age range of 25-54 years (65%). Also, highest percentage of the customers were businessmen (42.5%) and had tertiary education (78%). The frequency of stay of the customers revealed that majority of them were 1-2 times customers (38%) and had visited mostly for business purpose (43%). Furthermore, majority of the customers were earning between 30,000 and 60,000 naira monthly (25%) and were not members of NGOs (82.5%).

Table 2: Socio-demographic characteristics of customers

| Variables | Frequency (N=200) | Percentage (%) |
|---|---|---|
| **Gender** | | |
| Male | 101 | 50.5 |
| Female | 99 | 49.5 |
| **Age (years)** | | |
| 18-24 | 36 | 18.0 |
| 25-54 | 130 | 65.0 |
| 55-64 | 29 | 14.5 |
| Above 65 | 5 | 2.5 |
| **Occupation** | | |
| Civil servant | 43 | 21.5 |
| Businessman | 85 | 42.5 |
| Private sector | 72 | 36.0 |
| **Education** | | |
| Primary | 6 | 3.0 |
| Secondary | 38 | 19.0 |
| Tertiary | 156 | 78.0 |
| **Frequency of Stay** | | |
| 1-2 times | 76 | 38.0 |
| 3-5 times | 57 | 28.5 |
| 6-8 times | 55 | 27.5 |
| 9 and above times | 12 | 6.0 |
| **Purpose of Stay** | | |
| Leisure | 70 | 35.0 |
| Business | 86 | 43.0 |
| Others | 44 | 22.0 |
| **Monthly income (?)** | | |
| Less than 30,000 | 25 | 12.5 |
| 30,000-60,000 | 50 | 25.0 |
| 61,000-90,000 | 44 | 22.0 |
| 91,000-120,000 | 24 | 12.0 |
| 121,000-150,000 | 15 | 7.5 |
| 151,000 and above | 42 | 21.0 |
| **Membership of NGO** | | |
| Yes | 35 | 17.5 |
| No | 165 | 82.5 |

### Awareness of Severity of Environmental Problems

Figure 1 reveals that majority of the customers were aware of global environmental problems (81.5%) while 18.5% were not.
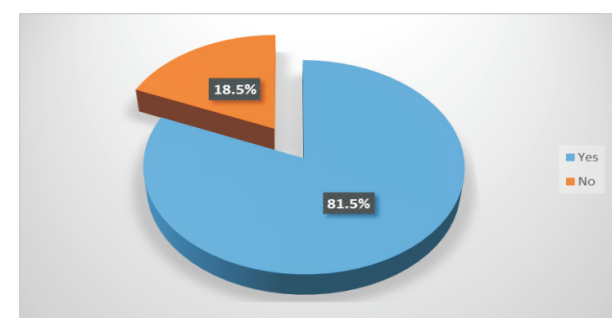


Figure 1: Awareness of global environmental problems

Table 3 reveals the awareness of severity of environmental problems as reported in their mean values. The mean value ranged from 3.76 to 3.31. Water pollution had the highest mean value of 3.76 followed by deforestation and water shortage with mean values of 3.70. Increased greenhouse gases in the atmosphere had the lowest mean value of 3.31

Table 3: Awareness of the severity of environmental problems by the respondents

| Environmental problems | Mean | St. Dev |
|---|---|---|
| Water shortage | 3.70 | 1.056 |
| Extinction of plants and animals | 3.63 | 1.196 |
| Increased greenhouse gases in the atmosphere | 3.31 | 1.033 |
| Air pollution | 3.66 | 1.101 |
| Ozone depletion | 3.66 | 1.250 |
| Deforestation | 3.70 | 1.285 |
| Water pollution | 3.76 | 1.072 |
| Lack of proper waste management | 3.51 | 1.228 |

As reveals in Figure 2, the customers' awareness level indicated that majority of them were moderately aware of environmental problems (51%), 28% were extremely aware, 11.5% were slightly aware while 9.5% were somewhat aware.
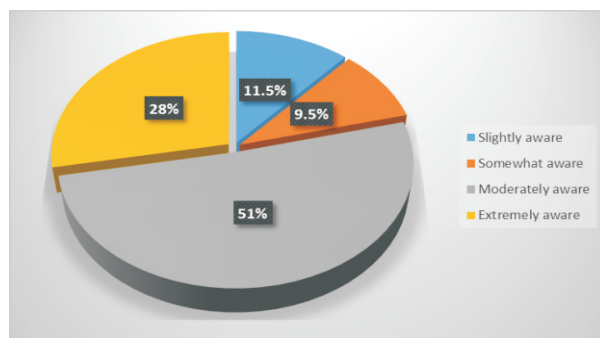


Figure 2: Awareness level of the severity of environmental problems among the hotels customers

Figure 3 reveals that the customers became aware of these environmental problems mostly through social media (34.5%), television or radio (31.5%), school curriculum (17.5%) and print media (16.5%).
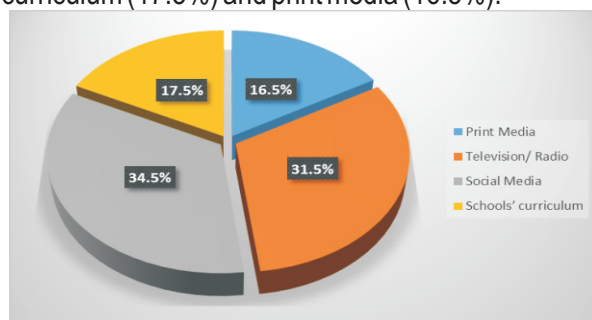


Figure 3: Source of awareness of environmental problems among the hotels customers

Table 4 reveals the customers' knowledge of environmental friendly practices in the sampled hotels. Majority of the customers observed that the destinations engage in waste management practices (63%), use of energy saving bulbs (71.5%), use of water conservation measures (57%), Waste recycling (52.5%), environmentally friendly cleaning agents (62%), low energy lamps (52%), dual flush toilets (66.5%), the use of recycle bin (61.5%), and reduced use of insecticides (53%). However, lower percentages observed the use of green cover and tree planting on hotel premises (48.0%), environmentally friendly room supplies (42.5%), green banqueting (29.5%), reduction of fuel consumption (29.0%), automatic shutdown timer (20.5%), low energy air conditioner (22.5%), rain water harvesting system (20.5%), composting (14.5%), and low flow shower heads (23.0%).

Table 4: Customers' knowledge of environmentally friendly practices in the hotels

| Environmental friendly practices | Frequency (N=200) | Percentage (%) |
|---|---|---|
| Waste management | 126 | 63.0 |
| Green cover and tree planting on hotel premises | 96 | 48.0 |
| Environmentally friendly room supplies | 85 | 42.5 |
| Green banqueting | 59 | 29.5 |
| Reduction of fuel consumption | 58 | 29.0 |
| Automatic shutdown timer | 41 | 20.5 |
| Low energy air conditioner | 45 | 22.5 |
| Rain water harvesting system | 41 | 20.5 |
| Composting | 29 | 14.5 |
| Low flow shower heads | 46 | 23.0 |
| Use of water conservation measures | 114 | 57.0 |
| Use of energy saving bulbs | 143 | 71.5 |
| Waste recycling | 105 | 52.5 |
| Environmentally friendly cleaning agents | 124 | 62.0 |
| Environmentally friendly elevators | 93 | 46.5 |
| Low energy lamps | 104 | 52.0 |
| Dual flush toilets | 133 | 66.5 |
| Energy production by solar panel system | 78 | 39.0 |
| Use of recycle bin | 123 | 61.5 |
| Reduced use of insecticides | 106 | 53.0 |

**Behaviour of customers towards environmentally friendly products**

Table 5 reveals the customers' behaviour towards environmentally friendly products and services. The mean ranged from 3.18 to 3.96. The statement "When there is a choice, I always choose that product which contributes to the least amount of pollution" had the highest mean value of 3.96, followed by "I try to buy energy efficient household appliances" with a mean value of 3.93. "I usually purchase the lowest priced product, regardless of its impact on the society" had the lowest mean value of 3.18.

Table 5: Customers' behaviour towards environmentally friendly products and services in hotels

| Behavioral items | Mean | Standard Deviation |
|---|---|---|
| I buy toilet paper made from recycled paper | 3.40 | 1.220 |
| Whenever possible, I buy products packaged in reusable containers. | 3.55 | 0.901 |
| I try only to buy products that can be recycled | 3.36 | 1.032 |
| I will not buy products which have excessive packaging | 3.54 | 1.041 |
| When there is a choice, I always choose that product which contributes to the least amount of pollution | 3.96 | 0.896 |
| If I understand the potential damage to the environment that some products can cause, I do not purchase those products | 3.82 | 0.991 |
| I have purchased product because they cause less pollution | 3.84 | 1.010 |
| I do not buy products in aerosol containers | 3.22 | 1.023 |
| When I purchase products, I always make a conscious effort to buy those products that are low in pollutants | 3.72 | 0.903 |
| When I have a choice between two equal products, I always purchase the one which is less harmful to other people and the environment. | 3.90 | 0.853 |
| I usually purchase the lowest priced product, regardless of its impact on the society. | 3.18 | 1.100 |
| I try to buy energy efficient household appliances | 3.93 | 0.836 |
| I always try to use electric appliances (e.g dishwasher, washer and dryer) before 10PM and after 10PM | 3.41 | 1.080 |
| I have tried very hard to reduce the amount of electricity I use. | 3.44 | 0.970 |
| I buy high efficiency light bulbs to save energy | 3.72 | 0.969 |
| Total behavioural item | 53.97 | 8.869 |

## Customers' Green Purchase Intention

Table 6 reveals the customers' green purchase intention at the destinations. The mean score ranged from 3.69 to 4.32. The statement "I intend to buy environmentally friendly products because they are less polluting" had the highest mean value of 4.32, followed by "I will consider staying at green hotel when travelling because they are less polluting" with a mean value of 4.10. However, "I intend to switch to other brand for ecological reasons" had the lowest mean value of 3.69.

Table 6: Customers' green purchase intention

| Purchase intention | Mean | Standard Deviation |
|---|---|---|
| I intend to buy environmentally friendly products because they are less polluting | 4.32 | 0.700 |
| I intend to switch to other brand for ecological reasons | 3.69 | 0.866 |
| When I want to buy a product, I look at the ingredient label to see if it contains things that are environmentally damaging | 3.83 | 0.983 |
| I prefer green products (environmentally friendly) over non-green products when their product quality are similar | 3.81 | 0.895 |
| I choose to buy products that are environmentally friendly | 4.06 | 0.724 |
| I buy green products (environmentally friendly products) even if they are more expensive than the non-green ones | 3.72 | 0.983 |
| I will consider staying at green hotel when travelling because they are less polluting | 4.10 | 0.783 |
| I will consider switching to stay at green hotel when travelling for ecological reasons | 3.82 | 0.843 |
| I plan to switch to a green version of hotel | 3.82 | 0.906 |

## Differences in customers' awareness of severity of environmental problems, behaviours, and purchasing intention of green products and services

Table 7 reveals that there is a significant difference in environmental behaviour of customers between ecotourism and non-ecotourism based hotels (p<0.05) while there is no significant difference in the customers' awareness of severity of environmental problems (p>0.05), and their purchase intention (p>0.05) between ecotourism and non-ecotourism based hotels. However, the mean values of customers' awareness of the severity of

environmental problems (mean=29.18) and purchase intention (35.19) were higher among customers of ecotourism based hotels than non-ecotourism based hotels with mean values of 28.60 and 35.12 respectively.

Table 7: Differences in customers' awareness of severity of environmental problems, behaviours, and purchasing intention of green products and services between ecotourism and non-ecotourism based hotels

| Variables | Ecotourism based hotels | Non-ecotourism based hotels | t-value | P-value | Decision |
|---|---|---|---|---|---|
| Awareness of severity of environmental problems | 29.18 | 28.60 | 0.660 | 0.510 | NS |
| Environmental behaviour | 52.67 | 55.45 | -2.279 | 0.024 | S |
| Purchase intention | 35.19 | 35.12 | 0.098 | 0.922 | NS |

p<0.05, S-Significant, NS-Not significant

## Relationship between the socio-demographic characteristics of customers, awareness of the severity of environmental problems, environmental behaviour, and purchasing intention of green products and services

Table 8 reveals that there is a significant relationship between the customers' purchase intention and their awareness of severity of environmental problems (p<0.01). However, there is no significant relationship between the customers' purchase intention and their age (p>0.05), frequency of stay (p>0.05), monthly income (p>0.05) and behaviour (p>0.05). In addition, there is a significant relationship between customers' purchase intention and hotel status (p<0.01), occupation (p<0.01), and NGOs membership (p<0.05). However, there is no significant relationship between customers' purchase intention and their gender (p>0.05), education (p>0.05) as well as awareness of environmental problem (p>0.05).

Table 8: Relationship between the socio-demographic characteristics of customers, awareness of the severity of environmental problems, environmental behaviour, and purchasing intention of green products and services

| Variables | Correlation value (r) | Sig. | Decision |
|---|---|---|---|
| Age | 0.093 | 0.191 | NS |
| Frequency of stay | 0.117 | 0.100 | NS |
| Monthly income | -0.076 | 0.288 | NS |
| Awareness of severity of environmental problems | 0.250** | 0.000 | S |
| Behaviour | -0.062 | 0.380 | NS |

| Variables | Chi- square value ($\chi^2$) | Sig. | Decision |
|---|---|---|---|
| Hotel status | 47.050** | 0.001 | S |
| Gender | 30.141 | 0.068 | NS |
| Occupation | 73.222** | 0.001 | S |
| Education | 44.059 | 0.304 | NS |
| Membership of environmental related NGO | 32.891* | 0.035 | S |

*$p<0.05$, **$p<0.01$, S-Significant, NS-Not significant

## DISCUSSION

This study revealed that majority of the customers at the hotels were males in their youthful ages and with tertiary education and this is consistent with findings by Wang *et al*. (2018) who revealed that majority of the hotel visitors were males in their youthful ages with tertiary education. Also, highest percentage of the customers were businessmen. The frequency of stay of the customers revealed that majority of them were first to second time customers and had visited mostly for business purpose which explains why most of the customers are businessmen. Furthermore, majority of the customers were earning between 30,000 and 60,000 naira monthly and high percentage were not members of environment related NGOs. This income level is low and is consistent with findings by Wang *et al.* (2020) which revealed a low level of income among hotel customers.

Findings from this study revealed that customers are aware of global environmental problems. This is supported by Aggarwal (2015) who revealed in his study that customers were aware of the environmental problems in general. These customers were mostly aware of these problems through social media which is a widespread source of information in this century as supported by Hays *et al.* (2013) that social networks have revolutionized communications from simply producer-to-consumer to much more complex consumer-to-consumer, consumer-to-producer, as well as many-to-one, one-to-many, one-to-one, or many-to-many interactions. Some of the environmental problems that the customers classified as severe include water shortage, extinction of plants and animals. Most of the customers also perceived increased greenhouse gases in the atmosphere as well as air pollution as severe. Other environmental problems classified as severe include ozone depletion, water pollution and lack of proper waste management. Furthermore, they classified deforestation as an environmental problem that is extremely severe. The severity of these problems cannot be overemphasized as these hotel customers are knowledgeable enough to

classify them as severe environmental concerns and this finding is in line with Jorgenson and Dunlap (2012) who claimed that the quest for living space, agricultural land, and timber leads to tropical deforestation and loss of biodiversity, while use of the atmosphere as a waste site for aerosols and greenhouse gases which produces ozone depletion and climate change have become common in recent years. They also found out that global warming, in turn, threatens to make some land areas (particularly coastal zones) less habitable or agriculturally unproductive while also producing changes in ocean temperature that are harmful to invaluable coral reefs and fish populations on which humans depend upon. Also, this study investigated environmentally friendly practices that the hotels engage in. These practices include: waste management practices, use of water conservation measures, use of energy saving bulbs, waste recycling, environmentally friendly cleaning agents, low energy lamps, dual flush toilets, use of recycle bin and reduced use of insecticides. All these practices help in conserving the environment and ensuring environmental safety as supported by Srishti and Neeti (2019) who revealed that hotels carry out certain common practices like saving energy, water conservation, managing solid wastes, recycling products, and so on; which saves the environment. Kasliwal and Agarwal (2015) also supported this study by revealing that various green practices are being executed in the hotels such as certification program, recycling programs, having energy-saving light bulbs in the rooms, towel reuse program, recycle bins in the guest room, sheets changed on requests.

In examining their behavior towards environmentally friendly products and services, the customers revealed that when there is a choice, they always choose that product which contributes to the least amount of pollution and that they try to buy energy efficient household appliances contributing to environmental safety which is consistent with the results of Juvan and Dolnicar (2016) which showed that the majority of tourists who choose green transportation options choose environmental certification tourism providers or refuse to participate in tourist activities that can harm the environment. This is a clear indication that customers all over the world are beginning to be conscious of products that harm the environment and they want to reduce the harm done to the environment thereby improving their environmental consciousness.

In assessing the customers' green purchase intention at the destinations, this study revealed that the customers intend to buy environmentally friendly products because they are less polluting as supported by Leonidou and Skarmeas (2017) that customers' belief about green product performance will translate into their willingness to buy. Also, the customers claimed they will consider staying at green hotels when travelling because they are less polluting and that they buy green products even if they are more expensive than non-green ones. This shows that the customers are willing to support environmental safety and their environmental consciousness is increasing which is a profitable venture for hotels and tourist destinations. This is supported by Puhakka (2011) which revealed that visitors show interest towards the environment as a major factor in their holiday experience quality.

Hypotheses further revealed that there is a significant difference in environmental behaviour between the ecotourism and non-ecotourism based hotels. Also, there is a significant relationship between the customers' awareness of severity of environmental problems and purchase intention. This is an indication that their awareness of environmental problems would influence their reaction towards the environment which would in turn influence their willingness to be environmentally conscious by purchasing green products as supported by Zabkar and Hosta (2013) that 'concern for the environment' was positively related to 'willingness to behave in the environmentally conscious way' and that 'willingness' and 'information about the environmental impact' were positively related to 'environmentally conscious'. Goriparthi and Tallapally (2017) examined that attitude and behaviour of customers can be reinforced by creating awareness, the willingness to pay a premium price, health, and community benefits, accessibility of green products and the inclination to spend shopping time on buying green products. Also, it was revealed that some socio-economic profile of customers has an influence on their purchase intention of green products. These socio-economic profiles of these customers show their personal characteristics which influence their preferences regarding purchase intention of hotels as supported by Baruca and Čivre (2013) who revealed that hotel product, information from friends, family-recommendation and personal preferences influenced by personal profile of hotel customers are significant predictors of purchase intention of hotels.

## CONCLUSION

From the results, the hotels customers were aware of global environmental problems, and the awareness of environmental problems by the majority was through social media and TV. The use of energy saving bulb was observed by largest percentage of the respondents in the sampled hotels. Furthermore, customers' environmental behaviour was high and their green purchase intention was also high. There is significant difference in environmental behaviour of hotels customers between ecotourism and non-ecotourism based hotels. There is also significant relationships between customers' awareness of the severity of environmental problems, hotel status (ecotourism and non-ecotourism based), occupation, their membership of environment related NGOs, and their purchase intention of green products and services. The findings thus indicate high propensity for customers to purchase green products while travelling because they are environmentally conscious and thus willing to contribute to the protection of the environment. Therefore, hotel service providers should continue to create more strategies to further implement environmentally friendly practices for sustainability purpose.

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# TOURISM ENTREPRENEURSHIP AND EMPLOYMENT CREATION IN FEDERAL CAPITAL TERRITORY, ABUJA, NIGERIA

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## ABSTRACT

*This study examined the influence of Tourism entrepreneurship on employment creation in Federal Capital territory (FCT) in Nigeria. The study adopted survey research design. Primary data were used for the research and structured questionnaire was employed for data collection. Population of the study was 558 and a sample size of 233 was used for the study. Multiple regression was used to test the research hypotheses. The findings from the study revealed that both Travel agencies and Tour guides have significant influence on employment creation in Federal Capital Territory of Nigeria. The results of the study show that entrepreneurship in the tourist industry has a large and positive impact on employment creation in the Federal Capital Territory of Nigeria. The research recommended that Federal Capital Territory should continuously endeavour to apply and provide a framework which will facilitate Tourism development for consistent employment generation.*

*Keywords: Employment creation, tour guide, travel agency, tourism development, tourism entrepreneurship,*

## INTRODUCTION

Nigeria is widely acknowledged to be endowed with natural resources. Nigeria's rich cultural and national heritage may make it one of the most popular tourist destinations for Europeans and Americans looking for new and interesting places to visit under a warm tropical sun. Tourism is increasingly being recognized as a major sector of the service economy that contributes to socio-economic development as well as a beneficial activity for host countries and local communities in combating unemployment through direct and indirect job creation. Because of Nigeria's economic downturn, the government has adopted tourism as an instrument to stimulate development. This has resulted in increased investment in infrastructure such as roads, airport upgrades, and railway construction by President Muhammadu Buhari led administration.

Combating unemployment is a major challenge in many developing countries, including Nigeria. Tourism can contribute significantly to the socio-economic development of Nigeria through tourism-related enterprises. Tourism is the world's second largest industry, second only to oil, and there are numerous employment and wealth creation opportunities for Nigerians in the tourism industry (Kpelai, 2009). Entrepreneurship is one of the driving forces of economic growth in today's world. There is need to develop indigenous entrepreneurs who will turn opportunities and ideas into modern micro and medium enterprises that generate wealth and job opportunities for Nigerians.

The tourism industry is a major contributor to job creations, particularly for women, youth, rural communities, indigenous people, and it has numerous links with other industries. As a result, tourism has the potential to reduce poverty while promoting socio-economic development and decent employment.It has grown to be one of the most successful sectors in the digital economy. According to the Nigeria Bureau of Statistics, tourism contributes 34% of Nigeria's GDP and generates 20% of employment. Scholars perceived that tourism has a greater multiplier effect than any other sector because each unit of tourist spending would typically go through several rounds of income creation and expenditure before its effect is exhausted. This includes expenses for hotel accommodations, food and beverages, shopping, entertainment, and transportation, as well as earnings for hotel employees, taxi drivers, shopkeepers, and suppliers of goods and services.

Nigeria has been severely affected in recent years by the near-complete shutdown of the global oil economy, which has resulted in economic recession.

Unemployment has become a major issue in the lives of Nigerian youth, fuelling militancy, crimes, kidnappings, banditry, restiveness, and socially delinquent behaviours. According to the National Bureau of Statistics (NBS) Labour Force Survey, Nigeria's unemployment rate was 27 percent in the second quarter of 2020, four percentage points higher than the 23 percent reported in the third quarter of 2018. The Covid-19 pandemic has also exacerbated the country's economic situation, making it even more difficult for employers to create new jobs.

The unemployment situation is evident in the fact that numerous Nigerians are seeking for greener pastures outside the country, with the majority of them highly skilled. There is no doubt that Nigeria has faced unemployment challenges in recent times, but if the country can diversify and sincerely use tourism as an alternative in revenue and employment generation, it will have a significant impact on the development of the nation, particularly during this critical period of economic downturn. The federal government intends to prioritize tourism in Nigeria with the belief that the sector, with its enormous potential, will contribute positively like oil and gas in terms of revenue generation for the country in the near future. There is hardly any research in Nigeria that has used travel agencies, tour operators, and tour guides as indicators of tourism entrepreneurship (independent variables). Hence, the purpose of this study is to investigate the impact of tourism entrepreneurship on job creation in Abuja, the Federal Capital Territory of Nigeria.

## Research Questions
The following are the research questions guiding the study:

I. To what extent do travel agencies influence employment creation in Federal Capital Territory, Nigeria?

ii. To what extent do tour guides influence employment creation in Federal Capital Territory, Nigeria?

## Objective of the Study
The objectives of this study are as to:

I. Examine the influence of travel agencies on employment creation in Federal Capital Territory of Nigeria

ii. Assess the influence of tour guides on employment creation in Federal Capital Territory of Nigeria

## Statement of Hypotheses
H1: Travel agencies have no significant influence on employment creation in Federal Capital Territory, Nigeria.

H2: Tour guides have no significant influence on employment creation in Federal Capital Territory, Nigeria.

## LITERATURE REVIEW
### Conceptual Review
### Concept of tourism
Every person in this world has his own likes and dislikes. Human thinking varies from person to person. People in the world have reasons to travel. Some travel for business purposes, medical purposes - in order to get good medical facility, visit some holy places while some travel to see the natural diversity. The main purpose of travel determines the form of travel and tourism you chose to embark on. Tourism affects not only the people who travel but also the people and places they visit. On a positive note, tourism usually creates new markets for local arts, hotels, hire local performers (musicians, dancers, singers, theatre to entertain their guest and local arts to decorate their rooms and lobbies).

Tourists also buy local art and crafts, and souvenirs that were made by local people. Tourism is one of the fastest growing industries in the world and although Nigeria is reaping some of the benefits of the trend, the sector still remains a minor player in the national economy.

To boost economic development, tourism makes a major contribution to the income of the destination areas, creates employment opportunities, supports diverse range of industries, helps to diversify local economies and support existing infrastructure, and help fund development of new infrastructure (Shone, 2008). According to George (2013), the tourism industry offers marvellous opportunities in employment generations, thus, contributes towards strengthening of the nation's economy. The domestic tourism market has very high revenue and employment creation potential.

### Concept of tourism entrepreneurship
Tourism entrepreneurship is critical to combating unemployment in Nigeria. The country does not suffer from lack of creativity spirit, but rather from lack of entrepreneurial skills in an enabling environment that can empower individuals to become entrepreneurs. Tourism entrepreneurship involves the establishment of souvenir shop for tourists, travel

agency business, tour operator, tour guide, event hall etc. Entrepreneurship is the engine that drives any successful industry or economy in the rapidly evolving tourism. One of the reasons why tourism is so attractive to entrepreneurs is that the entry barrier and capital needed is very low.

Tourism entrepreneurship can be defined as the professional application of knowledge, skills and competencies and / or monetization of a tourism related new idea, by an individual or a set of people by launching an enterprise de novo or diversifying from an existing one (distinct from seeking self –employment as in a profession or trade), thus to pursue growth while generating wealth. It involves creating and operating various activities related to tourism, hospitality and leisure sector as a legal tourist enterprise (Bagherifard, Jalah, Khalili and Sharifi, 2013). There is broad agreement that Small and Medium Size Enterprises (SMES) are vital to achieving decent and productive employment as they globally account for two-third (2/3) of all jobs and also create the majority of new jobs.

Tourism entrepreneurship became one of the simple ways to provide strategic support to stabilize business development especially in rural areas in past years (Tetzchner and Heerlan, 2003). Tourism entrepreneurship is controlled by entrepreneurs who wish to extract a certain social lifestyle, with economic incentives playing a secondary role (Skokic Morrison, 2010). It also eliminates societal problems, but surge the fiscal growth and development of a country, resulting to a rise in country's GDP.

Tourism entrepreneurship contributes to solving the unemployment problem. It improves the living standard of the entrepreneurs by generating more income and solving their unemployment problems. Tourism entrepreneurship businesses encourage women employment by creating employment opportunities (Nemirschi and Cracium, 2010).

**Concept of employment**

Employment is not a simple term denoting the mere holding of a job, which a wage is paid, or the operation of one's business but the process of creating new jobs, especially to provide work for people who are unemployed. Job creation is necessary because, the more people work the more the economy becomes stable. Jobs are important but the government of Nigeria can only create limited number of jobs. The country needs to focus on ways to create more jobs in order to grow and stabilize the economy.

Employment comprises all persons of working age who during a specified brief period, such as one week or one day, were in the following categories: a) paid employment (whether at work or with a job but not at work); or b) self-employment (whether at work or with an enterprise but not at work). According to National Bureau of Statistic report of 19th of March, 2021 the unemployment rate in Nigeria is estimated to reach 32.5 percent. This figure is projected to increase further in 2022. Chronological data show that the unemployment rate in Nigeria rose constantly in the past years. The level of unemployment rate in Nigeria is further exacerbated by Covid-19 pandemic.

There are different types of employment, which includes: Full time and part-time employees, Causal employees, fixed term employees and contract employees, Apprentice and trainee employees and commission and piece rate employees. The federal government of Nigeria has re-stated its commitment to diversify the nation's economy and revenue base, with a plan to prepare the tourism sector to generate more earnings and create more jobs (Gregory and Ajibola, 2013).

Empirical Review

Branislar (2011) examined tour guiding as profession: perception and self –perception of guides in Serbia. The study used interview and questionnaire as a means of collecting the data. The research showed that tour guides mostly enter the profession without any plan, and not because of their desire to make it a life time vocation.

Fazele, Habib, Akbar, Taghi and Afsane (2011) assessed the role of sport tourism in employment, income and economic development in Zanjan University, Tehran in Iran. The research compared and surveyed tourism managers, interest managers and tourism ideas about creation of sport tourism-induced employment and income in Mazandaran-Iran. The research used a five scale Likert questionnaire for data collection. The results showed that job creation (2 = 4.360, p = 0.35) and income production (2 = 1.633, p = 0.80) were previously at a minimum. The research showed that future sport tourism industry would influences job and income creation in the regions hosting the sport events provided that the sport tourism industry and its respective infrastructures are well-developed.

Claudia and Lopez (2014) investigated the impacts of tourism and employment creation in Mexico. The study used panel data and co-integration panel data.

They also used geographical information systems to observe changes over time between the variables, which is useful in the empirical evidence. The findings supported domestic tourism in generating more direct employment in tourism sector. Also, Gross Domestic product, exchange rate and the human development index for the states have positive effects on the generation of employment in the sector.

Mehmet and Zafar (2015) examined the role of tour guides on tourists' satisfaction level in guided tours and its effects on revisiting intention in Istanbul. The method used was questionnaire. The research distributed six hundred questionnaire copies of questionnaires but 70 were excluded, so, five hundred and thirty copies of questionnaires were evaluated.

TatjanaDimoska (2016) evaluated the impact of tourism on employment in the Republic of Macedonia. The research used linear regression and correlation. The finding revealed that there are needs to improve awareness on tourists' destination, improve organization structure in tourism and improve the tourism awareness of the local population.

Duma and Okem (2017) examined youth entrepreneurship and employment through tourism: A case study of Durban tourism Expo and Indaba in South Africa. The study used qualitative approach interview and face-to-face with 16 purposively selected respondents. The findings showed that by attending tourism conferences, acquiring tourism skills, youth had capacity to become successful either in their workplace or in their tourism business.

Venkateswari and Anumol (2018) assessed tourism and employment opportunities in India. The study made used of descriptive research and was based on secondary data which include compilation of research articles of the experts and published articles in magazines, periodicals, websites, published books etc. The research findings are that the Indian festivals, dresses, heritage sites and other attractions are getting more popular among the tourists. And also, adventure and medical tourism are also growing remarkably. Orekoya (2018) examines Nigeria Tourism: A key value driver in employment generation in Nigeria. The method used is secondary data like magazines, websites and textbook. The findings of this study were based on having strong partnership with local and international organization in order to reduce rate of poverty and create more employment in the country.

KajenthiniGaneshamoorthy (2019) examined the employment effect of tourism: A dynamic Analysis. This paper, through recognizing micro factors influencing the development of local entrepreneurship, tourism and hospitality industry, aimed to analyze the behaviour of entrepreneurs consistent with the existence of constraints regarding business, a limitation of entrepreneurship, growth and behaviour. The study shows that Romanian entrepreneurship in tourism and hospitality industry must boost competitiveness, leading to increased productivity and economic development.

## Theoretical Review
### Keynes theory of employment
The general theory of employment, interest and money by John Maynard Keynes (1935-1936), advocated a remedy for economic recession based on a government –sponsored policy of full employment. Keynes theory of employment is based on the principle of effective demand. In other words, the level of employment in a capitalist economy depends on the level of effective demand. By effective demands, Keynes meant the total demand for goods and services in an economy at various level of employment. Effective demand is determined by two factors: the aggregate supply function and aggregate demand function. Aggregate supply function depends on physical or technical condition of production which does not change in the short run. (Since Keynes assumed the aggregates supply function to be stable) the study selected Keynesian theory due to the fact that the Nigeria economy is just coming out of recession.

### Cohen theory of tourism
Cohen (1972), a sociologist of tourism, classifies tourists into four types, based on the degree to which they seek familiarity and novelty: the drifter, the explorer, the individual mass-tourist, and the organized mass-tourist. Tourism is an experience which can only be felt by oneself and it is therefore very complex to measure.

## METHODOLOGY
The study adopted a descriptive research survey design. This method was considered suitable as it enables the researchers to investigate the already existing situation and acquire first–hand information from the respondents in order to interpret, discuss and report situations as they exist. According to Emaikwu (2010), survey research design employs

the use of selected representative sample for the purpose of generalization on the entire population.

## Sample size determination

Population of the study consists of five hundred and fifty eight (558) respondents from three hundred travel agencies (companies), two hundred tour operators and fifty-eight tour guides within the six area councils of the Federal Capital Territory. However, the sample size of this study is 233 and as calculated using Yamane (1967) formula:

$$n = \frac{N}{1 + N(e)2}$$

where:
n = sample
N = population size
e = level of precision required
1 = a constant value
confidence interval = 95%
e = margin of error = 0.05

$$n = \frac{N}{1 + N(e)2}$$

$$\frac{558}{1 + 558(0.05)2}$$

$$\frac{558}{1 + 558 \times 0.0025}$$

$$\frac{558}{1 + 1.395}$$

$$\frac{558}{2.395}$$

= 232.985
= 233

## Data Collection and Analysis

Questionnaire was the instrument used for data collection. The questionnaire was designed into a 5-point Likert scale. The questionnaire was structured into strongly Agreed (SA), Agreed (A), Disagree (D), Strongly Disagreed (SD and Neutral (N)). The questionnaire has twenty items divided into two sections, A and B. The A part focuses on Bio-data of the respondents and B part focuses on statements expected to answer the research questions. Data collected were analysed using multiple regression and correlation.

## Model Specification

The model below was formulated based on the research hypothesis:

$$EC = {}_{0+1TA} + {}_{2TG} +$$

where:
TA = Travel Agencies
TG = Tour Guides
EC = Employment Creation
0 = Constant
= Regression coefficient
= Error Term
$_{1, 2}$ = parameters estimates for the respective variables.

## RESULTS AND DISCUSSION

A total of 126 questionnaires were administered 113 were returned

|    | Mean | Std. Deviation | N |
|----|------|----------------|---|
| EC | 1.7400 | 1.38225 | 113 |
| TA | 1.9200 | 1.48241 | 113 |
| TG | 1.9600 | 1.53862 | 113 |

Source: Regression Result using SPSS

Table 1 indicates that on the average, during the period of the study the EC is 1.7400, while TA and TG has a mean of 1.9200 and 1.9600 respectively.

|                     |    | EC | TA | TG |
|---------------------|----|------|------|------|
| Pearson Correlation | EC | 1.000 | .852 | .927 |
|                     | TA | .852 | 1.000 | .835 |
|                     | TG | .927 | .835 | 1.000 |
| Sig. (1-tailed)     | EC | . | .000 | .000 |
|                     | TA | .000 | . | .000 |
|                     | TG | .000 | .000 | . |
| N                   | EC | 113 | 113 | 113 |
|                     | TA | 113 | 113 | 113 |
|                     | TG | 113 | 113 | 113 |

Source: Regression Result using SPSS

Table 2 indicates that there is a positive relationship between EC, TA and TG. This implies that Tourism entrepreneurship is contributing positively to the employment generation (creation) in Federal Capital Territory, Nigeria. The association between them is positive and highly significant.

## Regression Results

The results of the multiple regression in relation to the influence of tourism entrepreneurship on employment generation (creation) in Federal Capital Territory, Nigeria are presented and discussed. The study uses three indices; EC, TA and TG. The regression results are presented in Table 3 below:

### Table 3 Variables Entered/Removed[a]

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | TA, TG[b] | . | Enter |

a. Dependent Variable: EC
b. All requested variables entered.
Source: Regression Result using SPSS

### Table 4 Model Summary[b]

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .804[a] | .750 | .826 | .76538 | .750 | 35.581 | 2 | 35 | .001 | 2.031 |

a. Predictors: (Constant), TA, TG
b. Dependent Variable: EC
Source: Regression Result using SPSS

### Table 5. ANOVA[a]

| Model | | Sum of Squares | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| 1 | Regression | 104.150 | 52.340 | 634.602 | .001[b] |
| | Residual | 4.245 | .073 | | |
| | Total | 117.403 | | | |

a. Dependent Variable: EC
b. Predictors: (Constant), TA, TG
Source: Regression Result using SPSS

### Table 6. Coefficients[a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Correlations | | |
|---|---|---|---|---|---|---|---|---|
| | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| (Constant) | .087 | .078 | | 1.130 | .169 | | | |
| 1  TA | .073 | .045 | .072 | 1.470 | .076 | .855 | .293 | .045 |
| TG | .813 | .042 | .834 | 16.252 | .000 | .935 | .923 | .572 |

a. Dependent Variable: EC
Source: Regression Result using SPSS

The $R^2$ which is the coefficient of determination ($R^2$) shows .705. This signifies that the independent variables have cumulatively explained the dependent variable (employment generation) up to 70% and the remaining 30% is covered by other factors. The implication of this is that the model of the study is fit and the explanatory variables are appropriately selected.

The F statistic of 634.602 and the p-value is 0.001, thus significant at 1% level of significance which implies that tourism entrepreneurship has positive, strong and significant influence on EC. The Durbin Watson (DW) of 2.031 signifies auto correlation of residuals will not pose a problem to the validity of statistical inferences of this study. The implication of these results is that the higher the level of tourism entrepreneurship the better it is for employment generation in Federal Capital Territory, Nigeria.

### Test of Hypotheses

$H_1$: Travel agencies have no significance influence on employment creation in Federal Capital Territory, Nigeria.

The regression result on Table 6 also reveals that Travel agencies as one of the independent variables has no significant influence on employment creation in Federal Capital Territory, Nigeria. Travel agencies have explained the variations in the employment creation by 7.3% with a p-value of 0.076. The result also shows that Travel agencies are insignificant at 1% level of significance which provides reason for accepting the null hypothesis one of the study which states that Travel agencies have no significant influence on employment creation in Federal Capital Territory, Nigeria.

$H_2$: Tour guides have no significance influence on employment creation in Federal Capital Territory. Nigeria.

The study states that Tour guides do not have a significant influence on employment creation in Federal Capital Territory, Nigeria. The regression results in Table 6 reveal that Tour guides as an explanatory variable has explained the variations in the employment creation by 81.3% with a p-value of 0.000. This implies that as Tour guides processes increases this in turn will have a significant influence on employment creation in Federal Capital Territory, Nigeria which provides reason for rejecting the null hypothesis two of the study which states that Tour guides have no significance influence on employment creation in Federal Capital Territory of Nigeria.

### Discussion of the Findings

The regression result of the research revealed that Tourism entrepreneurship has a significant influence on employment generation in Federal Capital Territory, Nigeria. This result is in consistent with similar studies such as Venkateswaria and Anumol (2018); Claudia and Lopez (2014); Branislar (2011).

### CONCLUSION AND RECOMMENDATIONS

The findings established that Tourism entrepreneurship has a vital role in employment generation in Federal Capital Territory, Nigeria. The study found that both travel companies and tour guides significantly affect the growth of employment in the Federal Capital Territory of Nigeria. The study concludes that Tourism entrepreneurship has significant and positive influence on employment generation in Federal Capital Territory, Nigeria.

The research recommended that Federal Capital Territory should continuously endeavour to apply and provide a framework which will facilitate tourism developments to enhance employment generation in Federal Capital Territory, Nigeria.

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# EVALUATION OF THE STRENGTHS AND OPPORTUNITIES OF NWONYO FISHING FESTIVAL, IBI LOCAL GOVERNMENT AREA, TARABA STATE, NIGERIA

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**ABSTRACT**

_This study investigates the strengths and opportunities of Nwonyo Fishing Festival as one of the front runner Heritage Tourism attractions in Taraba state. SWOT analysis was used as the main test instrument but measured only the strength, and opportunities of the festival. 22 respondents were systematically selected from identified stakeholders including government agencies workers, people from local communities and fishermen using purposive sampling method. Result shows that Nwonyo Fishing Festival was discovered to be very attractive heritage tourism products that have the prospect of creating jobs, bringing development and government presence nearer to the people as well forging community unity among others. It was therefore recommended that stake holders like government and private investors should provide infrastructure and security and required media promotion for the festival to achieve the needed international recognition and patronage._

**Keywords:** _Fishing festival, sustainable tourism, SWOT, Taraba, tourism development,_

## INTRODUCTION

Fishing activities and fishing heritage can be an important attraction in this "experience economy". Indeed, according to a study by Agrocampus Ouest, (2014)  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 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. However, this low figure can also be interpreted to mean that few opportunities exist for 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 objective of this study is to assess the prospects of the Nwonyo's Fishing Festival as a tourism attraction using SWOT analysis. Specific objectives include:

I. To determine the strengths of the festival as a tourism and economic development option for Taraba State

ii. To determine the opportunities which can be tap from the festival in promoting tourism.

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 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 festivals challenges and prospect with the aim of discovering better ways in making the festival both national and international tourism attraction.

This study covers only the Nwonyo Fishing and Cultural Festival as annually organized by the Government of Taraba State at and around the Nwonyo Lake, located some five kilometers north of Ibi town. (NICO, 2017). The study aimed to assess the challenges as well as the prospects of the festival as a tourism attraction. The study may be limited by paucity of data and result may not be generalized beyond the area and scope of the study.

**Potential Positive Impacts of Fishing Festival Tourism**

I. Safeguarding and creating jobs, increasing the income of local inhabitants: Fishermen and their families can earn complementary income by diversifying their activities to tap into the tourist market, e.g. offering trips aboard fishing boats, accommodation in fishermen's homes, and the opportunity to eat locally caught fish. This additional income can help reduce fishing families' dependency on the volatile income from fishing. Moreover, new skills gained in the tourism sector can help give fishing families a competitive advantage in the labour market. Tourism can also contribute to the general economy of the area by providing job opportunities or additional income for local inhabitants (e.g. in local shops, restaurants or other service-providers). The additional income comes not only from the direct spending by the visitors, but also from companies which service them. This also translates into increased purchasing power of the local population. A thriving local economy will also generate more income from local taxes, providing more resources to ensure better local infrastructure. (Agrocampus Ouest, 2014).

ii. Promoting consumption of local, including lesser known fish: Visitors increase the number of potential consumers for local fish – both for direct fish sales and in restaurants. Moreover, tourists come to an area expecting to taste the local food and are often willing to try something they haven't tasted before, so they are the perfect customers for under-utilised species. If they find they like them, they might even buy more fish when they get back home.

I. Strengthening the economic and environmental sustainability of fishing: New sources of income from tourism can help keep fishermen in the profession and strengthen the attractiveness of the sector for future generations. If fishermen can complement their revenue through activities linked to tourism, it is possible to maintain (or increase) the family revenue with smaller catches, thus reducing pressure on the resource.

By offering activities linked to their profession, fishermen can also help to raise awareness about the importance of sustainable fishing and responsible consumer choices (Agrocampus Ouest, 2014).

ii. Strengthening the recognition and visibility of fisheries: Few young people consider fishing as a profession these days but raising awareness of the job and offering the opportunity to meet fishermen and see them at work can encourage more young people to consider fishing as a career option. Highlighting the importance of fisheries to the identity and attractiveness of an area can strengthen the sector's influence in local decisions. Fishermen themselves can enjoy the opportunity to explain their professional activity and way of life with the general public.

iii. Improving cooperation within the area: By working together to develop fisheries-related tourism, fisherman and other actors can develop trust and awareness of each other's challenges, which can help foster mutually beneficial working relationships and practices. (Agrocampus Quest, 2014).

**Public Interest in Cultural Festival and Heritage Tourism**

Although it is difficult to measure the worth of cultural heritage in dollars and cents, studies show that there is a growing demand for heritage-based tourism among travelers in the United States. Surveys by the Travel Industry Association of America (TIA) document a significant demand for cultural experiences by travelers in 2003. Of the 146.4 million adult travelers in the U.S., 118.1 million (or 80.7%) participated in a cultural or historical activity or event

(TIA 2003). Of this group, 41 percent or 59.5 million attended a cultural heritage fair or festival.

The growing trend and interest in cultural heritage and in attending heritage festivals and events is apparent in the developing countries. Surveys of tourists, residents, and fishermen along seacoast of these countries have revealed significant interest in fishing history and culture (Robertson et al. 2005). Collectively, when asked whether fishing heritage should be preserved, those surveyed responded overwhelmingly in favor of heritage preservation (75% agree, 25% unsure/disagree) (Robertson et al. 2005; Tango-Lowy and Robertson1999).

Additionally, a majority of survey respondents ranked their interest in marine environmental and fishing history museums (ca. 70%) and cultural events or festivals (74%) above all other educational and recreational initiatives, except for whale-watching (82%) (Robertson et al. 2005). Seacoast fishermen surveyed also revealed that historical/cultural preservation was more important to them than restoration of wild fish stocks, indicating a stronger concern for preservation of a traditional way of life than for preservation of a food source. Although there is a high level of interest in fishing heritage and cultural events among the seacoast survey's respondents, only 5 percent indicated that they attended cultural events more than five times in a year indicating a problem or a gap that need a research of this nature to solve.

**Trend toward Fishing Heritage Tourism**

The trend of engaging the public in the appreciation of fishing cultural heritage through festivals is growing. These festivals are now sponsored or directed by Chambers of Commerce, government agencies, and non-profit and community organizations (Summerfest, 1969), on educating the public about the fishing community, its history, and the area's cultural heritage. A considerable investment has also been made in authenticating and beautifying the waterfront area. In this way, the festival intends to strengthen community identity and pride through development of the maritime landscape and built heritage. Moreover, the event showcases local businesses and artists providing significant economic benefit to the local community. Event organizers are marketing the festival to tourists seeking authentic cultural and learning experiences. The organizers surveyed in this study indicate that tourists are attracted to waterfront areas where fishing piers and associated landing activities take

place and where they can experience or watch a way of life first-hand. For example, in Chatham, MA, tourists can view fishing activities from a platform, or in Plymouth, MA, tourists can walk the pier or watch fishermen from the windows of waterfront restaurants (Summerfest, 1969)

**Social and Cultural Value of Heritage Festivals**

Coastal communities have not fully developed their cultural heritage as a means of providing added income by fostering the general public's and tourist's interest in heritage conservation and desire for authentic and unique cultural experiences. What is certain, and revealed by community citizens, visitors, and fishermen is that cultural heritage is highly valued. The values individuals place on cultural heritage includes preservation, whether the preservation of a way of life, the built heritage, archaeological resources, or a festival or ceremony, can be broadly categorized into this manner. If heritage and fishing festivals are to be utilized in the promotion of cultural tourism, government and economic and community development organizations should consider stakeholders' interests in these values.

Although social and cultural values are difficult to quantify, interviews with community members, can help to qualify the importance of values to a community. Unchecked tourism without considering stakeholder interests may result in the deterioration of the very values that make a region or community attractive for cultural heritage tourism (Summerfest, 1969)

**The Concept of SWOT Analysis**

SWOT analysis aims to identify the key internal and external factors seen as important to achieving an objective. SWOT analysis groups key pieces of information into two main categories:

• Internal factors — the *strengths* and *weaknesses* internal to the organization

• External factors — the *opportunities* and *threats* presented by the environment external to the organization

Analysis may view the internal factors as strengths or as weaknesses depending upon their effect on the organization's objectives. What may represent strengths with respect to one objective may be weaknesses (distractions, competition) for another objective. The factors may include all of the 4Ps as well as personnel, finance, manufacturing capabilities, and so on. The external factors may

include macroeconomic matters, technological change, legislation, and sociocultural changes, as well as changes in the marketplace or in competitive position. The results are often presented in the form of a matrix.

SWOT analysis is just one method of categorization and has its own weaknesses. For example, it may tend to persuade its users to compile lists rather than to think about actual important factors in achieving objectives. It also presents the resulting lists uncritically and without clear prioritization so that, for example, weak opportunities may appear to balance strong threats.

It is prudent not to eliminate any candidate SWOT entry too quickly. The importance of individual SWOTs will be revealed by the value of the strategies they generate. A SWOT item that produces valuable strategies is important. A SWOT item that generates no strategies is not important.

## Use of SWOT

The usefulness of SWOT analysis is not limited to profit-seeking organizations. SWOT analysis may be used in any decision-making situation when a desired end-state (objective) is defined. Examples include non-profit organizations, governmental units, and individuals. SWOT analysis may also be used in pre-crisis planning and preventive crisis management. SWOT analysis may also be used in creating a recommendation during a viability study/survey.

i. Strategy building: SWOT analysis can be used effectively to build organizational or personal strategy. Steps necessary to execute strategy-oriented analysis involve identification of internal and external factors (using the popular 2x2 matrix), selection and evaluation of the most important factors, and identification of relations existing between internal and external features (Humphrey, 2005). For instance, strong relations between strengths and opportunities can suggest good conditions in the company and allow using an *aggressive* strategy. On the other hand, strong interactions between weaknesses and threats could be analyzed as a potential warning and advice for using a *defensive* strategy (Osita, 2014)

ii. Matching and converting: One way of using SWOT is matching and converting. Matching is used to find competitive advantage by matching the strengths to opportunities. Another tactic is to convert weaknesses or threats into strengths or opportunities. An example of a conversion strategy is

to find new markets. If the threats or weaknesses cannot be converted, a company should try to minimize or avoid them (Mehta S, 200)

iii. Corporate planning: As part of the development of strategies and plans to enable the organization to achieve its objectives, that organization will use a systematic/rigorous process known as corporate HYPERLINK"https://en.wikipedia.org/wiki/Corporate_planning" planning. SWOT alongside PEST/PESTLE can be used as a basis for the analysis of business and environmental factors (Armstrong M, 1996)

• Set objectives — defining what the organization is going to do

• Environmental scanning

• Internal appraisals of the organization's SWOT — this needs to include an assessment of the present situation as well as a portfolio of products/services and an analysis of the product/service lifecycle

• Analysis of existing strategies — this should determine relevance from the results of an internal/external appraisal. This may include gap analysis of environmental factors

• Strategic Issues defined — key factors in the development of a corporate plan that the organization must address

• Develop new/revised strategies — revised analysis of strategic issues may mean the objectives need to change

• Establish critical success factors — the achievement of objectives and strategy implementation

• Preparation of operational, resource, projects plans for strategy implementation

Monitoring all results — mapping against plans, taking corrective action, which may mean amending objectives/strategies (Armstrong M, 1996)

## MATERIAL AND METHODS

Nwonyo Lake is located some five kilometers north of Ibi town in Ibi Local Government area of Taraba State. Taraba State is situated in the North Eastern geographical zone of Nigeria and Ibi Local Government Area is shown in fig.1 below is one of the 16 local government areas of the state. It was carved out of the former Gongola State by the General Ibrahim Badamosi Babangida (IBB) regime in 1991. 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 Cameroon Republic in the south. The Nwonyo Lake is said to be the largest in West Africa, running 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).

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.

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

The sample size for this study includes two principal officers of the Taraba State Tourism Development Cooperation, and at list ten members of the fishermen and fishing community people, making it a total of 22 respondents as the sample size. The study adopts 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. Descriptive statistics included frequencies and percentages. The analysed data was summarised and findings reported as a description of the total population of the study. In this descriptive analysis, data retrieved were presented in the form of frequencies, mean, graphs (line graphs and bar chart) and percentages were used to highlight the respondent's perception on the research topic.

Data were recorded with Microsoft Excel and analysed by the use of Statistical Package for Social Sciences (SPSS).

## RESULT OF FINDINGS

Data on table 1 as presented shows that 10 items were identified as the strengths of Nwonyo Fishing Festival. Accordingly, 80 percent of the respondents believed that the festival provides revenue or income for the local fishermen and other commercial businesses. Another 80 percent of the respondents also believed that the festival promote the tourism sector of the state and the area. 60 percent of the respondents believed that the festival help in forging community unity. Another 80 percent of them believed that it help in promoting community development, 90 percent of respondents believed that the festival brings about entertainment. A further 60 percent said that it help to draw government closer to the people while some 60 percent still believed that it help generate revenue to government. 80 percent again believed that the festival help preserved the culture of the people while a final 80 percent of them said that, the festival help to preserve the environmental resources of the community.

Table 1: Strengths of Nwonyo Fishing Festival

| Items gathered | No. of Respondents | % of Total | Waited Points |
|---|---|---|---|
| The festival provide revenue for local fishermen and other commercial businesses | 18 | 80 | 8 |
| The festival promote tourism sector | 18 | 80 | 8 |
| It forged community unity | 13 | 60 | 6 |
| It promote community development | 18 | 80 | 8 |
| It brings about entertainment | 20 | 90 | 9 |
| It draws government closer to the people | 13 | 60 | 6 |
| It generate revenue to government | 13 | 60 | 6 |
| It help to preserved the culture of the people | 18 | 80 | 8 |
| It help to preserved the environmental resources | 18 | 80 | 8 |
| Total | 22 | 100 | 67 |

(Source: Author's field survey, 2022)

In terms of opportunities of the event, 8 items were identified as presented in table 2 below. Accordingly, 70 percent of the respondents identified that the event has the opportunity of creating jobs, 90 percent believed that it can bring about community

development and 60 percent of them agreed that it can brings about community integration and unity. 50 percent believed that the event can bring about cultural promotion to the outside world. Another 50 percent sees establishment of shared heritage as an opportunity from the event and a further 50 percent believed that the event has the opportunity of bringing government closer to the people. An improve 80 percent sees opportunity in diversifying from farming to tourism as a result of the festival while 60 percent sees the opportunity of developing indigenous skills and talents from the festival.

Table 2: Opportunities of Nwonyo Fishing Festival

| Items gathered | No. of Respondents | % of Total | Waited Points |
|---|---|---|---|
| Avenue for job creation | 15 | 70 | 7 |
| Avenue for community development | 20 | 90 | 9 |
| Avenue for community integration and unity | 13 | 60 | 6 |
| Avenue for cultural promotion to outside world | 11 | 50 | 5 |
| Avenue to established shared heritage | 11 | 50 | 5 |
| Avenue to bring government closer to the people | 11 | 50 | 5 |
| Avenue to diversify from farming | 18 | 80 | 8 |
| Avenue to develop indigenous skills and talents | 13 | 60 | 6 |
| Total | 22 | 100 | 51 |

(Source: Author's field survey, 2022)

The study found that Nwonyo Fishing Festival is very attractive events that have the capacity of bringing revenue for the local government and promoting tourism in the state and the local community while forging community unity and development. It can also bring government closer to the people if well organized.

The opportunities that the festival can bring were enormous too. Ranging from job creation, community development, cultural promotion, establishing shared heritage, to diversifying from farming to tourism and opportunity for local skills and talent like dancing, music, and acrobatic display.

## CONCLUSION AND RECOMMENDATIONS
In conclusion, Nwonyo Fishing Festival was discovered to be a very attractive tourism product with much strength as well as many opportunities. It is therefore concluded that the Nwonyo Fishing Festival based on the findings from this study can become a very salable tourism product to the State of Taraba if its strengths are reinforced and opportunities built upon.

## Recommendation
It is recommended that an expert tourism committee be set up by concern the government of the State to review the festival as a complete tourism product which can be packaged and marketed globally. This will properly reposition the festival to regain its strengths and build on its existing opportunities.

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# IMPACT OF TECHNOLOGY ON CUSTOMER SATISFACTION AND RETENTION IN SELECTED HOTELS IN OWO METROPOLIS

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## ABSTRACT

*This study was conducted to determine the impacts of technology on customer satisfaction and retention in selected hotels in Owo metropolis, Ondo State. The objectives were determined to identify some technology at the hotels, examine customer awareness and knowledge of the various technology in the hotels, investigate the constraints to the use of technology at the hotel and also to assess the challenges or negative impacts of technology on customers in the hotels. The primary data were collected with the use of a well-structured questionnaire that was administered directly to the respondents. The questionnaire distributed were one hundred copies but only fifty (50) questionnaire were retrieved from the hotels. Therefore, the sample size consists of the managers and visitors (50). The secondary source of data used include various virtual journal articles and books. Data was analysed and presented descriptively in form of tables, frequency and percentage. The research work demonstrated that technology is increasingly becoming critical for the competitive operations of the hotels as it facilitated globalization, it kills monotony, reduced stress, gain competitive advantage, productivity and performance were improved. So also we can have negative impacts of technology such as hacking, fraud and stealing of hotel data, maintenance problems, unemployment and employees cheat through technology, very expensive to afford by the small and medium size hotels. Conclusively, satisfied guest tend to be a return customers; guest service training program not only that but also best quality service may impact on that satisfaction. Increasing satisfaction is a prerequisite for developing strategies that help business to gain competitive advantage. It is then recommended that for hotels to function efficiently and effectively, they must employ skilful, competent, computer-literate and honest managers as well as workers (staff) into the key position in the hotel for best quality service on customer maximum satisfaction. And also recommended that hotels should use good strategies to eradicate or minimise the challenges or negative impacts facing hotels on the use of technology in the hotels so that they can be fully enjoyed the merits therein.*

*Keywords: Customer satisfaction, customer retention, hotels, impact, technology and challenges.*

## INTRODUCTION

Domestic and international tourism has seen several years of steady growth. The revenue generated from accommodation, food and beverages and other services provided to this large flux of travellers, has propelled the leisure and hospitality to become a key driver of the global economy (Kansakar *et al*, 2019). For sustained growth of this industry, experts in the field clamour for major improvements in the type and quality of hospitality services to adapt to the changing consumption and travel behaviours of the evolving customer base and these improvements are targeted towards attracting on a tight budget. (Langford *et al.*, 2016).

Implementation of these improvements compound to a complete makeover of the service packages and the underlying technological framework currently used by hospitality service providers. The goal of these improvements should be personalization of experiences and digitalization of services (Langford *et al.*, 2016).

Technology has turned the world into an increasingly interconnected network of individual, firms, hotels and government communicating and interacting with each other or one another through a variety of channels and providing economic opportunities transcending borders, languages and culture (*Omae et al.*, 2011). Page (2011) asserted that hotels are part of the hospitality industry that has not been

immune to change. According to Walker (2010) technology has a great impact on the hospitality industry in recent years, and this will increase the uses of computers and the growth of information technology in general.

Furthermore, the sophistication of information technology has made it possible for clients to sign in and check out from their rooms by using a keyboard linking the hotel's computers to the bedroom's television set (Walker, 2010). The incorporation of various forms of technology in the hospitality industry qualifies hotels as smart buildings which are important facets of smart cities (*Mohanty et al.,* 2016). Technology also enables hospitality service providers to increase back – end efficiency of multiple departments saving policies like smart energy management (Lee *et al.*, 2018). The new technological upgrade of the hospitality industry would create a mutually beneficial platform by facilitating partnership between guests and service providers. The platform is capable of ensuring that guests are treated to an outstanding travel experience while also improving the operational and managerial efficiency for Hotel service providers (Kansakar *et al.*, 2019).

Information technology enables competitive advantage through operational efficiency. The impacts of technology 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 technology on customer's satisfaction and customer's retention in hotels that this study is designed to examine technology knowledge and awareness among the customers in Owo, Ondo State, Nigeria, and investigate the challenges and negative impacts on customers and hotel management face when applying technology knowledge in hotels.

### Objectives of the Study

The general objective of the study is to evaluate the impacts of technology on customers' satisfaction and retention in selected hotels in Owo, Ondo State while the specific objectives are to:

I. identify the technology in the hotels

ii. examine the customers' awareness and the knowledge of the use of various technology in the hotels

iii. evaluate the impacts of technology in the hotels

iv. assess the challenges or negative impacts of technology in the hotels

### LITERATURE REVIEW

Guest satisfaction is synonymous with customer or customer satisfaction. Satisfaction refers to a post purchase evaluation of product quality given pre-purchase expectations. (Kotler et al, 2003). Customers is satisfied when post purchase evaluation reveals service a quality higher than guests expected. Dealing with people is what. Hospitability business is all about when providing services to guest, primary resource is the employee. Successful hospitality managers need the ability to work with those people who will contribute success into the establishment. When we think about turnover rate which is from 60 percent to 300 percent in hospitality industry, they cannot be over-emphasized. Now managers or human resource management function have to turn how to reduce its turnover rate and provide better service to their customer, training is one tool.

Harris (2000) noted customer service is anything we do for the customer than enhance the customer experience, customers have varying ideas of what they expect from customer interaction. No matter how accurately we see our definition of customer service, we still have to live up to what our customer thinks that customer service is the customer's satisfaction is the goal to attain service industry. The use of manual equipment and traditional practices are now obsolete and inadequate. Managers have perceived that modern technology is going to have a significant effect on business, government, industry and organizational aspect. They agreed that modern technology has become a strategic resource as it facilities major changes in the industrial sector, strategy, structure and functioning of organizations.

### Technology in the Industry

Before the advancement of the technology it was very difficult for the tourist and hospitality industry to market its services to its customers are always physically apart, miles away, for instances. However, the coming of information technology has eased the transaction of business besides boosting the customer base. The fact that people are able to communicate and interact with one another in different regions has made it easier and cheap to market their products and services.

In the past, inter organizational system, which connected organizations, was the most popular form of IT. However, because of high costs, many business could not meet the cost of using it.

(Chih-Yao, 2011). The emergence of global distribution systems allowed easy connection and communication across borders, this allowed fast transfer of information that helped to boost the industry in terms of number of bookings.

Global distribution was a form of inter organisational system that emerged from computer reservation systems that helped to integrate information from the airline. These integrations boosted the tourism industry since customers were able to make their reservations at one common market place.

These systems were used in 1960s, and there integration to the modern computer was impossible. The advancement of technology has seen the emergence of internet and the World Wide, which have transformed the way people interact and or do their businesses (Cobanoglu, 2009).

Nowadays, social media network such as: Myspace, Twitter, Facebook, LinkedIn, and, many others are sources of information that both tourism and hospitality industry have used to reach customers across the globe leading to an influx of tourists hence boosting the level of their income (Buhails 2007). Clayton and Criscuolo (2002) argue that technology through the internet has brought about various changes on how people carry out their businesses. The changes include providing an avenue through which ideas can be transformed into marketable innovation to be transmitted later to a wider market at low costs of accessing these markets and searching for the buyers.

### Benefits of Technology on the Industry

The benefits of IT are manifested almost in every aspect of the human live. The internet has become an important part of people's lives. People are able to share information in their remote locations through personal computers, fax machines, cell phones, emails and the internet in real time (Cobanoglu, 2009).

The capability that has come with technology has been manifested in major sectors of economies. The hospitality and tourism sector is one of the sectors that require adequate marketing across the globe. With the intervention place, this has been achieved with ease and at low costs. Business has hosted different sites that they use to advertise their products and services to the entire world. They are able to tailor the needs of the customers accordingly.

Another advantage of technology is that it has facilitated globalization.

The world has been constricted into one small village. People are connected through the internet networks and social media. Information is transmitted at a faster rate with just one click of a mouse.

Hospitality industry and tourism have used this opportunity to share ideas on various businesses. It has also helped to bring together people separated by geographical locations, as well as those from different cultures. Since this industry depends on information, this technology has added a boast because people are able to access information about the locations that they can visit, spent their leisure time, and holidays relaxing.

In the past, it was very difficult and costly to travel because of the numerous tedious paper work processes that people went through, when they reach their destinations, they do not have to look for accommodation. Therefore, technology has taken this a notch higher, as ever thing is dome at the comfort of the houses (DIS, 2010).

A study carried on online travellers showed that majority of people travelling did so far pleasure, vacation/holiday, personal purposes and business Cobanoglu (2009). Technology has enabled people to search for their directors, maps for directions, accommodation/hospitality facilities, scheduled, airfare, and the amount of money to be spent for a tour. These logistics are available on the internet. It has become a very essential medium of budgeting and choice making.

### The Challenges of Technology

Technology has some challenges. According to Jungun and Hardin (2010), virtual world presents challenges of maintenance and follow up. It requires a lot of investment in the internet use in terms of updating the links and responding to many blogs that are sent. People or potential visitors may change their minds or plan to travel to a particular destination if their queries are not answered on time.

Another challenge is the increased risk of cybercrime and hacking. Some people may gain entrance to a system hosted on the internet to gain access to any information that may be confidential. Such individual may satisfy the information hence leading to misrepresentation and loss of customers.

### The Negative Impacts of Technology in the Hospitality Industry

One of the disadvantages that technology has

brought in the industry is that it has caused unemployment. Many people who worked in the hotels as managers, waiters, and cooks, as well as those in the tourist industry such as tour guides, lost their jobs to cut the cost and by utilising the internet. Creation of jobs in these industries has also reduced because most of marketing and advertising is done through the internet. Privacy has also been affected with the coming up of the internet. Proliferation has increased on the internet. Many tourist websites are available on the internet. This is a challenge especially to small and medium tourist enterprises that possess inadequate skills and knowledge in website efficiency. This proliferation is a sign that there is lack of organization in the market that is steady saturated. Many of these websites are not familiar to the clients. This becomes difficult for potential customers to locate them and even to have confidence in them to the extent of using them. Intermediaries that are used to link the customers to various business provide another challenge on the internet. They are paid for their services hence leading to low profits, revenue, and homogeneity of the websites (Alexis & Buhali 2007).

People have improvised ways of hacking or gaining into the websites of organisations to steal important information. This exposes the company to risk (Zabbar *et al,* 2010).

a. Hacking and stealing of Business (Hotel) data: Data plays very important role in business success. Most of the business success and failures depend on the data, researches, strategies and plans. And if the competitor gets the data of any business then the business can face a lot of loss. Most of the business (hotel's) data lost by hackers and steal precious data and information and sold it to the competitors by which the establishment face failure.

b. Expensive Technologies: Modern Technology gadgets and devices are very expensive, and small establishment cannot afford the expensive technology gadgets and devices. Every business has to update and use technology to improve their productivity and profit of the business.

c. Employees Cheats Through Technology: One of the worst negative impacts of modern technology in businesses. It opens the doors for the employees and workers. They cheat to their jobs and employments, by sharing business secrets information to the competitors for money. It decreases the loyalty of the people.

d. Maintenance Problems: is also the negative impact of the technology on business. Technological devices and gadgets are developed and design by the scientist and professional developers. If errors and bugs come into it, then it needs professionals to fix it, not everyone can understand it. Therefore, for maintenance proper, they require professionals which wastes a lot of their time and money.

e. Face to Face Communication Decrease: Most of the employees, staff and managers use communicative software, skype, messenger, WhatsApp, etc. in the business working times. It reduces the regular communication between the business staff and employees instead of walking to the employee desk and talk to them, they use technology to communicate with them.

f. Modern Technology Dependency: They set addicted and dependent in the usage of modern technology. Without the usage of modern technology, they are unable to do even a simple task by themselves. Thereby decreases the creativity of the workers and employees in the work places of the business

## Conceptual Frame Work on challenges and negative impact of Technology in the Industry.



Independent Variables

Challenges & negative Impacts of technology → Unemployment; Hacking and stealing of business (hotel) data; Expensive technologies; Maintenance problem; Face-to-face communication Decreased; Modern Technology Dependency
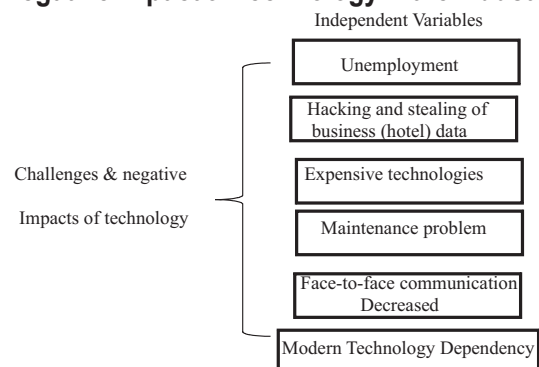
## Trends in Information Technology in the Hospitality Industry

There has been a great development in information technology through the use of computer.

1. Computer: In recent times, much reverence is accorded computer technology all over the world, the populating of the "electronic wizard" called computer is so pronounced that getting a good job in some societies, most especially the advanced countries, it tied to the apron of computer literacy. Brown a Nigerian Pharmacist, had a bitter taste of this condition in America in 1997, the woman having won the United State of America diversity immigrant Visa lottery in 1997 left Nigeria together with her children

for American. She was very confident that as a qualified Pharmacist, she would be able to get a very good job as soon as she arrives the USA here dream over materialised as she remained jobless for months. In other words, brow was not a computer literate. Here dream of securing a decent and fat salary job remained unfulfilling until she enrolled in and completed a computer programme in a nutshell, "computer literacy is an added advantage".

2. Multimedia System: Multimedia system is an exciting mix of graphics, texts, animation and photographs in the system. Multimedia presentations are very expensive. It combines movies, sounds and animation graphics to achieve an impact that is beyond some of individual's part. A multimedia system has transformed the (PC) from a computational tool to the cuter of the while entertainment system. In a communication sense, a multimedia is mostly considered as PC with sound card and CD-Rom drive.

3. Networking: A computer network is defined as the inter connection of two or more computer systems with data communication device. It consists of communication software (network Operating System) computer system, network interface cards and network cables. Network reduces duplication of computer resources to be shared among the computer system.

4. Internet: The internet or simply the net is a global collection of many different types of computers and computers network that are interconnected together. The internet can also be defined as a global interconnected network of networks, hence, the name inter – network or internet. In a general term, the net is a prowling collection of computer network that spans the globe, connecting government, educational and commercial institution as well as private citizen to a wide range of computer service, resources and formation, thus reducing the whole world to a global village.

5. Facebook: Facebook is another source of social media, is a fantastic avenue to say visible & successful by making a face or a presence for the organisation online, Facebook is not of the extensive social network on earth and to transmit information to a large segment of people in the world – reaching 500 million active users mark, yet it continue to surpass former social networking giant Myspace (Sinirak, Islam & Khang, 2011). On Facebook, people have a profile, but a hotel does not require a profile instead a hotel is like a brand, and they need to have page instead of profile – A hotel which uses Facebook must

know their audience & set up the pages according to their audience demographic. With this, it can increase people and followers for the brand.

6. Twitter: Twitter is an effective medium for communication whether it is read / receiving the latest news to virtual conversation & building community. Twitter is the ideal medium for resolving customer related issues or simply leaving a positive impact in the guest with a simple "thank you or you are welcome". Hotel use social media sites like twitter to improve their customer service effort and better meet the requirements of their guests. Hence hotel using social media tools are the twitter service to voice their opinions. The secret towards an effective use of twitter is for a hotel or an organization to observe the following key points.

7. build social equity

8. determine your goals

9. conduct some research

10. identify a twitter profile

11. Twitter can be used in many ways, therefore the hotel has determine their goals and the results it hopes to achieve through the use of Twitter platform.

12. YouTube: YouTube is another social media tools that hotels or a business can explore and maximise the potential. YouTube is a video broadcasting channel, where millions of video being hosted and viewed by 300 million people worldwide who are actually seeking information. A hotel can use YouTube to promote and communicate with the audience to the business, thus attracting new customers by producing high-definitions video & uploading them on YouTube. Once video are upload, it will reach the masses and ultimately the intention of using YouTube is to draw people to the hotel or a business. During the check-in process, the customer can be informed that a short five minutes video could earn them some inceptives such as complimentary drink, a meal or pin of tickets to an in-house entertainment. Since reviews are vital in attracting customers to a specific hostel, these video have the potential to entice at the hotel, instead of their competition or similar. With this, the perception of a hotel brand is more often influenced by experience than by product. (Shipley 2010).

**Purpose of Customer Retention**

✓ It increases customer lifetime value and boosts your revenue.

✓ It also helps you build amazing relationship with your customers

✓ You are not just another website/store. They trust you with their money before you give them value in exchange. You can achieve this through relationship building strategies.
✓ To gain competitive advantage
✓ To improve productivity and performance
✓ Enabling new ways of managing and organizing the company/industry
✓ To develop new business – through advances in telecommunication, mass storage and software engineering.

## METHODOLOGY
### Study Area
The study was carried out in Owo, Ondo State, Nigeria. Out of the eighteen (18) hotels in Owo zone, only two (2) hotels were selected for the study as recorded by the Director of Tourism as there were no studies which have been conducted in this area on the awareness and knowledge on technology usage.

### Sampling Technique
Purposive sampling technique were used to select the number of hotels to be sampled while convenient sampling were used to select the respondents who were willing and ready to partake in the study. The paper focused on both four-star and three-star rated hotels in Owo, Ondo State based on availability of specific technologies and ratings. The technologies considered includes LCD Television, CD/DVD player, cable/satellite TV, Alarm clock, Air conditioning, wireless internet, in-room electronic sate, fixed and portable telephones, Automated check-in and check-out, mobile access to hotel website, access to telephones, Wi-Fi.

### Study Population
The sample size was a total of fifty included both the hotels managers and customers. The primary data were collected with the use of a well-structured questionnaire that was administered directly to the respondents. The secondary sources of data used were various virtual journal articles and books. The data collected were analysed using descriptive statistics such as mean, percentage, frequency.

## DISCUSSION OF FINDINGS
Questionnaire were distributed in the course of this study. One hundred questionnaire were distributed to the hotels in Owo, Ondo State. Fifty (50) were duly filled and returned, percentages of respondents were made out in the tables below followed by the detailed analysis.

## Results
### Section A
Table 1: Socio-Demographic Characteristics of the Respondents

| Variable | Frequency(50) | Percentage % |
|---|---|---|
| Age | | |
| 21-30 | 20 | 40 |
| 31-40 | 20 | 40 |
| 41-50 | 6 | 12 |
| 51 and above | 4 | 8 |
| Gender | | |
| Male | 15 | 30 |
| Female | 35 | 70 |
| **Religion** | | |
| Islam | 10 | 20 |
| Christianity | 40 | 80 |
| **Marital status** | | |
| Single | 30 | 60 |
| Married | 20 | 40 |
| **Educational level** | | |
| Primary | 5 | 10 |
| Secondary | 15 | 30 |
| Tertiary | 30 | 60 |
| **Occupation** | | |
| Student | 10 | 20 |
| Employed | 40 | 80 |
| **Ranking** | | |
| Junior staff | 10 | 20 |
| Senior staff | 35 | 70 |
| Management | 5 | 10 |
| **Income** | | |
| Less than 20,000 | 10 | 20 |
| 20,000-40,000 | 18 | 36 |
| 40,000-60,000 | 15 | 30 |
| 60,000-80,000 | 2 | 4 |
| Above 80,000 | 8 | 10 |

### Administration of Questionnaire
Analysis of the data collected through administrations of questionnaire were presented descriptively. The results of the respondents indicated that 21-30 & 31-40 years were regular respondents (Table 1). The gender distribution of the respondents revealed that 30% were male and 70% were female. The religious status of the respondents indicated that 20% were Islam while 80% were

Christians. The results of marital status of the respondents indicated that 60% were single and 40% were married. In addition, 36% of the respondents were in low income group of 20,000 - 40,000. This shows that even low- income earners also contributed to the growth of the establishment.

Table 2: Objective 1: Identification of the technology available in the selected hotels in the study area

| S/N | Identification of t  he technology available | Variable hotel 1 (%) | | Variable hotel 2(%) | |
|---|---|---|---|---|---|
| | | No | Yes | No | Yes |
| 1 | Automated check-in/check-out | - | 100 | 40 | 60 |
| 2 | LCD television | - | 100 | 10 | 90 |
| 3 | CD/DVD player | - | - | 95 | 5 |
| 4 | Air conditioning | - | 100 | 30 | 70 |
| 4 | Coffee/tea making facilities | 30 | 70 | 70 | 30 |
| 5 | Wireless key card | 15 | 85 | 95 | 5 |
| 6 | Fixed and portable telephones | 10 | 90 | 20 | 80 |
| 7 | Hotel website | 15 | 85 | 80 | 20 |

Source: Field survey 2022

Table 2 Presents the mean response of various types of technology available at the hotels such as LCD television, CD/DVD player, air conditioning, fixed and portable telephones, automated check-in and check-out Wi-Fi, access to hotel mobile were identified and available while some were not been able to identify the technology available in the hotels. This shows that respondents were able to identify some of the technology available in the hotels.

Table 3: Objectives 2: Awareness and knowledge of the use of the technology among the respondents in the selected hotels in the study area

| S/N | Identification of the technology available | Variable hotel 1 (%) | | Variable hotel 2(%) | |
|---|---|---|---|---|---|
| | | No | Yes | No | Yes |
| 1 | Automated check-in/check-out | - | 100 | 40 | 60 |
| 2 | LCD television | - | 100 | 10 | 90 |
| 3 | CD/DVD player | - | - | 95 | 5 |
| 4 | Air conditioning | - | 100 | 30 | 70 |
| 4 | Coffee/tea making facilities | 30 | 70 | 60 | 40 |
| 5 | Wireless key card | 10 | 90 | 95 | 5 |
| 6 | Fixed and portable telephones | 10 | 90 | 20 | 80 |
| 7 | Hotel website | 15 | 85 | 80 | 20 |

Source: Field survey 2022

Table 3 presents the mean response of the awareness and knowledge of the use of the technology were only moderate knowledge of the technology in the hotels.

Table 4: Objectives 3: impact of technology usage on customer satisfaction

| S/N | Identification of the technology available | Variable hotel 1 (%) | | Variable hotel 2(%) | |
|---|---|---|---|---|---|
| | | No | Yes | No | Yes |
| 1 | Automated check-in/check-out | - | 100 | 40 | 60 |
| 2 | LCD television | - | 100 | 10 | 90 |
| 3 | CD/DVD player | - | - | 95 | 5 |
| 4 | Air conditioning | - | 100 | 30 | 70 |
| 4 | Coffee/tea making facilities | 30 | 70 | 70 | 30 |
| 5 | Wireless key card | 10 | 90 | 95 | 5 |
| 6 | Fixed and portable telephones | 10 | 90 | 20 | 80 |
| 7 | Hotel website | 15 | 85 | 80 | 20 |

Source: Field survey 2022

Table 4 presents the mean response of the impacts of technology on customer satisfaction in the hotels were identified while some were not known by the respondent. The respondents also know that it was stress free, facilitated globalisation as well as improved sales. These were also accepted. This shows that technology has a lot of impacts/benefits on customer satisfaction and retention.

Table 5: Objective 4; challenges encountered by the hotel managers when applying technology in their services for customers

| S/N | Challenges encountered/ negative impacts | Variable hotel 1 (%) | | Variable hotel 2(%) | |
|---|---|---|---|---|---|
| | | No | Yes | No | Yes |
| 1 | Lack of IT knowledge | 70 | 30 | 65 | 35 |
| 2 | Expensive technologies | 75 | 25 | 15 | 85 |
| 3 | Maintenance and follow-up | 69 | 31 | 25 | 75 |
| 4 | Out-dated technology tools | 98 | 2 | 80 | 20 |
| 4 | Cyber-crime/fraud and hacking | 70 | 30 | 60 | 40 |
| 5 | Wireless key card | 10 | 90 | 95 | 5 |
| 6 | Fixed and portable telephones | 10 | 90 | 20 | 80 |
| 7 | Hotel website | 15 | 85 | 80 | 20 |

Source: Field survey 2022

Table 5 shows the challenges facing the use of technology on customer satisfaction. It is obvious that technology has many challenges facing it such as hacking, fraud, stealing, expensive technologies, maintenance problem and follow up. This shows that technology in the hotels need serious and quick attention so that the customers can have maximum satisfaction.

**Summary of Findings**
From the research tables, the impacts of technology include: improved productivity, facilitates easy connection and communication across borders and continents, helps save time (stress free), reduces low cost and increases data security through automation and use of electronic media daily. It was also found out that the challenges of technology include among others were maintenance and follow up, increased risk of cybercrime, fraud and hacking, face-to-face communication decrease, expensive technologies, privacy, modern technology dependency. This study according to Jungun and Hardin (2010) stated that technology requires a lot investment in the internet use in terms of updating the links and responding to many blogs that are sent. Visitors may change their minds or plans to travel to a particular destination if their queries were not answered on time. Therefore, all business processes has its own challenges and overcoming challenges will help to increase customers, maximum satisfaction and retention.

## CONCLUSION

This work attempted to evaluate the impact of technology on customer satisfaction and retention in selected hotels in Owo, Ondo state. The various extent of utilization of impact of technology by hotels on customer were identified as well as the challenges and negative impacts of technology. The hotel establishment are important source of revenue for the country. As such, the hotel businesses are expected to ensure that clients are provided with the best quality service. This promotes psychological, physical satisfaction of the customers. All customers aim at getting value for their money when they seek services from a service provider of high quality. It has also been discovered that information from the computer(technology) in the hotels enable proper ministering by the management of sales and other hotel products which are cost generated to manage their office effectively. It reduces customers time wasting, drastically reduce clerical work and work have thereby increasing its productivity and better service to the customers. Its storage media reduces a great deal of paper space. It also kills monotony of work. This modern technology has placed in the booking of business performance especially in the hospitality sector. The world we live is in dynamic that is, it changes from time to time, so also the nature of needs and wants of customers generally keep on changing.

Although there are some challenges discovered these include: possibility of unemployment (jobless), increases cybercrime and fraud if proper monitoring of the internet control is not employed by management, expensive to maintain in terms of hardware and software accessories and computer specialist. Through most of the managers using the technology were not computer- literate and this also makes some of them to play carelessly with passwords, thereby enabling others who are not authorised to have access to them. It is therefore important for many organizations that intends to maintain a good level of profitability and improve performance have to be duly prepared for all the changes and cope favourably with them.

### Recommendations

1. There must be adequate, skilful, competent, computer- literate and honest manager as well as staff (workers) employed to enhance the efficiency and effectiveness in operation of the hotel so as to ensure customers maximum satisfaction.

2. Hotels should render quality service of their technology to enhance high patronage, profit maximization and satisfied customers can be retained.

3. The positive impact of technology cannot be overemphasized as it has been shown to have a great effect in hotels and also hotel managers should be wise enough to have thorough supervision on these staff working in the hotels at least twice in a week so as to curb or eradicate the challenges or negative impacts on the use of technology facing them such as fraud or stealing and hacking hotels data and others so that they can be fully enjoyed the merits therein.

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# IMPACT OF SOCIAL MEDIA MARKETING OF MEDIUM SIZE HOTELS' PRODUCTS ON CUSTOMER RETENTION IN ABA, ABIA STATE, NIGERIA

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## ABSTRACT

*The impact of social media on hotel product marketing in five selected hotels in Aba, Abia State, Nigeria, was investigated in this study, to understand the consequent effect of the identified variables (social media and improved sales) on customer retention in the hotel industry. A 19-point structured questionnaire was employed to elicit responses from 132 customers of the selected hotels. Data was analyzed in inferential statistics for means and standard deviation while the consequent variables were tested for relationship using Pearson Correlation. One-way ANOVA was further carried out to determine if the consequent variables are significantly different. Result shows a significant relationship between social media and customer retention, and an insignificant relationship between social media and improved sales in the establishments studied. The study recommends that hotels should not exaggerate details of their image online in order not to mislead guests, while using suitable social media platforms to market their products and services.*

*Keywords: e-marketing, guest satisfaction, hotel industry, social media, service marketing.*

## INTRODUCTION

A lot has changed through computer digitalization and the internet over the years. Business organizations and their products have become more transparent, advertising and communication speed has rapidly increased as well as the size of the possible readers towards unlimited information (Pires, Staton & Rita, 2006). The increase of the use of internet started influencing the economy and the social life at the beginning of 20th century (Milano, Baggio & Piattelli, 2011). Since the year 2007, various means of reaching hotel customers and guests were made possible through the emergence of the "social media." According to Smith (2009) the shift towards user-driven technologies such as blog, social networks and video sharing platforms enabled a revolution. The revolution came in terms of user or user generated content (UGC), global community and the publishing of consumer opinion, which is now referred to as social media.

Social media features like Facebook, Instagram and Twitter, are commonly used by customers of business organizations for networking (Kaplan & Haenlein, 2010) instead of following the traditional marketing strategy, including the print and television media. This has revolutionized the state of marketing, advertising, and promotions (Hannan, Rohm & Crittenden, 2011), hence making it clearer that customer engagement during the purchasing and service processes is becoming more essential. Originally, social networking sites are used for entertainment purposes. However, an increase in the use of internet and information technologies has transformed the way people communicate with each other, in most business organizations (Clark & Roberts, 2010). Additionally, in the era of web 2.0, "networking advanced to an increasing number of users and the internet began to participate in social networking towards further modification" (Yazdanifard & Lee, 2014, p.10).

A lot of business entities have been using the social media for product marketing. The strategy involves the planned communication components and programs designed to change the attributes and behaviours of specific groups of people in specific ways through person to person communication (Nwokorie, 2021; Icha & Agwu, 2015). It is aimed at the delivery of services and the interface between service providers and beneficiaries where people are empowered by informed choice, education, motivation and facilitation effecting the expected

change.

Social media has recently been adopted by a small group of organizations' integrated marketing plans, thereby infusing a mix of advertisement, public relations, and sales promotion to produce a customer focused message with the evolution of platforms such as LinkedIn, Instagram, Facebook, Twitter, YouTube and blogs (Lanz, Fischhof & Lee, 2010). This offers opportunities for exceptional access to the guest from distant regions to various destinations.

An enterprise that understands the advantage of social media is well aware that it is essential in developing new business in the current competitive and profit driven market place. Marketing is an important tool for any organization involved in business, and social media could be used to reach out to the people accessing marketing platforms regularly. Being that excellent service is a strategy for attracting new customers and keeping existing once (Nwokorie, 2021), it is imperative for marketing managers to continually find solutions to appeal to, and keep new and existing customers, especially using new and friendly technology (Mmutle & Shonhe, 2017).

It is in this vein that this study is intended at exploring the impact of social media on hotel product marketing, and the consequent effect on customer retention in the hotel industry and improved sales of hotel products and services, which should define the types of hotel products and how to market them through the social media. To achieve this, the study examines the relationship between the social media and customer retention, as well as the relationship between the social media and improved sales.

## LITERATURE REVIEW

Social media marketing may be described as the act of using social networks, online communication, blogs, emails, print media, *apps*, the press and other related media for marketing products and services. The goal of social media markets is to gain brand awareness and interaction with the customers to talk about a specific business (Csutoras, 2008). Social media marketing concept and techniques basically consist of marketing programmes that should lead an organization to increase brand awareness of services, increase sales, monitor brand reputation, educate and inform customers, and improve customer service.

Social media marketing provides visibility and awareness for the brand, and this is the awareness that is essential to convert potential customers to loyal customers eventually. The secret is to create a thematic concept that can lead to an effective marketing campaign which will generate top-of-the-mind brand awareness with the customers (Icha & Agwu, 2015). The level of customers support increases with the use of media since it is interactive. For instance, a report by Deloitte (2010) states that media and new technology trends are playing key roles towards the growth in the hospitality industry with millions of consumers having internet access around the globe.

Social media may be interpreted in different ways depending on how one looks at it and what approach one takes. In general, it relies on internet and web-based tools and services to enable anyone the ability to publish information (Yazdanifard & Lee, 2014). The hotel industry is yet to fully identify the effectiveness of product marketing through the use of media, as there is an abundance of advantage like low cost of investment (Hailey, 2010).

Internet based applications built on the ideological and technological foundations of web 2.0, while including the creation and exchange of user generated content with each other also address a certain person's or group's needs. According to a study conducted by Dimauro and Bulmer (2014), 71% of the customers regularly read social media sites as part of their information gathering routine. When going deeper into the field of social media and its users, differences become apparent. It was discovered that there is a difference between female and male usage level of social media as a source of information. Specifically, Dimauro and Bulmer (2014) found out that women are two times more likely to turn to social channels to inform their decisions about purchases than men.

Facebook is one of the worldwide leading social media platforms with up to 2.375 million daily users as at July, 2019 (Statistica, 2019). These users are not only represented by customers but also by companies and organizations. The most common way to indicate satisfaction with the company is via "likes" or "shares". The both function as directly shown on the company's Facebook page. However, it is possible to comment directly on the page.

Business organizations can (not only) leverage social media for digital advertising and promotions, but also create innovative ideas, handle customer service issues, and in this context, engage with the customers (Smith, Fischer & Yongjian, 2012). When it comes to companies using social media, a clear model developed by Hanna, Rohm and Crittenden

(2011) provided a step-by-step explanation on the factors to be taken into account to successfully manage social media platforms. The factors include:

1. Visualizing the ecosystem – which has to do with determining the extent to which the media platform interact by considering the types of media (owned, paid and earned). For companies or users to understand how to transmit a message, five types of social influences are to be respected – creators, critics, collectors, joiners and spectators.

2. Identifying and tracking key performance indicators – which entails combining brand affinity and sales conversion.

3. Beginning with a story – in which case, a clear and specific story needs to be shared, which contains information of a product or service the company wishes to sell.

4. Minimizing the budget – in which a low budget is sufficient, with the same amount of customers reached, due to the shift from traditional towards new media

5. Being unique – whereby companies are enabled to customize their user engagement due to social media platforms. Through this construct (the social media ecosystem) companies are able to send out messages in a form that fulfills their goal.

## Social media and customer retention

A loyal customer is considered so if a second purchase or more are made at the same company (Nwokorie, 2021; Nwokorie, 2016). The likelihood of someone becoming a loyal customer largely depends on how satisfied the customer was with the previous purchase (Nwokorie & Igbojekwe, 2019). This also includes factors other than the product itself (like customer service, company reputation, innovativeness). Ranaweera and Prabhu (2003) tested several hypothesis with respect to customer retention and found out that satisfaction is the leading factor for customer loyalty as well as the overall reputation.

Online customer reviews are used as a marketing tool not only to reach customers but also to keep existing ones (Obiora & Nwokorie, 2019). Companies noticed the e-WOM as a marketing tool and use it to take advantage (Dellacoras, 2003). Through regular post of products information, sponsored promotional chats on online forums, and encouraging customers to spread the word about their production online, the products reach a far greater audience than before (Mayzlin, 2006). It is crucial to handle social media with caution and in an appropriate way to increase the chance of attracting loyal customers.

## Social media and improved sales

The internet became a popular marketing platform in the early 2000s. Companies established websites to post information about their products and services where consumers can directly access the information as the web became an essential tool for commercialization (Ryan, 2016). Using Facebook as an example with almost 2.5million users, customers show satisfaction by the numbers of 'likes' and 'share' for the company's product or services. Since the introduction of social media, there has been a high rate of sales in the service industry (Obiora & Nwokorie, 2019). Social media has improved sales through online purchasing and bookings, sales of room and other online channels.

## Imperative of the social media

Social media represents the most transformative information technology innovation in business, both internally and externally (Aral, Chrysanthos & David, 2013). The platform is no longer just a communication tool for personal amusement but an important part of marketing strategies in business (Öztamur & Karakadılar, 2014).

Social media has evolved beyond interpersonal relationship to become a major source of information that has a global reach that businesses cannot afford to ignore, yet few studies exist in academic literature regarding social media's effectiveness from a business perspective (Baruah, 2012). The need for organizational leaders to acquire the sufficient knowledge to develop effective social media strategies for increasing sales and creating value for the organization warrants the use of social media by business organizations to aid in generating brand awareness, increasing traffic and providing market place insight (Stelzer, 2014).

Social media marketing is any form of marketing communication using social media platforms and social networking sites (McGrath & O'connor, 2015). The traditional marketing media platforms such as television and print advertisements that marketers used to advertise or launch their products notwithstanding, social media has changed how business leaders interact with consumers, which presents both challenges and new opportunities for organizations (Tiago & Verissimo, 2014). Hotel guests who travel frequently place their emphasis on reviews by other guests rather than the ratings

awarded by established organizations (Obiora & Nwokorie, 2019). Nielson (2011) states that 57% of customers will research for online reviews before making a purchase of a product or service. The major social media platforms used for reviews by customers, according to Obiora and Nwokorie (2019) and Nielson (2011) are Facebook, Twitter, and YouTube.

Facebook: Facebook, is a fantastic avenue to stay visible and successful by making a face or a presence for the organization online. In Facebook, people have a profile, but a hotel does not require a profile. Instead, a hotel is like a brand, and needs to have pages instead of a profile. A hotel which uses Facebook must know the audience, and set up the pages according to the audience's demographics. With such information, the account is created, and Facebook marketing campaign must have the right exposure, awareness and motivation. (Smaraton, 2010).

Twitter: Twitter is an effective medium for communication, whether it is to read or receive the latest news, or for virtual conversations and building community. The apparent advantage for a hotel establishment to utilize social media is for the purpose of customer service, and Twitter is the ideal medium for resolving customer related issues or simply learning a positive impact on the guest. A profile of some sort has to be created. If it is for a hotel, a branded account would be recommended as the twitter name should reflect the name of the organization along with the company's logo. Twitter etiquette can harness trust within the community and credibility as well (Brito, 2010).

YouTube: YouTube is one of many social media tools that hotels can explore to maximize business potentials. YouTube is a video broadcasting channel where millions of videos are being hosted and viewed by over 400 million people worldwide who are actively seeking information (Shipley, 2010). A hotel can use YouTube to promote and communicate with the audience to the business, thus attracting new customers by producing high-definition (HD) video and uploading them online. The videos could be an event about the company or an introduction or demonstration of a new product launched.

**Media marketing goals**

Lim (2010) wrote that the hotel industry should embrace the possibilities of social media. According to Lim, the goals marketers should have in mind when talking about online communication marketing are increased revenue, lowered cost, and improved customer satisfaction. Perspective on the goals should be more branding related (than proficiency), brand awareness, customer education and information, brand recognition, and monitoring. The media represents an ongoing trend where the hotel industry has a lot to gain, and should always be cautious not to misuse each medium.

## METHODOLOGY

Convenience sampling technique was applied to select five hotels medium size hotels in the Osisioma Area of Aba, Abia State. The necessity of the technique is as a result of the convenience of the selected hotels to allow access for the study out of the available pool of 11 medium size hotels in the study area. Using the Z-score calculation method for unknown population in research, the population of the study is made up of 265 customers of the selected hotels. The Taro Yamane sampling method was adopted in determining the (155) sample size for the study (Yamane, 1967). The Krejcie and Morgan table for sample size was used to validate the sample size as applicable to the Yamane formula (Mbae, Munga & Ogada, 2020; Krejcie & Morgan, 1970).

Survey and focus group discussion (FGD) were used for primary data in which a nineteen-point structured questionnaire was prepared in a five-point Likert scale to elicit responses from sample. The major components of the research instrument were designed in comparison with the previous studies of Lakha and Vaid (2012), Nwokorie (2021), Nwokorie and Adeniji (2021), Obiora and Nwokorie, (2019), Nwokorie (2016), DiMauro and Bulmer (2014), Yazdanifard and Lee (2014), Aral *et al*. (2013), Bennaciri (2012). Milano *et al*. (2011), Smith (2009), Mayzlin (2006), Pires *et* al. (2006), and Dellarocas (2003).

Descriptive and inferential statistics including Pearson correlation and regression analysis using OLS were employed for data analyses and hypotheses testing. Decision rule for test of hypotheses is to accept the null hypotheses if p-value (sig. value) is equal to, or greater than 0.05.

## RESULTS

A total of 155 copies of the research instrument were administered to the respondents, with a 94.19% (146) return rate suitable for analysis. The response rate, which is above 60% is considered adequate and acceptable for analysis (Evans, Peterson & Demark-

Wahnefried, 2004). However, 132 of the returned questionnaire were usable for analysis, representing a 90.41% valid number of usable returned response, and 85.71% of usable response out of the total number of research instrument distributed.

Table 1: Test of Reliability

| Cronbach's Alpha | Valid Number | Number of Items |
|---|---|---|
| 0.862 | 132 | 12 |

*2022 survey.*

Table 1 shows the reliability of the questionnaire used for the survey research. The Cronbach's alpha of 0.862 is indicated, which shows that the questionnaire used for the study is reliable. Hence, further analysis can be done on the result obtained from the survey.

Table 2: Demographic information of the respondents

| S/N | Statement | Response | Number | Percentage (%) |
|---|---|---|---|---|
| 1. | Gender | Male | 43 | 32.6 |
| | | Female | 89 | 67.6 |
| 2. | Age | 18 - 22 Years | 24 | 18.2 |
| | | 23 – 30 Years | 53 | 40.2 |
| | | 31 - 40 Years | 55 | 41.7 |
| | | Above 40 Years | - | - |
| 3. | Duration of social media usage | 1 – 5 Years | 34 | 25.8 |
| | | 6 – 10 Years | 52 | 39.4 |
| | | 11 – 15 Years | 48 | 34.8 |
| 4. | Marital status | Single | 36 | 27.3 |
| | | In a relationship | 56 | 42.4 |
| | | Married | 40 | 30.3 |
| | | Others | - | - |
| 5. | Current occupation | Student | 49 | 37.1 |
| | | Employed | 56 | 42.4 |
| | | Self Employed | 27 | 20.5 |
| | | Others | - | - |
| 6. | Social media platform used on a regularly | Facebook | 54 | 40.9 |
| | | Twitter | 28 | 21.2 |
| | | YouTube | 50 | 37.9 |
| | | LinkedIn | - | - |
| | | Others | - | - |
| 7. | Reading online customer reviews before a purchase. | Yes | 99 | 75.0 |
| | | No | 33 | 25.0 |

*2022 survey.*

The demographic attributes of the respondents used for the research work were presented in Table 2. The result indicates that 132 respondents returned the questionnaire in which 32.6% were female and 67.6% were male. In addition, 18.2% of the respondents are between 18 – 22 years of age, 40.2% are 23 - 30 years of age and the remaining respondents are between 31 - 40 years of age. Also, 25.8% of the respondents have been using the social for up to 5 years, 39.4% have been using the social media for up to 10 years and the remaining respondents have used the social media for up to 15 years. In addition, 37.1% respondents are student, 42.4% are employed and the remaining 20.5% are self-employed. Moreover, 40.9% of the respondents affirmed they use Facebook, 21.2% confirmed they

use twitter, while 37.9% confirmed they used YouTube. Up to 75% of the respondents affirmed they read information online review before buying a product or service.

Table 3: Summary of responses to statements on customer decision process through the social media

| Item No | STATEMENT | SA | A | N | D | SD | | Std. Dev. |
|---|---|---|---|---|---|---|---|---|
| 8. | Online customer review is important when gathering product information. | 55 41.7 | 45 34.1 | 13 9.8 | 16 12.1 | 3 2.3 | 4.27 | 0.697 |
| 9. | Online critics are important when gathering product information. | 54 40.9 | 59 44.7 | 19 14.4 | - | - | 4.66 | 0.590 |
| 10. | Company website is important when gathering product information. | 95 72 | 29 22 | 8 6.1 | - | - | 4.52 | 0.786 |
| 11. | Customer review as a good information source when choosing a product. | 90 68.2 | 24 18.2 | 15 11.4 | 3 2.3 | - | 4.17 | 1.147 |
| 12. | Facilities viewed on social media and reserved are available at the time of lodging. | 71 53.8 | 36 27.3 | 5 3.8 | 16 12.1 | 4 3 | 4 | 1.302 |

*n= 132*
*2022 survey*
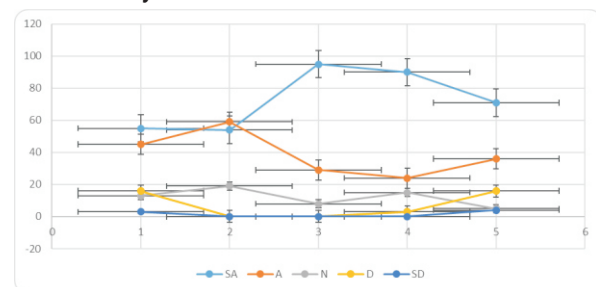


*Figure 1: Scatter diagram on customer decision process using social media platforms (error bars revealed)*

Analyses show that 75.8% of the respondents agreed that online customer review is important when gathering product information, while more than 85% of the respondents affirmed that online critics are important when gathering product information. Agreement responses were up to 94% by respondents that company website is important when gathering product. On whether they use customer's review as an information source when choosing a product, 86.4% of the respondents made agreement statements thereto. Additionally, 81.1% of the respondents affirmed that facilities viewed on social media and reserved are available at the time of lodging. The average response to each of the statements shows that majority of the respondents were in favour of the statement since there is no average response below 4.0 and the standard deviation result is an indication of a minor variation in the responses (Table 3, Figure 1).

Table 4: Summary of responses to statements on guest decision outcomes for improved sales and customer retention

| Item No | STATEMENT | SA | A | N | D | SD | | Std. Dev. |
|---|---|---|---|---|---|---|---|---|
| 13. | Customers' negative product ex perience while reading about a product online. | 72 54.5 | 25 18.9 | - | 33 25 | 2 1.5 | 4 | 1.302 |
| 14. | Customers' positive product experience while reading about dissatisfaction on a product. | 59 44.7 | 29 22 | 17 12.9 | 11 8.3 | 16 12.1 | 3.79 | 1.404 |
| 15. | Customer loyalty due to the services fr om the hotel which encourages them. | 49 37.1 | 13 9.8 | 70 53 | - | - | 3.84 | 0.940 |
| 16. | Recommending the hotel to other guests. | 65 49.2 | 40 30.3 | 24 18.2 | 2 1.5 | 1 0.8 | 4.26 | 0.862 |
| 17. | Improvement of room selection approach due to social media usage. | 40 30.3 | 55 41.7 | 29 22 | 8 6.1 | - | 3.96 | 0.877 |
| 18. | Improved loyalty level for the different products of the hotel. | 44 33.3 | 46 34.8 | 24 18.2 | 14 10.6 | 4 3 | 3.85 | 1.095 |
| 19. | Regular availability of products after selection are made online. | 38 28.8 | 48 36.4 | 32 24.2 | 14 10.6 | - | 3.83 | 0.966 |

*n=132*
*2022 survey.*
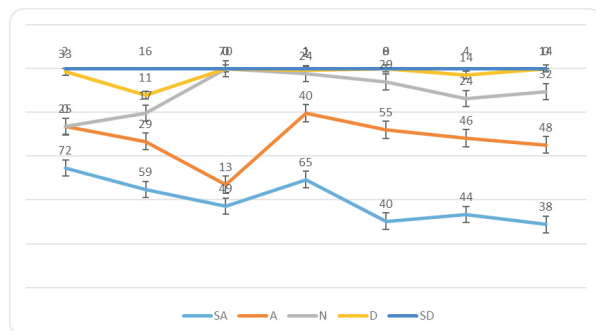


*Figure 2: Line graph of guest decision outcomes* for improved sales and customer retention (with line markers at 100%; error bars revealed)

Result revealed that 73.4% of the respondents agreed to the statement of having negative product experience while reading about the product online. In addition, 66.7% of the respondents affirmed to have had positive product experience while reading about dissatisfaction on a product. Only, 46.9% affirmed that they would be loyal customers due to the services from the hotel which encourages them. However, 53% of the respondents were neutral to the statement. On whether respondents will recommend the hotel to other guests, 79.5% of the respondents made agreement statements in that regard. Whether the social media has improved room selection approach for respondents, 72% agreement responses were made in that respect. While 61.8% of the respondents asserted that their loyalty level has improved for the different hotel products, 65.2% agreement responses were recorded for the statement that there has been regular availability of products after selection are made online. The average response of the respondents (approximately 4.0) indicates that majority of the responses are in favour of the statements and the standard deviation indicates less

deviations in the responses (Table 4, Figure 2).deviations in the responses (Table 4, Figure 2).

Table 5: PCA Summary

| S/N | Variable | Total Item | Extracted Item | Cumulative % |
|---|---|---|---|---|
| 1. | Social Media (SM) | 5 | 9, 11, 12 | 76 |
| 2. | Customer Retention (CR) | 4 | 13, 16 | 59 |
| 3. | Improved Sales (IS) | 4 | 19 | 57 |

*Researchers' Computation, 2022.*

Table 5 shows the summary of the data reduction process (principal component analysis – PCA) in order to extract variables to be used for hypotheses testing. The variable column shows the consequent variables to test formulated hypotheses with the total number of statements in the questionnaire that could be used for the test. However, after data reduction, with Eigen values of more than one as the standard for selecting the variables, it was discovered that only three items could be used for social media (SM) because the three items explain about 76% variation in the responses. Similarly, two items represent four items that could be used for customer retention with 59% cumulative variance and one item represents four items that could be used for improved sales with 57% cumulative variance.

**Hypotheses**
Two null hypotheses were formulated for the study and are tested for correlations to determine relationship between variables.
$H_1$: There is no relationship between social media and customer retention

Table 6: Correlation between social media and customer retention

| Variable | Pearson Correlation | R-Square | Std. Error of the Estimate | Sig. (2-tailed) |
|---|---|---|---|---|
| SM - CR | 0.166 | 0.027 | 1.516 | 0.028 |

*Researchers' Computation, 2022.*

Table 7: $H_1$ ANOVA table

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 8.442 | 1 | 8.442 | 3.673 | .028[b] |
| | Residual | 298.801 | 130 | 2.298 | | |
| | Total | 307.242 | 131 | | | |

The correlation coefficient (0.166) indicates a weak positive relationship between social media and customer retention. Also, only about 2.7% variation in customer retention can be attributed to social media. The standard error of the estimate is 1.516 with significant value of 0.028 (Table 6). In addition, analysis of variance was carried out to determine the sufficiency and adequacy of the model.

However, the F-value is 3.673 (with sig. value of 0.028) is an indication that the model is adequate and sufficient in relating social media and customer retention (Table 7).

Table 8: $H_1$ OLS result

| Model | Coefficients | Std. Error | t-value | Sig. value |
|---|---|---|---|---|
| Constant | 5.856 | 1.260 | 4.649 | 0.000 |
| SM | 0.485 | 0.097 | 5.000 | 0.028 |

*Researchers' Computations, 2022.*

The regression model is thus specified:
CR = 5.856 + 0.485*SM          …1
The statistical outcome from the model (in Table 8) reveals that social media contributes positively to customer retention – with regression coefficient of 0.485 (sig. value of 0.028).   Therefore, the hypothesis is rejected since p-value      0.05. Consequently, there is significant relationship between social media and customer retention.
$H_2$:   There is no relationship between social media and improved sales

Table 9:   Correlation between social media and improved sales

| Variable | Pearson Correlation | R-Square | Std. Error of the Estimate | Sig. (2-tailed) |
|---|---|---|---|---|
| SM - IS | 0.129 | 0.017 | 0.997 | 0.140 |

*Researchers' Computations, 2022.*

Table 10: $H_2$ ANOVA table

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 2.196 | 1 | 2.196 | 2.208 | .140[b] |
| | Residual | 129.282 | 130 | .994 | | |
| | Total | 131.477 | 131 | | | |

The correlation coefficient (0.129) equally indicated a weak positive relationship between social media and improved sales, and only about 1.7% variation in sales can be attributed to social media.  The standard error of the estimate is 0.997 with significant value of 0.140 (Table 9). Analysis of variance was carried out to assert the sufficiency and adequacy of the model. The F-value of 2.208 (with sig. value of 0.140) indicated that the model is neither adequate nor sufficient to relate social media with sales (Table 10).

Table 11: $H_2$ OLS result

| Model | Coefficients | Std. Error | t-value | Sig. value |
|---|---|---|---|---|
| Constant | 2.480 | 0.829 | 2.993 | 0.003 |
| SM | 0.095 | 0.064 | 1.486 | 0.140 |

*Researchers' Computations, 2022.*

The regression model is thus specified:
IS = 2.480 + 0.095*SM          …2
From the model (Table 11), it was discovered that social media contributes less positively to improved sales with regression coefficient of 0.095 having the sig. value of 0.140.   Since p-value      0.05, $H_2$ is accepted to assert that there is no significant relationship between social media and improved sales.

## Discussion
The study revealed that social media could be used to influence brand awareness for a given hotel and monitor its reputation in relation to the views of Csutoras (2008) and Mayzlin (2006). Customer reviews and criticisms could serve as a tool to measure brand reputation (Nwokorie, 2016; DiMauro & Bulmer, 2014),). Similarly, this study has shown that social media platforms could serve as avenue to review the level of knowledge customers may have on a given hotel establishment, as well as availability of its products and services in relation to the studies of Aral *et al.* (2013), Baruah (2012), Smith (2009), and Pires *et* al. (2006).
Results have also disclosed that customers resort mostly to social media and the internet (which are readily available for advert) for their choice of hotel service enquiry more than the print and electronic media. This is an indication that most hotel guests would not require extraordinary instructions on the use of social media, thus allaying the fear of hotels to invest in usage of social media platforms as affirmed by Obiora and Nwokorie (2019).
Having analyzed data and tested formulated hypotheses, this study revealed the positive contribution of social media to customer retention for the hotel industry (Lakha & Vaid, 2021; Milano *et* al., 2011; Yazdanifard & Lee, 2014; Dellarocas, 2003), while the test of hypothesis showed a significant relationship between social media and customer retention. The decision upheld in this study indicates that social media could be a viable instrument for customer service management.
Service recovery is important in the quest to maximize profit for every hotel establishment, as observed by Nwokorie (2016) and Nwokorie (2021). Therefore, the outcome of this study suggests that using the social media could assist hotels in recovering failed services to enhance customer loyalty. However, result of data analysis exposed a less positive impact of social media on improved sales, hence there was no significant relationship

between social media and improved sales in the establishments studied. This could be as a result of non-aggressive method of the use of the social media on sales promotion by the establishments, especially when the establishment is relying only on the loyalty of its customers to believe that business is doing well. Obiora and Nwokorie (2019) observed that online presence could improve guest loyalty for tourist destinations and advised, however, that tourist products in the destination should be made visible online to further improve sales, relative to the suggestions of Bennaciri (2012).

## CONCLUSION AND RECOMMENDATION

This study investigated the impact of social media on customer retention and improved sales in five medium hotels in Aba, Nigeria. Hospitality products and services could be made available online for reviews by guests and for choice selections by customers using social media platforms. Therefore, social media platforms could be used as a marketing tool, and especially, to analyze guest expectation for the hotel industry to advance service delivery. Satisfaction is the leading factor for guest retention. This study shows that it is imperative for hotels to leverage on the existence of social media to improve sales of hotel products since the social media is readily accessible and affordable by most hotel guests.

The study recommends that:

a. Hotel managements should ensure that all services on display online and on the social media are made available for guests' use in the hotel. The availability would improve guest confidence on the part of the hotel in service delivery, thus enhancing the goodwill/corporate image of the establishment.

b. Products being displayed online should be exactly the same during the guest's visit, hence the actual quality of facilities provided should be maintained on display. Therefore, hotels should desist from the use of 3D (or similar) images to represent the products they offer.

c. The need for hotels to launch social media app is also essential. This is necessary especially for hotels that operate in the different segments of the industry with a vast array of products and services for the various categories of guests they cater for.

d. Dedicated departments/units should be designated for the management of the social media handles of a given hotel. Aside advertising the hotel through the social media, hotels can equally engage in sales promotion for other establishments and

business concerns who may use the hotel's social media space and the advantage of the hotel's large customer base to equally market their own products and service to the hotel's immediate publics.

e. Websites of hotel establishments should be improved to conspicuously include social media handles that would easily redirect customers appropriately from the site to the social media platform. This would enable users to easily access the establishments through the social media where customers can effortlessly make comments or recommendations for improvement.

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# STUDENTS' MOTIVATIONAL FACTORS AND GENDER DIFFERENCE IN FAST FOOD CONSUMPTION IN TWO TERTIARY INSTITUTIONS IN BAUCHI, NIGERIA

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## ABSTRACT

*Students' motivational factors and gender differences in fast food consumption in two tertiary institutions in Bauchi Nigeria. Fast-food has become a significant symbol for the modern culture as it satisfies people in a relatively short time. The cultural "gendering of food" as described by sociologists Mu (2015) also informs the fast food practices and perceptions of students of tertiary institution. Certain foods are perceived as either masculine or feminine in nature. For example, beef is generally perceived in the U.S. as masculine while yogurt typically has more feminine connotations. It is possible that similar types of gender-based cultural perceptions will also emerge among the fast food choices and understanding of students. A sedentary lifestyle characterized by a lack of physical activity, which is common for students; Changes in life style and loss of the family eating together trigger the popularity of fast food amongst students. The main objective of this study was to determine the factors that motivate students' fast food consumption and gender difference. The population of the study was students of the Abubakar Tafawa Balewa University (ATBU) and Federal Polytechnic Bauchi. The sample size for the study was 300 students randomly selected from the institutions on equal basis. Data were collected through questionnaire where information was gathered from a primary source. The data collected were subjected to descriptive analysis. The results showed that respondents are aware of the health consequences of fast food consumption. Male students prefer fast food over home-made meal than female students. The reason is because female students prefer to eat quality nutritional meals and what they cooked at home, to improve their method of cooking, and to eat based on their mood. Results revealed the factors that motivate fast food consumption among students are convenience, affordability, peer influence, academic pressure and increased number of fast food outlets near the schools. The study recommended that students should also limit the rate of fast food consumption because of its health implications, and encouraged to focus on cooking their meals.*

*Keywords:* *Convenience food, customer satisfaction, gender difference, fast food, institution catering*

## INTRODUCTION

In parallel with the rapidly developing technology, eating habits also undergo changes. Although nutrition is important for all segments of the society, it is of utmost importance to students. Individuals, who gain independence in this period, start to decide on their eating preferences, to eat out more frequently and to get influenced by their circle of friends. Therefore, they tend to consume more of those foods that are deemed unhealthy such as fizzy drinks and fast-food (Yardimci, 2012). Fast-food has become a significant symbol for the modern culture as it satisfies people in a relatively short time. In terms of nutrition, fast-food includes high amounts

of sodium, sugar, cholesterol and fat (especially saturated fat) but low in vitamins A and C and dietary fiber (Yardimci, 2012). Considering the close relationship between diet and health, the increased presence of fast food as a dietary staple of global eating habits presents a challenge to the health profile of most students in the society. Consumption of take away and fast food continues to increase in western societies and is particularly widespread amongst students in higher institutions. This unhealthy practice is also becoming more popular in developing countries. When young persons enter university life, they take more control of their life style, in particular food choices especially if they are away

from home. The food consumption patterns and associated nutritional risk specific to students of higher institution of learning is a key concern (Moreno-Gomez *et al.,* 2012). Fast food choices of undergraduates through the lens of gender elucidates how pervasive cultural norms about masculinity and femininity gain expression in the context of fast food consumption. Similarly, it explains how such associations are linked to human biology and overall health.

The cultural "gendering of food" as described by sociologists Mu (2015) also informs the fast food practices and perceptions of students of tertiary institution. Certain foods are perceived as either masculine or feminine in nature. For example, beef is generally perceived in the U.S. as masculine while yogurt typically has more feminine connotations. It is possible that similar types of gender-based cultural perceptions will also emerge among the fast food choices and understanding of students. A sedentary lifestyle characterized by a lack of physical activity, which is common for students; Changes in life style and loss of the family eating together trigger the popularity of fast food amongst students.

Put differently, today, in Nigeria many students engage in various school activities that keep them busy from home made food consumption; as such they tend to patronize fast food outlet. In all the situations where students find themselves, they eat whatever food is available for consumption. They acquire various food consumption practices, which often have unhealthful implications. The foods are often "street foods" (which are otherwise called fast foods). Such food is usually of poor quality and sometimes is un-hygienically prepared. Another problem inherent in consumption of food, however, may be that the individual has not been eating the required dietary allowance meant for the physiological age-group, sex and age. It becomes essential to investigate students' motivational factors and rate of fast food consumption between genders.

### Objectives of Study

The objective of this study is to determine the factors that motivate students' fast food consumption and gender difference between, the two major tertiary institutions in Bauchi metropolis.

### Research question
**The questions intended to be answered by this study are:**
a. In what ways do student motivational factors affect gender difference in fast food consumption?

b. What are the health implications of consuming fast food?
c. What are the factors that motivate male and female Students to consume fast food?

## LITERATURE REVIEW
### Definition of Food
According to Business Dictionary (2017), food can be defined as edible or potable substance (usually of animal or plant origin), consisting of nourishing and nutritive components such as carbohydrate, fats, protein, essential mineral and vitamins, which when ingested and assimilated through digestion sustains life, generates energy, and provides growth, maintenance, and health of the body.

### Why do people consume fast Food?
The study investigating the reasons why people consume fast foods have pointed to convenience. The IGA survey reported that people generally eat fast food because of convenient locations and time constraints (FOODWEEK, 2008). Aside from the obvious benefits of fast food (it is quick, easy and generally cheap), some researchers have also reported on how experiential aspects of fast food are attractive to consumers. Park (2004) reported that hedonic aspects of fast food were likely to determine which restaurant consumers visited. Such factors related to the experience of eating fast food including the taste and the eating environment. Other studies suggested that there may be factors in a fast food environment beyond the food and the convenience that attract people to fast food. Ultimately, there are many aspects reported that attract people to fast food. Factors that guide consumer choice in multiple contexts have been documented and explored. These factors have included familiarity, price and taste (Prescott *et al.,* 2002), but consumer choice is a complex behavior which cannot be defined by rating the importance of a series of factors (Scheibehenne, Mlesler, and Todd, 2007).

### Effect of fast food
Fast food often contains too many calories and too little nutrients. If fast food is a regular component of your diet, you might find yourself struggling with weight problems and ill health. Food is fuel for your body. It has a direct impact on how you feel as well as on your overall health. Fast food is not necessarily bad, but in many cases, it is highly processed and contains large amount of carbohydrates, added sugar, unhealthy fats, and salt (sodium).

These foods are often high in calories, yet offer little or no nutritional value. When fast food frequently replaces nutritious foods in the diet, it can lead to poor nutrition, poor health, and weight gain. Being overweight is a risk factor for a variety of chronic health problems including heart disease, diabetics, and stroke. According to the Robert Wood Johnson Foundation (2013), most people underestimate the number of calories they are eating in a fast food restaurant. A study published in JAMA Pediatrics (2013) showed that calorie in fast food and other restaurants are more than food prepared at home. Findings by public health specialist (Walker *et al*, 2012) supports the notion that food deserts, or urban regions lacking access to grocers and fresh foods, are a common phenomenon among areas, associated with lower socio-economic status and a link with obesity.

## Fast Food Consumption among Student

University student's population are widely reported to engage in unhealthy lifestyle behaviors including unhealthy eating behaviors such as high consumption of snack (Ansari *et al.,* 2012); consumption of convenient food, high consumption of fast foods (Thorpeet *et al*., 2014; Ansari, *et al.,* 2012; Ansari, *et al*, 2011; Likus.*et al*, 2013; Y.AL-Nakeeb, M. Lyon, L. Dodd, A.AL-Nuiam,2015), and insufficient consumption of fruit and vegetables (Moreno-Gómezes *et al,* 2012; Ansari, *et al,* 2012). Thus, students indulging in these behaviors may be at increased risks of weight gain. The reported prevalence of fast food consumption of three or more times per week (Cooke and Papadaki, 2014), is varied, ranging from 20.2% in polish university students (Likus, *et al,* 2013) to 46 percent in USA university students. Of interest, using the criteria of two of more takeaway meals as a meal per week, Thorpe *et al*, (2014) reported only 12.5% of Australian university students to meet the criteria. Eating behaviors have been reported to differ by sex (Moreno Gomez, *et al*., 2012; Ansari, Stock. and John, 2011) and living arrangement (Ansari, Stock, Mikolajczk, 2012) in university student populations. Moreno-Gomez *et al* (2012) reported diet quality to be higher in females, whilst El Ansari *et. al.* and Ansari, Stock and John (2011) found recommended consumption of fruit and vegetables and consumption of sweet items such as candy to be higher amongst female students.

## Gender difference in fast food consumption

Monteiro, Jeremic and Budden (2010) found that gender and ethnicity were modifiers of nutrition behaviors and exercising habits among college students. College students developed food choices and healthy habits based on their childhood and learned from the care givers that raised them.

According to Monteiro *et al.* (2010), college students spend almost half of their money at fast food and fine dining restaurants. In addition, only 7.3 % of college students ate the daily recommended amounts of fruits and vegetables. The result of their study revealed that students ate more foods that are highly in fat calories, sugar, and sodium foods that are typically low in cost and more convenient. Many college students also lacked knowledge regarding healthy eating (including reading labels) and exercise to maintain health (Monteiro *et al*, 2010). The study indicated that females did read labels more than males, even though the difference was slight. Soliah, Water and Antosh (2006) investigated women and food preparation.

## Gender Differences in Nutrients Intake

In order to detect any gender-associated trend in nutrients intake, we have analyzed the nutritional profiles estimated at population level within the context of nationwide individual dietary surveys. We considered the database of dietary intakes of 22 European countries, Partners of the European and Health Report (ENHR II), the most suitable source of the data on the basis of the number of countries involved and the approach utilized to collect the indicators (Elmadfa, 2009). Data from this report have been therefore processed to highlight possible differences between males and females population groups concerning the percentage contribution to the average daily energy intake by carbohydrates, proteins, fat, fatty acids, and mean daily intake of minerals and vitamins. Data were then grouped by nutrients, by gender, country and age-class and graphically plotted in order to detect similarities and difference associated to gender. Overall, significant differences were observed in the percentage contributions of macronutrients to the daily energy intake. Minimum and maximum values (ranges) observed in average per-capital daily intakes in females per each country overlap those of males. These findings are in agreement with data obtained in previous studies (Flynn *et al,* 2009).

**Fast Food and Obesity**

It is clear that there has been both a rise in the prevalence of obesity and a shift in eating patterns. The fact that these changes have occurred across a similar timeframe has led many people to suggest that changes in eating patterns may have negative health outcomes for the population. In korea, for example, there was a dramatic increase in the prevalence of obesity throughout the 1990s (kim *et al*, 2005), while during the same timeframe the popularity of takeaway foods also grew (park, 2004). These changes may be purely coincidental and offer no indication of causality. Nevertheless, these are the very style of associations that have led to the exploration of fast food as a potential contributor to the public. The balance for obesity has regularly been shifted way from changes in eating patterns to large fast food corporations such as McDonald's. In recent years, two feature films have been produced that specifically, and negatively target McDonald's.

**METHODOLOGY**

The study area is Bauchi metropolis, comprising of two tertiary institutions which are Federal Polytechnic Bauchi and Abubakar Tafawa Balewa University (ATBU) Bauchi. These institutions were chosen being the two major tertiary institutions in Bauchi metropolis.

The population of the study was students of the two tertiary institutions and the sample size was 300 students. This includes 150 students from Abubakar Tafawa Balewa University (ATBU) and 150 students from Federal Polytechnic Bauchi, making the total number of three hundred students that were randomly selected.

Questionnaire was used for data collection from the student in the tertiary institutions. The filling of the respondents was also indicated in respect of each of the following by marking under the appropriate column. SA=Strongly Agree, A=Agree, D=Disagree and SD=Strongly Disagree. Simple descriptive statistics was used to analyzed the data

**Table 1: Response Rate**

| Schools | No Administered | Filled and Returned | % of Returned |
|---|---|---|---|
| Federal Polytechnic Bauchi | 150 | 150 | 50 |
| Abubakar Tafawa Balewa University (ATBU) | 150 | 150 | 50 |
| Total | 300 | 300 | 100 |

Table 1 above indicates that 150 questionnaires each were administered to the two tertiary institutions selected and 150 (50%) were recovered from Federal Polytechnic Bauchi, while 150 (50%) were recovered from Abubakar Tafawa Balewa University Bauchi.

**Results**

Table 2: Responses on fast food consumption in the study area

| Items | SA | A | SD | D | N | TOTAL | Mean | Standard deviation |
|---|---|---|---|---|---|---|---|---|
| Male Students consume fast food than female students | 105 (35.00%) | 89 (29.66%) | 30 (10.00%) | 40 (13.00%) | 36 (12.00%) | 300 | 3.62 | 1.39 |
| Fast food can be unhealthy | 112 (37.00%) | 85(28.00%) | 28 (9.00%) | 36 (12.00%) | 39 (13.00%) | 300 | 3.65 | 1.41 |
| Fast food can cause obesity | 118 (39.33%) | 90(30.00%) | 30 (10.00%) | 33 (11.00%) | 29 (9.60%) | 300 | 3.78 | 1.33 |
| Heart diseases can be caused by fast food | 124 (41.33%) | 87(29.00%) | 39 (13.00%) | 33 (11.00%) | 17 (5.66%) | 300 | 3.89 | 1.22 |
| Total | 114.75 | 87.75 | 31.75 | 35.5 | 30.25 | 300 | 3.735 | 1.3375 |

Note: SA=Strongly Agree, A=Agree, D=Disagree, SD=Strongly Disagree and N= Neutral
Numbers in brackets are percentage values

Table 2 shows that 105 (35%) and 89 (29.66%) respondents strongly agreed and agreed respectively, 30 (10%)
and 40(13%) respondents strongly disagreed and disagreed respectively while 36(12%) respondents were neutral or said nothing on the question that Male Students consume fast food more than female students. The result further shows that 112 (37%), 85(28%), 28(9%), 36(12.%) and 39(13%) responses from the two selected tertiary institutions strongly agreed, Agreed, strongly disagreed, disagreed, and were Neutral respectively on the statement that Fast food can be unhealthy to students.

Table 2 above shows that 118(39.33%), 90(30%), 30(10%), 33(11%) and 29(9.6%) respondents with their respective percentages from the two selected tertiary institutions 'Strongly agreed', 'Agreed', 'Strongly disagreed,' 'disagreed' and 'Neutral' respectively on whether fast food can cause obesity or not. In addition the study revealed that 124(41.33%), of the respondents strongly agreed that Heart diseases can be caused by fast food, 87 respondents representing 29% agreed, 39 respondents representing 13% and 33 respondents, representing 11% 'strongly disagreed', 'disagreed' and 'neutral' respectively.

Table 3: Response on Factors that motivate male and female students to consume fast food

| Factors | SA | A | SD | D | N | TOTAL | Mean | Standard deviation |
|---|---|---|---|---|---|---|---|---|
| Convenience | 108 (36.00%) | 88 (29.33%) | 36 (12.00%) | 36(12.00%) | 32(10.66%) | 300 | 3.68 | 1.35 |
| Affordability | 112 (37.00%) | 95(31.66%) | 23(7.66%) | 36(12.00%) | 34(11.33%) | 300 | 3.72 | 1.37 |
| Peer Influence | 111(37.00%) | 87(29.00%) | 37(12.33%) | 33(11.00%) | 32(10.66%) | 300 | 3.71 | 1.35 |
| Academic Pressure | 118(39.33%) | 95(31.66%) | 27(9.00%) | 48(16.00%) | 12(4.00%) | 300 | 3.86 | 1.21 |
| Increase number of fast food outlet near school | 111(37.00%) | 93(31.00%) | 27(9.00%) | 33(11.00%) | 36(12.00%) | 300 | 3.7 | 1.38 |
| Total | 112 | 91.6 | 30 | 37.2 | 29.2 | 300 | 3.734 | 1.332 |

Table 3 shows that 108 (36%) and 88 (29.33%) respondents strongly agreed and agreed respectively on the question that convenience motivate male and female students to consume fast food. The result further shows that 112(37.33%), and 95 (31.66%) responses from the two selected tertiary institutions strongly agreed, and agreed respectively that Affordability motivate male and female students to consume fast food.

The result also indicates that 118(39.33%), 95(31.66%), 27(9%), 48(16%) and 12(4%) respondents and their respective percentages from the two selected tertiary institutions 'Strongly agreed', 'Agreed', 'Strongly disagreed', 'Disagreed, and 'Neutral' respectively. 'Strongly agree' means peer groups and academic pressure greatly motivate male and female students to consume fast food, agree connotes partial influence, while 'Disagree' and 'Strongly disagree' means it does not influence their performance. 'Neutral' means nothing or no comment at all.

Finally it indicated that 111 respondents representing 37% from the two selected tertiary schools strongly agreed that increased number of fast food outlets near school motivate male and female students to consume fast food. Exactly 31% of the respondents agreed; which connotes partial influence that increased number of fast food outlets near school motivate male and female students to consume fast food, while 27, 33, and 36 respondents representing 9%, 11% and 12% respectively from all the schools 'strongly disagree', 'disagree, and 'neutral' which connotes no motivation and no comment at all respectively.

## DISCUSSION

Based on the findings from the result, it shows that 35 and 29.66 percent of respondents strongly agreed and agreed that male students prefer fast food over home-made meal, while 10 and 13 percent strongly disagreed and disagreed respectively. The reason is because female students prefer to eat what they cooked at home, to improve their method of cooking and to eat based on their mood. This is in line with the report of Moreno-Gomez *et al.* (2012) that diet quality is expected to be higher in females. Male students prefer to eat fast food over home-made food, because most male students engage in extra-curricular activities such as; watching of football matches like Champions league and UEFA league. Male students are not selective when it comes to food because they are not accustomed to cooking and

washing of plates and dishes. Besides, male students care less about what they consume than female students.

The implication of these is that, it can make them vulnerable to diseases such as; Type 2 diabetes, obesity, heart disease, liver failure and weight gain. Male students are likely to suffer more than the female, because they consume less nutritional diet rich enough to build and keep the body system functioning, more of fizzy drinks, snacks, fats and oily food which have adverse effect on their body. According to Papadakos *et al.* (2007) students living away from their parental home have poorer eating habits for most indicators.

This study also investigated the factors that motivate male and female students to consume fast food. The result shows that 38%, 37.33%, 37%, 39.33% and 37% respectively strongly agree that convenience, affordability, peer influence, academic pressure and increased number of fast food outlets near schools are the motivating factors why students consume fast food. This is in line with the investigation of Schroder and McEachern (2012) that the reasons why undergraduate students patronize fast food are convenience location, price, pear influence and ability to socialize.

## CONCLUSION

Analysis of Students' motivational factors and gender difference in fast food consumption in two tertiary institutions in Bauchi Metropolis have revealed that Male Students consume fast food than female students and fast food can result to weight gain and heart diseases. It also revealed that fast food consumption by students in institutions have a great correlation with motivational factors as well as gender differences. This is based on what has been analyzed from the data collected above. These factors were found in the course of the research to be, convenience, affordability, peer influence, academic pressure and increased number of fast food outlets near the schools. Therefore, if these factors are reduced to the minimum, and students give adequate attention to cooking their meals, the health implications emanating from consumption of fast food will be eliminated. Further study should be carried out on the perception of student on fast food consumption.

**Recommendations**

This study recommended that:

1. The management of these institutions should design the academic calendar and lecture time table in such a way that it is not over loaded with academic activities in order not to create unnecessary academic pressure for the students.

2. Students should endeavour to limit the rate of fast food consumption because of the health implications. Adequate attention should be focused on cooking their meals.

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# SALES PROMOTION AND CONSUMER BRAND PREFERENCE OF HOTELS IN UMUAHIA NORTH LOCAL GOVERNMENT AREA, ABIA STATE NIGERIA

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## ABSTRACT

*The Study evaluated the influence of sales promotion on consumer brand preference of hotels in Umuahia North. The objective of this study was to identify various sales promotional tools influencing consumer brand preferences of hotels in Umuahia North. Specifically, the study sought to find out the different sales promotional strategies adopted by hotels, the influence of sales promotion towards consumer brand preferences and the different measures used by hotels in Umuahia North to improve their sales promotional strategy. The population of the study was made up of all the staff and customers of all the registered hotels in Umuahia North. Stratified sampling technique was used to select the hotels for the study while non-probability judgmental sampling technique was used to select the respondents. A sample size of 299 respondents inclusive of staff and customers was used for the research. The study adopted a survey design through personal observation and the use of a structured questionnaire. Frequency, mean and percentages were used to analyze the data generated. Results of the analysis revealed that the Sales promotional tools adopted by hotels in Umuahia include price discount, sampling, premium, refunds/rebates, and bonus/value pack which influence consumer brand preferences. The results also showed the extent which hotel sales promotions influence consumer brand preference. It also shows different measures used by hotel to improve their sales promotional strategy (Price discounts, premium, sampling, coupons among others). Recommendations were made which include that hoteliers should concentrate mostly on those sales promotional tools that customers have identified to have influenced their brand preferences and strictly make use of them to increase profit among others.*

*Keywords: Brand preference, consumer preference, sales promotion, promotional tools*

## INTRODUCTION

The business environment has become very competitive in the 21st century due to the growth in technology, infrastructure and access to information around the globe. This has made the environment very complex and consumer preferences keep changing because of the low switching cost in the market. Due to this increasing demand of consumers in the market, management of business organizations have to increase their resources with attention focused more on attracting and retaining its customers. (Kotler, 1988) in Darko (2012).

There are different ways to communicate to consumers about a firm's product using different promotional tools. Promotional tools refer to the motivational methods of getting the consumer to purchase the product. Promotion is referred to as any communication used to inform, persuade, and/or remind people about an organization's or individual's goods, Services, image, ideas, community involvement, or impact on society (Evans & Berman, 1997) in Mendez (2012). Companies must communicate with their present and potential customers; this is very important in the marketing process. The promotion mix includes tools like Advertising, Public Relations, Sales Promotion, Direct marketing and Personal Selling (Chunnawala & Sethia, 1994) in Ajan (2015). These elements are included in the integrated marketing communications mix. Before companies can begin the communicational process towards the consumer, they need to define the promotional objectives. These are the objectives which determine a firm's promotional strategy, for example, increasing sales or improving brand recognition may require a different promotional mix. Sales promotion is utilized for the purpose of this study.

Sales promotion consists of a variety of incentive tools, mostly short term, that are used to stimulate consumers and/or dealers to accelerate the purchasing process or to increase quantities of sales (Kotler & Armstrong, 2010). It is certainly one of the critical elements in marketing mix and toolkit for the marketers. Statistics for packaging companies show that sales promotion comprises nearly 75% of the marketing budget. Marketing research, both theoretical and empirical, focuses on how sales promotion impacts the brand preferences of consumers, particularly their purchasing decisions (Zhang, Krishna & Dhar, 2000). Sales promotion often includes value promotion or price promotion (Mullin & Cummins, 2008). Value promotion may include free draws, main in premiums, container promotions and competition. Price promotion on the other hand includes money off coupons, pence off flashes, buy one get one free and extra filled packs (Mullin & Cummins, 2008).

Schultz and Robinson (1998) in Darko (2012) are of the opinion that sales promotion generally works on a direct behavioral basis rather than affecting awareness or attitude. One of the purposes of a sales promotion is to elicit a direct impact on the purchase behavior of the firm's consumers. Sales promotion stimulates customer purchases and the efficiency of distributors through marketing activities excluding advertising, public relations and so on. In other words, a sales promotion provides the incentive for consumers to purchase some specific products, and this incentive is different from the incentive provided by advertising with respect to the reasons to purchase those specific products. The purpose of a sales promotion is to attract new customers, maintain existing customers who are contemplating switching brands and give incentives to customers who are about to use competing products. Sales promotions vary depending on the situation and need, and they have an immediate effect on product purchases.

According to Gilbert and Jackaria (2012),customers make three major purchasing decisions; which are; what to buy, how much to buy and what brand to buy. Sales promotion can have impact on all these purchasing decision. The rewarding benefits of sales promotion are attracting new pool of customers from competitors to persuade them to switch brands, stick with brands or simply induce existing customers to buy more (Mittal & Sethi, 2011).

The changes in the world can also be seen in accommodations, where hotel chains are having a more difficult time to strive and please consumers,

people are becoming more comfortable and demanding when traveling, which means that hotels need to offer more variety and specific traits to appeal to certain types of consumers. At the same time the internet has made it a lot easier for people to compare and judge what is already on the market; the more tricks, treats and special features in an accommodation, the better. In the highly competitive hotel industry, where products and services have reached "commodity" status, hoteliers are required to find ways to set their products and services apart from others (Choi & Chu, 2011). This need has given rise to the use of sales promotion branding strategies.

Consumer brand preferences represent consumer dispositions to favor a particular brand (Overby & Lee, 2006). It refers to the behavioral tendencies reflecting the extent to which consumers favor one brand over another (Helgesen & Nesset, 2007). Consumer brand preference is close to reality in terms of reflecting consumer evaluation of brands. In the marketplace, consumers often face situations of selecting from several options (Dhar, 2009). One commonly used indicator of brand strategy success is the strength of consumers brand preference which leads to loyalty. For many years, the development and maintenance of brand loyalty has been the ultimate goal of marketing activities of many organizations. The findings of these studies contribute significantly to the current understanding of how sales promotion on consumer brand preferences can be established from an organizations perspective, investigators have given little attention to brand loyalty development from a social identity perspective, which research suggests could offer a more comprehensive understanding of customer brand relationships (He, Li & Harri, 2012).

Sales promotion is one of the most important components of marketing mix and they are designed to stimulate consumers to take direct and immediate action that is to create an incentive to encourage consumers to purchase a product more quickly, more frequently and/or in greater quantities than in the absence of promotion (Hawkes, 2009), this probes as an important factor on determining its influence on consumer brand preference of hotels in Umuahia north. There are fifty nine registered hotels in Umuahia North (Tourism board, 2019); the aim of this research is to know how sales promotion influences consumer brand preference of hotels  as these hotels are surrounded by competition and seasonal patronage which proves to be a problem for the hotel

to retain customers and maintain the hotels, for a satisfied customer stay. Hotels find it difficult to invest on consumers in order to stimulate consumer interest, and purchasing behavior of a consumer desired brand, this could be a course of not using the right promotional tool. This calls for the reason for this research, to know how consumer brand preference can be influenced using sales promotion.

**Types of sales promotional techniques**

1. Coupon: Coupon is a certificate with a stated value, presented to the retail store for a price reduction on a specific item (Arens, Weigold & Arens, 2011), which is granted immediately at the time of purchase (Lamb, Hair and McDaniel, 2009). According to Mullin & Cummins, (2008), coupons provide an upfront discount on a product or service, and are normally distributed separately from the product or service itself. They are used so extensively that they form a subject in their own right. Coupons offering a discount off next purchase of a product or service are regularly found on consumer goods brands (Mullin & Cummins, 2008).

Reasons for using coupons include rewarding loyal customers, encouraging current customers to buy greater quantities, attracting customers that have been lost to competing brands (Pride & Ferrell, 2010), inducing the trial of new, improved or modified products among current and non-users (Belch & Belch, 2012), encouraging repurchasing and encouraging brand switching by competitor's customers (Semenik, 2002) in Asaminew (2020).

2. Price discounts: Price is one of the key elements of sales promotion techniques as it produces revenues. In almost every market around the globe, price still means the point at which buy errand seller are finally in agreement. Discount is a short term price reduction of the regular price of a product (Belch & Belch, 2012) and has several synonyms, namely price-off vouchers (Shimp, 2010), money-off vouchers (Pickton & Broderick, 2005) as cited in Asaminew (2020), cents-off vouchers (Semenik, 2002) in Asaminew (2020) and price incentives (Du, Cook, Heerden, Rooyen, Mulder, Franck & Muir, 2010)..

3. Premium: A premium is a product or service offered at a relatively low price in return for the purchase of one or many products or services (D'Astous & Jacob, 2010). For instance, premium promotion is free tooth brush with a purchase of toothpaste, free containers with a purchase of food products or free glasses with a purchase of soft drinks among others.

Neha and Manoj, (2013) also indicated that premium promotion is one of the most influencing variables for consumer purchase decision. This means that free gifts or premium promotion differentiates a promotional benefit in form of a tangible, separate product which is often complimentary product offered to the customers. These free gifts and premium often create value to the customers and induce them to purchase a product.

4. Free samples: Free sample is a trial-size version of a product that is given to the consumer at no extra cost (Belch and Belch, 2012) in order to encourage product trial; for example, a small container of body lotion included when purchasing a magazine (Pickton and Broderick, 2005) in Asaminew (2020). Consumers generally perceive a certain amount of risk in trying new products, and samples help mitigate that risk in that they allow the consumer to try the product prior to purchase (Lamb, Hair, McDaniel, Boshoff, Terblanche, Elliott & Klopper, 2010). Sampling is beneficial in restoring a declining product and demonstrating a product that is difficult to describe in words alone (Du et al., 2010). According to Clow and Baack (2007) in Shamouth (2016), free samples is defined as a technique used to induce customers to try new lunched products

5. Refunds or rebates: The refund and rebates are not too popular in all the countries but the country like United States, it is much popular. In the marketing tactics like refund the customers get excited with the portion of refund that they can have on purchase with the parking tickets or the feedback they provide online about the store. These types of promotional activities are done to grab the attention of the customers and to sale the same type of products to the customers over the competitors.

6. Contests: The contests and sweepstakes are simple as winning the gifts that attracts and motivates the customers to go for the product it is mostly useful for gathering the information of the customers and create the awareness about the new product or the new location for getting the products. Sweepstakes are commonly known to everyone as "lucky draws." This technique is used by marketers and supermarket's retailers to attract traffic. Consumers take part in these games for perceived fun and interest. Although this particular technique has received little attention from researchers, sweepstakes and games are the most popular ways to attract consumers in Hong Kong (Khan & Warraich, 2021).

7. Samples: Sampling is the way of introducing a new product to the customers by providing the products for free. The potential customers are targeted in this method and not only introduce the product in the market but also create awareness of the product. It involves huge cost to the company, but it seems to have high impact on the customers and successful to get the brand loyal customers for the product.

8. Special Events: Special sales events aim to draw in extra customers to increase the number of sales you make at your small business. You can use the event to boost your sales during a slump or clear out old inventory to make room for your new products.

Statement of the problem

Over the past decade or half, customers have significantly changed their way of buying and have become more demanding than ever before (Mullin & Cummins, 2008). Customers today are more aware about the product offerings, they are responding more proactively to their expectation about product offering. With the advent of internet technology customers today have access to more information and have significant bargaining power before making any purchasing decision. As a result, marketers today face immense challenge in meeting the ever rising expectation of the customers. Sales promotion is one of the key factors that marketers have used Sin the past to meet the changing needs of the customer and the market. Markets also depend heavily on marketing campaigns that consist of various incentives, mostly short term designed to stimulate quicker or greater purchase of particular goods of services. Sales promotion is one of those incentives which has influenced customer to stick to a brand (Kotler, 2003) in Darko (2012).

Hotels in Umuahia North are known to face lots of challenges which affect their market, such as competition and seasonality. Competition between the major suppliers is focused very often not on price but on product augmentation and promotion. Umuahia North is surrounded by a quantified number of hotels which makes it a competitive environment for the hotels; it is also seen to face challenges of seasonality. These Hotels experience seasonal demand for their products which may fluctuate on a daily, weekly, annual, or other periodic basis. Patterns of demand for food service products offered by hotels may vary dramatically throughout the day, depending upon location. A hotel located at the edge of town mostly for business travelers could expect to experience higher demand for breakfast and dinner than lunchtime meals.

For a hotel to stand out and make a difference among other hotels and influence the preference of a consumer brand, thereby attracting more sales, sales promotion can be used. It offers a number of techniques for diverting over-demand to slack periods, developing room sales in shorter months, and maintaining awareness during the low season (Aderemi, 2003). Hotel business cycles are largely predictable, so that sales promotion can be designed and budgeted during the annual planning process, sales promotion also helps to create differentiation among hotels. If sales promotion is not used, there is likelihood that the hotel will experience low patronage which in turn leads to low income rate of the hotel in future.

## Objectives of the Study

The main objective of this study is to find out the influence of sales promotion on consumer brand preferences in hotels in Umuahia North. Specifically, the study intends:

1. To identify the different sales promotion tools employed by hotels in Umuahia North LGA of Abia State.

2. To find out the influence of sales promotion on consumer brand preferences of hotels in Umuahia North LGA of Abia State.

3. To find out different measures used by hotels in Umuahia North LGA of Abia State to improve their sales promotional strategy.

## Research Questions

1. What are the different sales promotion tools employed by hotels in Umuahia North LGA of Abia State?

2. How does sales promotion influence consumer brand preference of hotels in Umuahia North LGA of Abia State?

3. What are the different measures used by hotels in Umuahia North LGA of Abia State to improve sales promotional strategy?

## METHODOLOGY

The research design adopted for this study was a descriptive survey design. It was carried out in Abia State, Umuahia North to be precise. Umuahia North is a local government area in Abia State, Nigeria. The headquarters is in the city of Umuahia. It has an area of 245km² and a population of 220,660 at the 2006 census. This area is in central senatorial district of Abia State otherwise known as Abia central

senatorial zone alongside Isiala-Ngwa North, Isiala-Ngwa South, Ikwuano and Umuahia South local government areas. Umuahia North is one out of the Seventeen local governments in Abia State. It has fifty-nine registered hotels.

The populations for this study comprises of all the staff and customers of the fifty nine registered hotels in Umuahia North with a total of five hundred and thirty (530) staff, which comprises of both the senior and junior staff, supervisors and managers of these hotels. The population for the customers is unknown. Given that the number of hotels is many and the staff under study is five hundred and thirty (530), in determining the study sample size of the hotel and staff from the population, ten percent of the total population were sampled which amounted to approximately six hotels with fifty three (53) staff. According to (Nwanna 1981 in Onuoha, Nnodu and Uwadiegwu 2014) if the population is large, a 10% sample is appropriate. Sample size for the infinite number of customers were also determined using a pilot survey where twenty (20) respondents were used for this study. To determine the sample size for the customers, Cochran's formula was used (Cochran,1977). It is given as:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

$n_0$ = sample size

Z = value for the selected critical value i.e. alpha level (1.96 = 95% confidence interval)

p = the estimated proportion of an attribute that is present in the population.

Here a Pilot survey was carried out to determine the value of P, where 20 respondents selected where asked the sales promotional tool that influences their brand preference. 20% of the respondents agreed to a reasonable extent while 80% disagreed thereby making the value of P=0.2, q = 1-p, e = the acceptable margin of error for proportion being estimated i.e. desired level of precision (0.05).

Using a proportion of 20% agreed and 80% disagreed, the sample size from the Cochran formula will be:

Z = 1.96; p = 20% = 0.2; q = 1-20% = 80% = 0.8; e = 0.05

Hence;

$$n_0 = \frac{(1.96)^2 \times 0.2 \times 0.8}{(0.05)^2}$$

$$n_0 = \frac{3.842 \times 0.2 \times 0.8}{0.0025}$$

$$n_0 = \frac{0.61472}{0.0025}$$

$$n_0 = 245.888 \cong 246$$

$n_0 = 246$. Therefore, the sample size for this study is 299.

For the purpose of this study, the researcher used probability sampling technique to select the hotels and Non-probability sampling technique to select the staff and customers. Under the probability method, the researcher made use of stratified random sampling because of the heterogeneous nature of the hotel industry in terms of categories and rating. The hotels were first stratified under star rating of three star, two star and one star as there is no four or five star hotel in Umuahia North. Afterwards, simple random sampling was used to select two hotels from each stratum to make up the six hotels used for the sample.

Under the non-probability sampling technique, the researcher used purposive sampling, Purposive sampling (also known as judgment, selective or subjective sampling) is a sampling technique in which the researcher relies on his or her own judgment when choosing members of a population to participate in the study. This technique was used because not all the respondents were willing to participate in the study. Questionnaires were issued to the customers and staff who agreed to participate in the study.

Questionnaire served as the main data collection instrument used. The questions were close-ended and drawn on a 5-point Likert Scale. The questionnaire instrument was validated by three lecturers from Michael Okpara University of Agriculture Umudike and their corrections effected before administering it. Crobach Alpha co-efficient was used to test its reliability by using test re-test method. A result of 0.82 showed that the instrument is very reliable. Another instrument used was personal observation. The researcher made use of personal observation to confirm the types of promotional tools used by the hotels. Overt participation of the researchers in the data collection process validated the instrument. To check its reliability, inter-rater reliability test was conducted by comparing the observations collected at different times by two different observers in the data collection process. The degree of agreement between the two sets showed that the observational instrument is highly reliable.

All the questionnaire items were designed with a view to pursuing the achievement of the research objectives. Any response with a mean of 3.0 and above is regarded as accepted while response below 3.0 is regarded as not accepted. The research questions were analyzed using frequency and mean distributions while grand mean (clustered mean) was used to assess the influence of sales promotion on consumer brand preference of hotels in Umuahia North. The grand mean used was calculated using the formula

$\underline{x}$ Where;

N

x= Sum of the mean of all sets

N = Total number of sets.

## Findings of the Study

Table 1: Sales promotional tools employed by hotels in Umuahia North (STAFF ONLY).
N=53, VHE = Very high extent, HE =high extent, ME= moderate extent, LE =low extent, NA = Not applicable.

| Tools | VHE | HE | ME | LE | NA | Mean | Remarks |
|---|---|---|---|---|---|---|---|
| Price discount | 18 | 20 | 8 | 7 | 0 | 3.92 | Accepted |
| Sampling | 23 | 10 | 10 | 8 | 2 | 3.83 | Accepted |
| Premium | 21 | 14 | 12 | 14 | 1 | 4.19 | Accepted |
| Coupon | 5 | 6 | 14 | 15 | 13 | 2.53 | Not accepted |
| Rebates/refunds | 19 | 31 | 0 | 3 | 0 | 4.25 | Accepted |
| Contest/sweepstakes | 2 | 0 | 0 | 14 | 37 | 1.15 | Not accepted |
| Bonus/value pack | 19 | 22 | 12 | 0 | 1 | 4.15 | Accepted |
| Special events | 2 | 2 | 1 | 39 | 9 | 2.04 | Not accepted |
| Grand mean | | | | | | 3.26 | Accepted |

The table above shows that Price discounts, Sampling, premium, rebates/refunds as well as Bonus/ value packs with means of 3.92, 3.83, 4.19, 4.25 and 4.15 respectively are the sales promotional tools employed by hotels in Umuahia North. On the other hand, Coupon, Contest/sweepstakes and Special events with a mean of 2.53, 1.15 and 2.04 respectively were not accepted because they were not up to the required acceptable level of 3.0. A grand mean score of 3.26 shows that hotels in Umuahia North employed sales promotional strategies to a reasonable extent.

Table 2: Influence of sales promotional strategies on consumer brand preference (CUSTOMERS ONLY)
N=246, SA= strongly agree, A= agree, U= undecided, D=disagree, SD= strongly disagree

| | SA | A | U | D | SD | Mean | Remarks |
|---|---|---|---|---|---|---|---|
| Purchase decision is based on any sales promotion offered by the hotel | 20 | 22 | 31 | 68 | 105 | 2.12 | Not accepted |
| Free samples influence unplanned purchase | 96 | 87 | 24 | 36 | 3 | 3.82 | Accepted |
| Consumers only make purchases if there is price discount on the product | 127 | 82 | 10 | 17 | 10 | 4.22 | Accepted |
| Purchase is done if there is a bonus/value pack attached to the product | 87 | 99 | 30 | 18 | 12 | 3.94 | Accepted |
| Buying more than usual when offered price discounts | 111 | 101 | 4 | 18 | 12 | 4.14 | Accepted |
| Switching of brands if price discount is offered by the competing brands | 105 | 68 | 39 | 16 | 18 | 3.92 | Accepted |
| Contest/ sweepstakes influence unplanned purchase. | 15 | 38 | 91 | 87 | 15 | 2.80 | Not accepted |
| Offering of coupons increase purchases | 28 | 31 | 46 | 79 | 62 | 2.53 | Not accepted |
| Patronizing the hotel for a long time when there is ongoing price premium | 57 | 90 | 68 | 17 | 14 | 3.65 | Accepted |
| Refunds/ rebates influence trying of new products far more easily. | 110 | 50 | 46 | 27 | 13 | 3.88 | Accepted |
| Purchases more often when the value of the coupon is higher. | 8 | 15 | 53 | 61 | 109 | 1.99 | Not accepted |
| Instant purchase decision when bonus/ value packs are distributed at the hotel | 88 | 72 | 45 | 33 | 8 | 3.81 | Accepted |
| Free samples induces the trying of new product | 61 | 56 | 65 | 36 | 28 | 3.35 | Accepted |
| Grand mean | | | | | | 3.40 | |

Table 2 shows that Purchase decision based on any sales promotion offered by the hotel was not accepted with a mean score of 2.12 which is less than the acceptable level of 3.0. However free samples influence unplanned purchase influences consumer brand preferences with a mean score of 3.82 which is more than the acceptable level of 3.0. The table also shows that purchase made if there is price discount on the product influences consumer brand preferences with a mean score of 4.22 was accepted. The table equally shows that Purchases if there is a bonus/value pack attached to the product influences consumer brand preferences. This was accepted with a mean score of 3.94. The table further shows that buying more than usual when offered price discount influences consumer brand preferences with an acceptable mean score of 4.14.

Furthermore, the table shows that Switching of brands if price discount is offered by the competing brands influences consumer brand preferences. This was accepted with a mean score of 3.92 which is more than the acceptable level of 3.0. On the other hand, the table showed that Contest/ sweepstakes with a mean score of 2.80 do not influence consumer brand preferences. Also, Offering of coupons to increase purchases influences consumer brand preferences with a mean score of 2.53 which is less than the acceptable level of 3.0 was equally not accepted.

Nevertheless, the table shows that patronizing the hotel for a long time when there is ongoing price premium influences consumer brand preferences with a mean score of 3.65 which is more than the acceptable level of 3.0. The table further shows that refunds/rebates influence trying of new products far more easily with an accepted mean score of 3.88 while purchases done more often when the value of

the coupon is higher does not influence consumer brand preferences. This had a mean score of 1.99 which was not accepted. On the other hand, the table equally shows that Instant purchase decision when bonus/ value packs are distributed at the hotel was accepted with a mean score of 3.81 which is more than the acceptable level of 3.0.

Finally, the table showed that free samples induce trying of new products and this influences consumer brand preferences. This was accepted with a mean score of 3.35. With a grand mean score of 3.40, this table showed that sales promotional tools of hotels influences consumer brand preferences.

Table 3: Distribution of respondents according to measures used by hotels to improve sales promotional strategy (STAFF ONLY)
N=53, SA= strongly agree, A= agree, U= undecided, D=disagree, SD= strongly disagree

| | SA | A | U | D | SD | | |
|---|---|---|---|---|---|---|---|
| Short term reduction of prices on certain occasions that is not festive periods | 25 | 10 | 5 | 9 | 4 | 3.81 | Accepted |
| Displays of products or service at front office stand. | 10 | 15 | 24 | 4 | 0 | 3.52 | Accepted |
| The use of free Wi-Fi | 30 | 17 | 0 | 4 | 2 | 4.31 | Accepted |
| Free gifts such as tooth brush towels accompanied with the purchase of rooms. | 12 | 28 | 4 | 8 | 1 | 3.79 | Accepted |
| Free samples offered for customer trial at event such as the use of gymnasium equipment. | 18 | 31 | 4 | 0 | 0 | 4.26 | Accepted |
| Timing of sales promotions (During holidays, weekends or festive seasons) | 2 | 7 | 12 | 17 | 15 | 2.32 | Not accepted |
| The use of public relations to make sales promotion known to the public. | 5 | 37 | 5 | 4 | 2 | 3.74 | Accepted |
| Total | | | | | | 25.75 | |
| Grand mean | | | | | | 3.67 | |

Table 3 shows that Short term reduction of prices on certain occasions that is not festive periods, displays of products or service at front office stand, use of free Wi-Fi, Free gifts such as tooth brush towels accompanied with the purchase of rooms, Free samples offered for customer trial at event such as the use of gymnasium equipment and the use of public relations to make sales promotion known to the public were all accepted with mean scores of 3.81, 3.52, 4.31, 3.79, 4.26 and 3.74 respectively. However, timing of sales promotions e.g. during holidays, weekends or festive seasons with a mean score of 2.32 was not accepted. Generally, the **different measures used by hotel to improve sales promotional strategy** was accepted with a grand mean score of 3.67. This is because in line with the decision rule which states that any mean score above 3.0 will be accepted while less than 3.0 will not be accepted.

## DISCUSSION OF FINDINGS
Table 1 showed that **the** Sales promotional tools that influences consumer brand preferences were identified as price Discount, sampling, premium, refunds/rebates, bonus/value packs, coupons, contest/sweepstakes and special events. This is in line with the work of (Shrestha, 2015) who evaluated the impact of sales promotional tools mainly, price discounts, coupons, product sampling and in store display on product trial and purchase behavior of customers. This study gave an insight into the retailer capability of managing sales promotion by examining the sales promotional programmes offered in hotels. The result of the data analysis indicate that price discount, free samples and in store displays associated with the product trial are popular among retailers and preferred by customers of these hotels.

Table 2 showed the extent to which sales promotional tools of hotels influences consumer brand preference which were identified as purchase decision based on any sales promotion offered by the hotel, free samples which influence an unplanned purchase, they make purchases if there is price discount on the products, purchase made if there is bonus/value pack attached to the product, buying more than usual when offered price discount, switching of brands if offered price discount from competing brands, contest/sweepstakes which influences unplanned purchases, offering of coupon which increases purchases, patronizing the hotel for a long time where there is ongoing price premium, refunds/rebates which influences trying of new products and purchasing more often when the value of coupon is higher.

Also, instant purchase decision when bonus/value pack are distributed at the hotel, free samples which induces the trying of new products, were accepted by the respondents to influence consumer brand preferences. This is in line with Mittal and Sethi (2011) that conducted a study of Indian consumers where several types of sales promotions were utilized in relationship to their potential to influence behavior. It was found that premiums were the most effective tool as well as bonus packs and price discounts, while the more traditional promotional tools, coupons and scratch offs, were not as effective.

The authors posit that the consumers are less educated and therefore, more concerned about immediate value for their money and not with promotions that involve active search. This also complements the work of Balakrishnan, Lee, Shazneem and Najihah (2009) who suggests that intangible attributes contribute to brand perceptions, consumer preference and loyalty.

The research findings provide useful insights for practitioners, brand managers and academician. Furthermore, this is also in line with the Self Concept Theory by (Anderson 2001) which states that change is the prevalent ingredient in human personality and personal adjustment. According to his view, the theory gives an overview of the purchase intentions based on the premises that it is perceived to offer a holistic perspective on what influences brand preferences (Anderson, 2001). The researcher observed that some customers were not enticed with the sales promotional packages being offered by these hotels as the customers sees some of the tools offered as packages they could easily afford hence, they buy exactly what they want. Hotels therefore need to work on their appearance, ambience, serenity and others while using sales promotional tools.

Table 3 shows the different measures used by hotels to improve sales promotional strategy. It showed that short term reduction of prices on certain occasions that is not festive periods, displays of products or service at front office stand, the use of free Wi-Fi, free samples offered for customer trial at event such as the use of gymnasium equipment, free gifts such as towels, tooth brush accompanied with the purchase of rooms, timing of sales promotions for instance during holidays, weekends or festive seasons as well as the use of public relations to make sales promotion known to the public influences consumer brand preferences. This is line with Evans and Berman (1997) in Mendez (2012), who stated that promotional tools refer to the motivational methods of getting the consumer to purchase the product. He stated that there are different measures to communicate to consumers about a firm's product using different promotional tools, such as public relations, advertising, and sales promotional tools. This also complements the works of Mullin & Cummins (2008) who said that Sales promotion often includes value promotion or price promotion. Value promotion may include free draws, premiums, container promotions and competition/sweepstakes. Price promotion on the other hand includes money off coupons, pence off flashes, buy one get one free and extra filled packs. Timing of sales promotions for instance during holidays, weekends or festive seasons was not accepted to influence customer preferences and this means that sales promotional tools should be utilized from time to time and should in fact, be almost a daily ritual.

## CONCLUSION AND RECOMMENDATIONS

This study examined the influence of sales promotion on consumer brand preference. Sales promotion is a tool to be used in hotels as it encourages and attracts buyers to patronize hotels. It also encourages consumers to try a new product, and to see if purchases will be high resulting to increase in sales. From the findings above, it is therefore concluded that the sales promotional strategies adopted by hotels in Umuahia North Abia State include price Discount, sampling, premium, refunds/rebates, bonus/value packs, coupons, contest/sweepstakes and special events with coupons, contest/sweepstakes and special events adopted at a very low not-acceptable extent. Findings also show that these sales promotional strategies influence consumer brand preferences.

Furthermore, Short term reduction of prices on certain occasions that is not festive periods, displays of products or service at front office stand, **use of free Wi-Fi**, Free gifts such as tooth brush towels accompanied with the purchase of rooms, **Free samples offered for customer trial at event such as the use of gymnasium equipment** and the use of public relations to make sales promotion known to the public are the **different measures used by hotel to improve sales promotional strategy.** It is therefore, the conclusion of the researcher that Sales promotion influences consumer brand preferences of hotels in Umuahia North LGA of Abia State.

### The study therefore recommends the following:

1. Since hotels in Umuahia have adopted sales promotion strategies, they should bear in mind that it has a short term effect. As a result, service providers need to do a continuous follow up to establish long term relationship with new customers acquired during sales promotion period.

2. Hoteliers should concentrate mostly on those sales promotional tools that customers have identified to have influenced their brand preferences and strictly make use of them to increase profit.

3. Hotels should use appropriate timing to make sales promotion more effective like during period of low sales as it is proven to boost sales. Double bonus all –day should be carefully applied as it can reduce profitability. Therefore it may be used in conjunction with other promotional tools such as premium and sampling. Greater emphasis may be placed on attachment services to gain maximum advantage.

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# INTRA AND INTER-SPECIES COMPETITION AMONG BIRDS FORAGING IN ADO EKITI, EKITI STATE, NIGERIA: IMPLICATIONS FOR ECOSYSTEM FUNCTIONING AND BIRD WATCHING

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## ABSTRACT

*Birdwatching can be a hobby or a scientific endeavour. Watching different bird species can be fun. When the daily needs of these bird species overlap, it leads to competition, making birdwatching an exciting adventure. This study uses a point count survey method to assess the intra and inter-specific competition among birds foraging in an abattoir in Ado-Ekiti, South-western Nigeria. The data collected were organized and analyzed using descriptive statistics such as frequencies and percentages. The result shows that five birds were observed in the abattoir; except for the Plain-backed pipit, all the bird species attempted to seize food items picked up by its species. Yellow-billed kites, egrets, and Grey-headed sparrows struggled for food and consumed seized items without moving far away, while pied crows usually fly away to devour seized items. Stealing food was more in Yellow-billed kites, followed by Pied crow, and the least stealing occurrences in Grey-headed sparrow. Pointing beak was the highest in Pied crows and least in Grey-headed sparrows. Open wing display was highest in Yellow-billed kites, and least in Cattle egret. Also, confrontational behaviour was mostly observed among species of Yellow-billed kites while attacks with claws was recorded once among Cattle egrets. The highest competition among different bird species occurred between yellow-billed kite (attacker) and pied crow (attacked) in 22 inter-specific interactions. Agonistic behaviours such as pointing of beaks, open wing displays, confrontations, and attacking with claws are fascinating behavioural activities recorded. The role of scavenging birds in cleaning our environmental demands that these birds be protected. It is recommended that conservation agencies should sensitize the public on the need to conserve these species through conservation education, protection, and advocacy.*

*Keywords: Bird species, birdwatching, ecosystem, foraging, species competition.*

## INTRODUCTION

Observing birds, also known as "birding" or "birdwatching," can be done for fun or as part of a more significant effort to contribute to scientific knowledge. Birdwatchers can enjoy bird watching by observing birds with their bare eyes, with optical aids like binoculars or a telescope, or by listening for bird calls. Watching birds of different species is fun, especially when their daily requirements overlap. When the niches of different organisms in an ecosystem overlap, competition arises. When they compete for a limited resource, someone loses. Plants compete for light, water, minerals, and root space, while animals compete for food and living space (Ecosystem, 2021). Both intra- and inter-specific competition exist. Intra-specific competition occurs between individuals of the same species, while inter-specific competition occurs between individuals of different species. Intra-specific competition is usually more intense than the interspecific competition because the individuals have the same niche and compete for the same resources. However, better competitors will have a greater chance of surviving to reproduce and pass on their genes (Ecosystem, 2021).

Competition among birds can be mild or fierce, and competition may thus modify the habitat selection of birds in both directions. Dominant inter-specific competition may cause a species to retreat to the most optimal habitats, that is, to the adaptive peak of the species. In contrast, dominant intraspecific population pressure may cause a much greater habitat variety. Competition for resources in an ecological niche often results in resource partitioning.

Resource partitioning is allocating scarce resources

among species within an ecological niche to reduce competition. Because of competition for scarce resources, organisms and species must learn to live harmoniously. Scientists can understand the intricate interactions between species by focusing on how and why resources are distributed within a specific niche. Resource partitioning refers to allocating resources to different species to reduce competition for an ecological niche. Scientists can learn how the introduction or removal of a species may affect the utilization of resources in a habitat or niche by studying resource partitioning. Evolutionary changes in species due to selective pressure from competition between species inspired the original concept of resource partitioning. Instead of focusing on the specific evolutionary origins of such differences, primary biological usage is more commonly based on how different species use the resources available to them in a given niche(Walter, 1991).

Species usually have a slight advantage when competing for the same resources. According to the "complete competitors cannot coexist" *dictum*, two direct rival businesses cannot exist in the same market. The dominant species will endure over time, while the less robust species will eventually die out or adapt to fill a new ecological niche (Walter, 1991). Food partitioning based on plant chemistry can play a crucial role in allowing different species to coexist while consuming similar but chemically distinct foods.

Similarly, species may have a preference for other food components. For instance, one species may prefer a different portion of the plant, for instance, some species may prefer plant's leaves, whereas others favour its stems allowing them to coexist effectively. A species may consume most of its food at a particular time of day, whereas another may be more active at night. By dividing up resources, species can have long-term coexistence in the same habitat, instead of one species leading to the extinction of the other, as in the case of complete competition. This distinctive feature allows for the survival and growth of both species. Intraspecific and interspecific competition are essential for species survival. When different species occupy slightly distinct niches regarding resources, intraspecific competition becomes the limiting factor for population size rather than competition among species. Similarly, humans can significantly impact ecosystems, particularly regarding the extinction of species (Walter, 1991).

Birds are opportunistic, intelligent feeders and often use various feeding techniques, adapting their methods to best suit the current conditions of their habitat and prey. By understanding these significant foraging types, birders can better understand the behaviours they observe (Foraging 2021).

Many studies have significantly impacted individuals and populations from intra and inter-specific competition. So, getting familiar with how birds forage and recognizing various foraging techniques is essential to help birders better identify different birds in the field and learn to appreciate their diverse behaviour even more thoroughly. The effects of intra- and inter-specific competition among foraging birds can extend to communities and even influence the evolution of species as organisms evolve to avoid competition. This evolution may result in a species' exclusion from its habitat, the separation of its niche, and local extinction. Changes in these species over time can also alter communities, as other species must adapt to the new conditions(Griffin and Silliman, 2011). Consequently, there is a need to evaluate intra- and inter-specific competitions among foraging birds while trying to appreciate the design of nature among birds, as research indicates that the mechanisms that reduce inter-specific relative to intra-specific competition promote coexistence and resource allocation (Griffin and Silliman, 2011). This study therefore is aimed at identifying bird species feeding in the study area, document intra- and inter-specific competition among birds foraging in the study area and investigate the effects of time of day on foraging intensity in the study area.

## METHODOLOGY
### Study Area
The study site is the Ado Ekiti municipal abattoir, Ekiti State, Southwest, Nigeria. The town lies between Latitude 7°34´ and 7°44´ North of the Equator and Longitude 5°11´ and 5°18´ east of the Greenwich Meridian with a land area of 265 km$^2$ and an elevation of 400 meters above sea level (Akintan*et al*., 2018). It has an estimated population of about 435,000 people (City population, 2022). The area is characterized by Southwestern Nigeria's underlain Precambrian basement complex and migmatite rock type (Olagunju*et al*., 2018). It is located within a land area of about 200 meters, making it the largest abattoir in the State as it slaughters over 700 cattle per week (Ojo, *et al,* 2015). It is separated into units, including lairage, slaughter slabs and butchering sections. One characteristic of this abattoir is its high traffic of

humans and carcasses. Water used for processing is from a well and borehole within the abattoir and harvested rainwater collected in a reservoir (Ojo, 2015).

## Data collection

Sutherland (2009) described the Point Count Method used to assess the population of birds foraging in Ado Ekiti municipal abattoir in Ado-Ekiti. Two (2) point count stations were established within the abattoir operation area with a fixed radius of 20 meters between each point. This study lasted for four months, two months in the dry season (February – March, 2020) and two months in the wet season (June – July, 2020). The counting of birds was done twice daily, in the morning from 12.00 hours to 13.00 hours after the morning abattoir operation and from 16:30 hours to 17:30 hours. Bird surveys were carried out for two days in a week (Wednesdays and Sundays). The actual counting lasted for 20 minutes in each of the counting stations. Birds were observed through a pair of Olympus binoculars (10 × 50) and recordedBirds observed were identified using a field guide 'Birds of West Africa' by Borrow and Demey (2013) was used to identify these foraging birds correctly.

## Data analysis

The data collected from the field were organized and analyzed using descriptive statistics such as frequencies and percentages.

## Results
### Checklist of Bird species feeding in the study area

Table 1 shows the checklist of bird species feeding in the study area. The table revealed that five species of birds were observed to use the abattoir for feeding. They include Pied crow, cattle egret, grey-headed sparrow, Plain-backed Pipit and, Yellow-billed kite (Plate 1).

Table 1: Checklist of Bird species feeding in the study area.

| S.N. | Species names | Scientific names | Families |
|---|---|---|---|
| 1 | Pied crow | *Corvus albus* | Corvidae |
| 2 | Yellow-billed kite | *Milvus aegyptius* | *Accipitridae* |
| 3 | Cattle egret | *Bubulcus ibis* | Ardeidae |
| 4 | Grey-headed sparrow | *Passer griseus* | Passeridae |
| 5 | Plain-backed pipit | *Anthusleucophrys* | Motacillidae |

## The Intra-specific competition among birds foraging in the study area

Some birds of all the five species except the Plain-backed pipit attempted to seize food items picked up by other birds. This klepto-parasitic behaviour occurs more frequently between the members of the same species. The stealing of food was not consistently successful. When it is successful, Yellow-billed kites, egrets, and Grey-headed sparrows always consume the seized food items without moving far away. In contrast, Pied crows usually fly away to consume the seized food items some distance away. Robbed yellow-billed kites and pied crows regularly tried to attack the robbers, while robbed egrets usually tried to resist the robbery by pulling the food away from the robber.

## Stealing food

Table 2 shows the result of stealing food among the same species. The result shows that the highest stealing of food occurred 77 (64.10%) times in Yellow-billed kites, 33 (28.21%) in Pied crows, while Grey-headed sparrows 2 (1.71%) had the least stealing occurrences.

Table 2: Stealing of food among birds in the study area

| S.N. | Bird species | Freq. | Percent |
|---|---|---|---|
| 1 | Yellow-billed kite | 75 | 64.10 |
| 2 | Pied crow | 33 | 28.21 |
| 3 | Cattle egret | 7 | 5.98 |
| 4 | Grey-headed sparrow | 2 | 1.71 |
| 5 | Plain-backed pipit | 0 | 0.00 |

Pointing beak

Figure 1 shows the result of the 'pointing beak' during the competition for food. Pointing beak involves beak movement towards another individual, usually by a slight, lowered head to one side while feeding. The result indicates that the pointing beak is the highest (49.35%) in Pied crows, followed by Yellow-billed kites (41.56%), and least in Grey-headed sparrows with 1.73%
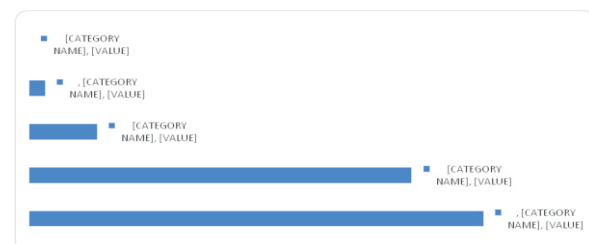


**Figure 1: Pointing beak behaviour among species in the study area**

**Open wing display**
Table 3 shows the open wing display by birds during competition for food. The table reveals that there were few recorded "open wing displays." However, the highest display of open wings was observed in Yellow-billed kites(54.17%), followed by Pied Crow (37.50%), while Cattle egret recorded the minimum (8.33%). Plate 2 shows the display of open wing by some species.

Table 3: Open wing display observed among bird species

| S.N. | Bird Species | Freq. | Percent |
|------|--------------|-------|---------|
| 1 | Pied crow | 9 | 37.50 |
| 2 | Yellow-billed kite | 13 | 54.17 |
| 3 | Cattle egret | 2 | 8.33 |
| 4 | Grey-headed sparrow | 0 | 0.00 |
| 5 | Plain-backed pipit | 0 | 0.00 |

**Attacking with claws**
Figure 3 shows the result for 'attacking with claws' behaviour during feeding. The result shows that more confrontations were observed between Yellow-billed kites (63.64%), and Pied crows (27.27%) while attacking with claws was recorded twice among
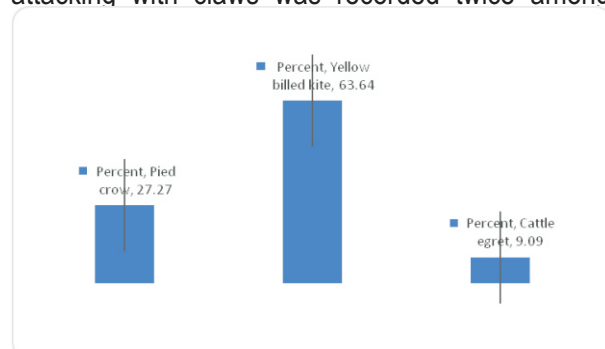


**Figure 3: Attacking with claws behaviour observed among bird species during feeding.**

**Fighting behaviour**
Figure 4 shows the result of the 'fight' during feeding in the study area. The result shows more frequent fights among Yellow-billed kite (56.67%) and Pied crow (36.67%). The fighting pair repeatedly bounced until the loser fell to the ground, trying to defend itself with both feet. The loser usually moved away with folded wings and ruffled feathers. Losers usually fell on their backs with their bodies stretched out while the winner rested on them.
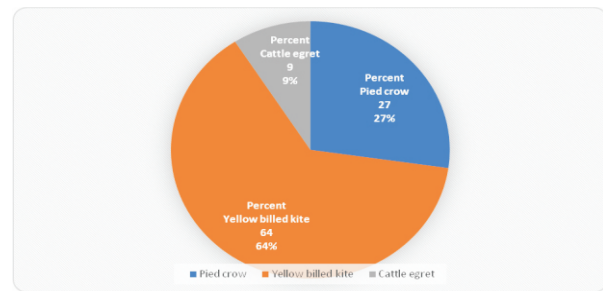


**Figure 4: Fighting behaviour observed among bird species during feeding**

**Inter-specific competition among birds foraging in the study area**
Table 6 shows the result of interspecific competition among birds feeding together in the study area. The table shows that the highest competition among different bird species occurred between yellow-billed kite (attacker) and pied crow (attacked) (67%) followed by pied crow (attacker) and yellow-billed kite(93.33).

Table 6: Inter-specific competition among birds foraging in the study area

| S.N. | Attackers | Attacked | | |
|------|-----------|----------|---|---|
| | | Pied crow | Yellow-billed kite | Cattle egret |
| 1 | Pied crow | - | 14 (93.33%) | 3 (37.50%) |
| 2 | Yellow-billed kite | 22 (91.67%) | - | 5 (62.50%) |
| 3 | Cattle egret | 2 (8.33%) | 1 (6.67%) | - |

- **Intra-specific**
**Effects of time on foraging intensity of birds in the study area**
Table 7 shows the effects of time of day on the foraging intensity of birds in the study area. The results reveal that Pied crows were more active in the afternoon between 17.00 – 18.30 hours than in 17.00 – 18.30 hours. In contrast, Yellow-billed kites, Cattle egret, Grey-headed sparrows and Plain-back pipit were more active feeders between 13.00 and 14.30 hours.

Table 7: Effects on foraging intensity of birds in the study area.

| S.N. | Bird species | 13.00 – 14.30 hours | | 17.00 – 18.30 hours | |
|------|--------------|---------------------|---|---------------------|---|
| | | Frequency | Percent | Frequency | Percent |
| 1 | Pied crow | 923 | 48.53 | 898 | 52.30 |
| 2 | Yellow-billed kite | 897 | 47.16 | 789 | 45.95 |
| 3 | Cattle egret | 57 | 3.00 | 23 | 1.34 |
| 4 | Grey-headed sparrow | 18 | 0.95 | 5 | 0.29 |
| 5 | Plain-backed pipit | 7 | 0.37 | 2 | 0.12 |

## DISCUSSION

Birdwatching can lead to the discovery and recognition of relationships within nature, the understanding of patterns, seasons, and environmental changes, and – in the longer term – it can help to answer questions about climate change, and migration routes. This study revealed that all five species, with the exception of the Plain-backed pipit, attempted to steal food from other birds. This klepto-parasitic behavior is more prevalent among individuals of the same species. However, it was observed that food theft was not always successful, and when it was, Yellow-billed kites, egrets, and Grey-headed sparrows consume the stolen items without moving very far. This observation was consistent with the findings of Nathaniel *et al*. (2012), which indicated that successful vultures and egrets typically consumed the captured food without moving far.

When robbed, the robbed yellow-billed kites and Pied crows frequently attempted to attack the robbers, whereas robbed egrets typically attempted to resist the robbery by trying to pull the food away from the robber. The study reveals that carnivorous Yellow-billed kites stole the most food from another Yellow-billed or other species, contrary to the findings of Nathaniel *et al.* (2012), who found that omnivores were the most likely to steal food.

Birds of the same species and other species were observed pointing their beaks, with Pied crows and Yellow-billed kites more frequently exhibiting this behavior. When feeding, each of them tilts its head to one side and moves its beak toward another bird. As part of their study, Nathaniel *et al.* (2012) observed this behavior in vultures and ravens.

The target of the 'pointingbeak' movement typically withdrew to a distant location to avoid confrontation. Pied crows and Yellow-billed kites frequently exhibit this distinctive behaviour. Yellow-billed kites were frequently observed to challenge one another by leaping forward while displaying their claws and attempting to peck at one another while spreading or flapping their wings and rising from the ground. The combatants bounced repeatedly until the loser fell to the ground while attempting to defend itself with both feet. The loser then withdrew, its wings folded and feathers ruffled. Similarly, Pied Crows were observed to fly towards one another with their beaks and claws pointed at one another, each attempting to strike the other while attempting to avoid blows, so that both animals flew up while facing one another. The losers of this duel typically fell on their backs with their bodies stretched out, while the victor rested on top of them as they fought. It would be thrilling to witness birds fighting for survival as they rid the environment of disease-causing meat scraps.

In the battle between different species of birds, it was observed that egrets raised their crest when approached by a Yellow-billed kite or a Pie crow. Only food-robbing approaches were shared by all three species, and they typically caused the target to flee, allowing the approaching bird to feed. The Yellow-billed kite is a carnivore whereas the Pied crow is an omnivore, but both were extremely swift, which may be the cause of this beak-pointing behavior among them.

The study further reveal that these scavenging birds were more active in the hours between 13.00 – 14.30 hours than in 17.00 – 18.30 hours. Although birds are more active in the morning during their feeding period (Awoyemi *et al,* 2018), these birds were active in the afternoon due to the fact that the morning time has been taken over by butchering activities and they became active after the butchers completed their daily responsibilities at the abattoir, beginning at 13:00.

The yellow-billed kites are carnivores, the Pied crow is omnivorous and the Cattle Egret is an insectivore. However, it was observed that Cattle egret, Yellow-billed kite, Pied crow, and the other two species were scrambling to feed on meat shreds, in contrast to Pomeroy's (1975) observation that Cattle egrets feeding at dumps in Uganda were feeding on insects associated with the dumps and therefore are not true scavengers. Feare (1975) had reported that the diet of Cattle egrets feeding at a dump in Seychelles was unknown. Yet, Cattle egrets have been seen at dumps feeding on items other than insects alongside vultures and crows (Burger and Gochfeld, 1983). Therefore, their consumption of meat and offal at the abattoir, in addition to flies, contradicts Pomeroy's (1975) assertion that they primarily consume flies at garbage dumps and are therefore not true scavengers.

The gut content analysis of Cattle egrets from landfills in Accra, Ghana, revealed that fly larvae of the families Muscidae and Calliphoridae comprised up to 84 percent of the diet, with adult flies making up the majority of the remaining 16 percent (Kuranchie and Holbech, 2009: unpublished data). This observation, along with the comments made at the abattoir, suggests that they may play a significant role in controlling pest flies in abattoirs.

## CONCLUSION AND RECOMMENDATION

This study revealed that five species of birds were observed feeding at the abattoir. Yellow-billed kites, egrets, and Grey-headed sparrows always consume seized food items without relocating, whereas pied crows typically fly away to consume seized food items at a distance. Agonistic behaviors include beak-pointing, wing-open displays, confrontation, and claw-based attacks.

The role that scavenging birds play in cleaning the environment necessitates their protection. Therefore, it is recommended that conservation agencies and governments employ conservation education, protection, and advocacy to increase public awareness of the need to conserve these species. This study revealed that five species of birds were observed feeding at the slaughterhouse. Yellow-billed kites, egrets, and Grey-headed sparrows always consume seized food items without relocating, whereas pied crows typically fly away to consume seized food items at a distance. Agonistic behaviors include beak-pointing, wing-open displays, confrontation, and claw-based attacks.

The role that scavenging birds play in cleaning the environment necessitates their protection. It is therefore recommended that conservation agencies and governments employ conservation education, protection, and advocacy to increase public awareness of the need to conserve these species.

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Plate 1: Pied crow and Yellow-billed Kite on the slaughters' slab.



Plate 2: Yellow-billed Kite in Open wing display

# A REVIEW ON CULTURAL FESTIVALS AND CULTURAL TOURISM DEVELOPMENT IN RURAL AREAS OF NIGERIA

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## ABSTRACT

*Cultural tourism is one of the definite ways to open up rural areas. Its development can lead to provision of infrastructural facilities such as transportation systems, electricity, communication networks, pipe-borne water, sewage, hospital and cultural institutions among others. Cultural festival plays significant role in sustainable cultural and rural tourism development. This paper therefore, argues on resuscitation of lost cultural values in terms of cultural festivals as a strategy to rural development. This is with a view to understanding how the state of cultural and rural tourism industry can be improved upon in the rural areas of Nigeria. The paper reviews literature on cultural tourism and festivals; examines reasons for neglect/abandonment of cultural festivals in some rural areas; assesses the impacts of cultural festivals on the residents, tourists and host communities; identifies the challenges of cultural festivals and highlights the way forward. The paper concludes by emphasizing on the need to resuscitate neglected/abandoned cultural festivals in some rural areas of Nigeria as this will bring back the lost cultural values. Furthermore, it will enhance sustainable economic development for both the residents and host communities and the country at large. The paper therefore tasks planners, policy makers and environmental development agencies in each state to come up with policies and programs to identify and promote cultural festivals as cultural tourism product.*

***Keywords:*** *Cultural festivals, cultural tourism development, rural areas*

## INTRODUCTION

Nigeria possesses enormous tourism potentials, researches have shown that tourism's contribution to the economic development of Nigeria leaves so little to be desired. If tourism industry sector will contribute significantly to economic development in Nigeria; just as it is obtainable in other developed economies, Ovat (2003) suggests some promotional remedies for the industry by the government. These suggestive remedies among others include: the leading of an active role in tourist destination development by the government, government involvement in the planning and execution of marketing of tourism potentials, the invitation of travel agents to visit Nigeria from time to time with the intention of engendering such travel agents' interest in marketing Nigeria tourism potentials; and the compilation of statistics on international arrivals (Ovat, 2003).

Tourism is an important sector that enhances the growth of the economy of any region in both developed and less developed countries (Hall and Jenkins, 1995). The World tourism day is usually celebrated on every 27th of September every year. Tourism can be defined as travel for recreational, leisure or business purposes. World Tourism Organization (1995) defined tourism as "the movement of people to and stay in places outside their usual home for at least twenty-four hours but not more than one consecutive year for leisure, business and other purposes not related to any form of employment from within the place visited." Collectively, it comprises sub-industries such as hotels, tour operations, travel agencies, airlines, airports, manufacturing, tour operations, credit card companies, car rental companies, convention and visitors' business and other travel related services.

Tourism plays important roles in socio-economic development of many nations by contributing towards solving the major political, social and economic problems that characterized the rural areas. It also assists in the conservation of the natural environment by protecting and maintaining national parks as well as other protected areas

(Okonkwo and Odum, 2010). Furthermore, tourism helps to develop the host communities since it creates employment, prevent rural-urban migration, enhances income generation, foreign exchange earnings, and interchange of cultures and people particularly in developing countries.

Filion, Daniel and Thomson (1994) observed that tourism is one of the fastest growing economic activities in the world and increasingly gaining prominence in the debate over how to move towards more sustainable patterns of development. In 2017, the world body showed that cultural tourism accounts for about 40% of tourism arrivals (UNWTO, 2018). According to the UNWTO's Tourism 2020 Vision Forecasts, tourism was to generate about 1.6 billion international tourist arrivals worldwide in the year 2020. Of these worldwide arrivals, 1.2 billion were to be intraregional and 378 million long-haul travelers. Tourism accounts for about 35 per cent of the world's export of services and this represents over 70 per cent in Least Developed Countries (LDCs).

**Categorization of Tourism**

Tourism can be categorized into different types. Some of these include: cultural, religious, environmental, ethnic, medical, historical recreational, business, beach, sex, space, virtual tourism. Chiciudean, Harun, Muresan, Arion and Chiciudean (2021) indicated that generally, the benefits of cultural tourism are greater than the perceived costs. Hence, there are different types of tourism and some of these include:

1) Cultural Tourism: This can be regarded as movements of persons for basically cultural motivations such as costume festivals, study tours, folk performances, arts and crafts, performing arts and cultural tours etc.

2) Religious Tourism: It is basically of two main subtypes viz pilgrimage and viewing of religious monuments and artifacts. This type of tourism is considered obligation in some religions for its adherents.

3) Environmental Tourism: This is defined as travelling to destinations where fora, fauna and cultural heritage are the main attractions. It is primarily geographic in nature and focus on man-land relationships. Destinations include Yankari National Park, Assop waterfalls, Plateau State. Aso rock, Abuja rock formation, Jos Plateau and other natural wonders.

4) Ethnic Tourism: This involves travelling for the purpose of experiencing firsthand, the practices of another culture and life-styles. Examples include attending dances, visits to native homes and ceremonies and possibly participating in religious rituals.

5) Medical Tourism: This involves people moving across international boundaries with the aim of tending to their medical care and health needs, often occur when the specific health demand and physician is scarce or not available at all in the country of residence.

6) Historical Tourism: Also known as heritage tourism. Travelling with the aim of exploring the history and heritage of a place. Examples include amusement parks museums, and luxurious resort stays.

7) Recreational Tourism: This type of tourism is often referred to as the movement of people at their free time to rest so as to restore the physical and mental strength of a person. It includes taking part in sports, sun bathing "Ayo" or ludo game and social contacts in relaxed environment.

8) Business Tourism: This involves taking part in business activities that are far away from home. Such activities include attending congresses, meetings, conventions, exhibitions, seminars form of travel.

9) Beach Tourism: This is a type of tourism whereby tourists embark on holidays for the purpose of staying in or near water beaches, an important component of this type of tourism industry are the activities and facilities that are primarily taking on the coastal and marine environment including sea shore.

10) Sex Tourism: The main purpose of this type of tourism is to engage in sexual intercourse. A very good example is honeymoon trips common among the newly wedded couples engage in sex as first timers and as a couple in another city or country. This type of tourism is common in countries where commercial sex work/activities are legal and backed constitutionally. In the same vein, Child sex tourism (CST) is also classified under sex tourism as travel abroad to engage in the commercial sexual exploitation of a child under the age of 18 years (D'Michelle, DuPre, and Jerri-Sites 2015).

11) Space Tourism: This is not common in developing countries. It is simply movement of people in space for recreational purposes. There are phases to space tourism, such include; lunar space tourism as well as orbital and suborbital tourism. It has not reached the height that was envisaged by the proponents but space vehicles, rockets and more investments are being pumped into the project in the last decade by governments and big-time private

business owners.

12) Virtual Tourism: This type of tourism engages technology to present viewers with an immersive experience of different activities and destinations around the world. Although not very common in developing nations. It is done through viewing combination of virtual reality, still images, video, audio, narration, interactivity, and other multimedia formats to give an imaginary experience of a destination. The experience can be accessed using a virtual reality headset for the immersive tourism journey.

This paper is however interested in cultural tourism since it is one of the fastest ways to open up rural areas, especially through the improvement and provision of infrastructures. Cultural tourism provides economic benefits for the rural masses by improving their livelihoods since they have the opportunity of petty businesses like trading, which would in turn motivate them to continue to live in the rural areas and not migrate to urban areas. It also allows for having contacts with different cultures (Adora, 2013). Cultural tourism helps in the preservation of the cultural heritage and environment as it enhances the use of natural resources. Overseas investment in hotels and infrastructure stimulates interest to maintain economic growth, foreign exchange, training in new skills and attitudes, improvements in infrastructure. Other benefits include diversification of the rural economy (connecting it to other sectors like native art, local craftsmanship, etc.) and improvements in local infrastructure (making the rural sector more sustainable) (Dimitrovskia, Todorovic, and Valjarevic 2012).

According to Eja, Oto, Yaro, Margaret and Inyang (2011) the Nigerian Tourism Development Corporation Act already provided a legal framework for tourism development in the country; hence, many human and material resources were developed into festivals. These include Calabar Christmas Carnival, Rivers State Festival of Arts and Culture (Rivfest Carnival) among others. Traditional festivals also known as cultural festivals are meant to showcase the rich culture of ethnic societies and so could be harnessed as avenues for the sustainable development of rural communities (Adam, 2017). Festival is a type of cultural tourism (Sahoo and Mukunda, 2020) that has been known to contribute significantly to the cultural and economic development of the host rural communities. Cultural festivals are concerned with a region's culture, specifically the lifestyle of the people in those

geographical areas, the history of such people and their art; religion(s); architecture; and other elements that helped shape their way of life.

Dimitrovskia et al. (2012) in their own view pointed out that a geographical term used to describe cultural activities of rural communities is what is known as rural tourism. This to them is related to some other terms such as eco-tourism, green tourism, agro-tourism, etc. Ordinarily, different locations are supposed to develop their tangible and intangible cultural assets. This will serve as a means of developing comparative advantages in an increasingly competitive market place, and also create local distinctiveness in the face of globalization which will lead to development. However, this is not the case in some rural areas of developing countries like Nigeria as benefits that should have accrued to the host rural communities were never available. It is worrisome to note that in spite of the fact that cultural tourism is a rich aspect of human life it has not received adequate attention in Nigeria.

The interest in this kind of study came from a retrospective (70s and 80s) look at the activities in the villages during festive periods such as Christmas, Salah and Easter when we were younger. As children then, we used to enjoy different festivals such as masquerade (*egunegun* to include: *egun elewe, paraka, atelegijogun korowo, akonabori, lapanpa*) and flogging with cane (*epa*) festivals among others in our villages and always looking forward to festive seasons. Ever since we grew up precisely from the 90s, these cultural festivals have suffered partial or total neglect and abandonment. One now wonders what could have been responsible for this. What is the way forward? How can these festivals be resuscitated in the rural areas? This research work is interested in finding answers to these questions and how cultural tourism industry can enhance development in the rural areas of Nigeria.

It is on this basis that this write-up came on board. Hence, the main aim of the paper is to review cultural values in terms of cultural festivals in some rural areas of Nigeria. This is with a view to understanding how the state of cultural and the rural tourism industry can be improved upon in the rural areas of Nigeria. The paper specifically reviewed literature on cultural festivals; assessed the impacts of cultural festival on the residents, tourists and host communities; identified the challenges of cultural festival and highlights the way forward. The paper concluded by emphasizing on the need to resuscitate cultural

festivals in all the rural areas of Nigeria as this will bring back the lost cultural values.

## Cultural Tourism and Festivals

Culture can be defined as a way of life of a people. It is the "patterns of behaviour and thinking that people living in the social groups, learn, create and share" (Oluwutuyi and Ileri 2016:1). As put forward by Arreola, Deal, Petersen and Sanders (2008), culture is knowledge in its totality, attitudes, and behaviors shared by and passed on by the members of a specific group. Cultural tourism can be regarded as an interaction between tourists and locals in exchanging the different ways of life that has been practiced from generation to generation (Dong, 2020). Cultural Tourism according to Pye, (2001) provides tourists the opportunity to have first-hand information of a place as well as appreciate the essential character and its culture as a whole. This includes: history and archaeology; people and their lifestyle (how they earn a living and enjoy their leisure); cultural diversity; arts and architecture; food, wine and other local produce; social, economic and political structures and landscape.

In the tourism industry, cultural tourism presents itself as one of the largest and fastest growing global tourism markets. Cultural heritage is a social and cultural process that has much to add to the concept and practice of sustainable development (Harrison, 2015). Cultural attractions mean movement of a person or group of persons for cultural eagerness, such as the performing arts (e.g., the Adelaide Arts Festival or Perth International Arts Festival), cultural tours (e.g., to museums, temples, historical monuments or archaeological sites), pilgrimage tours (e.g., religious travel), festival tours (e.g., Jazz festivals or Food festivals) (Derrett, 2004). Cultural festivities therefore are such products of heritage that are passed on from one generation to another generation.

A festival as defined by Oxford University Press Dictionary (2005) can be seen as a series of performances of music, films/movies, plays, etc., usually organized in the same place once a year; a series of public events connected with a particular activity or idea. *Festivals are "An organized set of special events on a specific cultural man-made theme taking place on a specific day or period normally on a specific place gathering people in mutual and direct contact to the festival theme"* (Shwetasaibal and Mukunda, 2020). Festivals are remarkable expression of human activity that

contributes significantly to the social and cultural life of their host communities (Raj and Vignali 2010). Festival is usually a period for showing appreciation to the ancestors for having seen them through the planting season and for protection. During this period, there are displays of traditional music, magic, masquerading, and dressing among others. Event and festival tourism is becoming increasingly popular in rural areas as a means to revitalize local economies.

According to Shwetasaibal and Mukunda (2020) "Festival is a cultural event consisting of a series of performances of works in the fine arts, often devoted to a single artist or genre". Festival attracts people from all works of life especially tourists who might otherwise never visit the area therefore serves as a form of re-union to all indigenes. Festivals allow for concentration of local music and food, artisans and producers in one place for a limited period of time. This thus creates a strong enough attraction to draw domestic tourists out of urban areas and also provides clear dates for international tourists to plan their trips around (USAID, 2019).

In Nigeria, the Minister of Information and Culture during the period of this write-up, Mr Lai Mohammed, pointed out that there are over 365 festivals in the country and government is working hard to harness these festivals as a way of showcasing and boosting the country's diverse cultures (Independent Newspaper Nigeria 2021). Some common festivals in Nigeria that started as local activities but have now become so important internationally include the Osun-Osogbo cultural festival, Durbar Displays in Northern Nigeria (Plate 1), Argungun Fishing Festival in Kebbi State (Plate. 2), Eyo Masquerade Festival in Lagos State (Plate. 3), Awon Mass Wedding Festival in Shao, Kwara State, Tiv Puppet Show (Kwagh–hir) in Benue State, Atilogu Dance (Anambra State), Bakor Yam Festival in Cross Rivers State and a host of others. Other festivals observed in Nigeria also include Calabar Christmas Carnival, Rivers State Festival of Arts and Culture (Rivfest Carnival).



Plate1: Durbar festival in Niger State Nigeria

Source:www.google.com

Plate 2: Fish caught at Argungu festival
Source:www.google.com

Afan National festival Bauchi, Sango festival in Oyo, Ogun festival in Ondo,Ovia-oses festival in Ogori, Igogo festival in Ondo, Ojude-oba festival in Ijebu, Italo festival in Igala, Kogi State, Egungun festivals in Kwara State (Plate. 4), and new yam festival in different communities of Nigeria.



Plate 3: Eyo festival in Lagos

Source:www.google.com



Plate 4: The Egungun festival of Yoruba culture

Source:www.google.com

## LITERATURE REVIEW

Adom, (2017) studied Strategic Adaptation of Traditional Festivals for the Sustainable Development of the Biodiversity of Local Communities in Ghana and came up with a conclusion that traditional festivals, though earmarked for the exhibitions of the rich culture of ethnic societies, could be harnessed as avenues for the sustainable development of local communities. **Adina, Valentin, Rozalia and Smaranda** (2016)' s**tudy of "perceptions on cultural events" sustainability in** Cluj-Napoca, Romania emphasized the positive effects at the socio-cultural

level. The festival provides multiple possibilities to spend free time in a pleasant way; it sustains the development of cultural life, and improves the educational and the cultural level of community. Hsiao-Hsien, Hsu, Liu, Cheng, Wang, LIU and Jhang 2020 studied the impact of cultural festivals on the development of rural tourism, a case of Da Jia Matsu Pilgrimage in Taiwan, the research's conclusion was residents of different places and genders have different understandings in terms of the economic, social, and environmental impacts on the Da Jia Matsu Cultural Festival. Wasudawan, Abdu-Shakur and Ab-Rahim (2021) examined the impact of the rural culture and cultural attractions on poverty alleviation: the moderating effect of tourism resources and discovered both rural culture and other cultural attractions have a positive effect on poverty alleviation. The study further suggested that preserving cultural attractions such as cultural buildings, landscapes, arts, monuments, traditions, crafts, food, and customs should be encouraged for socio-economic benefits. Sarghe (2019) equally assessed cultural sustainability in indigenous people's festivals: cultural impact of Riddu Riddu Festival in Norway and came with the conclusion that traditional knowledge is shared in workshops or in informal discussions throughout the festival, indigenous performers showcase both traditional kinds of music, such as the yoik, and modern reinterpretations of it.

In Nigeria, **Ibimilua (2009)** assessed the tourism potentials of the states vis-à-vis the level of patronage and the influences on the choice of attraction, as well as the constraints to tourism development. The result showed that the level of tourism development in Nigeria is very low, and thus the level of participation in domestic tourism is equally very low. Similarly, Awaritefe   (2007) **evaluated tourism resource areas in Nigeria for development and discovered that participants only considered** short distance to be associated with both cultural and natural resources. **Bankole (2013) examined** Nigeria's vast cultural heritage and the prospect of harnessing them towards tourism sector development and came to conclusion that tourism development in Nigeria is encumbered with many systemic problems. Iwuagwu, Alex-Onyeocha and Anyanwu (2015) studied gender empowerment in cultural tourism participation in Nigeria and reported that women have been marginalized in the participation in cultural tourism due to religion, marriage or lack of fundamental right especially in

Africa. Tunde (2012) identified the potentials of Owu falls for socio-economic development of the host community in Kwara State and came into a conclusion that Owu falls has no socio-economic impact on the host community. The conclusion was that sustainable tourism development is visible and possible if government can just shift a little attention to its development.

## Factors influencing neglect of cultural festivals in the rural areas of Nigeria

Cultural festivals in Nigeria have suffered neglect as a result of so many factors. Some of these include:

i.   Poor infrastructure:  roads leading to and in rural areas are very poor and almost all the tourist sites in Nigeria and cultural festivals are located in the rural areas. Similarly, erratic power supply is a serious problem bedeviling the rural areas of Nigeria.

ii.  Improper packaging of indigenous culture: Nigeria's indigenous culture is one of the richest and most diverse in the world with several towns and villages having numerous cultural tourism attractions to be commercialized yet the improper packaging of these potentials has made the industry not to be able compete effectively in global standard.

iii. Poor management system: Most of rural cultural festivals do not enjoy premium patronage due to gross inadequacy of the facility for management system and basic necessities that will ensure the satisfaction of guests are seldom available.

iv.  Inadequate funding and investment in cultural festivals: Lip service has been paid to funding for tourism development in Nigeria, rural/cultural tourism investment is worst hit despite the immense development potential it has, rather, oil and gas has been the major economic mainstay at the detriment of other areas of development.

v.   Low awareness and publicity of what is where: Adequate awareness on the availability and quality of cultural festivals in the rural areas of Nigeria such as is abound abundantly is low and not widely known across board.

vi.  Terrorism and general insecurity challenges: Robbery, pilfering, kidnapping and other social vices are often some the reasons many people have neglected going to the rural areas of Nigeria to participate in the festivals of culture. This is especially true nowadays in the country with the spate of terrors daily recorded on media.

vii. Nigeria's battered image abroad: Due to myriads of issues confronting Nigeria ranging from terrorism, banditry to high illiteracy level, Nigeria's international image has suffered disrepute and this has contributed to the drop in the rural festival patronage.

viii. Political instability: Safety concern as a result of political instability and violence discourages potential tourists from participating in cultural festivals.

ix.  Religion: People nowadays do not want to be involved in cultural festivals such as *egungun* because of the beliefs that it is a form of traditional religion.

x.   Technological advancement: The belief that we are in "jet age" and so cultural festivals are old ways of life.

xi.  Rural-urban migration: Most people do not really want to reside in the rural areas because of lack of development.

Medical care concerns: The fear of inadequate medical attention in case of medical emergency when in the rural communities for cultural festivals scares away the tourists from embarking on cultural festival journeys at the rural areas.

## Impacts of cultural festival on the residents, tourists and host communities

The impact of cultural festival can be positive and negative; however, the positive impacts outweigh the negative impacts. Positive impact can be direct or indirect.  Getz (1997) defined "direct" return as how much of a tourist's expenditure remains in the town after taxes, benefits, and wages are paid out of the area. The money that is left is returned to the community and immediately begins to circulate, creating an "indirect" return. For example, Kasimati (2003) submits that direct positive impact of cultural festival includes provision of income and employment through cost of accommodation, food and transport, diversification of the local economic activity among other expenditures. Indirect impacts include the subsequent effects of money injected into the economy, after linkages removal, generation of dollars, strengthening of rural communities by improving the reputation and image of the community, improvement of the environment of the host community and enriching the quality of small-town life. Jaeger and Mykletun (2013) asserted that cultural festivals allow for improved health through relationships and social interactions that people have. It further facilitates the exchange of ideas between communities thereby reducing depression and loneliness and allowing individuals to acquire a sense of belonging to a community and a place (Derrett, 2004). Festivals bring about a growing demand for restaurants, *private and commercial*

*accommodations* and other *hospitality service suppliers (***Asvanyi and Jaszberenyi 2017***)*.

Some of the positive impacts of cultural festivals include:

i.   Encourages community participation
ii.  Increased awareness of the region as a travel/tourism destination
iii. Increased knowledge concerning the potential for investment and commercial activity in the region
iv.  Creation of new accommodation and tourist attractions
v.   Preservation of heritage
vi.  Increase in labor supply
vii. Increase in accessibility
viii. Improvement of local infrastructure
ix.  Increase in permanent level of local interest and participation in types of activities associated with event(s)
x.   Strengthening of regional values and traditions
xi.  Increase in standard of living
xii. Increased local pride and community spirit
xiii. Construction of new facilities
xiv. Development of skills among planners
xv.  Increased awareness of non-local perceptions
xvi. Enhanced international recognition of region and values

The negative impacts include littering of the environment, loud noise, traffic congestion, hike in transport fare, pressure on local services and destruction of the environment. Also, overcrowding, inadmissible noise level, crime rate and vandalism, traffic accidents and the disturbance of living spaces. There could also be conflict between tourists and residents and traditional cultures and the host community's way of life can equally be affected (Tsundoda and Mendlinger, 2009). There is the likelihood that visitor's behavior will have harmful effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems and increased crime levels can occur. Festivals usually give rise to increase in the prices of goods and services with the anticipation that the tourists will come with a lot of money. Knipple (2013) argued that some of the tourists attending the festival ceremonies may find the history, land and culture very much pleasing and decide to move there. This may lead to a community growing faster than its resources can support, which inevitably can add to local pollution and overwhelm its sewage treatment capacity. High population leads to increased output hence, consumption rises and more solid hazardous waste can also be produced.

## Challenges of cultural festival

Cultural festivals are faced with numerous of challenges varying from insecurity, tourism diversification, inconsistent tourism strategies and policies, lack of tourism investments, lack of tourism related infrastructure, lack of technical know-how and weak promotional activity, lack of tourism knowledge and awareness, lack of inherent tourism potentials. Most importantly, cultural festival is facing the problem of sustainability as the younger generation may not be interested in it because many of this generation have never participated or ever been to the rural areas to have first-hand experience that can build interest in rural cultural tours. With challenges of transportation particularly here in Nigeria, the first impression in anyone's mind is road system of transportation because it is the most common form of transportation, more affordable and easily available for all, the accessibility to rural towns and villages for the purpose of cultural festival tourism is a big challenge due to deplorable states of rural road infrastructure in the country. Developing countries often lack investment in tourism resources even though they might have a huge potential and are rich in heritage and cultural assets. Conflict changes the priorities of nations, and poses many obstacles to the policy, and management for developing tourism as a viable economic sector. Post-conflict areas are barriers to tourism development, such as poor or high-level damaged infrastructure, lack of services, low investment, political instability, a need to maximize revenue income, and the lack of proper planned tourism management (Kadhim, 2016).

## CONCLUSION

The paper reviewed the significant role played by cultural festivals as a strategy to improving the wellbeing of the residents as well as the development of the host communities through so many benefits accruing from the industry. It also showed that tourists have the opportunity of understanding other peoples' culture and exchange of cultural ideas. The impacts of this industry could be economic, social, political and environmental. It can therefore, be concluded that cultural festivals have suffered a serious decline as a lot of cultural activities taken place years ago in the villages are no longer existing. The decline can be linked to cultural imperialism where foreign culture is now seeing as superior to the cultural practices of our forebears, the gross demarketing of our cultural heritage through little or

no publicity about the attractive festivals within the country, lack of funding and investment into the cultural and arts festivals in the land among other things. The paper, therefore, expatiated on the potential positive impacts of the cultural festivals' potential as well as highlighted ways to mitigate the negative impacts of the festivals of arts and culture in the country. All these will enhance economic development that will be sustainable.

## Recommendations

The paper has revealed the many challenges facing cultural industry, there is therefore the need to resuscitate this promising industry and make it sustainable. In view of this, the following recommendations were made:

1. Planners, policy makers and environmental development agencies in each state should come up with policies and programs to identify and promote cultural festivals as cultural tourism product especially in the rural areas.

2. The need to have a census of natural and artificial heritage and tourist sites in every community both rural and urban so as to have knowledge of the potentials obtainable from this industry. This is because if these are well developed, it will lead to sustainable development of the host region and Nigeria at large.

3. The need to introduce cultural heritage as a course at the primary school level so that the upcoming generation will have adequate knowledge of the importance and the role played by cultural heritage in the society. This will enhance conservation and preservation of our cultural values.

4. The need to encourage rural communities in Nigeria to go back to the basics by regularly celebrating festival which they are known for.

5. Creation of a tourist information center in each local government areas. These centers are meant to provide adequate and up to date digital information about types of tourism available in each community under the local government area. This should however be visible online for tourists interested in this area

6. The need to develop all identified tourist attraction in every community through provision of essential infrastructural facilities.

*The need to encourage* cultural entrepreneurs that are resourceful and interested in organising cultural, financial, social and human capital, in order to generate revenue from a cultural activity.

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# ASSESSING THE PROBLEMS FACING SUSTAINABILITY OF LOCALLY MADE TEXTILE (ADIRE) IN ABEOKUTA AND ISEYIN IN TERMS OF GROWTH AND DEVELOPMENT

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## ABSTRACT

*Fabrics such as Adire is a product that is synonymous with the people of Abeokuta (the Egbas), Southwest Nigeria. From the far North, East and even across the globe, people throng the ancient city of Abeokuta to transact Adire business. Although, there are other places in the country where Adire is being made, the fact remains that people in Iseyin, Oshogbo and the Egbas – extraction from the Gateway State, are known as the core professionals when it comes to making of Adire. In light of this, this project work focused on Problems Facing Sustainability of Locally Made Textile (Adire) In Abeokuta and Iseyin in Terms of Growth and Development. In this project, 364 questionnaires were distributed. Descriptive statistic and Chi-Square test of Independence were used to analyse the questionnaire. It was discovered that almost all the consumer respondents have at one time or the other used other materials and that there is a significant difference between the quality of Adire and that of other textile. It was also discovered that there is a significant difference between the price of Adire and that of other textiles as well as their colour and design. Conclusion was made that the quality of Adire is lower than that of other textiles, as such, most consumers buy more of other textile because of its higher quality and durability. It was recommended that Adire Production Business and its obsolete methods and implements will need considerable funds to upgrade its production base and to reduce costs so also Producers should improve on their knowledge of the business and also try as much to produce products of a good quality.*

*Keywords: Adire, indigenous fabrics, local textile, Ogun State, sustainability*

## INTRODUCTION

Adire (The Locally made fabric) is one of the oldest and largest business in the states and cities across Nigeria. It is the typical 'starter business' for people who engaged in it especially in Abeokuta and Iseyin and it is labour-intensive. Adire business offers a large range of opportunities including entry-level jobs for unskilled labour in the cities where it is being done. Brenton *et al.* (2007) suggest a number of reasons why Adire production has played such an important role in economic development of the country as it absorbs large numbers of unskilled labour, typically drawing them from low income. One of the problems encountered by Adire producers is the sustainability of locally made fabrics (Adire) in Abeokuta and Iseyin in term of growth and development strategies in the country.

The clothing being a basic need of life, it is evidently clear that Nigeria constitutes a very large market for clothing items and as well the largest employer of labour in production sector around the country. Although, there are other places in the country where Adire is being made, the fact remains that people in Iseyin, Oshogbo and the Egbas – extraction from the "Ogun State", are known as the core professionals when it comes to making of Adire.

The locally made textile (Adire) business form a major part of manufacturing, production, employment and trade in some cities in Nigeria – Abeokuta, Oshogbo, Iseyin, just to mention but a few and has many of the prerequisites, needed for developing a successful clothing business.

It has a huge growing domestic demand, availability of well-priced raw material, huge population of young and relatively skilled labour force and a well-established tradition in textiles.

The acceptability and sustainability of the Adire fabric is universal, as many visitors or tourists that visit the ancient cities, always makes it a point of duty to visit the different Adire makers both in Iseyin and Abeokuta, to buy the fabric. Adire/Kampala over the years has become a fabric used for Aso-Ebi for different social gatherings, school uniforms, especially private schools, among others.

The strong reputation is a mixed blessing, because enterprises not based in Nigeria (as far away as China) are replicating Abeokuta products using low-cost machine methods, thus making it difficult for the more expensive authentic Adire to compete in the market. Assael (2004), wrote that, the customer who actually determines what a business is and his willingness to buy goods and services converts economic resources into wealth.

This study will examine the problems facing the sustainability of locally made fabrics (Adire) in Abeokuta and Iseyin in term of growth and development strategies in the country. It will review economic and social aspects and describe the importance of locally made fabrics (Adire) in incomes, employment, and growth and development strategies in the country.

## Statement of the problem

Itoku market has gradually developed into a textile city as other businesses and support services such as other related textile businesses. Adire marketers also carved a niche for themselves by selling these products locally and exporting to neighboring states and countries.

It is unfortunate that in the past decade, people watched with concern as Adire begins to lose its value as people prefer using other fabric materials such as other textile materials to Adire all in the name of civilization. This is not limited to the neighboring state but also Abeokuta, in Ogun State, one of the major towns that produce Adire apart from Iseyin in Oyo state. Both towns have consistently produced Adire fabrics and this has improved their mode of creativity in textile designs production.

These two cities (Iseyin and Abeokuta) under study both engage in the making of Adire. Their products are gaining popularity in the Country. This indicates that products such as Adire seems to have excellent abrasion, light and wash fastness which makes it better compared to others.

The techniques of adire fabric production and trade liberalization policy of its business have experienced influx of smuggled textile materials and unrestrained imports of sub-standard clothing material for their adire products. This has led to a very strong competition by both foreign and local textile products, each seeking to gain a higher patronage from the consumer.

The question lingers why does Adire looses its value? How can locally made textiles gain better patronage? What are the problems Adire is facing in terms of sustainability, growth, and how they can be addressed to prevent further devaluation and encourage patronage and also investing in the production of Adire. The research is therefore aimed at addressing the above mention points, it is believed that such knowledge will assist Adire in gaining a better patronage from the consumers.

## Objectives of the study

The main objective of this study is to assess the problems facing the sustainability of locally made textile (Adire) in Abeokuta and Iseyin. Specific objectives are to:

1. Examine the factors that are responsible for low patronage of locally made textiles (Adire).
2. Assess consumers' perception of the quality of Adire fabric compared to the foreign textile materials.
3. Evaluate consumer perception on price of Adire as compared to other foreign textile materials.
4. Identify the factors militating against the growth of the local textile.

## Research Questions

1. What are the factors responsible for low patronage of locally made Adire?
2. What is the consumer's perception on the Quality of Adire in relation to that of foreign products?
3. What is the consumer's perception of the Price of Adire as compared to that of foreign products?
4. Which is the most influential/critical factor in consumers' patronage of Adire?

## Significance of the study

In view of the foregoing aspirations, this work seeks to examine consumer attitudes towards Adire. It is hoped that the result of the study will contribute in no small way to an understanding of the influences affecting Adire in the market. Such an understanding should conceivably help all who are involved in the production of locally made textiles (Adire) develop to

make better decisions. It is hoped that the findings of this study would give manufacturers of locally manufactured textile the knowledge of how to make local textiles more marketable through winning a favorable consumer response to its products.

## LITERATURE REVIEW

Adire is said to be a locally made textile produced by Nigerians using mainly locally sourced materials. From inception, Adire is locally processed and produced in Nigeria. However, it is given recognition in the early 60s. It is also on record that prior to this, there has been a resounding success in local art work but the question still remain what is responsible for this attitude of Nigerians towards Adire made in the country? Does Adire have any part to play in civilization? Is it a case of prophet not being accepted in his home land?

Productivity, from the foregoing implies management of the relationship between quality and quantity to ensure better business performance. Literally, business performance may be defined as the degree of market share holding by a business. There is no denying the fact that ignorance and ego contributed to preference of purchasing foreign/other textile materials by Nigerian consumers. Most Nigerian importers colluded with some foreign exporters and flooded our markets with some clothing materials to the detriment of our own indigenous Adire. With the increasing awareness on quality issues by consumers coupled with the curbing of activities of the economic cankerworms, the stage is set for Adire businessmen to effectively implement quality tools for the betterment of their products in relation to other textile material.

### Factors that Influence Adire

1. Export Market Problems and Prospects.

Kemta-Itoku kampala market has recorded success in the export of Adire products. When they began to explore the idea of exporting "Adire" to other countries, they met with skeptical reactions from quarters where it is believed that the locally made textile (Adire) will not be acceptable on the international market. However, they have succeeded because of the quality of the raw materials.

Currently they export different Adire products from Abeokuta to other country, Morocco, Algeria, Egypt, and Lebanon, and Tanzania to name a few countries. The Adire business experience brings to light some important facts that Adire business community must recognize:

a. Competitiveness in business world

The producer/seller must establish and/or maintain international standards. This is very important in the areas of:

I. Quality of the product.

ii. Quality of men and materials.

A direct off-shoot of the first point is that a good quality Adire no matter where it is been made will appeal to customers wherever they are. Adire products will sell anywhere, if it meets the quality standards and needs of the target customers. However, in going forward, we must not fail to point out some areas of difficulty:

The major cost drivers in the production of Adire include:

i. The cost of cotton
ii. The cost of labour
iii. The cost of dye stuffs and chemicals
iv. The cost of capital

### Problems Facing Adire Business

The uncertainty in the home markets of Adire product can also be illustrated by the fact that the business has not participated in the recent global trends, which all the successful textile countries follow. The global trends show that major textile producing countries offer a wide range of fabrics, which on the other hand gives a certain degree of protection to the industry. Production facilities are relocated to selected low cost locations to remain competitive.

There is increased recognition of the importance of Adire in the textile value chain. Constantly, Adire product is almost a mono-product industry which can easily be attacked with importation of other textile materials. It is evidently clear that practically no dyed fabrics other than African prints are exported by Nigeria to other African countries while such high value added products has made up and Adire is missing in Nigerian exports.

### RESEARCH METHODOLOGY

This is the aspect which specifies the method and procedures employed in carrying out the research. It specifies the sources of data, procedures for data collection, sample size determination, sampling procedure as well as method or technique employed in the analysis of the data.

The research was conducted within Kemta – Itoku market in Abeokuta metropolis to cover consumers of the locally made textiles in Abeokuta only. Relevant data needed for the research were collected from a selected sample of consumers using selected data collection instruments.

## Source of Data

Data needed for the research were collected from two sources; primary and secondary sources.

1. Primary Sources:

a. Oral interviews were conducted to illicit valuable facts from cross section of consumers to help assess the overall consumer response to locally made textiles in Iseyin and Abeokuta respectively.

b. Questionnaires being the main research instrument was carefully designed to assess the motivating factors, attitudes and response of consumer to the locally made textiles in Abeokuta.

## Data Collection Instruments

Interview guides and questionnaires constituted the chosen data collection instrument.

The questionnaire was designed under an eight stages of was administered to selected sample of consumers. This was to assess the factors that influence consumer response and attitude to the locally made textiles. The interview guide was used to administer interview to consumers and were carefully designed to help assess the overall consumer response to the locally made textiles in Abeokuta.

Z = at 95% confidence level and the standard deviation is 1.96; P = 0.5; Q = 0.5 E = 0.05

$$n = \frac{1.96^2 (0.5)(0.5)}{(0.05)^2} = 384.16$$

Hence the sample size is 384.16 thus 384 questionnaires will be used for the study.

## Sampling Procedure

The researcher used a random sampling technique to administer the questionnaires as well interview consumer of the locally made textiles around Iseyin and within Abeokuta metropolis. This method allows that each member of the population (every possible sample of a certain size) an equal chance of being selected.

## Data Presentation and Analysis

Descriptive statistics which includes frequency and percentages were used to answer the research questions and results were presented in tables. All analysis was done using a statistical software package known as SPSS (Statistical package for social sciences) version 20.

## RESULTS AND DISCUSSION

This study was designed to determine consumer response to the purchase of Adire. Consumer questionnaire was constructed and administered, out of 385 Questionnaires distributed to resident in different parts of Iseyin and Abeokuta cities, a total of 364 were returned. To properly analyze consumer response to the purchase of Adire, comparative analysis was conducted to properly identify consumer response to the purchase of Adire putting into consideration its competition with other textiles.

The data derived in the Questionnaire were presented in tabular form. To properly analyze the tabulated data, cross tabulation was used to enable the researcher identify the relationship between the variables. This is to further help in testing the hypothesis to determine whether a relationship really exist or not, in the tabulated data.

**Table 1: Return rate of the questionnaire**

| No of Questionnaire set out | No Returned | Percentage (%) |
|---|---|---|
| 384 | 364 | 94.8% |

In Table 1, a total of 384 questionnaires were administered to respondent within Iseyin and Abeokuta metropolis. 364 out of the 384 questionnaire were returned. Hence the return rate of the questionnaire was 94.8%. The high response rate of 94.8% was due to persistence of the researcher and probable interest the respondents have in the study.

Table 2: Age and Sex of the respondents

| Sex | Respondents | Percentage | Age | Respondents | Percentage |
|---|---|---|---|---|---|
| Female | 253 | 69.5% | 20 – 29 | 165 | 45.4 |
| Male | 111 | 30.5% | 30 – 39 | 99 | 27.2 |
| Total | 364 | 100% | 40 – 49 | 74 | 20.3 |
| | | | 50 and Above | 26 | 7.1 |
| | | | Total | 364 | 100 |

The data on age and sex were also analyzed. All the respondents indicated their sex and age. From table 2, It can be seen that 253(69.5%) female and 111(30.5%) of males constituted the consumer respondents. From the data on age, 165(45.4%) fell within the age bracket 20-29, 99(27.2%) fell within the age bracket of 30-39, 74(20.3%) fell within the age brackets of 40-49 and 26(7.1%) fell within the age bracket of 50 and above.

Table 3: Type of textile materials purchased

| Type Purchase | No of respondents | Percentage (%) |
|---|---|---|
| Veritable Wax | 85 | 23.3 |
| Lace materials | 65 | 17.8 |
| Super Prints | 81 | 22.3 |
| Ankara | 52 | 14.3 |
| Adire | 81 | 22.3 |
| Total | 364 | 100 |

Table 3 Indicates that 85(23.3%) of the respondents bought mainly veritable wax, 65(17.8%) purchased lace material, 81(22.3%) purchased mainly Super Prints, 52(14.3%) purchased Ankara while 81(22.3%) purchased Adire material. The table showed that most of the respondents purchased veritable wax popularly called Nigerian wax. This was attributed to the fact that its quality was much better than others such as Supper Prints, Ankara material, etc. Amongst the wax materials purchased were Nichen wax, Soso wax, UNTL wax etc.

## Table 4: Influence of consumer's perception of the quality of Adire

| Consumer Perception | Encourages Purchases | Discourages Purchases | Indifferent | Total | Percentage (%) |
|---|---|---|---|---|---|
| Relatively Higher | 30 (8.4%) | - | - | 30 | 8.4 |
| Relatively Lower | - | 200 (54.9%) | 34 (9.3%) | 234 | 64.2 |
| Same Quality | 80 (21.9%) | - | 20 (5.5%) | 100 | 27.4 |
| Total | 110 (30.3%) | 200 (54.9%) | 54 (14.8%) | 364 | 100 |

From table 4, 30(8.4%) of the respondents that rated Adire as being relatively higher compared to other textiles, they all claimed that this perception encouraged purchase of Adire. Out of the 234 respondents who rated it as being relatively lower, 34(9.3%) claimed that it did not influenced their purchase in any way while 200(54.9%) claimed it discouraged their purchase of Adire. Out of the 100 respondents who rated it as being of the same quality, 80(21.9%) claimed it encouraged purchase while 20(5.5%) said it did not affect purchase in anyway. According to Kotler (2001), a motivated person is ready to act, how the motivated person actually acts is influenced by his or her perception of the situation.

Table 5: Influence of consumer's perception of the relative price of Adire

| Consumer's Perception | Encourages Purchases | Indifferent | Discourages Purchase | Total | Percentage (%) |
|---|---|---|---|---|---|
| Relatively Higher | - | 15 (4.1%) | 57(15.7%) | 72 | 19.8% |
| Same price | - | 10 (2.8%) | 70(19.2%) | 80 | 22% |
| Relatively Lower | 200 (55%) | 12 (3.2%) | - | 212 | 58.2% |
| Total | 200 (55%) | 37 (10.1%) | 127 (34.9) | 364 | 100% |

From table 5, 15(4.1%) of the respondents that rated the price of Adire as being relatively higher claimed that it did not encourage their purchase of Adire, while 57(15.7%) of the respondents that rated the price as being relatively higher claimed that they were indifferent. These group of respondents stressed that judging from the relatively higher quality of other textiles, they preferred purchasing other textile materials since both quality and price discourages their purchase of Adire, of 212 respondents that rated the price of Adire as being relatively lower, 200(55%) claimed that this encouraged purchase as they buy Adire because it is relatively cheaper, this they attributed it to the poor economic situation in the country were they have to sacrifice the need for a higher quality for affordability, 12(3.2%) claimed that it did not affect their purchase in any way, Out of the 80 respondents who rated that they were the same price 10(2.8%) claimed it did not affect their purchase while 70(19.2%) claimed it discouraged purchase of other textile, they believed that the quality of Adire were lower but yet of the same price with that of other textile. Hence, as rational beings they purchase other textile rather than Adire textiles.

## Summary of Findings

Almost all the consumer respondents have at one time or the other used materials such as veritable wax, lace material, super prints, Adire materials. Most of them purchased veritable wax popularly called Nigerian wax based on the claim that its quality is much better than others.

There is a significant difference between the quality of Adire and that of other textile. Most of the consumer respondents (72.5%) of them perceived a significant difference in their quality while they also rate Adire as being relatively lower in terms of quality.

There is a significant difference between the price of Adire and that of other textiles. Most of them (78%) perceive a significant difference in their prices. Majority of these respondents rating the prices as being relatively lower.

There is a significant difference between the colour and design of Adire and that of other textile material, 204(55.5%) rated the colour and design of Adire as being better than that of other textiles, 98(26.9%) rated it as being the same while 64(17.6%) rated the colour and design of Adire as being not better than that of other textile.

Most producers of Adire still adopt out dated, less efficient method in their production while other textile firms employ very recent modern sophisticated technologies. This has invariably created a huge

difference in the textile materials produced in terms of quality.

## CONCLUSION AND RECOMMENDATION

Based on the following findings, the following conclusions were drawn.

1. The quality of Adire is lower than that of other textiles.

2. The colour and design of Adire could be said to compete favorably with that of other textiles.

3. The fashion style that promotes and encourages traditional African style influenced the purchase of Adire positively.

4. 4 Consumers perceived the quality of Adire as being relatively lower and this discouraged their purchase of Adire to a large extent.

5. Most consumers perceive the colour and design of Adire as being better than that of other textiles material hence this encouraged their purchase to a great extent.

6. Quality was the most motivating factor in their purchase of other textile while it recorded the least inducing factor in their purchase of Adire.

7. Most consumers buy more of other textile because of its higher quality and durability.

## RECOMMENDATIONS

The study has been to proffer solutions on how to solve the problems militating against the locally made textiles (Adire). In addition to the empirical findings based on the analyses of the critical focus areas, detailed recommendations are made on the following:

a. Adire Production Business and its obsolete methods and implements will need considerable funds to upgrade its production base and to reduce costs.

b. FGN should seriously consider creating a fund for low interest financing to mills willing to modernize or expand their plants.

c. Producers should improve on their knowledge of the business and also try as much to produce products of a good quality.

d. Improved quality will lead to improved global competitiveness and resultant export performance for the nation.

e. Financial institutions should make credits available to producers at competitive rates for working capacity and long term financing.

f. Federal Government of Nigeria should seriously consider creating fund for low interest financing to producers willing to modernize or expand their business.

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**Publication Schedule**:
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**Aims and Coverage:**
The Journal is designed to encourage and promote applied research and adaptive technology in all aspects of Hospitality and tourism It is dedicated to encouraging and promoting practical technologies necessary and relevant for improving occupational, technical and scientific practices in Nigeria's hospitality and tourism sector.
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- AFFILIATE (AFHATMAN)
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- MEMBER (MHATMAN)
- FELLOW (FHATMAN)

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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.
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