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PREFACE

Focusing on the expansion of the hospitality and tourism sector globally has become a top priority, especially on how to provide the essential managerial, technical, interpersonal, communication, and social skills that are needed to explore, manage and sustain the tourist potential in Nigeria, West Africa, the black continent and the entire world.

However, both the industrial and the academic sectors of the hospitality and tourism industry have pertinent roles to play in developing the entire industry, thus, academia is expected to embark on sustainable research which would provide the frameworks required to grow the industry while the industry sector on the other hands would be needed to provide both the managerial and other essential skills in consideration of the global approach in running the administration of the hospitality and tourism sector.

Meanwhile, this volume (IV) of this Journal is an improvement on the previous ones, in this edition we have introduced and gotten the approval to publish the journal online (ISSN ONLINE), It has also provided the basic prerequisites for growing the sector of the economy as obtainable worldwide. Hence, one would be amazed to read the contributions of Authors of great repute which are drawn from both academics and the industrial sector. The Journal has, however, a combination of researchable topics with valuable results, conclusions and recommendations that proffers prominent solutions to the myriads of challenges that are confronting the hospitality and tourism industry and most importantly, some vital contributions from the versed and experienced Hoteliers/administrators/Managers (including tour operators and other practitioners in the industry).

Also, the Journal updates the current trends, happenings, creativity, innovations, techniques and modalities which are aimed at sustaining the growth of the sector beyond post covid 19 era.

In conclusion, the hospitality and tourism sector is hoping to help in revamping the dwindling nation's economy and the sole reliance on petroleum in Nigeria. This Journal has provided the impetus towards the direction and gateway to the growth, development and expansion of the hospitality and tourism sector of the economy. While we appreciate all our academia and professionals, we also extend our gratitude to the professional bodies most especially the HATMAN.

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FORWARD

Elizade University Journal of Research in Hospitality and Tourism Management is proudly an International double-blind peer-reviewed journal that publishes articles on diverse aspects of hospitality and Tourism, and related aspects. Our mission is to promote knowledge that will facilitate total quality management and sustainable tourism development in Africa, solve global unemployment problems, stabilize economies, promote festivals, preserve cultures, conserve biological diversity, improve food processing, packaging and service delivery, discover new destinations and products, guarantee guest retention and address emerging issues in the hospitality and tourism sector. Authors are encouraged to submit complete, unpublished original works that are not under review in any other journal. The journal annually.

Prof H.M Ijeomah

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MODELLING POACHING ACTIVITIES IN YANKARI GAMES RESERVES, NIGERIA

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ABSTRACT

The research aimed at examining the impact of poaching activities in the Yankari game reserve which is the most significant habitat for elephants in Nigeria. The problems faced is the managing the tourists, and wildlife poaching by the local community due to the prevailing economic condition of the villagers that surround the reserves. Secondary data were extracted from Yankari Game Reserve. Both linear and non-linear regression models were adopted for the analysis. The result showed that the S-curvenon-linear model fitted the number of poachers arrested data most and it can be used to model and predict the number of poachers arrested, using the distance poachers travelled as an explanatory variable. Evidence from the secondary data suggests that the involvement of local communities that tend to provide temporary economic benefits will continue to threaten the existence of these species spread across the country. The study concludes that the increasing pressure of poaching activities is declining the population of elephants in the Yankari Game reserves. The reserve is perhaps the most significant habitat for elephants in Nigeria. The study also showed that the distance covered by the rangers (anti-poachers) is significantly related to the number of poachers arrested in the study period. The study observed there is a strong indication that elephant extinction by a human through poaching activities needs to be addressed in Nigeria's protected areas. It thus recommend that the government and local community need to collaborate to avoid the extinction of elephants in Nigeria by increasing the distance covered by rangers and making the anti-poaching laws stricter.

Keywords: ecotourism; poaching; protected areas; wildlife conservation; Yankari games reserves

INTRODUCTION

The increasing population of Nigeria of over 210 million (Worldometers, 2021) people is bedevilled with poverty and lack of social amenities, the need to survive particularly for people in the local communities where wildlife animals are predominant remains an issue of survival of the fittest between the animal and the people. This situation poses a challenge for the Nigerian ecosystem characterized by 1489 species of microorganisms and inhabiting over

22,094 species of animals including insects and 889 species of birds, this diverse nature of species found ranked Nigeria the 8th African country in fauna resources (Mohammed *et al* 2010). The involvement of local communities in several illegal social and economic activities that tend to provide temporary economic benefits will continue to threaten these species spread across the country's 1129 forest reserves with 31 games reserves,7 National parks,2 strict Nature reserves,1 Biosphere reserve, and 4 games Sanctuary(Mohammed, 2010).

The majority of the protected areas are faced with the problems of managing the tourists, and the problem of wildlife poaching by the local community due to the prevailing economic condition of the villagers that surround the reserves in Nigeria. According to UNDP 2013 report, from a social and economic perspective, the protection of designated areas should enhance the economic livelihood of the poor communities however reverse is the case around Yankari Games Reserve. The poaching activities in protected areas, where wildlife is trapped and killed for illegal commercial benefit remain a critical issue in the management of protected areas (Goodwill, 2011). According to ljeomah *et al.*(2013), poaching and illegal trade of wildlife are not restricted to Nigeria alone, and different species of wildlife is poached in a different part of the world. The African Elephant population has decreased by around 90% in the last century. An estimated 415,000 currently remain.

The indication that elephant extinction by a human through poaching activities needs to be addressed in Nigeria protected areas as corroborated in a study conducted on West Africa noting that Nigeria elephant has a population of 800 elephants Blanc *et al* 2007 cited in Riddle et al 2010. Nigeria like every other nation in the world has shown concern for wildlife conservation and the well-being of the environment over the last few decades. The principal driver of the poaching and trafficking crisis is the continued high demand for ivory horns, largely centred in China, Vietnam, and other Asian countries. High demand, combined with increasing scarcity, drives high prices: on the Asian black market, ivory fetches up to $3,000 per kilogram; rhino horn, $65,000 per kilogram, more than the street value of cocaine. Yet because of lax enforcement and low penalties, poaching and trafficking in these commodities offer a low-risk, high-reward opportunity, with large profits available to reinvest in expanding the scale and sophistication of the industry (Cooke, 2015).

Despite the international trade ban, the commercial value placed on elephant ivory has continued to increase the number of poaching activities in Africa. Wildlife protection in Nigeria was stimulated with the creation of the first games reserve in 1962, which was a result of a falling population of wildlife due to haunting, and also as a source of revenue generation (Federal Government of Nigeria, 2001). The continued decline of elephants through poaching activities in Nigeria remains a critical issue in the management of protected areas. The African elephant sexes are much more lucrative than the Asian elephant only males possess tusks in the latter, this quality enhances higher economic benefit (Sukumar *et al.*, 1998). Yankari Games Reserve (YGR) became a publicly owned limited liability company in 1987. In addition, the YGR received the first set of visitors in 1953 and had legal status for the preservation of the reserve in the Northern Nigeria Law No 9 of 1956(Olokesusi,1990).

Riha (2014) stresses that effective cooperation is essential to combat such highly organized crime, as the trend of poaching activities is not only affecting the conservation of the targeted species, that are already endangered but threatens the security and sustenance of the affected human population. This study argues that poaching activities have a significant relationship with social and economic activities. The proposed model distinguishes between the impact of poaching and the anti-poaching situation, the more poaching activities the lesser the number of targeted specie. Eco-tourists are not likely to visit places that have nothing of their interest to offer. The government did not consider the generation of revenue from nature-based tourism as a serious concept, this perhaps reflects on the Yankari Game reserve web page on *yankari in decline; By late 1989, the situation at Yankari became so bad that guests slept hungrily and in darkness. Resident staff and stewards* *fetched water in buckets from the deep valley of the Wikki Spring because there was no money to prepare food at the restaurant for guests or to buy diesel to operate the generator to pump water and supply electricity.* This explains why the issue of species protection is not taken seriously in Nigeria. The issue of poverty that characterized the Nigerian population and over-reliance on oil as a major source of revenue will continue to impact the management of Ecotourism and wildlife.

Trend of Poaching Activities in Yankari Games Reserves 2011-2019

The African Elephant Action Plan (AEAP) identified poaching and illegal trades in elephant products as the most significant threats to elephants across the African continent (Fiona *et al*., 2013). Most of the time poachers often cut off the head of the elephant and allow the entire body to rot away in the forest. Guardian (2012) aired that poaching is now highly organized with a network across the entire continent revealing that armed poachers from Sudan and Chad ‗massacre' over 200 elephants in Cameroon Ndjida national park for over two weeks (Bergl*et al*., 2011). The Aerial Survey of Elephants (Loxodonta Africana) at the Yankari Games Reserves highlighted that the main objective of the survey was to document and determine the population of the elephant and compare it with the previous report in other to determine the level of poaching activities on the mammals. The increasing pressure of poaching activities is declining the population of elephants in the Yankari Games reserves, the reserve is perhaps the most significant habitat for elephants in Nigeria (Blanc *et al*., 2007).

Poachers Arrested in YGR

A total of 103 people (35 hunters, 33 livestock grazers, 1 bush-meat trader, 7 people collecting Borassus seeds, 9 people for collecting Gum Arabic, 7 people for logging, and 11 people for collecting firewood for commercial purposes) were arrested for various offences. Rangers are paid a bonus of about $15 per poacher arrested and about $80 for the arrest of an elephant poacher. The bonus system is a good incentive and motivation for rangers. According to Environmental Investigation Agency (2012) claims that despite the 1989 ban on ivory the trend of poaching in Africa is on the increase. The landmark seizure of over six tons of illegal ivory in Singapore heralds the beginning of a remarkable seizure of ivory. The poaching activities in South Africa portend danger to the country's elephant population, the demand for elephants from South Africa by China and the far Middle East on the primitive belief that is a panacea to all forms of ailment has claimed the lives of 440 elephants in 2011 to poaching activities (E.I.A, 2012).

Factors Militating against Effective Anti-Poaching in YGR

The need to have an appropriate legal regime that will strengthen and support anti-poaching activities needs to be seriously addressed.

> *Even when arrests are made the prosecution of cases in court is often weak and ineffective. For example, the notorious elephant poacher, Sani Abdullahi, has now been arrested three times but each time the court case is abandoned and he is allowed to go free. Six illegal grazers were arrested in the reserve during the elephant collaring project in October. However, it is estimated that around 90 Fulani herders were arrested in the reserve during the three months from October-December 2013. Unsurprisingly the WCS recommendation to shoot on site any cattle seen within the reserve was not adopted.*

The poaching activities will continue to increase if the poachers realize they will get away with their actions. However, this will dampen the morale of rangers as poachers responsible for killing their colleagues were not apprehended. The government of Nigeria needs to be proactive and provide an efficient legal framework for ivory poachers that will facilitate quick access to judgment and such outcome to be publicized to the general public. The lack of adequate field equipment for rangers has hindered effective monitoring and patrol in the past few years. Poachers in this region (YGR) operate with sophisticated firearms that override the insufficient and obsolete firearms provided for the rangers by the reserve, coupled with a poor road network, insufficient functional vehicles, and broken down bridges are such that will continue to have an impact on the commitment and performance of the rangers (WCS, IEF, YGR 2011, 2013, 2014). In the opinion of this study funding on the part of the government to enhance effective operation has been a major issue. Inadequate funding for protected areas in Ghana is also hampering adequate protection to avert the declining wildlife population (Jachmann, 2008).

The elephant in her search for daily survival and recreation sometimes strays outside the YGR, contributing to poaching; however, the local strategy deployed is to send rangers to redirect the elephant back into the reserve. The Federal Government of Nigeria needs to urgently address the funding issue if the reserve is to be sustainable. Most rangers lack the craft and bush skill expertise to effectively operate in the reserve. Lacking appropriate surveillance on a landmass of 2,24410km2 boundaries of the reserves and with only one Hilux Toyota are such unfavourable circumstances to reduce poaching activities (Mohammed *et al*., 2010). The 2013 quarterly report of YGR highlighted a lack of medical facilities for wounded rangers which could lead to connivance with prospective poachers thereby increasing poaching activities. Rowcliffe *et.al.*(2004) advances that wildlife protection requires expensive enforcement mechanisms.

International Collaboration for Anti-Poaching at YGR

As part of its objective, the YGR is to maintain the biodiversity of the reserve and generate revenue through the provision of a sustainable ecosystem and combat the resurgence of the illegal ivory trade. YGR is currently in collaboration with the International Elephant Foundation (IEF) and Wildlife Conservation Society (WCS), *the specific objective of the collaboration is to improve the long-term conservation of elephants in YGR by improving the capacity of the Bauchi State Government to reduce elephant poaching, and take appropriate management actions to protect the reserve and its wildlife* YGR 2011. The IEF awarded $5000 to the WSC (2010), and $10,560, (2011), with additional funds from the African Elephant Conservation Foundation (AECF) of the US; Fish and Wildlife Service and North Carolina Zoo. These funds were meant to reduce the level of elephant poaching and improve the level of protection of elephants in the reserve, YGR, 2011, 2013, 2014. More recently the Czech Republic is seeking a partnership to support conservation at the reserve (YGR, 2014). With the support of North Carolina Zoo with the state house, Abuja accomplished the collaring of one elephant in October 2013, while a cyber-tracker-based monitoring system was installed in July 2009.

Government Legislation

The political will to position YGR as the most popular in Africa requires the commitment of the federal government. However, Olukesusi (1990) argues that YGR is one of the most popular games in the West Africa sub-region. In the opinion of this study, the ambition to achieve the most popular games reserves is inconsistent with the evidence that YGR experienced four years (2002- 2006), of unresolved administrative control over the reserve through a series of transitions between the Bauchi State Government, Federal Government of Nigeria and inter-ministerial professional interference (Mohammed,2011). The administrative crisis has contributed to the prevailing situation in the reserve and would take some time to heal. In the management of protected areas in Ghana all wildlife within and outside the protected areas are included in the legislation (Jachmann, 2008). The Poaching activities in Yankari Games reserves will continue to threaten the existence of species; this may become unattractive to eco-friendly tourists. Ezebilo*et al.*(2010) and Marsh, (2000) argues that adequate support for eco-ecotourism and conservation will generate economic and social benefit that will accrue to local benefit as proposed in the schematic model presented in Figure 1.

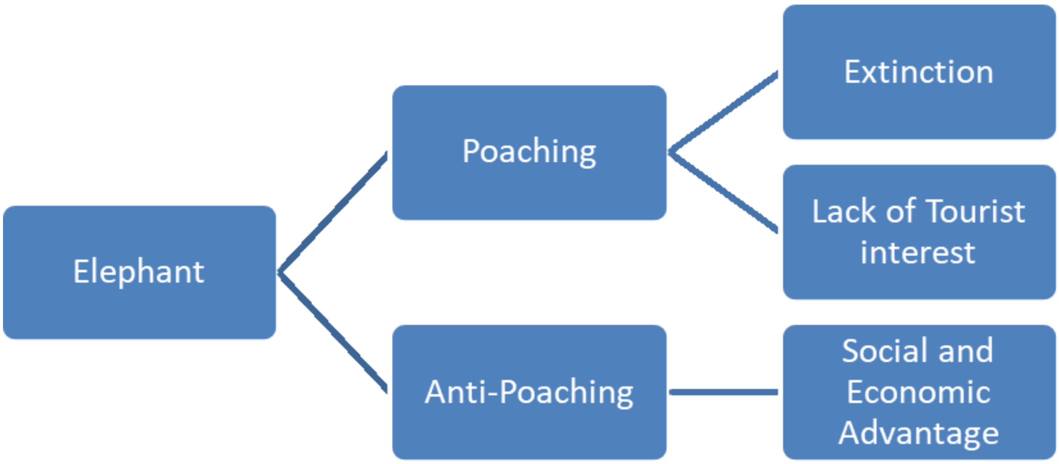


Figure 1: Proposed Elephant Poaching-Model-A Theoretical Framework

Source: *Author's proposed Model for Anti-Poaching Activities 2019*

There is legal provision for the conservation of animal species in Nigeria as demonstrated in the National Park Act, Part IV on the establishment, and management of National Parks as highlighted;

> *The ownership of every wild animal and wild plant existing in its natural habitat in a National Park and anything whatsoever, whether of the biological, geomorphological or historical origin or otherwise, existing or found in a National Park is hereby vested in the Federal Government and subject to the control and management by the Federal Government for the benefit of Nigeria and mankind generally.*

The Political will to arrest and prosecute offenders remains the critical problem surrounding poaching activities in the Yankari Games Reserves. This study has demonstrated that poaching activities are controllable if adequate facilities to combat illegal activities are provided for the rangers. The period between 2011, 2013 and 1st quarter of 2014 from the available quarterly report of the YGR indicated the quality of monitoring has increased; cyber trackers in use and the collaring of elephants are such laudable interventions that will continue to reduce poaching activities and the level of elephant crop raiding on local firms. The collaborative effort between the African Elephant foundation with WCS also enhances the rangers' kit bags to boost the performance of rangers during patrol activities in the reserve.

The majority of the poached animals from the reserve are found in the host communities' bush market, Alkaleri bush market is the most notable for this illegal business. These poachers ride on the weak penalties and laws that are insufficient to act as a deterrent to others.

Implication of YGR Strategy on Eco and Wildlife Tourists

This study has demonstrated the trend at the YGR and the impact of various collaborative efforts, however, the management of the reserve has suffered a decline in tourist patronage due to poaching activities and the effort to combat this situation by the rangers has resulted in the loss of lives of the enforcement agents. Kalongashawa (2014) aired that the trends of poaching and illegal activities on wildlife in Africa threaten the basis of tourism-based options as a development strategy for Africa. The criminals involved in poaching activities are deploying high technologies ranging from helicopters, silenced weapons, darting equipment and scopes. The strategies adopted by the poacher before the 2011 collaboration plunged the reserve into a situation where poachers have almost completely taken over the entire reserve leaving the rangers at the mercy of poachers. The Northern part of Nigeria has been faced with a series of political and ethnic clashes and the Sambisa games reserve is used as the hideout of the terrorists for a very long period, this, however, explains that the data available in Figure 1 is a relationship of the situation in the YGR and prevailing political situation in Bauchi State, Nigeria.

The study explored an analysis of Elephant Poaching activities in YGR, Nigeria by first determining the level of poaching activities in Yankari Games Reserves, then secondly, evaluating the impact of poaching activities in Yankari Games Reserves, modelling levels of poaching in YGR by increasing the frequency, coverage, and duration of anti-poaching patrols, and recommend strategies to avert poaching trend in the study area. This study will be very useful to tourism experts and government agencies (Bauchi State Tourism Board) saddled with the responsibility of ensuring sustainable tourism development across the nation.

METHODOLOGY

Yankari National Park is situated in Bauchi State Nigeria. The wildlife park is located in the south-central part of Bauchi State, in northeastern Nigeria. It covers an area of about 2,244 square kilometres (866 sq mi.). Yankari was created as a game reserve in 1956, but later designated Nigeria‘s biggest national park in 1991 it is a unique way for tourists and holidaymakers to watch wildlife in its natural habitat it is the most popular destination for tourists in Nigeria and, as such, plays a crucial role in the development and promotion of tourism and ecotourism in Nigeria (Dele et al., 2018). The Yankari Games Reserve was a forest reserve before it became a games reserve in a study conducted by the Wild Life Conservation Society in 2011 in Yankari games reserve reflected a population of about 350 individual elephants. The reserve is now being managed by the Bauchi State Government (BASG) which underfunded the reserve, which has hampered the capacity to effectively monitor and managed the wildlife activity, which has also increased poaching activity substantially and aided the illegal ivory trade cartel (Ejidike and Ajayi, 2012), , prompting its proposed privatization by the state government, in August 2022.

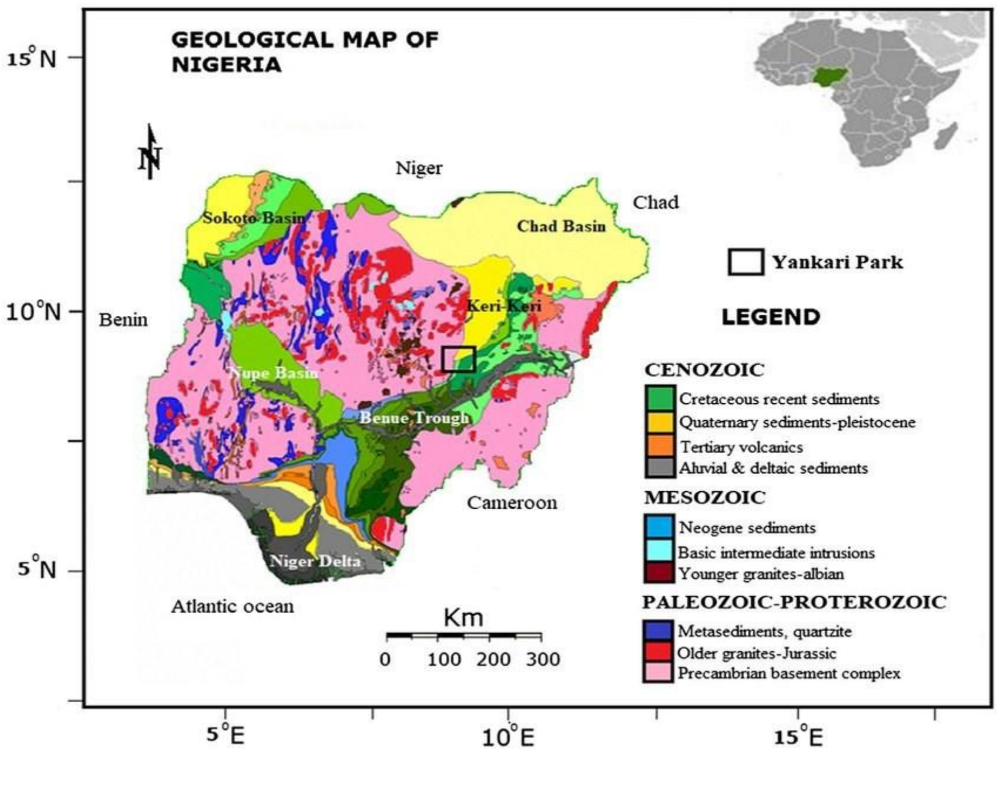


Figure 2: (a). Geological map of Nigeria showing location of Yankari Park, modified from (Kurowska and Krzysztof 2010) (b) ASTERand Hyperion image footprints showing overlapping areas in Yankari Park.

Source*: Adopted fromAbubakar et al., 2017.*

Figure 2 depicts the geological map of Nigeria showing location of Yankari Games Researves, also showing cenozoic, mesozoic and paleozoic-proterozoic areas. The map also shows important river basins, states borders and international boundaries of Nigeria. The YGR is located in Bauchi State as depicted in Figure 2.

Table 1: Summary of patrol effort for the period 2010 to 2019

Year	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**
Number of patrols	-	-	-	-	144	195	201	190	188	189
Number of patrol days	668	467	480	375	558	1,124	1,107	1,261	1,409	1,333
Total distance covered (km)	22,023	11,351	9,540	10,398	11,007	19,655	13,167	15,256	16,441	17,477

Source*: Yankari Game Reserve WCS Annual Report, 2019*

Table 1 shows the Yankari Games Reserves (YGR) elephant population of 3800 as of January 1989 and decline to 891 in 2008, although there was no evidence in this study to justify poaching and illegal activities could be responsible for the decline, this trend could lead to the extinction of elephant in the Yankari games reserve. In a study conducted by Mohammed *et al*., 2010, the host communities need to be considered along the anti-poaching strategy because the 200 peri-games reserves host communities within the range of 1-5km2 are living in poverty (Aaron, 1993 Mohammed *et al*., 2010). This, however, increases concern for local and international conservation agencies seeking to support animal conservation in Nigeria. Figure 3shows the patrol track log between January-December 2019.

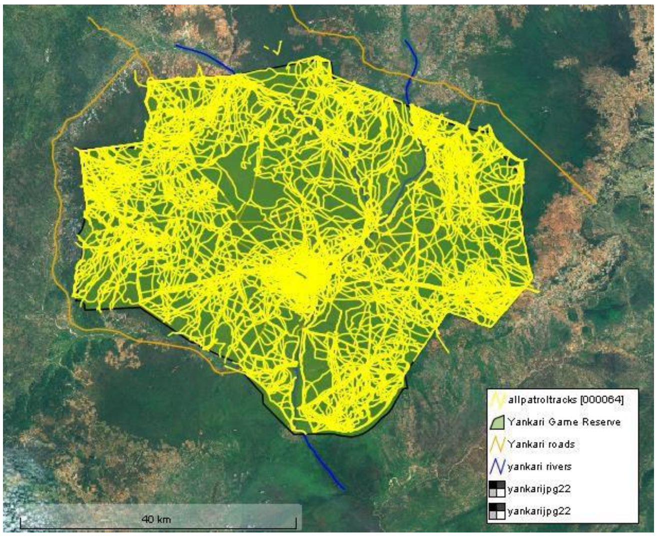


Figure 3: Patrol track log for January-December 2019

Source*: Yankari Game Reserve WCS Annual Report, 2019*

Hunting signs recorded in 2019 are shown in Figure 4. A total of 35 persons were arrested for hunting-related offence. Hunting remains a significant problem. With only limited resources available the current patrol strategy focuses on vulnerable areas rather than trying to cover the entire reserve. This strategy also enables us to focus more attention on proving close protection to the remaining elephants and also chase crop-raiding elephants back inside the reserve.

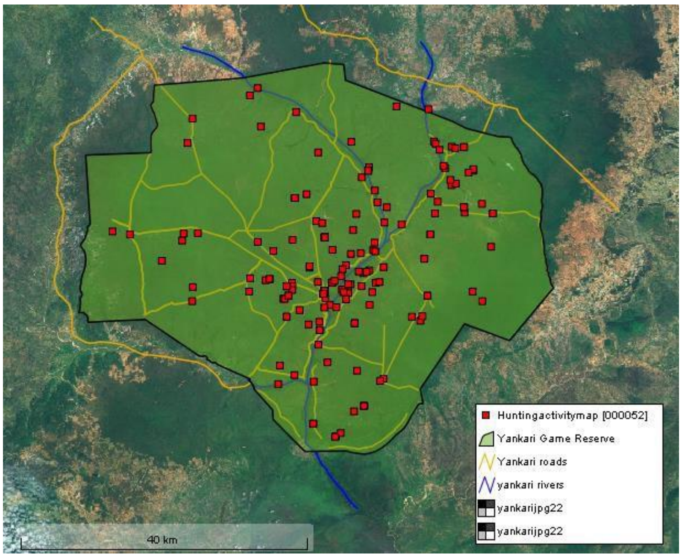


Figure 4: Hunting Activity Recorded by All Ranger Patrols January-December 2019

Source: *Yankari Game Reserve WCS Annual Report, 2019*

Multiple Linear Regression Model

In modelling the poaching activities in Yankari Game Reserve (YGR), multiple linear and nonlinear regression models are adopted. The number of poachers arrested is the dependent variable and can be determined by several factors. Multiple linear regression is used since there is more than one independent variable in the model that is not linearly correlated among themselves to avoid multicollinearity.

Modeling Poachers Activities in YGR

The multiple linear regression model is given by

$$NPA_t = a + bDays_t + cDist_t + dTime_t + \varepsilon_t$$

Where *NPA* is the number of poachers at time *t*, *Days* is the number of days covered by rangers during patrol at the YGR at time *t*, *Dist* is the distance covered by the rangers in km at time *t*, *Time* is the total time spent in hours during patrol at time *t*. The parameters *a*, *b*, *c*, and *d* are unknown and to be estimated by minimizing the random error term, ε_t. The parameter *a* is the expected value of *NPA*,

when the independent variables *Days*, *Dist* and *Time* are zeroes. The parameter *b* is the rate at which *NPA* will increase, if *Days* increases by 1 unit, provided *Dist* and *Time* are kept constant. The parameter *c* is the rate at which *NPA* will increase, if *Dist* increases by 1 unit, provided *Days* and *Time* are kept constant. The parameter *d* is the rate at which *NPA* will increase, if *Time* increases by 1 unit, provided *Days* and *Dist* are kept constant.

Estimation of the Model Parameters

This estimation procedure is carried out by using Least Square Estimation (LSE) method. The expected estimated result after minimizing the random error term is given by

$$E(NPA_t) = \hat{a} + \hat{b}Days_t + \hat{c}Dist_t + \hat{d}Time_t$$

where $\hat{a}$, $\hat{b}$,$\hat{c}$, and $\hat{d}$ are the Least Square estimates of *a*, *b*, *c*, and *d* respectively. The model here is a

multiple linear regression model. One of its assumption is that there should not be high correlation among the independent variables, if there is such high correlation, a condition called multicollinearity has occurred. One of the methods of measuring multicollinearity is the Variance Inflation Factor (VIF). A VIF greater than 10 is said to be high.

Simple Linear and Non-Linear Regression Models

The following linear and nonlinear models are fitted

Linear Model: The linear model is given by

$$E(NPA_t) = b_0 + b_1 Dist_t$$

The series values are modelled as a linear function of time.

Logarithmic Model: The logarithm model is given by

$$E(NPA_t) = b_0 + b_1 \log(Dist_t)$$

Quadratic Model: The quadratic model is given by

$$E(NPA_t) = b_0 + b_1 Dist_t + b_2 Dist_t^2$$

The quadratic model can be used to model a series that "takes off" or a series that dampens.

Cubic Model: The cubic model that model defined by

$$E(NPA_t) = b_0 + b_1 Dist_t + b_2 Dist_t^2 + b_3 Dist_t^3$$

Power Model*:* The power model is the model whose equation is given by

$$E(NPA_t) = b_0 + Dist_t^{b_1}$$

S-curveModel: The S-curve model is given by

$$E(NPA_t) = e^{\left(b_0 + \frac{b_1}{Dist_t}\right)}$$

where NPA is the number of poachers arrested, while Dist is the distance travel by the poachers.

RESULTS AND DISCUSSION

The poaching activities in Yankari Game Reserve (YGR) is modelled using multiple linear and nonlinear regression model. The number of poachers arrested can be determined by several factors.

Data Presentation

Table 2: Statistics of Cumulative Poaching Activities in Yankari Games Reserve Jan-December 2019

Date	Poachers	Days	Dist (km)	Time (Hours)
January	12	52	1,038	241
February	34	115	2,256	505
March	41	173	3,483	784
April	51	222	4,725	966
May	60	282	6,812	1,282
June	65	335	8,342	1,529
July	67	398	10,758	1,860
August	72	445	12,454	2,092
September	72	499	14,014	2,376
October	81	554	15,018	2,594
November	93	606	16,433	2,811
December	94	665	17,847	3,096

Source: *Wildlife Conservation Society (WCS) 2019*

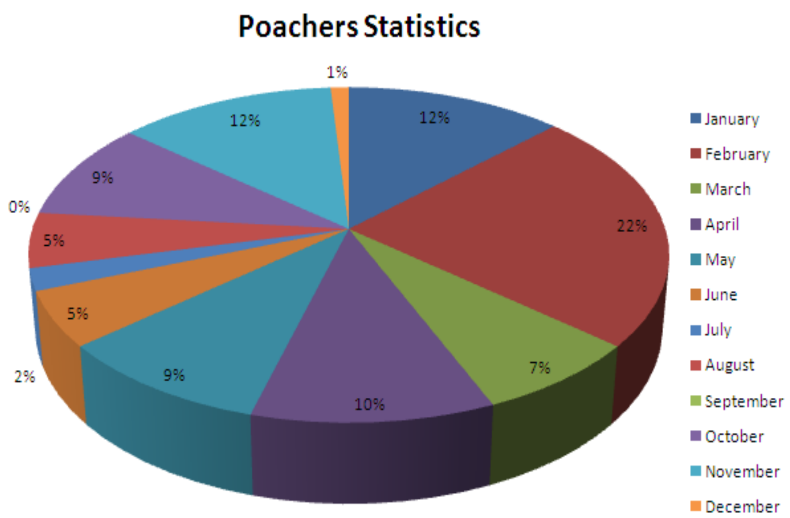


Figure 5: Trend of Poachers Arrested in January- December, 2019

Source*: Author's Analysis Output, 2021*

The effort of the government through various collaborative agencies has enhanced the quality of monitoring and patrol through the entire game reserve and reduced the level of poaching activities. Figure 5 shows that in the year 2019, the number of poachers arrested was highest in February 2019.

Figure 5 is drawn from the monthly poachers arrested, but Table 2 shows the cumulative poachers arrested to the point of recording.

Table 3: Model Parameter Estimation for *NPA*

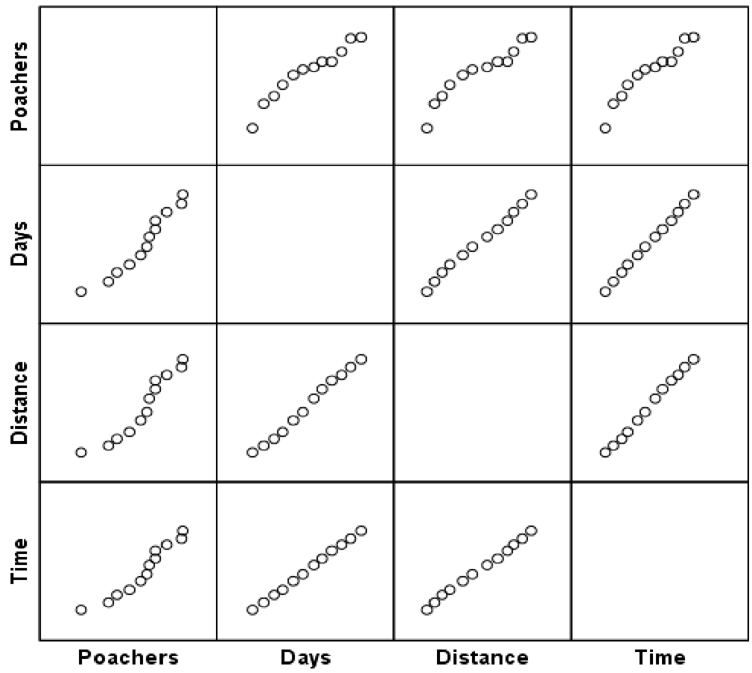
Model	Parameters	Estimates		T stat.	P-value	Collinearity Statistics	
		Values	Std. Error			Tolerance	VIF
Model 1	$\hat{a}$	12.874	5.364	2.400	0.043		
	$\hat{b}$	0.832	0.376	2.215	0.058	0.000	2721.344
	$\hat{c}$	-0.001	0.007	-0.115	0.911	0.001	802.697
	$\hat{d}$	-0.146	0.115	-1.270	0.240	0.000	5706.463
SSE = 180.313, MSE = 22.539, RMSE = 4.748, R = 0.986, R^2 = 0.972, Adj. R^2 = 0.961							

Source*: Author's Analysis output, 2021*

Table 3 shows the model parameter estimates, where SSE is the sum of square error, MSE is the mean square error, RMSE is the root mean square error, R is the multiple coefficients of correlation, R2 is the coefficient of determination and Adj. R2 is the adjusted coefficient of determination.
The expected estimated model is given by

$$E(NPA_t) = 12.874 + 0.832Days_t - 0.001Dist_t - 0.146Time_t$$

Model 1 above is defective because of the high level of multicollinearity as measured by the Variance Inflator Factor (VIF), all the variances have been seriously inflated. The variance of Days is inflated with a factor of 2721.344; the variance of *Dist* is inflated with a factor of 802.697, and the variance of Time is inflated by 5706.463. The variable *Dist* has the least VIF, so it will be selected as the only independent variable for further investigation. The



multicollinearity can be depicted by the correlation matrix plot in Figure 6.

Figure 6: Correlation Matrix Plot
***Source**: Author's Analysis output, 2021*

Presented above is diagram showing the correlation Matrix, revealing the relationship that exist between number of poachers arrested and the distance covered by the rangers. The scatter diagram is depicted in figure 4 below.

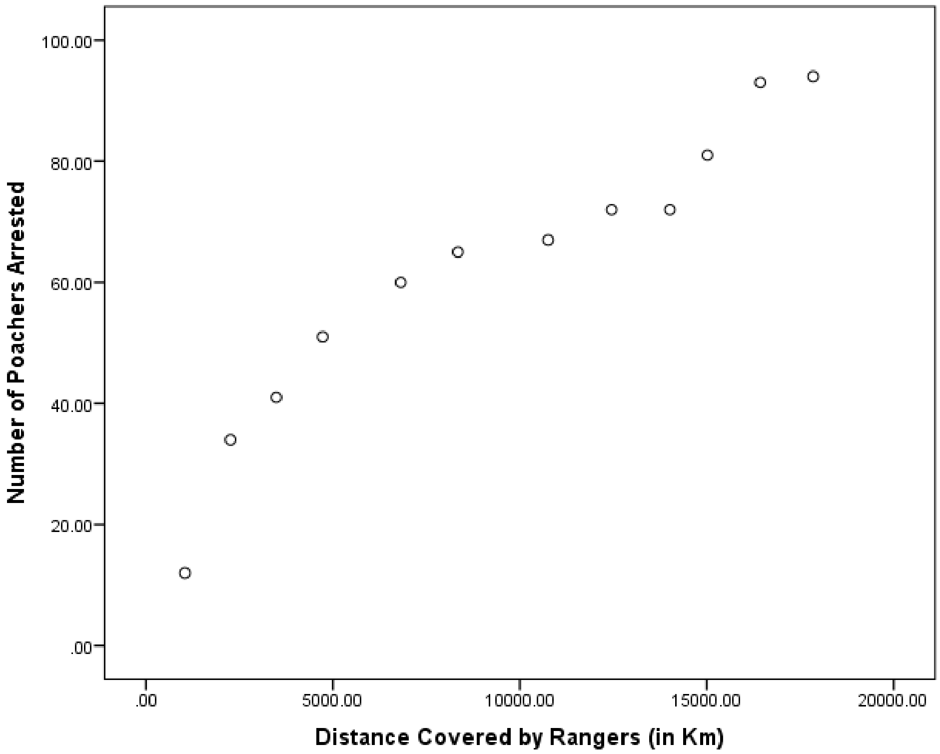


Figure 7: Scatter Plot of NPA on Dist
Source: *Author's Analysis output, 2021*

Figure 8 shows that the relationship between number of poachers arrested by rangers and the distance in km covered by rangers is not actually linear. So, other nonlinear models need to be fitted *NPA* on *Dist.*

Table 4: Model Summary and Parameter Estimation for *NPA*

Model	MSE	R Square	F Statistic	P-value	b_0	b_1	b_2	b_3
Linear	56.166	0.913	104.476	0.000	24.296	0.004		
Logarithmic	27.104	0.958	227.223	0.000	-173.280	26.488		
Quadratic	46.547	0.935	64.566	0.000	16.133	0.007	-1.440E-7	
Cubic	11.886	0.985	177.642	0.000	-1.293	0.017	-1.470E-6	4.673E-11
Power	0.027	0.924	121.261	0.000	0.239	0.613		
S	0.012	0.965	279.037	0.000	4.476	-2136.405		

Source: *Author's Analysis output, 2021*

The results of the other linear and nonlinear models fitted are presented in Table 4.

Out of the six competing models, namely linear, logarithmic, quadratic, cubic, power, and S models, the best model using the MSE (0.012) criterion is the S model, with R^2 = 0.965. The estimated model is given by.

$$E(NPA_t) = 12.874 - 0.001Dist_t$$

$$E(NPA_t) = e^{\left(4.476 - \frac{2136.405}{Dist_t}\right)}$$

$$E(\log NPA_t) = 4.476 - \frac{2136.405}{Dist_t}$$

The result of the S-curve model shows that 5 poachers can be arrested every month even if much distance are not covered. The result also shows that 96.5% of the variation in number of poachers arrested can be explained by the distance (in km) covered by rangers during patrol at YGR. This implies that more distance should be covered by the poachers as an anti-poaching tool to increase the number of poachers arrested and reduce their activities in the YGR.

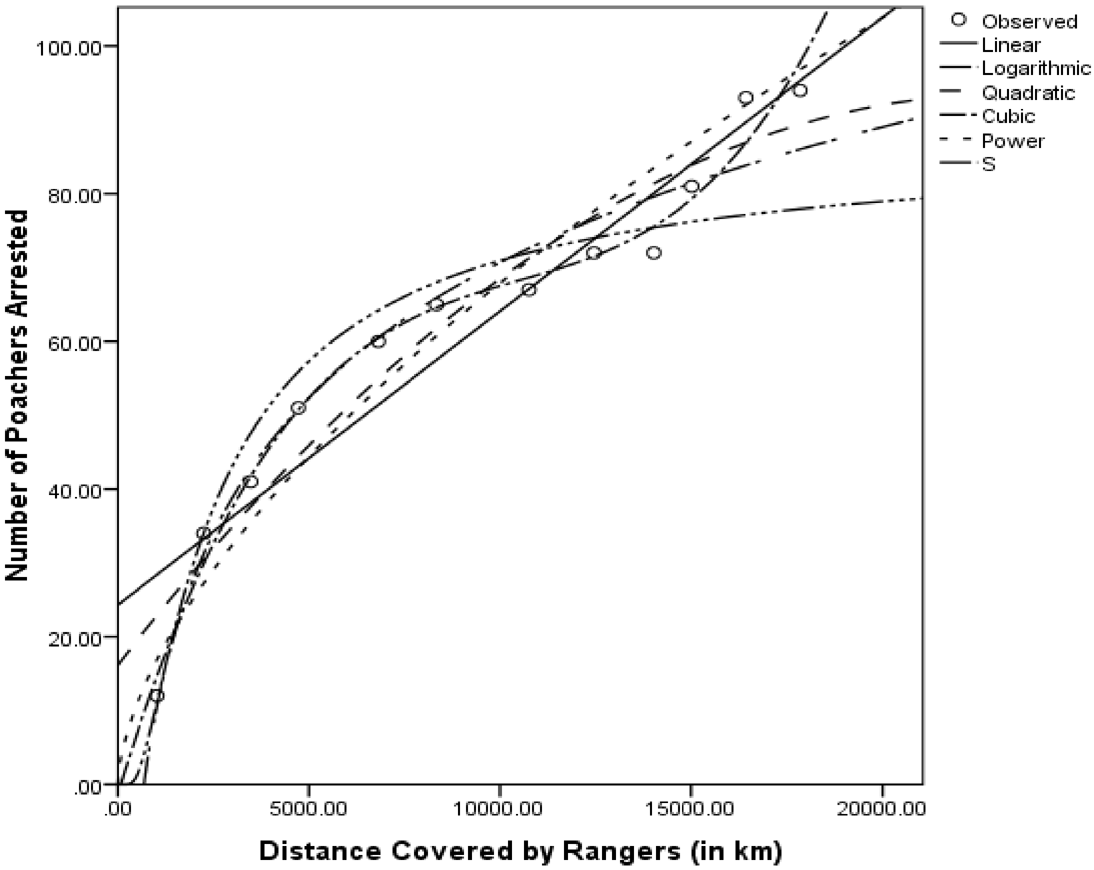


Figure 8: Fitted Plots of *NPA* on *Dist* Model
***Source**: Author's Analysis output, 2021*

Table 4 depicts that S-curve model fitted the NPA data most and it can be used to model and predict the number of poachers arrested, using the distance poachers travel as a regressor.

CONCLUSION

The study examined the elephant poaching activities at the Yankari Game Reserve between 2010-2019, and empirically between January and December 2019. The trends in poaching activities showed a significant decline during the period under review largely due to the various collaboration with the IEF, WCS, and AECF. The collaboration has expanded the collection and analysis of data generated through the use of cyber trackers, and prompt payment of field allowance for rangers. However, a series of poachers‘ arrests were made but lack of political will, weak laws and penalties are not likely to deter poachers if the laws are not strengthened. However, irrespective of the responsibilities bestowed on the rangers there is a need for regular training to keep pace with modern techniques in combating poaching activities. The need to provide additional firearms for the rangers and up-to-date paramilitary training along with approval for the use of an unmanned vehicle in the reserve is paramount for conservation and protection at the YGR. The proposed model is to show the effect of poaching and anti-poaching activities. The stakeholders must educate the surrounding villages on the social and economic impact of poaching activities, while anti-poaching will create a better environment, more attractive to the tourists, employment generation and higher local commercial activities.

More so, the empirical result shows that the cumulative number of poachers arrested by the rangers is related to the distance covered (in km) by the rangers. The more the distance covered by the rangers, the more the number of poachers arrested increased. If the penalty for the poachers arrested is very strict, then this will reduce poaching activities in the YGR and the lives of elephants in the game reserve will be preserved. In the opinion of this study, the current strategy of appointment of an Interim Management Committee and Interim Supervisory Council for the Yankari Game Reserve to collaborate with the International Elephant Foundation (IEF) and Wildlife Conservation Society (WCS) is a positive and strategic step in the right direction for the reserve.

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ATTRACTIVENESS AND CHALLENGES OF ITASA INDUSTRIAL MINING SITE IN OYO STATE, NIGERIA

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ABSTRACT

The objective of this study was to identify the attractiveness and challenges of Itasa industrial mining site as a tourist destination. Itasa industrial mining site does not appear to have a distinct position in the tourist destination market at the moment. A total of eight informants were interviewed, of which seven interviews were used for this study (one person from the ministry of Culture, information and Tourism, Oyo State, two natives of Itasa community, a Chief from Onitile Palace, a mining site manager, two artisan miners). Qualitative approach was used to gather observations and semi- structured interviews. Grounded theory approach was used to analysis the data for common themes that emerged during the interviews. Results revealed that there are mineralization of tourism resources such as tourmaline of different type and colour, industrial kunzite, industrial morganite, dead stone, open pit, underground tunnel, and octagon/ pentagon quartz, tourists identify industrial mining heritage experience as their motivation for travel tend to gain experience from cultural artifacts and also desire to study the past from observations made at historical sites, motivated by a recreational experience visit mining sites for leisure. We recommend advertising and promotion of industrial mining tourism for its development Basic facilities like pipe-borne water, electricity, hostels, good roads, etc., should be provided at these tourist destinations to make the stay of tourists (both domestic and international) conductive and give them value for their money in order to bring them back to such tourist destinations.

Keywords: industrial mining; attractiveness; tourist; mineralization; destination

INTRODUCTION

Tourism is a significant sector for the development of any country‘s economy. According to UNWTO (2015), tourism is defined as a social, cultural, and economic phenomenon which involves the motion of people to countries or destinations outside their own. Typical surroundings for personal or professional reasons (Tourism 2010). An increasing number of industrial mining destinations worldwide made tourism a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development UNWTO, (2015).

Tourism is increasingly becoming a very lucrative economic venture, even to the point of sustaining medium-level economies. Industrial mining has become a recent type of tourism with considerable growth potential (Alexandrowicz, 2006; Gordon, 2012; Hose, 2000, 2007, 2008, 2010; Newsome and Dowling, 2010; Radwanek-Bk, 2012). Industrial and mining tourism is a steadily growing branch of tourism, which involves visits to industrial mining sites both active and disused (Otgaar, van den Berg, Berger, and Feng, 2010). Industrial and mining heritage tourism reflects a given area's industrial and occupational history. According to Javad, Mahsa, and Mohssen (2021), it is, in its broadest context, concerned with the development of tourism activities on man-made sites, constructions, and landscapes that originated from industrial processes in ancient times. Mines can be considered man-made sites, so industrial tourism will cover them. However, mines are industrial- heritages since they possess scientific, anthropological, historic-landmark, and other aspects.

Therefore, the visitors to mines, similar to other industrial heritage tourists such as industrial villages, industrial parks, industrial sites, and caves, can be considered as geotourists by Robinson, (2011). Mines are significant not only for geoscientific and industrial reasons but also for their cultural value, which is typically associated with active tourism cultivation (Róycki and Dryglas, 2017). Therefore, visits to mines have a typical industrial mining tourism nature (Dowling, 2011; Dowling and Newsome, 2006; Garofano and Govoni, 2012; Hose, 2012). Mining tourism is challenging since mine sites are usually in remote areas; they are noisy, lack amenities, and possibly cause pollution. This may affect the tendency to visit mines as a destination. Mining tourism has become an opportunity for the development of mining regions (Róycki and Dryglas, 2017). It has been shown that mining heritage tourism can lessen the effects of a site's industrial, social, geoscientific, and demographic decline by using the historical past and its potential as a tourist attraction to broaden an area's cultural and recreational interest (Xie, 2006).

Apart from representing industrial mining history, ancient mines also open a window into a larger environmental history by giving insight into geological structure and strata. The presence of industrial mining in Itasa, Iwajowa local government area, Oyo State indicates that the people understood the importance of their environment and its potential utilization such as mining activities. Itasa has an abundance of both active and abandoned mines, as well as extensive geological- geomorphological, historical and cultural phenomena, providing vast potential for tourism and rural and regional development. Therefore, the use of industrial mining tourism for visitors in Itasa provide opportunities for geological, historical and cultural observations rather than only industrial aspects. However, in some publications, mining tourism is considered as a part of industrial tourism (Schejbal, 2016). Worldwide tourism has experienced growth and increasing diversification during the past decades, as the world's fastest developing economic sectors (UNWTO, 2015). These have turned tourism into an important factor for socioeconomic development in many countries. Tourism is one of the major market sectors in international trade. Industrial mining tourism is currently one of the world's fastest growing branches of tourism, and is characterized by a dynamic nature, which continuously reinterprets the planet's geological heritage (Mehdipour Ghazi, Ólafsdóttir, Tongkul, and Mehdipour Ghazi, 2013; Newsome and Dowling, 2010; Ólafsdóttir and Conesa, (2010).

Dowling, (2014) in many countries today, the possibilities for generating new socioeconomic dynamics to strengthen rural development seem largely to be based on exploring the potential for industrial mining tourism development, including initiatives focusing on heritage conservation, cultural history, industrial and mining history and expanding knowledge in various fields, especially as regards geology and environmental science. Traditional mining sites from earlier periods of human history are places where cultural, social, economic and anthropological currents meet (Ólafsdóttir and Conesa, 2010), and thereby encompass the full range of interest factors for industrial tourism development. Torabi, Coelho and Costa, (2013) and others have researched on the potentials of rural industrial mining tourism in Itasa. This paper aims to identify the Attractiveness and Challenges of Positioning Itasa Industrial mining Site, in Oyo State as a Preferred Tourist Destination.

The objectives of the study were to:

1) Identify the attractiveness at Itasa industrial mining site as a tourist destination;

2) Examine the problems confronting the community through industrial mining tourism activities;

3) Determine how to position Itasa Industrial mining Site as a Preferred Tourist Destination.

LITERATURE REVIEW

Mining tourism is considered to be a part of industrial tourism (Schejbal, 2016). However, according to Rybár and Strba (2016), it is very disputable if mining tourism is a part of industrial tourism as, in many cases, it does not fit any theoretical definition of industrial tourism proposed in the literature (Vargas-Sánchez, 2009; Cole, 2004; Krńák, Sidor, Ńtrba, and Mitterpák, (2016); Weiss, Labant, Zuzik, and Mixtaj (2013); Hronek and Rybár, 2016; Ballesteros and Ramrez, 2007). Mining tourism is any form of tourist activity on industrial sites, technological sites, or industrial heritage sites Paweł and Diana, (2017). Most frequently, these sites are carefully prepared as tourist products. In the majority of cases, industrial tourism is reduced to the notion that defines tourist space or tourist sites, not the character of this type of tourism.

Mining and tourism activities are growing side by side in different regions around the world. Some of the mines are closed after the end of operations. This creates an opportunity for the development of mining tourism. Therefore, there are visible interactions between mining and tourism. The quality of these associations is strongly influenced by the awareness of authorities and local governments in potential industrial and post-industrial areas Huang, Zhou and Ali, (2011).

The Cuyuna Iron Mining Range in central Minnesota (USA) is a great example. The region lies in the southwestern area of iron ore range, near Vermillion and Mesabi. It was one of the most important centres of steel supply during the two world wars. However, after a sudden collapse of the mining industry in the region in the late 1960s, mining infrastructure began to deteriorate. Apart from post-mining facilities, there were also lakes in the area. The cultural and industrial heritage of the abandoned facilities is steadily coming back to life. Similar cases can be observed in other regions of the world, including Europe. For example, post-industrial areas in Dbrowa Górnicza in Poland were transformed into a complex of recreational facilities with lakes called "Masurian Lakes of Silesia". As for the American example, the Cuyuna Iron Range is developing as a cultural tourism destination drawing from its mining heritage Sutherland, (2015). In remote areas of Australia, tourism is seen as a potential source of income next to mining Paweł and Diana, (2017). Another very good example is Kuranda, near Cairns in Slovaca. Local communities need continued support in promoting and creating tourist attractions inspired by the mining heritage. All this will help develop local tourism enterprises Buultjens, Brereton, Memmott, Reser, Thomson, and O'Rourke. (2010).

In Portugal, the uranium ore mining centre was made part of the Geopark Naturtejo Meseta, a member of the Global Geoparks Network under the auspices of UNESCO. It has huge geotourist potential. It is important to perform an accurate inventory of post-mining resources to plan and design the best tourism product that will attract tourists to a given region. However, this goal will not be accomplished without appropriate accommodation, catering, and complementary facilities (Neto de Carvalho, 2014). Despite Mozambique's great natural resources, wealth, and strong economic growth, rural poverty remains high countrywide. Thus, the challenge is to find ways to turn this wealth into development opportunities Dondeyne and Ndunguru, (2014). Industries in an economy are interdependent on each other. However, the relationship between them is not always positive. The mining boom in Australia has adversely affected many other non-mining-related industries, including tourism Pham, Jago, Spurr, and Marshall, (2015).

Industrial Tourism

Industrial tourism consists of workshops exploring various industries. There may be mines, steel mills, sugar refineries, flour mills, breweries, and others (Roni and Hidehiko, 2020). New technologies, the traditions and history of the production of the products meet the production cycles. This kind of tourism also promotes endangered professions, showing, for example, paper making, manual production of glass or cookware, baking bread. It is also often referred to as the industrial tourism or tourism for inactive post-industrial plants. Such attractions can become an important tourist product representing the heritage of the region and the site. So far, regions have focused their attention on more developed types of tourism Roni amd Hidehiko (2020).

Types of industrial tourism:

a) Industrial tourism, which includes tourist activities in functioning industrial sites, in order to learn modern production technologies,
b) Tourism in post-industrial sites, which includes tourist activities in sites where the production is over, but there are still tangible traces of it, e.g. factory buildings,
c) Industrial heritage tourism, which includes tourist activities in sites where the heritage is the main attraction and exploring this heritage is the main motivation for a tourist.

Some of the tourism and leisure trails are becoming top attractions in those regions where they were developed on the basis of the existing assets. In some regions and areas, railway routes are gaining significance. Abandoned railway routes used to have strategic, industrial importance in the past. For example, they were sometimes used to transport miners to the mine (Kuranda, Australia) or they carried passengers across continents in Europe, North America, but also in Australia, New Zealand and other parts of the world. Railway routes offer the opportunity of exploring the industrial heritage of an area and discovering its cultural, natural and other values. They provide employment opportunities and attract new segments of tourists (Taylor, 2015). Industrial tourism, similar to tourism in general, is a social, psychological and economic phenomenon. Very often, former miners are tour guides in the closed mines. The idea that industrial tourism is understood as "a form of tourism, which aims at seeing the places where in the past the industry developed, the sites and equipment related to the development of technology, visiting museums of technology and industry, which are the industrial heritage of a given region, as well as visiting functioning entities‖ Paweł and Diana, (2017. Naturally, one can find many other, similar definitions of industrial tourism in other publications. Łobożewicz and Bieńczyk (2001) identifies industrial tourism as visiting operating industrial sites and sees it as part of heritage tourism. It seems that this is a correct definition, as the industrial heritage is a part of the economic tradition, history, and demographics of a given region. Mining tradition, and therefore mining tourism, plays a particularly important role in this context. At the beginning of the 21st century, researches that identify a new form of tourism in post-industrial sites (e.g. mines) were published in many countries. Industrial tourism is an opportunity for the development of areas where heavy industry has ceased to play a leading role. More and more abandoned, inactive mine attracts tourists' Krńák, 2015).

Industrial Mining Heritage and Tourism

Mining tourism, which was considered as a part of industrial tourism (Falser and Yang, 2001; Orange, 2008), is a form of tourist activity in active or industrial-mining sites. It is continually recognized as a future economic engine for industrial-mining cities focusing on the utilization of both tangible and intangible forms of mining heritage, which can include buildings, defunct mining infrastructure, abandoned mining landscapes, mining souvenir products, mining traditions and customs, and mining knowledge or skills. Industrial mining site which has distinct characteristic and exclusive history can be repackaged as a tourism product and service. Różycki and Dryglas (2017) specified that industrial mining site is a perfect place for people to replace their day-to-day problems, as they can regenerate their physical and mental strength, improve health and fitness, and deeply relax in an unusual place. At a mining site, a visitor can examine stereotypes and misconceptions about working in a mining environment, including those related to its safety measures and methods of operation. Poria, Butler and Airey (2004) classified the specific reasons for visiting industrial mining sites into the following categories of interest: having a heritage experience, learning history, and having a recreational experience. Tourists who identify a heritage experience as their motivation for travel tend to gain experience from cultural artifacts. Those who pursue a learning experience are characterized by the desire to study the past from observations made at historical sites, while those motivated by a recreational experience visit historical sites for leisure. The above mentioned motivations underline that the success of mining heritage tourism is influenced by tourists‘ perceptions of the significance and value of that heritage (Paweł and Diana, 2017).

Destination Attractiveness and Competitiveness

A destination‘s main appeal is its attractiveness, and it must use this to draw visitors. It is associated with the visitors‘ feelings and opinions about the destination‘s perceived ability to satisfy their needs (Vengesayi, 2003). The attractiveness of a destination or city can be based on exogenous factors such as climate, proximity to mountains and oceans, and other natural resources, or endogenous human made lifestyle amenities (Broxterman, Letdin, Coulson and Zabel, 2019). Moreover, cities with more historic landmarks, an abundance of parks, and fewer hazardous sites are perceived as more attractive (Carlino and Saiz, 2019). The distinctive experience and satisfaction offered by a destination could contribute to the key motivation tourists have to visit, and it could become an important attribute for a location to excel in its competition with other locations. In mining tourism, the main attraction is generally split into four categories (Jollife and Conlin 2011).

Meanwhile, the competitiveness of tourism destinations is related to their ability to increase tourism expenditures and attract visitors while providing them with

Table 1: Categories of attractions in industrial mining tourism

Natural	Gem Kunzite and Spodumene (Lithium Ore)	Dead stone in flake and Morganite	Quartz Ocatagon Shape
Man made	Mines	Underground	Open paddock
Rock faces	Industrial minerals	Mining museums	Mining equipment‘s
Landforms	Mining roads	Mining open and underground pit	Mining souvenir
-	Mining communities	Mining community	-
-	Mining ghost towns	Mining lapidary centers	-
-	-	Mining routes	-

Source: (Jollife and Conlin 2011).

satisfying, memorable experiences, and to do so in a profitable way while enhancing the well- being of the communities‘ residents and preserving the natural capital of the destination (Ritchie and Crouch, 2003). It is also connected to the management of a destination, its ability to develop effective branding as a strategy to attract more visitors (Uysal, Chen and Williams, 2000), and its ability to create value-added products that sustain resources while maintaining a market position relative to other competitors (Hassan 2000). Tourism changes the composition of the local economy where cities with a higher number of tourists have a large number of service varieties and higher prices for service goods (Lanzara and Minerva, 2019). The broad definition of destination competitiveness generally involves economics, attractiveness, satisfaction, and an element of sustainability (Novais, Ruhanen and Arcodia, 2018).

Destination Positioning and Images

Positioning is a very important element of every organization‘s marketing strategy since it contributes essentially to the realization of the entire marketing programme for a destination (Ishmael and Eunice, 2009). Though it has been described in different ways such as; managing customers‘ perceptions of a product, service or place (Ishmael and Eunice, 2009) and how a brand can effectively compete against a specified set of competitors in a particular market (Keller, 2003). There seems to be a consensus that it is a process of establishing a distinctive place for a product or service in the minds of the target market (Ries and Trout, 2001). According to Sorma, (2003), positioning is concerned with three issues; segmentation decision, image creation and selection of product features to emphasize. Positioning has become one of the important aspects of destination marketing and has engaged the minds of tourism researchers (Pike and Ryan, 2004; Ibrahim and Gill, 2005). Kim, Guo and Agrusa, (2005) define tourism destination positioning as the process of locating a destination or the attractions of a destination in the minds of potential tourists within its target markets. This will consequently inform how they (the tourists) define such destination in relation to other competing destinations. Connected to the positioning of a destination in a market segment is the image of the destination (Ryglova and Turcinova, 2004). Image is a set of ideas and impressions that a people have about an object or place (Kotler, 2003). The link between images and positioning is that destination positioning is essentially a process of building and maintaining images for a destination (Sarma, 2003). In view of this, Ibrahim and Gill (2005) recommend that a destination-positioning strategy should be based on the customers‘ (tourists‘) image of the tourism product. There have been a number of studies on destination positioning and images (Power, Haberlin, Foley and Frampton, 2005; Etchner and Ritchie, 2003) but most of these studies have been undertaken in western industrialized countries with very little done on destinations in Sub-Saharan Africa. Images of destinations are formed on the minds of actual or potential tourists, so to position a destination; such images are either enhanced or recreated. Ryglova and Turcinova (2004) are of the view that the image that people have of a place is a complex variable. It is influenced by both past and present internal and external environment factors. The complexity is also due to the fact that tourist images coincide with images reflecting various other domains of the reality of the world such as geographic, historical, cultural, social, political and economic among others (Levy and Matos, 2002). Destination images also have different dimensions; organic and induced, cognitive and affective (Ishmael and Eunice, 2009; Pike and Ryan, 2004). Pike and Ryan (2004) add a third dimension, conative; which they describe as the intent or action component of destination images. Tapachai and Waryszak (2000) also introduced the concept of a ‗beneficial image‘ which they defined as what influence the tourist‘s decision to visit the destination. Travellers‘ level of knowledge about a destination culminates in the image of the destination that they perceive. Their level of knowledge about the destination is influenced by learning, media news stories, previous travelling experience as well as the geographical and cultural distances between their originating country and the destination. Marketing activities can also be deliberately used to influence peoples‘ knowledge about a place and hence the place‘s image (induced image). In spite of this, Pike and Ryan (2004) are of the view that images alone are not enough for understanding the position of a product or service in the mind of the consumer but also a frame of reference with the competition. Reich (2001) suggests a detailed analysis of all aspects of an organization‘s internal activities and its competitive market place in order to determine its position on the market.

The Challenges of Industrial Mining Tourism Development in Nigeria

These studies examines the challenges confronting tourism development in Nigeria. Rudrappan (2010), discovered that the major challenges facing industrial mining tourism development in Nigeria are; inadequate infrastructure to guarantee security, development of road network, provision and maintenance of water resources and sewage, solid waste management at the tourist sites, inadequate finance and banking services, absence of effective monitoring and enforcement mining laws and lack of adequate awareness. Moreover, dependent on oil, corruption, inadequate finance and non-implementation of tourism policy are major challenges confronting the tourism sector in Nigeria. Mejabi and Abutu, (2015), demonstrate that the challenges confronting the tourism sector are; lack of adequate infrastructure, insecurity and low level of capital investment in the tourism sector of Nigeria, due to lack of interest by financial institutions to lend capital to tourism investors.

METHODOLOGY

Study Area

The study area, Itasa is located between Latitude 8.01667° north and Longitude 3.05° north, east. Itasa industrial mining site is a small village in the northern part of Oyo State (Oyebamiji, Odebunmi, Fadamoro and Falae 2017). It is situated about 150km northwest of Ibadan and constitutes one of the communities in Iwajowa Local Government Area of Oyo state. Accessibility in the research area is through tarred roads and an untarred road to mining site. Because of mining activities, numerous tracks accessible by motor and motorcycles are also available. The rainy season spans form April/May to October/November. This is usually followed by a period of dry season from November to April. The vegetation of the area is the guinea savannah. This is essentially woodland savannah with short trees and moderately tall grasses except along river channels where the vegetation is thicker and resembles that of rain forest. The area is dominantly a pediplain, but inselberges and other hills occur around Itasa industrial mining site in the eastern part of the study area. Typical drainage pattern is dendritic with a network of seasonal streams and riverlets. There is no perennial stream located within the project area. The major river is the Oyan and Okan River (Rasheed, 2014).

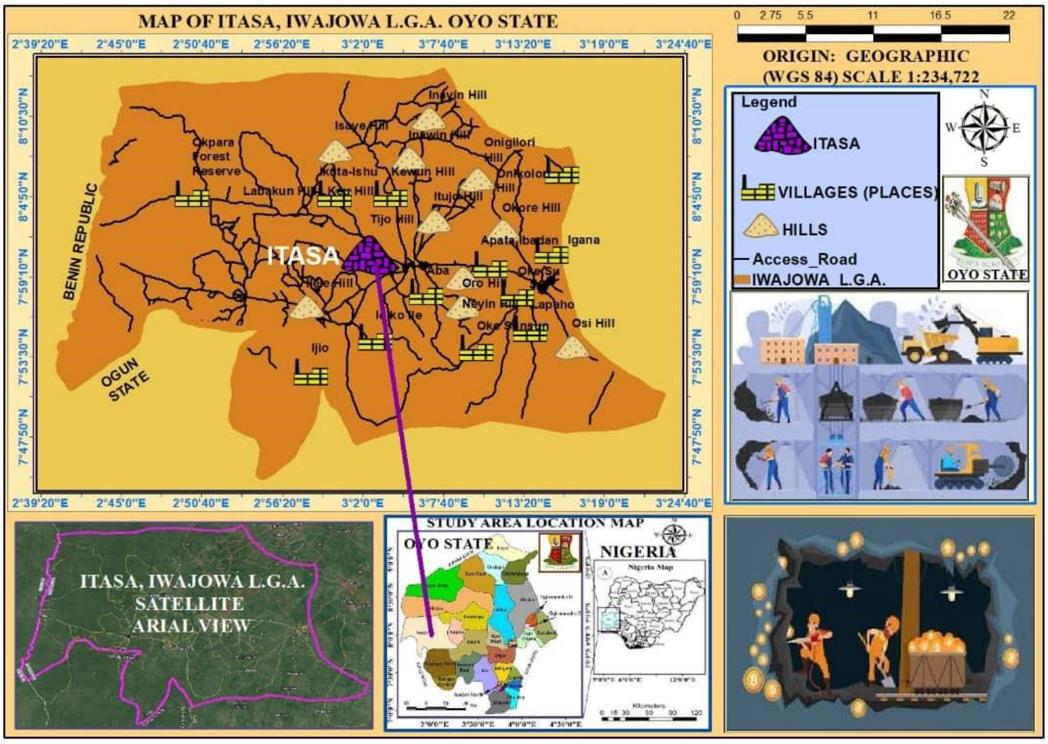

Figure. 1 Map of Itasa, Iwajowa Local Government Area Oyo State

Source: Google Map

Method of Data Collection

In order to explore the social phenomena and topic at hand, this research used a qualitative method to gather data. Observations and Semi-structured interviews were used to collect data from key informants (i.e. communities, an employee at the mining site and a government official). Photographic evidence of observed items, open ended interviews provided the interviewees with the platform to freely express their ideas, opinion and knowledge. This enabled the interviewer to gain more information and richer data. Face to face interviews were employed and a digital recorder was used to obtain the details of the interview. Interviews were transcribed after each meeting. Informants were chosen for interview according to their knowledge of the topic and experience in relation to the study, although a snowballing technique was also employed.

A total of eight informants were interviewed, of which seven interviews were used for this paper (one person from the ministry of Culture, information and Tourism, Oyo State, two natives of Itasa community, a Chief from Onitile Palace, a mining site manager, two artisan miners). Grounded theory approach was used to analysis the data for common themes that emerged during the interviews (Llewellyn and Thema 2017). This involved coding the data by reading different sets of collected data and comparing the data and identification of common themes and recurrent ideas and language in order to make sense of data.

RESULTS OBTAINED

Identify the Attractiveness of Itasa Industrial Mining Site as a Tourist Destination

Itasa industrial mining site in Iwajowa LGA, Oyo State have mineralization of tourism resources such as tourmaline of different type and colour, industrial kunzite, industrial morganite, dead stone, open pit, underground tunnel, and octagon/ pentagon quartz.

Kunzite (Plate 1), open pit (Plate 2), and dead stone (Plate 3) are the main tourist attractions in Itasa. The major attractions are Morganite (Plate 4), Underground Tunnel (Plate 5) and Octagon/Pentagon Quartz (Plate 6). In addition, the Itasa pegmatite contains huge deposits of lithium ore minerals, viz., industrial grade kunzite and lepidolite. The operations are covered under two (two) small-scale mining leases and an exploration licence, all covering an area of 25 sq.km. A portion of the property with rich kunzite mineralization is being worked by excavators.

Plate 1: Industrial Kunzite and Spodumene (Lithium Ore) from Itasa

Plate 2: Open Pit: Stripping the overburden on the Spodumene (Li2O) Deposit

Plate 3: Dead stone in flake **Plate 4: Industrial Morganite**

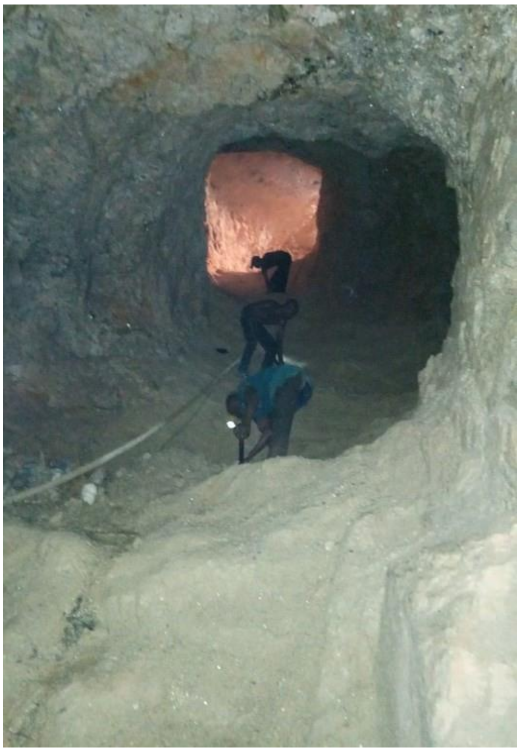

Plate 5: Underground tunnel **Plate 6: Quartz Ocatagon Shape**

Respondents from the State Ministry of Culture, Information, and Tourism revealed that Octagon/Pentagon Quartz, Industrial Morganite, Industrial Kunzite, and tourmaline were naturally crystalized forms of stone with different colors, hardness, and shapes available at the Itasa industrial mining site.The respondent further mentioned Open Pit, Underground Pit, Industrial Mining Gallery, Artisan Miners, and Lapidary as man-made attractions, which were supportive attractions. The mining site manager revealed the reasons why tourists were attracted to visiting industrial mining sites into the following categories of interest: being attracted by the process of extracting minerals from the rock and different methods and tools used in carrying out their mining; learning history about minerals formation and their names; having a recreational experience by searching for new destinations; and visiting particularly unusual and sophisticated mining sites. It should be emphasized that, especially in the last few years, a significant development of new tourism products and attractions in hitherto unnoticed industrial mining can be observed.

There are tourists who identify an industrial mining heritage experience as their motivation for travel tend to gain experience from cultural artifacts. Those who pursue a learning experience are characterized by the desire to study the past from observations made at historical sites, while those motivated by a recreational experience visit mining sites for leisure. The above mentioned motivations underline that the success of mining heritage tourism is influenced by tourists‘ perceptions of the significance and value of that industrial mining.

Artisan miners and a native of the community further revealed that utilization of mining heritage in tourism aims to foster economic and heritage value for both the visitors and the local mining community by generating new revenue streams. Economic values are expressed in financial terms, such as income generation, number of jobs created, and tax revenues, whereas cultural values are related to esthetics, spiritual qualities, and the historical significance of the site.

The research further revealed how rich Itasa industrial mining site as a viable tourist destination in Oyo State. Virtually all respondents were of the view that Itasa industrial mining site in terms of attractions. Only 3 respondents were of contrary opinion.

Respondents in ministry of Culture, information and Tourism revealed that Itasa industrial mining site is rich in terms of historical and viable attraction (1 responses); none respondent disagree over this.

Visitation to the Location of these Attractions.

All respondents have been to the locations of these attractions. In terms of developmental status of the destination, only 3 respondents revealed that these destination were fully developed while 4 respondents said they were underdeveloped.
The entire respondents from state ministry of culture, information and Tourism as well as those from Local government area that they have been to the location of various attraction found in Itasa industrial mining site. This is not strange since the mandate of their outfit is to discover, develop, maintain and promote these attractions.

Further probe into the state of these attractions revealed that only 2 responses came from those who saw it as being in developed state. The remaining (4 respondents) were of contrary view. Supporting this, a respondent said:

> *It is very compulsory to visit these attractions because* it *is our duty to know if the attractions are developed or not. Anybody that does not know the location of attractions and visited them among the staff must be a new staff transferred from another ministry or parastatal.*

Another respondent lent credence to this, with view that:

Since it is the duty of state Ministry of Culture, information and Tourism *to identify tourist' sites, preserve it, protect the assets and organize the activities of tourism agencies, every member of Tourism board must know and identify the attractions on* Itasa industrial mining site *and in the state as a whole.*

Likely Features That Makes Respondents Preferred the Tourist Destination.

The findings revealed features that made the Itasa industrial mining site as a preferred tourist destination. These includes: uniqueness of the place (4 times); orientation and advertisement on tourist attractions in the area (6 entries), maintenance of the mining site (2 entries); affordable hospitality industries around that localities (2 times), aesthetic aspects of the industrial mining themselves (3 entries).

Responses from respondents from local government officers on the likely features that make them attractiveness to tourist revealed further opinions on the issue. This group of respondents linked this to the ancient nature of the monuments themselves (4 entries), availability of souvenirs within the area (4 entries). Another response focused on the desire of the tourists for natural beauty of which this industrial mining destination was abundantly endowed (5 entries). In the word of a respondent:

> *It is a beauty in the eyes of the beholders. Some of these tourists were out to appreciate nature. It is this that they discovered in virtually all industrial minerals found in Itasa. This*

therefore motivates them for constant visitation to Itasa industrial mining site, so as to enjoy this.

The Touristic Importance of Respondents Industrial the Mining Destination.

The respondents revealed different opinions on the touristic importance of these attractions. These according to the respondents were: beauty to behold (3 entries), ample space for large number of tourists (3 entries), while 7 respondents saw relative peace in the hosting community as touristic importance of the attractions. The respondents from Tourism Board equally gave their insights into the touristic importance of these attractions. Some viewed the attractions from aesthetic point hence their classifications as beauty to behold (4 entries), ample space for large number of tourist (2 entries), minimal level of modem touch (6 entries), while to other ones it is in form of retaining of ancient features (2 entries).

Problems Confronting the Itasa Community because of Industrial Mining and Tourism Activities

The Itasa village is located in a border region with abundant mineral resources, which drew a large influx of small and large mining companies, as well as artisan miners looking to capitalize on these commercial opportunities. The neighborhood, in particular, saw this as a social and environmental issue. All of the respondents agreed with the anonymous and stated that the addition of noisy heavy mining equipment to industrial mining sites would deter tourists from visiting the area.

Carbon dioxide and sulfur dioxide are gases produced during the mining, smelting, and treatment of ores such as sulfide ores, as well as during the combustion of fossil fuels. During mine blasting, dusk and noise are released into the atmosphere. When uranium, zirconium, tantalite, wolframite, and tin ores are processed, ionizing radiation can contaminate the air. Silica particles contaminate the air in mines, quarries, and areas near rock drilling sites. The mining site manager has observed that another unnoticed effect of the damage is the disruption of the ecological system, which may have negative consequences for the floral and faunal communities. As a result of the influx of visitors and mining activities, the cultural value of the local communities would suffer as well. A community resident also stated that the community was afraid of mining because history has shown that if mining activities are not properly managed, they cause environmental degradation and endanger tourism, water, and agricultural industries.

Table 3. Summarized respondents' views on the effects of mining on agriculture and tourism

Interviewee	Mining threatening community and/or tourism businesses	Concern about government approval of mining in sensitive areas	Mining and tourism are not compatible	Mining causing contamination of water sources	Mining taking measures to seriously address environmental impacts	Poor public participation by the mining company	Corruption and bribery
ministry of Culture, information and Tourism	✓	✓	✓	X	✓	✓	

local government officer	✓	✓	✓	✓	X	✓	✓
local government	✓	✓	✓	✓	X	✓	✓

officer							
Chief from Onitile Palace	✓	✓	✓	✓	X	✓	✓
mining site manager	✓	✓	✓	✓	X	✓	✓
artisans' miner (Head of labourer)	✓	✓	✓	✓	X	✓	✓
artisans' miner	✓	✓	✓	✓	X	✓	✓

Source: (Llewellyn and Thema, 2017).

There were worries that the expansion of mining operations could result in harm to farmland, sexual harassment of youngsters, excessive pricing for basic necessities, and resorts that cater to the tourism industry. This was observed to have already happened as a result of the high expense of living and a lodge that is now used as the mine's offices (personal interview The industrial site manager stated that the threat of mining to tourism is that the industrial mining world is gradually taking an interest in the area. Because the Itasa community shares an international market with the Benin Republic, this is a sensitive area. This area is rich in resources, which is considered a threat to the local community and the tourism industry.

Positioning Itasa Industrial Mining Site as a Preferred Tourist Destination

The respondents' ideas on how to position the Itasa industrial mining site as a preferred tourist destination, who work for the state Ministry of Culture, Information, and Tourism, revealed the following: The government of Oyo State should start promoting and marketing the state as a tourist destination, raising awareness and enacting legislation to support the development of the attractions. Other respondents acknowledged the possibility of making these attractions sought-after solely through site preservation, while one advocated for the creation of a tourism ministry. Respondents from local governments gave a variety of answers. The number of times they were mentioned determined the responses. This is constant attraction maintenance (5 responses), awareness creation through occasional publications (2 entries), and attraction maintenance.

According to a respondent:

> *People will always seek out these attractions with effective preservation and aggressive marketing, as well as the construction of hotels of reasonable standards, and the expected outcome will be easily realized for future development.*

In the words of another respondent:

> *If the natural environment surrounding these attractions is not destroyed, the natural surroundings will be available for tourist enjoyment. As a result, the government should*

ensure the site's protection by putting appropriate machinery in place.

Discussions and conclusion

Also, most of the respondents have visited the sites of these attractions up to two times a month, and the level at which people patronize these sites, according to the respondents, was highly moderate. The data shows some of the features that make the site attractive to tourists are: kunzite, open pit, Dead Stone, Morganite, underground tunnel, and Octagon/Pentagon Quartz.

What are the appeal values and characteristics of industrial mining for tourists? How authentic is industrial mining as a tourism destination? The study demonstrates that the public and visitors can be informed about the benefits and properties of the specified kunzite and morganite in exchange for money for commercial objectives, aiding in their preservation. Industrial mining operations, in the opinion of the respondents, are creative initiatives that disseminate knowledge about the sources, occurrences, and uses of gems. Visitors can marvel at the numerous types of stone hardness and shapes that have been revealed for people to see and touch at a mining site. An industrial mining site is a place where visitors can have a spiritual encounter. Visitors to the mining site are drawn in and taken aback by the construction of a pit tunnel link down within the host rock, which prompts their curiosity about the various kinds of stone worth discovered underground. The respondents also noted that these industrial mining sites have a high degree of open space for numerous visitors, a low level of modern touches, and the preservation of historic elements.

This research work revealed the problems hindering the development of these attractions as tourist destinations, including Vibrations caused by blasting can damage structures such as buildings, roads, and bridges near industrial mining. Noise associated with drilling equipment can cause ear and heart problems, especially when combined with pulsation. Vibrations caused by blasting can damage structures such as buildings, roads, and bridges near industrial mining. The noise associated with drilling equipment can cause ear and heart problems, especially when combined with pulsation. The social verses, on the other hand, would disturb the peace of the area due to the influx of vain miners as a result of sexually abusing women. Finance has been and continues to be a major impediment to mining sites meeting international tourism standards. The development of industrial mining requires a significant amount of capital. One of the issues confronting the Itasa industrial mining site is the insufficient release of funds from government coffers. Lack of awareness of the potential of the industrial mining site has hampered its growth, particularly among the elderly, young elites, and people from all walks of life. A lack of understanding about mining tourism sites and their importance has hampered their development. Training is the process of imparting knowledge and skills to a person in order to improve their performance. The truth is that the majority of mining and tourism workers are not professionally trained. The low quality of industrial mining and tourism operations, services, and administration demonstrates this. The number of tourists visiting industrial mining areas is reduced as a result.

The study also revealed how to position the Itasa industrial mining site as a preferred tourist destination, including declaring the mining site as a national tourist destination; some see this as the start of the process of promoting and marketing the mining site as a tourist destination. In another segment, it was raising awareness, implementing, and developing tourism policies while taking into account Oyo State's needs and aspirations in order to make the Itasa industrial mining site a sustainable and international-quality destination, as well as providing sufficient funds for mining companies to begin operations.

Finally, respondents acknowledged the feasibility of marketing industrial mining sites as tourist destinations. These include creating special projects and events, such as Independent Day, to improve the environment.

RECOMMENDATIONS

Based on the findings of the study, the following recommendations were considered useful in developing and promoting industrial mining tourism site in Oyo State.

- The government should provide basic infrastructure like access to good roads, power and water supply for the mining communities in order to encourage business and leisure seekers.
- All Nigerians should be educated and informed about industrial mining tourism in order to become involved and engaged in its development and promotion.
- Basic facilities like pipe-borne water, electricity, hostels, good roads, etc., should be provided at these tourist destinations to make the stay of tourists (both domestic and international) conductive and give them value for their money in order to bring them back to such tourist destinations
- .An analysis of the country as a tourist destination, other competing destinations such as Ghana, Senegal, and South Africa, as well as the African American market should be used to position Itasa industrial mining site as a preferred destination for Nigeria. The Nigeria Tourist Board (NTB) will be able to identify opportunities and challenges for effective positioning as a result of this. This necessitates additional research into the motivations, characteristics, and psychographics of the mining tourism market, which will serve as the foundation for further market analysis.
- The Itasa industrial mining site does not appear to have a distinct position in the tourist destination market at the moment. However, the Itasa must be clearly positioned in relation to its shared mining heritage, with destination attractiveness focused on "industrial minerals." This should be reflected in the slogans used to promote industrial mining destinations in the country. Fortunately, some tourists already consider Itasa industrial mining to be a natural and man-made heritage site destination.
- Finally, Itasa industrial mining should be developed to international tourism resort standards. This will have a positive multiplier effect on the community's, states, and Nigeria's socioeconomic well-being.

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ASSESSING THE BARRIERS TO SUSTAIANBLE ECOTOURISM POTENTIALS AND ECONOMIC DEVELOPMENT OF OWU WATER FALL, KWARA STATE, NIGERIA

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ABSTRACT

The study focused on the barrier to the ecotourism potential and economic development of Owu waterfall in Kwara State, Nigeria. A self-developed validated questionnaire and an in-depth interview were used as research instruments, and data was analyzed using descriptive analysis. The target population for the study were household heads, farmers, civil servants, and market women. The findings revealed that the local community's participation in the development of ecotourism in the area is low due to a variety of factors. Barriers to community participation were divided into three categories, which included operational, structural, and cultural. However, it is recommended that existing policies to aid the development of rural tourism should be reviewed while coming up with structural plans to increase the potential of rural tourism in Nigeria. In order to encourage local participation, all stakeholders that are involved in ecotourism development in Owu Waterfall need to work together. In addition, the local community also must overcome the limited capacity for them to participate, such as time and human resources. Local people need to be aware of their rights to voice opinions related to their living surroundings as they are the ones that are being impacted by tourism development.

Key word: ecotourism; owu waterfall; kwara state; community; Nigeria

INTRODUCTION

Tourism is identified as an effective way to revitalize the economy of any destination as noted by Long (2012) and widely acknowledged as one of the fastest growing industry globally. Tourism is widely perceived to be an effective vehicle for development (Sharpley, Adejuwon (1993) sees tourism as the movement of a person or group of persons from his/her abode to a place far or near for the purpose of leisure. This movement according to him could be for the purpose of relaxation, sight- seeing or other forms of recreation. Pocock (1991) gives detail account of how developed countries have been marketing their tourism attractions to the world. He pointed out that a place deserted of natural endowment could be better enriched in tourism with well-developed peculiarities 2010). A universally-accepted definition of tourism is that presented to the Conference on International Travel and Tourism in Rome in 1963 by the United Nations World Tourism Organization, Prince, (2022). It classifies tourism as ‗the activities practiced by individuals during their travels and stays in places located outside their normal residency for a continued period not surpassing a year for motives of leisure, business and others' (Naudé and Saayman, 2004). For many countries, this sector is considered a powerful stimulator of national economies because it affects those economic sectors associated with it, and at the same time creates jobs, increases domestic demand, contributes positively to the balance of payments and allows a better reallocation of wealth (Coban and Aydın 2020). Tourism combines several different elements due to the high interdependency of the activities needed to form the overall touristic product (Selimi *et al.*, 2017). Nigeria, also known as the Giant of Africa and Africa‘s largest economy with a GDP of $397.47 billion ahead of South Africa with a GDP of $376.67 billion, has undermined the power of Tourism (https://taxaide.com.ng/2019/04/18/unlocking-nigerias-tourism-potentials/). Nigeria has a rich potential for tourism with its natural and archeological attributes. Thus, tourism could actively support economic development of Nigeria as similar to that of various developed countries worldwide. However, despite the many attractions that Nigeria has to offer, the Nigeria government has failed to consider tourism sector as a necessary strategy to expand Nigeria economy, because of the lack of management, modest quality of facilities and services, low level of qualification of tourism employees, and lack of institutes to promote tourism awareness and training.

During the visit of the minister of culture and tourism, Alhaji Lai Muhammed to the Owu water fall. He said that the Owu water fall is one of those natural assets that we have been bestowed with and there is no country that has this kind of assets that will not be able to exploit it for economic benefit (https://guardian.ng/art/minister-visits-tourism-sites-begins-with-owu-water-fall/2017). Nigeria is one such country seeking to diversify its economy away from crude oil and other well- known source of economic diversities to maximize employment and income generating opportunities. However, the problem facing the tourism sector in expanding economic opportunities in Nigeria is due to the nonchalant attitude of the government to focus and support on the development of these tourism potentials. Owu water fall, a potential ecotourism place has the propensity to bring socio- economic development to the government of Kwara State and the in extension to Nigeria. In the light of this, this study was carried out to examine barriers facing the ecotourism potential in Owu water fall, investigate how the problems facing the tourism sector is affecting economic opportunities and proffer possible solutions to the problems facing the ecotourism potential of Owu water fall.

METHODOLOGY

One of West Africa's tallest and most impressive waterfalls is Owu Falls. It is a perennial waterfall that descends to a pool of water from a height of around 120 meters (330 feet) down an escarpment with rocky outcrops. Its surroundings, which include lush flora, a picturesque environment, and a mountainous topography that stretches into the states of Ekiti and Kogi, give the location a pleasant feel. "The wonder in the forest" is how many describe it.The waterfall is located on the outskirts of Owa-Kajola in the Ilere district of Kwara State's Ifelodun Local Government Area and compares favorably to Niagara Falls in the United States and Victoria Falls in East Africa. It is accessible through state and local roads and it is about 112km distance to Ilorin, the state capital. The study area is Ifelodun Local Government Area of Kwara State. The Local Government Area was created in 1976 with the administrative headquarters in Share. It has nine districts namely Agunjin, Idofian, Igbaja, Oke-Ode, Omupo, Ora, Oro-Ago, Share and Ilere Districts. The entire study area is located between longitudes $10^{o}15$‘E and 10^{o} 17‘E and latitudes $12^{o}18$‘N and $12^{o}4$‘N of the equator. The Local Government Area is situated in the extreme north of Kwara State between Bode Sa‘adu in Moro Local Government Area and Isaraji in Edu L.G.A. of Kwara State. It is bounded to the North by Jebba in Moro L.G.A. and to the south by Irepodun and Isin L.G.A of Kwara State. At the east, it is bounded by Tsaraji in Edu L.G.A and at the West; it is bounded by Ilorin South, East, Asa and Moro
L.G.A. To the South, it is bounded by Kogi State. The area has a land mass of about 400 square kilometres making the L.G.A to be the largest in size in Kwara State. The total annual rainfall in this area is between 800mm and 1200mm and mean temperature between $30^{o}C$ to

35^{o} C. The vegetation of Ifelodun L.G.A. is savannah grassland which is intercepted by few fringes that are in Oro-Ago and Ilere districts of the Local Government. The area has a population figure of 206,042 people with 104,944 males and 96,525 females (NPC, 2006).

Research Design

This study used cross-sectional design. This entails the collection of data through the use of questionnaires and interviews. This data collection method was chosen for the study because it will allow the data to be collected in a short period of time although, the time it takes to collect all the necessary data may take a day to a few weeks or more. Cross-sectional design is also chosen as a data collection method for this study because; the questionnaires used in the survey could be administered to all the members of the community at the same time. Again, the researcher is interested in the opinion of the local people about their participation in tourism development. The purpose however, was to generalize from a sample to population in order that inferences could be made about the involvement of the communities in tourism development.

To meet the study objective, information on the advantages and disadvantages of community involvement in tourist development as well as its obstacles was required. Both primary and secondary sources were used to gather the data. Surveys, or the use of questionnaires and in-depth interviews with the key informants or opinion leaders within Owu villages, were used to collect primary data. In contrast, secondary data came from books, maps, and other sources of knowledge. To choose participants for this study, a multi-stage sampling process was used. Creating a list of respondents to whom the study instruments would be distributed was the main goal of the first stage. The second stage involves proportionally distributing the 100-person sample size across the chosen groups of the Owu community. This activity focused on the population of the people inside the Owu community to ensure equal representation. Simple random sampling (without replacement) will be utilized to choose responders for the third phase. One adult household head was chosen at random from the sampling frame to fill out a questionnaire. Using an interview guide, a series of in-depth interviews were performed with the study's primary informants or opinion leaders.

A series of both closed-ended and open-ended questions were presented to the respondents. The surveys were created to determine the advantages and disadvantages of community involvement as well as to learn about the difficulties locals have while trying to take part in ecotourism development. The questionnaires included some elements that were created using a 5-point likert scale format. Strongly agree (1), agree (2), agree (3), not sure (4), disagree (5), and strongly disagree were the responses. However, certain open-ended questions were incorporated into the questionnaires to allow respondents the chance to voice their opinions.

Figure 2: Aerial view of Owu water fall

Table 1: Socio-demographic characteristics of residents of Owa Onire community

VARIABLES	FREQUENCY	PERCENTAGE (%)
AGE		
18-29	14	14.0
30-39	30	30.0
40-49	20	20.0
50-59	24	24.0
60-69	10	10.0
Above 69	2	2.0
GENDER		
Male	55	55.0
Female	45	45.5
MARITAL STATUS		
Married	45	45
Single	10	10
Divorced	4	4
Separated	16	16
Widowed	25	25
LEVEL OF EDUCATION		
No Formal Education	55	55
Adult education	10	10
Primary education	15	15
Secondary education	10	10
Post-Secondary education	10	10
Others	-	-
OCCUPATION		

Artisans	20	20.0
Business	8	8
Farmer	40	40
Civil Servant	10	10
Others	22	22
MONTHLY INCOME		
Below N50,000	65	65
N50,000-N100,000	15	15
N101,000-N150,000	15	15
N151,000-200,000	5	5
Above N200,000	-	

Source: Field survey 2022

From table 1 above, majority of the residents in Owa Onire are male (55%), whereas female accounted for 45% of the respondents. Based on the correspondence ages, (18-29) accounts for 14%, (30-39)yrs accounts for 30%, (40-49) yrs accounts for 24%, 60-69 yrs accounts for 10%, and above 69 yrs accounts for 2% of the total respondents. On marital status, married people (45%) had the highest number of respondents compared to single (10%), divorced (4%), separated (16%), and widowed (25%).

Based on the educational qualification of the respondents, the majority of the respondents (55%) have no formal education; adult education (10%), primary education (15%), secondary education (10%), post-secondary education (10), while others have no response. The majority (84.9%) of the respondents that were involved in this study do not have any part-time jobs to support their lives. Table 1 showing occupation shows that the majority of the respondents, representing 40%, are farmers, which is the main source of livelihoods of the Owa Onire people. This is followed by others, artisans, civil servants, and businesses, representing 22%, 22%, 10%, and 8% respectively. 65% of the respondents mentioned that their monthly income is less than N50, 000. 15% of respondents earn N50, 000-N100,000 and N101,000-N150,000 respectively, while 5% earn N151,000-200,000.

Table2 . Barriers to community participation

Variables	Frequency	Percentage (%)
Barriers to community participation in ecotourism development of Owu water fall.		
i. Lack of government support	72	72.0
ii. Lack of funds	11	11.0
iii. Lack of tourism knowledge	15	15.0
iv. Inconsistent community organization policies	2	2.0
Operational barriers factors to ecotourism development of Owu water fall?		
i. lack of coordination between the authorities and communities		
ii. lack of information made available to the residents of the destination communities	18	18.0
iii. centralization of public administration of tourism development issues	25	25.0
Barriers to ecotourism development culturally		
i. lack of confidence in leadership		
ii low level of awareness	57	57.0
Effects of community participation on tourism development		
i. Environmental protection	81	81.0
ii Communal labor	19	19.0
iii Conflict resolution	76	76.0
iv Revenue generation	3	3.0
v Results in better decisions	1	1.0
vi Employment	18	18.0

Source: Field survey 2022

From the above table, 2 major responses on barriers to community participation in ecotourism development of Owu Waterfall were lack of government support as 72% of responses were generated compared to other responses to the question, which were of the percentage of 11, 15%, and 2.

The major response on which of the following operational barriers are factors to the ecotourism development of Owu Waterfall was the centralization of public administration of tourism development issues as 57% of responses were generated compared to other responses to the question, which were 18% and 25%.

The major response on identifying the barriers to ecotourism development culturally was a lack of confidence in leadership as 81% of the responses were generated compared to the other response to the question, which was 19%.

The major response on the identification of the effect of community participation on tourism development was environmental protection. A 76% response was generated compared to other responses to the question, which were 3%, 1%, 11% and 1%, 1%.

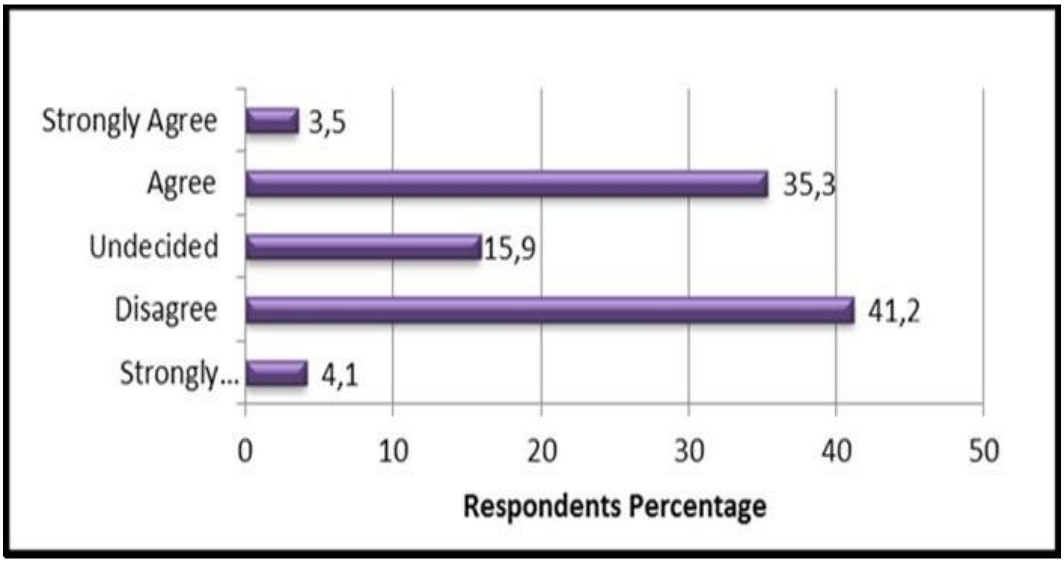

Figure 3. Local community participation in ecotourism implementation in Owa Onire community
Source: Field survey 2022

As seen in figure 3, about 41.2% of the Owa Onire locals stated that they were not involved in the ecotourism implementation and management of Owu waterfall. There were some reasons behind the assertion. For instance, some of the respondents could not participate in home stay programs due to the condition of their homes, which were considered inappropriate to be included in home stay programs. There was also a lack of skill in producing goods and tourist souvenirs. However, some of the villagers stated that they were involved in the ecotourism activities, which as many as 35.5% of the respondents agreed on the necessity of getting involved in the ecotourism activities in Owu water fall. The involvement of the local people was shown by their participation in providing their houses as a home-stay base for tourists and visitors. Home-stay programs are one way to support and maintain the development of tourism done by the community independently. The involvement of the local community is also shown by the emergence of local tour guides and people selling the local products.

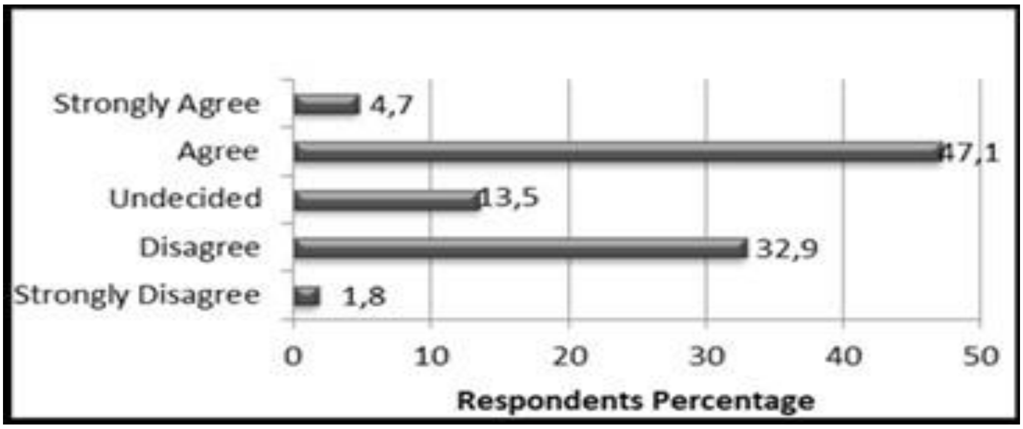

Figure 4: benefits of Participating in ecotourism among locals of Owa Onire community

Source : Field survey 2022

The results of this study support the Owa Onire community's belief that the growth of ecotourism has some advantages (Figure 4). About 47.1% of those polled said they had reaped substantial benefits. As many as 4.7% of the respondents, or some respondents, strongly agreed that tourism benefits the community. Some of the locals engaging in ecotourism claimed to have noticed a benefit from their participation, namely an increase in their income.

Ecotourism opens up a new employment sector and increases the income of the local people. Local community involvement and participation in tourism will open up new

horizons in which those people will appreciate and understand more about the tourism sector. Moreover, as their understanding gets deeper, they will be more involved in the sector, and they can get more advantages from their participation. In addition, ecotourism also brings other advantages, such as the improvement of public facilities and infrastructure for the local community to enjoy. According to Tosun (2010), as well as the World Wildlife Fund (WWF), ‗local community participation is closely related to their livelihood and other benefits for the local people themselves'.

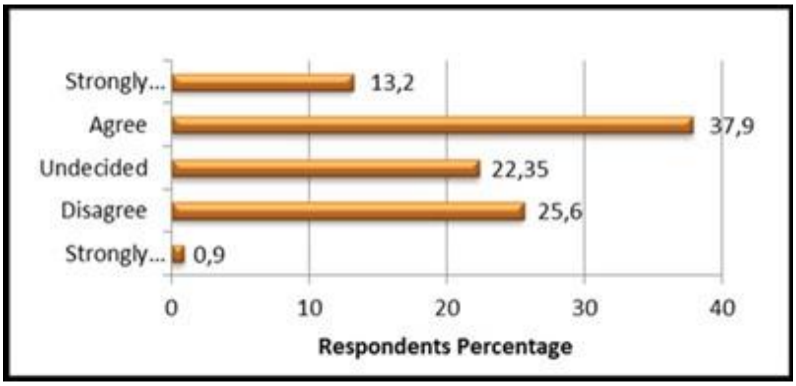

Figure 5: Participation of Ecotourism activities by Owu Onire community

Source: Field survey 2022

The results of the study (Figure 5) showed that the majority of the villagers had been involved in the evaluation of ecotourism activities since as many as 37.9% of the respondents claimed that they were involved in the evaluation of the ecotourism development in their village. However, some of the villagers, accounting for as many as 25.6% of the respondents, stated that they were not involved in the evaluation of the ecotourism program. This study shows that the participation level of the local people in ecotourism programs is still very low.

Discussion

Table 2's breakdown of the obstacles to community involvement places them into three groups: operational, structural, and cultural. Since practically all of the tourism planning for Owu Waterfall is handled and carried out by the Kwara State Ministry of Tourism, the primary operational obstacles are caused by the centralization of public administration. As stated by (Tosun, 2000), it means that the public administration system is too bureaucratic to effectively and efficiently address the requirements of the general public since top management is reluctant to share authority and resources with communities, as was the case with the Owu Waterfall.

The second obstacle under the operational element is shareholders' resistance to power sharing. Because there is a lack of coordination among those involved in tourism development, local community involvement is limited. According to Jenkins (1997), the failure to fully coordinate local and tourism planners was the reason the aggregate of tourism development projects did not result in benefits. According to interviews and observations in the Owa Onire community, many outside private tourist operators believe they are unable to coordinate their operations with locals because of their limited expertise, which includes a lack of experience to present good ideas. The third factor under operational barriers is a lack of information. The local community feels that there are a lot of tourism projects by local authorities or private sectors that are secretly done without informing them. Therefore, minimum involvement from the public should be anticipated (Tosun, 2000).

The lack of awareness of the importance of community participation, which frequently results from their low levels of education and the inadequate or lack of information about tourism development made available to them, is one of the main obstacles to community participation, in particular in remote areas of developing countries like the residents of Owa Onire. Furthermore, the technical complexity of the tourism planning and development process and issues always challenges the limited capacity of local community members, who are then unconfident and reluctant to take part in any decision-making process. In this regard, Tosun (2005) assert that since knowledge is an essential element in empowerment, communities need to access a wide range of tourism information through education.

In the categories of structural barriers, attitude of professionals is the main hurdles to community participation. This barrier is related to the centralization of public administration where professionals seem to feel that their ideas and work are better than local people who may have low education levels as stated in the demographic profile. Besides that, there is lack of strong non – governmental organizations (NGOs) at the national or state level that can encourage locals to actively participate in tourism development (Tosun, 2000).

Elite domination is also a barrier that is being highlighted by the local community. They mentioned that political dominance is quite high among certain groups of people who hold management positions. Many tourism projects were given to their relatives, and the minority was left behind in terms of politics and economic activities (Tosun, 2000).

The next barrier is related to the lack of an appropriate legal system. Locals in Owu

Onire claim that the rules and regulation system in particular are not really encouraging them to participate in their local affairs. Many tourism projects' briefings were not being well spread to all local communities in the Owu Onire community, according to them. Some of them felt that their ideas were not being recognized in the decision-making process. Therefore, local people are discouraged from participating.

Lack of financial resources is the least indicated barrier by the local community. The local community operates businesses on a small and medium scale. They usually have limited funds to expand their business as compared to outside investors. Therefore, they have limited capacity to play a leading role as entrepreneurs in the tourism industry (Tosun, 1998). Most of the community members engage in subsistence farming, as shown in Table 1. Through such economic activities they earn an estimated average low household income per year, and thus the majority of poor residents in this village have very poor living conditions and amenities. Although locals of Owa Onire community wished to invest and participate in tourism activities in Owu water fall, it was merely impossible for them to do so without financial support.

For the cultural barriers, apathy and a low level of awareness in the local community are the main reasons to discourage the community from participating in tourism development. For the local community, they feel that they gain less benefit from tourism development as they see other investors dominating business in their own mother land.

Another reason for cultural barriers is the limited capacity of poor people to participate in tourism development. In Owa Onire, the local community normally operates their businesses in small and medium sizes with limited human resources since most of them are farmers.

Generally, cultural limitations are deeply related to operational limitations in that poor living conditions and/or low socio-economic status have also been perceived as a constraint in relation to the limited capacity of the local community. Low levels of participation in tourism development projects
(s) often appear in groups of poor individuals (Olugbamila, *et al., (2008)*

Simply surviving takes up all of the time and energy of the impoverished in many local tourism spots in the developing countries. These underprivileged locals frequently lack the means or have subpar facilities to accommodate visitors. As a result, although affluent people have more possibilities to participate in community tourist development initiatives, poor people have less of them.

CONCLUSION

The major goals of this study were to identify obstacles to Owu waterfall's potential as an ecotourism destination in Kwara State, Nigeria, to look into how issues in the tourist industry are influencing Owu waterfall's economic opportunities, and to suggest viable remedies. This study demonstrates that the operational ecotourism potential constraints are related to the centralization of public administration, where practically all Owu water fall tourist planning is handled and carried out by the Kwara state ministry of tourism. The second obstacle under the operational element is shareholders' resistance to power sharing. Lack of coordination among individuals participating in tourist development hinders local community involvement; poor people's limited ability to participate in tourism development is another factor contributing to cultural obstacles. Since the majority of the population of Owa Onire is made up of farmers, the local economy typically consists of small- and medium-sized firms with few employees. Simply surviving takes up all of the time and energy of the impoverished in many local tourism spots in the developing countries. These underprivileged locals frequently lack the means or have subpar facilities to accommodate visitors. As a result, although affluent people have more possibilities to participate in community tourist development initiatives, poor people have less of them.

All parties participating in the ecotourism development of Owu Waterfall must cooperate if local participation is to be boosted. Locals should have the motivation to shift their mindset and see tourism as something that drives them in order to overcome internal constraints like cultural barriers.

The local community must also overcome its limited resources, including time and people, in order to participate. Locals must be informed of their rights to express opinions about their living conditions because they will be affected by the rise of tourism. Other players, including municipal authorities and management, private sectors, as well as NGOs, need to adjust their perceptions of external issues like operational and structural constraints and create a place for the local population to participate in the development of Owu Waterfall. In order to grow the Owu waterfall in a sustainable manner that may satisfy all parties involved in its management, the sharing of power principle must be put into reality.

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BEHAVOURIAL INTENTION AND CUSTOMER SATISFACTION IN HOTELS PATRONAGE IN ONDO STATE, NIGERIA

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ABSTRACT

The purpose of this study is to examine behavioral intentions and customer satisfaction among Ondo State's hotel guests. The evaluation made use of behavioral intention, socio-demographic traits, and variables affecting the respondents' satisfaction. The survey was carried out in selected hotels in the state of Ondo. A set of questionnaires were administered to respondents from selected hotels in three senatorial districts of Ondo state.Pearson's Correlation was used to measure the relationship between behavioural intention and customer satisfaction. The findings revealed that majority of the customers were within the age bracket of 18-30 years, and single female. Specific results show that the relationship between the two variables (behavioural intention and customer‘s satisfaction) is moderate. The results of the analysis revealed information on the social demographics of the respondents and customer satisfaction features of the selected hotels. The findings show that behavioral intention has a moderate positive correlation with customer satisfaction ($r = 0.4000$, p- value = 0.001). And that in order for a hotel to maintain a competitive edge over its competitors and grow its customer base, it must be customer-friendly, deliver quality room services, offer quality food, and charge a reasonable price with conducive environment . The study recommended and stressed the need for hotel operators to understand and satisfy the needs of their customers in such a way that their expectations are not only met but also exceeded, and that there is a strong positive correlation between repeat purchase and customer satisfaction.

Key words: behavioural intention, customer‘s satisfaction, hotel management, patronage

INTRODUCTION

Customer satisfaction changes are typically correlated with how well a business serves its customers or with advancements in its immediate competitive environment that benefit the economy and society. Customer satisfaction results from a process of internal evaluation that actively compares expectations before purchase with perceived performance during and at the conclusion of the purchase experience, Khadka (2017). The smaller the discrepancy between the customer‘s expectations and the perception of the purchase experience, the higher the result satisfaction level (Wyród-Wróbeland Biesok (2012) Customer satisfaction and customer loyalty are not identical concepts. There is a fundamental difference between customer satisfaction and customer loyalty. Customer loyalty can be defined as the repeated purchase of a product or service offered by a hotel industry. A more theoretic definition would describe customer loyalty as the degree to which customers are predisposed to stay with the industry and resist competitive offers, (Khadka and Maharjan 2017). The hospitality sector is a crucial and fundamental component of the global economy today. According to UNWTO (2019), the sector's 4% growth rate in 2018 was higher than the goods earnings (manufacturing industry) (+3%) for seven years in a row, demonstrating its potential to improve the fortunes of many economies around the world. Customer satisfaction gives the hotel sector a competitive edge, and hotel operators strive to provide the best services by raising the bar for performance and quality. In order to provide better service, hotel management needs to be aware of what guests anticipate. According to Alauddin *et al*. (2019), hotels are placing an even greater emphasis on quality standards in order to satisfy their customers' basic expectations and perceptions.

According to Ramaj (2015), the importance of loyalty in customer relationship management strategy is highlighted by the fact that it has a rewarding impact on bottom-line performance. Having a loyal customer base translates into lower costs, higher margins, and greater profits than businesses that fail to satisfy and retain their customers. Therefore, it can be said that satisfied and loyal customers are the principal drivers of profits.

According to Brain, (2014) one of the strategic needs for customer relationships is to retain customers, as the cost involved in acquiring a new customer is almost five times that of retaining a customer. In this vein, not only do they continue to purchase products and services, but the value of satisfied and loyal customers increases exponentially as they refer to novel industries. Satisfaction measures attitude, which is a benign state for a customer, and looks at past impressions rather than the current state. A successful customer strategy will try to link these beliefs, inherent in performance, and the actions and behaviors associated with likely future purchases and recommendations to formulate an effective loyalty program.

LITERATURE REVIEW

Olokesusi *et al*. (2020) define a hotel as an establishment of a permanent nature, which consists of four or more bedrooms, and offers bed and breakfast on a short-term contract and provides certain minimum standards. It can be referred to as an industry with a lengthy history of growth in the sector of hospitality. Hotels, on the other hand, have been classified as part of domestic hospitality in many countries; however, they are frequently classified as larger businesses, particularly in developed countries. Various industry associations in different nations may as well have different definitions of a hotel.

Hotel development has its advantages both nationally and internationally. The hotel sector is currently incredibly competitive, which forces each business to strive for excellence in order to preserve a competitive advantage. Customer visits or hotel occupancy have a significant impact on hospitality services, particularly in the hotel industry. Hotels should make an effort to deliver the finest service possible to patrons with varying needs, preferences, and characteristics, Patrick *et al* . (2020)

The hotel industry, which is a subset of the service sector, attracts tourists both nationally and globally by providing cutting-edge amenities. A hotel that consistently offers high-quality service may draw a large number of guests. Service excellence is directly related to the hotel industry's performance, Hu *et al*. (2009) held that comparisons between consumers' expectations and the actual performance of the services lead to a better understanding of service quality. Additional definitions were provided using the idea of service quality (perceived vs. expected services). Assessments of service quality takes into account both the outcomes of the services and the methods used to deliver them. Quality was defined by Lee and Cheng (2018) as the superiority of a good or service as measured by the customer. Quality assessments therefore include positive connotations of the experience.

According to Adzhani (2021), a customer is typically thought of as someone who makes a purchase of a good, service, or product. Customers are more clearly defined as individuals or organizations who are presently purchasing, have recently purchased, or may be considering purchasing a good or service from another person or business. The individual or corporation paying for the product each time money is exchanged for it during a transaction involving two parties is known as the customer.

Benjamin, (2019) posited that every business or financial transaction between parties for a good or service needs customers. Without clients, a hotel would not be able to maintain the necessary financial resources to continue operating or to bring in enough money to pay its employees. In order to effectively sell their products to a wider range of customers on the market, businesses need to have a clear grasp of what a customer is and the precise type of customer or audience their product may appeal to. Customers in this situation could be tourists, business people, or travelers who are domestic or international and who are very careful in their selection and consideration of the services offered by the hotel. Consequently, this poses a problem for the growth of the hospitality services sector.

According to Sabir *et al* (2014)a. company's capacity to please its clients is a key factor in determining whether or not it will prosper. Businesses need to both retain their current clientele and expand their clientele by attracting new ones. In the hotel industry, a company's performance is thought to be directly related to how satisfied its customers are. One of the most crucial factors in a hotel development and capacity to compete in the market is maintaining pleased customers. Numerous scholars have emphasized that consumer behaviour and corporate success are both significantly impacted by customer satisfaction. Customer happiness is important since it helps with problem solutions, reduces churn, and identifies satisfied customers who might become your brand's evangelists.

Researchers have identified and reported on the various aspects that affect how these two constructs are associated in an effort to comprehend the connection between customer satisfaction and behavioural intentions. Maintaining long-term relationships with clients requires a commitment to customer satisfaction. Customer satisfaction plays a crucial part in determining how customers will behave in the future. It is crucial to understand the elements that influence visitor pleasure. Numerous studies have been conducted on the causes of tourist satisfaction and its effects after visiting a tourist attraction centre. The factors influencing customer satisfaction are quality service, accessibility, empathy, language, response time, convenience, selections, and simplicity which usually yields a positive behavioural impression, whereas poor service usually yields a negative impression. There are two types of behavioural intentions: favourable and unfavourable. Positive behavioural intentions, such as positive words of mouth (recommendation), paying a higher price, spending more money with the hotel, and being trustworthy, are all examples of conative loyalty (Chen and Chen, 2010). Prior research has used three factors to express behavioural intentions: intention to revisit; willingness to suggest; and appreciation. According to (Burton *et al*. 2003), customer experience is linked to intentions. The better the customer's experience, the more likely he or she is to use the service again. Positive intent repeatedly shows the customer's confidence in trustworthiness. Customer trustworthiness is a fundamental component of hotel sustainability and it is an important goal in the consumer marketing community. Customer retention can be better understood by rating trustworthiness. Retaining existing clients is frequently less expensive than acquiring new ones Furthermore, loyal clients are more inclined to refer a product or service to friends, relatives, or other potential customers by acting as free word-of-mouth advertising (Chen and Colleagues, 022)

METHODOLOGY

This study focused on the behavioural intention and customer‘s satisfaction among hotels patronage in Ondo State, Nigeria. The study area for this work is Ondo State. Ondo State is one of the 36 states of Nigeria. Ondo state is bordered in the Northwest by Ekiti and Kogi State, Western part by Osun State; North and East Central by Edo State; Southwest by Ogun State and South east by Delta State. Figure 1 presents the map of the study area.

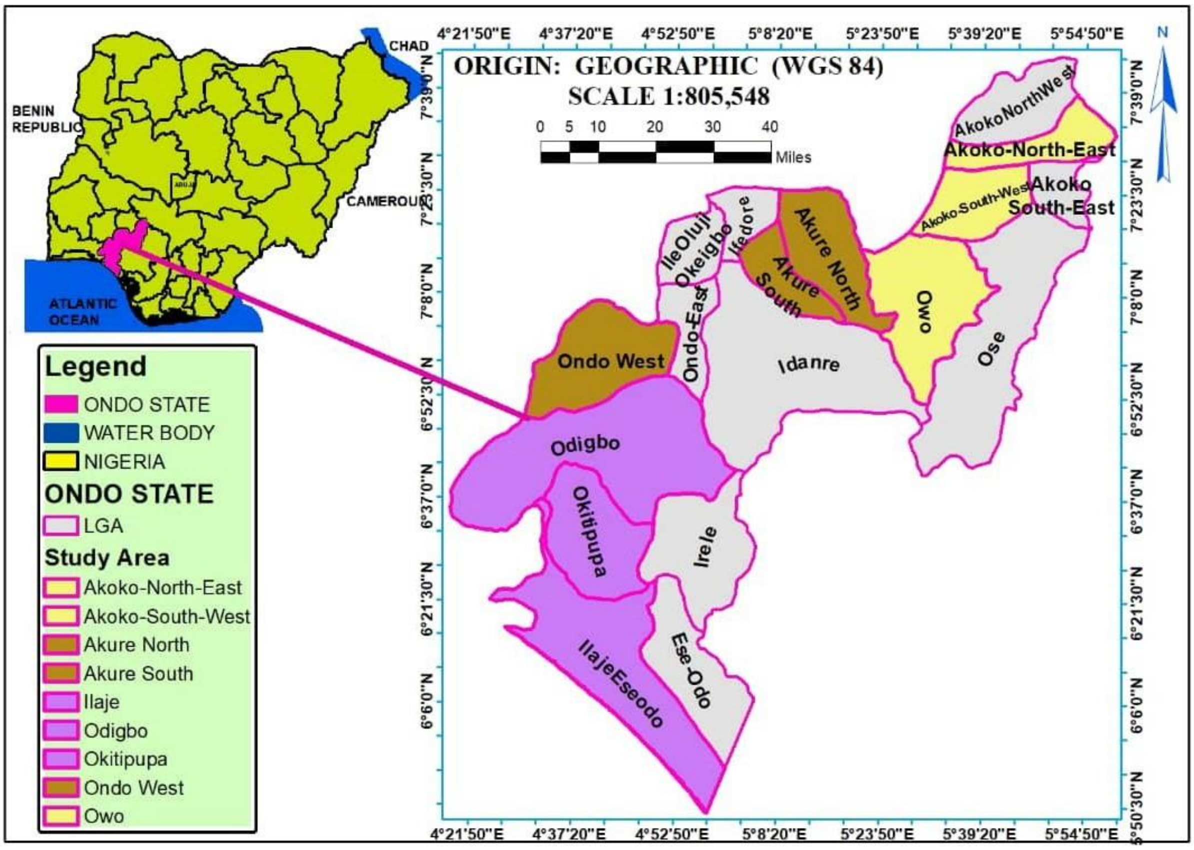


Figure 1:Map of Nigeria showing Ondo State and Map of Ondo State.

A quantitative study was conducted by means of a structured questionnaire to collate socio- demographic data and data concerning visitation Pattern of customers. The hotels and respondents for the study were chosen using a multi-stage sampling technique. The first stage involved stratifying Ondo state into senatorial districts and then Local Government Areas (LGAs), with nine LGAs being chosen at random. Ondo State was first stratified into three statutory senatorial districts, namely Ondo North, Ondo Central, and Ondo South. Each senatorial district has six LGAs from which three (3) LGAs were purposively selected from each senatorial district which represents 50% of the LGAs in each senatorial district. The selected LGAs are (Akoko South/West, Ose and Owo, Akure South, Akure North and Ondo West, and Ilaje, Okitipupa and Ore from Ondo North, Ondo Central, and Ondo South Senatorial Districts respectively. Krejcie and Morgan (1990) was applied in determining the sample size of the hotels. The second stage involved the purposive selection of hotels from the selected LGAs. The selection of these areas for the study was based on the high concentration of relevant hotel operations in them. Out of 360 registered hotels in Ondo State, a total of 287 registered hotels were in the nine LGAs selected for this study as presented in Table 1. Fifty-seven (57) hotels

representing 20% of all the registered hotels in the selected LGAs were selected for the study (Arohunsoro, 2019). A set of twenty (20) questionnaires were distributed to respondents in each of the Local Government Area, making a total sample size of 1140 from the nine Local Government Areas.Out ,of the one thousand one hundred and forty (1140) copies administered one thousand and seventy-six (1076) questionnaires representing (94%) were retrieved while the remaining sixty four
(64) questionnaires (6%) were not returned. The questionnaire used to survey patrons was identical for all the study areas and consisted of socio-demographic characteristics details and visitation pattern of tourists. Convenience sampling was used, since all overnight visitors in the park during the time of the survey formed part of the sample. Microsoft Excel was used for data capturing and basic data analysis while SPSS (Statistical packages for social sciences version 23.0), was used for the analysis of data. The statistical analysis comprised two stages. Firstly, descriptive analysis (Tables and Charts), were used to analyse the socio-demographic profile and visitation pattern of respondents. Secondly, Pearson Correlation analysis was conducted to analyse the relationship between the behavioural intention and customers satisfaction in Ondo State.

T**able 1**. Proportional allocation of questionnaires to respondents in selected LGAs of Ondo State.

Senatorial District	**Local Government Area**	**Selected Local Government Area**	**Number of Hotel in each S/D**	**Sample Size (using 20%) and Proportion**	Sample Size	Summation
Ondo North	Akoko North East LGA	NA	13	2.6	3	52
	Akoko South/ West/ East LGA	A	17	3.4	3	68
	Owo LGA	A	33	6.6	7	132
		Subtotal	**63**	12.6	**13**	252
Ondo South	Ilaje	A	21	4.2	4	84
	Odigbo	A	21	4.2	4	84
	Okitipupa	A	22	4.4	4	88
		Subtotal	**64**	12.8	**13**	256
Ondo Central	Akure North	A	19	3.8	4	76
	Akure South	A	128	25.6	26	512
	Ondo West	A	13	2.6	3	52
		Subtotal	**160**	32	**32**	640

GRAND TOTAL	**9 LGA**		**287**	**57.4**	**57**	**1148**

The respondents for this study were selected from the hotels listed in this section. A total of 57 hotels were eventually selected from the three Senatorial Districts: Ondo Central, Ondo North and Ondo South, and nine Local Government Areas: Akoko South/West LGA, Ose LGA and Owo LGA, Akure South, Akure North and Ondo West LGA, and Ilaje, Okitipupa and Ore LGA

Royal Bird	Akure	Akure South	20	1.9
Heritage Continent Hotel	Akure	Akure South	21	2.0
Sun View Hotel	Akure	Akure South	20	1.9
A & T Hotel,	Akure	Akure South	20	1.9
Comvalux And Suit Hotel	Akure	Akure South	20	1.9
Parliament Hotel	Akure	Akure South	19	1.8
Crystal Hotel	Akure	Akure South	23	2.1
Towlab Hotel	Akure	Akure South	20	1.9
Swan Hotel	Akure	Akure South	17	1.6
Premier Hotel	Igbara-Oke	Akure South	20	1.9
Grand Capital Hotel	Akure	Akure South	18	1.7
Benny Rose Hotel Hall	Akure	Akure South	16	1.5
Olaiya Hotel	Akure	Akure South	18	1.7
Green Park Hotel	Akure	Akure South	17	1.6
Ayus Hotel	Akure	Akure South	19	1.8
Futa Scholar‘s Hotel	Akure	Akure South	21	2.0
St Jacobs Hotel	Akure	Akure South	20	1.9
Sharon Exclusive Hotel	Akure	Akure South	15	1.4
Sunshine Hotel	Akure	Akure South	19	1.8
Royal Bird	Akure	Akure South	1	.1
Seebi Hotel	Akure	Akure South	18	1.7
First Molak	Akure	Akure South	22	2.0
Aso Rock Hotel	Akure	Akure South	18	1.7
Sunny Sky Hotel	Ondo	Ondo West	19	1.8
Akiavic Blue Roof	Ondo		19	1.8
Espoter Hotel And Suites	Ondo	Ondo West	20	1.9
18:28	Ondo	Ondo West	17	1.6
Labin	Ondo	Ondo West	19	1.8

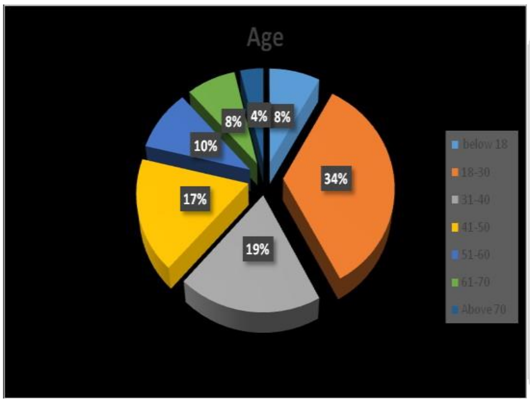
Source: researcher‘s computation (2021).

RESULTS AND DISCUSSION

Results obtained through the analytical processes are presented in this section.

The socio-economic and demographic information of the respondents is presented in Figure 2. Some (34(%)) of the respondents are between the ages of 18 and 30 years, with few (4 %) being above 70 years of age. The gender distribution presented in Figure 3 indicates that

47.60% and 57.40% of the customers were male and female respectively. The findings show that majority of the hotel customers as at the time of the research were female (57.40%). This agrees with Salleh *et al.* (2016) and Dider (2021) that female dominated in a study to gender differences among hotel guests. Figure 4 also shows that 95.2% are Nigerians while 4.80% of the respondents are foreigners. This indicates that most of the respondents are national customers.



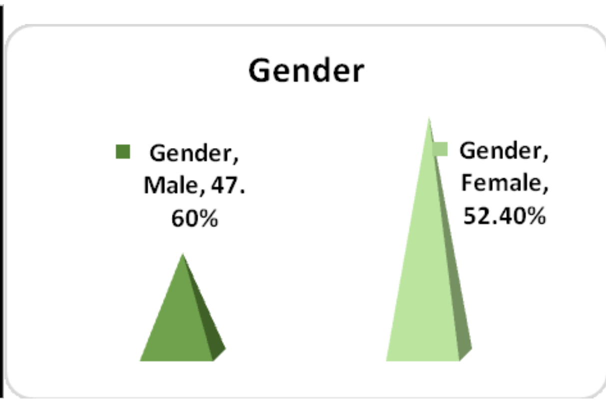


Figure 2: Age of the Respondents Source: Field Survey, 2021

Figure 3: Gender of the Respondents Source: Field Survey, 2021

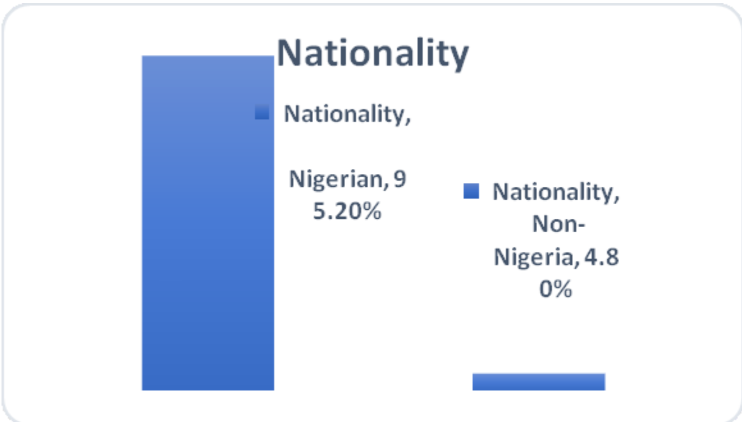
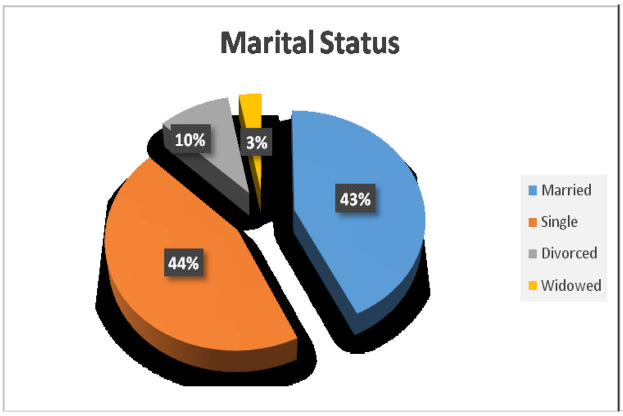


Figure 4: Nationality of the Respondents Source: Field Survey, 2021

Figure 5 shows that 44%, 43%, 10.0% and 3% were single, married divorced and widowed respectively. Educational exposure of the respondents was high. Educationally, 26.8% of the respondents had no formal education, those that had primary education are 13.4% while 30.7% attended secondary school and 29.2% went to higher institutions as presented in Figure 6.



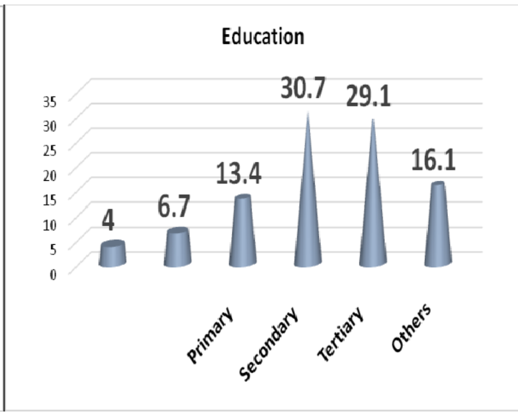
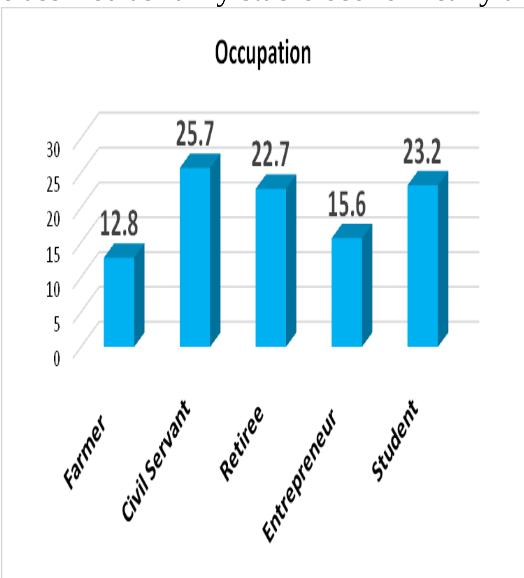


Figure 5: Marital Status of the Respondents Figure 6: Education Status of the
Respondents Source: Field Survey, 2021 Source: Field Survey, 2021

Figure 7 shows the occupation of the respondents. A considerable percentage of the respondents were employed either as professionals. Furthermore, it depicts that 12.8%, 25.7%, 22.7%, 15.6% and 23.2% of the respondents were farmers, civil servants, retirees, entrepreneurs and students, respectively. while Figure 8 shows that the income distribution of the respondent has a mean income of about #34,099. Figure 8 also shows an even distribution among the difference income groups for the respondents, which indicates a dynamic nature of the income of the customers involved in this study. The customers could therefore be classified as fairly stable economically and thus could be able to afford some basic comfort.



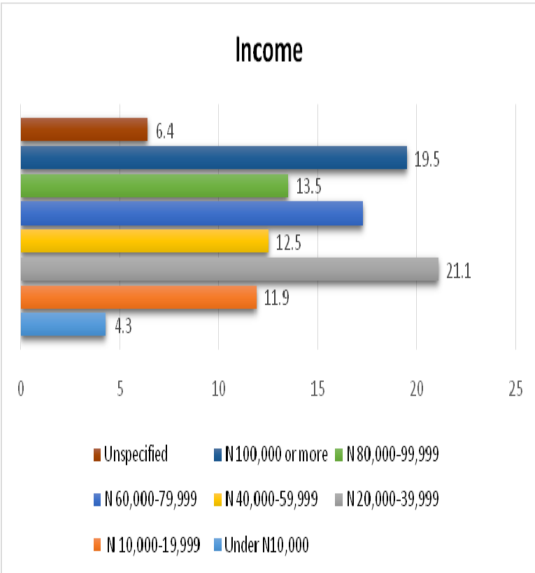


Figure 7: Occupation of the Respondents Figure 8: Income Level of the
Respondents Source: Field Survey, 2021 Source: Field Survey, 2021

Figure 9 shows the religion status of the respondents.The percentage of Christians is 65.8, 26.5% practices Islam and 7.4% are traditional worshippers.

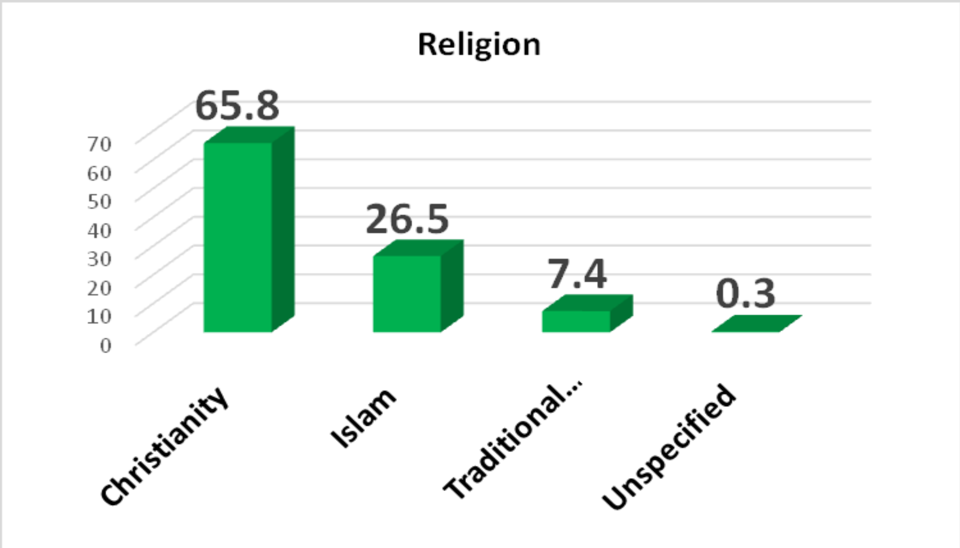


Figure 9: Religion of the Respondents
Source: Field Survey, 2021

Table 3 shows that 20%, 18.4%, 8.1%, 16%, 23.2%, 3.5%, 7% and 3.8% visit the hotels for the purpose of business, pleasure, visiting people, study, work, adventure and holiday respectively. The Table also presents that 60.6% of the customers were first time customers and 39.4% had visited the hotels earlier.

Table 3: Hotels visit information

Variables	Categories	Frequency	Percent
Purpose of visit	Business	215	20.0
	Pleasure	198	18.4
	Visiting people	87	8.1
	Study	172	16.0
	Work	250	23.2
	Adventure	38	3.5
	Holiday	75	7.0
	Others reasons	41	3.8
Visit status	First visit	652	60.6
	Others	424	39.4
Source of awareness about the hotel	Through friends and relatives	288	26.8
	Internet	519	48.2
	Mass media	90	8.4
	Other means	179	16.6

The sources of awareness about the hotel show that 26.8%, 48.2%, 8.4%, and 16.6% obtained information about the hotels through friends and relations,the internet, printed advert, etc.) and others means respectively. The reason for visitation gave the researcher the categories of people to meet in the hotel and frequency of visit.

Interrelationship between Behavioural Intention and Customer Satisfaction

Pearson‘s Correlation was used to measure the interrelationship between behavioural intention and customer satisfaction, (Table.4). From the findings, it is evident that the relationship between the two variables is moderate. The findings show that behavioural intention has a moderate positive correlation with customer satisfaction (r =0.4000, p-value=0.001).Ogunlusi and Kehinde (2015) researched the factors of repeat purchases and their relationship with service perception in the hotel business in Lagos State. The findings revealed that in order for a hotel to maintain a competitive edge over its competitors and grow its customer base, it must be customer-friendly, deliver quality room services, offer quality food, and charge a reasonable price.such a way that their expectations are not only met but also exceeded, and that there is a strong positive correlation between repeat purchase and customer satisfaction.

Table 4. Interrelationship between Behavioural Intention and Customer Satisfaction

		Behavioural Intention	Customer satisfaction
Behavioural Intention	Pearson Correlation	1	.400**
	Sig. (2-tailed)		.000
	N	1076	1076
Customer satisfaction	Pearson Correlation	.400**	1
	Sig. (2-tailed)	.000	
	N	1076	1076

****. Correlation is significant at the 0.01 level (2-tailed).**

General overview of the customer’s satisfactions and intentions.

Generally speaking, the customers‘ satisfaction at the hotels in Ondo State shows that 20.4% strongly agreed, 26.9% agreed and 27.5% slightly agreed and 6.4% disagreed that the overall quality of this hotel‘s services is good. Also 27.0% strongly agreed, 22.9% agreed, 23.5% slightly agreed and 5.7% disagreed that the overall value of their experience in the hotel is good and 24.5% strongly agreed and 24.6% agreed, 29.9% slightly agreed and 4.9% disagreed that the hotel provides high quality services. In addition, 26.3% strongly agreed and 23.7% agreed, 28.1% slightly agreed and 4.5% disagreed that the hotel experience has satisfied their needs.

Furthermore, 22.4% strongly agreed and 25.0% agreed, 24.8% slightly agreed and 5.8% disagreed that they are satisfied with the value they received for the price they paid at the hotels; and 16.8% strongly agreed and 28.0% agreed, 31.1% slightly agreed and 5.4% disagreed that the quality of the hotels could be considered superior when compared to other hotels.

Finally, 19.1% strongly agreed and 26.4% agreed, 28.4% slightly agreed and 6.6% disagreed that their overall experience at the hotel was pleasant and 18.8% strongly agreed and 21.7% agreed, 30.8% slightly agreed and 6.7% disagreed that the this hotels have a good image in the minds of its customers.

Based on the customer‘s satisfaction, the behavioural intentions of customers at the hotels in Ondo State shows that 24.8% strongly agreed, 27.4% agreed and 30.0% slightly agreed and 2.5% disagreed that they have always had a good impression of this hotels. Also

27.3% strongly agreed, 26.5% agreed, 28.7% slightly agreed and 3.2% disagreed that they always say positive things about this hotel to other people and 25.9% strongly agreed and 26.5% agreed, 27.2% slightly agreed and 3.8% disagreed that they believe that they made the right choice by staying at the hotels.

Furthermore, 24.9% strongly agreed and 31.7% agreed, 29.3% slightly agreed and 1.9% disagreed that if they could, they would stay at the hotels again; and 26.0% strongly agreed and 23.4% agreed, 26.1% slightly agreed and 4.3% disagreed that they always consider the hotels to be the first one on their list when searching for accommodations

Finally, 22.3% strongly agreed and 29.8% agreed, 26.2% slightly agreed and 3.7% disagreed that they would recommend this hotel to other people and 23.3% strongly agreed and 25.6% agreed, 26.5% slightly agreed and 3.7% disagreed that the attitude of employees of the hotels demonstrates their willingness to help customers. It can be deduced that behavioural intention has a strong positive correlation with customer satisfaction, customer satisfaction has a strong positive correlation with hotel selection criteria/factors, customer satisfaction has a strong positive correlation with hotel selection criteria and behavioral intention has a strong positive correlation with hotel selection criteria/factors. Finally, the tests of hypothesis shows that there is significant differences in factors influencing customers‘ selection of hotels, behavioural intention and customer visitation and service received has a strong positive correlation service expectation.

CONCLUSION

Behavioural intention and customer‘s satisfaction among hotels patronage in Ondo State, Nigeria has been presented. Findings show that respondent from the selected hotel deduced their satisfactions based on the services received and the comfortability of accessories in the hotels. Furthermore, the intentions are affected by their purpose of visit and their status in terms education**,** religion, income, and place of works. Specific results show that the relationship between the two variables (behavioural intention and customer‘s satisfaction) is moderate. The findings further show that behavioural intention has a moderate positive correlation with customer satisfaction (r =0.4000, p-value=0.001). a competitive edge over its competitors and grow its customer base, it must be customer-friendly, deliver quality room services, offer quality food, and charge a reasonable price. The researchers stressed the need for hotel operators to understand and satisfy the needs of their customers in such a way that their expectations are not only met but also exceeded, and that there is a strong positive correlation between repeat purchase and customer satisfaction. The overall results from our findings will guide the existing hotels and the intended people interested in hotel business to make appropriate plans to achieve a successful business.

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RECREATION PARTICIPATION AND CONSERVATION TOURIST ATTITUDES OF LOCAL TOURISTS OF IKORODU, LAGOS, NIGERIA

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ABSTRACT

This study identified and measures the association between the recreational participation of tourists and their conservation attitude and how it impacts the socio-economic wellbeing of the residents in the Ikorodu communities by providing more recreational centres. Descriptive statistics using weighted mean and percentage were used to determine the perceived level of the respondents, who are mainly visitors and residents that participated in the recreational activities. Chi-square and ordinal linear regression analysis were used for the inference. Primary data were collected via the administration of structured questionnaires, which were administered using quota sampling. Results of the analysis show that there is a significant association between recreation facilities providing jobs and communities in Ikorodu; the conservation tourist attitudes of the tourists depend on their participation, and the conservation of recreation centres depends on the conservation tourist attitudes of the tourists. The tourists participated more in wildlife-related activities than non-wildlife-related activities. Thus, more nature base recreational centres should be established in Ikorodu to meet the high demand for nature-based tourism and sustainable tourism development. The study demonstrated how tourists‘ conservation attitude can affect their participation and thereby providing jobs opportunity to the local community.

Keywords: conservation attitude; recreation participation; residents; tourists; wildlife

INTRODUCTION

Recreation provides major personal benefits in terms of meeting the physical, emotional, philosophical, and other important health-related needs of participants, beyond its value as a form of sociability. In a broad sense, the recreation and leisure life of a nation reflects its fundamental values and character, the very games and sports, entertainment media, and group affiliations that people enjoy in their leisure help to shape the character and well-being of families, communities, and society at large. **(**Witt and Caldwell, 2010). Tourism growth and overall economic development growth appear to be closely correlated. Countries that perform well on the World Economic Forum‘s (WEF) Travel and Tourism Competitiveness Index tend to also perform well on the United Nations Development Programme‘s (UNDP) Human Development Index – indicating that thriving development and a flourishing tourism sector are interlinked. (Croce *et al*. 2011).

Evidence suggests that tourism is a social and economic force (Egbali *et al*. 2011). The sheer size and rapid expansion of the tourism sector do not automatically mean that it is a primary catalyst and driver of overall economic progress. While tourism-led growth has been found in both developed and developing countries, it is frequently more prominently observed in developing countries, particularly in smaller countries with a specialization in tourism. (Croce *et al*. 2011). For example, a thriving tourism sector is often hailed as the driver of economic growth in the Maldives, widely credited for lifting the country from least developed (LDC – Least Developed Countries) status to medium development status. In larger countries with many other active industries, it is less likely that tourism will stand out as an ultimate driver of growth. Nevertheless, even where tourism expansion appears to follow as a result of a growing economy, the sector has been shown to make a considerable contribution to larger states benefitting both their overall economies and communities (Sears et al. 2013).

The cultural richness of Africa opened a wide avenue for recreation after a day‘s thrill. Recreation is also a form of physical exercises being undertaken by an average African during a cultural festival like dance, acrobatic and gymnastic displays are often done for enjoyment and refreshment. In a traditional African society, the child jumps, climb trees or mountains, rides a horse or donkey, dance or sing and also performs balancing acts because his siblings or elders do such **(**Boekstein and Spencer, 2013). Engaging various recreational activities such as playing games, sports and traditional religious festivals, the African child develops physical, emotional and social assets, which will serve him good when he grows (Idang, 2015). In Nigeria, even though our ancestors were mainly wanderers, they still had time for recreation to strike a balance in the wheel of life which is one of the physical needs of man. The fast-growing amount of leisure time in Nigeria underscores the need for recreation pursuits **(**Anshuman, 2016). Today, recreation constitutes a major force in our national and local economies and is responsible for millions of jobs in such varied fields as government, travel and tourism **(**Anshuman, 2016)**.** Furthermore, there are numerous benefits attributed to recreation participation, which are limited to psychological, social, environmental and economic benefits (Emeka, 2017).

This study is therefore aimed at examining the recreation participation, and conservation attitude of tourists and residents of Ikorodu, Lagos Nigeria. The study identified recreation facilities around Ikorodu Communities, examined the tourists/residents conservation attitudetowards recreation centres around Ikorodu communities, and recommend to the government and its agencies ways to ensure proper understanding of recreation participation and conservation tourist attitudes. These conservation tourist attitudes are complicated because opinions are formed from tourists' and residents' perceptions of many factors. Perceptions of the governments and the ability to control the environmental impacts on the residents and participants are very important and are discussed in this study.

THE STUDY AREA

The study area is Ikorodu local government, a growing residential, industrial town located on the fringes of Lagos and Ogun states. (Olusola, 2015).Ikorodu lies approximately 36 km north of Lagos and derives its name from _Oko-Odu' meaning vegetable farm. The Division consists of Ikorodu Local Government, and five Local Council Development Areas including Igbogbo-Baiyeku, Ikorodu North, Ikorodu West, Imota and Ijede. By its location, the Division serves as the gateway to the country's hinterland. (Lagos, 2022). The map in Figure 1 depicts the major towns in Ikorodu division.

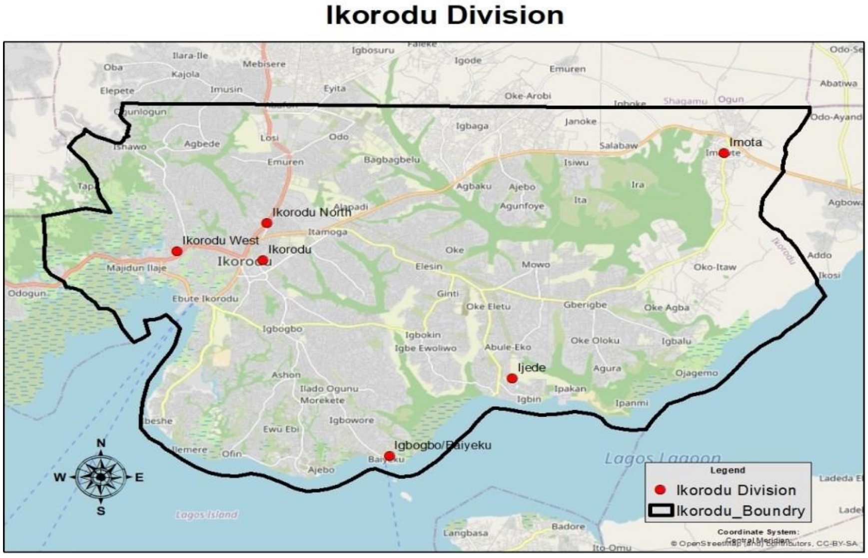


Figure 1: Ikorodu Division Map with Major LCDA

LITERATURE REVIEW

Conceptual Framework

Recreation has different connotation according to different scholars, as it involves great variety of activities. Kraus, *et al.* (2001) posited that recreation includes an extremely broad range of leisure pursuits, including travel and tourism, cultural entertainment or participation in the arts, hobbies, membership in social clubs or interest groups, nature-related activities such as camping or hunting and fishing, attendance at parties or other special events, and fitness activities. Recreation encompasses relaxation and recuperation; as it rejuvenates and replenishes the individual to continue to perform on the job without undue stress. Suleiman, (2004) also stressed that recreation is something quite more than mere body exercise; they consider it as a forum for man to recreate himself and an opportunity for participation in civic affairs, partaking in aesthetic experience for developing skills, and for the enjoyment of nature.

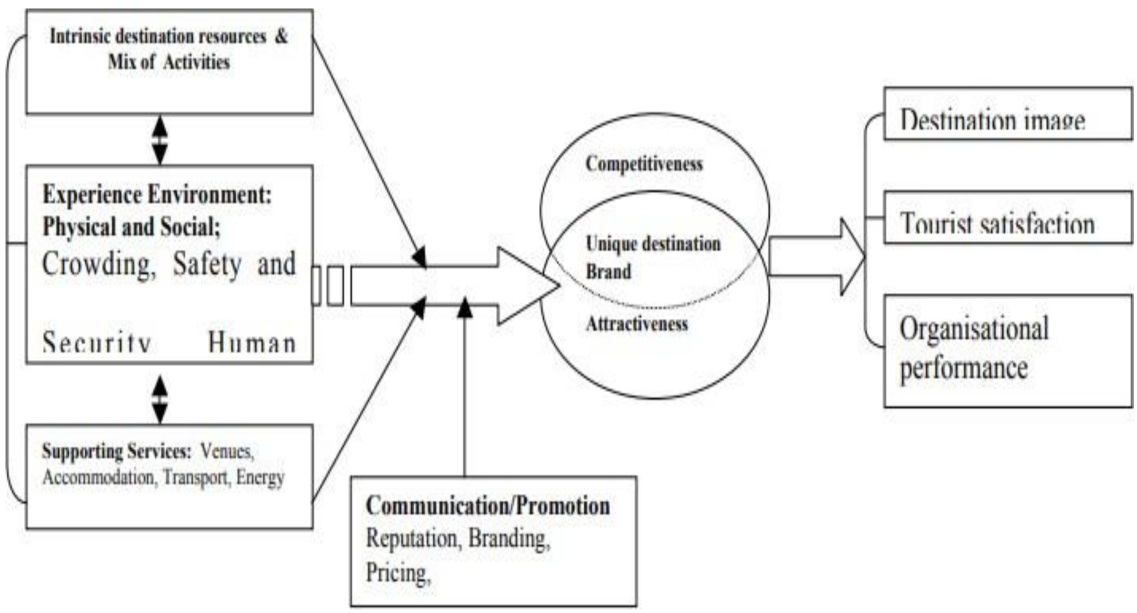
Williams, (2003) mentioned that recreation is most commonly connected with the idea of activity with purposeful and constructive engagement with pursuit or event. Tribe, (2005) added that recreational pursuits include home-based activities such as reading and watching television, and those outside the home include sports, theatre, cinema and tourism.

Broadhurst, (2008) viewed recreation as an attitude of mind regarding leisure behaviour and has a direct influence on those factors, which create personality. It can produce feelings of well-being, satisfaction, positive identity, growth, creativeness, balanced competition, character, mental capacity, the dignity of the individual, physical conditioning, socialization and a coping attitude. In broad terms, Taylor, *et al.* (2015) posited that recreation is usually considered as an activity and/or experience, what kind of effect or satisfaction it provides depends on the individual. The experience is different for different individuals as the level of the workout is different.

Some tourists take part in recreation and leisure activities that involve community service or that permit them to provide leadership in fraternal or religious organizations (Stevenson, 2006). Others may be passive spectators of entertainment provided by television, movies, or other forms of electronic amusement. Other significant leisure motivations are based on the need to express creativity, develop hidden talents, enhance physical skills, or pursue excellence in varied forms of personal expression. For some participants, active, competitive recreation may offer a channel for releasing frustration and aggression or struggling against others or the environment in adventurous, high-risk pursuits (OECD, 2012). Conservation is a concept that has been used loosely to imply the responsible stewardship of natural resources to sustain the complex social-ecological systems (Redpath *et al*, 2013) while Attitudes is an individual‘s summary assessment level of favour ability, possible conduct and behaviour (Pullin, *et al*. 2013).

Aksoy, *et al.* (2017) opined that many participants take part in recreation as a form of relaxation and release from work pressures or other tensions. Still, others take part in recreational activities to promote health and physical fitness (WHO, 2018). Recreational centre is an important part of human life, It attracts people as it offers greater pleasure in life, It develops a strong healthy environment for a better lifestyle for the public. Various facilities in the recreational area are a source of human comfort (Uroosa, *et al*, 2019; Nyumba *et al.* 2021). The implementation and promotion of sustainability practices are a natural role for recreational centres. Nevertheless, most recreational centres face some barriers that prevent their ability to expand these efforts.

Figure 1: Theoretical Model of Tourism Destination Competitiveness and Attractiveness
Source: Adapted from Vengesayi (2003)



Empirical Review

Dickman, (2010) examined attitudes, and perceptions as threats to wildlife conservation within Bakossi area and at the end, concluded that to change the tourists perception and attitudes of indigenous people around protected areas, environmental education through sensitization should be encouraged and that the negative tourist attitudes and their perceptions can be well designed with carefully implemented conservation programs. Muhammad, (2010) looked at recreation as a panacea for youths' restiveness in the Niger Delta region of Nigeria and concluded that youths spend their leisure in unwholesome activities, and recommended the provision of recreational facilities, supervision of recreation facilities and equipment, and employment of recreation experts for effective management of the programmes and facilities among others. These recommendations will be well managed by subsequent research, which is an objective of this research, to study the conservation tourist attitudes of some local tourists and the sustainability of the tourist centres.

Igbojekwe, *et al*. (2013) in their studies on attitude to recreation stated that Nigeria is endowed with tourist resources, both natural and man-made, yet it has not been able to adequately satisfy the demands of modern tourists, also that Nigeria‘s domestic tourism is weak because a greater percentage of Nigeria‘s population lacks recreation culture, stating that domestic tourism is the bedrock for international tourism and that Domestic tourism cannot thrive in a country where the majority of its population is poor and has poor attitude to leisure, hence the need to inculcate recreation culture in a population. Akinyemi and Oduntan, (2015) assessed the contribution of tourism to the development of Lagos State mainland and its community through the creation and recreational centres, the paper identified problems faced at the recreational centres to include poor infrastructures, lack of in-service training and inadequate public awareness and therefore recommended regular in-service training of staff, increased awareness to increase recreation participation and conservation tourist attitudes of tourist and residents in the host community. However, the above study did not take into cognizance, the predictors affecting participation of tourists in recreational activities.

Perterson, *et al* (2021) studied the exploration of socioeconomic variations in participation in recreational activities in the local community and examined its relationship with health and well- being in the general population and concluded that regardless of educational level, recreational activity participation was associated with better self-rated health and life quality. Hence recommended that, to counter-balance social inequality in health, a focus on participation in recreational activities is germane when planning community public health interventions. In a research carried out by Tobias, *et al*. (2021) they affirmed that conservation tourist attitudes and perceptions of rural communities, which also include their demographic characteristics, predicting the design and implantation of conservative policies in a more socially acceptable manner, they posited that attitude can help conservative practitioners and decision makers in the prioritization of resources, on the assumption that high scoring individuals has a greater chances of participating in conservation tourist attitudes . It also avail residents series of income, thereby working towards the improvement of younger people and women conservation activities.

Ntuli, *et a*l. (2018) examined factors influencing people‘s perception of conservation of trans- boundary wildlife resources, using the Great-Limpopo Trans-frontier Conservation Area of the analysis showed that if people perceive the rules of the park negatively, then they are less likely to conserve wildlife and at the same time will increase the likelihood of environmental crime, also people‘s perception of wildlife benefits, corruption, environmental crime, park management and rules governing the parks affect their ability and willingness to self-organize. Subsequently, there is a need for further studies, in order to fully understand the determinants of people‘s perceptions towards wildlife across time and space in larger socio-ecological systems.

Amalu, *et al*. (2018) examined the influence of the tourism industry on the socio-economic growth of Calabar, Cross River State with a special interest in the role of the resorts operating within the study area. Amalu, *et al.* (2018) observed that recreational resorts provided employment opportunities, generated more income and infrastructural enhancement within the area and therefore recommended that the government of Cross River State should direct interest in investing in the tourism industry through collaboration with private investors and providing an enabling business environment by the reduction of tax, provision of loan facilities and provision of infrastructures in the host community. The above studies have done tremendous work on recreation participation and conservation tourist attitudes of tourists but failed to critically examine the predictors that are responsible for changes in attitudes of residents/tourists as it relates to recreation participation and conservation around Ikorodu, Lagos, Nigeria. Amalu, *et al*. (2018) could not address the issues of sustainable recreational centres in Ikorodu communities through nature base tourism, which this paper aimed to answer.

METHODOLOGY

The population of the study constitutes tourists and residents of the host communities who visit tourist attractions and recreational facilities in Ikorodu area of Lagos State, Nigeria, with some level of education. The sampling technique used in this study is quota sampling. The population is divided into Local Council Development Area (LCDA). There are six LCDA in Ikorodu, which comprises five LCDA and Ikorodu LGA, which is also a LCDA in Ikorodu, but the study is based on the five LCDA, which are mainly sub-divisions of Ikorodu, they are Ikorodu West, Ikorodu North, Igbogbo-Baiyeku, Imota and Ijede. In this method of sampling, a frame is not needed. Equal sample size of 30 was collected from the five LCDA, hereafter regarded as local communities. This is called equal allocation. The quota sampling was used because it saves time and base on the budget available for the research, and accuracy level is of less interest but the perception, as well as the attitudinal behaviour of the tourists and the preference for recreational activities is of most important in this survey.

The questionnaires were administered to the tourists available at the time of the survey. Total of one hundred and fifty (150) questionnaires were administered but 120 were retrieved and used for the analysis. Descriptive such as frequency, percentage, weighted mean, simple and multiple bar charts; and inferential statistics are used to analyze data generated from the field survey, while the hypotheses are tested using ordinal linear regression and chi-square. Ordinal regression is often used in social sciences, for modeling of human levels perception or preference (on a likert scale 1–5 for "strongly disagree" through "strongly agree"). In machine learning, it is regarded as ranking learning (Shashua and Levin, 2002), while A Chi-square statistical method is used in the measurement of observed association between an observed and expected frequencies of the outcomes of set of events or variables.

RESULTS OBTAINED

Exploratory Data Analysis (EDA)

Table 1: Demographic Characteristics of the respondents

Variable	**Attribute**	Frequency	Percent
Division	Igbogbo-Baiyeku	36	30.0
	Ikorodu North	21	17.5
	Ikorodu West	30	25.0
	Imota	18	15.0
	Ijede	15	12.5
Gender	Male	42	35.0
	Female	78	65.0
Age Group	≤ 25	42	35.0
	26 – 44	51	42.5
	45 – 64	18	15.0
	65 and above	9	7.5
Marital Status	Single	90	75.0
	Married	3	2.5
	Divorced	12	10.0
	Widowed	15	12.5
Education	Primary	12	10.0
	Secondary	12	10.0
	Tertiary	96	80.0
Profession	Student	28	23.3
	Civil Servant	30	25.0
	Private Employee	29	24.2
	Self Employed	30	25.0
	Retired	3	2.5
Income	Less ₦50,000	27	22.5
	₦51,000 – ₦100,000	66	55.0
	₦101,000 – ₦250,000	27	22.5
	Total	120	100.0

Table 1 shows the demographic data of the respondents, division, gender, age, marital status, education, profession and income. It shows that most tourists reside in the Igbogbo-Baiyeku community of Ikorodu, accounting for 30%, followed by Ikorodu west (25%), Ikorodu north (17%), Imota (15%) and the least is Ijede (12.5%). There are more female (65%) than male (35%) tourists that visit the various recreational centres in Ikorodu. The age bracket that most visit these attractions is (26-44), accounting for 42.5%, followed by less than or equal to 25 years with 35%. Majority are single (75%) followed by widowed (12.5%), divorced (10%), while married accounts for only 2.5%. This suggests that a total of 97.5% of the tourists are without a husband or wife and are mostly ladies of the age bracket (26-44). The table study shows that 80% of the tourists are educated up to tertiary level, 10% are school cert holders, while the remaining 10% have only primary education. All the respondents have some level of education, couple with the fact that they can read and write, with good understanding of the questions in the questionnaire. The respondents are majorly either civil servants (25%) or self-employed (25%). Also, 77.5% of the tourists earn at least ₦51,000 per month (see Figures 1 to 7).

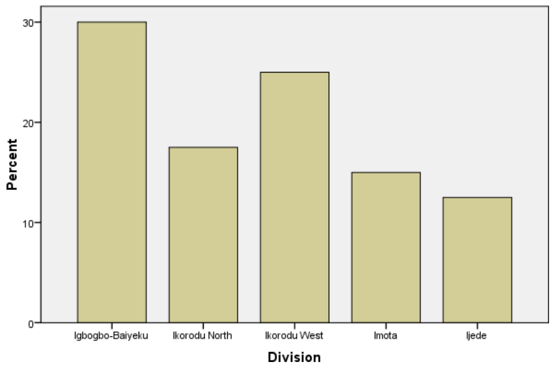


Figure 1: Ikorodu Division

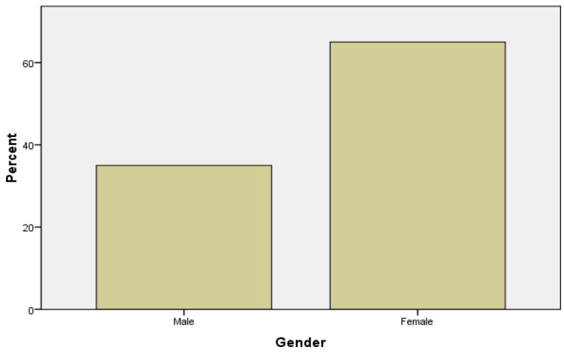


Figure 2: Gender

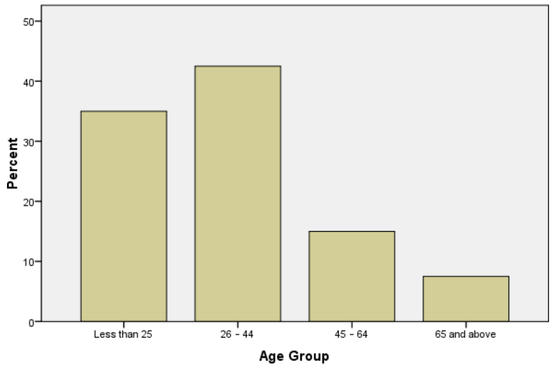


Figure 3: Age group

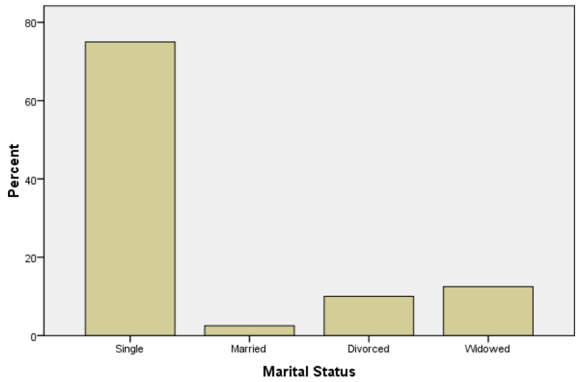


Figure 4: Marital status

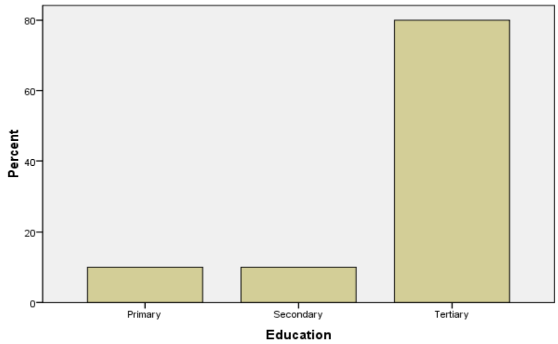


Figure 5: Education

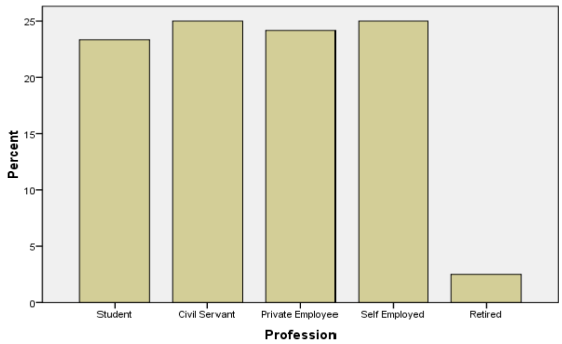


Figure 6: Profession

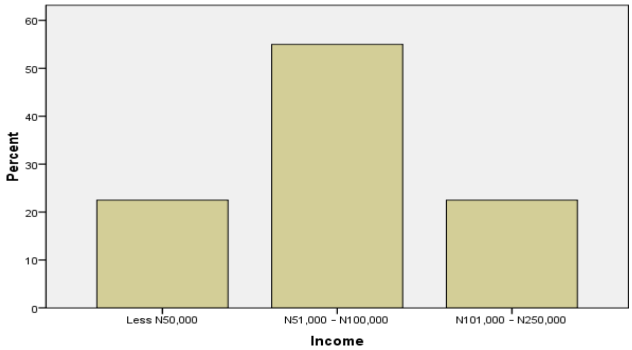


Figure 7: Income

Table 2: Perception of Recreational Centres

Variables	SD	D	N	A	SA
Recreational centres/facilities meet expectation	12 (10%)	18 (15%)	15 (12.5%)	15 (12.5%)	60 (50%)
The recreational centres provide jobs	12 (10%)	18 (15%)	27 (22.5%)	39 (32.5%)	24 (20%)
You have visited other recreational centres	6 (5%)	15 (12.5%)	39 (32.5%)	30 (25%)	30 (25%)
Government supports recreational centres	15 (12.5%)	24 (20%)	9 (7.5%)	21 (17.5%)	51 (42.5%)
The recreational facilities are highly conserved	9 (7.5%)	18 (15%)	36 (30%)	33 (27.5%)	24 (20%)

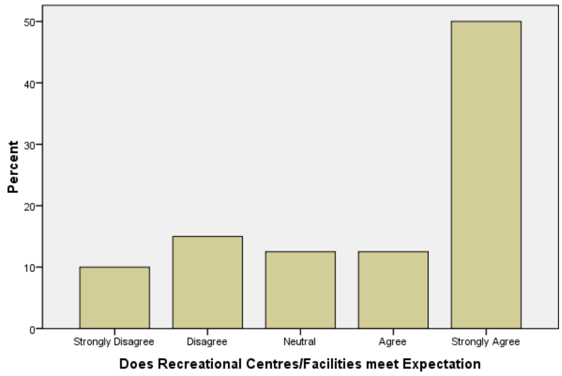


Figure 8: Recreational centres meet expectation

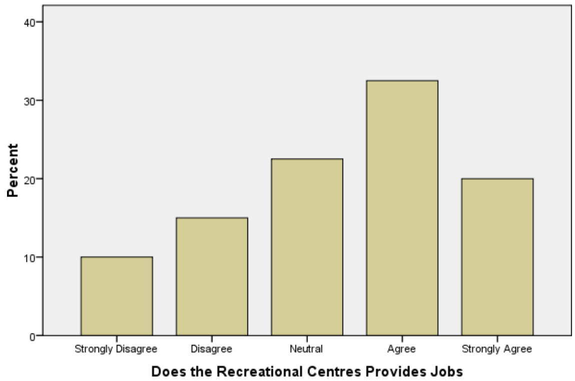
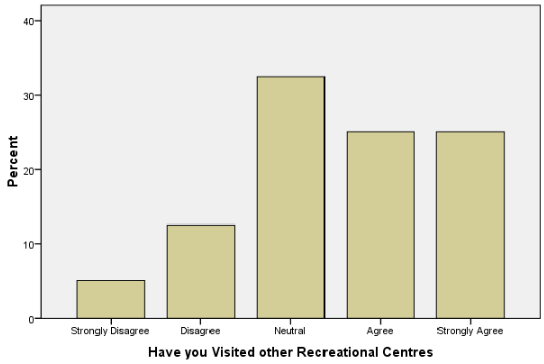


Figure 9: Recreational centres provide jobs



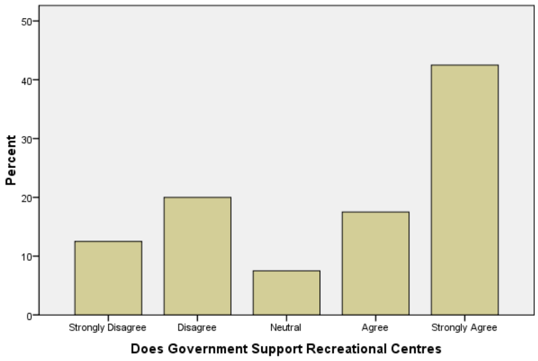


Figure 10: You have visited other recreational centres **Figure 11**: Government supports recreational centres

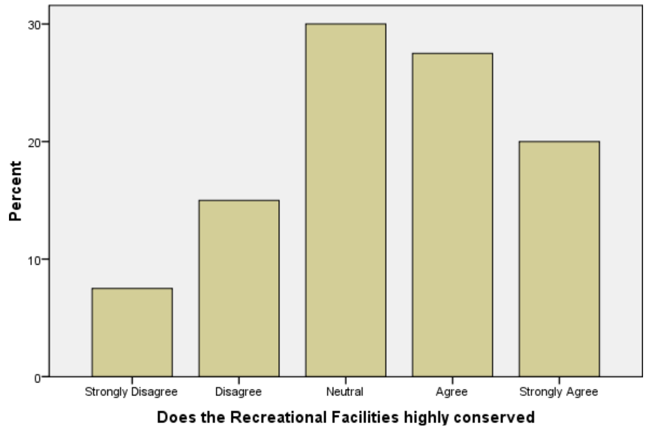


Figure 12: The recreational facilities are highly conserved

Table 3: Weighted Mean of Perception of Recreational Centres

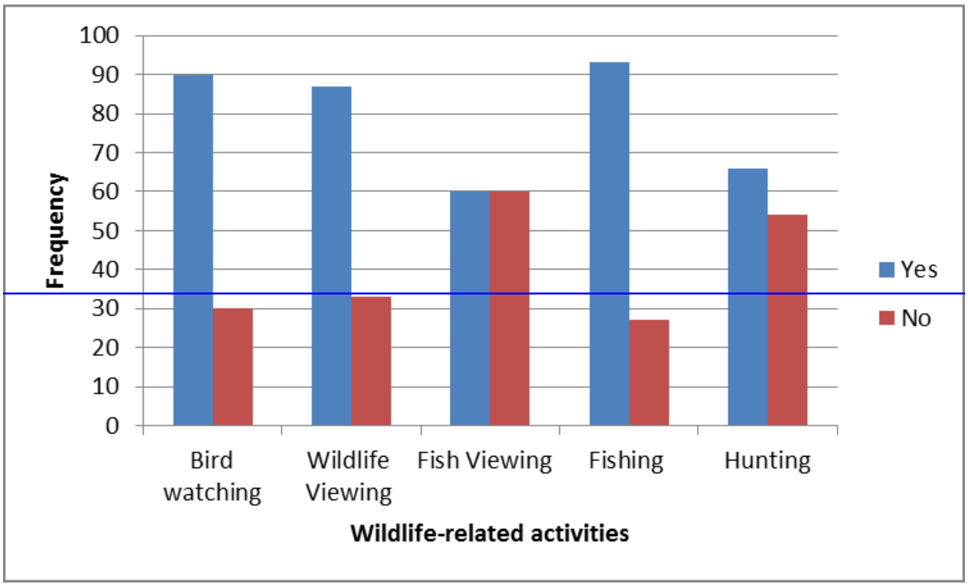
Variable	N	Mean	Std. Deviation	Decision
Recreational centres/facilities meet expectation	120	3.78	1.446	Accept
The recreational centres provides jobs	120	3.37	1.244	Accept
You do visited other recreational centres	120	3.53	1.145	Accept
Government does support recreational centres	120	3.57	1.504	Accept
The recreational facilities are highly conserved	120	3.37	1.182	Accept

Table 4: Wildlife-related activities preference

Variable	Yes	No	Total	Percent	Decision
Bird watching	90	30	120	75.0	Accept
Wildlife Viewing	87	33	120	72.5	Accept
Fish Viewing	60	60	120	50.0	Not Accept
Fishing	93	27	120	77.5	Accept
Hunting	66	54	120	55.0	Not Accept

Table 5: Non-Wildlife-related activities preference

Variable	Yes	No	Total	Percent	Decision
Dog Walking	21	99	120	17.5	Not Accept
Trekking	48	72	120	40.0	Not Accept
Window Shopping	96	24	120	80.0	Accept
Biking	63	57	120	52.5	Not Accept
Amusement Parks	87	33	120	72.5	Accept
Swimming	75	45	120	62.5	Accept
Tours of Monuments	45	75	120	37.5	Not Accept
Attending Ceremonies	96	24	120	80.0	Accept



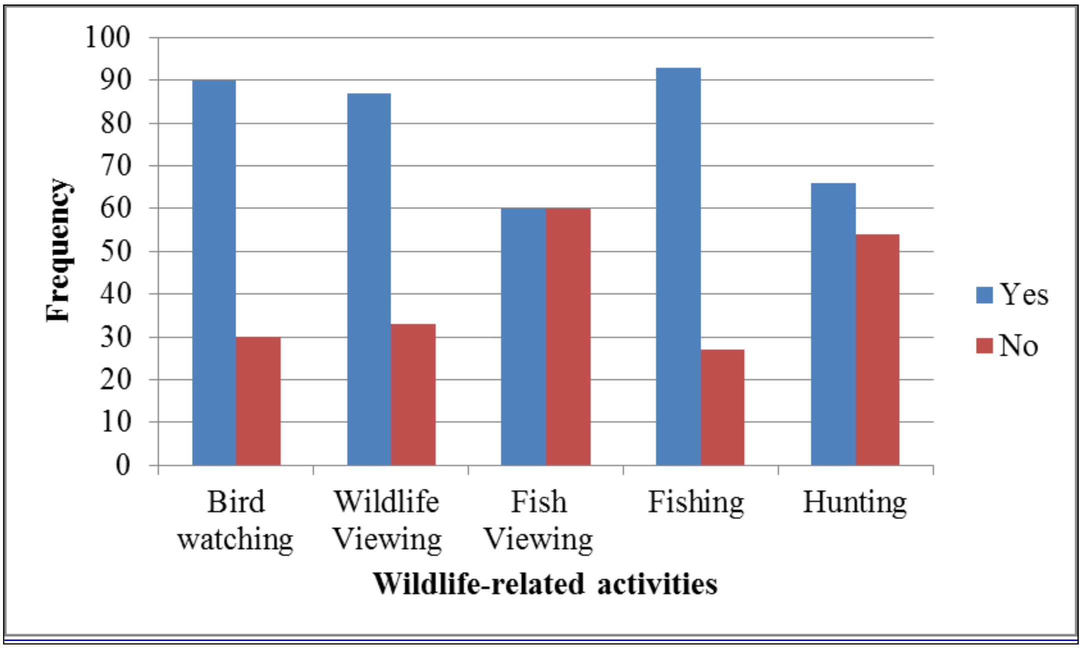
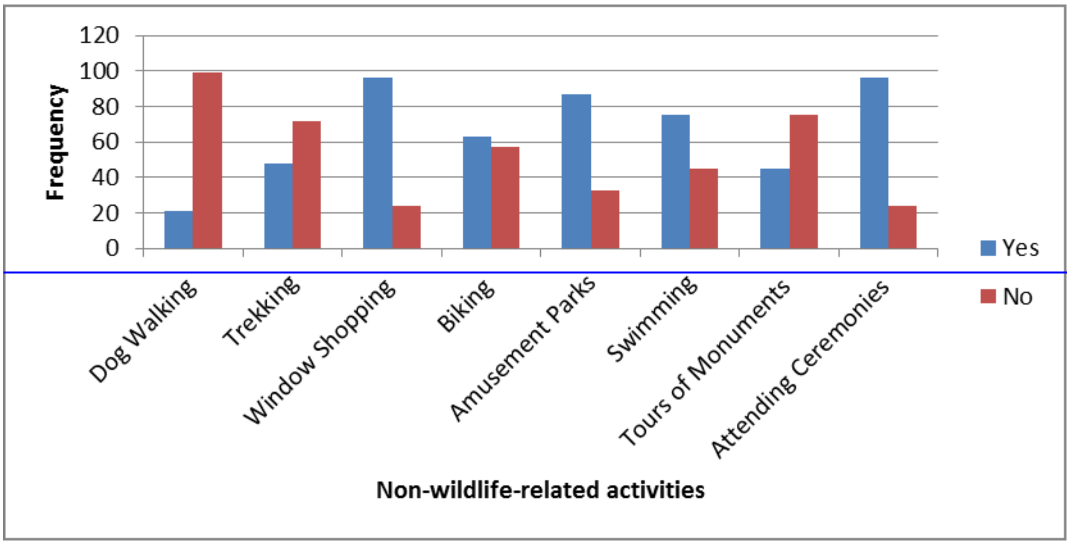


Figure 13: Response to wildlife related activities



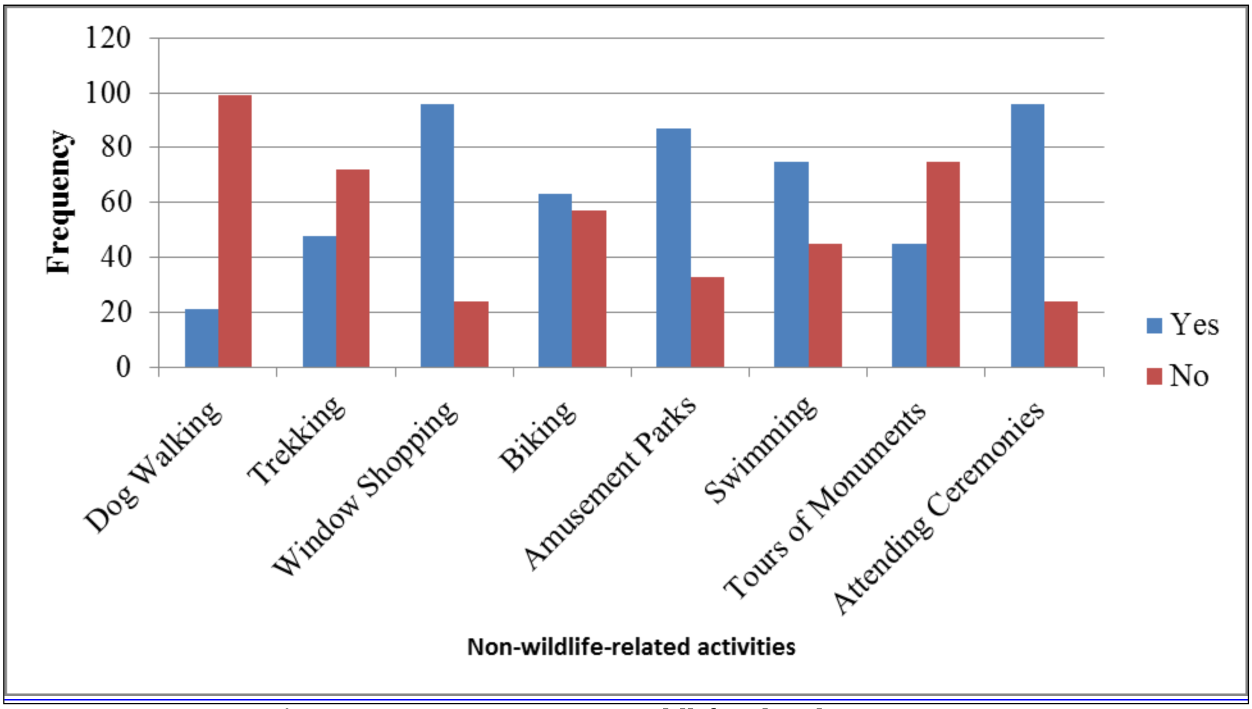


Figure 14: Response to non-wildlife related activities

Inferential Analysis

Table 6: Contingency table showing Ikorodu Divisions vs Job provision by recreational centres

		Recreational Centres Provides Jobs					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Division	Igbogbo-Baiyeku	3	0	15	12	6	36
	Ikorodu North	6	3	3	9	0	21
	Ikorodu West	3	15	3	3	6	30
	Imota	0	0	6	12	0	18
	Ijede	0	0	0	3	12	15
	Total	12	18	27	39	24	120

$\chi^2 = 105.965$, df = 16, p-value = 0.000

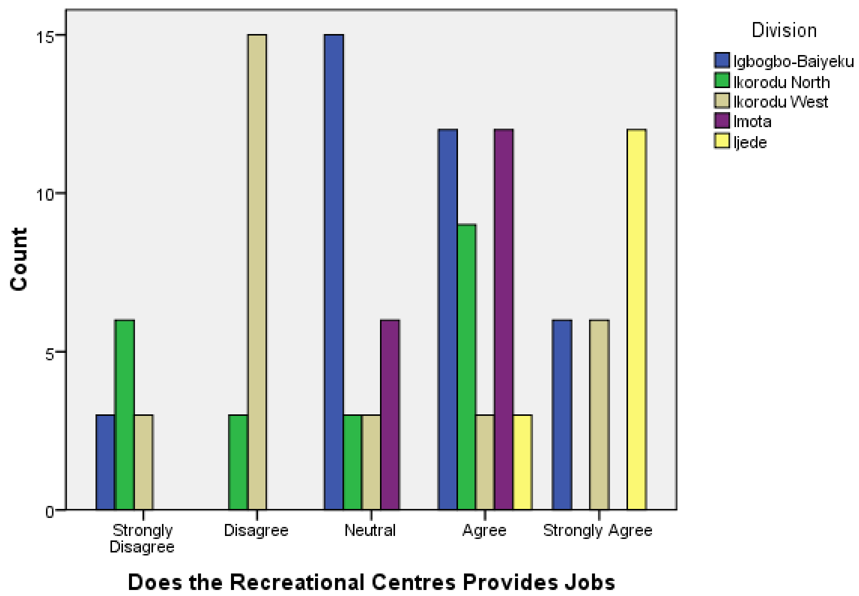


Figure 15: Cluster bar chart of divisions and job provision by recreational centres

Ordinal Linear Regression Model

Pseudo R^2 Cox and Snell = 0.927, Pseudo R^2Nagelkerke = 0.979, Pseudo R^2McFadden = 0.892, Model Fitting Information: Chi-Square = 314.473, df = 26, P-value = 0.000, Link function: Logit. Goodness-of-Fit: Chi-Square = 118.514, df = 82, P-value = 0.005

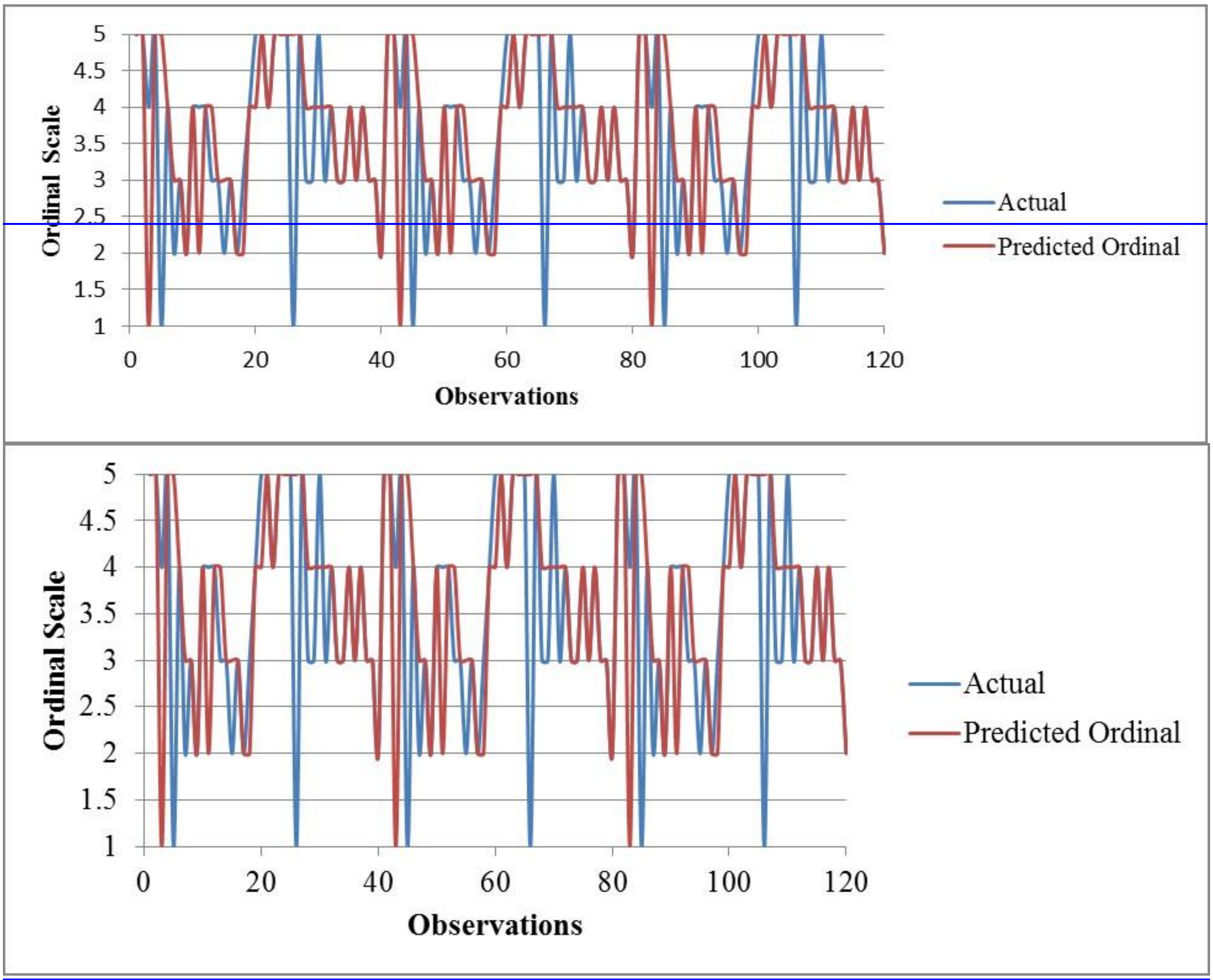


Figure 16: Actual and predicted ordinal values of ―You have visited other recreational centres‖

Table 7: Contingency table showing conservation of recreational centres vs conservation tourists' attitudes

		The recreational facilities are highly conserved					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
You have visited other recreational centres	Strongly Disagree	3	0	0	3	0	6
	Disagree	6	6	3	0	0	15
	Neutral	0	12	3	15	9	39
	Agree	0	0	15	6	9	30
	Strongly Agree	0	0	15	9	6	30
	Total	9	18	36	33	24	120

$\chi^2 = 95.885$, df = 16, p-value = 0.000

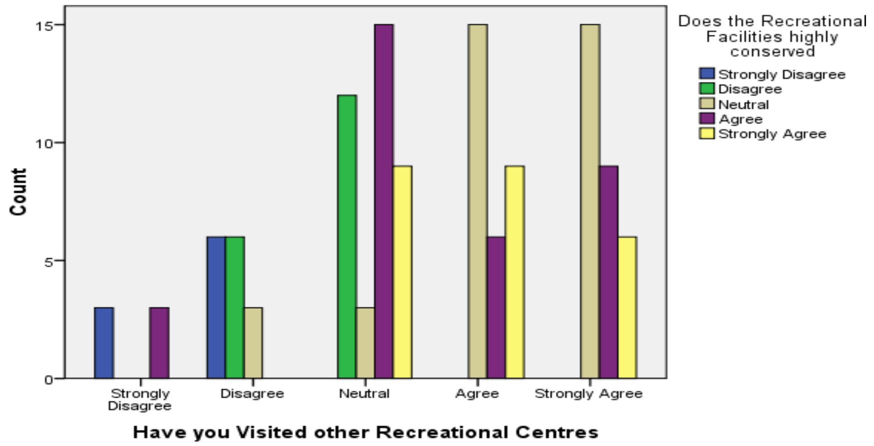


Figure 17: Cluster bar chart of Recreational facilities conservation and tourist conservation

DISCUSSION

Table 2 shows that at least 62.5% of the respondents agreed that recreational centres/facilities meet their expectations. These attractions provide jobs as agreed by 52.5% of the respondents. The analysis shows that 50% of the respondents have visited other recreational centres outside the one they are at present, while the other 50% said they have not. Also, 50% of them at least agreed that government supports recreational centres in Ikorodu communities, while the other 50% do not agree. The recreational facilities are highly conserved as testified by 47.5%. Figures 8 to 12 buttress Table 2. Table 3 shows the weighted mean of tourists' perception of the recreational centre they visited. The weighted mean of all the five items is greater than 3. This infers that on average recreational centres/facilities meet tourists' expectation, recreational centres provides jobs for the tourist residing in the host communities, and some tourists have visited other recreational centres apart from this one, the government support recreational centres in Ikorodu, and the recreational facilities are highly conserved.

This means that governments are interested in tourism development in the Ikorodu communities of the states. Table 4 shows that on average, the wildlife-related activities preferred by the respondents are bird watching, wildlife viewing, and fishing. However, they have a conservation attitude towards fish viewing and hunting. Table 5 shows that on average, the non-wildlife-related activities preferred by the respondents are window shopping, amusement parks, swimming and attending ceremonies, but they have a conservation attitude towards dog walking, trekking, biking, and tour of monuments. Figure 13 shows that fishing, bird watching and wildlife viewing are common recreational activities tourists want to enjoy. So, their demand for this nature-related tourism is high. Thus, they tend to move to recreational facilities with these activities. Figure 14 shows that the non-wildlife-related activities with high demand are attending ceremonies, window shopping and amusement parks.

The respondents have so many conservation tourist attitudes toward non-wildlife-related activities. Table 6 shows that there is a significant association between recreation facilities providing jobs and zones around the study area at a 5% level of significance ($p < 0.05$). This suggests that the host communities where the facilities are found can determine the establishment of jobs. So, recreation facilities should not just be located anywhere, a good feasibility has to be carried out before it is located to provide job opportunities. The job will naturally come when demand exceeds supply and there exist a queue caused by high demand of nature base tourism. Figure 16 depicts the actual and predicted values of the conservative attitude of the tourists. The conservative is a construct, while the variable is whether the tourist visits other recreational centres. The ordinal linear model is a good fit, it shows that at least 89.2% of the variation in the dependent variables can be determined and explained by the variation in the independent variables.

Independent variables are bird watching, wildlife viewing, fish viewing, fishing, hunting dog, walking, trekking, window shopping, biking, amusement parks, swimming, tours of monuments, and attending ceremonies, while the response variable is ―visited other recreational centres‖. See Appendix I and II for the ordinal linear and ordinary linear regression model estimation. Thus, conservation of tourists/residents attitude0020towards recreation centres around Ikorodu shows that most of them enjoy wildlife-related recreation activities more than non-wildlife recreation activities. Table 7 shows that conserving recreation centres depends on the tourist attitudes of conservation at a 5% level of significance ($p < 0.05$). The conservation of the recreational centres is dependent on the conservative attitude of the tourist (see Figure 17). Pressure will be less on the recreational centres, thereby preserving.

SUMMARY

The study shows that the recreational facilities in the study area meet the expectations of the respondents. The recreational centres provide jobs as agreed by more than half of the respondents. Half of the respondents have visited other recreational centres outside the one they are at present. Also, half of the respondents agreed that government supports recreational centres in Ikorodu communities. The recreational facilities are highly conserved and on the average, recreational centres/facilities meet tourists‘ expectation, provide jobs for the host communities, and some tourists have visited other recreational centres apart from this one, the government support recreational centres in Ikorodu, and the recreational facilities are highly conserved. Wildlife-related activities preferred by the respondents are bird watching, wildlife viewing, and fishing. However, they have a conservation attitude towards fish viewing and hunting. The non-wildlife-related activities preferred by the respondents are window shopping, amusement parks, swimming and attending ceremonies, but they have a conservation attitude towards dog walking, trekking, biking, and tour of monuments.

Fishing, bird watching and wildlife viewing are common recreational activities tourists want to enjoy, creating high demand for this nature-related tourism. Thus, they tend to move to recreational facilities with these activities. The non-wildlife-related activities with high demand are attending ceremonies, window shopping and amusement parks. There is a significant association between recreation facilities providing jobs and zones around the study area. Thus, conservation of tourists/residents attitude towards recreation centres around Ikorodu shows that most of them enjoy wildlife-related recreation activities more than non-wildlife recreation activities. Conserving recreation centres depends on the tourist attitudes of conservation. The conservation of the recreational centres is dependent on the conservative attitude of the tourist.

CONCLUSION

This study has examined the recreation participation, and conservation attitude of tourists and residents of Ikorodu, Lagos Nigeria. This research identified recreational facilities around Ikorodu Communities, and has examined the tourists/residents conservation attitude towards recreation centres around Ikorodu communities. We have critically examined the predictors responsible for changes in attitudes of residents/tourists as it relates to recreation participation, & conservation around Ikorodu, Lagos, Nigeria, which are wildlife related activities such as bird watching, wildlife viewing and fishing, and non-wildlife like window shopping, amusement parks, swimming and attending ceremonies. We have been able to establish that understanding recreation participation by local tourists and their conservation tourist attitudes are complicated because opinions are formed from tourists' and residents perceptions of many factors. The study also shows that a significant association between recreation facilities providing jobs and zones around the study area exist.

RECOMMENDATION

The conservation tourist attitudes of the local tourists depend on their participation. The conservation of recreation centres does not depend on the conservation tourist attitudes of the tourists. The tourists/residents conservation attitude towards recreation centres in Ikorodu shows that the tourists often enjoy wildlife-related recreation activities more than non-wildlife recreation activities. It is therefore recommended that government and its agencies, such as, Nigerian Conservation Foundation, National Environmental Standards and Regulations Enforcement Agency, Ministry of Environment and Natural Resources, Federal Environmental Protection Agency should ensure conservation of various recreation centres in Ikorodu through creation of more nature-based recreational activities to meet the demand of local tourists and visitors, which will in return create jobs opportunity for the local community and revenue to the government.

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ASSESSMENT OF BOTANICAL/BIOLOGICAL GARDENS FOR RECREATION AND TOURISM IN SOUTHWESTERN NIGERIA

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ABSTRACT

Botanical gardens are places devoted to the collection, cultivation, and display of plants with an increased role in conservation and consequently in tourism development. An observation of ten purposively selected Biological/Botanical gardens across the Southwestern region ecologies of Nigeria was carried out. For all the locations visited, site reconnaissance was conducted and followed up with semi-structured interviews for complimentary information. Records of the features observed were taken and the same were used to draw up inferences on a site-by-site basis. Three of the sites fall within the Coastal Ecological Zone. Five sites; Two other sites; were within the Savanna Outliner Zone. This study observed and concluded that there was an appreciable high level of awareness in botanical tourism in the sites located within or very close to urban areas. Almost all the sites surveyed have potentials for Botanical recreation and consequently, the opportunity to be developed into full- blown tourist attractions.

Key Words: plants, collections, tourism, development and recreation.

INTRODUCTION

Botanical gardens are places dedicated to the collection, cultivation, and display of plants. These are often for research, education, aesthetic and recreational purposes. Such locations also assist in the preservation and conservation of plants and their genetic material (Botanic Gardens Conservation International (BGCI), 2012). Plants are essential to support biodiversity and help to achieve sustainable development. Botanicals are frequently cited as the global network of plant conservation (Donaldson, 2009; Pennisi, 2010; Blackmore *et al.*, 2011). Botanical gardens are one of the important recreational and tourist destinations for nature lovers. There are over 2,500 botanical gardens around the world and together they receive over 300 million visitors a year (BGCI, 2012).

Botanical gardens are diverse and their activities vary depending on funding sources, capacity, location, governance, and size (Pennisi, 2010; Rae, 2011). Conventionally botanical gardens have focused on developing the fields of taxonomy and horticulture but have more recently begun to address wider conservation issues, with particular strengths in *ex situ* conservation and education (Donaldson, 2009). In other words, the botanical garden is one of the *ex-situ* conservations because it involved the components of biological diversity outside their natural habitats in protecting a threatened species of plant or animal by removing part of their population from a vulnerable habitat and placing it in a new location, which may be a wild area or within the care of humans. Exploration of botanical gardens could fit perfectly into the concept of ecotourism as defined by Blamey (1997). The author considered botanical garden exploration as a visit to a destination with the primary intention of studying, admiring, or appreciating the scenery, its wild plants and animals, and existing cultural manifestations.Now that many plants are becoming rare, some exterminated, and some at the brink of extinction, botanical gardens are acquiring an increased role in conservation (Isichei, 2010) and consequently in tourism development since tourism aids conservation (Boo, 1991; Blamey, 1997).

In addition to being a centre for the collection, cultivation and display of plants, botanical gardens, also render leisure and relaxation related services to visitors. Services at a botanical garden often include tours, educational displays, exhibitions, open-air dramatic and musical concerts, and other entertainment. Therefore, botanical tourism involves travelling for the purpose of viewing the varied flora of a region, district or in the case of some species even a single plant (Bereziat, 2003; Minter, 2014). Botanical tourism could mean travelling to see plants, either in their native environment or in managed gardens and parks. Parks and gardens have been created and managed over many centuries (Burke, 2016). It is a place where lovers of the environment and plants go to experience and appreciate natural floral, herbs and other categories of plants.

For a location to qualify as an ecotourism destination, it must satisfy some criteria that motivate people to visit. Even as the number of visitors visiting Botanical Gardens in developed worlds continues to rise (BGCI, 2012), the contrary is recorded in most of the developing countries. This study observed that people in rural communities in Nigeria have a poor appreciation for ‗common' plants around them for tourism and leisure--related purposes as mostly established in the developed countries. Nature-based tourism has received inadequate research attention amidst the destruction of many plants and green environment that can support the ecosystem and the practice and study of nature-based tourism in the country (Isichie, 2010; Osemeobo, 2016). This study acknowledges that a lot had been known and documented about the contributions of the botanical gardens to conservation around the globe. However, not much is known on the potential and the importance of developing botanical gardens for recreation and tourism use in Nigeria. Consequent to the afore mentioned, this study examines the viability of some Biological/Botanical gardens as bases for the development of ‗plant-centered tourism' in Southwestern Nigeria.

The Southwestern Nigeria Ecological Zone is a distinct biogeographic zone as differentiated from Southwest Geopolitical Zone (Olaleru, 2016). The southwest ecological zone is delineated by copious biogeographical barriers; its south and west of Niger River; and the Dahomey Gap in the western boundary; with the Atlantic Ocean as the southern limit (Morin *et al*., 1994). This distinct eco-region harbours unique ecotourism features to which the Botanical/biological Gardens are just some fragments. Harnessing these features for tourism purposes is bound to aid indigenous economic development as opined by Caldicott and Fuller (2005), and Honey (2003). Southwestern Nigeria Ecological zone thus, comprises Lagos, Ogun, Oyo, Osun, Ondo, Ekiti, some parts of Kwara and Kogi States to the north, and Edo and Delta States to the East (Olayemi, Nicolas, Gaubert, Leirs and Verheyen, 2011: Olayemi and Akinpelu, 2008). The weather condition in this region shows gradation as one moves from the south towards the north in the region (Onochie, 1987). Rainfall is higher in the south and gradually reduces towards the north. This also confers some remarkable differences on the vegetation and three vegetation zones: coastal swamp/mangrove forest, grading into the humid and dry rainforest and savanna was observed in the region (Onochie, 1987; White, 1983).

Concept of Botanical Tourism

Botanical tourism entails, observing an entirely new collection of plants for leisure, education amongst other tourism related purposes. It has become one of the most exciting reasons for people taking a trip, consequently improving plant identification skills among participants (Burke, 2016). In the early civilizations of Mesopotamians and Egyptians, gardens were created and managed and it persisted till the Grecian and Roman era with the earliest written account of herbal remedies coming from China and dates back to 2800 B.C. (Le Strange, 1977). Botanical gardens started appearing during the Renaissance in the sixteenth century, a period corresponding with the time of Carolus Linnaeus (Lawrence, 1951). Botanical gardens were used for research, and are often connected to universities, and received plants from returning explorers (Ogundipe and Ajayi, 2008). In the nineteenth century, many botanical gardens were established and building of parks for the general public (rather than a selected few) to enjoy were introduced. The introduction of ‗heated glasshouses' (greenhouses) aided gardens to grow and display plants from around the world e.g. the Kew Botanical Garden in Great Britain.

Common Roles of Botanical Gardens

Among the role of botanical gardens is its ability to scrutinize the world's flora to present the attractive, remarkable, curious and rare is a powerful one. The link between plant explorers and botanical gardens were particularly influential in the nineteenth and early twentieth century (Lawrence, 1951, Kershaw, 1973). Botanical gardens played critical roles in the establishment and promotion of a scientific classification system for plants during the enlightenment and this had changed the world systematics science. Botanical gardens also provided an opportunity to construct ecologically functional landscapes on a large scale and at the same time educating individuals, professionals and organizations about sustainable green infrastructure. Because of their role as educational facilities, Botanical gardens hold a unique potential to influence the direction and pace of urban green space design (Honey, 2003), planning, and consequently recreation and tourism. In addition to the numerous ecological and informal educational opportunities, botanical gardens provide healthy recreational prospects and an escape from the urban infrastructure.

Nature-based tourism thrives on plants and animals and these are crucial to ecotourism development of the nation (Olaniyi, Akinsorotan, Agboola, Ajayi and Ogunjemite, 2020; Ogunjemite, Anunta, Adediran, Odewumi, Apaokagi and Fapojuwo, 2021). The depletion of these resources onsite should be of great concern to all practitioners in renewable resource management. Botanical gardens have certainly changed the world through their explorations and expositions of plant collections and thereby bring about significant social changes. The roles of botanical gardens in contributing to social change and innovation would include: their contribution to medicine, the way they have profoundly changed the nature of our relationship with the natural world, as an engine for the appropriation and development of cash crops, and as an agent for the commodification of the natural world. Botanical gardens can contribute significantly to environmental reconciliation in the twenty-first century if adequately explored. While some valuable instances are already realized, there exists opportunity to exploit the potential of botanical gardens (and other cultural institutions) further in ecotourism development. The level of plant research conducted in a botanical garden depends on available resources. Botanical gardens can contribute to actively changing attitudes and behavior towards the natural world. They have the potential to convey the relevance of plants to human life, and the impact which human lifestyles have upon the natural world through site visits i.e. Botanical tourism (Botanical Gardens Conservation International, 2010).

As gardens seek to serve their communities, botanical gardens are a source of community pride, enhance children's education through school programs and field trips, act as a vacation destination and attract tourists (Adetola, Oyeleke and Ogunjemite., 2013). Botanical gardens furthermore serve as venue for community meetings and cultural events, and provide information for people of all ages and backgrounds from amateur gardeners to university scholars (Smith, 1998). As a place of leisure and connection with nature, botanical gardens help visitors cope with stress (Kohlleppel, Bradley, and Jacob, 2002). One of the way gardens provide information to visitors is by displaying what plants can be grown in a particular area (Paterson, 1985).

Scholars have highlighted that plant is essential to support the biodiversity and help us to achieve the sustainable development (Donaldson, 2009; Pennisi, 2010; Blackmore *et al.,* 2011). Back home, many plants‛ diversity and species have been affected and forced to face extinction in Nigeria. These plants are a crucial part of biodiversity on our planet as they provide aesthetic values, cultural and economic benefits to us. For example, plants can provide sources of food, medicine, shelter, and clothing to most of the organisms in the world. Besides, plants are also the key determinant to maintain the balance of environment and biodiversity and help our ecosystem to achieve stability. Without plants, many wild animals will be placed in the danger of extinction due to the loss of habitats. Much more, natural disasters will also occur if the devastation of forests actions such as cutting down the plants indiscriminately and in the huge quantity continuous.

For years, the Nigerian flora served as important sources for pharmaceuticals and other therapeutic materials (Adekunle, 2008; Ayodele, 2005; Gbile and Adesina, 1986; Odugbemi 2008; Ogunjemite and Aharu, 2014; Okafor, 2010). Herbal plants constitute one of the many important resources of the forest on which the health of the average rural populace in Nigeria depends (Odugbemi, 2008). Many plants, particularly the edible ones are consumed for their nutritional values, not minding their medicinal importance (Adekunle, 2008; Ayodele, 2005). Records have shown that many of these plant species are available in the wild, in rural areas. The gradual loss of these flora genetic species will deprive man of their opportunity to meet the future as well as catch up with present challenges of the use of plants for the enhancement of the health of the individual (Obute and Osuji, 2002).

Botanical Gardens and Tourism Development

According to the International Agenda for Botanical Gardens in Conservation (IABGC, 2000), ―botanical gardens are institutions holding documented collections of living plants for the purposes of scientific research, conservation, display, and education‖. It is a public institution committed to the long-term maintenance of its collections. It can also be termed arboretums and any other garden that specializes in growing a specific type of plant. Botanical gardens should always have complete documentation of their collections, control over plants collected, and demonstrate responsible management of their collections. However, certain institutions are called botanical gardens for historical reasons and their aims are mainly recreational.

As the business of botanical gardens metamorphosed from its initial medicinal purpose to recreation, education, and many more, the history of botanical gardens in the western world can be traced to the human beginning and are found in all cultures, past and present. The first sets of gardens in Europe were established for medicinal purposes. The earliest medicinal gardens in Europe were established in the 16th and 17th centuries: Pisa in 1543, Zurich in 1560, Paris in1597, Oxford in 1621, Berlin in 1679, and others (Steere, 1958). *Colonial* powers created tropical botanical gardens as instruments of colonial expansion and commercial development. It also gives way to a comprehensive study of plants based on the work of Carolus Linnaeus (1707-1778) the father of modern taxonomy, gardens were laid out to show plant relationships. Live and preserved material poured into the botanical gardens of Europe, especially from the New World, to be exhibited, studied, and identified; and later as civic and sanctuary gardens (Bramwell *et al.*, 1987)

To the tourist, botanical gardens are places of special interest; they travel to observe plants in their native environment or in managed botanical gardens and parks. Other purposes of Botanical gardens as stated by IABGC (2000) include three main objectives. First is being known and accepted as an ideal place for recreation. Thus, specialised in exhibiting plant sales, picnics under the trees, and relaxing in a natural environment are some of the possibilities that botanical gardens offer both residents and tourists. The second is to serve as an educational tool, thus offering services for summer camps for kids, school group tours, interpretation, classes, and seminars as well as publications and other ways of sharing information between botanical gardens and horticulture and botany professionals. Lastly is a scientific objective and this sees botanical gardens as institutions for studying botany and plant-related areas of specialisation.

Although studying plants is not generally an enthusiastic practice, visits to locations where we could learn about plants to develop an interest in them should be encouraged. The botanical gardens, arboretum, and herbarium are the most readily available locations to do this. The botanical gardens in particular are the most obvious locations to enjoy such visits. Ten of such gardens were sampled for their potentials to serve recreation and tourism purposes. A systematic study of the plant communities and infrastructure of the sites for tourism development will establish the diversity of plants and level of development of sites for tourism purposes in Southwestern Nigeria.

METHODOLOGY

According to Greengrass (2006); Goodwin *et al*. (2017) site-to-site observation is an appropriate and effective method in a study of this nature. For this reason, Observational studies were carried out from one site to another among the ten Biological/Botanical Gardens that were purposely selected across the Southwestern region ecologies of Nigeria. Five to ten (5-10) common tree species were observed in the natural environment of the gardens as a rapid means to obtain some floral characteristics of the locations surveyed. Different divisions/sections of the gardens were noted as well as physical (buildings, fencing/demarcations, tracks, and trails) and natural features (river/streams, ponds, rocks and relics).

In addition to site observation, semi-structured interviews were carried with staff with correlating responsibilities with this study. The interaction with the staff at these sites provided additional knowledge and information on some of the features that were observed, assessed, and used in making informed conclusions. As firmly suggested by Bernard (2006), semi-structured queries are ideal and the same was adopted in this study due to its ability to clarify grey areas on some of the observations made.

The site-to-site observation was coordinated and executed based on the following criteria:

i. Availability of plant collections deliberately acquired for exhibition as botanical resources.
ii. General list of plants and approximate number of collections
iii. Definite organization of the plants‘ collection
iv. Different sections within the garden were identified
v. Management orientation; as either strictly for research, recreation, or both.
vi. Presence of distinct recreational facilities for the enjoyment of visitors
vii. Availability and presence of trained personnel (Curators) on-site that can contribute and facilitate learning, and

The presence of and records of visitors‘ attendance were also observed.

A total of ten (10) purposely selected Biological/Botanical Gardens were visited (Figure 1). These gardens were selected because they are among the few that are in existence within the

Southwestern Nigeria region, they granted our request to use them for this study and gave us permission for free access for a comprehensive site visit. These gardens are:

(a) University of Ibadan Botanical Gardens, Ibadan, Oyo State Nigeria (UI)

(b) Obafemi Awolowo University Botanical Garden, Ile-Ife, Osun State (OAU)
(c) Ladoke Akintola University of Technology Botanical Garden, Ogbomoso, Oyo State (LAUTECH).
(d) Alagbaka Biological Garden, Oke Eda, Akure Ondo State (ABG)
(e) Ogba Zoo, and Biological Garden, Benin City, Edo State (OZBG).
(f) Federal University of Agriculture Botanical Garden, Alabata, Abeokuta, Ogun State
(g) Lagos Urban Forest and Animal Sanctuary Initiative Nature Park, Lekki, Lagos State (LUFASI).
(h) Muritala Mohammed Botanical Garden, Badagry (MMBG)
(i) Agodi Gardens and Park, Agodi, Ibadan (AGB)
(j) University of Lagos Botanical Garden (UNILAG)

ANALYSIS

Records of observed features were taken and inferences on the sites were drawn. The results were expressed in tables and a figure along with pictorial evidence were presented the location of these sites and established that visitations were actually carried out.

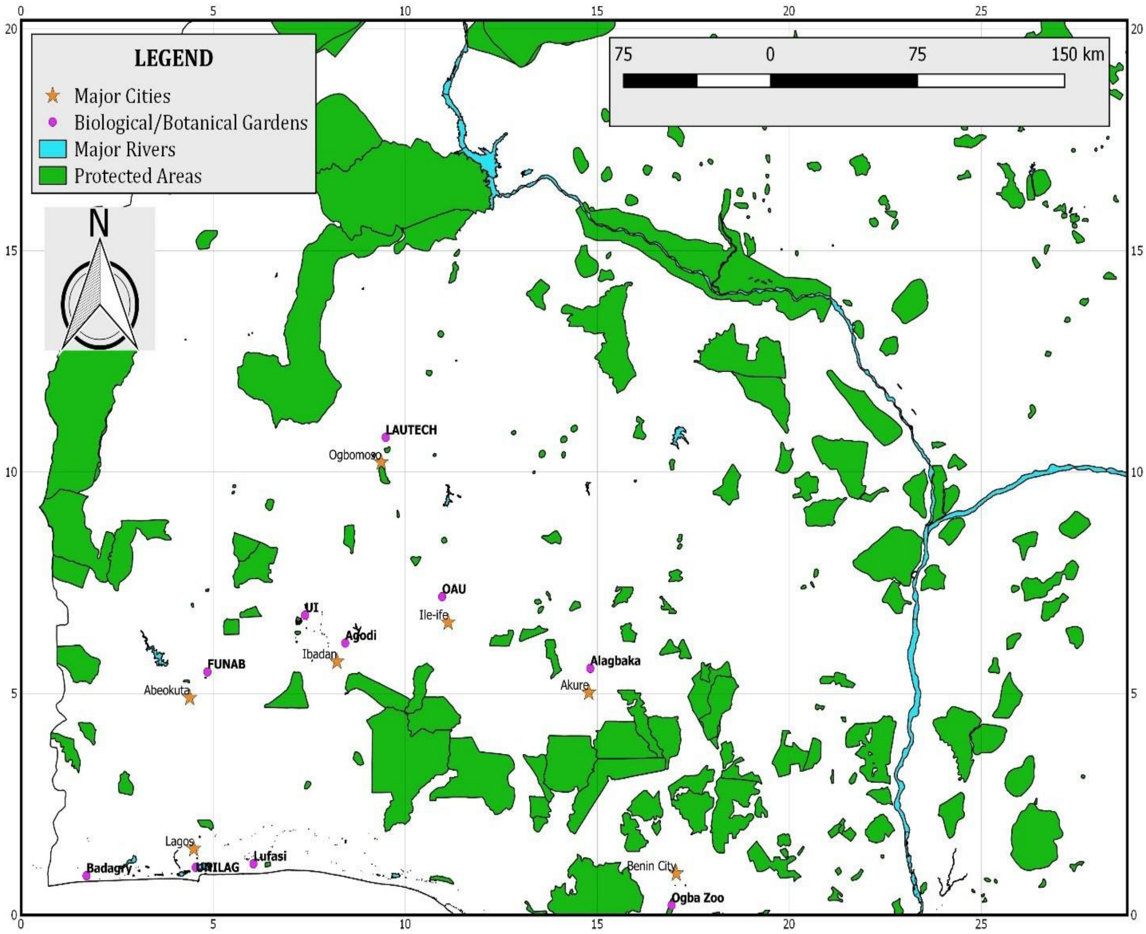

Figure 1: Map of Southwestern Nigeria showing the locations of Biological/Botanical Gardens sampled

RESULTS

Three of the sites (UNILAG, LUFASI, and MMBG) fall within the Coastal Ecological Zone. Five sites (UI, AGP, OAU, ABG, and OZBG Gardens) were within the Rainforest Ecological Zone and two of the sites (LAUTECH and FUNAAB Gardens) were within the Savanna and Savanna Outliner Zone (Figure 1). To a greater extent the species composition of dominant floristic plants recorded were characteristic of the different ecological zones represented.

In the Coastal ecologiesas depicted in Table 1, the Mangrove species of *Rhyzophorus* and *Avecinia*, *Raphia*, *Cocos nucifera,* and *Elaeis guineensis* were dominant. In the Rainforest ecologies, The *Ficus* spp, *Cola* spp, and emergent species such as *Triplocyton, Piptadeniastum,*and *Khayas* were dominant. Here also, the exotic species that had been well established in forest plantations such as *Teak*, *Gmelina*, and *Eucaliptus* were also prominently represented. In the Savanna outliner of FUNAAB and LAUTECH, conspicuous ecological dominants species like *Vitex doniana*, *Phoenix recticulum*, *Parkia biglobosa, Daniela oliveri* were observed. Also represented at these sites, are *Elaeis guineensis* and *Brachystegia* spp.

In all the sites (Table 2) there were office buildings and halls. Most often the Curators and Managers use the offices for administrative and technical purposes. The halls serve as facilities for the instruction and education of visitors. All sites visited were clearly demarcated. Tracks and trails for eco-view and research activities are laid and maintained for the enjoyment of visitors in virtually all the sites except at ABG and MMBG. In all the sites, there is the presence of a perennial source of natural water. At LUFASI, artificially constructed ponds were made and tagged ‗lakes' to attract more visitors. In OAU and ABG, the gardens serve as watersheds to the source of water. Rock-out sites were observed at UI and OAU where they satisfy the purpose of religious tourism. In addition to these features, all the sites sampled retain some forms of relic forest of the original environment or some degraded forms.

Table 3 enunciates the results of the interview interaction with staff and some additional observations made. In all the sites, there was plant collection, however, list of plant collections are only partially available at UI, LAUTECH, LUFASI, and UNILAG. Trained Curators were present in all the sites but at ABG where it's the Manager and MMBG where only the Guards were found. In all the gardens, there are different sections which include nursery, ornamentals, bog, recreation areas, children playing area, open field for entertainments and natural forest. The management of the gardens was observed to be for research and recreation. However, ABG orientation seems mainly for recreation while UNILAG is mainly for research. Recreational facilities are well developed in most of the gardens. Whilst recognizing the presence of plants in all the sites. Table 3 shows an abundance of plants at four of the sites, UIBG, LAUTECHBG, LUFASINP, and UNILAGBG. The table also depicts the presence of trained Curators at all the sites except ABG and MMBG. They all have different sections and the majority of the sites are managed under research and recreation orientation. This table also shows that most of the sites have recreational facilities and are attractive enough to attract tourists inward.

Table 1: Floristic Characteristics and recreational facilities of Biological/Botanical Gardens of Southwestern Nigeria

	Biological /Botanical Gardens	Common Characteristic tree species identified	Presence/Absence of recreation facilities	Remark
1	UIBG	*Elaeis guineensis, Ficus spp, antiaris, Pterygota macrocarpa, Khaya grandifolia, Triplochyton scleroxylon, Cola gigantean*	Recreation facilities are available in form of Hall, resting boots, and children playing area	Mostly rainforest characteristic species in a preserved environment. Erosion, flooding, and encroachment were observed
2	OAUBG	*Albizia sp, Bombas bonopocense, Ceiba pentandra, Ficus spp, Theobrama cacao, Cola spp and Bambusa*	Recreation facilities are partially available inform of sitting platforms and children playing area	The site represents characteristic fallow rainforest of Southwestern Nigeria
3	LAUTEC HBG	*Khaya senegalensis, Vitex doniana, Phoenix rectililum, Parkia biglobosa, Daniela oliveri, Cassia spp, Ficus exasparata, Brachystegia euricoma*	Recreation facilities are available in form of a Hall, resting boots, and children playing area	Mostly savanna characteristic species
4	ABG	*Gmelina aborea, Tectonia grandis, Elaeis guineensis, Bombas bonoposense, Albizia sp, Ficus spp*	Recreation facilities are available only inform of drinking and feeding boots	It is a mixture of exotic plantations and few new native colonizers
5	OZBG	*Piptadeniastum africana, Triplicyton scleroxylon, Lovoa tricliodes, Diospyrousspp, Cola gigantea* and *Ficus spp*	Recreation facilities available in form of Hall, feeding boots, children playing area, and mini zoo	Mostly rainforest characteristic with anthropogenic factors such as logging, erosion, and encroachment
6	FUNABB G	*Gmelina aborea, Tectonia grandis, Elaeis guineensis, Vitex doniana, Albizia sp, Ficus spp*	Not available	Exotic plantation species and remnant fallow species savanna rainforest transition
7	LUFASIN P	*Lophira alata, Alstonia congensis, Raphia hokeri, Cocos nucifera, Rhizophora mangle, Avicennia nitida. Lovoa trichiliodes and Elaeis guineensis*	Recreation facilities available in form of Halls, resting boots, and children playing area	Mostly coastal forest characteristic species being regenerated from oilpalm plantation. Relics of building and oilpalm processing mill was observed
8	MMBG	*Albizia sp, Raphia sp, Elaeis guineensis, Dripetisgilgiana, Myranthus aboreous*	Not available	It represents a degraded coastal forest environment
9	AGP	*Gmelina aborea, Tectonia grandis, Pinus strata, Casuarina equicentifolia, Elaesi guineensis, Vitex doniana,*	Recreational facilities are available in form of a Hall, resting boots, children playing area, and mini zoo	Mostly exotic species within the fragmented fallow forest
10	UNILAG BG	*Cocos nucifera, Elaeis guineensis, ,Spondia monbi, Pinus strata, Casuarina equicentifolia and other exotic species*	Recreational facilities are partially available inform of sitting platforms	Coastal swamp forest dominated with Mangrove species.

Abbreviations for the sites are as follows:1, University of Ibadan Botanical Gardens, Ibadan, Oyo State Nigeria (UIBG), 2, Obafemi Awolowo University Botanical Garden, Ile-Ife, Osun State (OAUBG), 3, Ladoke Akintola University of Technology Botanical Garden, Ogbomoso, Oyo State (LATTECHBG), 4, Alagbaka Biological Garden, Oke Eda, Akure Ondo State (ABG), 5, Ogba Zoo, and Biological Garden, Benin City, Edo State (OZBG), 6, Federal University of Agriculture Botanical Garden, Alabata, Abeokuta, Ogun State (FUNAABBG), 7, LUFASI Nature Park, Lekki, Lagos State (LUFASINP), 8, Muritala Mohammed Botanical Garden, Badagry, Lagos State (MMBG) 9, Agodi Gardens and Park, Agodi, Ibadan (AGP) and University Of Lagos Botanical Garden (UNILAGBG)

Table 2: Physical and natural features available in the Biological/Botanical Gardens of Southwestern Nigeria

		Physical Facilities available			**Natural Features Available**		
	Biological/Botanical Gardens	Buildings	Fencing/ demarcations	Tracks and trails	River/ streams / ponds	Rocks	Relics forest environment
1	UIBG	√	√	√	√	√	√
2	OAUBG	√	√	√	√	√	√
3	LAUTECHBG	√	√	√	√	–	√
4	ABG	√	√	√	√	–	√
5	OZBG	√	√	√	√	–	√
6	FUNABBG	√	√	√	√	–	√
7	LUFASINP	√	√	√	√	–	√
8	MMBG	–	√	–	√	–	√
9	AGP	√	√	√	√	–	√
10	UNILAGBG	√	√	√	√	–	√

Abbreviations for the sites are as follows:1, University of Ibadan Botanical Gardens, Ibadan, Oyo State Nigeria (UIBG), 2, Obafemi Awolowo University Botanical Garden, Ile-Ife, Osun State (OAUBG), 3, Ladoke Akintola University of Technology Botanical Garden, Ogbomoso, Oyo State (LATTECHBG), 4, Alagbaka Biological Garden, Oke Eda, Akure Ondo State (ABG), 5, Ogba Zoo, and Biological Garden, Benin City, Edo State (OZBG), 6, Federal University of Agriculture Botanical Garden, Alabata, Abeokuta, Ogun State (FUNAABBG), 7, LUFASI Nature Park, Lekki, Lagos State (LUFASINP), 8, Muritala Mohammed Botanical Garden, Badagry, Lagos State (MMBG) 9, Agodi Gardens and Park,

Agodi, Ibadan (AGP) and University Of Lagos Botanical Garden (UNILAGBG)

√ = Facility Present

– = Facility Absent

Table 3: Result of the interview and some of the observations made

	Biological/Botanical Gardens	Availability of plant collections	List of plants available	Trained personnel (Curators	Different sections	Management orientation (Research or Recreation)	Recreation facilities	Presences of visitors	Number of interviewees
1	UIBG	√	√	√	√	Both	√	√	7
2	OAUBG	√	-	√	√	Both	To some extent	√	5
3	LAUTECHBG	√	√	√	√	Both	√	√	4
4	ABG	√	-	-	√	Recreation	√	√	6
5	OZBG	√	-	√	√	Both	√	√	6
6	FUNABBG	√	-	√	√	Both	To some extent	-	4
7	LUFASINP	√	√	√	√	Both	√	√	7
8	MMBG	√	-	-	√	Both	-	-	2
9	AGP	√	-	√	√	Both	√	√	6
10	UNILAGBG	√	√	√	√	Research	To some extent	-	4
	Total								51

Abbreviations for the sites are as following:1, University of Ibadan Botanical Gardens, Ibadan, Oyo State Nigeria (UIBG), 2, Obafemi Awolowo University Botanical Garden, Ile-Ife, Osun State (OAUBG), 3, Ladoke Akintola University of Technology Botanical Garden, Ogbomoso, Oyo State (LATTECHBG), 4, Alagbaka Biological Garden, Oke Eda, Akure Ondo State (ABG), 5, Ogba Zoo, and Biological Garden, Benin City, Edo State (OZBG), 6, Federal University of Agriculture Botanical Garden, Alabata, Abeokuta, Ogun State (FUNAABBG), 7, LUFASI Nature Park, Lekki, Lagos State (LUFASINP), 8, Muritala Mohammed Botanical Garden, Badagry, Lagos State (MMBG), 9, Agodi Gardens and Park, Agodi, Ibadan (AGP) and University Of Lagos Botanical Garden (UNILAGBG)

√ = Facility Present

– = Facility absent

DISCUSSION

Although anthropogenic activities had exacerbated some changes as seen to be playing on environmental facilities such as the Botanic/Biological Gardens of the region of Southwest, Nigeria, the area is endowed with a lot of unique ecotourism destinations such as the only suspended lake (a body of stagnant water found on the mountain) in Africa (Olaniyi, *et. al*., 2019), Osun Osogbo Sacred Grove (Oyeleke, Ogunjemite and Nda-Sule, 2017), Idanre Hills Cultural Heritage Site, Ikogosi Warm Spring (Ogunjemite, Olaniyi, and Akinwumi,2016), Owu Waterfall (Ogunjemite, *et. al.,* 2021). It should be noted that the region is the safest destination in terms of the current security issue in Nigeria as observed by Bakare (2020)

Plant resources of the botanical gardens of Southwestern Nigeria

It is expected that not all species of plants may be adaptable to the different vegetation zones. Those that are lover of much rain are found towards the south and a good number of these were observed at LUFASI Nature Park examples of which are *Lophira alata, Cocos nucifera,* and the mangrove species (the red mangrove and black mangrove) are prominent species of this area. So also, are the raffia species. In the humid rainforest zone, emergent species such as *Khaya ivorensis*, *Alstonia bonei*, *Clestopholis patens,* and the ‗Iroko' were noted to be present at the University of Ibadan Botanical Garden probably because strict efforts had been made to protect the site. Nevertheless, erosion, flooding, and encroachment were still noted at the site. At LAUTECH Botanical Garden in Ogbomoso, which is a savanna and savanna outliner area, there are preponderance of the savanna species as well as some of the drier forest species e.g *Brachystegia* spp and *Albizia* spp were encountered while the typical savanna species like *Vitex doniana*, *Parkia biglobosa*, and *Ficus exasparata* were also observed. It is therefore not surprising that these sites recorded the highest level of species diversity. This is the northernmost site surveyed and some of the original forest species still persist despite the increased savannazation of the environment attesting to global/climate change as opined by Okali (2010).

Physical and natural features available in the Biological/Botanical Gardens

Physical and natural facilities are essential to a veritable tourism enterprise and this must be in place in adequate proportion to guarantee tourist satisfaction and pleasure as opined by Klys, Camargo-Borges and Mitas (2017). All the sampled sites were equipped with some recreational facilities. This is an indication that the management of the locations mandates goes beyond just the collection of plants but includes recreation and consequently tourism was included. Some of the locations could boast of overnight resting facilities inform of Guest House and Hotels very close to their premises. That these facilities are not built directly within the gardens does not stop the facilities from being used for tourism even in Parks with larger areas, such facilities are discouraged within core area to minimize impact of tourists on the environment and to guarantee the integrity of such sites (Olaniyi, Akindele and Ogunjemite, 2018).

In addition, all the Gardens sampled were located along the course of the perennial sources of water such as rivers, streams, and ponds. In some cases, such as at OAU and ABG, the gardens serve as a watershed to the main community source of water and thus confirming the assertion of Bereziat (2003) that tourism has an impact on the natural and built environment of the local population at the places visited and the visitors themselves. These gardens are in a hilly environment that serves as sources for streams and as rivers of the region. Protecting the source of water in an ecotourism destination is very important at maintaining the ecological integrity of such sites as observed by Olaniyi and Ogunjemite (2015); Olaniyi *et al.* (2016) and Ogunjemite *et al*. (2016).

The Rock-out areas at two of the locations; UI and OAU, where they appeared to assist as recreational facilities were also observed to enhance religious tourism as praying groups were encountered performing religious activities during the survey. This is a confirmation that religious tourism is a key issue in Nigeria tourism enterprise. This view was expressed by Obateru *et al*., (2016) who opined that religious tourism should be given adequate attention in development of the tourism sector of Nigeria.

All the three sites sampled in the coastal environment are on flat land within ten to fifteen meters above sea level. This conferred some uniformity on the environment. It also expresses Botanical gardens soothing characteristics to the urban resilient life of the coastal population of commercial cities like Lagos, Badagry, and Epe (Kolawole, 2019). In the coastal environment of Lagos State, the sites within the rainforest environment are on undulating land within hills, slopes, and river courses thereby increase the chance for varieties and forms in plant life supporting the observation of Olorode (2009). This also affirms the work of Olaniyi *et al*., 2016 that altitudinal changes influence the distribution of plant resources in ecotourism destinations with an added scenery beauty of the sites.

Interaction through interview

Generally, there was an appreciable high level of awareness in botanical tourism in the sites located within or very close to urban areas, particularly where it takes the concept of Biological Garden (LUFASI, OGBA, AGODI) with the inclusion of few animals rather than strictly botanical collections. This aligns with the general attitude that animals provide better attraction to tourists than plants will do. A good management practice will, therefore, be to permit the inclusion of few species of animals in a botanical garden. The gardens at UNILAG, MURITALA, OAU, LAUTECH, and FUNAB maintained strictly botanical collections and visitor turnout could only be said to be moderate. Nevertheless, UI Botanical Garden is a class on its own; the size, the history, the development, and the management stand it apart from others. Though started strictly as research facilities, it has been able to incorporate recreational and tourism facilities in recent times and this is making it more popular in recreational business among educated folks and elites as observed in this work. Alagbaka Biological Garden (ABG) in Akure is also making a noticeable contribution as a recreation and relaxation site in the growing city. However, its small size may limit the potential to make many contributions as there are no opportunities to introduce animal components based on the size and location.

Botanical tourism like any ecotourism sector has the capacity to contribute substantially to economic growth in line with the assertion of Ezealor *et al*., (2011); Honey (2003); Okali, (2010). What is required includes providing the right infrastructure facilities and creating awareness as recommended by Kolawole (2019). Visitors' expectations are bound to change and there is a need to match their expectations with correlating features at the sites. As much as people will love to see animals, a number of people will also love to see spectacular trees and green vegetation alike.

CONCLUSION

All the sites surveyed in the study area have some potentials for Botanic recreation. The sites are endowed with ecotourism resources of significant values such as rare and aesthetic means. Four of these sites (LUFSINP, UIBG, LAUTECHBG, and OZBG) appear to have developed beyond just recreation and can support tourism initiatives with overnight facilities available on ground and within the immediate vicinity of the gardens. Overnight facilities are supported within UI campus and such facilities are just within stone throw in LUFASNP, LAUTECHBG, and OZBG. It is recommended that these four sites be studied further to realize the full potentials of Botanic/Biological Garden for recreation and tourism.

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OPERATIONALIZING THE PRINCIPLES OF SUSTAINABLE TOURISM FOR ENVIRONMENTAL SUSTAINABILITY OF IDANRE HILLS, ONDO STATE, NIGERIA

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ABSTRACT

The research study aimed to reveal the environmental obtainable practices of Idanre hills, to identify the strategies for operationalising the principles of sustainable tourism of Idanre hills, Ondo State and to disclose the benefits of operationalising the principles of sustainable tourism of Idanre hills, Ondo State to the benefits of the humanity. The researchers in purposive sampling technique for selection of two hundred and five (205) respondents that comprised of 100 residents, five (5) staff that were present at the time of the study and 100 tourists. The data gathered through the administration of 205 questionnaires of which only one hundred and seventy two (172) were retrieved representing 84% returned rate that comprised of four (4) questionnaires representing 80% from staff, 93 questionnaires representing 93% from tourists and 75 questionnaires representing 75% from residents were presented and analyzed with the use of simple percentage method while simple linear regression analysis of IBM SPSS was used in the test of hypothesis. Findings revealed that operationalising the principles of sustainable tourism can significantly influence the environmental sustainability of Idanre hills, Ondo State. It was concluded that sustainable tourism of Idanre hills, Ondo State is anticipation of actions that can enhance full account of environmental protection. The researchers recommended that the stakeholders in the management of Idanre hills should ensure that the possible highlighted strategies should be put in place.

.***Keywords**: environment, environmental sustainability, operationalising, sustainability sustainable tourism*

INTRODUCTION

Sustainability is a collective goal that generally designed at human to safely co-exist with the nature from generation to generation (Purvis, Mao and Robinson, 2019). The conception of sustainability firstly appeared in the Brundtland Report in 1987 published by United Nations. It is also known as our common future in an effort to offer possible way-out to the problems emerging from human activities across the world through increased human population and industrialization (Gordon, 2021).

The conception of sustainability is a long-term of viability of community social institutions that has grow significantly and has been linked and integrated into three interlocking goals namely environmental, social and economic sustainability (Goni *et.al*, 2015). The concept of sustainability is used to guide decision at global, national, regional, local and individual levels to enhance a healthy and sustainable living (Berg, 2020).

Thus, environmental sustainability is characterized with impacts of human activities on natural systems. It is a condition of balance and resilience that allows human society to satisfy its needs (Figure 2) without jeopardizing the capacity of the supporting ecology in order to enhance continuous regeneration of resources to meet the needs of generations to generations (Morelli, 2011). That is, environmental sustainability is responsible interaction intended at enhancing the quality of human life without putting ecology in jeopardy for use by future generations (Thomsen, 2013). Furthermore, the three - nested - dependencies model (Fraser and Sewell, 2019) also known as the strong sustainability model (Panth, 2017) believed that the environment sustain all form of life and encompasses the social and economic fields and that without the environment, neither the society (man) nor his economy can exist. That is, the environment is a set and the society and economy are sub-sets (Figure 1). Meanwhile, the United Nations World Tourism Organization emphasised the practices of environmental sustainability by means of promoting the principles of sustainable tourism in the course of various channels of Sustainable Development Goals (SDGs) explicitly identified as goal number 1 – Sustainable cities and well-being, goal number 6 – clean water and sanitation, goal number 13 – climate action, goal number 14 – life under water and goal number 15 – life on land (Fennell and Cooper, 2020).

Consequently, the principles of sustainable tourism are describe as the tourism activities that take complete description of the present and future environmental, economic and social activities of the residents and tourist in tackling the needs of the environment (Zeng, 2022). That is, the principles of sustainable tourism are actions by individual, business operators, tourists, legislators among others that are aimed at reducing or stopping the negative impacts of tourism activities on the ecosystem in which such activities take place (Figure 3). It is a concept of visiting a place as tourist (s) and trying to make only positive impacts on the environment (Ibid).

This research tends to reveal the environmental obtainable practices of Idanre hills (Figure 4), to identify the strategies for operationalising the principles of sustainable tourism of Idanre hills, Ondo State and to disclose the benefits of operationalising the principles of sustainable tourism of Idanre hills, Ondo State to the benefits of the humanity.

Similarly, The null hypothesis of the study; operationalising the principles of sustainable tourism cannot significantly influence the environmental sustainability of Idanre hills while the alternative hypothesis; operationalising the principles of sustainable tourism can significantly influence the environmental sustainability of Idanre hills.

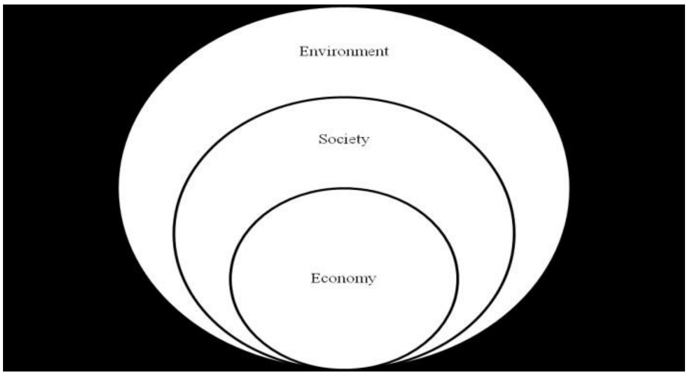

Figure 1: *The* Three - Nested - Dependencies Model of Environmental Sustainability
Source: Adapted from Fraser and Sewell (2019).

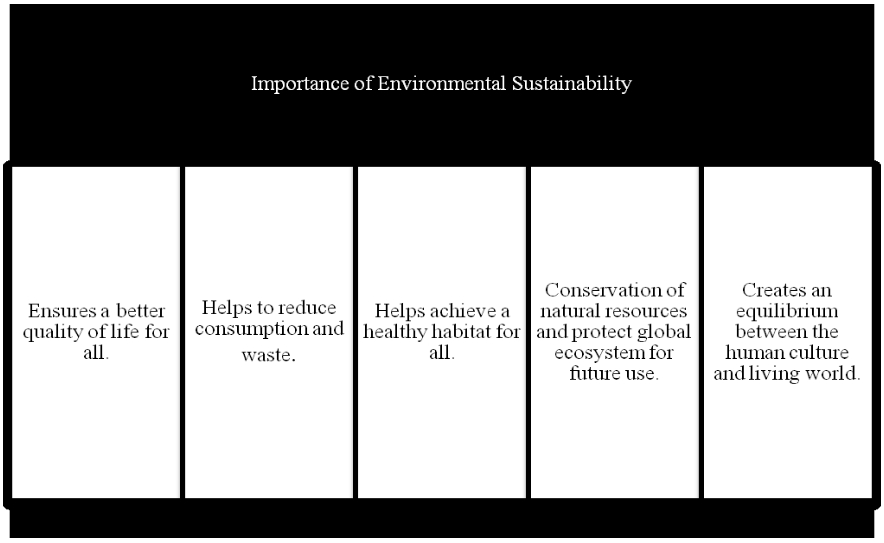

Figure 2: The Importance of Environmental Sustainability

20).

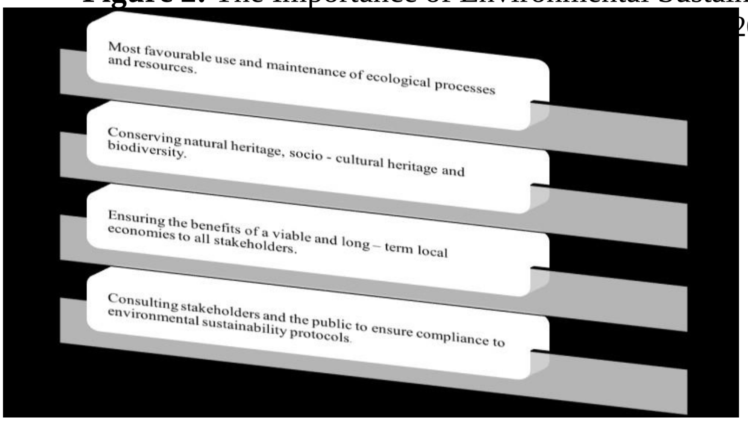

Figure 3: The Environmental Principles of Sustainable Tourism
Source: Adapted from Iwona (2012).

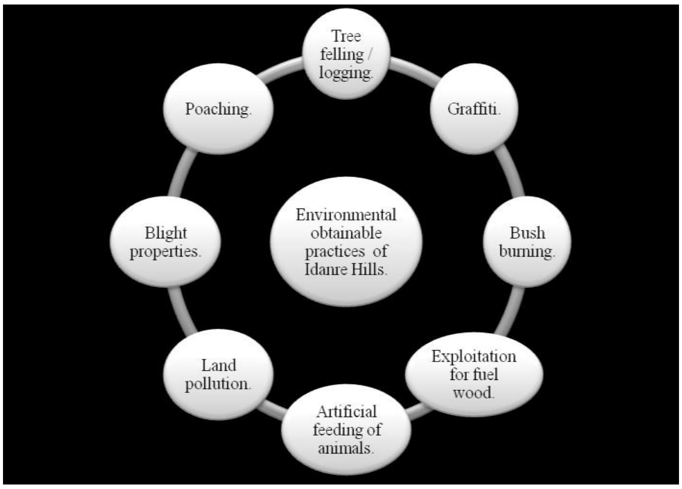

Figure 4: The Environmental obtainable practices of Idanre hills
Source: Researchers fieldwork (2022).

However, sustainable tourism should generally embrace the call for environmental protection, social equity, improved quality of life, community identities, cultural diversity, prosperity and reducing the negative effects of tourism activities (Zeng *et.al*, 2022).

Statement of Problem

There is no doubt that sustainable tourism influences and encourage the progress of conservation efforts and biological diversity of a destination but only if proper approach are taken in the process of planning and implementation. Thus, the implementation of the sustainable tourism requires strategies prepared with the involvement of local communities through a well – monitored programme (CEETO, 2018). Similarly, sustainable tourism is not a widely used and understood concept while ecotourism is more frequently used but more in the context of ecological sites (Parnwell, 2018).

LITERATURE REVIEW

It was observed that many literatures have been written on principles of sustainable tourism. It was apparent that Iwona (2012) focused on the necessity of sustainable development in tourism due to limited resources to use by the future generation. Kilipiris and Zardava (2012) focused on how sustainable tourism theory can be operationalised through a variety of tourism enterprises. Lenassi (2013) focused on the importance of effects of tourism in Venice and thus also discussed the possible solution that could help in transforming the tourism sector in Venice. Similarly, Kostic and Jovanovic - Toncev (2014) focused on relationship between sustainable development and tourism in Serbia. Zamfir and Corbos (2015) focused on how to achieve and manage sustainable tourism development in urban areas. In addition, Adebayo (2019) only focused on how issues of sustainability are being conceptualized by tourism officials that are responsible for the management of Idanre hills. Aydin and Alvarez (2020) focused on traits that are found in tourists as mostly common in achieving sustainability.

Thus, all the aforementioned literatures and many others have not specifically focus strategies for operationalising principles of sustainable tourism in Idanre hills, Ondo State and thus possibly suggest possible ways how operationalising principles of sustainable tourism in Idanre hills will significantly influence environmental sustainability.

METHODOLOGY

The Idanre Hill is one of the largely beautiful natural landscapes in Ondo State and consists of high plain with amazing valleys intermingled with iceberg of about 3,000 feet above the sea level with a distinctive flora and fauna upon which the enriching landscape has integrated. Idanre Hill is located in Idanre town of land area 619 square miles and on the coordinates 9°08′N and 5°08′E with an inhabitants of 129,024 based on the 2006 National Population Census (Ajiola, 2015).

The population of the study was a survey of residents of Idanre, Staff and Tourists at the Idanre hills and resort. The researchers in purposive sampling technique for selection of two hundred and five (205) respondents that comprised of 100 residents, five (5) staff that were present at the time of the study and 100 tourists. The data gathered through the administration of 205 questionnaires of which only one hundred and seventy two (172) were retrieved representing 84% returned rate that comprised of four (4) questionnaires representing 80% from staff, 93 questionnaires representing 93% from tourists and 75 questionnaires representing 75% from residents were presented and analyzed with the use of simple percentage method.

Meanwhile, simple linear regression analysis of IBM SPSS was used in the test of the hypothesis in order to know how strong the relationship between the independent and dependent variables is and to predict the value of dependent variable from the value of independent variable (Rosenthal, 2017) which assisted the study in a logical conclusion.

RESULTS OBTAINED

Table 1: The strategies for operationalizing the principles of sustainable tourism of Idanre hills, Ondo State

Variables	**Frequency (Agreed)**	**Percentage (%)**
Tourists should be educated on expected behaviour at the tourist site.	124	72.00%
Symbols must be provided at the tourist site and should not be nailed directly to the trees. Symbols should be visible and supported by graphic means and strictly followed.	137	80.00%
Information centre should be established to keep information available.	149	86.00%
Adequate methods of waste disposal for solid waste should be provided at the tourist site.	169	98.00%
Regular observation of clean up exercise.	152	88.00%
Closure of the tourist site should be encouraged either permanently or temporarily for a certain period.	98	57.00%
Principles of carrying capacity should be strictly followed at the tourist site.	114	83.00%
Involvement and positive motivation of residents as environmental volunteers.	164	95.00%

Source: Fieldwork (2022).

The table 1 above shows that 124 respondents representing 72.00% agreed that tourists should be educated on expected behaviour at the tourist site while 137 respondents representing 80.00% agreed that symbols must be provided at the tourist site and should not be nailed directly to the trees and that symbols should be visible and supported by graphic means and strictly followed. Thus, 149 respondents representing 86.00% of the respondents agreed that information centre should be established to keep information available. Similarly, 169 respondents representing 98.00% agreed

that adequate methods of waste disposal for solid waste should be provided at the tourist site, 152 respondents representing 88.00% agreed that regular observation of clean up exercise. Thus, 98 respondents representing 57.00% of the respondents agreed that closure of the tourist site should be encouraged either permanently or temporarily for a certain period, 114 respondents representing 83% agreed that principles of carrying capacity should be strictly followed at the tourist site while 164 respondents representing 95% agreed that involvement and positive motivation of residents as environmental volunteers. This indicated that strategies for operationalising the principles of sustainable tourism of Idanre hills, Ondo State is important.

The aforementioned is line with Guide for Sustainable Tourism Best Practices (2019) that state that background information should be provided to educate visitors on how to behave properly when visiting the tourists' site.

Also, the above is line with Ikusemiju *et.al* (2019) that state that signs should be provided at tourist site and should not be nailed to the trees, information village should be provided to keep information available about the importance of the tourists centre and that the host community of Idanre should get involved in sustainable development initiatives.

Table 2: The benefits of operationalising the principles of sustainable tourism of Idanre hills, Ondo State to the benefits of the humanity

Variables	**Frequency**	**Percentage (%)**
Protect the environment both the flora and fauna.	53	31.00%
Create a wide-range and accessible tourism opportunities to the host community.	34	20.00%
Enhance the mutual understanding and benefits both the tourists and residents.	38	22.00%
Safeguard the cultural heritage and enhance authentic tourists experience at the tourist site.	43	25.00%
No Response	4	2.00%
Total	**172**	**100%**

Source: Fieldwork (2022).

The table 2 above revealed that 53 respondents representing 31.00% agreed that the benefits of operationalising the principles of sustainable tourism of Idanre hills will help protect the environment both the flora and fauna and that 34 respondents presenting 20% were of the opinion that it will help create a wide-range and accessible tourism opportunities to the host community.

Consequently, 38 respondents representing 22.00% believed that it will enhance the mutual understanding and benefits both the tourists and residents while 43 respondents representing 25.00% believed that it will safeguard the cultural heritage and enhance authentic tourists experience at the tourist site. Thus, 4 respondents representing 2.00% did not respond.

The above is in line with Wardle (2021) that states that the benefits of principles of sustainable tourism help protect the environment and natural resources, help create inclusive and accessible tourists potentials and that sustainable tourism will benefits the tourists and residents.

Also, in line with above, sustainable tourism scheme provide socio- economic benefits, long – term economic availability, stable employment, poverty reduction, social services and generation of income to the host community and all the stakeholders (Panda, 2019).

Table 3: Summary of Simple Linear Regression Analysis of operationalising the principles of sustainable tourism can significantly influence the environmental sustainability of Idanre hills.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.939[a]	.881	.881	.27504	.881	1261.559	1	170	.000

a. Predictors: (Constant), ES

b. Keys: POST – Principles of Sustainable Tourism, ES – Environmental Sustainability.

Source: IBM SPSS Output (2022)

The summary model provided the R and R^2 values. The R value represent simple correlation with 0.939 (R column) indicated a high degree of correlation. The R^2 value (R Square column) with 0.881 indicated how much variation in the dependent variable ―Principles of Sustainable Tourism‖ was explained by the independent variable ―Environmental Sustainability‖.

Similarly, since P - value is 0.000 is less than 0.005; therefore, the researchers rejected H_o and thus, accepted H_1. That is, operationalising the principles of sustainable tourism can significantly influence the environmental sustainability of Idanre hills, Ondo State.

CONCLUSION

From the study, it was discovered that the rational responses of respondents showed clearly that sustainable tourism of Idanre hills, Ondo State is anticipation of actions that can enhance full account of environmental protection by minimizing or reducing the damage done in the course of tourists activities, ensuring conservation and protection of the flora and fauna and thus, offer experiences that allow tourists to re-unite with the nature. Hence, sustainable tourism will contribute positively towards the advancement of the host economy and conservation of the environment in meeting the needs of the present generation without jeopardizing the needs of future generations.

RECOMMENDATIONS

Based on the study, the researchers recommended the following:

- Massive awareness on the importance and principles of sustainable tourism should be embarked upon by the stakeholders in the management Idanre hills, Ondo State.
- Relevant legislations that will support sustainable tourism of Idanre hills should be enacted by the government and such laws should be effectively implemented.
- The stakeholders in the management of Idanre hills should ensure that the possible highlighted strategies should be put in place.

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ANALYSIS OF PUBLICITY STRATEGIES IN THE PROMOTION OF ADO AWAYE, SUSPENDED LAKE TOURISM CENTER IN OYO STATE, NIGERIA

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ABSTRACT

This study focused on publicity strategies in the promotion and marketing of Ado-Awaye suspended lake as a tourist destination in Oyo State, Nigeria.There are some publicity challenges mitigating against Ado-Awaye as a tourist site . Primary data was obtained through administration of structured questionnaire to tourists and management of the site, and interviews with the key informants. These instruments were used to obtain information about promotional strategies and factors militating against it negatively affecting the publicity of the site in which a total of 136 copies of questionnaire were distributed to the tourists and 14 copies were administered to the management of the site. Data obtained were analysed with descriptive statistics. Results revealed word of mouth strategy (mean=3.80±1.11) as the most effective and facebook (3.79±0.80) as the effective social media platform used to publicize the destination amongst the other strategies like broadcast and print media, social media, bill boards and collective destination marketing approach. However, challenges to publicity of the site include inadequate fund for promotion (mean= 3.81±1.05), inadequate promotional messages by the management to tourism stakeholders (mean= 3.79±0.96), inadequacy of online promotional strategies (mean= 3.63±1.14) and government neglect of site (3.09±1.44) among other factors. The study recommends that more efforts be made to promote the attraction particularly via the use of online promotional strategy in order to project the image of Ado-Awaye Suspended Lake, tourism destination to the world and boost tourist patronage similar to Hanging Lake in Colorado, USA.

Keywords: suspended lake, tourism, publicity, effectiveness, challenges

INTRODUCTION

The development of tourism as an alternative revenue source is the innovative strategy in most countries because of its multiplier effect on other sectors of the economy, creating large volume of job for both skilled and unskilled labour. Basically, the impacts of tourism are felt in a nation socially, environmentally and economically. At the society‘s level, the benefits cut across peasants, artisans and even professionals irrespective of gender, race or age bracket (Ndanusa *et al.*, 2014). Environmentally, tourism has the potentials to conserve the natural environment, preserve antiquities, historical monuments and traditional behaviours such as culture, food, language, heritage, arts and crafts. Economically, tourism creates wealth capable of stimulating both domestic and foreign earnings of any nation from direct activities or associated businesses (National Tourism Development Master Plan, 2006). The tourism sector is made up of many subcategories, such as nature tourism, agro-tourism, anthro- tourism, safari tourism, ecotourism and more (Leung *et al.*, 2015) that would create opportunities for local communities to benefit from their culture and natural assets through employment in tourism activities and the supply of services and goods such as food, excursions or handicrafts directly to visitors, without having to migrate to towns in search of a better life (UNWTO, 2011). Ecotourism, a subset of the tourism as defined by Hector

Ceballos-Lascurain in the early 1980‘s (Das and Chatterjee, 2015a) is a form of tourism that involves travelling to relatively undisturbed natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects, both past and present found in these areas. It can also be said to be series of activities that bring the tourists closer to the environment, where they can take part, be entertained and feel the excitement of learning, visiting and finding something new based on nature or the environment (Lee and Siti, 2010).

Nigeria has the potentialities required for tourism development such as natural features and land formations, man-made creativities and artifacts and divergent heterogeneous culture, yet the industry has not grown significantly. Oyo state, ranks among the most privileged states in Nigeria in terms of endowment of natural attractions. Various ecotourism attractions are available in Oyo state that still preserves its heritage, nature, beautiful environment and its rich culture, many activities can be carried out in the ecotourism areas that have potential to contribute higher earnings to the people and Oyo state generally (Eja *et al*., 2012).

Ado-Awaye Suspended Lake is one of the only two Suspended Lakes in the whole world (Akande, 2017). The Suspended Lake is located in Oyo State and this ought to make it an instant destination choice for tourists and a good place to invest by tourism stakeholders but its potentials are being greatly underutilized. The other suspended lake, Hanging Lake in Colorado is located at the Canyon, about 11 kilometres east of Glenwood springs and attracts a minimum of 131,000 tourists per annum (Akande, 2017). It has been greatly utilized over the years to the extent that the management of the site has put a limit to the number of tourists that could visit the site per day. The current situation in Ado-Awaye suspended lake tourist centre calls for implementation of effective promotional and marketing strategies to be optimally explored by domestic and international tourists to patronize like its counterpart in the United State.

This research therefore unfold the publicity challenges and recommend mitigating measures that could be employed in Ado-Awaye Suspended Lake tourist site which will form a baseline information and working document for the government and other stakeholders in the tourism sector for the development of this unique tourist destination in Oyo State, Nigeria.

METHODOLOGY

This study was carried out at Ado-Awaye suspended lake, located in the Araromi local government area, 20 kilometres from Iseyin in Oyo state, South West Region of Nigeria with Latitudes 7^0 48‘00‘‘N and 7^0 54‘00‘‘N and on longitudes 3^0 18‘ 00‘‘E and 3^0 30‘ 00‘‘E with an approximate area of about 220sq Km (Ibrahim *et al.,* 2015).

Primary and secondary methods of data collection were used in this study. Primary data were obtained through administration of structured questionnaire to tourists and management of the site, interviews with the key informants such as the community leader, locals who sometimes serve as tour guides to tourist and the King, while secondary data were obtained through visitor‘s registers, journals, google maps, articles, internet sources, blogs, videos and other documents relevant to this research.

Two sets of structured questionnaires were used; the first was administered to the tourists at the Ado-Awaye attraction site while the second was for the king of the host community and his council of chiefs in charge of management of the site. A total of 136 copies of questionnaire were administered to the tourist in accordance to the sample size determined according to Krejcie and Morgan (1970) method out of which 123 were retrieved while 14 copies of questionnaire were administered to all members of the king‘ council in charge of the management of the site. The questionnaire identified various promotional strategies used for publicity of Ado Awaye, effectiveness of the promotional strategies and the factors that hinders the publicity of the site.

The quantitative data were analysed in terms of numerical values, whereas the qualitative data were analysed in terms of meaningful content description. The obtained data were edited, categorized, arranged, and organized before being entered into the software. Using SPSS software version 20, frequency, percentages, means, and standard deviation were calculated and charts were also used in results presentation.

RESULTS OBTAINED

Demographic Characteristics of Respondents

The demographic characteristics of the tourists sampled in this study are as presented in the Table 1. It can be observed that 85 of the tourists were male (69.11%) while 38 were female (30.89%). The age of the respondents was distributed with 8.13% of them being below 18 years of age, 72.36% belonging to age group ―18-30‖ years, and 18.70% belonging to age group ―31-50‖ years, while 0.81% were above 50 years of age. In addition, 54.47%, 44.72% and 0.81%, of the visitors were single, married and divorced, respectively. Tourists' educational attainment had 2.4% as not educated, 22.8% have primary school degree, 52.8% were educated to the secondary school level and 22.0% have tertiary education. Also, 39.8% of the respondents who visited during the time of this research were students, 43.1% were self-employed and 17.1% were civil servants that depended on the government for their income. Majority of the tourists were Muslims which constituted 56.9%, 34.1% were Christians and 8.9% were traditionalists. Highest percentage (93.5%) of the visitors were Nigerians and 6.5% were foreigners.

Table 1: Demographic characteristics of tourist respondents in Ado Awaye Suspended Lake

Demographic Characteristics	Variable	Frequency (N=123)	Percent (%)
Gender	Male	85	69.11
	Female	38	30.89
Age	< 18 years	10	8.13
	18-30 years	89	72.36
	31-50 years	23	18.70
	Above 50 years	1	0.81
Marital status	Single	67	54.47
	Married	55	44.72
	Divorced	1	0.81
Education level	Non formal	3	2.4
	Primary	28	22.8
	Secondary	65	52.8
	Tertiary	27	22.0
Occupation	Student	49	39.8
	self employed	53	43.1
	civil servant	21	17.1
Religion	Christianity	42	34.1
	Islam	70	56.9
	Traditional	11	8.9
Nationality	Nigerian	115	93.5
	Foreigner	8	6.5

Trip Characteristics

Regarding the trip to Ado Awaye Suspended Lake Tourist Destination, 72.4% were first time visitors and 27.6% were repeaters (Figure 1). Majority of the respondents visited alone (46.3%), 18.7% visited friends and family, tour group (11.8%). Spouse (11.4%) while 9.8% were on school excursion (Figure 2).The visitors' purpose of visit to the site were for relaxation, religious, education, research and other purposes which constituted 74.0%, 19.0.%, 16.0%, 14.0% and 1.6% respectively (figure 3) and most of them got to know about the destination through brochures (35.8%), word of mouth (35.8%), internet/social media (6.5%%), tourism agencies(13.0%), print/mass media (4.0%) and educational tour (4.9%) as shown in Table 2.

Figure 1: Frequency of Visit

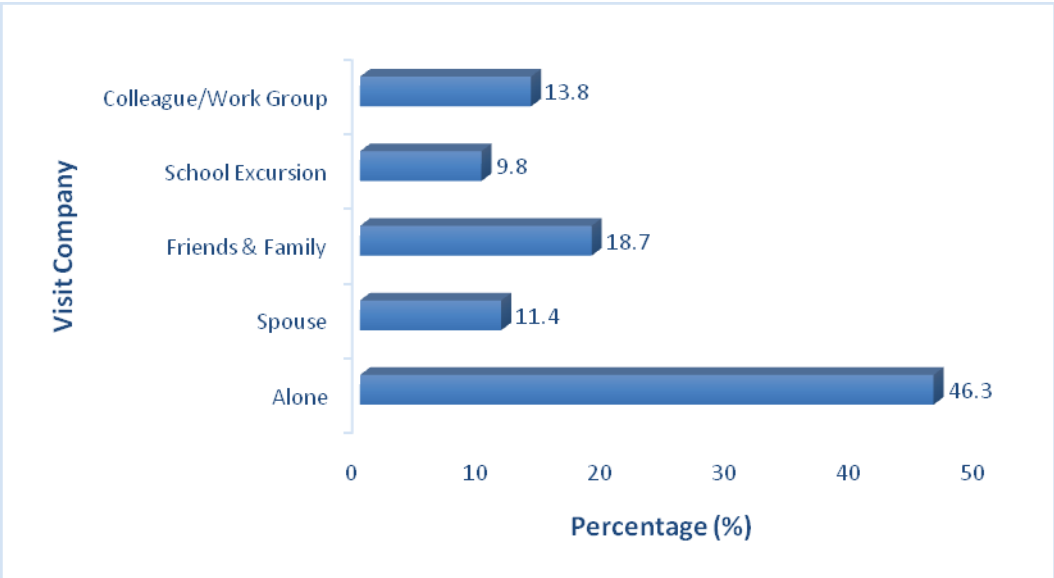


Figure 2: Visit Company of Respondents

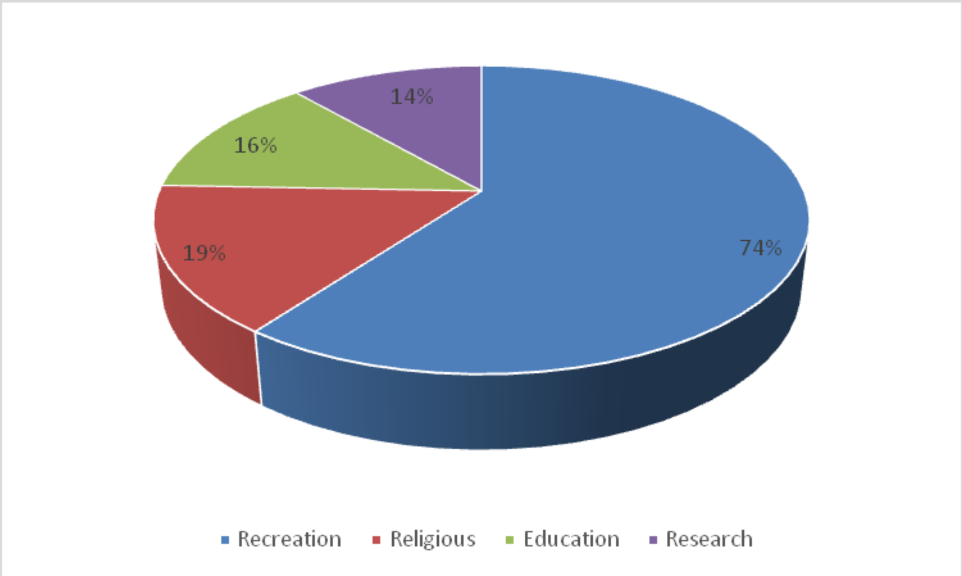


Figure 3: Respondents' purpose of visit to Ado Awaye Suspended Lake

Table 2: Medium of awareness about Ado Awaye Suspended Lake

How Did You Know About Ado Awaye Tourist Destination?	Brochures	44	35.8
	Internet/social media	8	6.5
	Tourism Agencies	16	13.0
	Word of Mouth	44	35.8
	Print/MasS Media	5	4.0
	Educational Tour	6	4.9

Tourists Perception on the Effectiveness of Promotional Strategies used in Ado-Awaye Suspended Lake Tourist Site

Table 3 revealed that majority of the tourist respondents opined that the word-of-mouth strategy i.e dialogues, phone calls, etc (mean=3.80±1.11) was the most effective strategy in publicising the destination. In addition, WhatsApp (mean=3.47±1.28), Facebook (3.53±1.24), Collective Destination Marketing Approach (mean=3.41±1.09) and the Broadcast Media e.g. television, radio (mean=3.42±1.17) were also rated good and more effective. On the other hand, print media e.g. newspapers, magazines, brochures, etc. (mean=3.29±1.23), Billboards (mean=3.18±1.26), Instagram (mean=3.28±1.35), Skype (mean=3.24±1.36) and Twitter (mean=3.31±1.31) were regarded as being less effective in publicizing the site.

Table 3: Tourists perception of the effectiveness of promotional strategies used in Ado-Awaye Suspended Lake

Promotional strategies	Perceived Level of Effectiveness	Frequency	Percent	Mean ±SD
Broadcast media (television, radio, etc.)	Very Poor	12	9.8	3.42±1.17
	Poor	17	13.8	
	Neutral	16	13.0	
	Good	63	51.2	
	Excellent	15	12.2	
	Total	123	100.0	
Print media (newspaper, magazines brochures, leaflets)	Very Poor	12	9.8	3.29±1.23
	Poor	26	21.1	
	Neutral	17	13.8	
	Good	50	40.7	
	Excellent	18	14.6	
	Total	123	100.0	
Collective Destination Marketing Approach	Very Poor	8	6.5	3.41±1.09
	Poor	20	16.3	
	Neutral	22	17.9	
	Good	59	48.0	
	Excellent	14	11.4	
	Total	123	100.0	
Word of mouth	Very Poor	8	6.5	3.80±1.11
	Poor	10	8.1	
	Neutral	12	9.8	
	Good	61	49.6	
	Excellent	32	26.0	
	Total	123	100.0	
Billboards	Very Poor	15	12.2	3.18±1.26
	Poor	28	22.8	
	Neutral	15	12.2	
	Good	50	40.7	
	Excellent	15	12.2	
	Total	123	100.0	
Facebook	Very Poor	8	6.5	3.53±1.24
	Poor	25	20.3	
	Neutral	13	10.6	
	Good	48	39.0	
	Excellent	29	23.6	
	Total	123	100.0	

Insta Gram	Very Poor	15	12.2	3.28±1.35
	Poor	26	21.1	
	Neutral	18	14.6	
	Good	37	30.1	
	Excellent	27	22.0	
	Total	123	100.0	
WhatsApp	Very Poor	10	8.1	3.47±1.28
	Poor	24	19.5	
	Neutral	18	14.6	
	Good	40	32.5	
	Excellent	31	25.2	
	Total	123	100.0	
Skype	Very Poor	14	11.4	3.24±1.36
	Poor	29	23.6	
	Neutral	23	18.7	
	Good	27	22.0	
	Excellent	30	24.4	
	Total	123	100.0	
Twitter	Very Poor	13	10.6	3.31±1.31
	Poor	26	21.1	
	Neutral	20	16.3	
	Good	38	30.9	
	Excellent	26	21.1	
	Total	123	100.0	

Source: Author's Computation, 2018.

Effectiveness of the promotional strategies in Ado-Awaye Suspended Lake Tourist Center

Management of Ado-Awaye Suspended Lake Tourist Destination opined that the word of mouth, broadcast and print media were the means of publicity that have been effective with mean ratings of 4.71±0.47, 4.00±0.55 and 4.00±0.55. However, they were indecisive about the effectiveness of the billboards (2.57±1.16) and the collective destination marketing approach (3.29±1.07). Among the social media used to publicise the destination only Facebook was rated effective (Table 4)

Table 4: Management's Opinion on Effectiveness of Promotional Strategies in use for Ado-Awaye suspended Lake Tourist Destination

Promotional Strategy	Mgt Opinion	Frequency	Percent	Mean Response±SD
Broadcast Media (Television, Radio, etc.)	Neutral	2	14.3	4.00±0.55
	Effective	10	71.4	
	Highly Effective	2	14.3	
	Total	14	100.0	
	Neutral	2	14.3	

Print Media (Newspaper, Magazines Brochures, Leaflets etc)	Effective	10	71.4	4.00±0.55
	Highly Effective	2	14.3	
	Total	14	100.0	
Billboards	Highly Ineffective	4	28.6	2.57±1.16
	Ineffective	1	7.1	
	Neutral	6	42.9	
	Effective	3	21.4	
	Total	14	100.0	
Collective Destination Marketing Approach	Highly Ineffective	1	7.1	3.29±1.07
	Neutral	10	71.4	
	Highly Effective	3	21.4	
	Total	14	100.0	
Word of Mouth	Effective	4	28.6	4.71±0.47
	Highly Effective	10	71.4	
	Total	14	100.0	
Facebook	Ineffective	1	7.1	3.79±0.80
	Neutral	3	21.4	
	Effective	8	57.1	
	Highly Effective	2	14.3	
	Total	14	100.0	
Instagram	Highly Ineffective	3	21.4	2.00±0.68
	Ineffective	8	57.1	
	Neutral	3	21.4	
	Total	14	100.0	
Whatsapp	Highly Ineffective	3	21.4	2.00±0.68
	Ineffective	8	57.1	
	Neutral	3	21.4	
	Total	14	100.0	
Skype	Highly Ineffective	3	21.4	2.00±0.68
	Ineffective	8	57.1	
	Neutral	3	21.4	
	Total	14	100.0	
Twitter	Highly Ineffective	4	28.6	1.93±0.73
	Ineffective	7	50.0	
	Neutral	3	21.4	
	Total	14	100.0	

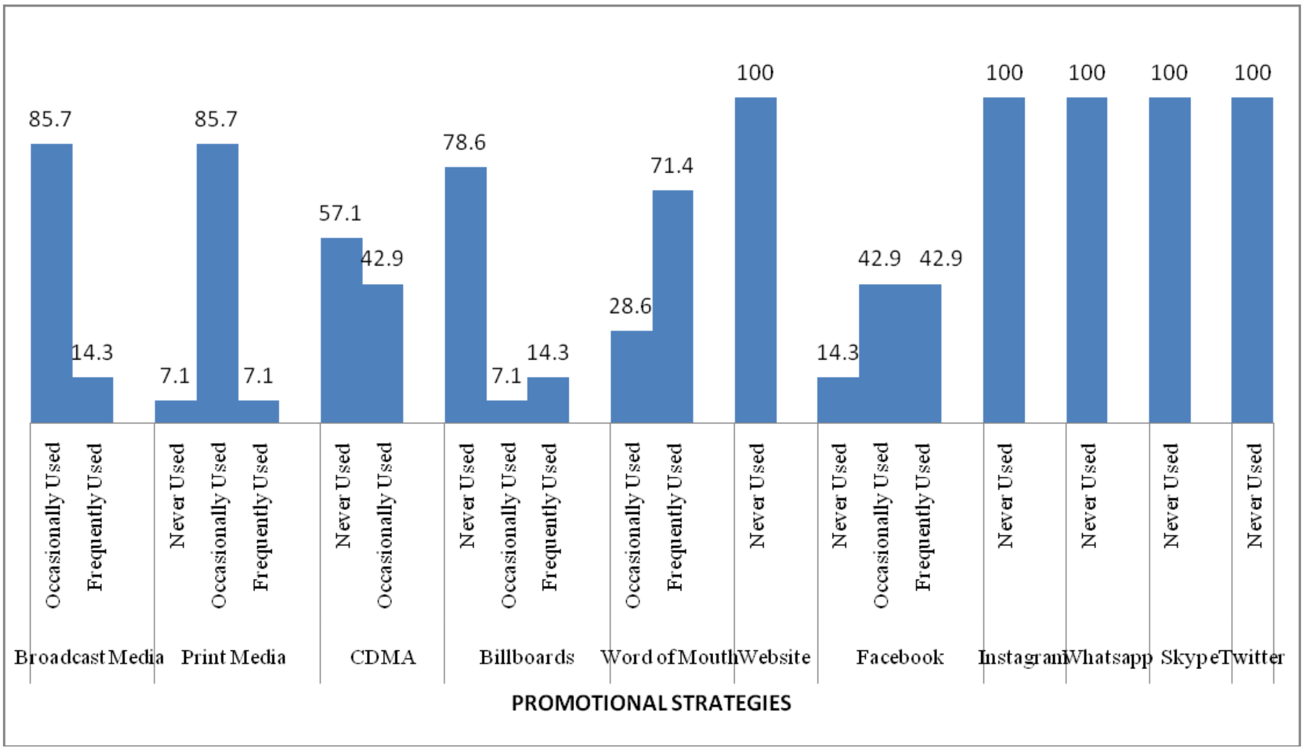
Source: Author's Computation, 2018.

Note: <1.5 = strongly disagree, 1.5 – 2.4 = disagree, 2.5 – 3.4 = undecided/neutral, 3.5 – 4.4 = agree, > 4.5 = strongly agree

Management Opinion on Promotional Strategies for Ado Awaye Suspended Lake

It was discovered that the attraction was being managed by the Oba of Ado-Awaye Community and his council of chiefs which totalled 14 people responsible for the management of the suspended lake. When questioned about the promotional strategies used to publicize the attraction and their frequencies of use as shown in Figure 4, where 14 of them (100%) agreed they use the broadcast media, 12 members of the council (85.7%) consented to using it occasionally while only 2 (14.3%) agreed to the use of broadcast media frequently. In addition, 13 (92.9%) of the council members agreed to the use of the print media (85.7% occasionally and 7.1% used frequently while only one (7.1%) disagreed to its use. However, 57.1% stated that they have never used the collective destination marketing approach while 42.9% of them stated that this approach was occasionally used, it can observe in Figure 4 that 78.6% of the respondents stated that billboards has never been used, 14.3% agreed that the billboards was used frequently and 7.1% stated that it was occasionally used. The word of mouth had occasional use as 28.6% and frequently used (71.4%) while the total respondents (100%) disagreed to the use of the website of the site as none existed. They however stated that the facebook platform for the site was frequently and occasionally used (42.9%) respectively but 14.3% said this has never been in use. Twitter, Instagram, WhatsApp and Skype were however rated to have never been in use (100%) respectively, to publicize the suspended lake.

Figure 4: Frequency of use of promotional strategies by the management of Ado-Awaye Suspended Lake



Factors hindering the Publicity of Ado Awaye Suspended Lake

Table 5 present the factors hindering publicity of Ado Awaye Suspended Lake Tourist

Destination. The mean score ranged from 3.8 to 2.10. Inadequate fund for promotion was rated as the major factor (mean= 3.81±1.05) which was followed by inadequate promotional messages by the management to tourism stakeholders (mean= 3.79±0.96). The visitors however, disagreed that existence of epidemic (mean= 2.10±1.28) is the major reason that hinders the destination from being known to the world.

Table 6 also reveals the opinion of the management with regards to the factors that hinder the publicity of the site. All (100%) of the respondents agreed to hindrances such as lack of companies to invest in the attraction, poor management and maintenance of destination surrounding, government neglect of site, inadequacy of online promotion, lack of adherence to the rules guiding the collective destination marketing approach and inadequate funding for promotion since they had not enough revenue. Whereas, 85.7% agreed to the ineffective use of the social media as a tool and 92.9% disagreed to the statement that poor customer relationship in the destination was among these factors. They were however indecisive on poor infrastructure as a factor that hinder the publicity of the site.

In addition, majority of the respondents also agreed that, inaccessibility of the site due to poor road network (64.3%), inadequate promotional messages by management to stakeholders (78.6%), poor facilities such as restaurants, accommodation (92.9%) are part of the challenges of publicity in Ado- Awaye Suspended Lake Tourist Destination but they disagreed to factors such as existence of an epidemic(100%), insecurity issues at the area the attraction is situated (64.3%) and hostility of the community (92.9%) which translate to the area being void of any form of danger.

Table 5: Tourist Opinion on the factors hindering publicity of Ado Awaye Suspended Lake Tourist Destination

Publicity Hindering Factors	**Mean**	**Std. Dev.**
Lack of companies to invest in the attraction	3.14	1.60
Poor management and maintenance of destination surrounding (unattractive tourist destination)	3.06	1.46
Government Neglect of the site	3.09	1.44
Existence of Epidemy	2.10	1.28
Hostility of community	3.01	1.20
Insecurity issues in the area where the attraction is situated	3.20	1.14
Inaccessibility of the sites due to poor road network	3.38	1.16
Inadequacy of online promotion	3.63	1.14
Inadequate promotional message by management to stakeholders	3.79	0.96
Inadequate fund for promotion	3.81	1.05
Poor Infrastructure (electricity, communication network etc.)	3.65	1.06
Lack of adherence to rules guiding Collective Destination Marketing Approach (CDMA) by Management	3.59	0.89

Poor customer relation by staff/Mgt of the site	3.75	0.93

Table 6: Management Opinion on the Publicity Challenges of Ado Awaye Suspended Lake

Ado Awaye Sites Publicity Hindering Factor	**Management Response (%)**	
	Yes	No
Lack of companies to invest in the attraction	100	0
Poor management and maintenance of destination surrounding (unattractive tourist destination)	100	0
Government Neglect of the site	100	0
Existence of Epidemy	100	0
Hostility of community	7.1	92.9
Poor Amenities like accommodation, restaurants	92.9	7.1
Insecurity issues in the area where the attraction is situated	35.7	64.3
Inaccessibility of the sites due to poor road network	64.3	35.7
Inadequacy of online promotion	100	0
Inadequate promotional message by management to stakeholders	78.6	21.4
Inadequate fund for promotion	100	0
Poor Infrastructure	50	50
Lack of adherence to rules guiding CDMA	100	0
Inefficient use of Socio media as communication tool	85.7	14.3
Poor customer relation by staff of the site	7.1	92.9

DISCUSSION

Demographic variables and visit characteristics of the respondents

Findings from this study revealed that 30.89% of the tourist respondents were female and 69.11% were male. Majority of the tourists were between the age group ―18-30 years‖ which reveal that the tourists are mostly the youths who are young, strong and agile to climb the mountain to see the suspended lake and this is supported by Bizirgianni and Dionysopoulou (2013) who recorded that youths tend to participate in travel and tourism activity more than older tourists. Moreover, larger percentage (72.4%) of the visitors were visiting for the first time. This is corroborated by Adetola *et al*., (2016) which also recorded larger percentage of visitors that were first time visitors in Idanre hill. It was also discovered that the main purpose of visiting the site was for recreation.

Promotional strategies on publicity

Both tourists and management respondents in this study attested that only the facebook platform has been an effective form of social media promotional strategies and this is supported by findings from Xuerui *et al* (2020) whose study shows that Facebook users have stated that their friends‘ pictures have inspired them where to go before deciding a holiday trip however the other social media platforms are ineffective and there are myriad social media, social networking, social

computing and social business sites on the web, like YouTube, Twitter, Wikitravel, Concierge, LinkedIn, and hundreds of them, encouraging conversations with millions of people who use various mechanisms to connect, communicate and collaborate through a variety of channels (Banyai, 2012). These ineffective platforms could be attributed to non-usage by the management of the site. Moreover, tourists use the facebook platform to showcase their unique experience to their friends and potential tourists make comments and get to know more about this tourist attraction.
Amongst other media for publicity, word of mouth was rated as the most effective form of publicity as the detriment of collective destination marketing approach could be due to the high competition amongst destination marketing organization (Sandra *et al*, 2009). Prideaux and Cooper (2002) suggest that too much competition among destinations within a region weakens the overall effectiveness and efficiency of regional tourism development, however this was a good report as word of mouth can occur naturally when a customer is satisfied after consuming a product and relates their experience to others, it tends to be more trustworthy than the recommendation derived from advertisement, sales people, and other formal marketing tools, because the potential customers are getting references from people they already know (Riduan *et al.*,2015).

Hindrances to Publicity of Ado Awaye Suspended Lake

The tourists rated inadequate fund for promotion as the major factor hindering the publicity of Ado Awaye Tourist centre as well as inadequate promotional messages by the management to tourism stakeholders which was rank next (mean= 3.79±0.96), this was followed by poor customer relationship at the site (mean= 3.75±0.93) while the management stated that the major hindrances to the publicity of this attraction are Government neglect of site, lack of companies to invest in the attraction, inadequacy of online promotion, inadequate fund for promotion and poor management and maintenance of destination surrounding. This corroborate Selemon and Alemken (2019) study on factors hindering tourism industry development in South West Ethiopia where constraints like weak infrastructures development, inadequately trained human resources, lack of local tour guide associations, an absence of linkage with tour operators, lack of information centers, weak promotion of tourism destinations, and inadequate accommodation are the major unresolved hindering factors of tourism industry development.

The possible solution to this is the intervention of the government. The reason why government should get involved in tourism development can be attributed to the fact that only governments can create an environment that is conducive for the tourism industry to compete. Devine and Devine (2011) observed that government policies often address a number of objectives, ranging from economic and environmental to social and educational, which can strengthen the pull factor of the country as a destination, Devine and Devine (2011) posited that the private sector often does not have such abilities and capabilities as noted by (Croes and Kubickova 2013). On the other hand, tourism is embodied by free rides and its performance largely depends on the success of other industries (Croes, 2011), the ability of a government to identify these externalities is key for the destination to maximize the benefit derived from tourism. Aaker (1991) stated that "with the construction of good brand image, customers were likely to increase tourist satisfaction of usage, and they would recommend to others". Mohammad et al. (2012) while conducting research on 842 foreign tourists in Malaysia, revealed that destination image significantly and positively affects tourist satisfaction.

CONCLUSION

This research examined some of the key issues related to the publicity of Ado-Awaye Suspended Lake Tourist Site. This tourist attraction is a gold mine whose potentials are yet to be duly optimized and with the right strategies put in place in terms of quality services, good destination image, quality experience and tourist satisfaction, which acts as antecedent, they could help in shaping tourism development in this destination. The findings have highlighted the effective strategies of marketing and how it could aid in selling the destination to overcome the publicity challenges. It was discovered that word of mouth and facebook are forms of promotional strategy that have been effective. Hindrances such as inadequate fund for promotion, inadequacy of online promotional strategies and neglect of the site by the government are among the major factors hindering the publicity of Ado-Awaye Tourist Destination. With the intervention of the government, appropriate and effective promotional strategies especially the use of the online/social media, provision of amenities at the site e.g. accommodation, shopping facilities, proper management of the site by employing experienced tour guides, the destination could become a world class tourism centre with high rate of tourist influx which will in turn improve the standard of living of host communities and increase the GDP of the country in the long run

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A BIBLIOMETRIC-QUALITATIVE LITERATURE REVIEW OF THE EFFECT OF GREEN HUMAN RESOURCE MANAGEMENT PRACTICES ON EMPLOYEE RETENTION IN THE HOSPITALITY INDUSTRY

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ABSTRACT

Green Human Resource Management (GHRM) is now an important business strategy for major organizations in which Human Resource Departments play a dynamic role in greening the workplace. A growing awareness of the importance of greening and adopting different environmental management techniques has recently been observed within business communities, but the topic of Human Resource Management (HRM) in eco-friendly hotel management still quite under-explored particularly in the area of retention. In this ongoing research, this review's objective is to pinpoint major themes and clusters in the field of GHRM and retention in the hotel industry without focusing on any particular component. Our literature search has been focused on the Scopus database (Articles, Conference page, and *et. al*Book Chapters) between 2008 and 2020 because human resource inclusion and environmental management remained unnamed until 2008. A study by Renwick., (2008) identified this emerging area and began to be more systematically integrated into the research agenda of HRM. From the 513 papers found, 36 articles were accessed but only 19 full-length articles that are more related to the current study were critically analyzed. "Search using Scopus databases until October 15, 2020, appears that there is no evidence of a bibliometric-qualitative literature review of green human resource management on retention in hospitality industry that creates a gap for this study. VOS viewer software was employed to visualise geographic network maps using a matrix that reveals a number of ―co-occurrences‖.GHRM is expected to enhance the retention of the employee.

Keywords: green human resource management, retention, hospitality industry, systematic literature review

INTRODUCTION

Green Human Resource Management has recently emerged in the human resources sector (Jackson *et al.*, 2011; Renwick *et al.*, 2013) as has become a contemporary research trend (Jackson and Seo, 2010; Ones and Dilchert, 2012; Jackson *et al*., 2014; Jabbour, 2013). According to Aykan (2017), starting in the 2000s, businesses began to shift from being part of environmental problems to being part of solutions through green business and management practices. The concept of human resource integration and environmental stewardship remained unnamed until 2008, when Renwick *et.al.* (2008) identified this concept and integrated it into the research agenda of HRM. This encouraged human resources scholars to begin including an environmental focus in their studies (Jackson *et al*., 2014, 2011). However, Jabbour and Santos (2008) and Chan (2011) have claimed that green human resources management (GHRM) is the most widely implemented environmental management system to ensure employees' commitment and retention within an organisation. Green leadership is the top priority of most of today's forward-thinking organisations (Belal, 2002; Jackson *et al.*, 2011, 2014).

To enhance the activities of GHRM in an hotel industry, employee retention is an essential factor in human resources practices resulting from selecting suitable workers, maintaining employee retention programs, and ensuring that employees are committed to their organisation. However, retaining employees remains a serious challenge, especially in the hospitality industry (Zahoor and Ijaz, 2015). The connection between employee retention and the economic stability that a country desires to promote stable employment is aligned with a sustainable and efficient economy (Zhang, 2016). Also, companies can lose crucial resources when skilful employees leave (Narayanan, 2016). Employee retention is essential for organisations to advance and accomplish their goals (Maliku, 2014). Therefore, corporate leaders must consider challenges related to turnover to improve employee retention. In their business practice, they can retain qualified staff, sustain profitability, retain organisational expertise, and enhance employee morale by recognising effective retention strategies and policies adopted by hospitality leaders (Misra *et al.*, 2013). Moreover, hospitality leaders must develop strategies and policies to maintain a sufficient workforce and enhance employee engagement, motivation, job satisfaction, and work atmosphere (Marshall, Mottier, and Lewis, 2016).

Employee turnover is especially troublesome in the hotel sector of the tourism and hospitality industry. Several researchers have conveyed that this sector has the highest employee turnover rate of all sectors (Davidson and Wang, 2011; Moshin, Lengler, and Kumar, 2013; Pearlman and Schaffer, 2013). For example, an annual employee turnover rate in hotel and motel was estimated as high as 73.8% (Bureau of Labor Statistics, 2018). The hotel and tourism industry has been argued to be extremely important for economic success, but it is in desperate need of human capital (Ann, 2017). Employee motivation, efficiency, and retention issues are becoming significant challenges related to workplace management, led by employee engagement issues, strategies for organisational change (Nyamekye, 2012). There is still ambiguity associated with the effective implementation of green HR management policies in organizations round the globe to attain absolute green corporate culture (Ahmad, 2015). Saraswa (2015) found that employees are not are of the term Green HRM but they are aware about the environmentally friendly. Training staff about the ecological impact of organisational activities is said to heighten employee concern about environmental issues (Bansal and Roth, 2000) Furthermore, there is growing need for GHRM on proactive approach to environmental management across the world (Jabbour, Santos and Nagano, 2010).

It is pertinent to know that employee turnover jeopardises organisational efficiency and profitability due to the loss of substantial business capital and company property (Guilding, Lamminaki, and Mcmanus, 2014). Organisations with high full-time worker turnover also have low customer satisfaction (Hossain and Bray, 2014; Hurley, 2015). High staff turnover might also contribute to personal and national economic instability (Maddah, 2013). For a long time, employee turnover has been a major concern of managers and administrators because of the cost of replacing employees and, of course, the loss of productivity (Azeez, 2017). As a company's turnover rate rises, its public image worsens.

Moreover, the cost of hiring new workers increases.

According to Sinniah and Kamil (2017), if a worker is not inspired to work in the hotel industry, then that worker cannot continue his or her career (Wong *et al.,* 1999; Yang *et al.*, 2012). When an organisation utilises proper human resource management strategies, it fulfils its mission while operating sustainably (Yi, Nataraajan, and Gong, 2011). The proper management of human resources builds a very dedicated and competent workforce and maintains their skills (Saha and Gregar, 2012). Workers tend to stay employed by organisations whose leaders aim to improve their expertise, skills, and abilities (Manuti *et al.*, 2015). Thus, businesses in the hospitality sector need to modify their HRM policies to keep employees feeling happy and respected (Nivethitha *et al.*, 2014). Employees and employers both benefit when employers follow best HRM practices, which subsequently promotes company growth (Jeet and Sayeeduzzafar, 2014). When corporate leaders engage their staff, the quality of service improves, which enhances customer loyalty, employee engagement, efficiency, and, ultimately, financial results (Frey *et al.*, 2013).

In this study, a considerable number of reviews in the GHRM and retention in the hospitality subject area adopted narrative literature review and focused on a specific predetermined. However, this method has drawn criticism for not providing a thorough context. The selection of the articles is also based on random selection, so it's possible that they don't accurately reflect the state of knowledge in the chosen field of study (Linnenluecke *et al.*, 2019). Consequently, the objective of the current review is to identify key themes and clusters in the field of GHRM and retention in hospitality industry without focusing on a predetermined aspect. This is crucial in order to assess the current state of knowledge in the chosen field and identify any gaps. This review adopts a bibliometric analysis to achieve its aim. The method uses a replicable, scientific and transparent process, which is detailed and mitigates bias through extensive literature searches of published studies and by providing an audit trail of the reviewer‘s decisions, procedures, and conclusion. By conducting thorough literature searches of published studies and by providing an audit trail of the reviewer's judgments, processes, and conclusion, the technique employs a detailed, transparent, and scientific process that mitigates bias.

Having said that, this review intends to conduct a comprehensive review of GHRM and retention in hospitality literature using a random sample, and to identify sub fields that make up a significant area in and a gap in the field.

LITERATURE REVIEW

Retention is one of the major issues discussed, and it is vital to find the reasons for employee turnover and apply necessary strategies for retaining employees (Wijesiri *et al.*, 2018). Such strategies should encourage staff to stay with an organisation for as long as possible or until specific goals are achieved (Singh and Dixit, 2011). The retention and commitment of employees are essential to any organisation because employees drive a company‘s development and ensure a company achieves its goals.

Workforce retention efforts refer to any action an organisation takes to maintain a working environment that encourages current employees to stay employed (Fernadez, 2017). Workforce retention also involves policies and practices intended to prevent valuable employees from quitting their jobs. There are two primary purposes behind employee retention policies and practices. The first is to reduce employee turnover; the second is to reduce the costs of hiring and training new employees (Iqbal and Hasmi, 2015).

Empirical evidence of green human resources management’s impact on organisations

GHRM considers the climate protection aspects of HRM (Renwick *et al.*, 2013) geared toward positive environmental outcomes (Kramar, 2014). As such, GRHM recommends recruiting and training green workers who acknowledge and practice green creativity and green ideas via HRM, which ultimately enhances a company's human capital (Mathapati, 2013; Jabbour and Jabbour, 2016). Research shows that green practices benefit the hotel and tourism sector financially (Alcarez, Burgos, and Cecspedes, 2001; Blanco, Rey-Maquieira, and Lozano, 2009; Eiadt, Kelly, Roche, and Eyadat, 2008; Enz and Siguaw, 1999). Companies must measure environmental protection, environmental efficiency, and environmental awareness according to all human resource obligations—from employee training to hiring and from performance assessments to rewards to gain and maintain a competitive advantage. Renwick *et al.* (2013), however, recommended the following methods to achieve organisational objectives: green staffing, green training, green performance assessment, and green rewards.

Recently, the hotel industry has increasingly embraced a ―green‖ imperative in the face of global warming and a decaying natural environment (Ayuso, 2007; Chou, 2014; Erdogan and Baris, 2007; Kasim, 2009; Rahman, Reynolds, and Svaren, 2012). This study does not fully accept this notion because GHRM practices are being adopted only in developed countries. GHRM is still largely unacknowledged in developing countries, as few studies have been carried out in developing nations (Singh *et al.*, 2010; Akter, 2012; Bal *et al*., 2014). This is especially the case in Africa, meaning that this type of research is imperative on this continent. All organisational projects, including green ones, require different skills from the workforce to meet customer demand (Renwick *et al*., 2008; Rothenberg, 2003). It is also vital to understand that the success of a company‘s environmental management relies on employees‘ eco-friendly behaviour, which improves the company‘s environmental performance (Daily *et al*., 2009; Kim *et al.*, 2019). Such behaviour, in turn, advances environmentally responsible practices within the hotel industry, thereby reducing operating costs (Alan Bryman *et al.*, 2007; Barberán, Egea, Gracia-de-Rentería, and Salvador, 2013; Chen and Chen, 2012; Gatt and Schranz, 2015; Gössling, 2015; Levy and Park, 2011). A high-quality environment invites visitors. Thus, hotel staff must preserve the high aesthetic quality of the hotel, which generates mutual benefits between the hotel and the natural world (Han and Yoon, 2015; Heish, 2012; Kasim, 2006; Wan, Chan, and Huang, 2017). GHRM also impacts ecological management, as the human resources mechanism facilitates the achievement of environmentally sustainable organisational goals (Bohdanowicz *et al*., 2011; Jabbour and Santos, 2008; Paille *et al.*, 2014). These practices are discussed in the following subsections.

Green recruitment and selection

Recruiting green-conscious workers makes it easy for businesses that are aware of sustainable processes and similar concepts such as conservation, recycling, and creating a healthier environment to introduce professionals (Grolleau *et al.*, 2012 and Shoeb, 2015). Companies should ensure that all applicants are well-informed about green initiatives to ensure that all employees are encouraged to work toward resolving environmental issues, which, in turn, can prolong their employment (Guiyao *et al*., 2017). Furthermore, organisations should attract and select applicants who are committed to environmental problems to prevent substantial numbers of documents from being wasted (Guiyao et al., 2017; Jabbour *et al*., 2008).

According to Daifallah (2017) and Slattery (2005), GHRM practices minimise employee turnover. Workers‘ desire to quit is reduced when their organisations engage in positive human resources practices. Such practices include generous pay and reimbursements, freedom, and job protection. Therefore, GHRM can improve employees‘ commitment to sustainability management (Teixeira *et al*., 2016). These variables are discussed below;

Green Training and Development

Green Training and development enhance employee retention and engagement (Moaz, 2017). Emmanuel (2014) and Wan (2007) suggest that the only approach organisations can take to fully influence their employees' productivity and increase employee retention is to provide extensive training and development to enhance their staff. Specifically, organisations should provide employees with information about the value of the organisation and teach them how to reduce waste, conserve energy, and solve organisational problems (Shoeb, 2015; Zoogah, 2011).

Year	Author(s)	Country	Title	Journal	Objectives	Findings
2020	Nhat Tan Phama, Tan Vo Thanhb, Zuzana Tuckovaa and Vo Thi Ngoc Thuy	Vietnam	The role of green human resource management in driving the hotel's environmental performance interaction and mediation analysis	International Journal of Hospitality Management	The study aims to fill a research gap by expanding the ability-motivation-opportunity principle to investigate the direct, indirect, and interactive functions of GHRM activities.	Through these two green practices, the mediating effect of organisational citizenship behaviour for the environment leads to greater environmental effectiveness.
2020	Clement Cabrala, Charbel Jose, and Chiappetta Jabbour	India	Understanding the human side of green hospitality management	International Journal of Hospitality Management	The objective of this study is to assess the direct impacts of green training and environmental effectiveness, the mediated impacts of green skills and the complexity of proactive environmental management, and the moderate impact of environmental engagement.	The results demonstrate the following relationships: (a) a positive and important relationship between green training and environmental performance; (b) a mediating effect of green skills; (c) a mediating effect of proactive environmental management's maturity; and (d) a moderating effect of environmental commitment.
2020	Woo-Gon Kim, Sean McGinley, Hyung-Min Choi, and Charoenchai Agmapisarn	Thailand	Hotels' environmental, leadership and employee's organizational citizenship behavior	International Journal of Hospitality Management	The study examines why hospitality workers engage in company sustainability-related organisational citizenship actions.	The environmental beliefs of staff partially mediate the impact of organisational citizenship behaviour for the environment, environmental-transformational leadership, and environmental policies while fully mediating the association between environmental training and outcomes.
2020	Waheed Ali Umrani, Nisar Ahmed Channa, Amna Yousaf, Umair Ahmed, Munwar Hussain Pahi, and Thurasamy Ramayahe	Egypt	Greening the workforce to achieve environmental performance in the hotel industry: A serial mediation model	Journal of Hospitality and Tourism Management	This study examines the relationship between GHRM and environmental performance by mediating environmental and environmental responsibility issues.	GHRM enhances the environmental performance of the organisation. The statistically important mediating roles of environmental issues and environmental responsibility have also been identified. Also, the relationship between GHRM and environmental performance would be stronger if workers were more concerned about the environment.
2020	Uju V. Alola Serdar Cop and Magdaline E.M., Tarkang Mary	Turkey	Green training an effective strategy for a cleaner environment: Study on hotel employees	Journal of Pubic Affair	The main objective of the study is to analyse GT and its effect on organisational citizenship behaviour and perceived behavioural control, as well as the mediation effect of organisational citizenship behaviour in the above-mentioned relationship.	GT is an important exercise to directly stimulate organisational citizenship behaviour for the environment and PBC staff.
2020	Shahla Asadi, Seyedah OmSalameh Pourhashemi, Mehrbakhsh	Malaysia	Investigating the influence of green innovation on sustainability performance: A case	Journal of Cleaner Production	This study investigates the factors influencing green innovation adoption and its potential impact on the	Green motivation has great importance and potential to promote sustainable performance in the hospitality industry.

	Nilashi, Rusli Abdullah, Sarminah Samad, Eladeh Yadegaridehkordi, Nahla Aljojo, and Nor Shahidayah Razali		on the Malaysian hotel Industry		hotel industry's performance.	
2020	Mercedes Ubeda-Garcia, Enriqua Claver-Cortes, Bartolome Macro-Lajara, and Patrocinio Zaragoza-Saez	Spain	Corporate social responsibility and firm performance in the hotel industry. The mediating role of green human resource management and environmental outcomes	Journal of Business Research	This paper analyses the relationship between CSR and business performance, considering the direct relationship, as well as the potential mediation of factors such as GHRM and environmental results.	There is a direct and positive relationship between CSR and performance. CSR also has an indirect effect through GHRM mediation and environmental results on the aforementioned relationship.
2020	Abuelhassan Elshazly Abuelhassan, and Yousery Nabil M.K Elsayed	Egypt	The impact of employee green training on hotel environmental performance in the Egyptian hotels	International Journal on Recent Trends in Business and Tourism	This study reveals the impacts of perceived access to green training and perceived support for green training on the environmental performance of hotels.	Perceived access to green training and perceived support for green training improve the performance of hotels operating in the environment.
2020	Asadul Islam Md, Amer Hamzah Jantan, Yusmani Mohd Yusoff, Choo Wei Chong, and Md Shahadat Hossain	Malay sia	Tourism Industry in Green Human Resource Management (GHRM) Practices and Millennial Employees' Turnover Intentions Malaysia: Moderating Role of Work Environment	Global Business Review	This study examines the role of GHRM practices, such as green recruitment and selection, green training, green performance management, green participation, and green rewards, focusing on millennial hotel staff (3-, 4- and 5-star) turnover intention.	Interestingly, no moderating impact on the relationship between GHRM practices and the turnover intention of millennials working in Malaysian hotels were discovered.
2019	Fevzi Okumus, Mehnet Ali Koseoglu, Alice Hon, and Umut Avci	Turke y	How do hotel employee's environmental attitudes and intentions to implement green practices to their ecological behavior?	Journal of Hospitality and Tourism Management	This research examines the interaction effect of the environmental attitudes and intentions of hotel staff to introduce green practices to predict their environmental behaviour.	There is a significant connection between employee-related variables and their environmental behaviour.
2019	Tareq Hasan Abdeen and Nagla Harb Sayed Ahmed	Egypt	Perceived Financial Sustainability of Tourism Enterprises: Do Green Human Resource Management Practices Matter?	Journal of Tourism and Hospitality Management	This study examines the link between GHRM and perceived financial sustainability in Egyptians' choices of tourism and hospitality businesses.	In general, GHRM improves the perception of financial sustainability by managers. Also, PFS is positively and significantly related to both green training and development and green performance management. Meanwhile, green recruitment and selection and green rewards and pay are not significantly related to PFS.
2019	Yong Joong Kim, Woo Gon Kim,		The effect of green human resource management on hotel	International Journal of Hospitality	This research examines how the eco-friendly behaviour of staff and	GHRM improves the organisational involvement of staff, as well as the eco-friendly

	Hyung-Min Choia, and Kullada Phetvaroon	Thailand	employees' eco-friendly behavior and environmental performance	Management	the environmental performance of hotels can be improved by GHRM.	behaviour and environmental performance of hotels.
2019	Nhat Tan Phama, Zuzana Tuckovaa, and Charbel Jose Chiappetta Jabbour	Vietnam	Greening the hospitality industry, how do green practices influence organizational citizenship behavior in hotels? A mixed study	Tourism Management	This study assesses the direct and interactive impact of GHRM practices on organisational citizenship behaviour for the environment.	The results show a combination of expected and unexpected results, including the direct impact of GHRM practices on organisational citizenship behaviour for the environment and (ii) the interaction of three GHRM practices (training, performance management, and employee participation) that can improve the voluntary green behaviour of employees, depending on the level of green performance management and green employee participation.
2019	Kartini Muniandy, Suzari Abdul Rahim, Aidi Ahmi, and Nor Aida Abdul Rahman	Malaysia	Factors that Influence Customers' Intention to Visit Green Hotels in Malaysia	International Journal of Supply Chain Management	This research identifies the variables that influence customers when visiting green hotels in Malaysia.	Customers visiting green hotels significantly impact attitudes, subjective standards, perceived behavioural control, and environmental concerns.
2019	Eman Ahmed Abdallah Gohar, Ahmed Rady, and Micheal Magdy Zaki	Egypt	Green human resource management: achieving high performance of human resource systems at travel agencies and hotels	International Journal of Tourism and Hospitality Management	This study investigates the implementation of the greening of human resources procedures (green recruitment, green rewards, green development and training, and green empowerment) in hotels and travel agencies. It also explores the gap between theory and practice related to green performance in Luxor hotels and travel agencies.	Green performance that is applied in hotels is better than that in travel agencies. Training and green development techniques are not systematically applied in hotels and travel agencies.
2018	Janaka Siyambalapitiya and Xu Zhang Xiaobing Liu	Sri-Lanka	Green human resource management: A proposed model in the context of Sri Lanka's tourism industry	Journal of Cleaner Production	This comprehensive literature review on GHRM research from 1996 to 2017 standardises important practices in this area and how they promote improvements in environmental performance.	The GHRM procedures identified in this study strongly support organisations' environmental performance, thus contributing to the protection of the environment and helping all organisational stakeholders.
2018	Yusmani Mohd Yusoff, Mehran, Nejati Daisy Mui Hung Kee, and Azlan Amran	Malaysia	Linking Green Human Resource Management Practices to Environmental Performance in the Hotel Industry	Global Business Review	This study explores how GHRM practices will enhance environmental performance in the hotel industry.	Environmental performance is significantly related to green recruitment and selection, green training and development, and green compensation. However, green performance evaluation is not related to environmental performance.

2016	Piotr Zientara and Anna Zamojska	Poland	Green organisational climates and employee pro-environmental behavior in the hotel industry	Journal of Sustainable Tourism	This study examines the direct impact of the green organizational climate on organisational citizenship behaviour for the environment and its mitigating effects on the relationships between individual variables and organisational citizenship behaviour for the environment.	Green organisational climate has a direct impact on organisational citizenship behaviour for the environment. There is a significant moderating effect on the relationship between personal environmental values and organisational citizenship behaviour for the environment and the affective organisational commitment to organisational citizenship behaviour for the environment. Employee values and engagement were also positively related to organisational citizenship behaviour for the environment. Finally, variables at the individual and hotel levels also explained the involvement of employees in extra-role green activities.
2014	Chia-Jung Chou	Taiwan	Hotels' environmental policies and employee personal environmental beliefs: Interactions and outcomes	Tourism Management	The studied variables are strongly related to employees' environmental beliefs and behaviours at the individual and group levels.	

Green Performance Appraisal

Human resources managers play an important role in evaluating employee performance based on employees' achievement of environmental goals (Poonam and Priyanka, 2017). Workers' performance should be measured as it relates to the organisation's sustainability objectives. During employee assessments, human resources managers can have discussions with employees to determine whether they have achieved organisational objectives and participated in performance improvement and waste reduction endeavours (Renwick *et al.,* 2013).

Green Pay

Green pay is a system of providing monetary and non-monetary incentives to attract and retain employees while encouraging them to contribute to business objectives (Jabbour *et al.*, 2013). It is crucial to align employees' performance with organisational objectives, particularly when combining monetary and non-monetary rewards (Jabbour *et al.,* 2008; Renwich *et.al.,* 2013). Managers can promote green behaviour by integrating the fundamentals of green management into a rewards program. Luu (2018) also mentions the value of green pay in GHRM-related research in the tourism industry.

Summary of the 19 previous studies on GHRM in the hotel industry obtained from the Scopus database between 2008 to 2020

Most research on green practices in hotels has positively impacted the hotel industry. The current literature review, based on the 19 journal articles from the hospitality and tourism field (collected from the Scopus database), along with the effective introduction of HRM strategies, is suggested to enable the continued growth of organisations by showing them how to take advantage of economic opportunities (Yi, Nataraajan, and Gong, 2011). Therefore, out of 513 papers published between 2008 and 2020, 36 publications were deemed relevant for the present review—however, only 19 of these were reviewed, as the others did not focus on hospitality and tourism.

According to a critical review of the above 19 publications, most authors have extensively discussed the effects of GHRM on the hotel industry from different perspectives. For instance, Pham *et al*. (2020) found that the mediating effect of organisational citizenship behaviour for the environment improves environmental efficiency. Meanwhile, Clement *et al*. (2020) detected a positive and significant connection between green training and environmental performance, a mediating effect of green skills, and a mediating effect of proactive maturity of environmental management. Fevzi *et al*. (2019) observed a significant relationship between employee-related variables and their ecological behaviours. Furthermore, Kim *et al*. (2019) discovered that GHRM improves staff‗s organisational engagement in eco-friendly behaviour and hotel environmental performance. From the above, it shows there is scarce study on bibliometric-qualitative literature review of GHRM‗s impact on retention in the hospitality industry which also fill the research gap in this research.

GHRM and Previously Applied Theories

To date, several scholars have adopted the ability-motivation-opportunity (AMO) theory in GHRM research to describe employee retention and commitment (Pham *et al.*, 2020; Tariq *et al.*, 2014). This theory was developed in 1989 by Maclmis and Jaworski. Within this theory, three independent working system mechanisms have been proposed to shape the characteristics of employees and contribute to organisational success. AMO theory addresses employees‗ abilities, motivation, and opportunities to contribute to the company. However, Kellner *et al.* (2019) later identified a chronic limitation of the theory its flexibility means it can be easily manipulated by researchers. Because this theory can be manipulated to suit any concept, we deem it unsatisfactory.

This study considered the role of organisational support theory (OST), proposed by Eisenberger *et al*. (1986), in enhancing retention. Organisational support refers to the discernment of workers regarding how extensively the company respects their feedback and takes care of their welfare. This theory is appropriate because it has affected several aspects of organisational treatment for employees (Eisenberger *et al*., 1986). It stresses concepts and strategies that could have significant influences if implemented in an organisation. The previous researcher also mentioned that such strategies help employees achieve the company‗s self-esteem and acceptance requirements, as well as association needs, by developing highly recognised workers (Rhoades and Eisenberger, 2002). This is because employees who value their organisation provide an intimation that will recognise and reward increased effort.

METHODOLOGY

In order to accomplish the predetermined goals of defining the primary category in GHRM and Retention in hospitality research and determining the areas in which more study is still needed, this review employed bibliometric analytic tools. A statistical analysis technique called bibliometric analysis aims to quantify and address the intellectual structure of the research field. The goal of bibliometric analysis, a statistical technique for analysis, is to quantify and address the intellectual structure of the research field. This process starts with an investigation of patterns that arise in the publication and use of materials using math and statistics. Additionally, the system uses visualization to show the findings of various analyses (Cobo *et al.*, 2011). Bibliometric mapping (Preferred Reporting Items for Systematic Review and Meta-Analysis) was used in this review to identify the knowledge domain and research trends in GHRM and Retention in hospitality based on the existing literature.

Data Acquisition

In this review, data acquisition of existing literature is important as it decides the scientific articles from which inference will be drawn. Consequently, the database and searching procedure were carefully selected. Scopus was selected as a literature database for the following reasons (1) They conduct thorough, well-organized, and reliable scientific research. (De Castro E Silva Neto *et al.*, 2016). (2) They are the source for bibliometric studies that is most commonly utilized and widely acknowledged (Marsilio *et al., 2011). Subsequently, a total number of 513 publications comprise of articles, conference review*, conference papers, book chapters, were retrieved from Scopus database between the selected span period of 2008 – 2020. The following keyword was used for the search
―TOPICS ‒Green human resources management practices in the hotel industry Employees green‖,
―Green human resource management and employee retention in the hotel Industry‖.

BIBLIOMETRIC ANALYSIS

To develop an overall understanding of the knowledge domain and research trend in construction dispute. The search started with 513 publications from Scopus database with keywords AND ‒Green human resources management practices in the hotel industry Employees green‖ OR
―Green human resource management and employee retention in the hotel Industry‖ A considerable number of publications identified were false positive as they meet the right properties. However, their contents are irrelevant to the subject of discussion. Consequently, publications were excluded by reason of language, reviews and conference papers, unrelated to subject area. Therefore, 494 publications were excluded from Scopus as they do not meet the inclusion criteria while 19 publications were reviewed for further analysis as shown in Figure 1.

opus (513); Article; 364, Conference:53, Review:40 Book Chapter:29, Conference review:10

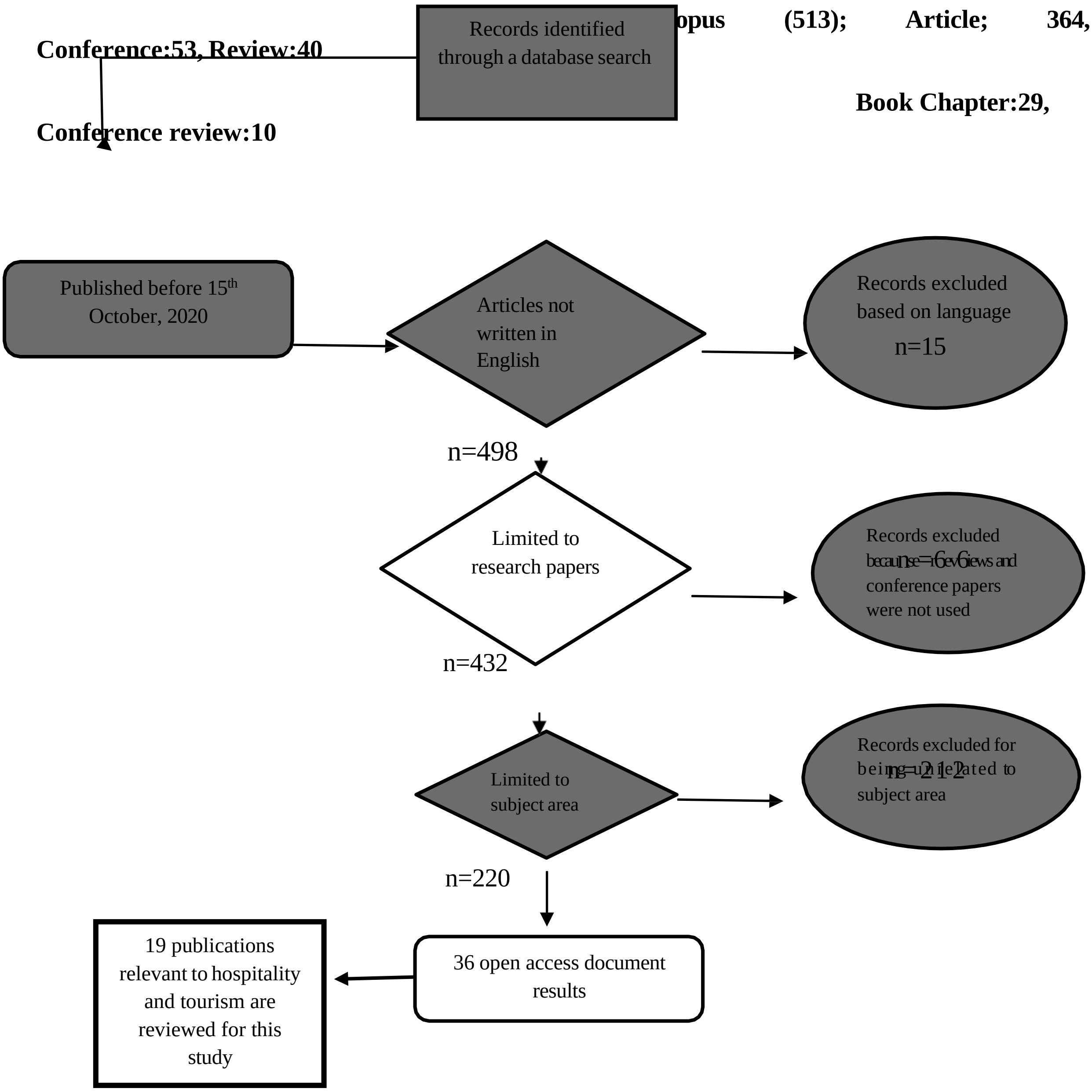


Figure 1. Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA) Search Process Flow Diagram

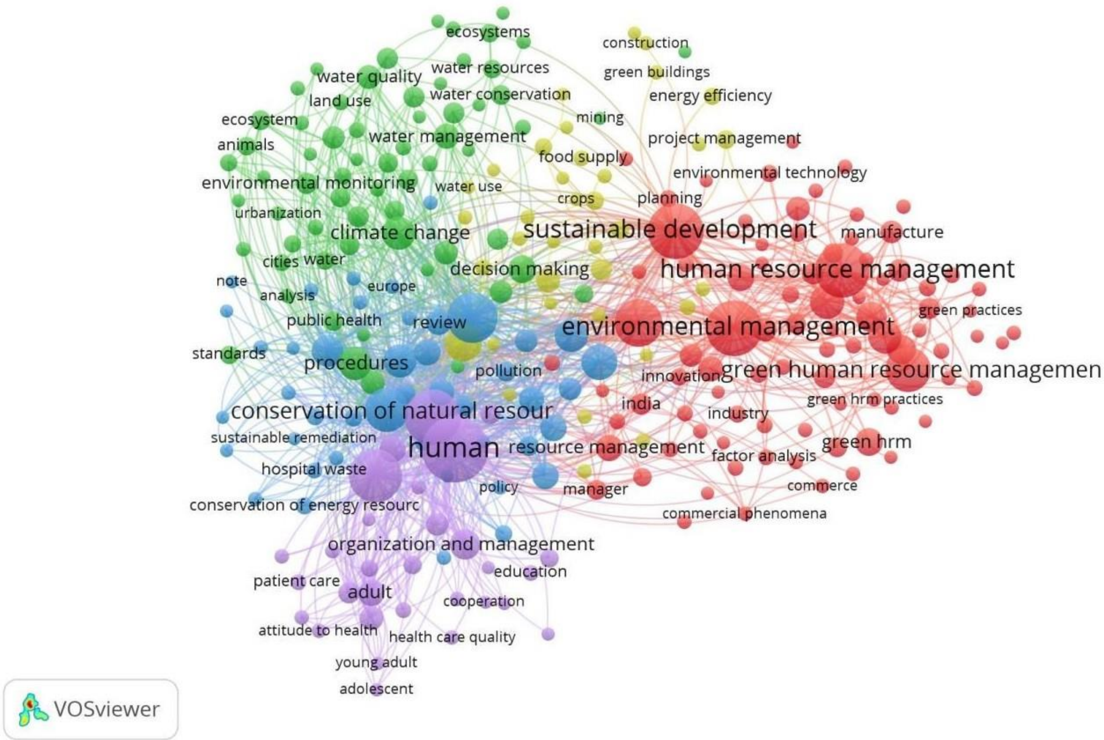
i. Key findings and discussion

The keywords used to identify research articles on human resources in the hospitality industry in the Scopus database were ―Green human resources management‖ OR ―Green human resources management practices‖ OR ―Green human resources management practices in the hotel industry‖ OR
―Green human resource management and employee retention in the hotel industry‖. Documents

published from 2008 up until 15 October 2020 were considered. Although many articles on GHRM were retrieved, few of them focused on the hospitality industry.

Initially, a total of 513 papers were collected. Of these, 15 were excluded because they were not written in English (n=498). Another 66 conference reviews and review papers were excluded since the current review‘s focus was original research (n=432). After that, 212 more were removed based on the subject area (n=220). After another 184 papers were excluded based on the access type, 36 papers remained. Only those that were published in hospitality and tourism journals (n=19) were reviewed.

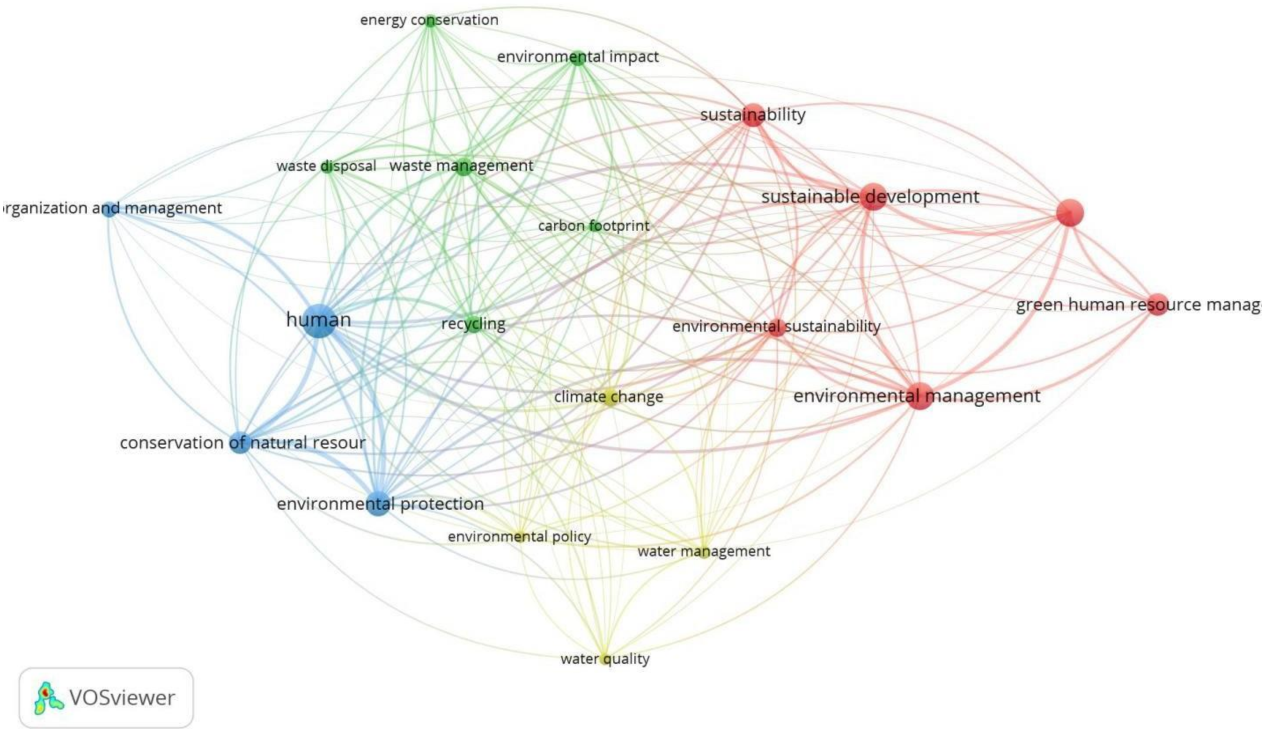
Figure2



Source: VOS viewer software

Figure 2: The most frequently co-occurring keywords found when searching for ―Green human resources management‖ OR ―Green human resources management practices‖ OR ―Green human resources management practices in the hotel industry‖ OR ―Green human resource management and employee retention in the hotel industry‖, showcasing 262 keywords.

Figure 3



Source: VOS viewer software

Figure 3. The most frequently co-occurring keywords found when searching for ―Green human resources management‖ OR ― Green human resources management practices‖ OR ―Green human resources management practices in the hotel industry‖ OR ―Green human resource management and employee retention in the hotel industry‖, showcasing 262 keywords and 20 limited keywords.

RESULTS OBTAINED

To identify, evaluate and analyse the published papers, we started with a broader theme to discover the structure and patterns for the query ―Green human resources management‖ OR ―Green human resources management practices‖ OR ―Green human resources management practices in the hotel industry‖ OR ―Green human resource management and employee retention in the hotel industry‖. At this stage, the identified papers indicated that these were the most popular keywords used for GHRM that could be collected into one cluster (Figure 2).

Figure 2 shows the most frequently occurring keywords related to the search terms ―Green human resources management‖ OR ―Green human resources management practices‖ OR ―Green human resources management practices in the hotel industry‖ OR ―Green human resource management and employee retention in the hotel industry‖ in the Scopus database.

The minimum number of occurrences of keywords was set to five. From 4208 keywords, 262 met this threshold, 20 of which were used as limited keywords (Figure 3). For each of the 20 keywords, the total strength of the occurrence links with other keywords was generated. Figure 3 shows the most commonly occurring keywords found when searching for ―Green human resources management‖ OR
―Green human resources management practices‖ OR ―Green human resources management practices in the hotel industry‖ OR ―Green human resource management and employee retention in the hotel industry‖ in Scopus database.

Tables 2 and 3 show the available clusters of the co-occurrence keywords and strongest co- occurrences from the selected keywords searched for in Scopus. When searching for the keywords
―Green human resources management‖ OR ―Green human resources management practices‖ OR ―Green human resources management practices in the hotel industry‖ OR ―Green human resource management and employee retention in the hotel industry‖, the keyword GHRM occurred 305 times from 4208 keywords. Retention does not appear, which means that GHRM is still new to the concept of retention in the hotel industry, thus representing a gap in this research topic. As stipulated above, 4208 keywords are available, but only 262 met the threshold—of these, 20 limited keywords are used (see Tables 2 and 3 in Appendices A and B).

CONCLUSION

Employee retention is seen as the core of any organisation‘s success as it promotes, motivates, and maintains an effective and efficient workforce. The current paper focuses primarily on the various GHRM practices pursued worldwide by hotels to enhance retention. It also provides a simplified meaning of GHRM.

Based on a review of 19 journal articles on hospitality and tourism—as well as other journal articles on GHRM in non-hospitality-related industries—the present study identified several research gaps related to GHRM, specifically regarding employee retention. Thus, future research in the hospitality and tourism industry is recommended to address these gaps. The study also identified several research gaps in the GHRM literature that can be addressed in future hospitality and tourism industry retention research. Regarding the specific aspect of employee retention in hospitality, GHRM is still being investigated, and so it is suggested that more empirical research should be done. More studies should also be done to clarify the differences between green and non-green hotels.

Appendix A and B

Table 1

ID	Keywords	Cluster	Links	Total link strength	Occurrences
1869	Human	5	226	1561	125
1905	Humans	5	193	1007	82
1220	Environmental protection	3	229	985	73
3709	Sustainable development	1	217	821	87

618	Conservation of natural resources	3	191	817	56
1197	Environmental management	1	204	764	89
3670	Sustainability	1	207	586	66
1892	Human resource management	1	139	533	86
4088	Waste management	4	171	533	40

3148	Recycling	3	145	440	32
1182	Environmental impact	3	157	420	31
1235	Environmental sustainability	3	164	413	37
508	Climate change	2	150	407	33
2641	Organization and management	5	104	274	27
1584	Green human resource management	1	83	267	59
4084	Waste disposal	3	116	257	19
1213	Environmental policy	2	129	254	16
4122	Water management	2	119	252	19
392	Carbon footprint	4	133	242	16
1107	Energy conservation	3	115	235	19

Table 2

ID	Label	Cluster	Links	Total link strength	Occurrences	Avg. pub. Year
1197	Environmental management	1	204	764	89	2017
3709	Sustainable development	1	217	821	87	2017
1892	Human resource management	1	139	533	86	2017
3670	Sustainability	1	207	586	66	2017
1584	Green human resource management	1	83	267	59	2018
3222	Resource management	1	103	198	20	2017
1889	Human resource	1	64	106	18	2018
2000	Information management	1	81	139	17	2017
695	Corporate social responsibility	1	57	78	16	2017
2483	Natural resources management	1	50	122	14	2018
1675	Green training	1	26	28	8	2019
1753	Health care	1	67	97	8	2016
1898	Human resources	1	39	48	8	2014
2126	Knowledge management	1	66	81	8	2015
1592	Green human resources management	1	18	19	7	2018
1587	Green human resource management practices	1	15	18	6	2020
1899	Human resources management	1	33	50	6	2016
1637	Green practices	1	14	19	5	2017
1856	Hotel industry	1	6	9	5	2019
3718	Sustainable HRM	1	6	11	5	2017

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AVAILABILITY AND AFFORDABILITY OF ACCOMMODATION AS CATALYST FOR RELIGIOUS TOURISM DEVELOPMENT: A CASE STUDY OF MOUNTAIN OF FIRE MIRACLES MINISTRY PRAYER CITY, OGUN STATE, NIGERIA

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ABSTRACT

The growth of tourism is influenced on the availability of accommodation, which is a critical component of the industry, as accommodation creates a home away from home for the tourist or travellers. As a result, the tourism sector encompasses all enterprises that serve travellers' requirements needed at destination. Literature reviewed are majorly centered on hotel classification methods and cost of accommodation at tourism centre, as tourist and hospitality sectors have long recognized revenue management as a critical tool for balancing supply and demand. Data for the study were both from primary and secondary sourced. The average population sampled was 580, while 545 questionnaire were retrieved from the respondents. A stratified sampling technique was adopted in this study and data were analyzed and presented using statistical package for Social Sciences (SPSS), Microsoft Excel software and descriptive statistics. It is revealed 49.7% of the tourists used apartment/hostels at the centre and 40.0% had lodged in the hotel provided by the ministry. The limited available goods at the religious centre are highly expensive compared to the actual selling unit or giving price outside the religious centre, as revealed by the respondents. The study indicates that accommodation plays a major role in a tourist‘s overall experience. Hence, the study is a geographical means of solving accommodation problems at the religious centre. Additionally, the study evaluated the cost of accommodation in the religious tourism centre among others. Sustainability of the existing accommodation facilities is encouraged for it to stand the test of time.

Key Words: accommodation, tourism centre, availability, affordability, development.

INTRODUCTION

Tourism is a large global industry. The need for people to travel outside their original places of abode for reasons ranging from education, commerce, religion, leisure, businesses, sports, health and recreational activities, and But, travel is an ancient phenomenon that has always fascinated man in the past. Travel is not a thing of pleasure as the case is now. Although, trade and commerce were the motivating factors; the opening of new trade boosted travel. As civilization took place, conscious travel to explore and see the world began despite all odds (Sibi, Arun-D and Mohammed, 2020; Carmen-C, Anca, Carmen-G and Florentina, 2021). Food, water, safety or acquisitions of resources also were the early traveling motivations (Anish, Insha and Jose, 2018). As a result of the strong desire of man to survive, travel has become a common culture around the world. Just before the creation of the wheel and the sail, most people traveled by foot or horseback. As technology advanced, so did the number of places people could visit and things they could see (Thomas, 2019; Archer, Cooper and Ruhanen, 2005).

As roads became the dominant mode of transportation system, which was improved and the government stabilized the development, interest in traveling increased for education, sightseeing, businesses and religious purposes. Most of these reasons became why people travel from their home to stay at the destination for more than one day, especially for tourism purposes.

Tourism which is the act of traveling temporarily out of one's place of abode is a social phenomenon, that is, transportation, lodging, dining and drinking places, retail stores, entertainment companies, recreation facilities and other hospitality services offered for people or groups traveling away from home are all included in the trip experience (Thomas, 2019; Archer, Cooper and Ruhanen, 2005) as the phenomena resulting from a brief visit or stay away from home outside the customary residence for any cause other than advancing a vocation remunerated in the destination. Since the dawn of time, tourism and travel have played an important role in many people's lives.

It is the accumulation of occurrences and connections resulting from non-residents' travel and stays, irrespective of whether or not they engage in any kind of financial gain (Gunn, 1988; Afolabi, 2008). The World Tourism Organization (WTO, 2017) affirms that Thailand tourism has earned 1.65 trillion baht or 49.9 billion dollars, representing a 16.9% jump from the previous year. Also, World Tourism Organization (2020), via World bank data, estimated the economic development in Thailand Tourism in 2019 as 65,082,000.00 US$ through international Tourism receipt. The tourism industry in the United States supports nearly six million jobs, making it the country's top employer. For description purposes, tourism may be defined as the temporary movement of people to locations other than their usual places of employment and home, the activities they engage in while they are there, and the infrastructure built to meet those people's requirements while they are there (Antique, 2021; Mathieson and Wall 1982).

When it comes to the country's balance of payments, local or foreign tourism affects both the in and outflows. Tourism may be divided into various forms and types depending on the number of tourists, their age, their motivation, the length of their trip, and other factors (Shoval and Raveh, 2004; Holloway, 1998). Many different types of tourism can also be classified according to the reasons that necessitate the act, such as holiday tourism (which includes weekend and vacation tourism, health resort and pleasure tourism), cultural tourism (which roughly corresponds to educational tourism but also includes scientific tourism), religious tourism (which includes attending religious ceremonies and conferences), and above all the visits to local, regional, and national. This study's primary emphasis is on religious tourism, where the participants are only driven to visit a religiously significant destination. Thus, a religious or spiritual need is fulfilled (Akpobio, 2007; Gribbin, 2007; Raj and Morpeth, 2007).

Increasing religious tourism may have significant economic, social, cultural, political, and environmental consequences for the local community (Collins and Kreiner, 2010). Religion tourism has a noticeable impact on population and settlement growth, as well as the operation of facilities like religious centers, inns, restaurants, and a variety of auxiliary activities. Religious tourism, often known as spiritual or religious tourism, is one of the world's most rapidly expanding travel segments.

According to the United Nations World Tourism Organization (2011), between 300 and 330 million visitors visit the world's main religious sites each year, adding 600 million to national and international religious excursions. UN World Tourism Organization many activities fall under the umbrella of religious tourism includes pilgrimages, missionary trips and retreats. Religious conferences and gatherings by the FBI are also included in this category (CBI, 2020). Tourism generates enormous sums of money for a country's economy by paying for visitors' products and services.

It accounts for 30% of global trade in services and 6% of total goods and service exports. It also generates job possibilities in the tourism-related service sector of the economy. According to the World Tourism Organization, international tourist arrivals in 2017 surpassed 1 billion(1.322), generating over US$ 1 trillion in international tourist receipts and 7 percent of global GDP, which is significantly higher than the sustained and consistent trend of 4 percent and higher growth since 2010 (WTO) (UNWTO, 2018). Likewise, it predicts that international tourism will expand by 5-6 percent year until 2030. Five and a half to six billion people travel inside their own country. As a result of the large number of visitors, infrastructure requirements, job opportunities, and human services provided by tourism, it has the potential to play an important part in tackling the world's major issues by having a wide range of beneficial effects. To fulfill these requirements and expectations, people who go to other cities or countries face various challenges.

The tourist business exists to address these challenges and meet these differing needs and demands. Hospitality, attractions and events, transportation, travel organizers and intermediates, and destination organization sectors are the major subsectors of the tourism business. There are a variety of enterprises and organizations in each of these fields that contribute to creating a quality tourist experience, hence posit that the hospitality industry is the last hope of every traveler visiting a place outside their original places of abode.

Study Area

The Mountain of Fire and Miracles Ministries (MFM) is a Pentecostal denomination church with headquarters located in Yaba-Lagos, Lagos State, Nigeria, in 1989, now with churches in several countries. Daniel Kolawole Olukoya ("DKO") established the MFM in 1989 (Phase I), and it quickly grew into a nationwide network of branches, with offices in every state of Nigeria. The MFM also owns a vast tract of property along the Lagos–Ibadan Expressway known as Prayer City (Phase IV). A single gathering of the Mountain of Fire and Miracles Ministries draws over 200,000 people. It is Africa's biggest Christian congregation. As part of its "do-it-yourself gospel mission," MFM focuses on praying against demonic acts and training people to fight the war with their hands, fingers, and minds. A theology that promotes practices dominated by prayer points to free individuals from hidden evil and spiritual forces is taught to its members, who learn about dealing with ancestral spirits as well as the existence of hidden evil and spiritual forces that stand in their way as they progress toward fulfilling their "destiny."

One of the church's goals is "the revival of Apostolic Signs, Holy Ghost fireworks, and the boundless manifestation of God's power to free those held in slavery." They tend to be repetitive statements made based on faith or commandments issued from the Scriptures themselves. Prayers emphasize that safety is found in Christ. The major church programs are every Wednesday spiritual clinic and revival hour, Sunday services, youth service, vigil take place on Monday, Tuesday, Thursday and Friday, 1st Saturday of the Month: power must change hand program (PMCH), 2nd Saturday Discipleship Seminar Day, 3rd Friday of Month 3Hours with God, 4th Saturday of the Month Prayer Rain, 7 hours with God Every other Month. There are so many auxiliary services at Mountain of Fire

Miracle‘s Ministry, such as accommodation, banking services, catering services, transportation, shopping mall, book shops, archive and so on

LITERATURE REVIEW

Tourism and hospitality are globally important businesses because they employ highly skilled individuals (Walker, 2011). They have the potential to influence people's lives by making a strong impression, just as the pros do. Due to increased travel being so common, the tourism market has seen an upward trend in recent decades, as people are travelling more and more for various reasons: for pleasure and adventure and medical treatment. People who travel for any of these reasons will need hospitality services, most notably lodging. If you're a person who travels outside of your typical surroundings or place of residence for pleasure, business, or other reasons other than being employed in the location you visit and stays there for at least 24 hours and at most one year, you're in the tourism sector (Jennifer and Thea, 2013; Wall and Mathieson, 2006). As a result, the tourism sector encompasses all enterprises that serve travellers' requirements (Robert, 2007). Hospitality is a different industry that provides lodging, food and beverage delivery outside of the house, and other ancillary products (Bello, 2012; Igbojekwe, 2007; Okoli, 2002).

According to Robert (2007), the industry is composed of businesses that provide accommodation, food services and other services for people away from home. Accommodation creates a home away from home for the tourist or travellers. Lodging, also known as accommodation, is one of the major products of hospitality and the establishment offers accommodation to a visitor or guest in a hotel. The growth of tourism is dependent on the availability of accommodation, which is a critical component of the industry. Providing lodging (and general food and drink) to those away from home for whatever reason offers a home away from home for the tourist, (Akbar and Parvez, 2009). Any tourist endeavour needs some kind of accommodation. Visitors and visitors on a trip need a place to stay so they may recharge their batteries. For visitors and travellers, lodging serves as a home away from home. Consequently, tourist accommodation service is defined as providing overnight shelter in well-furnished rooms containing at least a bed, supplied to visitors as a major service, travellers and lodgers for a price.

There is a universal classification system for hotels. However, traditional and commercial lodging may be classified into two broad categories based on physical characteristics. International Hotel Association (1946) divides the accommodation industry into three categories: conventional accommodation, supplemental accommodation, and new accommodation innovations. It comprises hotels like the international, commercial, resort, floating, and motels like the roadside motel and city motel, tourist cabinet, and tourist court in the conventional accommodation. Bungalows, dorms, villas, youth hostels for tourists, and novel accommodation ideas fall under supplemental accommodation. These are brand-new approaches to lodging that have emerged. It contains a mix of classic as well as extra features and amenities. This includes condos, timeshare resorts, camping sites and farms, as well as apartments and hotels. Villas are another kind of lodging option.

Guesthouses are comparable to inns where you may spend the night and have breakfast served in the morning. They are available in a wide variety of price ranges, from modest hotel rooms to lavish condominiums. As with tiny hotels in major cities, these places have a boutique feel to them. Despite the few amenities, most rooms include air conditioning, a shower, and a toilet on the same floor. Sometimes, the owner and his family often live in another building in the vicinity. There is also mid-way accommodation served to passengers travelling from one place to another, such as food, shopping, and sanitation facilities. Furthermore, fabricated huts are not left behind; these are huts made in earth quack prone areas and hill areas in less time, while some are logwood hut, which is a hut made of logwood. In addition, campsite accommodations are also available to tourists coming for religious purposes and functions. A campsite is a place used for overnight stay outdoors; it can be an incidentally chosen place or an area equipped for camping, with various facilities (small convenience store, road access for vehicles, bathroom, toilet, utility hookups), which normally called a campground with a set of rules.

It is a collection of tents, huts or other temporary structures used for travellers to lodge in a hotel-style reservation system is used to reserve an apartment or hostel complex's serviced apartments. If you rent a house, you have a set lease, but you may check out at any time. Chalets are private bungalows with self-catering facilities that are leased to affluent or well-known guests. The term usually refers to a tiny, overhanging cottage at a seaside resort, like a beach house, with an overhanging roof. In comparison, hotels are accommodations meant for commercial purposes. A hotel is a building made for visitors or tourists to lodge whenever they are out for business, conference or sightseeing or any form of recreation in a new environment. Apart from accommodation, some hotels provide other services such as laundering, reception, meal, car hire, telephoning, music, newspaper, photos, safari, guided tour, package travels, supermarket, recreation, sports, games, and security mention a few.

Availability and type of accommodation are major determinants of how tourist destinations benefit from their visitors. A hotel is a place where people may stay, eat, and be refreshed for short periods. They can book rooms ahead of time or just show up. There are several ways to describe a hotel. "An establishment that offers food and accommodation" is known as hospitallity (Armstrong and Kotler, 1996). A hotel is a place where travellers may stay, eat, and use other services. Additionally, a hotel offers cable TV and other conveniences like laundry facilities, shops, car rental agencies, and even airline booking and reservation services. Finally, a hotel is an immovable, permanent installation in an open and unique system where tourists walk in, consume the product and return with an intangible product. A hotel may also be defined as a place where the owner holds up their institution as providing lodging to anybody who shows up and looks to be able and ready to pay a fair fee for the services and amenities given and being in a fit condition to be accepted. If you think of a hotel as a business, it offers lodging and auxiliary services to guests away from home.

The services a hotel offers may be divided into "concrete components" like rooms and "intangible" parts like the ambience of the rooms (Afolabi 1998; Jones and Lockwood, 2002). In the past, basic accommodation was only a bed, cupboard, and small table, but in recent years, rooms with modern amenities like en-suite bathrooms, reservations, public dining and banquet facilities, lounges and entertainment, room services, personal cent, meeting rooms, specialty shops, personal service, valet laundry, hair care, and air conditioning have largely replaced them. If four or more rooms are available for temporary guests, the word "hotel" includes them. This excludes nursing homes or institutions for the elderly, according to James, (2009); Mississippi code of 1972, the term "hotel" includes them (infirm and personal care homes). There are three types of hotels: commercial hotels, airport hotels, conference centers, economy hotels, suite hotels, residential hotels or apartment hotels, casino hotels, bed and breakfast hotels, boutique hotels, and transient hotels.

Commercial hotels include everything from airport hotels to conference centers to economy hotels. Hotel categories include things like Floatels, Rotels, Green Hotels, Motels, Heritage Hotels, and Spa Hotels situated in resort-type settings, as well as Motels and Green Hotels. This company offers a broad range of services such as hotel rooms, spa treatments, activities, and food. They may involve stress reduction, physical fitness, healthy eating, and dealing with emotions such as sorrow and change. Dieticians, therapists, masseurs, exercise physiologists, and doctors are common on the spa staff. In addition, hotels are divided into many types based on their degree of operation, such as condominiums, also known as Second homes, which are condos that guests have acquired entirely. Instead of numerous owners sharing the hotel, a condominium hotel has a single owner. Owners of condominium hotels must notify the management business in advance of their intended arrival date. Then, the management firm may rent the apartment out at a profit to the owner for the rest of the year. Purchasing an apartment gives the owner complete ownership rights to the unit and shares common costs such as taxes, insurance, maintenance, and upkeep of the complex's common elements like the swimming pool and health and fitness centers.

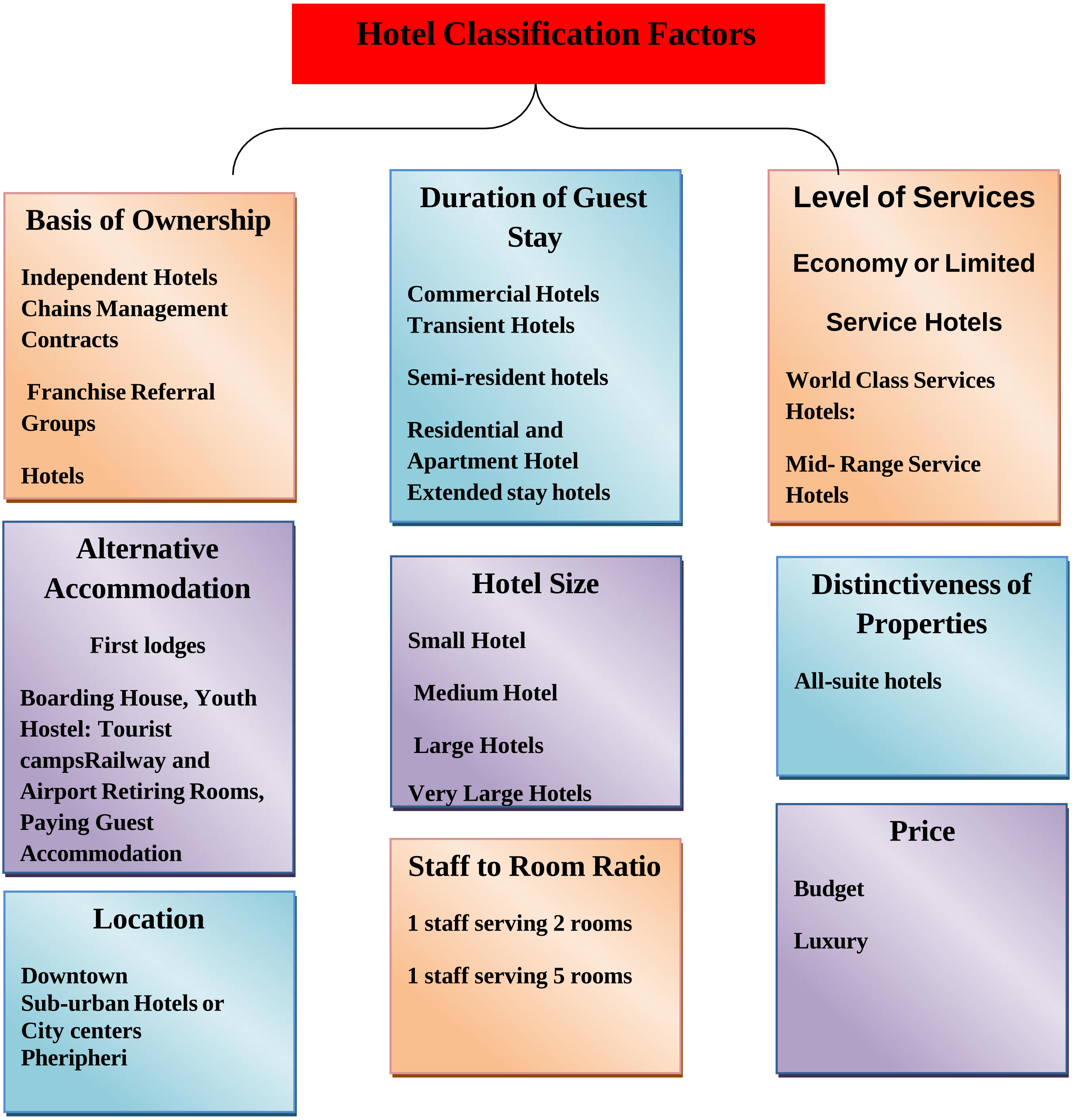

Figure 1.1: Hotel Classification

Factors Source: Adapted from

Murray, 2013.

Cost of Accommodation at Tourism Centre

In the hospitality sector, an accommodation facility provider is a company that offers visitors housing and food services in return for a fee. This necessitates the need for income-generating. The tourist and hospitality sectors have long recognized revenue management as a critical tool for balancing supply and demand (Ivanov, 2014; Poutier and Fyall, 2013; Mauri, 2012; Drucy, 1998). In Atour's (2020) opinion, a product's price is a cumulative effect of several characteristics of the product itself. For example, the price of a hotel room is influenced by the product's internal qualities and the external influences on those attributes. Cost, rivalry in the market, and consumer perception of value all play a role in pricing in this industry demand, segmentation, weather, competitive activity, and property qualities are all factors in determining price (Mauro and Luiz, 2020).

It's a complicated topic that's been examined in various fields, including economics, business administration, accounting, and marketing (Porto, 2014). However it is done, its significance is undeniable since it is via the outcomes of sales and the materialization of product pricing that lodging places secure their long-term sustainability (Heo and Lee, 2011). Thus, pricing is one of the three components of activity in tourism. Along with the cost of a trip, the ability to come and depart and the variety of available products and services are important factors in tourist dynamics, impacting the local economy and the destination. Value, which is commonly portrayed by money acquired through labour, refers to the amount someone gives to purchase a commodity that comes with additional advantages, such as price (Toni and Mazzon, 2011). Price is crucial from a financial point of view and an operational standpoint since it helps control stockpiles and production pressures, says Aziz, Saleh, Rasmy, and Elshishinyl, (2011).

We want to emphasize that supply and demand affect lodging rates, income is determined by the quantity and selling price of the goods and services provided, and sales are determined by the purchases made by customers (Parolin, 2014). Hotels manage society by setting prices and providing quality, tied to the hotel's physical location and operational elements. Maximizing revenues in the hotel sector, according to Parolin (2014), supports effective demand and billing management. Choosing and using the right marketing tools is essential for thorough market and competitive analyses and creating pricing strategies for different market segments. Fernando, Prusaczyk, and Tejera (2012), point out that hotels use one of three pricing strategies: cost-based pricing, market- based pricing, or a mix of the two. The hotel industry's pricing tactics are described by Porto (2014), as cost strategies, client-based strategies, and studying pricing competition.

Additionally, Lunkes (2009), mentions four pricing strategies: costs, competition, the market, and a combination of all four. According to the author, Cardoso (2011), divides pricing tactics into two categories: informal or empirical and formal or scientific. Regarding pricing techniques in the hotel business, Cogan (2013), Kotler and Keller (2012), and others use pricing approaches based on value, market, and expenses incurred. It is also used when determining the price on the "price list" or when negotiating with tourists to do markup calculations, average break-even occupancy by housing unit calculations, the price of the competition, and revenue or yield management. However, managers of lodging businesses utilize three pricing methodologies to determine the prices of services: value, cost, and daily rates. Hotels are essential for tourism because of their money from guests and the employment they provide (MTUR, 2015). Hotels, guesthouses, and hostels are all parts of the hospitality sector, and they all cater to travellers (Mello and Goldenstein, 2016).

It is an institution that provides housing and food in return for a fee or other consideration. For hotels, this encompasses everything from the front desk and concierge services to telephone, cleaning, and everything else that comes into direct touch with tourists. The hotel prices are driven by various factors like location, quality, customers‘ perceptions, category, product attributes, stage in the product life cycle, taxation, competition, hotel strategy, distributors' strategies, costs, some of which the product attributes, location, strategy is within the control of the hotel manager. Therefore, prices of accommodation facilities are flexible; they vary in time, by season or day of the week due to the dynamic of tourism demand (Lim and Chan, 2011), but also based on when the booking was made, pressed by the unsold room capacity, hoteliers use early bird rates and last minute offers to stimulate demand and generate bookings. While it seems reasonable to attract hotel guests, untimely early bird and last minute offers might mean that the hotel provides discounts when no such discounts necessarily lead to price attrition and lost revenues.

Furthermore, the accommodation establishments usually sell their rooms via various distribution channels, raising price parity across channels, distribution channel cannibalization, and price-related conflicts within the distribution channel ((Buhalis and Laws, 2001; Ivanov, 2007; Ivanov, Stoilova and Illum, 2015). Espinet, Saez, Coenders and Fluvià, (2003) studied the effect on prices of the attributes of holiday hotels in Spain and found that the town, category, hotel size, distance to the beach and availability of parking places have a significant impact on hotel prices. Chen and Rothschild (2010), investigated the impact of product attributes on the weekend and weekday rates of 73 hotels in Taipei, Taiwan and found a significant impact on the price of the hotel's location and the availability of television and conference facilities. Portolan (2013), analyzed the impact of product attributes on the prices of private accommodations in Dubrovnik, Croatia, and found a significant impact of location, parking, garden and distance to the beach.

Ivanov (2014), examined the determinants of prices of accommodation establishments in Sofia, Bulgaria, and revealed that the customers' evaluation of the product quality, indicated by establishments' booking.com rating, had a positive and significant effect on weekday non-refundable and weekend non-refundable and free cancellation rates. In a similar vein, Hung, Shang and Wang, (2010), focused on hotels in Taipei, Taiwan, and showed that, besides hotel size measured by the number of rooms, the service quality variable number of housekeeping staff members per room' influenced prices positively and significantly. The bulk of research, on the other hand, has linked hotel location with room pricing. The association between hotel room pricing and the distance from the hotel to surrounding attractions and services has been the subject of several studies. In a nutshell, the hotel business is a revenue-generating enterprise that offers housing, food, entertainment, security, and well-being services in addition to goods and services (Maurício and Ramos, 2011; Ferrando, Prus-aczyk, and Tejera, 2012).

METHODOLOGY

The data for the study of the availability and affordability of accommodation as catalyst for tourism development, a case study of Mountain of Fire Miracles Ministry Prayer City, Ogun State, Nigeria religious tourism centre, were collected from both primary and secondary sources. The primary source of data collection made use of questionnaire both structured and unstructured on demographic characteristics; information about the visit; types of available accommodation, the cost of goods and accommodations provided. Observation was also made to obtain up-to-date information directly from the targeted population in connection with the religious tourism centre. While the secondary source of data collection in the study was obtained from the archives of the religious centre, which includes published and unpublished information that is allied with the study area.

The average populations of tourists that used to attend the various weekly programmes were retrieved from the database of each religious centre and historical knowledge of the study areas were equally gotten from each centre. The average population sampled was five hundred and eighty (580), while five hundred and forty-five questionnaire were retrieved (545) from the respondents. A stratified sampling technique was adopted in this study, based on the principle of randomization because of the enormity of the data. Data collected from all sources during the data collection process were analyzed using statistical package for Social Sciences (SPSS) and Microsoft Excel software. Responses from the copies of the questionnaire were coded and analyzed using SPSS software and Microsoft Excel software; the results were presented with descriptive statistics in tables.

RESULT OBTAINED

Table 1.1: Available Accommodation at the Mountain of fire Miracle Ministry, in Ogun State

S/N	AVAILABLE ACCOMMODATION	PERCENTAGE	FREQUENCY
1	**Hotel**	218	40.0
2	**Chalets**	36	6.6
3	**Apartment/ Hostel**	271	49.7
4	**Guest House**	8	1.5
5	**Camp Site**	12	2.2
	Total	545	100

Source: Field Survey, 2022.

Table 1.2 Satisfaction Rate of Affordability of Goods at the Religious Centres.

Range of Satisfaction		**Rates**				
Items	**Descriptives**	**Availability**	**Expensive**	**Moderate**	**Cheap**	**Total**
Price and quality of gifts	**Frequency**	51	201	149	144	545
	Percentage (%)	9.4	36.9	27.3	26.4	100.0
Food and Drinks	**Frequency**	189	193	113	50	545
	Percentage (%)	34.7	35.4	20.7	9.2	100.0
Hotel	**Frequency**	139	203	122	81	454
	Percentage (%)	25.5	37.2	22.4	14.9	100.0
Apartment/ Hostel	**Frequency**	92	223	106	124	545
	Percentage (%)	16.9	40.9	19.4	22.8	100.0
Chalet	**Frequency**	120	178	146	101	545
	Percentage (%)	22.0	32.7	26.8	18.5	100.0
Guest House	**Frequency**	133	197	121	94	545
	Percentage (%)	24.4	36.1	22.2	17.3	100.0
Campsite	**Frequency**	138	241	61	85	545
	Percentage (%)	28.8	44.2	11.4	15.6	100.0

Source: Field Survey, 2022.

DISCUSSION OF RESULTS

Tables 1.1 show the various types of accommodation available at the Mountain of Fire Miracles Ministry Prayer City, Ogun State, Nigeria. It is revealed from Table 1.1 that 49.7% used apartment/hostels at the centre because most religious centre provided apartments for tourists. Furthermore, 40.0% had lodged in the hotel provided by the ministry, even most people visiting the religious centre from far distance book accommodation ahead their arrival most time, while 1.5% had the least percentage guest house, follow by campsite at 2.2% have of lower percentage at the religious centre. The result reveals that the religious centre when sampled made available different types of accommodation for the tourists. This implies that, two or more types of accommodation are made available at the religious centre. This collaborates the findings of (Akyeampong, 2007) that tourists accommodation is an establishment that offers its facilities and services to individuals or groups, such as hotels, motels, guesthouses, and company apartments.

Table 1.2 shows the respondents‘ satisfaction rate about the cost of goods at the Mountain of Fire Miracles Ministry Prayer City, Ogun State, Nigeria. The limited available goods at the religious centres are highly expensive compared to the actual selling unit or giving price outside the religious centres, as revealed by the respondents (Table 1.2). In each category of the items, the percentage of each satisfaction rate was always outnumbered the remaining percentage of the available items. For example, the satisfaction rate of price and quality of gifts, food and drinks, hotels, apartment, chalet, guest house and campsite are 36.9; 35.4%;37.2%, 40.9%; 32.7%; 36.1% and 44.2%, respectively. The implication of this is that the cost of goods generally is expensive in Nigeria, possibly because of the cost of running business in Nigeria is higher as a result of the attributed factors in sustaining business such as electricity supply, water and other public utilities, in which the religious centre is not an exception religious tourism centres.

SUMMARY

In conclusion, price control agency by the government should be embraced and monitor, who will be in control of cost of goods and the prices that can be charged for goods and services in the market and including the tourism centre as the price of goods is very germane, which agrees with Planagumà and Julve (2012), that says price is one of three factors that determine whether or not an activity will take place at a tourist site. Tourism dynamics have economic ramifications both at the destination and where it is issued, in addition to pricing. Visitors' flexibility to come and go and the variety of goods and services available are all important factors. Prices are significant to visitors on any trip because they represent the amount given to someone with the intention of purchasing something that offers additional advantages, such as value, which is typically indicated by money gained through labour and is therefore important to tourists(Toni and Mazzon, 2011; Aziz, Saleh, Rasmy, and Elshishinyl, 2011).

The government should also get more involved in tourism promotion by providing the basic amenities and infrastructures that can ease tourism practitioners' operational activities, such as good road connectivity, electricity, and moderate tax charges. The study indicates that accommodation plays a major role in a tourist‘s overall experience, visiting a religious centre that lasts more than two days. Each tourist needs to have a comfortable place to rest at the end of the day. As a result, the preference and availability of accommodation are thus imperative in any religious tourism trip. The different types of accommodation are to be available averagely at religious centre as tourists come from different parts of the country to attend program, even some international tourists have different tastes and fashion and economic power. Availability of Apartment/hostel (41.4%) has the highest percentage from the study, followed by lodging (29.2%), hotel (21.6%) while guest house (2.9%) and campsite (4.8) are scantly available.

CONCLUSION

The research work is a geographical means of solving accommodation problems at the religious centres, as it serves as a means of relaxation for those under stress to recuperate in their free time. Similarly, it is a source of information that individuals, planners, decision makers, and government can use to arrive at important decision-making on providing lodging facilities at the religious centres and any other area. Additionally, other researchers might be interested in evaluating the factors influencing the cost of accommodation in religious tourism centres,among others. Furthermore, the research could shed light on the pricing strategies used by the religious centres in providing accommodation facilities and in different periods or seasons, especially when they have mass tourists at the religious centre during the convention, crowd pull programs. Finally, the research could involve a wider scope of distribution channels to generate a more comprehensive view of the application of price parity as a pricing strategy by hoteliers.

RECOMMENDATION

The following recommendations are suggested for the possible development of religious centre, tourism and hospitality industries;

i. Economic accommodation should be encouraged at the various religious centres for tourists who cannot afford standard accommodation and should service a purpose with the presence of basic amenities and conducive environment.

ii. The church managements should ensure that there are adequate accommodation facilities in the creation of more campgrounds across the nation.

iii. Sustainability of the existing accommodation facilities is encouraged for it to stand the test of time.

iv. Adequate parking facilities should be put into considerations at the religious centres to avoid congestion and overcrowding.

v. The internet service on the sites should be working maximally for the betterment of the tourists at the centres.

vi. Wastebaskets should be provided at the strategic places to maintain the cleanliness of the environment at all times.

vii. More security and proper supervision should be made available always on the site.

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EVALUATING THE SKILLS GAP BETWEEN THE AVAILABLE AND THE NEEDED SKILLS IN THE HOTEL INDUSTRY IN PLATEAU AND NASARAWA STATES.

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ABSTRACT

This study identifies the available and the needed skills in the hotel sector and evaluates the skills gap between the available and the needed skills in the hotel sector in Plateau and Nasarawa States. The research adopted a survey design method where two hundred and twenty-nine (229) hotel employees (supervisors) were sampled from the selected hotels in the two states. Data were collected through a structured questionnaire and analyzed using descriptive statistics. The results revealed that communication skills, calmness under pressure skills, neatness and professional skills, multi-language skills, problem-solving skills and attention to details skills were needed by over70% of the employees. An increase in workload for the few skilled employees was identified to be the greatest effect of the skills gap with the least mean (standard deviation) of 1.42(±0.565). Similarly, staff incompetency, low patronage, low quality standards and guests‘ dissatisfaction and frequent complaints were also identified as aftermath of skills gap in selected hotels in the study area. The study concludes that there is skills gap between the needed and available skills in the study area. This has a negative effect on the performance and productivity of the selected hotels. It is therefore, recommended that managers and supervisors should make it a duty to analyse the skills set of their employees to organise training and development programmes to ameliorate the skills gap.

Keywords: needed skills, available skills, skills gap, hotel industry and plateau and nasarawa states

INTRODUCTION

The hotel industry is one of the four major components of the hospitality and tourism industry (Dolasinski and Reynolds, 2019). According to Marneros, Papageorgiou and Efstathiades (2021), the hotel industry contributes immensely to the gross domestic products (GDP) of many countries as a major employer of labour. Being a labour-intensive industry, multiple competencies (skills) are required to provide high-quality service to satisfy guests. The public globalisation of hotel business has therefore necessitated diversity and it takes various skills to work in the hotel operation (Marneros *et al*, 2021). These competencies (skills) can be obtained through educational programs and intensive training. These skills can be categorised into hard skills which were initially considered vital for employment (Anthonius, 2021). These skills include technical skills, problem-solving skills and decision-making skills (Sission and Adams, 2013). In the hotel industry, the technical skills include; culinary skills, banqueting skills, gueridon service skills, mixology skills, bed making, and cleaning skills. However, only these technical skills are no longer sufficient to get employed and be productive (Harkison, Poultson, and Kim, 2011). Therefore, the need to possess several soft skills such as interpersonal skills and communication skills to perform efficiently and effectively in today's work environment cannot be over-emphasized (Son and Adams, 2013). This has necessitated the bridging of gaps, which often exist in the employee as a result of factors such as inadequate training, motivation, and the lack of knowledge and education about digital transformations (Madera, Dawson, Guchait and Belamino, 2017). According to Siddiq and Acharya (2016) skills development has attracted international interest as a major factor in enhancing business success and competitiveness in the hotel industry. Hence, Kavita and Sharma (2011) stated that in the hotel sector, the skill that the worker possesses is the key driver of his/her productivity. The skills base of the hotel industry has a critical and important role to play in undermining employees' productivity (People 1st, 2015). Extant literature has confirmed a wide range of skills and knowledge gaps in the hotel industry. However, these findings have not been confirmed in the hotel industry in Plateau and Nasarawa States, North Central Nigeria, hence this study intends to fill this gap.

Nigeria Skills Council in 2018 reported that less than 10% of hotel managers and supervisors were thought to be appropriately qualified compared with other sectors such as; banking and finance, manufacturing, and agriculture. It was found to be because training is often underfunded, although more problems are found in small hotel (hospitality) enterprises, which have smaller budgets and less access to training (Bello and Bello, 2020). This is in line with Dhaliwal and Misra's (2020) assertion that employee development poses a problem to productivity in the hospitality industries because of the issues relating to the inability to provide or have the funds to cover those on training leave. Other factors are an increase in the cost of training, some enterprises not knowing how training can be received, and the absence of a traditional career ladder in the hospitality sector, leading some employees to think that training is not worthwhile. Some employers are also concerned that once the employees are trained, they may be poached by rival businesses. Some stakeholders believe that qualified employees can be engaged in the labour market but hotels are usually unwilling to make financial budgetary allocations that will impact their employees (Adedipe and Adeleke, 2016). Also, Samson and Gungul (2014) assert that no matter the sophisticated building structure, equipment, and investment in the brand advertisement, all would come to nothing without the right human resource in place in the hospitality industry. There is also this erroneous perception, especially here in Nigeria that hospitality employment is somewhat second class and it is for people who cannot get gainful employment elsewhere. That perception has impacted negatively on the industry and remains a serious deterrent to attracting good candidates to hospitality education programs. However, skills development is identified to have a higher interest in many countries. The challenges that are driving the interest are economic, social and development. The performance and productivity of the employee depend on the skill sets they have and these skills determine the quality of their performance and productivity (Manjunath, Shravan and Dechakal, 2019). Meanwhile, some hotels are finding it difficult to sustain competition because of the huge skills gap in their employment. Thus, analysis of employee skills gap and development can provide crucial information on their competencies so that managers can focus on necessary skills and development needs that are required to enhance productivity (Manjunath *et al*, 2019). Therefore, it is as a result of the gap in employee skills that the researcher was motivated to identify the skills gap between the needed and the available skills in the hotel industry in Plateau and Nasarawa States, North Central Nigeria.

The research questions stated thus,

To what extent can we identify the skills gap between the available and the needed skills in the hotel industry in Plateau and Nasarawa states, North Central, Nigeria?

To what extent can we evaluate the effects of the skills gap on employee performance and productivity in the hotel industry in Plateau and Nasarawa states, North Central Nigeria?

LITERATURE REVIEW

The hotel industry, unlike other industries, is labour intensive, it is most often difficult for the stakeholders to recognise and appreciate the importance of human resources and invest in their development. Esu (2012) maintained that the ability of the hotel business to develop a competitive edge is a function of the level and quality of employees. Thus, skill is the ability to do something well, usually gained through training or experience. Skills are attained after training or a practical session. It is the ability to perform an activity competently. This involves the development of a new skill, practice, or a way of doing things usually gained through training or practice. In the same vein, skill is considered as the ability of knowledge to accomplish a task efficiently and effectively with predefined results. Extant literature has classified skills into two major groups. Soft skills include skills related to people such as communication skills and interpersonal skills, and hard skills include technical skills, problem-solving skills, decision-making skills, etc. (Anthonius, 2021).

Skills Gap in Tourism and Hospitality Organizations

The American Society for Training and Development (ASTD) defines a skill gap as the gap between the current capability of an organisation and the skills it needs to achieve its goal. It is said to be the perceived mismatch between the employer's skill need and the available workforce skill. Some people often refer to the skill gap as a compensation gap, where employers are not willing to pay sufficiently to bring in the skill required. Others call it a training gap where employers do not provide necessary training, or the gap between education and the employer's need (EMSI, 2013). The skill gap in the organisation can be defined as the gap which does not allow the organisation to grow or to remain competitive as it is unable to find the employees with the right knowledge to fit into the critical job. Thus, the performance of the company will be hindered by a skill gap due to low productivity and lack of quality (Bennett and McGuinness, 2009). It is therefore rather advisable to identify the skills in the workplace of the company rather than to identify the gap in the workforce earlier in selection due to difficulties in recruiting skilled labour despite paying high salaries. Oftentimes, the company tends to employ incompetent workers not due to lack of skill availability but due to the selection process. Also, other literature describes a skill gap as the situation in which workers' skills are incompetent for doing the job. There is a lack of interest in the employees as well as employers in evaluating the skill gap. The skill gap can lower the company's productivity level and increase the company's cost. In addition, the skill gap can reduce the company's profit level, and competitiveness and harm the company's sustainability. Hence, Metilda and Neena (2016) maintain that finding new ways to enhance employee performance is very important for the organisation so that they can use the resources effectively and efficiently. According to Murshid (2016), the skills gap is a situation where employers are employing workers that they consider under-skilled or that their current staff is under-skilled compared to some preferred levels. It is described as a significant gap between an organisation's current capabilities and the skills it needs to achieve its goals. This affects the growth of the organisation and its competitiveness. It is a situation where employers are hiring workers that they consider under-skilled or that their existing workforce is under-skilled relative to desired levels. Skills shortage on the other hand refers to difficulty in filling existing vacancies, that is, there is not enough manpower or the available ones do not possess the right skill mix (Murshid, 2016).

Identifying and Evaluating Skills Gap in the Hotel Industry

Green (2011) in her study concluded that hospitality and tourism leaders and the university faculty consented that both technical and interpersonal skills are important competencies in the industry. Jefferis and Hutchinson (2020) reported that combined assessments of the hotel managers' views showed that human relations skills came top with a score of 70.9%, followed by the professionalism with 65%, and then passion and care each with a score of 54.8%. Similarly, Dhaliwal and Misra (2020) said that based on the most needed skills from the selected papers, findings showed that hotel employers need staff with skills in leadership, communication, problem-solving, interpersonal, oral and written communication, personality development, teamwork, positive attitude, customer service, professional and ethical standards, personnel management, professional attitude, hard and soft skills, time management, decision-making and information technology.

Skills Gap, Performance and Productivity

Anthonius (2021) examined the influence of employee empowerment, soft skills, and hard skills on the performance of employees in the hospitality industry in Indonesia. The research adopted a quantitative research method with a hypothesis test. The samples used are 100 active employees of 4-star rated hotels. The questionnaire was used as the research instrument and the data analysis was conducted by applying Structural Equation Modelling (covariance-based SEM). The findings of the study showed that the employee empowerment factor has no impact on employee performance, but the hard and soft skill factors were positively impacting employees' performance in Indonesia's hotel industry. It concludes that the management of hospitality enterprises in the study area is required to enhance the soft and hard skills of their employees for improved performance via training and development. Furthermore, Dhaliwal and Misra (2020) conducted a study based on the most needed skills from the selected papers, the findings showed that the hospitality industry needs skills in leadership, communication, problem-solving, interpersonal, oral and written communication, personality development, teamwork, positive attitude, customer service, professional and ethical standards, personnel management, professional attitude, hard and soft skills time management, decision-making and information technology. The study concludes that hospitality educators in the process of designing their curricula should create such an academic atmosphere, where skills reported by the study can be included among their students through theoretical as well as practical knowledge.

Jefferis & Hutchinson (2020) examined a new perspective on the soft skills which hospitality management students need to possess to be successful in the hospitality industry. The study adopted the exploratory participatory action research method. The research questions seek to know how many students perceive they possess soft skills; what they see to be the important skills for new hire and what students believe were the expectations of a new hire. Similarly, the research questions enquired to know from the general managers what were the basic skills requirements of a job applicant, what skills did the general managers believe a top-quality candidate must possess and what soft skills the general managers think were most important. Analysis of the data collected from the research questions showed a disparity between the soft skills students perceived they had and the soft skills that the general managers said were needed in the industry. The combined assessments of the general managers showed that people skills scored 70.9%, passion and care scored 54.8%, and professionalism scored 65%. In summary, the top three skills for general managers are people skills, professionalism, and passion care skills. The study determined that the greatest disparity lies in the people skills that the students perceive they have and those the managers said are needed. The study concludes that despite the students' perception of their soft skills, there exists a gap between students' perceptions and what the general managers determined were essential for the hospitality industry.

The skills gap in the tourism and hospitality industry in Kenya was analysed by Francis, Wamathai, Wamaka and Jilo (2019). The main objective of the study was to investigate the skills gap between tourism and hospitality graduates and industry expectations. Primary data were collected through the use of questionnaires and interviews. A sample size of 200 respondents purposefully selected comprising managers and supervisors from two to five-star hotels from different regions in Kenya were used for the study. It was observed that graduates from the Technical and Vocational Training Institutes (TVET) had more contact hours in practical sessions than their colleagues in the universities. Similarly, 59% of the respondents opined that graduates from all the institutions they interacted with did not have the technical and operational skills required of them to perform as they were expected in the departments they (graduates) were attached to. The study concludes that most of the managers and supervisors in the tourism and hospitality industry in Kenya rate graduates from technical colleges higher than those from universities. Graduates need more cross-cultural, interpersonal, and technological skills. It advocates synergy between educators and industry players on issues of curriculum standardisation to meet the expectations of the dynamic environment and taking cognisance of emerging and future trends brought about as the result of globalization. Furthermore, an assessment of the skills gap and training needs in Malawian tourism was conducted by Bello, Kamanga and Jamu (2019). The study adopted a mixed-methods design. Quantitative and qualitative data were collected through document review, survey, semi-structured key informant interviews, and focus group discussion. One hundred interviewees completed copies of a survey questionnaire administered to them in tourism and hospitality establishments but, 92 copies of the questionnaires were usable representing a 92% response rate. The results revealed that tertiary institutions focused on the theoretical knowledge against the practical experiences of the students while the industry requires more practical knowledge. The study identified skill gaps in the accommodation, food and beverage, travel, attractions, and transport services in the Malawi tourism industry. Likewise, the tourism industry's requirement for skilled and qualified manpower and its expectations from the hospitality management graduates entering the industry at various levels in India was examined by JayKumar (2019). The study identified the obvious skills gap between the skills and knowledge the graduate is groomed with by the institutions and the skill sets he is expected to possess by the industry. Data for the paper was collected from a semi-structured interview within the industry, with faculty members and alumni students. Also, information was obtained from quite an exhaustive review of the literature. The study observed that hospitality courses like effective communication and personality development, hospitality service excellence, word processing and spreadsheet skills, customer service, and information technology application skills essential for hospitality management graduates should be made mandatory from the first year of the program. The paper concludes that it would be in the best interest of the industry to take more active and cohesive participation in the training of the prospective graduates. For example, the industry representatives would guide the educators on current trends and expectations of the industry. Similarly, the institutions need to keep the industry in mind while designing the curriculum, syllabus, and module structures. Prominence needs to be given in the curriculum for the learning of soft skills in line with the changing technology in the industry. In the same vein, Babalola (2019) conducted a study on tourism and hospitality education in Nigeria and the strategies for bridging the issues of curriculum gap for industry's benefit and development. The study identified four broad skills needed to prepare a hospitality and tourism graduate to fit into the industry. It analysed the tourism and hospitality education curriculum against industry expected skills. Data were collected through an online survey conducted across the spectrum of employers and students/graduates of hospitality and tourism. These are generic skills, fundamental skills, functional area-specific skills and concentration area-specific skills. Against this, the analyses showed that the Nigeria tertiary institution curriculum reflects partly generic, fundamental and concentration/core skills. Hence, polytechnics offer 71.25% and 58.44% of core skills at National Diploma (ND) and Higher National Diploma (HND) respectively, while the universities offer 42.94% at the BSc level. In conclusion, the study shows that communication, multilingual, and operational skills, as well as skills in computing, are the most prominent skills needed by the students to fit into the industry. However, the institutions are emphasizing basic craftsmanship as the backbone of the profession, while the hospitality and tourism operators are emphasizing more on managerial capability. The study recommends that the tertiary institutions should strengthen the study of communication skills both written and orally together with close collaboration between educators and the industry.

METHODOLOGY

This study adopted a quantitative survey method in which a questionnaire was used to collect the data. The targeted population comprised the managers and supervisors of the four operating units (reception, housekeeping, kitchen, and restaurant) in the registered hotels of the Tourism Boards of the selected states. Plateau and Nasarawa states were purposively selected as the study area due to logistic problems and security challenges. Accordingly, 63 registered hotels in Plateau and Nasarawa states (comprising 28 in Plateau state and 35 in Nasarawa state) met the criteria to participate in the study. Thus, the population of this study was 63 registered hotels multiplied by five (5) employees in each of the registered hotels making a total of 315 employees). Three hundred and fifteen questionnaires were administered to 63 managers and 252 supervisors. Fifty-seven (57) representing 90% response rates were retrieved from the managers while two hundred and twenty-nine (229) representing 91% response rates were correctly filled and returned by the supervisors. These were analysed using descriptive statistics of frequency count, percentages mean, and standard deviation.

RESULTS OBTAINED

The results are presented along the line of the research questions.

Research Question 1: To what extent can we identify the skills gap between the available and the needed skills in the hotel industry in North Central, Nigeria?

Table 1. Skills gap identified between the needed and the available skills in the hotel industry in the study area.

Variables	**Needed skills**		**Available skills**		**Skill Gap**	**Remark**
	Mean	**Std Dev**	**Mean**	**Std. dev.**		
Communication skills	1.21	±0.407	1.52	±0.500	-0.31	Negative
Initiative skills	1.31	±0.466	1.78	±0.414	-0.49	Negative
Multitasking skills	1.36	±0.483	1.70	±0.458	-0.34	Negative
Adaptability skills	1.41	±0.493	Nil	Nil	-	
Attention to details skills	1.29	±0.458	1.73	±0.440	-0.44	Negative
Cultural awareness skills	1.46	±0.499	Nil	Nil	-	
Networking (ICT) skills	1.35	±0.477	1.84	±0.366	-0.49	Negative
Neatness and professional skills	1.24	±0.429	Nil	Nil	-	
Problem solving skills	1.24	±0.431	1.71	±0.456	-0.47	Negative
Stamina to stand for long period skills	1.34	±0.476	Nil	Nil	-	
Calmness under pressure skills	1.24	±0.428	1.51	±0.500	-0.27	Negative
Multi-language skill s	1.34	±0.473	1.83	±0.364	-0.49	Negative
Resilience skills	1.42	±0.495	Nil	Nil	-	
Respect for authorities' skills			1.83	±0.377	-	
Neatness and professionalism skills	1.24	±0.429				
Ability to work with or without supervision skills			1.51	±0.500		
Prompt response to task **			1.95	±0.223		
Telephone skills			1.97	±0.173		

N=229
Source: Author's Field-work, 2022.

To answer this question, the skills gap in the hotel industry situated in North Central Nigeria was assessed. The mean and standard deviation values of needed skills and available skills were placed side by side to determine the skills gap in the hotel industry of the geographical location of interest. Calmness under pressure skills had the lowest negative value of 0.27 next to it is communication skills with a negative of 0.31 and multitasking skill with a negative of 0.34, all these values indicated a strong skill gap in the aforementioned areas in the hotel sector. In addition, skills like attention to detail (-0.44) and problem-solving skills (-0.47) were also found to precipitate skills gaps. While initiative skills, networking skills (ICT), and multi-language skills have the same negative value of 0.49, this also implies that there is a need for improvement of the identified skills to militate against deficiencies. Meanwhile, skills like adaptability, neatness, professionalism, stamina to stand for a long time, and resilience are needed and found to be completely absent. Also, skills like respect for authority, ability to work with or without supervision, prompt response to tasks, and telephone skills are available but not needed in study areas according to the responses received.

Research Question 2: To what extent can we evaluate the effects of identified skills gap on employee performance and productivity in the hotel industry in Plateau and Nasarawa states, North Central Nigeria?

Table 2: Effects of Identified Skills Gap on Employee Performance and Productivity

Variables	**Yes**	**Yes (%)**	**No**	**No (%)**	**INS**	**INS (%)**	**Total (Frequency)**	**Total (%)**
Loss of business to competitors	29	50.9	20	35.1	8	14.0	57	100
Delay developing new products or service	21	36.8	28	49.1	8	14.0	57	100
Have difficulties meeting quality standards	22	38.6	32	56.1	3	5.3	57	100
Have higher operating costs	29	50.9	21	36.8	7	12.3	57	100
Have difficulties introducing new working practices	30	52.6	22	38.6	5	8.8	57	100
Increase workload for other staff	35	61.4	20	35.1	2	3.5	57	100
Outsource work	27	47.4	20	35.1	10	17.5	57	100

N=57, INS= I'm Not Sure
Source: Author's Field-work, 2022

The effects of the skills gap on employee performance and productivity in the sampled hotels are indicated in Table 2. An increase in workload was identified to be the greatest problem of skill gap with 61.4%, having difficulties in introducing new working practices was next with 52.6%, and loss of business to competitors and higher operating costs were also some of the effects of skills gap on productivity with 50.9% each. Outsourcing work was also found to be the effect of a skills gap on employee performance and productivity with 47.4%. However, items on delay in developing new product or service and having difficulties meeting quality standard have minimal effects on employee performance and productivity due to skill gap with 36.8% and 38.6% respectively.

DISCUSSION

The hotel industry, which is a major component of the hospitality industry, needs professionally, qualified, and committed human resources (Adedipe and Adeleke, 2016). Being a people-oriented industry; its businesses are characterised by personalised services and face-to-face or direct contact of managers and employees with customers. Information on available and needed skills in the hotel industry in both states was elicited from the hotel supervisors and the responses received were collated and analyzed. Results indicate that the skills claimed to be available include communication skills, multitasking skills, Multilanguage skills, initiative skills, customer relation skills, ability to work under pressure skills, and telephoning courtesy skills. Most of these skills were reported in less than 50% across the board; that is, none of the skills was available in all the hotels selected. Similarly, the report indicated that communication skills, professionalism skills, problem- solving skills, and calmness under pressure skills were the most needed skills (79%, 75%, 75%, and 76% respectively) by employees in the selected hotels in Plateau and Nasarawa states. The only skills that were not highly needed include; resilience, cultural awareness, and adaptability skills which were needed by 57.6%, 52.3% and 59% respectively.

Robles (2012) reported that the most preferred skills by employers are: integrity, communication, courtesy, responsibility, social skills, positive attitude, professionalism, flexibility, teamwork, and work ethics. It maintained that about 25% of success in the job depends on technical abilities, while 75% is dependent upon the soft skills carried by employees at the workplace. Similarly, Dhaliwal and Misra (2020) emphasised that hospitality industry needs skills in leadership, communication, problem-solving, interpersonal, oral and written communication, personality development, teamwork, positive attitude, customer service, professional and ethical standards, personnel management, professional attitude, hard and soft skills time management, decision-making and information technology. Based on the findings of this study which are also corroborated by previous literature, it will be right to state that employees in the hotel industry in Plateau and Nasarawa states have no adequate technical and soft skills to enhance productivity and offer quality service to guests.

The second research question was assessed through the managers. The findings indicated that staff incompetency; low patronage; low-quality standard, low productivity; shortage of skilled staff; guest dissatisfaction, and frequent complaints were identified as the aftermath of the skills gap in the selected hotels in the study area. This study also found that loss of business to competitors, delay in the development of new products or services; having difficulties meeting quality standards; higher operating costs; problems in introducing new working practices; increase in the workload for skilled staff and outsourcing of work are all as a result of the skills gap and have a serious effect on employee performance and productivity. Morris, Vanino and Corradini (2020) maintained that the skills gap has effects on the productivity of employees and the organisation at large. It results in loss of business to competitors and guest dissatisfaction (Sharma, 2020).

CONCLUSIONS

In conclusion, the skills gap identified in the hotel sector includes communication skills; initiative, multi-tasking, attention to detail, networking, problem-solving and multi language were also seriously missing. Skills like adaptability, neatness and professionalism, stamina to stand for a long time and resilience were absent. The major problem of skills gap includes an increase in workload; having difficulties in introducing new working practices; loss of business to competitors; higher operating costs; delay in developing new products or services and outsourcing work. Hence, an upgrade of employees' skill set will enhance productivity and minimise the consequences listed above. Based on these findings, the researchers thus recommend that hotel managers and supervisors should ensure that they carry out–house training that will improve the hotel staff skills in hotel operations. Aside, there should be proper sensitisation for staff in the hotel to be aware of the need to always improve on new techniques and methods of operation that may lead to higher performance and productivity in the workplace to ensure effective and efficient quality service to guests.

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THE EFFECTS OF QUARANTINABLE INFECTION MANAGEMENT ON THE PERFORMANCE OF HOSPITALITY OUTLETS IN ONDO STATE, NIGERIA

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ABSTRACT

This study examined the effects of quarantinable infection management on the performance of hospitality outlets in Ondo State, Nigeria**.** Health crisis had over time been a setback to the activities of hotels with major health crisis like the Covid-19 pandemic, Lassa fever, Cholera outbreak etc. known as "Notifiable diseases".Sixty (60) respondents were selected using a purposive sampling technique.Management and staff were selected from three hotels from the three senatorial districts of Ondo State. Mydas Hotel and Resorts, Owo Northern Senatorial District, St' Jacob Hotel, Akure, Ondo Central Senatorial district and Domfav Hotel and Suites International Ltd, Okitipupa Southern senatorial district.Quantitative research design was adopted using descriptive survey and analyzed using descriptive and inferential statistics. Demographic variables of the respondents were computed using simple percentages and bar charts. Linear regression analysis and Pearson correlation were used to test hypotheses one, two and three respectively, which were tested at 0.05 alpha levels of significance. The results revealed in hypotheses one and two that Covid-19 pandemic and Lassa fever affected the performance and functioning of the hotels.The findings in hypothesis three established that there is no significant relationship between the Cholera outbreak as a health crisis and the performance of the selected hotels.It thus recommends that management should play a key role in these hotels by implementing plans, procedures and protocols for handling health crises whenever it occurs. This study suggests that future investigation should be carried out extensively on other forms of infections as it may affects the tourist and hospitality operations.

Keywords*:* Quarantinable infections, Health management, Hospitality outlets and Performance

INTRODUCTION

The evolution of infectious illnesses is an interesting topic. Contagious diseases have severely impeded the development of human society since the beginning of time. The history of infectious diseases also includes those who first discovered infections, distinguished between infections, isolated or characterized pathogenic microorganisms, created diagnostic tests, invented treatments, promoted public health, or created vaccines or chemoprophylaxis to prevent infections (Noreen, Anees, Syed, and Mashooq, 2020). It was reported in China's Hubei Province that a new strain of the coronavirus infectious disease 2019 (COVID-19) had not previously been discovered in people, but it was once more overlooked. Scientists have identified an unnamed virus in eight of the new cases that were reported in December 2019. The condition was given the official name COVID-19 on February 11. After infecting more than 118,000 people and spreading through 114 nations in under three months, the COVID-19 virus was declared a pandemic by the World Health Organization on March 11, 2020.

Without a vaccination, the virus moved outside of China, and by the middle of March, it had reached more than 163 countries worldwide (Noreen *et al*, 2020). In the meantime, these diseases are viewed as a crisis that tends to hinder the efficient operation of hotels and tourism businesses across the globe.

The tourism and hospitality industries, on the other hand, depend heavily on visitor patterns, thus decision-makers spend a lot of effort to draw tourists to the area and boost the industry's multiplier impact. However, there are now international and national travel limitations as a result of the situation. The tourist and hospitality industries have faced enormous hurdles as a result of these travel restrictions, border closures, event cancellations, quarantine procedures, and spread-related fears (Gössling, Scott and Hall, 2020).

However, across a range of inquiry categories, crisis management was a common reaction. Making a plan for help amid unplanned and unexpected situations is part of crisis management. Due to occurrences' unpredictable nature, which may lead to unforeseen outcomes, an early risk can manifest as a crisis. Rapid strategy development is necessary for crisis management in order to eliminate or decrease the impact of the threat. Systems must be updated to accommodate unforeseen stages and provide guidance throughout the crisis management life cycle (Olawale, 2014). Due to travel restrictions imposed by the government, some of Nigeria's well-known resorts are inaccessible to tourists because they are located in high-risk disaster zones and are vulnerable to the cholera, Lassa fever, and covid-19 pandemics. Even a remote chance that these diseases will spread could prevent travelers from reaching their destinations. Studies have not looked into much, nevertheless, in order to learn how to lessen the effects. Even though some nations have had some success in limiting the pandemic breakout (Griffiths, 2020), the concomitant economic depression still exists. According to Madeira, Palro, and Mendes (2021), a successful organization in the future must develop the capability to absorb crisis throughout the organization's life cycle. In the meantime, the crisis in any organization may not enable the organization to achieve its set objectives if the crisis is not properly managed.

Objectives of the Study

The main objective of this study is to examine the effects of quarantinable infection management on the performance of hospitality outlets in Ondo state, Nigeria. Specifically, the study set out to achieve the following objectives:

- To investigate the effects of the spread of covid-19 pandemic on the performance of the selected hospitality outlets in Ondo State.
- To examine the effects of Lassa Fever on the performance of the selected hospitality outlets in Ondo State.
- To determine the effects of the spread of the Cholera outbreak on the performance of the selected hotels in Ondo State.

Research Questions

- What are the effects of the spread of covid-19 pandemic on the performance of the selected hospitality outlets in Ondo State?
- What are the effects Lassa Fever pandemic on the performance of the selected hospitality outlets in Ondo State?

- What are the impacts of the Cholera outbreak on the performance of the selected hotels in Ondo State?

Hypotheses

Hypothesis One

There is no significant impact of the spread of covid-19 pandemic on the performance of the selected hospitality outlets in Ondo State.

Hypothesis Two

The Lassa Fever pandemic does not have a significant impact on the performance of the selected hospitality outlets in Ondo State.

Hypothesis Three

There is no significant relationship between the Cholera outbreak as a health crisis and the performance of the selected hospitality outlets in Ondo State.

LITERATURE REVIEW

Crisis management stages

The idea of a unique framework for crisis management that provided a classification of events in a sequential order is the best course of action (Speakman and Sharpley 2012). Speakman and Sharpley (2012) looked at how organizations respond to various types of disasters that are created by people as well as the interactions between executives and various stakeholders. The five phases of a crisis early warning signal detection, preparation/prevention, damage containment, business recovery, and organizational learning—are used to describe how most crises develop. Signal detection involves extracting information from noise during routine business to comprehend and recognize the hints and indicators of an emerging disaster (Speakman and Sharpley, 2012). Understanding the preceding phases, reflecting on them, and assessing the advantages and disadvantages of crisis management are all part of organizational learning, the phase that is most frequently disregarded (Speakman and Sharpley, 2012). 500 people and 200 sizable companies from all around America who had experience with and responsibility for resolving crises were included in the five-year study. The wide, logical, linear structure of the theory has drawn criticism from researchers since it suggests that big incidents follow similar processes in which one phase precedes another (Buchanan and Denyer, 2013; Speakman and Sharpley, 2012). However, crises are neither foreseeable nor preventable (Faulkner, 2001), and they frequently happen without warning, necessitating the instant entry of an organization into a reaction phase (Pelfrey, 2005; Speakman and Sharpley, 2012).

Social Distancing, Isolation, and Quarantine

In addition to the political, ethical, and moral difficulties, public health officials believe that the use of social distance as a measurement instrument also has a lack of factual basis for its efficacy in the pathogen attack. To monitor public health and stop the spread of illnesses among people and communities, quarantine and isolation are useful tools (Tognotti .2013). The term "social distancing" can be characterized as "the diminished relationship between members of a society, some of whom were contagious but had not yet been segregated and diagnosed." The sickness was defeated by separating people from one another and reducing transmission since the propagation of disease by respiratory droplets requires immediate contact between people. In a location where the sickness cases are unknown and community transmission is thought to have occurred, social distancing was adopted by the CDC (Centre for Disease Control and Prevention, 2004). Isolation, which typically takes place in medical settings, is the isolation of sick persons with contagious diseases from uninfected people in order to safeguard uninfected people. A negative pressure facility and a reduction in disease transmission via aerosols were set up in an isolation chamber. Additionally, disease management and droplets like COVID-19 were accomplished without the use of negative pressure facilities. If the disease was found within the initial stages, isolation of patients has proved successful in preventing disease transmission. Isolation was unsuccessful in containing an influenza pandemic and limiting transmission because influenza spreads before clinical signs and symptoms manifest. Compared to influenza, COVID-19 takes longer to incubate. (2008) (Boxberger *et al*). On the other side, the term "quarantine" was used to limit or separate the activities of people who had direct contact with an infectious disease and are kept under close watch, regardless of whether they ultimately contract the disease. An excellent measure that was frequently used to stop the spread of numerous infectious diseases in humans and animals, such as the swine flu outbreak in 2009 and the severe acute respiratory distress syndrome (SARS) from 2003, is quarantine (Sato, Nakada, Yamaguchi, Imoto, Miyano, and Kami 2009). One of these quarantinable illnesses is Lassa fever, which is brought on by the single-stranded RNA virus known as the Lassa virus. A viral hemorrhagic fever with a particularly high fatality rate among hospitalized patients is lasa fever. Nigeria and other countries in West Africa are particularly affected. The virus was isolated by the Center for Sickness Control (CDC), Atlanta, USA, in 1969 from a sample received from a missionary worker in Lassa village in northern Nigeria. The disease first became known in the 1950s. The disease's natural host is a rat called mastomys natalensis that is prevalent in endemic areas (Richmond and Baglole, 2003); (Fisher-Hoch, *et al.* 2005). Infection is brought on by contact with rats, notably when their saliva, urine, excreta, or other bodily fluids contaminate food. In many regions of the world, cholera is still a serious hazard to public health, especially in those experiencing serious emergencies (Legros, 2018). (Spiegel, Le, Ververs, and Salama, 2007). According to Checchi, Gayer, Freeman, Grais, and Mills (2007) and Connolly, Gayer, Ryan, Salama, Spiegel, and Heymann (2004), cholera outbreaks typically happen when water, sanitation, and hygiene (WASH) services are lacking or compromised. Cholera outbreaks continue to be a major cause of disease outbreaks worldwide, and their frequency and severity are rising. In 69 cholera-endemic countries each year, it is projected that there are 2.9 million cholera cases (1.3-4.0 million uncertainty range) and 95,000 deaths (21,000-143,000 uncertainty range) (Ali, Nelson, Lopez and Sack, 2015).

The Notion of Crisis

Natural catastrophes, conflict and terrorism, sanitary problems, and economic events are the most common types of crises (Seraphin, 2019). A crisis is defined as an unanticipated occurrence that reduces tourists' trust in the crisis-affected destination and makes it difficult to carry out routine activities (Patrichi, 2013). A crisis is a state or an occurrence that is made worse by poor managerial practices or opposition to change (Ritchie, Crotts, Zehrer, and Volsky, 2013). A crisis is a sudden, unexpected event that causes turmoil and, if no action is taken, ruins an organization (Prewitt and Weil, 2014). According to (Beirman 2011), a crisis is an occurrence or a group of events that have the potential to harm the marketability and reputation of travel-related companies or the entire destination. A crisis is described by (Williams, Gruber, Sutcliffe, Shepherd and Zhao 2017) as a process that can end in an incident that disrupts the actor's regular functioning.

According to (James and Lynn 2010), the crisis poses a major danger to a system's fundamental structures, values, and norms, necessitating the need to make critical decisions under time constraints and highly uncertain conditions. A shift might result in an urgent problem that needs to be solved right away, whether it happens suddenly or takes some time to develop. An occurrence that jeopardizes an organization's strategic goals, reputation, or existence (Pearson and Sommer, 2011). Due to the limits put in place by the majority of countries to stop the spread of this pandemic, the current health crisis brought on by COVID-19 swiftly transformed into a financial downturn (IMF, 2020). The unanticipated crisis has severely impacted the tourism sector, making the hospitality industry one of the most negatively impacted industries (Muller, 2020). Only takeaway and delivery services were permitted in Portugal, forcing hotels to close or operate under strict restrictions.

Pandemic COVID-19 hypothesis

Due to demographic changes, natural calamities, and technological breakthroughs, the world is constantly experiencing difficulties. However, the coronavirus (COVID-19) pandemic has become the decade's worst problem. It has had an adverse effect on peoples' lifestyles and on their health, social, and financial circumstances (Wang, Pan, Wan, Tan, Xu, and Ho, 2020). SAR-CoV-2 (severe acute respiratory syndrome Coronavirus 2) is a virus that causes the dangerous disease coronavirus (Terry and Woo, 2020). The World Health Organization (WHO) has proclaimed COVID-19 to be a pandemic (Lipsitch, Swerdlow, and Finelli, 2020). When an infected individual sneezes or coughs, droplets are created that can spread the coronavirus (Sultana, Tarofder, Darun, Haque, and Sharief, 2020). The newly discovered COVID-19 (coronavirus disease) initially surfaced in Wuhan, China, in December 2019. Within months, it spread to several nations, dramatically increasing the number of cases (Ahorsu, Lin, Imani, Saffari, Griffiths, and Pakpour, 2020). The management of COVID-19 by medical professionals has become more challenging since the disease's onset. The fatality rate is high in many nations, making this disease unique of its sort with no documented cure as of the writing of this report (Baud, Qi, Nielsen-Saines, Musso, Pomar and Favre, 2020).

The rationale behind Lassa fever

The World Health Organization (WHO) has identified the uncommon viral hemorrhagic fever (VHF) Lassa fever as one of the emerging infections that is expected to soon create serious outbreaks with limited available medical countermeasures (WHO, 2015a). The Lassa virus (LASV), a member of the Arenaviridae virus family, is the cause of Lassa fever (LF), an acute and possibly fatal hemorrhagic disease. It is sporadic and has yearly outbreaks in a number of West African nations where it is endemic (Fichet-Calvet and Rogers, 2009). Even while LASV can transfer from person to person, the majority of infections are believed to be disseminated through contact with the urine or feces of the common commensal mouse Mastomys natalensis. It's possible that Hylomyscus pamfi and Mastomys erythroleucus are also involved in the spread of disease (Mari Saez *et al.,* 2018). The Lassa virus, an arenavirus that was initially discovered in Lassa, Nigeria in 1969, is what causes lassa fever (Grahn, Brve, Lagging, Dotevall, Ekqvist and Hammarström, 2016). The mouse Mastomys natalensis is the main animal reservoir for the Lassa virus (Shaffer, Grant, Schieffelin, Boisen, Goba, and Hartnett, 2014). The absolute numbers of deaths and the case fatality rate (CFR) overall, despite increased diagnostic capabilities for early detection and treatment, are still too high. Clinically, it can be challenging to distinguish Lassa Fever from other febrile infections that are common in West Africa. Fever, pharyngitis, gastrointestinal issues, and cough are among the symptoms. In the later stages, it's typical to see bleeding, facial oedema, convulsions, pericardial effusions, and coma (Ehichioya *et al.*, 2012). Despite the fact that during outbreaks the CFR among hospitalized patients may surpass 50%, the majority of cases are mild or even asymptomatic (Shaffer *et al*., 2014). Rodents are the primary source of Lassa fever transmission to people. Transmission from person to person has been documented (WHO, 2017). Since there is presently no vaccine for Lassa Fever, preventative efforts are concentrated on breaking the chain of transmission (WHO, 2017). The Nigeria Center for Disease Control (NCDC) suggests that the general public take a number of preventative measures, including maintaining personal and environmental hygiene, frequently washing hands at all times, storing food in rat-proof containers to reduce rodent-human contact, and reporting symptomatic cases to the treatment center as soon as possible (Nigeria Center for Disease Control, 2019**).**

The theory of Cholera

Cholera, which is typically spread by feces-contaminated hands, food, or water, is still a constant risk in many nations. Where there are problems with the water supply, sanitation, food safety, and hygiene, new epidemics can sporadically happen. The exact toll of the illness is thought to range from 1.3 to 4 million illnesses and 21,000 to 143,000 fatalities annually. (WHO's Weekly Epidemiological Survey, September 26, 2009)**.** The Global Roadmap for Cholera Elimination by 2030 (Piarroux and Faucher, 2012) has drawn attention to ongoing efforts to prevent and manage cholera and underlined the need for clear, consistent, and evidence-based standards.

Consequences with the Covid-19 Pandemic for the Travel and Tourism Sector

Crisis scenarios like COVID-19 compel hospitality businesses to alter their operational plans. These occurrences produce a lot of uncertainty and typically call for quick reactions to avoid detrimental effects (Ritchie and Jiang, 2019). However, prior studies have revealed that the hotel sector is not well-prepared for a crisis (Bremser, Alonso-Almeida and Llach, 2018), primarily due to a lack of dedicated resources (Ghaderi, Mat Som, Wang, 2014) and a lack of information and expertise regarding how to act (Ritchie, 2008). Governments all over the world have enacted a variety of restrictions to slow the spread of the pandemic, which have halted international economic activity and brought on a new global recession. Examples of these restrictions include social segregation, travel bans, border closures, the closure of public facilities and services, and more. The COVID-19 pandemic's impacts on the world economy will be significantly worse than those of the Great Depression of the 1930s and the Global Financial Crisis (GFC) of 2008, according to (Fernandes 2020).

The Tourism and Hospitality Industry's Crisis Management

Environmental, political, and societal factors might affect tourism (Speakman and Sharpley, 2012). Pandemics, meteorological emergencies, and human-caused failures, in particular, provide difficulties for the world's tourism business and local attractions (Calgaro, Lloyd, and Dominey- Howes, 2014). Practitioners concur that tourism is vulnerable to crises since serious or minor occurrences could interfere with tourism activities (Jia *et al.*, 2012). Researchers believe that a variety of crises risks and hazards, along with the industry's significant dispersion and interconnection, make tourism organizations and destinations particularly vulnerable (Paraskevas and Altinay, 2013).

Organizational Performance Principle

According to Jennifer and George (2006), placing a strong emphasis on work performance increases the company's efficacy and efficiency in achieving its objectives. They also believed that a company's failure has a detrimental impact on its efficacy, which lowers staff productivity in relation to predetermined goals and objectives. According to (Stephen and Stephen, 2016), the degree of productivity is based on the extent to which workers believe that their motivational goals will be realized. They claim that when their goals are not realized, employees become demoralized and less productive.

METHODOLOGY

This study adopted a descriptive research design with the use of a well-structured questionnaire which was administered to 60 respondents. Those respondents were drawn from both the management and staff of the three selected hotels in the three senatorial districts of Ondo State, Mydas Hotel and Resorts, Owo for the Northern Senatorial District, St' Jacob Hotel, Akure for Ondo Central Senatorial district and Domfav Hotel and Suites International Ltd, Okitipupa for the Southern senatorial district of the State. Data generated were analyzed with the use of descriptive and inferential statistics. Inferential statistics were used to analyse the postulated hypotheses thus Pearson Correlation Coefficient and Regression were used.

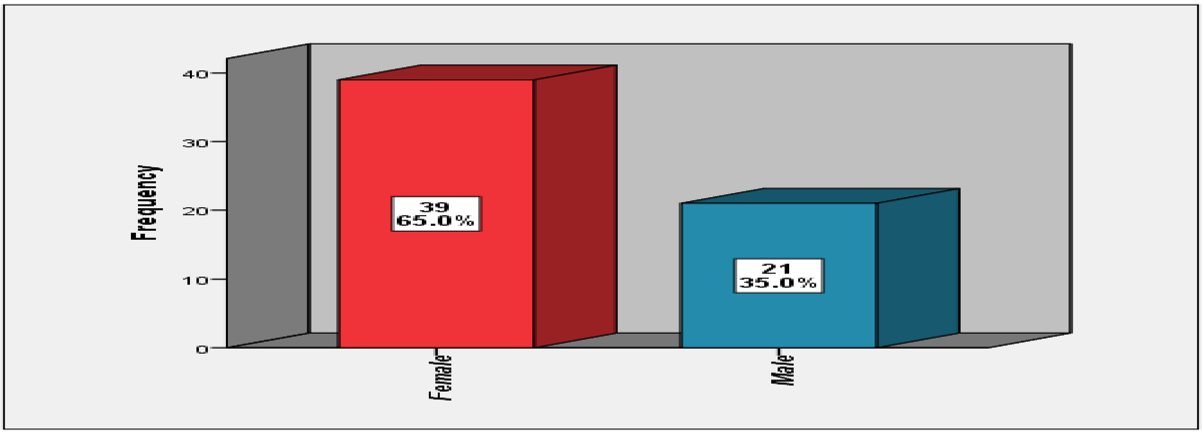
RESULTS OBTAINED

Demographic Information of Respondents

The demographic data generated from the 60 respondents were analyzed below.

Data shown in figure1 showed the distribution of respondents according to sex. Female respondents account for 65.0% and male respondents account for 35.0%. The finding implies that female respondents participated in this study more than female respondents.

Figure 1: Demographic distribution of respondents according to sex

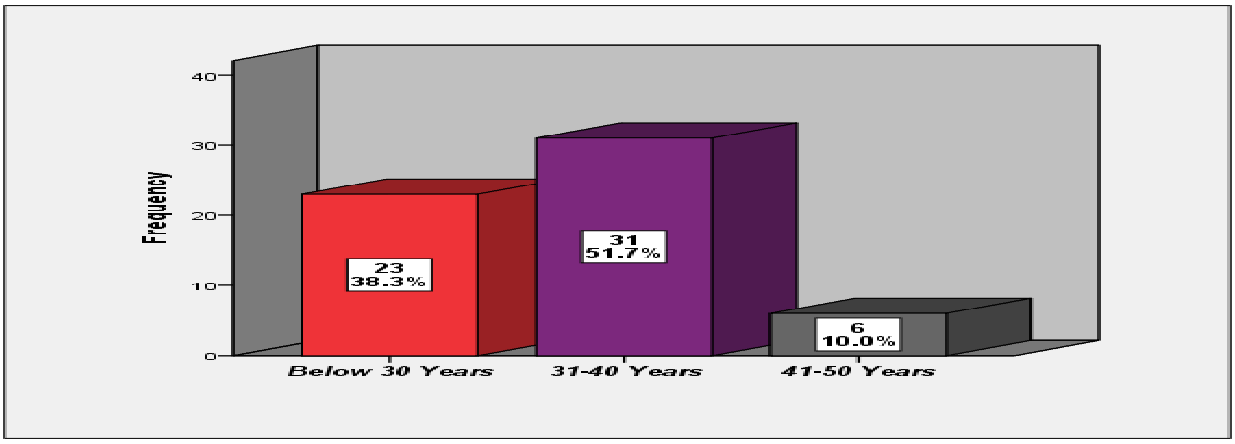


Source: Researcher‘s fieldwork, 2022.

Data shown in figure 2 showed the distribution of respondents according to their age range.

Respondents within the age range of 31-40 years participated more in this study with 51.7%, followed by respondents below the age of 30 years with 38.3% and the respondents within the age range of 41- 50 years are the least with 10.0%.

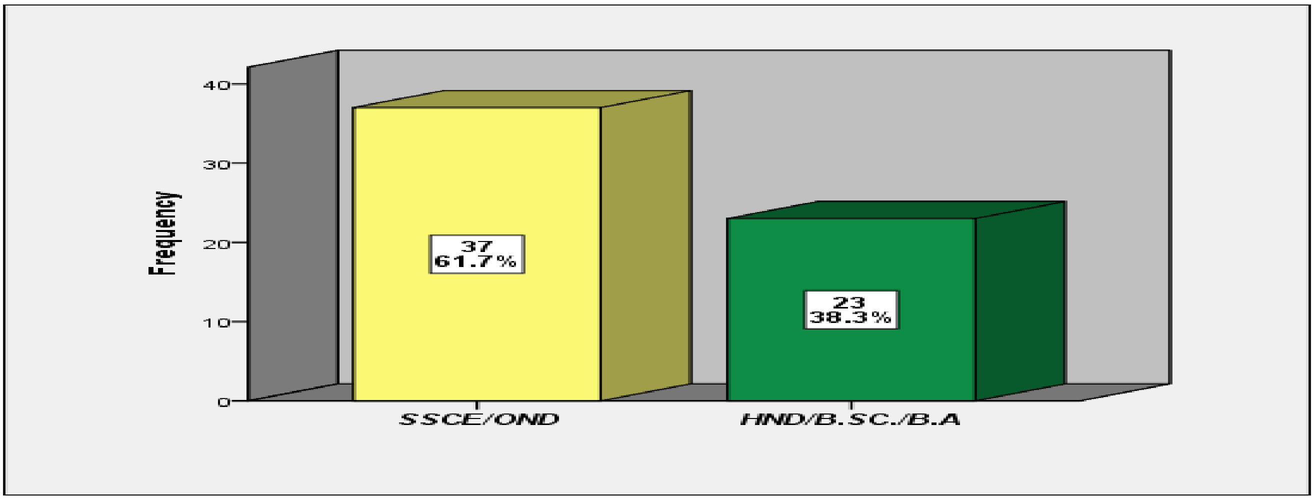
Figure 2. Demographic distribution of respondents according to the age range



***Source*: **Researcher's fieldwork, 2022.

Data shown in figure 3 showed the distribution of respondents according to their educational qualifications. The majority of the respondents are SSSCE/OND degree holders with 61.7%, followed by respondents with HND/B.Sc. /B.A. degrees with 38.3%. None of the respondent's ticks M.Sc. degree.

Figure 3. Demographic distribution of respondents according to their educational qualification

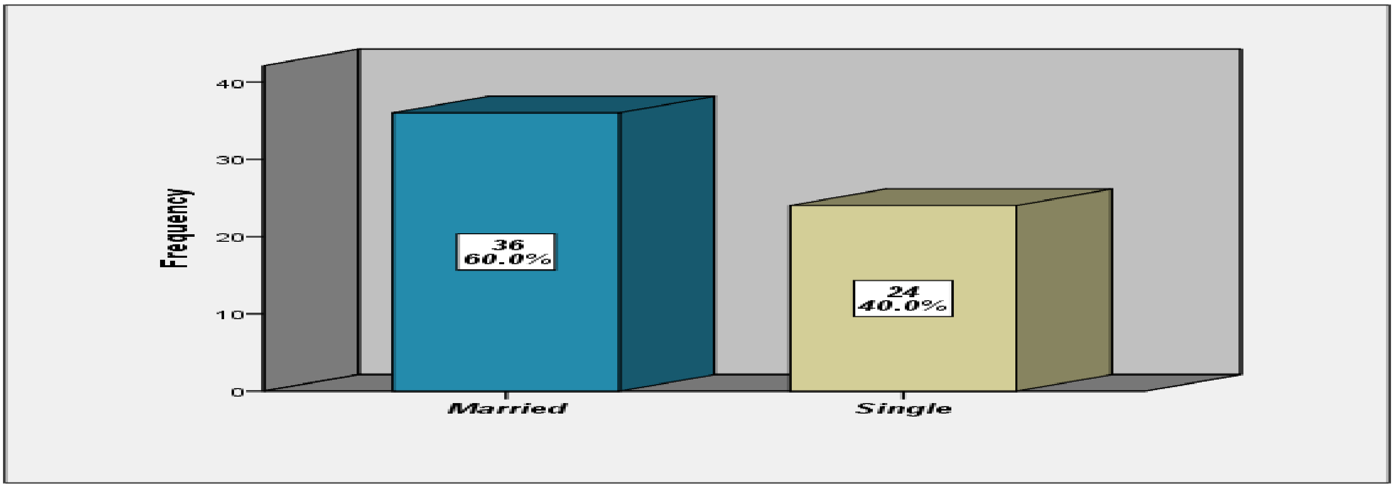


***Source*: **Researcher's fieldwork, 2022.

Data shown in figure 4 showed the distribution of respondents according to marital status. Married respondents account for 60.0% while respondents that are single account for 40.0%. None of the respondents ticks the options of widow/widower or divorced/separated. The finding implies that married respondents are more than single respondents.

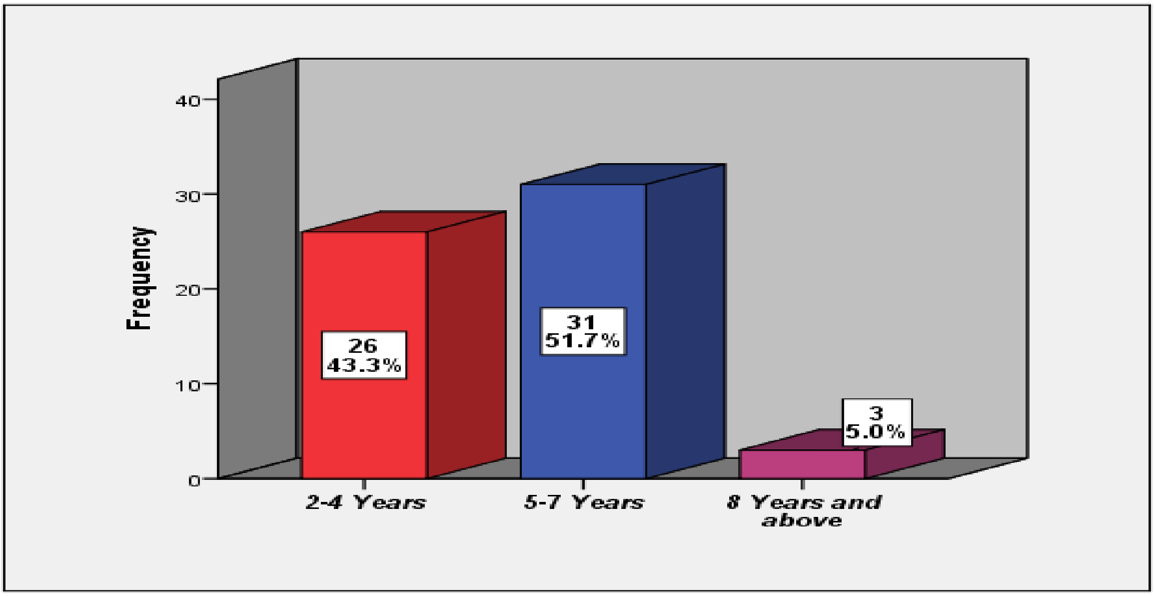
Figure 4. Demographic distribution of respondents according to marital status

***Source*:** Researcher's fieldwork, 2022.



Analyses in figure 5 on respondents based on the number of years they have used in the organization. Respondents who have been working in the selected hotels for the past 2 to 4 years are 43.3%, respondents that had been working in the hotels for the past 5-7 years are 51.7% while respondents who had been working for over 8 years in the hotels are 5.0%.

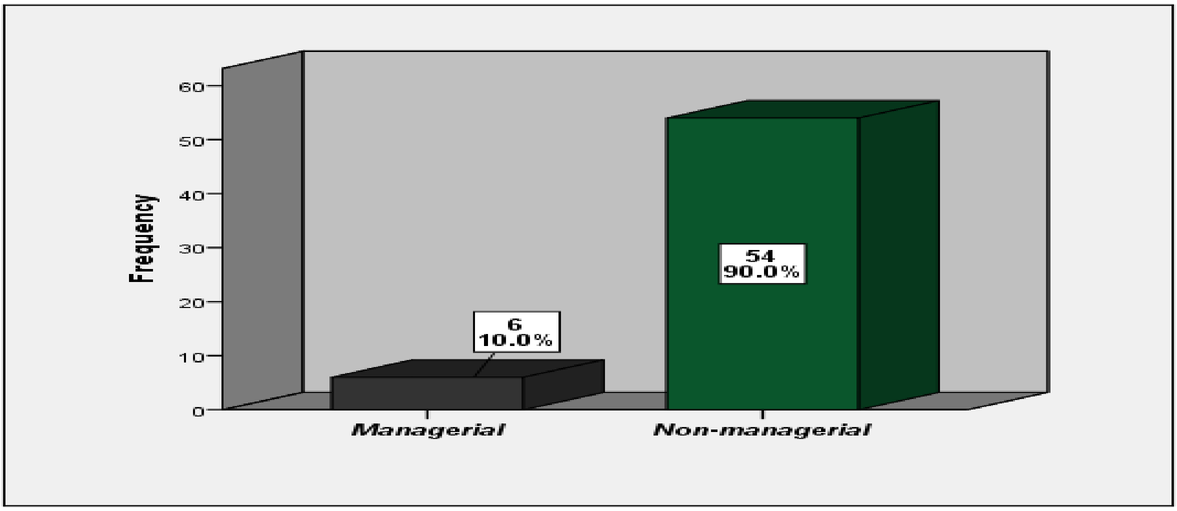
Figure 5. Demographic distribution of respondents according to years of experience



Source: Researcher's fieldwork, 2022.

Data shown in figure 6 showed the distribution of respondents according to their level. Respondents in the managerial cadre are 10.0% and respondents in the non-managerial cadre are 90.0%. The finding implies that respondents in the non-managerial cadre are more than respondents in the managerial cadre.

Figure 6. Demographic distribution of respondents according to staff level



Source: Researcher‘s fieldwork, 2022.

Analyses of Research Hypotheses

Hypothesis 1

H_0 There is no significant impact of the spread of covid-19 pandemic on the performance of the selected hotels in Ondo State.

Table 1 Regression Model Summary on the impact of the Covid-19 pandemic on the performance of the selected Hotels

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.851[a]	.723	.719	.560	.723	151.677	1	58	.000

a. Predictors: (Constant), Covid-19 Pandemic

b. Dependents: Performance of the hotels

Source: Researcher‘s fieldwork, 2022.

Decision rule: From the regression analysis result presented in tables 1, it reveals the coefficient of R-square (R^2) of 0.723 which indicate that covid-19 pandemic accounted for 72.3% of the total variance which is a high coefficient in the determination of organization performance and it is significant at 0.000 alpha level of significance. This signifies that covid-19 pandemic affected the performance and functioning of the hotels under study. The alternative hypothesis (H_1) is therefore accepted while the null hypothesis (H_0) is rejected.

Hypothesis Two

H_0 Lassa Fever pandemic does not have a significant impact on the performance of the selected hotels in Ondo State.

Table 2. Regression Model Summary on the impact of the Lassa Fever pandemic on the performance of the selected Hotels

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.552[a]	.305	.293	.888	.305	25.418	1	58	.000

a. Predictors: (Constant), Lassa Fever

b. Dependents: Performance of the hotels

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***Source*:** Researcher's fieldwork, 2022

Decision rule: From the regression analysis result presented in tables 1., reveals the coefficient of R- square (R^2) of 0.305 which indicate that the Lassa Fever pandemic accounted for 30.5% of the total variance which is a high coefficient in the determination of organization performance and it is significant at 0.000 alpha level of significance. This implies that the Lassa fever pandemic affected the performance and functioning of the hotels under study. The alternative hypothesis (H_1) is therefore accepted while the null hypothesis (H_0) is rejected.

Hypothesis Three

There is no significant relationship between the Cholera outbreak as a health crisis and the performance of the selected hotels in Ondo State.

Table 3. Correlations the relationship between Cholera outbreak and performance of the Hotels

		Cholera Outbreak	Organization Performance
Cholera Outbreak	Pearson Correlation	1	-.034
	Sig. (2-tailed)		.795
	N	60	60
Organization Performance	Pearson Correlation	-.034	1
	Sig. (2-tailed)	.795	

	N	60	60

Source: Researcher's fieldwork, 2022.

Decision rule: The result in table 3 revealed that there is no significant relationship between the Cholera outbreak as a health crisis and the performance of the selected hotels in Ondo State [$r = - 0.034^{*}$, $p<0.05$]. Thus, the null hypothesis (H_0) is accepted and therefore the alternative hypothesis (H_1) is rejected.

DISCUSSION

Hypothesis one of this study found that covid-19 pandemic affected the performance and functioning of the hotels under study by 72.3%. This implies that the outbreak of the Covid-19 pandemic affected customer patronage and services rendered by the hotels. This might be a result of the lockdown of the economy, social distancing rules and the use of face masks. The covid-19 pandemic had a huge effect on the performance of these hotels by reducing their customer base and profit which in return affects performance. This is in line with the study of (Wu, Ren, Wang, He, Xiong, Ma, Fan, Guo, Liu, and Zhang, 2020), who opined that the Covid-19 pandemic has been a cause of the worldwide recession, economic downturns, and decline in returns of the industries are just some of the consequences of this global emergency. According to (Fernandes 2020), the global tourism industry faced a reduction of activity of more than 90% in the first quartile of 2020, making it one of the most affected sectors of the economy. The study found out in hypothesis two that the Lassa fever pandemic does have a significant impact on the performance of the selected hotels. This study also showed that the outbreak of Lassa fever is a major concern to the performance of these hotels because it has a 30.5% on their performance. However, the increasing frequency of epidemic outbreaks of the disease in the last decade has become worrisome given its threat to public health and associated severe morbidity, significant mortality and high socio-economic cost (Richmond and Baglole, 2003). It was found in research hypothesis three that there is no significant relationship between the Cholera outbreak as a health crisis and the performance of the selected hotels in Ondo State. This might may as a result of low and insignificant cases of cholera in Ondo State. Cholera is dominant in states like Borno, Adamawa and Yobe States. It is therefore no surprise that the highest cholera prevalence and case fatality ratio during the outbreak of cholera in Nigeria in 2018 were recorded by north-eastern states (Elimian, Musah, and Mezue, 2018).

CONCLUSIONS

The findings of this study in hypothesis one concluded that the outbreak of the Covid-19 pandemic has a significant impact on the performance of the selected hotels. This is so because of the lockdown, social distancing and other Covid-19 measures which restricted the movement of people from one place or country to another. this greatly affected tourists across the world. This study found in hypothesis two that Lassa fever has a significant impact on the performance of the selected hotels. This means that the outbreak of Lassa fever as a result of infected or contaminated food does affect customer patronage of the selected hotels. This study is a confirmation of the deadly effect of Lassa fever on individuals and the community at large. Finally, the results from the findings of hypothesis three revealed that the Cholera outbreak does not have a significant effect on the performance of the selected hotels. This implies that whenever there is a Cholera outbreak, it does not affect the patronage of customers to the hotels and also the hotels also continue to render their services without any hindrances. This might be a result of Cholera being a normal disease that arises as a result of bad and dirty water. Of recent there has not been any incidence of Cholera outbreak in Ondo State, therefore, the selected hotels will not feel any effect of a cholera outbreak.

RECOMMENDATIONS

The following recommendations were made as stated below:

- Management of the hotels should enforce the use of face masks, social distancing and regular hand washing to reduce the spread of Lassa fever, covid-19 pandemic and other quarantinable infections.

- Managers should play a key role in these hotels by implementing plans, procedures and protocols for handling crises whenever it occurs.

- Due to often direct guest and customer contact, each hotel employee needs to be trained in handling crises.

- There should be a detailed crisis management manual in place in the hotels. This will help employees know what to do whenever there is a crisis.

- It is recommended that house-to-house visitation and physical demonstrations would be ideal as a method for raising awareness to people about these diseases because the distribution of pamphlets and raising awareness at mass gatherings may be less effective.

- The relevant tourist industries should consider conducting coordinated periodic awareness programs to bridge the gap between the knowledge and practice of health crisis management. The awareness programs should aim at disseminating information to make people aware of covid-19, Lassa fever and cholera in a language that they clearly understand.

- Food should be stored in appropriate containers in hotel kitchens and rooms which are not accessible to rodents which is a cause of Lassa fever.

Suggestions for Further Studies

- It would be valuable to investigate the impact of another form of a crisis on the performance of tourist and hospitality industries as this study present study majorly focused on the health crisis.
- A more extensive suggestion is to survey the roles of the local, state and governments in the prevention of these health crises and also the treatment of these diseases.
- Further studies on the impact of a health crisis on the performance of tourist industries could also incorporate qualitative research as this study only utilized quantitative research methodology

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REVIEW OF THE ROLE OF ARCHITECTURE IN TOURISM INDUSTRY DEVELOPMENT IN NIGERIA.

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ABSTRACT

This paper is a review on the role of architecture in tourism development in Nigeria. Architecture‘s role in Architecture and tourism are very closely related activities. In Nigeria, in spite of the numerous traditional architecture and monuments in existence, many are left unpreserved. Their mutual relationship is obvious since ancient times where the architecture, as a tourist attraction, had a very important role. This relationship is because there is architecture in tourism and at the same time tourism in architecture. Architecture and Tourism examine the reciprocal relationship between the modern practice of tourism and the built environment. It shows how photography, film and souvenirs have been deployed to help mediate and mythologize specific sites. It also explores how tourist itineraries, behavior and literature are institutionalized for popular consumption in order to support larger cultural objectives. That is, a place to live, work, recreate, rest, relax and carry out tourism activities, usually designed with the architect. And tourism creates the avenue of escape to attractive destinations making architecture touristic focus .Monuments have served as tourists attractions and have necessitated travels globally for recreational purposes. In recent times, contemporary architecture is seen to contribute immensely to the tourism sector and play a significant role in tourism development across the globe. Modern architecture is also not being seen as means of attraction for tourism purposes, they are also essential services and facilities needed for a society to function efficiently. Modern architecture also serves as a potential determinant of the attractiveness of a tourism destination.

Keywords: architecture, development, Nigeria, tourism.

INTRODUCTION

Globally, many environments have changed rapidly and more are changing due to tourism and its associated developments (Green, 2005). Similarly, Roggerson (2007) argued that the developmental significance of tourism is being recognized by many international organizations and African governments, Nigeria inclusive. As such, tourism is seen as enormously growing globally, and consequently, an economic success of the developed countries of the world, as noted by Ayeni and Ebohon (2012), accounts for a greater proportion of tourism. With the tremendous benefits, many developing countries are now beginning to key into the opportunities tourism offer to diversify their economy. Be that as it may, tourism in Nigeria remains largely untapped, undeveloped, unorganized and characterized by the dearth of tourism infrastructure (Ayeni, 2013). These have resulted in unattractive designs and haphazard development in many cities and tourist destinations in Nigeria. Tourism infrastructure, as noted by Imika and Ekpo (2012), is made up of water, transport, electricity, communication and accommodation. These elements caters for the needs of visitors including the visible features of the landscape (Tress and Tress, 2003; Hamzah, 2009;Ayeni, 2011; Adebayo and Iweka, 2014). Similarly, Karim (2011) affirms that tourism infrastructure includes accommodation, restaurants, built up attractions, tours and transports. Also, tourism infrastructure is a key to boosting tourism. In line with the definitions of Karim (20111) tourism infrastructure, architecture, made up of buildings and its aesthetics, as well as the surrounding landscapes, fall into this category. A destination will flourish best with infrastructure provided (Ayeni, 2013) and also create an overall impression of that target to determine whether or not such attractions would be visited. Attractive scenery, organized environment, aesthetics and buildings that make up architecture are some factors that influence tourists' visits to a destination. By this token, the design of facilities in destinations adds to the beauty of that destination and creates the pull to the target.

LITERATURE REVIEW

Thus, he suggests that architecture should be perceived as the infrastructure needed to provide services to tourists and should be an integral part of tourism package. Architecture and Tourism can then be said to relate closely and depend on each other as stated by Cegar (2014) and have come a long way since the ancient times. Architecture is of great significance to tourism because, monuments, religious buildings, hotel accommodations and the likes have added value to travel from time immemorial and have necessitated travels globally for leisure and recreational purposes. These have reflected in monumental buildings, temples for gods, theatres, Coliseums to mention but a few. They mostly expressed lifestyle and culture and constituted main attractions in the ancient times.

Till these present days, the buildings from the ancient times still attract tourists and have created a form of identity for the cities. Pilgrims have travelled to holy lands (Jerusalem, Rome, Mecca); the pyramids of Egypt, the Taj Mahal in India and other such architectural edifice serving as attractions.

In the case of Nigeria, many monuments that had served as cultural heritage have either ceased to exist or in the state of dilapidation or left unpreserved. Examples include the Groundnut Pyramid in Kano, the Lord Luggard rest house in Lokoja, the first primary school in Northern Nigeria, the National theatre and gallery and the first storey building in Nigeria. Furthermore, Modern architecture is also not being seen as means of attraction for tourism purposes.

The reason being that because distinctive landscape features, as well as attractive site and responsive climates, are some of the characteristics that influence tourism development. Furthermore, tourism activities, as affirmed by Khaksar, Tahmouri and Hoseinravazi (2011), take place in spaces designed and built by architects and, therefore, creates unique spaces within the destination. More so, architecture, as argued by Specht (2014), has always constituted a significant force in the early times of travelling. As such architecture has always had impacts on tourism development. These include change in land use areas; overburdening of infrastructure, illegal constructions, pollution, degradation of quality, to mention but a few.

Tourism and architecture, as affirmed by Khaksar, Tahmouri and Hoseinrazavi (2011), are connected and of great benefit not only to architecture and the tourism industry but the people in general. Giving that architectural activities in tourism sites involve buildings and construction of hotels and guests houses for lodging, commercial centres for shopping, tourists'centre for leisure and related activities. These all contribute to the development of tourism in any place.

Architecture impacts positively on tourism through the qualities of cities, regions or countries as noted by Khaksar, Tahmouri and Hoseinrazavi (2011) and should be protected.

Tourism is a highly growing activity globally, as such; cities are developing worldwide with a critical strength in world- class architecture and renowned heritage buildings as noted by Brighton and Hove (2008). By this token, the quality of any city is reflected in its architecture and usually exploited through tourists‘ activities. Thus, serve as a landmark, attracting visitors who come from place to place.

Through architecture, local and indigenous materials and construction methods are used in buildings. Thus showcases the skills and construction knowledge in the tourists‘ destination (Khaksar, Tahmouri and Hoseinrazavi 2011). Thus serves as identity and a means of attractions to the destination and a major motivator for tourists‘ destination choice (Spetch, 2014). Modern architecture serves as an attraction as opined by Cegar (2014) as a symbol of the destination where it is located. Thus creates an image in the minds of tourists (Farshidfar and Ranjbar, 2012).

Furthermore, the symbolic monuments and modern building serve as a promising development that meets the needs of visitors and at the same tine serve as means of revenue generator. The interaction of architecture and tourism create opportunities for the continuity of the past and the future (Yaldiz and Akbulut (2013). These are achieved through urban renewal projects, innovative approaches, cultural organizations as well as sports events.

Another impact of architecture on tourism is through the exhibition of skills. By combining new and modern technologies with old traditional methods to create beautiful, comfortable and environmental friendly accommodations for tourists (Khaksar, Tahmouri and Hoseinrazavi2011).

In recent times, modern architecture is contributing immensely to the number of tourists‘ visits to cities, thereby turning many cities worldwide into new tourists‘ attractions and sources of revenue. Example as noted Cegar (2014) is Dubai, which has become a major tourists‘ attraction in the world. On a daily basis, everyone, one way or the other encounter architecture. As opined by Farajirad and Eftekharian (2012) architecture is developed to serve many human needs including tourism. Furthermore, Shulman (2014) noted that architecture is a part of daily human life; this is because people live in buildings and make use of open and enclosed spaces. In essence include tourism activities and involves several players and also serve as main attractions for tourists.

Farajirad and Eftekharian (2012) assert that architecture has two key roles. Firstly, architecture serves the purpose of requirement that involves tourism infrastructure and secondly, serving the role of attraction. As such, architecture compliments beautiful landscape (Poimiroro,2015) and does not compete with it. Implying that both requirement in terms of infrastructure and attraction in terms of scenery complement each other; creating opportunities for people travelling for various reasons. Ranging from sightseeing, relaxation, shopping, and leisure to visiting places of historical importance, monuments and buildings. In the same vein, Cetin (2011) affirms that tourism and architecture as earlier stated are in a comprehensive and very close interaction. Furthermore, a leading actor in enabling investments, combining the requirements of organised activities, as well as creating identities, iconography and imagery through branding of tourism investors. Also, it adds value to a city at both historical level and contemporary manifestation (Vandoros, Kalliagra and Anagnostou, 2011). Furthermore, Yildiz and Akbulut (2013) noted that many tourist‘s visits around the world is organised to visit contemporary buildings and historically significant buildings. Going by this development, sixty-three percent of tourist visitors, as analysed by Archteam (2012), show that visitors embark on tourism directly related to architecture. Architecture serves a broad range of function in a tourist destination. As stated by Spetch (2014), regardless of its purpose, any architecture provides something of interest or pleasure that draws visitors to that attraction. Furthermore, the functions range from accommodation to infrastructure to amenities, to cultural facilities.

In tourism industry, architectural elements are demanded by tourists in several categories. This implies that the various activities take place in spaces designed for architecture. By this token, architectural input in tourism is imperative, and careful planning is essential to achieving attractive environment. Furthermore, proper planning and good interaction is required to attract tourists. Pictorial Evidence of Architecture in Tourism gives a holistic package for tourism needs.

One very unusual attraction is the Colosseum, an Amphitheatre in Rome, Italy. Constructed in 70AD, accommodates about 55,000 spectators and used by the emperors to entertain the public. Part of the Colosseum fell due to the earthquake and has been reconstructed and still stand as an imposing and beautiful attraction. An annual visit to the Colosseum is about 5 Million people and makes it the 39th most visited attraction in the world. The Colosseum has remained a cultural and historical landmark (aviewoncities.com). Sydney Harbour in Sydney, Australia has within it, the Sydney Harbour Bridge, the Sydney Opera House, the Bridge and other attractions. The Sydney Opera House is an iconic house of art, culture, and history. It attracts 8 Million visitors worldwide annually (Sydney.com). The CN-Tower (Canadian National), Toronto is about 553 Meters in Height, constructed in 1973 and was once the tallest building in the world until the Burj Khalifa (Dubai) in 2010. Although now the 3rd tallest tower in the world attracts 2 million International visitors yearly (aviewoncities.com). Another famous attraction is the Great Wall of China, built about 2000 years ago. It is about 5000Km Long, 4.5 – 9 m thick and 7.5m tall. The wall served as fortification wall and the first line of defence against the invading Nomadic Hsiung Nu tribes. It plays host to about 10million visitors annually (Enchanted Learning.com). The Egyptian Pyramids are well over 100 separate Pyramids, each having its story. They were built during the3rd dynasty until the 6th (2325 B.C) and still stand till today. The early pyramids served as royal tombs; with the oldest built around 2630 B.C; approximately, about 14.7 million tourists visit the Pyramids annually (history.com) In the Antarctica, man-made architecture is rear due to the harsh environmental conditions of severe snow and ice. However, so many polar research stations abound; these have been in existence and for research purposes. Curious tourists also take advantage to visit the sky high ice cliffs, with natural arches.

The Capitol, Washington D.C is the seat of the Government of the state of Washington. It has the neoclassical architectural style that is characterised by tall columns, symmetrical shapes and domed roofs. Its total height is about 87m. The Capitol building was started in 1922 and completed in 1928. Annually, it records an estimated visit of 3-5 million people (aoc.gov).

As discovered some of the under listed in the figure no longer exist, some in the state of disrepair and unattractive. As such not enough to attract tourists from long distances. This also is the case of so many tourist attractions in Nigeria, equally suffering from neglect, the dearth of infrastructure and are unpreserved.

Gidan Rumfa gate is the gate to the Emir of Kano‘s Palace this could also be explored for tourism purpose because of the traditional architectural materials used for the construction. It was constructed in 1479 and has high historical value. The groundnut Pyramids once existed in Kano, Nigeria when agriculture was part of the Nigeria economy. It served as a tourists‘ attraction and signified the success story of agriculture in Nigeria. The pyramids declined and eventually disappeared (transformationwatch.com). Although, the Nigerian Government is promising the return of the groundnut pyramids, however, this is still a mirage. Luggard‘s house in Lokoja was the official residence and office of the first governor-general of Nigeria named Lord Fredrick Luggard. He served from 1914-1919. The house was prefabricated from England and shipped to Nigeria. It was built on stilts to guard against flood and reptiles. The building is still in existence but records very few tourists visits. The building is an architectural relic that should serve as a famous tourists‘ attractions giving its position as the residence of the first Governor of Nigeria and the role Luggard played in the amalgamation of Nigeria. No proper records or tourists' data are available (investinkogi.com). The first colonial primary school in the Northern Nigeria, is the Bishop Crowther local government area primary school, Lokoja. The colonial structure was established in 1865 and has been abandoned, neglected and almost non-existent (Bello, 2015). The first storey building is located in Badagry Lagos and was built in 1845. Although it has been argued that the Hausas built the first storey building in the north. However, this remained the first storey building where Christianity was first preached in

Nigeria by missionaries. Currently, it needs urgent renovation as a result of neglect, dilapidation and non-maintenance.

The National Theatre was constructed in 1976 and hosted the Festival of Arts and Culture in 1977. The main purpose of its establishment was for the presentation, preservation and promotion of the arts and culture of Nigeria. The magnificent edifice is a multipurpose monument, which was being considered at a point to be converted to a hotel. Currently, it requires upgrading to make it more functional (Thisdaylive, 2013). The pictorial evidence of The national Theatre corroborates literature; that little attention is being given to tourism in Nigeria. Furthermore, characterised by weak overall tourism infrastructure (Bankole and Odalaru, 2006; Arasi, 2011). As such, the Nigerian tourist environment needs an urgent transformation to make it attractive to yield the optimum benefits from tourism (Ayeni, 2012).

Roles of Architecture to Tourism Development

Beautiful scenery is important and blends with the architectural edifices of a destination. It draws attention in any tourist attraction and gives the tourist the opportunity to explore not only architecture but natural and man-made features of the tourist destination.

Landscape can be seen to be a vital part of tourism. However, there has been a total disregard for landscaping in Nigeria and the benefits it brings to tourism; as such many of the tourist

Architecture is a precursor to emotional attraction to goods and services from the exterior envelope of buildings to the interior that accommodate them, both tangible and intangible commodity. Architecture creates a friendly environment that attracts and appeals to the sensory emotional instinct in man to want to see, appreciate and belong. In the process, economic generating activities ensues which impact on the overall well being of man and society. An interwoven relationship exists between man-made architectural icon and the beautiful spectre of a natural environment which can be visually attractive and inviting to patrons and tourists. Today tourism is one of the largest and highly dynamic sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect

various sectors of economy. These positively and monumentally contribute to the social and economic development of nations across the world. Highly developed economies such as America, Switzerland, Austria, and France have accumulated a big deal of their social and economic welfare on profits from tourism. According to recent statistics (World Bank, 2011), tourism provides about 10% of the world income and employs almost one tenth of the world‗s workforce. All considered, tourism‗s actual and potential economic impact is astounding.The aim of this work is to identify and link economic and cultural demands regarding the Nigerian landscape and tourism architecture with a view to provide a guide for stakeholders of the tourism sub sector. It also seeks to underline the efficacy of architecture and design potentials as success tools in tourism and economic enhancement.

Architecture and Tourism Platform of Architecture in Tourism (2007), observed that although architecture, culture of construction and design are attracting public attention, the innovative potential which lies within contemporary architecture is still hardly used in the tourism industry. Notwithstanding, it could greatly enhance the process of creating the corporate identity and market position of businesses, villages or destinations. Despite the close collaboration between the business areas of architecture and tourism, no goal setting or strategic development is directed towards relating tourism to architecture directly.This could have provided necessary interface with conceptual, theoretical and scientific approaches to drive the new product design paradigm as an emerging economic success tool. Historic buildings still remain important signatures as well as highly valued objects. The objective is to bring about sustainable tourism development as well as the international positioning of Nigerian tourism through contemporary architecture and design. Architecture acts through its qualities.• High quality architecture stands for function and well being Orientation, functionality and quality of space are hygienic factors indispensable for guest satisfaction. Short distances, good accessibility of all facilities and prevention of crossing points between front and backstage avoid conflicts and increase guest satisfaction. • High quality architecture stands for corporate identity; the very first impression of guest and potential customers is mostly enmeshed in architecture. High quality architecture translates into competitive advantage; good architectural composition is something special and unforeseen. The involvement of history and environment gives it the potential to differentiate it from competitors.

Architecture is concerned with the planning, design, and production of buildings either existing or new (Amole, 2004) and its role in this struggle in which the Nigerian state seeks her rightful position in emerging 21st century global economy cannot be overemphasized.

The demand on the practice of architecture is thus that research needs to match the level of everyday practice, if the profession is to retain its credibility or relevance.

Tourism Space and its Relationship with Architecture and Urban Planning

The discussion on the tourism space and its relationship with architecture and urban planning focuses on a scenario of development finally synthesized in the image of " tourist urbanity", as the great floating urban mosaic, capable of keeping together the threads that belong to the cultural fabric of the city and territory. Tourism: generating phenomenon of urbanity. Tourism began as an urban phenomenon. An invention that crystallizes the values and the social practices even in areas that are distant from the urban model, based on attributes established for the city: mass, contiguity and monumentality (Cooffé, 2010).

The tourist sites are not necessarily less urban than the city, they are just urban in a different way to the extent to which tourism induces changes in space, generating differential of urbanity that derives from physical relocation and cultural processes. Clear examples of physical relocations are the phenomena in which the contemporary geography must include the new islands of Dubai, as the areas where tourism does not follow a logical location, based on natural or man-made landscapes as a tourist motivation, but induces a boost of "de-territorialization" (Raffestin, 1984) which introduces a first field of assessment regarding the perception of the landscape and the creation of tourist landscapes and their image, where architecture also plays a mediating role.

This investment in urban physicality can manifest itself in a wild competitiveness, but also for an imperative of creativity of the tourist sites, which are from this point of view workshops of urban and architectural forms, of real utopias or heterotopias (1) where in the concrete report with the places, tourism transfers an urban substance every time. If on the physical relocation level you can now talk of new tourist areas, it is also true that there is a psychological construction on the cultural level, but sometimes also physical, a sort of "environmental bubble" (Boorstin, 1964) equal to that of the origin within which the visitor can move easily without ever coming in contact with the otherness of people and places.

Indeed the creation of the environmental bubble has been more common than what many people think and probably was an intrinsic character to the phenomenon of tourism from its inception. The reconstruction of an old England environment in the colonies and in resorts where mainly British tourists stayed in during the nineteenth century and the first half of the twentieth century, is one example just as today it is the universal and recognizable space of tourist resorts.

From a strong relationship between tourism phenomenon and the theme of the urban, Research to date have reinforced a formula referring to the "urban tourism" which appears to be limited exclusively to the study of the links between tourism and the city. For a very long time the urban geography has been confused with the study of the city (Lussault and Staszak, 2003) only recently focusing attention on tourism as an urban phenomenon.

Based on these premises we can identify tourism as a form of urbanity, a relationship with the space that starts from a project, an intention that regards the practice of areas and places.

How Modern Architectures are Economically and Functionally Viable

As for the commercial component architecture and tourism, art and expressive architecture is certainly a luxury where economically successful enterprise functionality of the building deemed sufficient. For the purpose of explanation must be noted that in this case we‘re talking about architectural design that is reduced to the minimum requirements set by one such a functional building. Tourist property mostly have value if they are profitable. Architecture costs and naturally multiplies the investment compared to the facility that is reduced to pure functionality. Already at the stage of business planning topics architecture is the first critical point and requires a professional economical budget and highly professional estimation of the location and design of products. In contrast, good or unusual architecture increases the interest of the market and, depending on the product evaluation, can give a new location, attractive appearance. Architecture creates also new functionality, or causes by using this new functionality that all inherited and old different experiences, thus offering the possibility of tourism development of new products. From the perspective of visitors still here must not remain non-mentioned discussion ‗form follows function‘ or ‗function follows form‘ that just in tourism real estate and products can lead to oscillation in the evaluation of both positive and negative. Tourism and architecture never before were so closely together on the development of products such as is the case today. This again closes the circle of mutual success. Therefore, unsuccessful projects are ―monsters‖, built as a demonstration of a specific conceptual directions in architecture, which are successful in their intent to share certain thoughts and way of looking at architecture and urban space and there are only a sculptural, while their function transforms. There we come to the point of sustainability, which is not just a technical problem. In order to achieve success, a sustainable project must be socially sustainable as well as economically. Such a project should communicate with its society, should attract and be inspiring, and over all must make economic sense. Architecture in terms of tourism is now an integral element of the planning of the city, whether it is of cultural heritage or contemporary architecture. When it comes to heritage, it is the architecture resulting in a particular context that is completely defined and therefore it is a testimony about history. In this sense, the architecture can become a brand that describes the identity of certain social or cultural groups, and linked to the cultural and educational tourism. Although today in most cases this architecture is unfunctional and hard switching to modern forms of construction works and the city life, it must be preserved and used in the planning of sustainable development of the city just as part of the tourism industry. Modern architecture, unlike the architecture of cultural heritage, is viewed from the aspect of entertainment and spectacle, even if we talk about function of the structure, location or shape. Unusual and controversial form that uses all the benefits of modern technology certainly attracts the attention of visitors, but this is not always enough. Location which provides the context and function that brings the economic viability and the possibility of continued use of space is also one of the important factors for the transfer of a work of architecture in the branded product. Modern cities nowadays pay a great attention to precisely such projects, as drivers of further development and city expansion, as well as the region, in some cases and countries. Great architecture, not only that it promotes economic and social development, but it becomes a product that markets itself as a symbol that exceeds target group and everyone's must-see tourist destinations

Does New Architecture Building Promote Tourism?

You cannot build or design a good building without understanding their relationship with the natural systems and the surrounding environment.

Architects need to make buildings that are friendly to the environment and more green which can be adaptable to the surroundings, in other words, they need to create buildings that are energy efficient, like green buildings or sustainable buildings which are designed to reduce the overall impact of the built environment on human health and nature.

Architect needs to take into consideration the following factors:

- Efficiently using energy, water, and other resources
- Protecting residents' health and improving people's productivity
- Reducing waste, pollution, and environmental degradation

Finally, the relationship between architecture, tourism and environment is very strong and can't be denied as we see to have a sustainable and healthy environment we have to take good care of the buildings that are built in it and also to have sustainable buildings we have to take into consideration the environment surrounds it and its impacts.

CONCLUSION

Architecture is concerned with the planning, design, and production of buildings either existing or new and its role in this struggle in which the Nigerian state seeks her rightful position in emerging 21st century global economy cannot be overemphasized.

The demand on the practice of architecture is thus that research needs to match the level of everyday practice, if the profession is to retain its credibility or relevance. Thus, it then suggests that architecture should be perceived as the infrastructure needed to provide services to tourists and should be an integral part of tourism package. The review revealed that Architecture and Tourism relate closely and depend on each other and have come a long way since the ancient times. Architecture is of great significance to tourism because, monuments, religious buildings, hotel accommodations and the likes have added value to travel from time immemorial and have necessitated travels globally for leisure and recreational purposes. These have reflected in monumental buildings, temples for gods, theatres, Coliseums to mention but a few. They mostly expressed lifestyle and culture and constituted main attractions in the times. Till these present days, the buildings from the ancient times still attract tourists and have created a form of identity for the cities. Visitors have travelled to lands where architectural edifice served as attractions.

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. **COMPARATIVE ASSESSMENT OF INDOOR ENVIRONMENTAL QUALITY OF SELECTED HOTELS IN IBADAN, OYO STATE, NIGERIA**

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ABSTRACT

This study aims to conduct a comparative analysis of IEQ of selected hotels in Ibadan and to assess hotel managers' perception of IEQ. In Nigeria. Indoor pollutants originate from human activities or building materials as well as contaminants originating from outdoor environments through forced ventilations, diffusion, or infiltration 180 structured questionnaires were administered to four Local Government Areas in Ibadan. Multistage sampling procedure was adopted for sampling IEQ in hotels. Data collected were analysed using descriptive statistics (frequencies, percentages, means and ranks) and inferential statistics (T-test). No significant difference (t= 0.26) was obtained in the awareness of IEQ by rural (5.89± 2.71) and Urban (5.50± 2.71) managers and in the IEQ practices adopted in rural (12.89±7.00) and urban (10.70±7.00) hotels. This applied also between customers' satisfaction in rural (43.69±9.19) and urban hotels (40.52±9.19) for thermal comfort. There is no significant difference (t=0.07) for acoustics and lighting in both rural and urban hotels. Significant difference existed (t=2.54) for IAQ in both rural (12.46±1.80) and urban (11.63±1.80) hotels and overall IEQ in both rural (104.69±13.29) and urban (98.70±13.29) hotels. There was no significant difference (t= 1.98) in the factors affecting hotel managers' willingness to improve IEQ in rural (6.56± 1.33) and urban (4.60± 1.33) hotels. CEO and managers needs to be committed to improving upon existing IEQ practices adopted.

Keywords: indoor environmental quality (ieq), hotels, rural and urban, indoor air quality (iaq), oyo state

INTRODUCTION

Clean air is of the fundamental requirements for healthy living because the air quality of environments inhabited by humans is crucial to healthy living and well-being. Indoor Environmental Quality (IEQ) refers to the quality of a building's indoor environment in relation to health and wellbeing its occupants (Mallawaarachchi *et al*., 2012). IEQ encapsulates thermal comfort, visual comfort, acoustic comfort, and indoor air quality, and the interaction between them (Yusof *et al*., (2016); Parkin (2000)). Nationwide, poor quality indoor environmental quality (IEQ) remains a crucial public health risk factor and as a result, people in modern societies spend about 90% (or more) of their time in indoor environments (Leech *et al*., 2002). Most of that time is spent in private homes, ranging from 15.5 to 15.7 hr/day (Breyssce, 2005).

Notably, indoor hazards are present in virtually every indoor space, excluding strictly controlled and sterile spaces in pharmaceutical, medical and research facilities (Anyanwu, 2011); with indoor hazards mostly originating from human activities, building materials and carpets; they may also penetrate from outdoor environments through forced ventilation, diffusion, or infiltration. The influence of these hazards pollution on human health depends on age, sex, nutritional status, physiological conditions, and individual predisposition of an individual. These hazards cause and exacerbate a variety of adverse health effects in humans, ranging from asthma to sick building syndrome and cancer.

Indoor environments include homes and residences such as hotels, workplaces, transportation vehicles and other diverse enclosed settings where individuals spend part of their day and because of the diverse nature of these environments, this study focuses on hotel environments. Hotels are described as commercial establishments that provide lodging and usually meals, entertainment, and various personal services to the public. The hotel industry plays a vital role in the economy and sustainability and is gradually becoming an entity with business and guest interests (Chan and Chan, 2004). The comfort of the guests and their willingness to return are factors that have a significant impact on the success of the hotel sector and the must adopt green design and construction practices to save energy, water, and other resources thereby helping to prevent the pollution of the environment at increasing costs, and with economic, social, and environmental responsibility (Schor, 2008).

Hotels are classified based on size (Very small, Small, Medium sized, Large and Mega sized), target market (Airport hotels, Business hotels, Bread and breakfast hotels, Casino hotels, Service apartments and Suite hotels), ownership and affiliation (Independent or Single owner hotels, and Chain hotels), location (Airport hotels, Boatels, Motel, Suburb hotels, Floating hotels, Resorts, Rotels and Self- catering hotels) and affiliation. Although different building types and their IEQ characteristics can be partly attributed to building age and construction materials. Old hotel buildings for example, may have asbestos in them and they may have less insulation, and leakier structures (Espejord, 2000); with old ventilation systems or rely on natural ventilation, which is difficult to control during the various activities occurring in hotel rooms. Industrial, commercial, residential and hospitality sectors are responsible for polluting the environment during the process of satisfying occupants and end users of their buildings to reap economic and financial benefits (Tzschentke *et al*., 2004). Consequently, Green building practices have gained popularity in developed countries due to realization that greenhouse gas (GHG) emissions remain the primary drivers of global warming and climate change, with (hotel) buildings being significant contributors to GHG emissions (Cheng and Yi, 2018).

In modern times, the hotel industry is adopting green building practices to generate a healthy environment for the occupants of their buildings, increase the quality of indoor environment and improve social, economic and environmental sustainability for the benefit of both present and future generations (Walker *et al*., 2007). In both developed and developing countries, previous studies have majorly examined IEQ in office, schools (universities) and factory buildings, but there has been limited research on the IEQ and willingness to improve IEQ of hotel buildings. Hence, because of these, this study seeks to evaluate (using comparative analysis), the IEQ of hotels in urban and rural parts of Ibadan.

Objectives of the Study

The broad objective of the study is to compare the IEQ of hotels in Ibadan metropolis, Oyo state

The specific objectives of this study are to:

1. Examine the level of awareness of IEQ among hotel managers
2. Evaluate IEQ practices adopted by rural and urban hotels in Ibadan
3. Assess the extent of customer satisfaction with IEQ of hotels
4. Investigate the determinants affecting hotel managers‘ willingness to improve IEQ in hotels

Hypotheses of the Study

1. There is no significant difference in the awareness of IEQ by rural and urban hotel managers.
2. There is no significant difference in IEQ practices adopted in rural and urban hotels.

3. There is no significant difference between customer satisfaction of IEQ indicators in urban and rural hotels.

LITERATURE REVIEW

Thermal comfort, acoustic comfort, visual comfort, and indoor air quality are the four main elements of IEQ in buildings, have not been validated as an IEQ measurement construct (Nimiyat, 2015; Heinzerling *et al*. 2013). Building occupants are a valuable source of information for indoor environmental quality (IEQ) and its effects on health, comfort, satisfaction, self-reported performances, and building Performance (Menadue *et al*. 2013).

The indoor environmental quality (IEQ) performance affects health, productivity, and well- being of building occupants, as well as lifecycle costs, and energy consumption. Poor indoor air quality (IAQ) is related to sick-building-syndrome (SBS) (Wargocki *et al*. 2000; Fisk, 2000; Jones, 1999), and high IEQ is associated with company and employee productivity, gains and employee retention (Humphreys *et al*. 2007; Leaman and Bordass, 2007; Singh, 2010). In commercial buildings, green building advocates and indoor environmental quality researchers argue that occupants represent the largest share of the operational costs of a building, which suggests that high IEQ could have economic benefits (Kate *et al*. 2003; Pyke *et al*. 2010).

The contamination of indoor air and horizontal surfaces (by dusts) is common to all building environments, with this contamination being most pronounced in industrial and office environments. The contamination of indoor surfaces may with lead, pesticides and other toxic or hazardous substances. IAQ is the major factor influencing IEQ level (Palmer *et al*, 2000). Other than gaseous pollutants (Sulphur dioxide, Carbon dioxide, Ozone, and Carbon monoxide), pollen and spore allergens, viable microbial allergens, pathogenic microbes, toxigenic microbes, volatile organic compounds (VOCs), mold volatile organic compounds and dust can also contribute to poor IAQ (Kathleen, 2002); including temperature (Dorgan, 2006), outdoor air quality and room air ventilation which influence IAQ in buildings (Mahbob *et al.* 2011). Poor IAQ can cause building occupants to experience health effects such as flu-like symptoms, dermatitis, irritation, systemic toxicity, headache, fatigue, and chest tightness (Kathleen, 2002) and these will slow down the efficiency and productivity of hotel staffs and comfort of hotel guests. Additionally, productivity has been reported to cause about 6-10% loss in buildings associated with sick building syndrome (Mahbob *et al.* 2011) due to unhealthy IAQ.

The effects of poor IEQ on health include Sick building syndrome (SBS) and building related illnesses (BRI). SBS describes a range of symptoms thought to be linked to spending time in a particular building, most often a workplace, but for which no specific cause can be established (Ghaffarianhoseini *et al.* 2018). The term is used to describe situations in which building occupants experience acute health and discomfort effects that appear to be caused by time spent in a building, but often no specific illness or cause can be identified. These symptoms include thermal discomfort, psychological stress, noise, headaches and dizziness, nausea (feeling sick), aches and pains, fatigue (extreme tiredness), shortness of breath or chest tightness, eye, and throat irritation, irritated, blocked, or runny nose, and skin irritation (skin rashes, dry itchy skin) (Lu *et al.* 2018). Building related illnesses on the other hand, are heterogeneous group of disorders having etiology linked to the environment of essentially modern airtight buildings (Nag, 2018). They are characterized by features such as sealed windows, and dependence on heating, ventilation, and air-conditioning systems for air circulation. There are two categories of BRIs (specific and nonspecific) (Nag, 2018).

The leading professional and standard-writing societies have developed and expanded their IAQ-related work and released standards on minimum ventilation rates for providing acceptable IAQ.

For such standards a minimum ventilation rate is commonly set to control contaminant exposure. However, because no quantifiable performance metric exists, ventilation rate is set based on the engineering judgement of and the ideal standard looks at the impact of exposure to contaminants to set minimum performance standards. The economic impact to all affected parties, ideally, should be quantified to determine the economic optimum for meeting or exceeding those standards. Unfortunately, information, research, and technology necessary to fully realize this ideal does not currently exist.

Despite the evidence of harm to human health, poor indoor environments are generally difficult to regulate and not of sufficient concern to the public. The reasons for this include: few efforts have been made to place monetary value on costs of poor housing quality, the complicated nature of indoor air quality in contrast to outdoor air quality, and the absence of scientific data or biomarkers needed to establish appropriate guidelines is unavailable coupled with the dearth of economic analysis regarding the impact of diseases and lost productivity associated with poor indoor home environments (Jacobs, 2005).

METHODOLOGY

Sampling and Sampling Techniques

A multi-stage sampling procedure was employed in this study. The first stage involved the purposive selection of Ibadan for this study. The second stage involved the use of random sampling technique to select thirty (30) percent of the five (5) urban local government areas to give two (2) LGAs. Also, thirty (30) percent of the six (6) rural local government areas were randomly selected to give two (2) LGAs. This was to give every LGA equal chance of been selected. The local government selected include Ibadan North, Ibadan South-East, Egbeda and Akinyele. Furthermore, convenience sampling technique was used to select 6 popular hotels from Ibadan North, 6 from Ibadan South-East, 4 from Egbeda and 4 from Akinyele, making a total of 20 hotels.

Finally, eight (8) customers were purposively selected from among hotel guests due to their willingness to participate in the research. A set of one hundred and sixty (160) semi-structured questionnaire were administered in selected hotels to the hotel guests. Another set of twenty semi- structured questionnaire were administered to the hotel managers, making a total of one hundred and eighty (180) respondents sample size for the study.

Table 3.1: Summary of sampling procedure and sampling size

Name of selected LGAs in Ibadan metropolis (30%)	Number of selected hotels from each LGA	Number of selected respondents from each hotels (8)
Ibadan North	6	48
Ibadan South-East	6	48
Egbeda	4	32
Akinyele	4	32

Total	**20**	**160**

Sampling procedure

Administration of questionnaire was carried out over the period of two months (November- December, 2020), twice during week days and weekends. Willing guests at the selected hotels filled the questionnaire while very few asked for assistance.

Data analysis

Data were obtained through semi - structured questionnaire which were coded, analyzed and relationships between variables were determined using cross-tabulation, with the use of statistical package for Social Science (SPSS). Descriptive statistics were used to determine frequencies and percentages while inferential statistical analysis using independent sample t-test was used to determine whether expected frequencies differ from the actual frequencies observed.

RESULTS

Socio economic characteristics of the hotel guests

Results revealed that in urban hotels, majority of the guests are males (72.3%), with average age of 21 – 30 years, married (58.1%), Nigerians with Yoruba ethnicity, privately employed (46.5%), having tertiary education as their highest educational level (87.4%), and earning between ₦31,000 –
₦60,000 monthly. Majority of the guests also visit hotels for business purposes (36%) and more than once a week (27.9%). (Table 2)

Table 2: Distribution of respondents' socio-economic characteristics

Variables	**Rural**		**Urban**		**Total**	
(N=151)	**F**	**%**	**F**	**%**	**F**	**%**
Gender						
Male	47	72.3	51	59.3	98	64.9
Female	18	27.7	35	40.7	53	35.1
Age						
less or equal 20			4	4.7	4	2.6
21-30	12	18.5	29	33.7	41	27.2
31-40	19	29.2	27	31.4	46	30.5
41-50	17	26.2	18	20.9	35	23.2

51-60	13	20.0	4	4.7	17	11.3
62-70	2	3.1	2	2.3	4	2.6

>70	2	3.1	2	2.3	4	2.6
Marital status						
Single	16	24.6	34	39.5	50	33.1
Married	44	67.7	50	58.1	94	62.3
Divorced	2	3.1	-	-	2	1.3
Widowed	1	1.5	1	1.2	2	1.3
Separated	2	3.1	1	1.2	3	2.0
Nationality						
Nigerian	63	96.9	85	98.8	148	98.0
Others	2	3.1	1	1.2	3	2.0
Ethnicity						
Yoruba	56	86.2	73	84.9	129	85.4
Igbo	6	9.2	11	12.8	17	11.3
Hausa	3	4.6	2	2.3	5	3.3
Occupation						
Employee (public)	14	21.5	12	14.0	26	17.2
Employee (private)	26	40.0	40	46.5	66	43.7
Self-employed	18	27.7	22	25.6	40	26.5
Unemployed	2	3.1	1	1.2	3	2.0
Retired	2	3.1	3	3.5	5	3.3
Student	3	4.6	6	7.0	9	6.0
Others			2	2.3	2	1.3
Highest level of education						
Primary education	2	3.1	1	1.2	2	1.3

Secondary education	5	7.7	11	12.8	16	10.6
Tertiary education	58	89.2	74	86.0	132	87.4
How much do you earn per period?						
Daily	5	7.7	7	8.1	12	7.9
Weekly	3	4.6	9	10.5	12	7.9
Monthly	57	87.7	70	81.4	127	84.1
Less or equal 30k	8	12.3	21	24.4	29	19.2
31k-60k	15	23.1	25	29.1	40	26.5
61k-90k	21	32.3	11	12.8	32	21.2
91k-120k	8	12.3	5	5.8	13	8.6
>120k	13	20.0	24	27.9	37	24.5
On the average, how many days in a month do you visit the hotel?						
Once a week	16	24.6	9	10.5	25	16.6
More than once a week	18	27.7	24	27.9	42	27.8
Once a month	17	26.2	22	25.6	39	25.8
Once a year	3	4.6	14	16.3	17	11.3
Hardly ever	11	16.9	17	19.8	28	18.5
On the average, how much do you spend when you visit the hotel?						

less or equal 10000						
11k-20k	39	60.0	63	73.3	102	67.5
21k-30k	18	27.7	19	22.1	37	24.5
>30k	7	10.8	4	4.7	11	7.3
	1	1.5			1	0.7
What is the purpose of your stay?						
Business						
	31	47.7	31	36.0	62	41.1
Holiday						
	8	12.3	19	22.1	27	17.9
Visiting family and friends	7	10.8	10	11.6	17	11.3
Others						
	19	29.2	26	30.2	28	29.8

In rural hotels, majority of the guests are males (40.7%), with mean age of 31 – 40 years, married (67.7%), Nigerians with Yoruba ethnicity, privately employed (40%), having tertiary education as their highest educational level (89.2%) and earn between ₦61,000 – ₦90,000 monthly (32.3%). Majority of the guests also visit hotels for business purposes (47.7%), and more than once a week (27.7%).

Satisfaction with elements of Indoor environmental quality

It was revealed that _the overall thermal conditions of the hotel‘ ranked highest for thermal comfort IEQ elements in both rural (mean =6.06) and urban (mean =5.62) hotels, _overall privacy of hotel‘ ranked highest among acoustic IEQ elements in rural hotels with a mean score of 6.41, while
_overall acoustic conditions of the hotel‘ ranked highest with mean score of 6.52.

Among lighting IEQ elements, _the overall day lighting in the hotel‘ was ranked highest in rural hotels with mean score 6.37, while _the overall lighting in the hotel‘ ranked highest with mean score 5.91 for urban hotels. Also, _the overall level of cleaning and maintenance of the hotel‘ ranked highest among IEQ elements in both rural (mean =6.37) and urban (mean =5.85), while _the overall functionality and features of hotel‘ and _overall satisfaction with hotel‘ ranked 1st among comfort IEQ elements for rural and hotels with mean score 6.91 and 6.05 respectively (Table 3).

Table 3: Distribution of hotel guests by the satisfaction of elements of Indoor Environmental Quality

Variables (N = 151)	Rural			Urban			Total		
	Mean	SD	Rank	Mean	SD	Rank	Mean	SD	Rank
Thermal comfort									
The overall thermal (temperature) conditions of the hotel	6.06	1.14	1st	5.62	1.16	1st	5.81	1.17	1st
Acoustic									
The overall privacy (sound and visual) of the hotel	6.41	1.01	1st	5.72	1.07	2nd	5.86	1.05	2nd
The overall acoustic conditions (meet hearing needs) of the hotel	5.71	1.23	2nd	6.52	7.66	1st	6.17	5.84	1st
The overall vibration and movement of the hotel	5.63	1.17	3rd	5.65	1.12	3rd	5.64	1.13	3rd
Lighting									
The overall lighting (electric and daylighting) in the hotel	6.28	0.65	3rd	5.91	1.05	1st	6.07	0.92	1st
The overall electric lighting in the hotel	6.29	0.95	2nd	5.65	1.30	3rd	5.93	1.20	4th
The overall daylighting in the hotel	6.37	0.60	1st	5.65	1.24	3rd	5.96	1.08	3rd
The overall visual comfort of the electric or daylighting (glare, reflections, contrast) in the hotel	6.15	0.93	4th	5.83	1.14	2nd	5.97	1.07	2nd
Indoor Air Quality									
The overall level of cleaning and maintenance of the hotel	6.37	0.93	1st	5.85	1.15	1st	6.07	1.09	1st
The overall indoor air quality (free of odours, chemicals or irritants) of the hotel	6.09	1.14	2nd	5.78	1.14	2nd	5.91	1.15	2nd

Comfort									
The overall view conditions (outdoor and interior views) of the hotel	6.15	0.91	3rd	5.73	1.03	5th	5.91	1.00	4th
The overall functionality and features of the hotel	6.91	7.52	1st	5.79	1.09	4th	6.27	5.01	1st
The overall aesthetics (appearance) of the hotel	5.95	1.14	6th	5.82	1.07	3rd	5.88	1.10	5th
The overall furnishings of the hotel	6.12	1.14	4th	5.63	1.08	6th	5.84	1.13	6th
The overall extent of personal controls (ability to adjust temperature, lighting, etc.) of the hotel	6.03	1.10	5th	5.63	1.20	6th	5.80	1.17	7th
The overall physical environment of the hotel	6.15	1.14	3rd	5.88	1.08	2nd	6.00	1.11	3rd
On the overall, how satisfied are you with this hotel	6.37	1.01	2nd	6.05	1.14	1st	6.19	1.09	2nd

Symptoms experienced by hotel guests

After spending 24 hours in hotel buildings, Eye irritation was experienced by 9.2% and 24% of guests visiting rural and urban hotels respectively, Sore throat was experienced by 1.5% of guest visiting rural hotels and 5.8% of guests visiting urban hotels, Nasal discomfort was experienced 4.6% of guests patronising rural hotels and 2.3% of guests patronising urban hotels, Headache was experienced by 6.2% of guests patronising rural hotels and 2.3% of guests patronising urban hotels, and Fatigue or drowsiness was not experienced by any of the guests patronizing rural hotels but was experienced by 2.3% of guests patronizing urban hotels. Further, Dizziness or nausea was experienced by 1.5% of rural hotel guests while it was experienced by none of the urban hotel guests. In comparison, more rural hotel guests experienced eye irritation, nose discomfort, headache, and nausea than urban hotel guests while more urban hotel guests experience sore throat and fatigue or drowsiness than rural hotel guests after spending twenty-four hours in the hotel building (Table 4).

Table 4: Distribution of respondents by experience of sick building syndrome

Variables (N=151)	**Rural**		**Urban**		**Total**	
	F	**%**	**F**	**%**	**F**	**%**
Do you experience any of these symptoms after spending 24 hrs in the building?						
Yes	9	13.8	12	14.0	21	13.9
No	56	86.2	74	86.0	130	86.1
Eyes irritation	6	9.2	5	5.8	11	7.3
Sore throat	1	1.5	2	2.3	3	2.0
Nasal discomfort	3	4.6	2	2.3	5	3.3
Headache	4	6.2	2	2.3	6	4.0
Fatigue/drowsiness	-	-	2	2.3	2	1.3
Nausea/dizziness	1	1.5	-	-	1	0.7
None	43	66.2	49	57.0	92	60.9

Socio economic characteristics of the hotel managers

Result reveals that majority of the hotel managers were male (84.2%), aged between 41 – 50 years (47.37%), married (73.7%), had tertiary education as their highest level of education (94.7%), and majority (31.6%) of the managers have been working in their respective hotels for about 36 months (three years), with majority (47.4%) of them staying in the hotel for 84 hours per week. Also, it was revealed that majority (47.4%) of the hotels were rated three-star, owned by sole-proprietors (68.4%) and employed about 10 workers (26.3%) (Table 5).

Table 5: Distribution of managers by socioeconomic characteristics

Variables (N=19)	**Total**	
	F	**%**
Gender		
Male	16	84.2
Female	3	15.8
Age		
21-30	4	21.05
31-40	4	21.05
41-50	9	47.37
51-60	2	10.53
Marital status		
Single	5	26.3
Married	14	73.7
Nationality		
Nigerian	19	100
Ethnicity		
Yoruba	19	100

How long have you been working in the hotel?		
2 months	1	5.3
7 months	1	5.3
9 months	1	5.3
24 months	1	5.3
36 months	6	31.6
60 months	5	26.3
84 months	2	10.5
120 months	1	5.3
180 months	1	5.3
How long do you stay within the hotel in a week?		
6 hours	1	5.3
24 hours	1	5.3
48 hours	1	5.3
60 hours	5	26.3
84 hours	9	47.4
168 hours	2	10.5
Year of establishment of hotel		
1974	1	5.3
1995	2	10.5
2000	4	21.1

2003	1	5.3
2005	1	5.3
2006	1	5.3
2009	2	10.5
2014	1	5.3
2015	2	10.5
2018	2	10.5
2019	1	5.3
2020	1	5.3
Star rating of hotel		
1 star	1	5.3
2 star	7	36.8
3 star	9	47.4
4 star	2	10.5
Type of property ownership of hotel		
Part of an international chain/group	1	5.3
Locally owned and operated	4	21.1
Sole proprietorship	13	68.4
Partnership	1	5.3
Number of hotel employees	2	10.5

5	1	5.3
6	1	5.3
7	1	5.3
8	2	10.5
9	5	26.3
10	2	10.5
12	1	5.3
14	2	10.5
15	1	5.3
18	1	5.3
20		

Awareness of IEQ practices among hotel managers.

About 89.5% of the sampled managers were aware of IEQ practices and out of all the enumerated IEQ practices, 52.6% of managers were aware of energy conservation practices, 52.6% were aware of water conservation practices, 47.4% were aware of recycling and waste reduction, 31.6
% of the managers were aware of sound insulation system, 52.6% were aware of indoor air pollutant control, 42.1% were aware of air purification plants, 73.7% of the managers were aware of using air conditioning systems to control IEQ, 26.3% were aware of using air quality monitoring systems to control IEQ, 63.2% were aware of using natural ventilation systems to control IEQ, 31.6% were aware of the use of sun shading systems to control IEQ and only 5.3% of the managers were aware of the use of green products to control IEQ of hotels (Table 6).

Table 6: Awareness of IEQ practices among hotel managers

Variables (N=19)	F	%
Are you aware of any IEQ practices (Yes)	17	89.5
Energy conservation	10	52.6
Water conservation	10	52.6
Recycling and waste reduction	9	47.4
Sound insulation system	6	31.6

Indoor air pollutant control	10	52.6

Air purifying plants	8	42.1
Air conditioning system	14	73.7
Air quality monitoring system	5	26.3
Natural ventilation strategy	12	63.2
Sun shading system	6	31.6
Use of green products	1	5.3

Adoption of IEQ practices among hotel managers.

Table 7 shows that 26.3% of the hotels have active recycling policies, 5.3% of the hotels make efforts to purchase green products, 42.1% have air purifying plants at the entrance of their hotels, all the managers adopt the use of air conditioners and electric fans for thermal comfort of their guests and workers, 94.7% make provisions for ventilation in rooms to improve IAQ, and 94.7% of the managers make provisions for natural and artificial light sources to improve visual comfort. About 89.5% prohibit Smoking of cigarettes within hotel premises to enhance indoor air quality, 84.2% of the managers adopt proper sealing of Kitchens to prevent release of carbon-dioxide, 84.2% of managers prevent excessive build-up of water vapour in Bathrooms and laundry rooms, 57.9% of the managers adopt water saving devices in guest rooms, and 89.5% control sound level (noise) within hotel premises to enhance acoustic comfort. Also, all the managers make Provision of window blinds to control light intensity, all the sampled managers carry out regular maintenance to replace dead light bulbs and other elements necessary for a healthy indoor environmental quality and 94.7% of the managers adopt the use energy saving bulbs throughout the hotel (Table 7).

Table 7: Distribution of IEQ practices adopted by hotel managers

Variables (N=19)	**F**	**%**
Does your hotel engage in any of these IEQ practices? (Yes)	19	100
Hotel has a recycling policy in place	5	26.3
Hotel makes an effort to purchase green products	1	5.3
Availability of air purifying plants in and out of the hotel	8	42.1
Air conditioners and electric fans are provided to enhance thermal comfort	19	100
Provision is made for ventilation in rooms to improve indoor air quality	18	94.7
Provisions are made for natural and artificial light sources to improve visual comfort	18	94.7

Smoking of cigarettes is prohibited within hotel premises to enhance indoor	17	89.5

air quality		
Kitchens are well sealed to prevent release of carbon-dioxide	16	84.2
Bathrooms and laundry rooms are well sealed to prevent excessive build-up of water vapour in the air	16	84.2
Water saving devices in guest room	11	57.9
Sound level (noise) is controlled within hotel premises to enhance acoustic comfort	17	89.5
Provision of window blinds to control light Intensity	19	100
Regular maintenance is carried out to replace dead light bulbs and other elements necessary for a healthy indoor environmental quality.	19	100
Energy saving bulbs throughout the hotel	18	94.7

Factors which determine managers'willingness to improve Internal Environmental Quality (IEQ).

Table 8 reveals that majority (78.9%) of the managers view improved public image as very important in determining willingness to improve IEQ, Environmental concern was seen to be very important by majority (68.4%) of the managers, Increased profitability was seen by 78.9% of the managers to be very important in determining willingness to improve IEQ, while Gaining market advantage and demand for IEQ by customers was seen to be very important in determining willingness to improve IEQ in hotels by 68.4% and 84.2% of managers respectively. Also, Availability of government incentives was moderately important in determining willingness to improve IEQ in hotels by 57.9% of managers and majority of hotel managers (57.9%) believed Improving competitiveness of the hotel was a very important factor determining willingness to improve IEQ (Table 8).

Table 8: Distribution of respondents by their determinants of willingness to improve IEQ in hotels

Variables (N=19)	Very important		Moderately important		Not important		Mean	Rank
	F	%	F	%	F	%		
Reduction in operational cost	15	78.9	4	21.1	-	-	2.79	2nd
Improved public image	13	68.4	6	31.6	-	-	2.69	3rd
Environmental	15	78.9	4	21.1	-	-	2.79	2nd

concern								
Increased profitability	13	68.4	6	31.6	-	-	2.69	3rd
Gain marketing advantage	16	84.2	3	15.8	-	-	2.85	1st
Demand from customers	7	36.8	11	57.9	1	5.3	2.32	6th
Government incentives (e.g. tax benefits)	11	57.9	7	36.8	1	5.3	2.53	4th
Competitiveness	9	47.4	10	52.6	-	-	2.47	5th

Hypotheses

Hypothesis 1

Awareness of IEQ by rural and urban hotel managers.

Table 4.8 shows that there was no significant difference (t= 0.26) in the awareness of IEQ by rural (5.89± 2.71) and Urban (5.50± 2.71) managers.

Table 4.8 T-test analysis of difference in the awareness of IEQ by rural and urban managers

Variables	Rural/Urban	Mean	SD	T	df	P	Decision
Awareness	Rural	5.89	2.71	0.26	17	0.80	NS
	Urban	5.50					

Significant at ≤0.05

Hypothesis 2

IEQ practices adopted in rural and urban hotels.

Data on Table 4.9 shows that there was no significant difference (t= 0.98) in the IEQ practices adopted in rural (12.89±7.00) and urban (10.70±7.00) hotels.

Table 4.9 T-test analysis of difference between IEQ practices of rural and urban hotels

Variables	Rural/Urban	Mean	SD	T	df	P	Decision
IEQ practices	Rural	12.89	7.00	0.98	17	0.34	NS
	Urban	10.70					

Significant at ≤ 0.05

Hypothesis 3

Table 4.10 shows the result of T-test for all IEQ indicators and overall satisfaction with IEQs. The T-test result shows that there is significant difference (t = 2.54) between customers‘ satisfaction in rural (43.69±9.19) and Urban hotels (40.52±9.19) for thermal comfort. Therefore, null hypothesis is rejected. On the other hand, the table revealed that there is no significant difference (t=0.07) for acoustics in both rural (23.45±3.54) and urban (23.51±3.54) hotels. Therefore, null hypothesis is accepted. It further shows that there is significant difference (t=3.58) for lighting in both rural (25.09±2.54) and urban (23.04±2.54) hotels. Similarly, significant difference exists (t=2.54) for IAQ in both rural (12.46±1.80) and urban (11.63±1.80) hotels. In addition, there is a significant difference (t= 2.44) for overall IEQ in both rural (104.69±13.29) and urban (98.70±13.29) hotels. Therefore, null hypothesis is rejected.

Table 4.10 T-test analysis of difference between customer satisfaction of IEQ indicators between urban and rural hotels

IEQ indicators	**Rural/ Urban**	**Mean**	**SD**	**T**	**df**	**P**	**Decision**
Thermal comfort	Rural	43.69	9.19	2.54	149	0.012	S
	Urban	40.52					
Acoustic	Rural	23.45	3.54	0.07	149	0.952	NS
	Urban	23.51					
Lighting	Rural	25.09	2.54	3.58	149	0.000	S
	Urban	23.04					
Indoor Air Quality	Rural	12.46	1.80	2.54	149	0.012	S

	Urban	11.63					
Overall Indoor Environmental Quality	Rural	104.69	13.29	2.44	149	0.016	S
	Urban	98.70					

Significant at ≤ 0.05

Hypothesis 4

The difference in the determinants affecting hotel managers‘ willingness to improve IEQ in hotels.

Table 4.11 shows that there was no significant difference (t= 1.98) in the factors affecting hotel managers‘ willingness to improve IEQ in rural (6.56± 1.33) and urban (4.60± 1.33) hotels.

Table 4.11 T-test analysis of difference indicating factors affecting hotel managers' willingness to improve IEQ

Variables	Rural/Urban	Mean	SD	T	df	P	Decision
Factors	Rural	6.56	1.33	1.98	17	0.07	NS
	Urban	4.60					

Significant at ≤0.05

DISCUSSION

Socio-economic characteristics of hotel guests

The socio-economic characteristics of hotel guests in this research revealed that in both rural and urban hotels, there was higher patronage by male guests than female guests. This implies that majority of hotel guests in urban and rural hotels were males. This result is in consonance with that of Adebayo and Adedeji (2019) and Salleh *et al.*, (2016), who found out that majority of hotel guests were males. Also, considering both urban and rural hotels, majority of hotel guests were aged between 31 – 40 years. This finding is similar to that of Yang *et al.* (2021) and Bogicevic *et al.* (2018), who found that majority of hotel guests were youths. This implies that majority of hotel guests are in their active and productive ages.

Majority of the guests were Nigerians. This finding is similar to that of Dzeagu-Kudjodji *et al.*, (2019) who opined that indigenous dishes should be promoted in hotels because majority of hotels guests are indigenes or citizens of the country in which a hotel exists.

Hotel guests (41.1%) sampled patronized hotels for business purposes. Similar results were presented by Nabukeera (2019) who found that majority of hotel guests visited for business reasons.

Satisfaction of elements of Indoor Environmental Quality

It was deduced that ‗the overall level of cleaning and maintenance of the hotel' ranked highest among IAQ dimension. The least ranked was ‗the overall indoor air quality of the hotel'. This indicates that there is a need for hotel managers to look into how the indoor air quality of the hotels can be improved. Furthermore, the highest ranked among comfort dimension was ‗the overall functionality of the hotel'. The least ranked was ‗the overall extent of personal controls of the hotel'

Experience of sick building syndrome

Respondents (13.9 %) have experienced one or more of the symptoms of sick building syndrome (SBS) both in rural and urban hotels. Though the number looks low, it can be said that there is presence of some pollutants within the hotel buildings. This finding corroborates the assertion of Kuo *et al*., (2010) who detected an extent of hotel air contamination and microbial pollution in their study. This result also agrees with that of Rogerson *et al.* (2012) who found that sick building syndrome and other symptoms of poor Indoor Environmental Quality are more experienced in rural than urban hotels.

Socio-economic characteristics of hotel managers

Awareness of IEQ practices among hotel managers

Between the hotel managers, 26.3% were aware of using air quality monitoring systems to control IEQ, 63.2% were aware of using natural ventilation systems to control IEQ, 31.6% were aware of the use of sun shading systems to control IEQ and only 5.3% of the managers were aware of the use of green products to control IEQ of hotels. These findings agree with that of Alfa and Ozturk (2019) and Shehu *et al.* (2020) that awareness for a healthy IEQ has not yet taken root in most buildings and the level of awareness is low among hotel managers (especially the use of green products).

IEQ practices adopted by hotels

As presented in Table 4.6, positive answers were provided by over half of the respondents for all statements regarding IEQ practices adopted by hotels . ‗provision of window blinds to control light intensity', ‗regular maintenance is carried out to replace dead light bulbs and other elements necessary for a healthy indoor environmental quality' and ‗air conditioners and electric fans are provided to enhance thermal comfort' were the most common practices adopted by all (100%) hotels.

There were only three practices that more than half of the hotels did not adopt among the listed . *‗availability of air purifying plants in and out of the hotel' (42.1%), 'hotel has a recycling policy' (26.3%) and 'hotel makes an effort to purchase green products' (5.3%)*. This corroborates the finding of Abdulaali *et al*. (2020) that hotel managers are gradually adopting proper IEQ practices.

Factors which Determines willingness to improve IEQ in hotels

―Gaining marketing advantage‖ ranked first among the factors which determines willingness to improve IEQ in hotels by the managers. This result agrees with that of Qi *et al.* (2017) and Dang-

Van *et al*, (2021) who found that improving indoor environmental quality increases consumer purchase decision and competitive advantage.

CONCLUSION AND RECOMMENDATION

Although IEQ is a relatively new concept, managers were aware of IEQ practices, adopt IEQ and were willing to improve upon existing IEQ practices with a view to gain market advantage over competitors. Until health investments are identified in the economic value of buildings, integrating health into routine maintenance, finance, regulatory and rehabilitation, systems will continue to pose a policy challenge for all levels of government. The following recommendations were made:

- Hotel management should ensure proper design and construction of the air conditioning and ventilation systems and keep them in normal operation through good maintenance. This is to ensure they provide the necessary good quality air (together with enough fresh air) to the places for human needs and other uses and where possible, or needed draw out the polluted air near important pollution sources.
- Management of hotels should use air exchangers and/or air cleaners at special locations to improve indoor air quality, such as in a smoking room, where the levels of pollutants are high.
- The use of media should be adopted to create more awareness of the health significance of indoor environmental quality and the control measures that must be taken to guarantee good indoor environmental quality.
- Hotel management should consider IEQ in the design of hotels, air exchangers and/or cleaners should be strategically placed in hotels to improve indoor air quality.

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EMPLOYMENT OPPORTUNITIES WITHIN THE TRAVEL AGENCY BUSINESS SECTOR IN NIGERIA

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ABSTRACT

This study examined employment opportunities within the travel agency business sector in Nigeria. Since tourism creates both direct and indirect employment opportunities, there are inadequate studies on this context in Nigeria. Primary and secondary data sources were used for this study. Primary sources are personal interview method during the National Association of Nigeria Travel Agencies (NANTA) monthly meetings in Abuja and the field survey done with questionnaires. Various secondary sources consulted are NANTA quarterly news, newspaper, articles, paper delivered during tourism conferences, books, magazines, journals and other internet sources. The survey was conducted between January and March, 2022, during quarterly meetings. The population for the study consists of six hundred and fourteen (614) registered members of NANTA, sourced from five geopolitical zones in Nigeria, namely: Abuja - 126 members, Eastern zone - 78 members, Northern zone - 96 members, Western zone - 20 members and Lagos zone – 294. The questionnaire instrument designed comprised of a 5-point Likert scale structured into Strongly Agreed (SA), Agreed (A), Strongly Disagreed (SD), Disagreed (D), Neutral (N) The study adopted a qualitative research design. Primary. Population of this research was *(n=614)* and sample size *(n=233)* was used. The study concludes that travel agency business has significant and positive impact on employment opportunities in Nigeria. Based on the foregoing findings and conclusions, the research recommends that in government should create an atmosphere that encourages both domestic and international investment into the nation‘s tourism industry, while travel agencies should invest in their employees to ensure productivity.

Keywords: employment opportunities, entrepreneurship, Nigeria, tourism, travel agency

INTRODUCTION

The travel and tourism industry is a major contributor to global economic development, assists in boosting the economies of nation and facilitates the creation of employment and income generation in local communities. Due to increased tourism flows, sustained growth and diversification over the past few decades, it has become one of the largest and fastest-growing economic sectors on the planet. Some of the factors that influence this expansion are technological advancements in travel, ever-rising holiday culture, which is aided by increased disposable incomes and growth in destination offerings. This expansion reflects on transportation, accommodations, entertainment, shopping, and nourishment and the sector is equally linked to leisure and business travel, visiting family or friends (Peeters and Dubois, 2010). Tourism is further supported by foreign direct investment (FDI), which drives economic development for destinations, acting as one of the avenues through which many countries develop tourism (Ilie, 2015). Similarly, developing countries have earned huge amounts of foreign exchange from tourism which is channeled towards the development of other sectors (Ekanayake and Long, 2012). In terms of employment, the tourism industry, employed about 334 million persons worldwide by 2019, either directly or indirectly, thereby accounting for 10.6 per cent (10.6%) of the total global workforce (ILO, 2022).

Yusuf and Akinde (2015) however posit that while many countries have benefited from the huge economic returns generated through tourism over the years, the sector has also demonstrated ability to withstand several pressures and economic shocks. These pressures which range from unpleasant social incidents to infectious diseases and terrorism activities with various levels of impacts on the global tourism industry. Continuing shift toward niche markets in travels focusing on conservation, ecotourism, adventure travel, health and wellness tours that create local job and give an additional boost to the tourism industry. This is already a key element in the recovery plans of many Asian countries with Thailand and Costa Rica‘s tkin the led in this tourism strategy (Babii and Nadeem, 2021).

For Nigeria, with a population of over 211 million (World bank, 2021); and evidently the largest economy in Africa with Gross Domestic Product (GDP) of 441.5 billion U.S. dollars in 2021 (Statista, 2022), the highest in Africa, the tourism sector contributes significantly to employment. Though the number of jobs in the sector decreased by roughly twenty-three per cent (23%) from 2019 to 2020, travel and tourism still made up about four per cent (4%) of all employment in Nigeria, with projections that 2.6 people would be employed in the sector by the end of 2020. Nearly every state in Nigeria has a resource that could be developed into an attraction, hence Nigeria‘s wealth of tourist attractions which include wildlife, exciting water bodies, mountains, beaches, resorts, and cultural festivals offers potentials for more job creation in the sector. Though an abundance of natural resources exist, over the years crude oil has remained the mainstay of the nation‘s economy. However, until recently with the fall in price of crude oil globally, the country experienced revenue drop. This decline in world oil prices further exposed the vulnerability of Nigeria's dependency on crude oil earnings. As a result, the government sought alternative sources for economic diversification with new areas of interest being agriculture, mining and tourism. Unfortunately, multifaceted issues have affected the Nigerian tourism industry, thereby, creating doubts about the realisability of the projections made by authorities. Security challenges and criminal activities in Nigeria, including hostage taking and kidnapping dating back to the early 2000s, with other terrorising crimes which reached a crescendo in 2019 has also not favoured tourism growth in Nigeria. Post Covid-19, kidnapping resumed, banditry escalated and human trafficking remained unabated, with other related actions now posing more serious dangers to the future of tourism and related sectors. However, albeit all issues mentioned, it is still obvious that the capability of Nigeria‘s tourism industry to generate sustainable revenues that could rival current earnings from crude oil is possible if the sector is properly harnessed and managed (Agusto and Co, 2022).

As major intermediaries that facilitate, the travel and tourism industry is travel agencies according to Bawa, *et al.,* (2018) traditionally, make travel arrangements, book services for clients and provides information relating to tourism attractions at places of client‘s interest and destination. Amongst the services offered are travel facilitation to prospective clients, specialized advisory and provision of most recent information about any chosen destination. While these services draw and keep the business of potential travelers, the scope and functions of travel agencies in modern times have increased tremendously (Bhatia, 2012); with the volume of a destination/market‘s traveling population determining travel agency agencies operations and how services are provided (Laboni and Abdullah, 2019).

Despite Nigeria's potential for the operation of travel agencies, business owners are confronted numerous challenges in the industry. These include the increased patronage and preference for online or internet fares, unholy rivalry between travel agencies and airlines, the unfair conduct of some travel agency employees. Others are the meager commissions offered to travel agents by airline's which in some cases are reduced to zero, credit customers demand for ticket purchase without fulfilling obligation when due and high interest rates on bank loans.

Albeit the studies mentioned above, there is still a dearth of research on the employment opportunities in the travel agency in Nigeria, hence the need for further inquiry into this area. This study is therefore aimed at ascertaining the contribution of travel agency business to employment generation in Nigeria. The study hopes to makes valuable contributions literature focusing on providing practitioners, policy makers and academia with more research-based insights into the sector. Using a quantitative approach, involving purposive sampling of respondents with the distribution of 614 questionnaires among registered and financial members in the five geopolitical zones in Nigeria. Statistical analysis was done with IBM SPSS Version 20.

OBJECTIVES OF THE STUDY

To achieve the aim of this study, the following objectives would be accomplished:

i. To determine the extent to which travel agencies create employment in Nigeria
i. To analyze the employment prospects and opportunities in the travel agency business sector in Nigeria

HYPOTHESIS

H_{01}: Travel agency operations have no significance on employment creation in Nigeria
H_{02}: Travel agency business have no significant employment prospects and opportunities in Nigeria.

SIGNIFICANCE

This study would be of immense benefit to researchers, travel and tourism industry practitioners, unemployed youth and women, Nigeria tourism authorities, tourism institutes and the Federal Government with regards to employment generation on travel and tourism.

LITERATURE REVIEW

The travel agency concept emerged after the industrial revolution when travel became more mechanized and easily accessible to the emerging working class. Thomas Cook, a British entrepreneur takes much of the credit as one of the earliest pioneers of the business, having planned and operated package tours for middle income and working-class travelers to beach resorts within the 19th century (Cheung and Lam, 2009; Andrews, 2007). A travel agency is a company that sells travel- related goods and services, especially vacation packages, to customers on behalf of third-party suppliers such as airlines, tour operators, hotels, and cruise lines. Travel agency has become an integral part of the world's fastest growing travel and tourism industry, with most international and domestic travel being arranged through travel agencies (Bhatia, 2012). Traditionally, travel agencies deliver value by means of their ability to connect supply and demand in the tourism industry (Fuentes, 2011); thus, value is created by the ability of a travel agency to facilitate the sale and delivery of tourism related services from suppliers to consumers (Buhalis and Law, 2001).

Buhalis and Law (2008) note that prior to the advent of the internet, airlines were mandated to distribute their services through intermediaries like travel agents and tour operators, thereby creating an additional economy for the secondary sector. Hence, most travel service suppliers including airlines, hotels, cruises and their passengers patronize the intermediaries, who function in designated local geographical areas (Vasudavan and Standing, 1999); and receive commissions among other incentives. Travel agencies face an uncertain future with fierce competition as the industry‘s complexity increases. Kutty and Joy (2020) cite factors like changes in tourism marketing trends and increasingly competitive environment as factors that have affected the role of the travel agency and tourism distribution system. Industry consolidation as well as the development and adoption of new technologies are amongst the factors with greatest influence. Bawa in Bawa *et al.,* (2018) observed that e-commerce has affected the viability of travel agencies, resulting from the effect of removal of agents' commission by airlines in Nigeria. According to Litvin (2000), travel agency managers therefore require correspondingly increased skills and abilities to adapt to these changes in the tourism environment. Their ability to meet these challenges depends on the industry's capacity to attract outstanding employees who can be prepared for future leadership positions.

Using views of the tourism industry in Singapore sourced from tourism students', travel agency seems to be an unattractive career choice for young persons. Elbaz *et al*. (2018) therefore sought to examine how three dimensions of travel agents' manager competencies, namely ability, motivation and opportunity seeking, influence knowledge transfer and performance of travel agents. The study highlights the importance of acknowledging the absorptive capacity of employees as a critical component of sustenance, growth for and ability for organizations to compete. In a bid to ascertain aspects of seasonal employment in Montenegro's travel agencies Vucetic (2012) focused on in-bound travel agencies, due to the pattern of tourist demand which creates seasonal, instead of permanent employment. The study revealed a growing trend of seasonal employment in travel agencies and thus the great dependency of in-bound travel agencies on seasonal workers. Most often women form the bult of the employees, working as tour guides, tour leaders and operation managers, in the peak season, which is during the tourism season of June, July and August.

Dayananda (2014) critically examined the opportunities and challenges of tourism employment in Karnataka, with special interest in Kodagu district. The findings reveal that for Kodagu which is endowed with beautiful natural resources, which include pristine forests, mountains, lush green valley and enchanting water falls, tourism offers large scale of employment opportunities. This generates incomes while improving the standard of living of the people and contributes to the economic development of the nation. Challenges facing Saudi women working in the travel agencies, was the focus Alotaibi, in 2020. Based on social survey methodology, the study identified feelings of psychological and family insecurity, resulting from conflict between the family and work requirements. This is due to cultural situations and that some Saudi families do not accept the gender interactions at work. The author identified some other factors which prevent women from achieving their full potentials. These include lack of social insurance system, poor remuneration, nonflexible work systems and imposition of severe constraints on women.

Due to her population, Nigeria has the largest out-bound travel market in Africa, with many people tending to travel out of the country at least once in a life time in order to fulfill the longtime dream either for business, medical, tourism, visiting family and friends, pilgrimage or others. At present, over 30 domestic, regional and international carriers are operating in Nigeria with the number of international airlines operating into Nigeria increasing annually and some airlines increasing flight frequencies to Nigeria. However, the intensity challenges constraints of the business is not often clear. While some agencies have liquidated, others are adopting new strategies to survive the ever changing in harsh business environment in Nigeria and the travel agency sector in particular. Therein lies the need for this study focusing on employment opportunities in the sector.

THEORETICAL FOUNDATION

The theory of work engagement is adopted as the foundation of the study. This most well- known theory of work engagement was developed by William Kahn in his 1990 book "Psychological Conditions of Personal Engagement and Disengagement at Work." In his definition of "employee engagement," Kahn, one of the first experts to use the term, says that it is "the harnessing of organization members' identities to their work roles; in engagement, people utilize and express themselves physically, cognitively, and emotionally throughout role performances." (Kahn, 1990: 694).

Employee engagement refers to the process by which a company's strategic goals are attained by fostering an environment in which its human resources can flourish, with each employee, manager, and executive being totally devoted to their work and giving it their all for the benefit of the firm. According to the principle of employee engagement, managers must make sure that every person in their firm is completely engaged. To be fully engaged, one must be motivated by and interested in the task at hand. It calls for mutuality, a relationship based on trust, and respect between the employer and the employee. The personnel must be empowered to the necessary levels of their ability, and executives and managers must establish a positive corporate culture and working environment for engagement to flourish.

METHODOLOGY

Primary and secondary data sources were used for this study. Primary sources are personal interview method during the National Association of Nigeria Travel Agencies (NANTA) monthly meetings in Abuja and the field survey done with questionnaires. Various secondary sources consulted are NANTA quarterly news, newspaper, articles, paper delivered during tourism conferences, books, magazines, journals and other internet sources. The survey was conducted between January and March, 2022, during quarterly meetings. The population for the study consists of six hundred and fourteen (614) registered members of NANTA, sourced from five geopolitical zones in Nigeria, namely: Abuja - 126 members, Eastern zone - 78 members, Northern zone - 96 members, Western zone - 20 members and Lagos zone – 294.

The questionnaire instrument designed comprised of a 5-point Likert scale TABQ and EOQ. The questionnaire was structured into Strongly Agreed (SA), Agreed (A), Strongly Disagreed (SD), Disagreed (D), Neutral (N). The questionnaire has twenty items divided into two sections A and B. The A part focused on bio-data of the respondents and B part focused on statements that they were expected to respond to.

A Cronbachs Alpha statistics was used in measuring internal consistency, whereas internal consistency reliability coefficient was obtained and a pilot study was used to test the validity of the research instrument. Quantitative analysis was used for the purpose of this study. This is because quantitative analysis results provide support for anticipated directions of the association between independent variables and dependent variables, therefore the study used multiple regression analysis to address the two hypotheses of this study since the study is addressing relationship between the various variables. This will be achieved by the use of SPSS 20.

However, the sample size of this study is 233, calculated by using Taro Yamane

formula; The calculation formula of Taro Yamane is presented as follows:

n= N/(1+N(e)2

Where: n= sample size

required N= number of

population

E= allowable error (%)

1= a constant value

Confidence interval

=95%

E=margin of error=0.05

Substitute number in formula:

$$\frac{614}{1 + 614(0.05)^2}$$

$$\frac{614}{1 + 614 \text{ X } 0.0025}$$

$$\frac{614}{1 + 1.395} = 233$$

Model Specification

The following model was formulated based on research hypothesis as follows:

$EO = \beta_{0+}\beta_{1\ TAOA} + \beta_{2\ TP} + \mu$

where:

Model specification

The following model was formulated based on my research hypothesis as

follows: Where:

Travel Agencies Operational Activities = TAOA

Travel Prospect = TP

Employment Opportunities = EO

$\beta_{0\ =\ \text{Constant}}$

$\beta_{=}$ Regression coefficient

μ = Error Term

β_1, β_2 = parameters estimate for the respective variables.

RESULTS OBTAINED
Descriptive statistics

This study examined the Impact of Travel Agency and Employment Opportunities in Nigeria. The mean and standard deviation of the variables under study were also analysed in this section. The figures are given in table 1 below

Table 1 Descriptive Statistics

	Mean	Std. Deviation	N
EO	3.5592	.87290	211
TAOA	3.4550	.81159	211
TP	3.4834	.81267	211

Source: SPSS Output, (2022)

The table 1 shows the innovation strategy with the mean score and the standard deviations from the means of each of the data points collected from the 211 respondents. In the table Employment Opportunities (EO), Travel Agencies Operational Activities (TAOA) and Travel Prospect (TP) are 3.5592, 33.4550 and 3.4834 respectively across all the respondents under study. The standard deviations recorded by EO, TAOA and TP were minimal showing an indication that there was minimal variation in the variables between the 211 respondents under study.

Table 2 Correlations

		EO	TAOA	TP
Pearson Correlation	EO	1.000	.862	.839
	TAOA	.862	1.000	.979
	TP	.839	.979	1.000
Sig. (1-tailed)	EO	.	.000	.000
	TAOA	.000	.	.000
	TP	.000	.000	.
N	EO	211	211	211
	TAOA	211	211	211
	TP	211	211	211

Source: SPSS Output, (2022)

Correlation coefficient varies from -1 to +1. A +1 coefficient is an indication of a perfect correlation while a –1 shows a perfect negative correlation. In table 2, the correlation coefficient for the variables was positive and significant showing a clear indication that there is a correlation between Travel Agency and Employment Opportunities in Nigeria.

Test of Hypotheses and Discussion of Results

Regression analysis are used to measure the effect of the independent variable to the dependent variable of hypothesis 1 and hypothesis 2 and proper interpretation and analysis techniques were used to explain the hypotheses testing.

Hypothesis 1

H_{01}: Travel agency operations have no significance on employment creation in Nigeria

Hypothesis 2

H_{02}: Travel agency business have no significant employment prospects and opportunities in Nigeria.

Table 3 Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.863[a]	.745	.742	.44324	2.186

a. Predictors: (Constant), TP, TAOA
b. Dependent Variable: EO
Source: SPSS Output, (2022)

The table above shows, R adjusted is 74.2% indicating how the statistical measures in the above study are closer to the fitted regression line. In this study we relied on adjusted R squared because of the number of study variables in the prediction of the dependent variable. The standard error shown in the study is .44324 which indicates a high accuracy of the prediction made in this study. This is a clear indication that 86.3% percent of changes in Employment Opportunities could be attributed to Travel Agencies under study. R in this study is shown by the correlation coefficient which determines the relationship between the study variables. Durbin Watson value of 2.186 shows there is no autocorrelation. From the above findings, we can, therefore, conclude that there is a positive correlation between the study variables.

Table 4 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	119.145	2	59.572	303.223	.000[b]
1	Residual	40.865	208	.196		
	Total	160.009	210			

a. Dependent Variable: EO
b. Predictors: (Constant), TP, TAOA
Source: SPSS Output, (2022)

Table 4 above shows the ANOVA presentation. The population parameters were found to have a significant p-value of 0% which is lower than the 0.001. This is clear evidence that the data used in the study was adequate and reliable for concluding the variables under study since the value of significance (p-value) is lower than 5%. The F statistic critical at 5% level of confidence was 303.223, the study concludes that the overall model is significant and that TP and TAOA are influencing EO in Nigeria.

Table 5 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.218	.064		3.421	.001
1	TAOA	.667	.185	.592	5.779	.000
	TP	-.143	.184	-.133	-.773	.441

a. Dependent Variable: EO
Source: SPSS Output, (2022)

The established multiple linear regression equation is Y=.218+.667X1 + -.143X2 + error.

In the above regression equation, it was established that travel agency in the regression namely: Travel Agencies Operational Activities (TAOA) and Travel Prospect (TP) at a constant zero, Employment Opportunities (EO) in Nigeria is will be at 0.218.

Further analysis from the study and the regression indicates that, the relationship between Travel Agencies Operational Activities (TAOA) and Employment Opportunities (EO) is significant and

positive with a coefficient of .667 and a p-value of 0.000, a unit increase in Travel Agencies Operational Activities (TAOA) would result to increase to the Employment Opportunities (EO) by a factor of .667, this suggests that the Travel Agencies Operational Activities (TAOA) has significantly positive impact on the Employment Opportunities (EO) during the period of the study. Based on this, the study rejects the null hypothesis one (H_{01}) which states that Travel agencies operational activities have no significant effect on generating employment opportunities in Nigeria. As a result, the study deduces that Travel agencies operational activities have significant effect on generating employment opportunities in Nigeria during the period of the study.
From the coefficient table, the analysis from this study and the regression indicates that, the relationship between Travel Prospect (TP) and Employment Opportunities (EO) is not significant and negative with a coefficient of -.143 and a p-value of .441, a unit decrease in Travel Prospect (TP) would result to increase to the Employment Opportunities (EO) by a factor of -.143, this suggests that the Travel Prospect (TP) has no significantly positive effect on Employment Opportunities (EO) during the period of the study. Based on this, the study accepts the null hypothesis two (H_{02}) which states that Travel prospect has no significant effect on generating employment opportunities in Nigeria. As a result, the study deduces that Travel prospect has no significant effect on generating employment opportunities in Nigeria during the period of the study.

DISCUSSION OF RESULTS

Since tourism creates both direct and indirect employment opportunities, there are inadequate studies on this context in Nigeria. Hence, we investigated this lacuna and the impact that tourism has on employment and economic development are found. It was established that travel agency in the regression namely: Travel Agencies Operational Activities (TAOA) and Travel Prospect (TP) at a constant zero, Employment Opportunities (EO) in Nigeria will be at 0.218. Further analysis from the study and the regression indicates that the relationship between Travel Agencies Operational Activities (TAOA) and Employment Opportunities (EO) is significant and positive with a coefficient of .667 and a p-value of 0.000, a unit increase in Travel Agencies Operational Activities (TAOA) would result to increase to the Employment Opportunities (EO) by a factor of .667, this suggests that the Travel Agencies Operational Activities (TAOA) has significantly positive impact on the Employment Opportunities (EO) during the period of the study. Based on this, the study rejects the null hypothesis one (H_{01}) which states that Travel agencies operational activities have no significant effect on generating employment opportunities in Nigeria. As a result, the study deduces that Travel agencies operational activities have significant effect on generating employment opportunities in Nigeria during the period of the study. These findings conform with that of Alamai, Hussaini and Fatima (2018).

SUMMARY

In summary, the coefficient table, and the regression analysis indicates that, the relationship between Travel Prospect (TP) and Employment Opportunities (EO) is not significant and negative with a coefficient of -.143 and a p-value of .441, a unit decrease in Travel Prospect (TP) would result to increase to the Employment Opportunities (EO) by a factor of -.143, this suggests that the Travel Prospect (TP) has no significantly positive effect on Employment Opportunities (EO) during the period of the study. This study is also in conformity with Abdulrahman, Muhammad, and Muhammad, (2014).

CONCLUSION

The research examined the Impact of Travel Agency and Employment Opportunities in Nigeria. This finding has imperative implications for tourism in Nigeria. As Travel Agencies have a tendency to generate Employment Opportunities in Nigeria. The study found that Travel agencies operational activities has significant effect on generating employment opportunities in Nigeria and Travel prospect has no significant effect on generating employment opportunities in Nigeria. Based on the findings the study concludes that Travel Agency has significant and positive impact on Employment Opportunities in Nigeria. Based on the foregoing findings and conclusions.

RECOMMENDATIONS

- It is recommended that government should create an atmosphere to encourage both domestic and international investors to invest in the nation's tourism industry.
- The tourism industry needs incentives. Concerted efforts should be made by governments to improve infrastructure in the country to encourage both domestic and inbound international travel.
- To enhance Nigeria's reputation internationally, political stability must be achieved. The government should develop policies for tourism and assure the safety of all visitors. This guarantees consistent steady an safe demand for the nation's tourism industry.
- Consistent with the view of Lubbe (2005) on consolidation, mergers or acquisition, formation of consortium, NANTA can broker deals whereby instead of having numerous travel agencies that may be facing challenges travel companies can consolidate into a few and remain afloat.
- The relationships created at office and the behaviors exhibited have an impact on employee engagement and their intention to remain with their company. Owners and managers need to foster a sense of belonging and guarantee that positive behaviors are demonstrated, like trusting employees by enabling them the liberty to make their own judgments.
- Maintaining high-quality jobs, building stronger businesses, and maintaining a company's legacy all depend on empowering employees and include them in ownership. For businesses looking to preserve their heritage and receive market value invest time and effort into building, employee ownership. This is increasingly emerging as a good succession strategy.
- Travel agency association should develop partnerships with state governments to enhance destinations and engage in exclusive marketing opportunities to ensure they benefit from the interest in the destinations. This enhances their roles in promoting tourism.

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GENDER DECISION TO EMBRACE ENTREPRENEURSHIP: A STUDY OF GRADUANDS IN SELECTED HIGHER INSTITUTIONS IN LAGOS STATE

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ABSTRACT

The primary goal of many youths for acquiring university or polytechnic education in Nigeria is to secure employment after graduation. The current reality in the Nigerian labour market, however, shows that jobs are hard to come-by leaving many graduates with entrepreneurship as an option for survival. Against this background, this study assessed gender decision to embrace entrepreneurship for survival among graduands of higher institutions in Lagos State, Nigeria. The study employed field survey and structured questionnaire was instrument for data collection. Data were collected from 400 graduands across the selected higher institutions in the State through a multistage sampling technique. The data were analysed using frequency counts, percentages, measure of central tendency and chi- square model.

Findings revealed that male graduands $(\bar{x} = 3.87)$ are more likely to embrace entrepreneurship after graduation than their female counterparts $(\bar{x} = 2.54)$.Graduands of polytechnics $(\bar{x} = 3.91)$showed more inclination towards establishing entrepreneurship business than their university counterparts $(\bar{x} = 3.06)$ after graduation. The study concludes that gender significantly influenced graduands decision to embrace entrepreneurship in the study area. It is recommended that more sensitization be done for females and university graduands on the need to embrace entrepreneurship as a survival strategy in the face of scarcity of jobs in the country.

Keywords: entrepreneurship, business, graduands, higher institutions and gender.

INTRODUCTION

Nigerian education is presently at crunch time as far as giving rise to an individual who will work to merit and justify their remuneration; however, Entrepreneurship renders an important career option, oblation opportunities to enjoy independence, develop multiple skills, reap financial benefits and contribute to economic development. In recent times, universities across the globe have significantly expanded their curricular and co-curricular offerings in entrepreneurship (Dickson *et al.,* 2008, Morris *et al*., 2013a). However, the number of college graduates starting ventures has not revealed comparable growth, (Siegers *et al.,* 2014).

Isenberg (2010, 2014) put forward that the creation of an ecosystem aimed at facilitating entrepreneurship is a key element in economic development. As such, many educated youths are now being encouraged to embrace entrepreneurship, rather than waiting for white-collar jobs that are scarce after graduation.

In the same vein, the decision to pursue an entrepreneurial path can be facilitated by supportive environments (Lee and Peterson, 2000; Toledano and Urbano,2008). This has become sacrosanct towards preventing youth restiveness due to unemployment and other vices associated with the high unemployment rate. A one-size-fits-all approach is usually adopted in promoting entrepreneurship among the students when it is unclear whether the intention of the students to embrace entrepreneurship is gender-sensitive thus, requiring different approaches for effectiveness.

In spite of the numerous programs being organized towards promoting entrepreneurship among educated youths over the years, the percentage of the youths who actually generate jobs after graduation through entrepreneurship is still very low. Studies have linked the disconnect between entrepreneurship education and the decision to actually start an entrepreneurial business to gender differences (Bruni, Gherardi, and Poggio, 2004). The gender difference manifests in the entrepreneurial intentions of both males and females (Carr and Sequeira, 2007).

Thompson (2009) posits that individual entrepreneurial intention is an invaluable construct in new business creation. According to Carr and Sequeira (2007), Hmieleski and Corbett (2006), and Wilson *et al*., (2007), entrepreneurial intention has proved to be an imperative and ongoing construct in entrepreneurship theory and research. It is one of the lenses through which studies on gender and entrepreneurship are viewed.

Moreover, until recently, women have not been seen as having the potential for entrepreneurial success (Barron *et al*., 2020). Social feminist theory suggests that, due to differences in early and ongoing socialization, women and men do differ inherently. However, it also suggests that this does not mean women are inferior to men, as women and men may develop different but equally effective traits (Fischer, Reuber, and Dyke, 1993).

Besides, women and entrepreneurship studies have not really gained desired attention in entrepreneurial literature in Nigeria. According to Nwagbo and Onyema (2017), women‘s entrepreneurship has been largely neglected both in society and in general and the majority of studies undertaken on gender and entrepreneurship are mostly in western countries. This creates a vacuum in knowledge requiring further empirical studies, hence the need for this study to be conducted. This study contributes to knowledge in this area and answered the following research questions:

Research questions.

i. What are the socio-economic characteristics of the graduands?

ii. Are there differences in the intention of female and male graduands to establish entrepreneurial businesses after graduation?

iii. Do the intentions of polytechnics and universities‘ graduands differ?

Objectives of the Study.

The general objective of this study is to examine gender decision to embrace entrepreneurship: a study of graduands in Lagos State higher institutions. The specific objectives:

i. described the socio-economic characteristics of the graduands;

ii. examined the intentions of female and male graduands to establish entrepreneurial businesses after graduation; and

iii. determined the intentions of polytechnics and universities' graduands to establish entrepreneurial businesses after graduation.

Hypotheses of the study.

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

1. There is no significant difference in the intention of male and female graduands to establish entrepreneurial businesses after graduation.

2. There is no significant difference in the intention of polytechnic and university graduands to establish entrepreneurial businesses after graduation.

LITERATURE REVIEW

Entrepreneurship is a key driving force behind any country's economic growth and social development. It also acts as a catalyst in creating and achieving job opportunities among the people in the developing society (Audretsch, 2012). On needed skills like literacy, oral communication, information technology, entrepreneurship, analytical problem- solving and decision making 60% rated them as poor.

On employability of graduates of tertiary Institutions in the country, Osibanjo (2006) posit that the labour market needs in Nigeria revealed that 44 percent of the 20 organizations rated Nigerian science graduates as average in competence, 56 percent rated them as average in innovation, 50 percent rated them average in rational judgment, 63 percent as average in leadership skills and 44 percent as average in creativity. On needed skills like literacy, oral communication, information technology, entrepreneurship, analytical, problem solving, and decision making, 60 percent rated them as poor. By any standard, the above statistics reflect a poor assessment of Nigerian higher institution graduates and further buttress the argument that Nigerian tertiary Institutions' graduates are unemployable. Available information by the National Universities Commission (NUC) (2004) reiterated that the massive unemployment of Nigerian university graduates in the country is traceable to the disequilibrium between labour market requirements and the lack of essential employable skills by the graduates (Danabia, 2013).

Recent data show that graduates' unemployment has been rising. Based on the Nigerian National Bureau of Statistics (NNBS) (2015) survey, the unemployment rates of graduates from various higher institutions increase by 24.20 percent in the first quarter of 2015. That means, between January and March this year, nearly one out of every four Nigerian graduates were unemployed. 10- year employment statistics from 2006-2015, also suggest a deteriorating phenomenon. In 2006, according to the NNBS (2015), unemployment figures averaged 15.97 percent (more than one person in every 10 Nigerian graduates was unemployed). Though the figures in the fourth quarter of 2006 had dipped to 5.30percent (slightly less than one in every 20 graduates), it had climbed to 23.90 percent in the fourth quarter of 2011 (again, nearly one out of every four Nigerian graduates were jobless), to further increase to 24.20 percent from January to March 2015.

In the same vein, Danabia (2013) The way Nigerians and Indians see male and female have a strong effect on the entrepreneurial intention of graduates in both countries (Karimi *et al.*, 2014; Thomas and Mueller, 2000) say that‖ gender is a fundamental dimension of the socio-cultural environment and can, therefore, be a possible determinant of Entrepreneurial intention‖. Some schools of thought like Grilo and Irigoyen (2006), Blanchflower *et al*. (2001), Crant (1996), Minniti and Nardone (2007), and Grant (1991) is of the view that males are generally more interested in an entrepreneurial career than females. And those males also have a higher desire and intention to start their businesses than females. The arguments of these researchers support this study which investigates the moderating role of gender on the relationship of attitude towards behaviour, subjective norms, and perceived behavioural control on entrepreneurial intention.

Entrepreneurial Intention (EI) Entrepreneurial intention decisions are determined by certain factors that are planned. Krueger *et al*. (2000) and Thompson, (2009) are of the view that entrepreneurial activity is intentionally a planned behaviour. Even though that entrepreneurship has been seen as an important tool for economic and social growth, little attention has been given to past studies in finding the influential factors of entrepreneurial intention among graduate students.

METHODOLOGY

This study adopted the descriptive survey research. The study was conducted in Lagos State. Lagos State is located in Southwestern Nigeria. The State has many public and private higher institutions of learning. The study was carried out in selected higher institutions in Lagos State which include: the University of Lagos (UNILAG), Lagos State University (LASU), Caleb University, Imota, Lagos, Lagos State Polytechnic, Yaba College of Technology, Kalac Christal Polytechnic, Ikeja and Timeon Kairos Polytechnic.

The population of this study consists of 4000 graduands from selected institutions in Lagos State. The sample size comprised 400 graduands from selected higher institutions in Lagos state. The study adopted multistage sampling techniques across the institutions.

A total of 500 questionnaires were administered to the graduands in the following portions: University of Lagos (UNILAG) with 150 graduands, Lagos State University (LASU) with 130 graduands, Caleb University, Imota, with 40 graduands, Lagos, Lagos State Polytechnic with 70 graduands, Yaba College of Technology with 60 graduands, Klac Christal Polytechnic, Ikeja with 30 graduands and Timeon Kairos Polytechnic with 20 graduands

The first stage employed simple random techniques to carefully select the institutions due to the purposiveness of the researcher which comprises of University of Lagos (UNILAG) with 1200 graduands, Lagos State University (LASU) with 1000 graduands, Caleb University, Imota, with 300 graduands, Lagos, Lagos State Polytechnic with 620 graduands, Yaba College of Technology with 510 graduands, Kalac Christal Polytechnic, Ikeja with 220 graduands and Timeon Kairos Polytechnic with 150 graduands.

In the second stage, the researcher used a proportionate sampling method to select 10% from the population of 4000 graduands from all the selected institutions in Lagos state. In all, the studies were conducted in three universities and four polytechnics in the State. Students in their final year from their various courses (graduands) constituted the study population.

Determination Of Sample Size of The Selected Institutions

INSTITUTIONS	GRADUANDS	SAMPLE SIZE (10%)	
CALEB UNIVERSITY	300	30	
UNILAG	1200	120	
LASPOTECH LASU	620 1000	62 100	
TIMEONE KAROS	150	15	
YABATECH	510	51	
CHRISTEL POLYTHENIC	220	22	
TOTAL	4000	400	

Source: Field Survey, 2021

RESULTS OBTAINED

AND DISCUSSION

Socio-economic Characteristics of the Respondents

Personal characteristics distinguish people on the basis of physical position in society (Morris, 2000) and may affect decision-making (Duncan *et al***.,** 2002). The respondents' sex, age, income/stipend, religion, and membership of social group were assessed for possible inference deduction on how they relate to intention to establish entrepreneurial business after graduation. Evidence in Table 1 reveals that although the majority (53.2%) of the respondents were females, the number of males was also substantial (46.8%) with the tendency for the study results to be gender- balanced. In terms of the institution attended, substantial percentages of the respondents were university (56.0%) and polytechnic students (44.0%). Analysis of the respondents' monthly income/stipend revealed that the majority (51.2%) of the respondents earned less than N20.000 on monthly basis. A substantial number of the respondents practiced Christianity (48.0%) or Islam (40.3%) as religion. The majority of the respondents were members of one social group or the other (53.8%) but were not exposed to an entrepreneurial course in their institutions (57.0%).

Table 1: Socio-Economic Characteristics of the Respondents, n = 400

Sex	Frequency	Percentage	Cumulative percentage
Male	187	46.8	46.8
Female	213	53.2	100.0
Institution attended			
University	224	56.0	56.0
Polytechnic	176	44.0	100.0
Income/Stipend per month			
<10,000	104	26.0	26.0
10,000-19,999	101	25.2	51.2
20,000-29,000	87	21.8	73.0
≥30,000	108	27.0	100.0
Religion			
Christianity	192	48.0	48.0
Islam	161	40.3	88.3
Other	47	11.7	100.0
Membership of social group			
Member	215	53.8	53.8

Non-member	185	46.3	100.0
Exposure to entrepreneurial course			
Exposed	172	43.0	18.0
Not exposed	228	57.0	100.0

Source: Field Survey, 2021

Intentions to Establish Entrepreneurial Business after Graduation

Various entrepreneurial courses taught in higher institutions are geared toward encouraging students to venture into entrepreneurship after graduation. This section presents the results of the evaluation of the student‘s intention to start an entrepreneurial business after graduation from school. The results are presented in Table 2. A cursory look at Table 2 reveals that the respondents generally agreed that they would venture into entrepreneurship ($\bar{\chi} = 3.60$) and also encourage their colleagues to venture into it ($\bar{\chi} = 2.81$) after graduation. These results imply that the graduands do not just have high intention to venture into entrepreneurship after graduation, they also want their colleagues to do so.

By implication, the results of the study show the graduands are willing to endure setbacks in their businesses and intend to remain committed to the business until it becomes successful ($\bar{\chi} = 2.92$).Commitment and ability to persevere are highly needed qualities of successful entrepreneurs (Fischer *et al*., 1993) suggesting that the graduands generally had potential to do well if they embrace entrepreneurship after graduation.

Irrespective of gender, the respondents affirmed that they intend to venture into entrepreneurship immediately after their graduation from school. Comparatively, however, the males ($\bar{\chi} = 2.83$) have a stronger intention to become entrepreneurs after graduation from school than their female counterparts ($\bar{\chi} = 2.73$).

Table 2: Distribution of respondents by male and female students' intentions to start an entrepreneurial business after graduation

	MALE											FEMALE											ALL RESPONDENTS										
Q	**DF**		**VL**		**NS**		**NL**		**N**		$\bar{x}$	**DF**		**VL**		**NS**		**NL**		**N**		$\bar{x}$	**DF**		**VL**		**NS**		**NL**		**N**		$\bar{x}$
	F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**		**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**		**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**%**	
1	28	15.0	18	9.6	11	5.9	123	65.8	7	3.7	2.7	45	21.1	28	13.1	21	9.9	108	50.7	11	5.2	2.9	73	18.3	46	11.5	32	8	231	57.8	18	4.5	2.81
2	79	42.2	36	19.3	22	11.8	31	16.6	19	10.2	3.7	84	39.4	36	16.9	30	14.1	36	16.9	27	12.7	3.5	163	40.8	72	18	52	13	67	16.8	46	11.5	3.6
3	13	7.0	21	11.2	9	4.8	99	52.9	105	56.1	2.6	23	10.8	29	13.6	14	6.6	20	9.4	127	59.6	2.1	36	16.5	50	12.5	23	5.7	119	29.8	172	50.5	2.3
4	21	11.2	21	11.2	17	9.1	52	27.8	76	40.6	2.2	16	7.5	31	14.6	28	13.1	63	29.6	75	35.2	2.3	37	9.3	52	13	45	11.3	115	28.8	151	37.8	2.27
5	49	26.2	28	15.0	38	20.3	32	17.1	40	21.4	3.1	22	10.3	34	16.0	66	31.0	56	26.3	35	16.4	2.8	71	17.8	62	15.5	104	26	88	22	75	18.8	2.92
6	30	16.0	23	12.3	35	18.7	73	39.0	26	13.9	2.8	25	11.7	39	18.3	34	16.0	89	41.8	26	12.2	2.8	55	13.8	62	15.5	69	17.3	162	40.5	52	13	2.77
T											2.83											2.73		2.78									

Source: Field Survey, 2021, $\bar{x}$ = Weighted mean of responses, **DF = Definitely, VL = Very likely, NS = Not Sure, NL = Not Likely, N = Never, Q = Question**

Q

1. Do you encourage graduands of this institution to become entrepreneurs immediately after graduation from school?
2. Will you venture into entrepreneurial business immediately after graduation from school?

3. Do you encourage your graduating colleges to seek paid employment first and decide on becoming entrepreneurs later?
4. Will you rather look for work after graduation than venture into business?
5. Will you try to look for work if you experience business failure or setbacks in business in business after graduation?
6. If you secure paid employment having already started a business after graduation, will you abandon the business?

The intention towards entrepreneurship was also decomposed based on the institution types as shown in Table 3. It is evident in Table 3 that graduands in polytechnics showed higher intention ($\bar{\chi} = 2.80$)

to start a business after graduation than their university counterparts ($\bar{\chi} = 2.71$). Notwithstanding, both the polytechnic and university graduands generally intend to become an entrepreneur after graduation from school. These findings imply that the graduands are ready to become entrepreneurs and suggest that relevant authorities whose programs centred on job creation should focus on providing support that can help nurture entrepreneurial businesses of young graduates.

Table 3: Distribution of respondents‘ intentions to start an entrepreneurial business after graduation by types of institutions

	UNIVERSITIES											POLYTECHNICS											ALL RESPONDENTS										
Q	DF		VL		NS		NL		N		$\bar{\chi}$	DF		VL		NS		NL		N		$\bar{\chi}$	DF		VL		NS		NL		N		$\bar{\chi}$
	F	%	F	%	F	%	F	%	F	%		F	%	F	%	F	%	F	%	F	%		F	%	F	%	F	%	F	%	F	%	
1	45	20.1	28	12.5	18	8.0	119	53.1	14	6.3	2.9	28	13.1	18	8.5	14	6.6	112	52.6	4	1.9	2.7	73	18.3	46	11.5	32	8	231	57.8	18	4.5	2.81
2	82	36.6	56	25.0	25	11.2	24	10.7	37	16.5	3.5	81	38.0	16	7.5	27	12.7	43	20.2	9	4.2	3.7	163	40.8	72	18	52	13	67	16.8	46	11.5	3.6
3	12	5.4	24	10.7	14	6.3	101	45.1	73	32.6	2.1	24	11.3	26	12.2	9	4.2	18	8.5	99	46.5	2.2	36	16.5	50	12.5	23	5.7	119	29.8	172	50.5	2.3
4	2	1	2	9	1	8	6	2	9	4	2	8	3	3	1	2	1	5	2	5	2	2	3	9	5	1	4	1	1	2	1	3	2

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		9		4		5		8		4	2		8		6		2		8		3	3		3				3	5	8	1	8	7
5	50	22.3	19	8.5	70	31.3	26	11.6	59	26.3	2.9	21	9.9	43	20.2	34	16.0	62	29.1	16	7.5	2.9	71	17.8	62	15.5	104	26	88	22	75	18.8	2.92
6	21	9.4	34	15.2	48	21.4	75	33.5	46	20.5	2.6	34	16.0	28	13.1	21	9.9	87	40.8	6	2.8	3.0	55	13.8	62	15.5	69	17.3	162	40.5	52	13	2.77
T											2.71											2.80	2.78										

Source: Field Survey, 2021, $\bar{\chi}$ = Weighted mean of responses, **DF = Definitely, VL = Very likely, NS = Not Sure, NL = Not Likely, N = Never, Q = Question**

Q	
1	Do you encourage graduands of this institution to become entrepreneurs immediately after graduation from school?
2	Will you venture into entrepreneurial business immediately after graduation from school?
3	Do you encourage your graduating colleagues to seek paid employment first and decide on becoming entrepreneurs later?
4	Will you rather look for work after graduation than venture into business?
5	Will you try to look for work if you experience business failure or setbacks in business after graduation?
6	If you secure paid employment having already started business after graduation, will you abandon the business?

Test of Hypotheses

Hypothesis 1: There is no significant relationship between intentions to establish entrepreneurial business after graduation and the gender of graduands.

The results of this hypothesis test are presented in Table 4. As evident in Table 4, the Chi-square scores calculated for gender (χ^2= 7.138) were higher than its tabulated Chi-square scores, therefore the null hypothesis is rejected. In order words, the results revealed that there is a significant relationship between gender and intention to become an entrepreneur after graduation from the institutions.

Table 4: Chi-square Analysis of the relationship between gender (staff) and entrepreneurship intention

Gender status and intention to establish entrepreneurial business	Df	χ^2_{tab} (0.05)	χ^2_{cal} (0.05)	Decision
	2	5.991	7.138	Reject H_0

Source: Field Survey, 2021

Decision Rule: reject H_0 if χ^2cal >χ^2tab, otherwise: fail to reject H_0, χ^2cal = Chi-square value calculated or computed.

Hypothesis 2: There is no significant relationship between the intention to establish entrepreneurial business after graduation and the types of institutions attended.

It is evident in Table 5 that a significant relationship ($p < 0.05$) exists between institution types and intention to become an entrepreneur after graduation. The Chi-square scores calculated for institution types (χ^2= 8.418) were higher than its tabulated Chi-square scores (χ^2= 5.991), therefore the null hypothesis is rejected.

Table 5: Chi-square test of the relationship between institution types and intention to establish entrepreneurial business

Institutions types and intention to establish entrepreneurial business	Df	χ^2_{tab} (0.05)	χ^2_{cal} (0.05)	Decision
	2	5.991	8.418	Reject H_0

Source: Field Survey, 2021

Decision Rule: reject H_0 if χ^2cal >χ^2tab, otherwise: fail to reject H_0, χ^2cal = Chi- square value calculated or computed.

CONCLUSION

This study assessed the gender decision of graduands to embrace entrepreneurship for survival in selected higher institutions in Lagos State with a view to providing empirical information that can help policymakers devise gender-sensitive policies on entrepreneurship for improved performance. It was found that gender actually has a significant effect on the entrepreneurial intention of the would-be graduates in selected higher institutions in Lagos state. Evidence from the study showed that female and university graduands may need more encouragement in order to embrace entrepreneurship than their male and polytechnic counterparts.

RECOMMENDATIONS

In line with the conclusions, this paper recommends the following;

- The study recommends more intense entrepreneurship campaigns in universities and to female students in order to encourage younger graduands to embrace entrepreneurship after graduation from schools.
- That Lagos state policy makers should give their students from primary to tertiary institutions ample entrepreneurship orientation to enable them to develop a willingness towards entrepreneurship.
- Government of Lagos should make entrepreneurship studies compulsory in all their institutions to enable those who do not offer the course to do so.
- Gender bias should be discouraged in giving youth empowerment programmes in all the tertiary institutions in Lagos state.
- Students should be encouraged in any field of choice where she/he has an interest.

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THE NEW SCRAMBLE FOR AFRICA, AU'S AGENDA 2063 AND DIPLOMATIC HOSPITALITY OF GREAT POWERS

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ABSTRACT

The African Union's (AU) "Agenda 2063: The Africa We Want," which includes good governance, democracy, human rights respect, justice, and the rule of law, is intended to accelerate Africa's development. Diplomatic hospitality by great powers has become essential in advancing mutual interests. This paper examined the new hospitality strategy (soft power) used by the great powers (the United States, China, and Russia) to extend their influence in Africa, as well as the implications for the African Union's Agenda 2063. The paper is a qualitative study that relied on secondary data sources. In researching the subject, the paper used journals, books, and the Internet. The findings revealed that the great powers have divergent approaches to dealing with Africa; however, soft power is present in all of these approaches. The findings also revealed that the implementation of AU' 2063 is heavily dependent on the support of the great powers, resulting in Africa's new reliance on external powers. To achieve mutual benefits, the paper recommended that African leaders commit to good governance, poverty eradication, and massive employment.

Keywords: agenda, africa, great powers, hospitality, scramble

INTRODUCTION

It has been widely argued that great powers, with the use of soft power (hospitality), are once again competing for control of Africa's abundant natural resources. Some scholars refer to this as a "new scramble for Africa," alluding to the first "scramble for Africa," between 1881 and 1914 that resulted in powerful European nations dividing, occupying, and colonizing the African continent (Adam, 2018). The phrase "Scramble for Africa" was coined by The Times newspaper in 1884 to describe competition among major European powers for a piece of what Belgian King Leopold derisively referred to as "this magnificent African cake." (Adi, 2013).

The "scramble" was the first great surge of foreign interest in Africa, when 19th-century European colonists carved up the continent and seized Africans' land. The second was during the cold war, when the East and West competed for the support of newly independent African states; the Soviet Union supported Marxist tyrants, while America supported despots who claimed to believe in capitalism. A third, more benign surge is currently underway. Outsiders have noticed that the continent is becoming increasingly important, not least due to its growing share of the global population (by 2025 the UN predicts that there will be more Africans than Chinese people), thus, making governments and businesses worldwide in rush to strengthen diplomatic, strategic, and commercial ties (Economist, 2019).

Africa is a diverse Continent with abundant human and natural resources. It has the world's largest free trade zone and a market structure of over 1.2 billion people (World Bank Report, 2020).

Since the end of World War II, the number of new states that have joined the international system, mostly from Africa, have shown a lack of global power, limited resources, ideas, and values that would allow them to compete effectively with existing powerful states. After the Cold War, it has been observed that increased corruption, poor governance, disease, and despotism, have all contributed to Africa's poor economy.

In addition, political instability, socialist economics, and protectionist trade have contributed to the inability of African states to rise to the challenges of the twentieth-century. The African Union's (AU) "Agenda 2063: The Africa We Want," which includes good governance, democracy, respect for human rights, justice, and the rule of law, has been designed to accelerate development. Africa (Mbaku, 2022).

Statement of the Problem

Despite the promising potentials and opportunities for economic development that many countries in Africa should enjoy; recent experiences have demonstrated the leadership's inability to deliver citizens from the clutches of underdevelopment, characterized by widespread poverty and inequality, have forced Africans once more into the hands of the great powers such as the United States, China, and Russia. According to an assessment of the political and economic situations in Sub- Saharan Africa by donor agencies, researchers, and development partners, Africa‘s progress is slow down by political behaviour that is detrimental to growth and development. According to African Development Bank (AFDB) statistics, health and education outcomes in Sub-Saharan Africa are among the worst in the world, and the population lacks access to sanitation and safe drinking water. Due to weak institutions that make dependable development difficult, Sub-Saharan Africa continues to rely on fragile economies that are invariably incapable of dealing with calamities of all kinds.

On the other hand, insensitivity to the welfare of the populace is evident in the high rate of unemployment and underemployment of youth and women in Africa, while social cohesion and inclusive development are jeopardized. As a result, access to quality education, health, nutrition, technology, and innovation became impediments to accelerating growth, production, and competitiveness among the countries in the continent. The African Development Bank stated that failing to address these issues could deprive a whole generation of people in the region of opportunities to develop their potential, escape poverty, and support the continent's trajectory toward inclusive growth and economic transformation (AFDB, 2022). In light of this, most African leaders regard the United States, China, and Russia as the continent's saviors or liberators from the current crisis. To what extent have the expectations been realized?

This paper examines the relationships between Africa and great powers (the United States, China, and Russia) in the context of the use of soft power, here described as ―hospitality‖ in global politics to determine the proposition of the new scramble for Africa.

The following questions are raised: What are the major interests of the great powers (the United States, China, and Russia) in Africa that required hospitality‘s strategy to achieve? How have AU‘s Agenda 2063 integrated into the interests of the great powers? What the challenges of the African states in the implementation of AU‘s 2063?

Objectives of the Study

1. examine the interests of the great powers (the United States, China, and Russia) in Africa;
2. analyze the relationship between AU's Agenda 2063 and the interests of the great powers;

3. examine the Challenges of African States in the implementation of AU's 2063.

LITERATURE REVIEW

Hospitality Diplomacy

The importance of diplomatic hospitality in international relations has been linked to aspects of good manners, cultural differences, and protocol in the interactions among and between nations. Hospitality of diplomacy is best practice by the great powers, especially the United States of America (The White House Historical Association, 2022). Ruel (2017) noted that diplomats must be service- oriented and interact with a diverse range of actors, including the business community, citizens, traditional and social media, non-governmental organizations, and interest groups. They must be proactive, always on the lookout, and a qualified expert with a service orientation toward the various actors. All of this culminates in a critical competency for the new diplomat: hospitality. Having the necessary knowledge and understanding of diplomatic interaction etiquette is one thing; having a welcoming attitude is quite another.

Hospitality as a skill involves being open-minded, welcoming, serving, and genuinely interested in people. It is about giving others the assurance that you can be trusted, that integrity is the highest value, and that service is a natural part of life. It opens doors that would otherwise remain closed or go unnoticed. It is the most powerful skill in interpersonal relationship building because it grants authority. It constructs bridges to bridge gaps in viewpoints and opinions. A successful new diplomat must be able to operate in a highly politicized international arena with many different stakeholders. Diplomat understands the importance of hospitality above all as the international stake's web is becoming increasingly complicated. Rather than relying on the assumption that being a diplomat confers authority, it is the ability to truly connect with people and stakeholders of all types and minds that makes diplomat more successful (Ruel, 2017).

The New Scramble for Africa and Hospitality of Great Powers: Myths or Realities?

It is been generally agreed among scholars that a great power is a nation or state that, due to its enormous economic, political, and military might, is able to wield power and influence not only in its own region of the world, but also in other parts of the world. The rise and fall of the great powers due to economic change and military conflict has been noticed from 1500 to 2000 (Kennedy, 1989). In the contemporary international system, four great powers have been identified to fit more perfectly into the definition of great powers: the United States (US), Russia, China, and the European Union (whereby the EU is considered to be the sum of its parts). When distilling a list of criteria from this description of great power attributes and capabilities, it is clear why these four powers dominate the international security debate. Superior military and economic capabilities can be measured in terms such as military expenditure and GDP, and the inherent advantages of great powers are nowhere to be found (Hague Centre for Strategic Studies, 2014).

The phrase "Scramble for Africa" was coined in 1884 by The Times newspaper to describe the competition among the major European powers for a piece of what Belgian King Leopold derisively referred to as "this magnificent African cake." (Adi, 2013). During the infamous Berlin Conference, held over several months in the winter of 1884-1885, Britain, France, Belgium, Germany, and the other major powers each attempted to carve out their share of the African continent. They then proceeded to invade and occupy their designated colonies in the run-up to World War I, with no regard for the fate of the African continent's inhabitants. That was the era of the so-called "civilizing mission" and "White man's burden," which were openly racist justifications for conquest and colonization (Adi, 2013).

According to Ewalefoh (2021), the new scramble for Africa has been ongoing; however, the intensity of the current scramble has multiplied. Not only Europeans or Americans are scrambling for Africa's resources; emerging economies such as China, India, South Korea, Brazil, and Malaysia have also joined the scramblers' club. Ewalefoh (2021) noted that the present arrangement of the world economic order is creating the developed nations to achieve their imperialistic desires. The scholar basically analyzed the implication of the new scramble on Africa's overall development while calling for the entrenchment of development-informed pan-Africanism.

Hans Morgenthau defined political power as a means to an end, whether soft (hospitality) or hard (military) (Morgenthau, 2012, p. 31). The essence of international politics is to establish, sustain, or expand soft or hard power means. Nations require power, soft or hard, to promote and protect their freedom at home and abroad. Power is a prerequisite for a nation's pursuit of security and prosperity, and it must be earned in any way possible. According to the realism school of thought, which influenced Hans Morgenthau's assumption, power is the ultimate goal of international relations.

Unfortunately, Africa and its leaders view international politics through the lens of dependency. Africans place greater emphasis and value on relying on great powers rather than competing with them. As a result, Africa has become merely a tool for the great powers in their quest for dominance and influence. Even technical cooperation and international organizations cannot provide a redemptive measure or liberate Africa from its reliance on the great powers. As previously stated, whenever nations seek to achieve their goals through international politics, they do so by pursuing power (Morgenthau, 2012, p. 31). The great powers have chosen power to achieve their national interests by influencing the governments of various African countries.

The great powers' intentions in Africa are still being debated. Some may argue that their actions are not political in nature. Because they are disguised as humanitarian gestures and cultural activities, such actions are frequently regarded as non-political. However, the great powers' repositioning of Africa as a region of influence has resulted in expansionism. The main goal of the great powers is to develop the capability of controlling the minds and affairs of African leaders and the majority of the African population through a hospitality strategy. Not only that, but they want to exert control over Africans' actions through their leaders. Because African leaders have high expectations of the major powers, fear sanctions or the withdrawal of certain benefits from them, and respect or love the leaders of the major powers or their institutions, it is easier for the major powers to exert power over Africa. As a result, Africans are psychologically bonded to the major powers

Theoretical Framework

This paper used Realism to explain the actions of the world's great powers in contemporary global politics, which compete for sphere of influence in Africa. It also anchored Post-colonialism to explain Africa's relationship with the great powers.

The roots of realism are said to be found in some of history's earliest writings, particularly Thucydides' history of the Peloponnesian War, which raged between 431 and 404 BCE. The fundamental assumption of realism is that the nation-state (commonly abbreviated to'state') is the primary actor in international relations. Other bodies, such as individuals and organizations, exist, but their influence is limited. Second, the state functions as a unified actor. National interests, particularly during times of war, compel the state to speak and act in unison. Third, decision-makers are rational actors because rational decision-making leads to the pursuit of the national interest. Taking actions that would weaken or expose your state would be illogical in this situation. Realism implies that all leaders, regardless of political affiliation, recognize this as they attempt to manage their state's affairs in order to survive in a competitive environment. Finally, states exist in an anarchic environment, in which no one is in charge internationally.

On the other hand, Post-colonialism investigated how societies, governments, and peoples in the world's formerly colonized regions experience international relations. The use of the term "postcolonial" by postcolonial scholars does not imply that the effects or impacts of colonial rule are no longer present. Rather, it emphasizes how colonial and imperial histories continue to shape a colonial way of thinking about the world, as well as how Western forms of knowledge and power marginalize the non-Western world. Post-colonialism seeks to understand the world not only as it is, but also as it should be. It is concerned with global power and wealth accumulation disparities, as well as why some states and groups wield so much power over others (Nair, 2017).

Post-colonialism is the critical academic study of colonialism and imperialism's cultural, political, and economic legacies, with a focus on the impact of human control and exploitation of colonized people and their lands. It is a critical theory analysis of (usually European) imperial power's history, culture, literature, and discourse. Post-colonialism investigates the social and political power dynamics that underpin colonialism and neocolonialism, as well as the social, political, and cultural narratives that surround the colonizer and the colonized. According to post-colonialism, hierarchy is centered on power concentration rather than striving for a more equitable distribution of power among peoples and states. One central theme of post-colonialism is that Western perceptions of the non-West are a result of European colonialism and imperialism (Nair, 2017).

METHODOLOGY

The paper is qualitative study and relied on secondary sources of data. It made use of available information in journals, books and the Internet to address the subject matter. It employed descriptive method of data analysis.

RESULTS OBTAINED

New Scramble for Africa and China's Diplomatic Hospitality Strategy

The study discovered that China invested £56 billion in African infrastructure in 2014 while Chinese companies have continued to build stadiums, highways, airports, schools, hospitals, in some African countries. Hundreds of billions of dollars have been poured into African governments and infrastructure by China as at 2022. In exchange, it has received hundreds of billions of dollars in commodities (Poplak, 2016). ―China‗s heavy investment in Africa as its ‗second continent,‘ and heavy- handed pursuit of its ‗One Belt, One Road‘ initiative, is fueling Chinese economic growth, outpacing the U.S., and allowing it to exploit opportunities to their benefit,‖ (Bartlett, 2022). Between January to April 2022, China has visited three countries in Africa.

The general principles and objectives of China's African policy are as follows: Sincerity, friendship and equality; Mutual benefit, reciprocity and common prosperity; Mutual support and close coordination; Learning from each other and seeking common development (mfa, 2022). It is discovered that South Africa's largest trading partner is now China and the Chinese are conducting business and making deals throughout Africa. Other recent examples, worth billions of dollars to the recipients, include agreements to import coal from

Mozambique and oil from Nigeria. China's traders can be found all over Africa, and its construction firms have constructed roads, railways, and buildings from Lesotho to Egypt. Some Western commentators, as well as some Africans, have criticized China's growing relationship with the continent as a new form of colonialism based on mineral exploration. Western-led development strategies, no matter how well-intended, failed to break Africa's cycle of underdevelopment (Financial Times, 2010).

As a result, Chinese investments made for sound business reasons and to boost employment and growth provide new hope and an alternate path forward. According to Financial Times (2010) the infrastructure that the Chinese are constructing will also have a positive impact on industries other than natural resources. Chinese traders brought low-cost consumer goods to Africa. As domestic labor costs rise, Chinese manufacturers may reconsider Africa as a manufacturing base. Former colonial powers are ill-equipped to lecture China on Africa. And, having preached the virtues of competition, the West can hardly complain about being outbid by the Chinese in the race for Africa's natural resources. It has been argued that one of the reasons African governments frequently prefer doing business with the Chinese is that they are much less likely to condition their investments on government improvements. This pragmatic, business-first mindset has a lot to recommend it. Even in despotic countries, investment usually benefits ordinary people. Looking at what is going on in the world of international politics is one of the most direct ways to track the motivation for China's expansion in Africa (Financial Times, 2010).

According to Kathryn Batchelor of the University of Nottingham in the United Kingdom, China is the primary driver of China-Africa cultural cooperation: the majority of events are funded, organized, and hosted in Africa by the sponsorship of China. Cultural cooperation between China and Africa appears to be more concerned with promoting Chinese culture on a global scale than with fostering genuine opportunities for cultural exchange between Chinese and African people. In this sense, cultural cooperation between China and Africa should be viewed as part of China's cultural soft power policy, which aims to "build a beautiful image" of China as a peaceful, tolerant country. While some African countries, most notably South Africa, are attempting to capitalize on China-Africa cultural cooperation to improve their own country brands, China currently reaps the majority of the diplomatic and strategic benefits of China-Africa cultural cooperation.

China and America's fierce competition for global dominance has informed their focus on global space where their influence and power can be ascertained and impactful. Africa is one of the few regions in the world that allows for such open competition. China's foreign policy toward Africa in the modern global system has emphasized strengthening relationships in three dimensions: large in scale, broad in scope, and deeper in levels. The United States of America has repeatedly criticized China's ambitious foreign policy, accusing it of using undemocratic principles to gain direct influence in Africa and expand its power on the continent without recourse to democratic values.

China has increasingly become an important economic player in Africa. Chinese investments in Africa span across many sectors and are not confined to Chinese government and large state-owned companies. Several private Chinese companies have also invested heavily in Africa. For example, Huawei, a Chinese leading global telecom services provider, has invested a total of USD1.5 billion and employs 4000 workers in Africa. China‘s trade with Africa has also grown steadily during the past decade reaching USD160 billion in 2011 from just USD9 billion in 2000. China‘s share in Africa‘s total trade has been phenomenal, rising to 13% from 3% a decade ago. The growth in China‘s interest in Africa has been driven by the appetite for Africa‘s natural resources to sustain its rapid growth. Currently, China imports one third of its oil from Africa, and some of its investments are tied to resource extraction. For instance, Angola has bartered its oil resources for infrastructure development. Nonetheless, Chinese interests in the region go beyond oil and other raw materials (AfDB, 2012).

It has been observed that Africa is less concerned about the criticism aimed at China because the Africans benefit from the relationship, particularly in the economic sector. Africa may not be fully aware of the global power politics that are influencing China's increasing involvement in African affairs and the domestic economic battle with which China is confronted.

Recent estimates by the IMF indicate that China‘s GDP growth is projected to slow to 8.2% and 8.8% in 2012 and 2013, respectively from an average of more than 9% over the past three decades.

Since Chinese economic ties with Africa are largely resource based, a fall in China‘s demand for Africa‘s commodities could create tensions in the current account and fiscal positions of these countries. Lower growth in China could also result in contraction of credit lines from major Chinese banks to Africa. In recent years, Chinese banks have funded large infrastructure projects. Currently, funding to Africa accounts for a third of China EXIM bank‘s total global assets. Some of the large Chinese financial deals include USD13 billion to Ghana and USD6 billion to Congo (AfDB, 2012).

Another source of concern is the strategies used by a number of small-scale Chinese private firms doing business in Africa without the Chinese government's direct approval.

Growth in Chinese private investment in sectors outside traditional natural resources has however fueled resentment among local investors and the people. For instance, Ethiopian and Zambian farmers have complained of Chinese acquisition of large tracts of land at their expense. At a recent World Bank organized conference, China was identified as the biggest land grabber in the world and in Africa. Chinese companies have also been accused of unfair competition without forging strong links with local firms. This has resulted in lack of transfer of skills and technology to the locals. These issues have perpetuated dissent towards Chinese investments in Africa (AfDB, 2012).

However, China's engagement with Africa is expected to play an important role in promoting African economic growth and development. The main driver of China's contribution to Africa's transformation would be economic diversification based on high competitiveness through skills and technology transfer. As a result, the infrastructure renaissance brought about by Chinese investment expands opportunities for Africa's accelerated economic diversification. Building bridges with African firms by promoting their presence in China may thus provide an opportunity for Africans to expand their operations into new markets. In order to foster inclusiveness, political and economic governance are as important for Africa as they are for China. The synergies that may be created from collaboration in these areas could benefit both regions as the world is steadily moving toward a more inclusive approach of economic development (AfDB, 2012).

As suggested, African countries should also implement policies aimed at diversifying future economic growth financing. A slowing Chinese economy could derail Africa's growth momentum by limiting the financial viability of major projects due to potential tightening trade and investment credit from Chinese banks active in Africa. In this regard, intra-Africa trade and investment financing from regional financial institutions such as the African Development Bank may provide a viable alternative to stable long-term financing (AfDB, 2012).

New Scramble for Africa and Russia’s Diplomatic Hospitality Strategy

According to Fidan and Aras (2010) following the demise of the Soviet Union, Russia-Africa relations entered a rapid decline in political and economic terms. Under the post-Cold War imperatives, Russia-Africa relations has been more comprehensive and constructive in engagement. Russian foreign policy began to be reconstructed in the first decade of the twenty-first century on the principles of economic benefit and pragmatism. At this point, Russia's perception of Africa changed in the context of new national priorities, and Russia-Africa relations gained a new positive momentum. Russia has made no secret of its desire to undermine the United States' influence in Africa. Russia has done enough to persuade some African leaders that it is the best alternative to the United States in terms of global leadership. Russia's rapid support for sending political strategists to some African governments to advise their leaders has been noticed. Pro-Russian television channels are funded in Africa, and Russia has interfered in African elections. America has viewed some African leaders' openness to Russian influence as a threat to liberal democratic reforms. It has been argued that as Russian influence grows in African countries, the continent may see an increase in the promotion of authoritarian leadership. Some African countries have been discovered to be most favourable to Russian foreign policy and international politics, either directly or indirectly. Relations between Russia and Africa has been enhanced (Muresan, 2019). A Russia-Africa Forum (RAF) was established that intends to facilitate the development of relationship (Besenyő, 2019).

On March 2, 2022, the UN General Assembly proposed a resolution calling on Russia to stop using force against Ukraine immediately. A total of 141 member countries approved the resolution, while 5 opposed it and 35 abstained, including 25 African countries. Ethiopia, Guinea, Guinea-Bissau, Burkina Faso, Togo, Cameroon, eSwatini and Morocco decided not to participate in the vote. Algeria, Uganda, Burundi, Central African Republic, Mali, Senegal, Equatorial Guinea, Republic of Congo (Congo-Brazzaville), Sudan, South Sudan, Madagascar, Mozambique, Angola, Namibia, Zimbabwe and South Africa abstained. Eritrea was the only African country to vote against this resolution (Bodjoko, 2022).

New Scramble for Africa and United States Diplomatic Hospitality Strategy

The United States is focusing its diplomatic and military attention on Africa, not just for its oil and natural gas resources, but more, for strategic reasons. In insisting on helping Africa to fight terrorism, the United States has increased its presence in many countries in Africa. Washington has recognized its reliance on strategic raw materials and is expanding political and military ties with the majority of African countries in order to secure its supply lines (Abramovici, 2004).

The United States of America has declared a new strategic plan aimed at resetting its foreign relations with African countries and broadening its level of engagement as part of a new strategy to advance its strategic objectives in Africa. President Joe Biden, the 46th President of the United States of America, aimed the new US-Africa strategy at "reframing" the importance of Africa to the US' national security interests, especially at a time when Chinese influence on the continent is growing. As a result, the United States has four major strategic objectives in Africa, particularly in Sub-Saharan Africa (SSA). The strategic interests include:

1. **Foster openness and open societies:** The United States is committed to promoting an open market throughout Sub-Saharan Africa. And it will do so by promoting transparency and accountability in governance, upholding the rule of law, and assisting Africans in leveraging their abundant natural resources for long-term development.

2. **Deliver democratic and security dividends**: The US sought to preserve democracy and prevent conflicts in Sub-Saharan Africa in the hope that this will result in favorable outcomes for both the region and the US. To that end, the US is committed to "stem the recent tide of authoritarianism and military takeovers." Similarly, it promised to empower civil societies to defend electoral freedom and its African partners' capacity to advance regional security and stability. This strategy also includes combating terrorism.

3. **Advance pandemic recovery and economic recovery:** The United States decided to prioritize policies aimed at ending the COVID 19 pandemic in Africa and support vaccine manufacturing initiatives. It also wishes to support debt sustainability programs to aid Sub-Saharan‘s economic recovery following the pandemic.

4. The US support for conservation, climate adaptation and a just energy transition.

The major tactics of executing the US foreign policy initiatives, including the African Growth and Opportunity Act (AGOA), the Millennium Challenge Corporation (MCC), the U.S.-African Leaders Summit, and the U.S. International Development Finance Corporation (DFC) are intended to be strengthened further to accommodate the new strategic interest.

AU Agenda 2063 and Challenges of the African States

Agenda 2063 is a shared framework for inclusive growth and sustainable development in Africa over the next 50 years. It is a continuation of the pan-African drive for unity, self-determination, freedom, progress, and collective prosperity pursued by Pan-Africanism and the African Renaissance over centuries. It builds on and seeks to accelerate the implementation of previous and current continental initiatives for growth and sustainable development. It was agreed upon by African leaders in 2013 as part of the 50th Anniversary Solemn Declaration commemorating the Organization of African Unity's fiftieth anniversary (OAU).

While acknowledging past successes and challenges, the Heads of State and Government recommitted to the continent's accelerated development and technological progress in their 50th Anniversary Solemn Declaration. They emphasized a guiding vision of "building an integrated, prosperous, and peaceful Africa, driven and managed by its own citizens, and representing a dynamic force in the international arena," and identified eight ideals that will serve as pillars for the continent in the near future. The goal of Agenda 2063, as a people-driven initiative, was to translate ideals into concrete objectives, milestones, goals, targets, and actions/measures (AU, 2022).

Relationship between AU's Agenda 2063 and Interests of Great Powers

Many of the key issues in the African Union‘s Agenda 2063 may not be realizable or achievable without direct or indirect contributions of the great powers. Thus, there is positive relationship between Africa and the Great Powers in the implementations of Agenda 2023. The fundamental basis of Agenda 2063 are to; galvanize and unite in action all Africans and the Diaspora around the common vision of a peaceful, integrated and prosperous Africa; harness the continental endowments embodied in its people, history, cultures, and natural resources, as well as its geopolitical position, to achieve equitable and people-centered growth and development; expand and accelerate the implementation of continental frameworks and other similar initiatives; provide internal coherence and coordination to the AU, RECs, and member states' plans and strategies at the continental, regional, and national levels; create policy space for individual, sectoral, and collective actions to help realize the continental vision.

Table 1: The Targets of Agenda 2063

Aspiration	**Goals**	**Priority Areas**
1) A Prosperous Africa, based on Inclusive Growth and	(1) A High Standard of Living, Quality of Life and Well Being for All Citizens	• Incomes, Jobs and decent work • Poverty, Inequality and Hunger • Social security and protection Including Persons with Disabilities • Modern and Livable Habitats and Basic Quality Services

Sustainable Development	(2) Well Educated Citizens and Skills revolution underpinned by Science, Technology and Innovation	• Education and STI skills driven revolution
	(3) Healthy and well-nourished citizens	• Health and Nutrition

	(4) Transformed Economies	• Sustainable and inclusive economic growth • STI driven Manufacturing / Industrialization and Value Addition • Economic diversification and resilience • Hospitality/Tourism
	(5) Modern Agriculture for increased productivity and production	• Agricultural Productivity and Production
	(6) Blue/ ocean economy for accelerated economic growth	• Marine resources and Energy • Ports Operations and Marine Transport
	(7) Environmentally sustainable and climate resilient economies and communities	• Sustainable natural resource management and Biodiversity conservation • Sustainable consumption and production patterns • Water security • Climate resilience and natural disasters preparedness and prevention • Renewable energy
2) An Integrated Continent Politically united and based on the ideals of Pan Africanism and the vision of African Renaissance	(8) United Africa (Federal or Confederate)	• Framework and Institutions for a United Africa
	(9) Continental Financial and Monetary Institutions are established and functional	• Financial and Monetary Institutions
	(10) World Class Infrastructure crisscrosses Africa	• Communications and Infrastructure Connectivity
3) An Africa of Good Governance, Democracy, Respect for Human Rights, Justice and the Rule of Law	(11)Democratic values, practices, universal principles of human rights, justice and the rule of law entrenched	• Democracy and Good Governance • Human Rights, Justice and The Rule of Law
	(12) Capable institutions and transformative leadership in place	• Institutions and Leadership • Participatory Development and Local Governance
4) A Peaceful and Secure Africa	(13) Peace Security and Stability is preserved	• Maintenance and Preservation of Peace and Security
	(14) A Stable and Peaceful Africa	• Institutional structure for AU Instruments on Peace and

		Security
	(15) A Fully functional and operational APSA	• Fully operational and functional APSA Pillars
5) Africa with a Strong Cultural Identity Common Heritage, Values and Ethics	16) African Cultural Renaissance is pre- eminent	• Values and Ideals of Pan Africanism • Cultural Values and African Renaissance • Cultural Heritage, Creative Arts and Businesses
6) An Africa Whose Development is people driven, relying on the potential offered by African People, especially its Women and Youth, and caring for Children	(17) Full Gender Equality in All Spheres of Life	• Women and Girls Empowerment • Violence & Discrimination against Women and Girls
	(18) Engaged and Empowered Youth and Children	• Youth Empowerment and Children
7) An Africa as A Strong, United, Resilient and Influential Global Player and Partner	(19) Africa as a major partner in global affairs and peaceful co-existence	• Africa‘s place in global affairs. • Partnership
	(20) Africa takes full responsibility for financing her development	• African Capital market • Fiscal system and Public Sector Revenues • Development Assistance

Source: https://au.int/en/agenda2063/goals

Challenges of AU’s Agenda 2063

The major challenges that are liable to hinder smooth implementation of Agenda 2063 may not be far-fetched. They include, political, economic, cultural, ethnic and religious challenges. However, the paper discovered that the most critical challenges are governance and leadership. Africa's experience, both in theory and in practice, it has been observed that ideal democracy, good governance and effective leadership are yet to birth or emerge as a people's culture; thus, strong belief in the doctrine of democratic governance which can foster effective implementation of Agenda 2063 is lacking in many of the African countries. This difficulty in comprehending democracy and its values as important in the running of governments in Africa has created the image of democracy as a monster, and leadership as malevolent rather than benevolent. The failure of most Africa states has been largely due to the neglect of the values of democracy to the detriment of development. The great powers have exploited the African weakness in productivity and governance to expand themselves the affairs of the Continent. China and Russia hide under the reality of dwindling democratic dividends in Africa to launch alternative economical support that the western powers, including the United States failed to provide through enviable democratic governance. Since, democracy preached by the United States is yet to provide expected good life for the generality of the African people, China and Russia have a good reason to be accommodated in Africa in spite of dissimilarities in the system of governments.

Democracy as practiced in Africa has been distorted. The negative attitudes of the political class in the practice of democracy weakened Africans conviction in democratic values. Many African citizens find it difficult to celebrate democracy as a political tool for good governance, development, and productivity. Without a proper evaluation of democracy in Africa, the tendency that corruption, bad leadership, insecurity and social disorder would persist and challenged effectiveness of the African Agenda 2063.

The agenda‘s specific goals: economic development (including poverty eradication within a generation), political integration (particularly through the establishment of a federal or confederate United Africa), improvements in democracy and justice, and the establishment of security and peace on the entire African continent; strengthening of cultural identity through an "African renaissance" and pan-African ideals, gender equality, and political independence from foreign powers (AU, 2019) cannot be implemented effectively without good governance.

DISCUSSION

The great powers are seen as principal actors in international relations whose interests defined as the power influence the less powerful nations with weaker global concerns. In this regard, the African Union and is formulated agenda 2063 is limited when the interest of the great powers is involved or integrated. The great powers make rational decision in Africa in the pursuit of the national interest. Here, taking actions that would make the influence of the great powers increase and role expand would be considered to be rational. Realism suggests that all leaders of the United States, China and Russia, no matter what their political persuasion, recognize power as a basic necessity to survive in a competitive environment like Africa. Anarchy also makes power context between the United States, China and Russia expedient in Africa. However, Africa should be rest assured that the great powers would not incline to the Africa where national interests become challenged. There have been opportunities provided by the great powers for Africa. For example, there are opportunities of preferential access to leading world markets which the African Growth Opportunity Act (AGOA), and Everything But Arms (EBA), two preferential agreements extended by the United States and the European Union, respectfully, since 2011 (Coulibaly, 2017).

Nigeria which is a Sub-Saharan Africa‘s largest economy relies heavily on oil as its main source of foreign exchange earnings and government revenues, but there is the need to diversify the economy. With AGOA, Nigeria economic growth can be enhanced in the areas of non-oil products. The AGOA is a legislation that was approved by the U.S. Congress in May 2000 to assist the economies of Sub-Saharan Africa and to improve economic relations between the United States and the region. After completing its initial 15-year period of validity, the AGOA legislation was extended on 29 June 2015 by a further 10 years, to 2025.

African youths are confronted with the problems of unemployment, lack of proper information, poor education system, drugs and substance abuse, crime, female genital mutilation, social media pressure among others (volunteers-africa-blog-org) in spite of the intervention of the great powers in Africa development. The African Union may therefore reexamine the World Bank‘s publication on
―Youth Employment in Sub-Saharan Africa‖ that identified some interventions that can benefit the youths in mineral exports, and opportunities in farming, as well as the wage employment sector, and household enterprises. The African Union should focus on productivity; and youth employment in Africa, building skills for productive employment, targeting agriculture as a sector of opportunity for young Africans, and building an effective young employment policy, thus sharing in the vision of international institutions. The African Union should exploit AFDB promises to create 25 million jobs in Africa, building critical skills of the African youths (www.afdb.org). The African Development Bank lunched its jobs

for Youth in Africa (JFYA) strategy (2016-2025) in 2016. However, prompt and well disseminated information that will enable the youths to benefit from these opportunities has become a challenge.

The IMF has noted that countries around the world that improved their governance systems are reaping a ‗governance dividend. In 1996, the IMF declared ―promoting good governance to include ensuring the rule of law, improving the efficiency and accountability of the public sector, and tackling corruption. According to Brookings, good and inclusive governance is imperative for Africa‘s future. In this regard, the role of the civil society and research institutions need to be acknowledged. Poor governance has been identified as one of the most important factors contributing to poor economic performance in most developing countries. Due to continued sectarian violence, weak and ineffective leadership, and lack of political will, most countries in Africa have been lacking behind in development, and without good and inclusive governance, Africa will not achieve its social and economic targets (Mbaku, 2020).

In 2020, the National Institute for Policy and Strategic Studies (NIPSS), Kuru, in Nigeria and the Dantiye Centre for Good Leadership and Journalism (DCL) and the JS Centre for Governance and Security Policy Initiative (CGPSI sealed a pact to promote collaborative politics and good governance in Sub-Saharan Africa. The agreement intended to facilitate cooperation, mutual assistance and provision of training, strategic policy research and advisory support in regional and global issues. The problems that the agreement targeted were insurgency in the Sahel impacting parts of Nigeria and a number of other countries in the region; political tensions, often related to elections; disputes over trade and regional protocols and significant climate changes affecting the largely agrarian economies of the area (Nwafor, 2020).

SUMMARY

The findings show that concerted efforts have been made by the great powers to use soft power in form of hospitality to extend their influence in many Africa. But there is lack of strong commitment on the part of the leadership in Africa towards transformation of the continent, thereby making the support received from the great powers to appear insignificant. Corruption and poor governance still manifest in many of the countries that frustrate development aid from externals.

CONCLUSION AND RECOMMENDATIONS

This paper argued that in spite the increasing interests of the great powers in Africa, the continent has not been able to resolve its most difficult problems or achieve breakthroughs in terms of national development. Despite the fact that the United States, Russia, and China are expanding their diplomatic partnerships with Africa by investing in cities, strengthening ties with regional bodies, elevating the private sector, and collaborating with governments and national institutions, the efforts have yet to translate into consecrated growth and sustainable development for the African people.

The reason for the setback is not unrelated to the fact that the major powers' involvement in African affairs is primarily to serve the national interests of the external authorities, with Africa viewed as a playing field for the demonstration of power politics between competing global powers. Because Africa and its leaders are unwilling to follow the path of power politics, the continent's interests are confined and restrained. As a result of the major powers' influence, Africa has succumbed to the sticks and carrots tactics employed by the powers in the global system.

The paper therefore recommends the need for the African governments to **s**trengthen bilateral and multilateral relations; and invest adequately in the populations by galvanizing resources and energies for productivity to achieve the goals set out in the Agenda 2063. Also, concerted efforts should be made towards good governance in Africa that will curtail corruption, improve security and promote social and economic development.

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THE IMPACT OF HOUSEKEEPING SERVICE QUALITIES ON GUESTS' SATISFACTION IN OYO STATE HOTELS.

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ABSTRACT

The study analyzed the impact of housekeeping services qualities on guests satisfaction in Oyo State hotels .In Nigeria, little emphasis is placed on providing quality service and satisfaction to customers, as a result, some hotels take customer for granted and provide inefficient services. Customers are dissatisfied as a result of the unsatisfactory services provided. The population chosen for this study were hotels situated in Oyo town in Oyo State Nigeria. Which included five, four and three star hotels. A total of 120 filled questionnaires from guests in these hotels were collected. The collection of both quantitative and qualitative data involved the use of questionnaires, interviews, and observation checklists. Both quantitative and qualitative data used in the study were: Laundry, Decor, Room Amenities, Cleanliness, Guest Satisfaction. All the statements based on the above constructs were measured on a 5-point Likert scale. The results showed a significant amount of internal consistency as well as convergent and discriminant validity.

Keywords: housekeeping services, customer satisfaction, customer expectation, service quality, hotel industry.

INTRODUCTION

The housekeeping department is the backbone of a hotel. It not only looks after the cleanliness of the whole hotel, but largely contributes towards many other activities in a hotel as well. Keeping an inventory and upkeep of all the accommodation and public areas is a challenge in itself which makes it as one of the crucial departments of a hotel. The guest experience in the hotel is highly modified by the effort being put in by the housekeeping department.Strong service quality enhances customer satisfaction, which not only translates to a better revenue stream or less financial losses, but also to a happier environment for your staff, as well as guests. The goal in hospitality is to make guests feel at home, away from their home.

Customer satisfaction is recognized as the primary component in determining customer loyalty and has a significant impact on the operation of the hotel industry. According to Monica *et al.* (2021), a high degree of guest satisfaction encourages repeat business and positive word-of-mouth advertising, which boosts income. According to Ankush *et al*. (2020), organizations exist because they have clients to look after. The quality of a service is one of the things that customers look for. Consistently meeting the expectations of the customer is a definition of service quality (Kuruuzum and Koksal, 2010). Three sections make up the hotel service: housekeeping, food and beverage, and reception (Wang and Pearson, 2002). When determining whether to suggest or return to a hotel, Jay and Dwi (2000) asserted that hotel guests consider contentment with housekeeping to be more significant than satisfaction with reception and food and beverage. In addition to other adjustments and enhancements done by hotels to boost occupancy and guest happiness, housekeeping is viewed as the major contributor to revenue production. Andrew (2008).

The efforts made by the housekeeping department to maintain the facility's cleanliness and order are what help a hotel earn the favour of its visitors. Today, as globalization progresses, more people are travelling for business and pleasure, increasing the demand for lodging facilities. As a result, cleaning standards should also increase in importance; they must be practical and consistent to deliver a product that will satisfy guests, which will not only lead to revenue generation but also guest satisfaction.

Housekeeping crew receives significantly less service training than restaurant and reception workers since traditionally, hotel managers do not view this sector as providing front-line customer service. Additionally, a few studies have examined how the quality of the housekeeping service affects client satisfaction (Kawachart and Sriboonjit) (2013).

Hotels in Oyo State offer a wide variety of services to meet the demands of their visitors. Ayele (2012) claims that some of the key characteristics that set Oyo State hotels apart are their class, elegance, ambiance, and quality services

The study specifically aimed to address the following question:

H01: There is a positive relationship between cleanliness and guest satisfaction.

Cleanliness is considered to be a prime factor while selecting a hotel to stay by the business guests as well by the accommodation managers (Lockyer, 2005). A hotel room is the most important factor for the business guest for choosing a hotel. Nguyen and Leblanc (2002) revealed that clean and well maintained rooms and physical environment had a notably affirmative impact on apparent corporate image and guest satisfaction no discernible relationship between the quality of the housekeeping services and guest satisfaction.

H02: There is a positive relationship between decor and guest satisfaction.

The influence of physical surroundings on guest satisfaction is an imperative issue in the modern world (Jysmä, 2012). The physical environment is incremental in shaping hotel image.

H03: There is a positive relationship between room amenities and guest satisfaction.

To make the guest stay comfortable, room amenities are essentially important in attracting and retaining customers. Amenities have been a key element in the hotel industry. Hotels use technology amenities as a value - added service to enhance their guests's stay. Hotels can create image, boost guest satisfaction, and create Prabandhan : Indian Journal of Management • lasting loyalty among customers. Bilgihan (2012) discussed that entertainment services in rooms are revenue earning opportunities for hotels that build customized experiences.

Factors of Housekeeping Services Qualities. Guest

Satisfaction F Factors

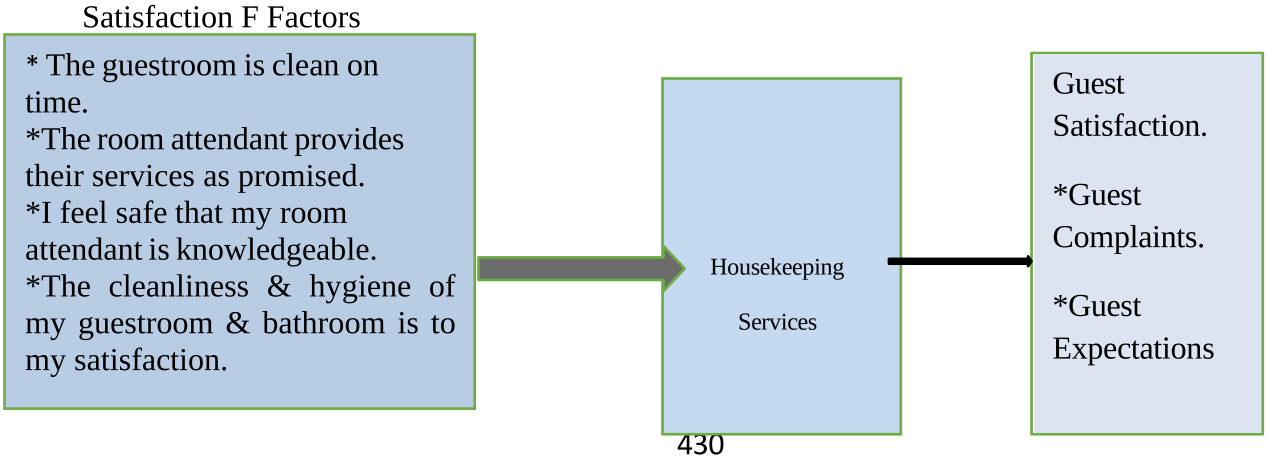

Figure1.1 Modified Framework of guest satisfaction in housekeeping service quality by kawachart & sriboonjit 2013.

LITERATURE REVIEW

The literature discovers various related themes. Each of these is discussed below as follows ((1) **Perceptions of Services and Facilities** :

Amenities are significant while selecting a hotel. A hotel or resort is defined by the amenities provided by them. Sufi and Singh's (2019) study revealed that for getting the desired classification, hotels should make changes like improving the quality of décor in rooms, placing superior guest room amenities, providing superior furnishings, and recruitment of professional employees. Bilgihan (2012) discovered that in-room entertainment facilities and amenities have turned out to be an opportunity for the hotel industry to breed new revenue alternatives by offering technology supported amenities that widen the experience of guests and set aside for guest-customized experiences.

Amenities and entertainment technologies offered in rooms have turned out to be in the limelight of modern industry initiatives to imitate home facilities in hotel rooms (Beldona and Cobanoglu, 2007). Bilgihan (2012) said that lodging managers must understand what room entertainment, technology, and leisure amenities their guests will purchase. Such guests would expect that room Prabandhan: Indian Journal of Management • amenities will match the alternatives available to them at their homes or offices (Amdekar, 2006). The competitors repeatedly matched the amenity offered and guests became habituated to expect the facilities as part and parcel of the lodging or hotel accommodation. Subsequently, hotels began to provide in-room entertainment, fitness centres, minibars, hairdryers, ironing boards, and coffee makers (Gilmore and Pine II, 2002)

Hospitality and Guest Satisfaction : Qu, Ryan, and Chu (2000) defined guest satisfaction as a status of mind in which the guest's needs, wants, and expectations have been met or exceeded, leading to repurchase and loyalty. Skogland and Siguaw (2004) concluded that long term success is achieved via guest satisfaction. Sit, Ooi, Lin, and Chong (2009) found that quality of services had a noteworthy and direct impact on guest satisfaction. They were also affirmative on the relationship between customer satisfaction and loyalty. Customer satisfaction is recognized as the primary component in determining customer loyalty and has a significant impact on the operation of the hotel industry. According to Monica et al. (2021), a high degree of guest satisfaction encourages repeat business and positive word- of-mouth advertising, which boosts income. According to Ankush *et al*. (2020), organizations exist because they have clients to look after. The quality of a service is one of the things that customers look for. Consistently meeting the expectations of the customer is a definition of service quality (Kuruuzum and Koksal, 2010). Three sections make up the hotel service: housekeeping, food and beverage, and reception (Wang and Pearson, 2002). When determining whether to suggest or return to a hotel, Jay and Dwi (2000) asserted that hotel guests consider contentment with housekeeping to be more significant than satisfaction with reception and food and beverage. In addition to other adjustments and enhancements done by hotels to boost occupancy and guest happiness, housekeeping is viewed as the major contributor to revenue production. Andrew (2008).

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Hotels in Oyo State offer a wide variety of services to meet the demands of their visitors. Ayele (2012) claims that some of the key characteristics that set Oyo State hotels apart are their class, elegance, ambiance, and quality services.

METHODOLOGY

The population chosen for this study was hotels situated in Oyo which included five, four, and three star hotels of the relevant cities. According to hotels.ng there are 10, For the present study, the total sample size was hotels in all, including 10 hotels A total of 150 filled questionnaires were collected from guests of different hotels. The study was conducted The scales used for the study were prepared on the basis of review of literature of previous studies. The constructs used in the study are laundry, decor, room amenities, cleanliness, guest satisfaction, and repeat business. All the statements based on the above constructs were measured on a 5 - point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Questionnaires were also used to gather data from the guests using Likert scale involving close-ended questions. Questionnaires were used in this study to collect data from the substantial number of respondents and effectively measure the opinions of the respondents in the study. Interviews were held with executive housekeepers to obtain qualitative data to better understand the opinions of the executive housekeepers regarding the services they offer to the guests.

RESULT OBTAINED

The data were collected from the guests staying in hotels in Oyo . Hypotheses formed on the basis of relationships between constructs are tested and the results are obtained. On the basis of the results obtained in

Table 1.

Variables	SD	D	N	A	SA
There is relationship between décor and guest satisfaction	12 (10%)	18 (15%)	15 (12.5%)	15 (12.5%)	60 (50%)

Décor and guest satisfaction	12 (10%)	18 (15%)	27 (22.5%)	39 (32.5%)	24 (20%)

Cleanliness and guest satisfaction	6 (5%)	15 (12.5%)	39 (32.5%)	30 (25%)	30 (25%)
The hotel facilities are of standard	15 (12.5%)	24 (20%)	9 (7.5%)	21 (17.5%)	51 (42.5%)
The housekeeping services are of standard	9 (7.5%)	18 (15%)	36 (30%)	33 (27.5%)	24 (20%)

Table 2: Weighted Mean of Perception of housekeeping services and satisfaction

Variable	**N**	**Mean**	**Std. Deviation**	**Decision**
Rooms/facilities meet expectation	120	3.78	1.446	Accept
Housekeeping job provides jobs	120	3.37	1.244	Accept
Guest patronize the hotel always	120	3.53	1.145	Accept
Hotels are government approved	120	3.57	1.504	Accept
The décor, amenities are highly maintained	120	3.37	1.182	Accept

Table 3: Hospitality and guest satisfaction

Variable	**Yes**	**No**	**Total**	**Percent**	**Decision**
Cleanliness	90	30	120	75.0	Accept
Hygienic	87	33	120	72.5	Accept
Well maintained rooms	60	60	120	50.0	Not Accept
Safety security facilities	93	27	120	77.5	Accept
Comfortable Mattress/pillows	66	54	120	55.0	Not Accept

Table 4: Housekeeping activities preference

Variable	**Yes**	**No**	**Total**	Percent	**Decision**
Executive suite	21	99	120	17.5	Not Accept
Single	48	72	120	40.0	Not Accept
Double	96	24	120	80.0	Accept
Advance booking	63	57	120	52.5	Not Accept
Entertainment	87	33	120	72.5	Accept
Television	75	45	120	62.5	Accept
Internet	45	75	120	37.5	Not Accept
Air-conditioning	96	24	120	80.0	Accept

DISCUSSION OF RESULTS

Decor and Cleanliness are found to be significantly associated with guest satisfaction (H01, Ho 2 are significant).

Decor of the hotel is found to be incremental to add up to the satisfaction levels of the guests. This result is similar to the findings obtained by Han and Hyun (2017). They discovered that the physical environment contributes towards guest perceived value, while guest perceived value is a considerable determinant of customer satisfaction. Decor and Cleanliness are a part of the physical environment. The guests feel contended in well-arranged beautiful surroundings. Similarly, Weaver and Oh (1993) got similar results, where they concluded that cleanliness, well maintained rooms, safety and security facilities, furnishings, comfortable mattresses and pillows, good quality towels, and personal care amenities are important determinants of customer satisfaction. The results are contradictory with some of the past studies such as Heo and Hyun (2015), who concluded that customer willingness to pay is affected by providing luxury brand room amenities. According to their study, when luxury amenities are placed in the rooms, the customers' estimation of the room rate and their willingness to pay for it both increased. Similarly, the study by Cobanoglu, Berezina, Kasavana, and Erdem (2011) concluded that there was a positive relationship between amenities like business essentials for travelers, in-room technologies, and Internet access with hotel guest's overall satisfaction.

Table 1 shows that at least 62.5% of the respondents agreed that recreational centres/facilities meet their expectations. Housekeeping facilities and services provide jobs as agreed by 52.5% of the respondents. The analysis shows that 50% of the respondents have visited other hotel establishment outside the one they are at present, while the other 50% said they have not. Also, 50% of them at least agreed that the hotel establishments are government approved while the other 50% do not agree. The recreational facilities are highly conserved as testified by 47.5%. Table 2.Table 3 shows the weighted mean of tourists‘ perception of services and facilities they visited. The weighted mean of all the five items is greater than 3. This infers that on average housekeeping facilities gives guest satisfaction. And provides jobs for the host communities, This means that governments are interested in hospitality development in Oyo communities

SUMMARY

The study shows that housekeeping cleanliness gives guest satisfaction in the study area meet the expectations of the respondents . The housekeeping facilities are highly maintained, some tourists have visited other hotels apart from this one, the government support approved and standard hotel establishments.. Cleanliness, décor, relaxed entertainments are common services guest want to enjoy, creating high demand booking of rooms. There is a significant association between hospitality and guest satisfaction and facilities providing jobs and zones around the study area.

CONCLUSION

This study has examined the impact of housekeeping services and practices on consumer satisfaction in Nigeria, a case study of Oyo town This research identified housekeeping facilities around Oyo Communities, and has examined the tourist perception to services and facilities, hospitality and guest satisfaction for cleanliness, well maintained rooms, safety and security facilities, furnishing, comfortable mattress and pillows and good quality towels etc.. The study also shows that a significant association between hospitality facilities providing jobs and giving guest satisfaction

RECOMMENDATION

Hotels must create a standardized platform for high-quality cleaning services that would ensure consistency across the entire nation. To ensure that the sector has high-quality services for operations and practices, housekeeping service providers in the hotel sector need to be encouraged to create guidelines that will apply to all housekeeping professionals in the sector.

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CULTURAL SIGNIFICANCE OF AWON MASS WEDDING FESTIVAL AMONG SHAO RESIDENTS IN MORO LOCAL GOVERNMENT AREA, KWARA STATE, NIGERIA

BY

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ABSTRACT

The current study attempts to assess the cultural significance of Awon mass wedding festival among Shao residents in Moro local government area, Kwara State, Nigeria. Regrettably, development of cultural tourism, a powerful poverty eradication tool has been neglected because of tourism policy‘s inadequacies and implementation in terms of creation of enabling environment, aggressive awareness campaign, planning, promotion, standardization and marketing tourism products within and outside the country. Purposive and convenient sampling techniques were employed to select 250 respondents and 247 correctly filled copies of questionnaire were retrieved which represents 92.0% feedback.Survey research design was adopted. The validity and reliability co-efficient of the used instruments were determined to be above 0.70 in both cases. Descriptive analysis such as tables, frequency counts and percentage were adopted. Findings showed that 152 (61.54%) and 95 (38.46%) which represent 247 (100%) strongly agreed and agreed respectively that Shao Awon mass wedding festival is a cultural heritage. In conclusion, study established that residents experienced numerous benefits ranges from the economic, historical, cultural and social at the festival. It was confirmed that Awon mass wedding festival is significant in the study area. The study, therefore, recommends that efforts should be made by the government to embark on aggressive awareness and publicity campaign of the festival, the active involvement of stakeholders should be encouraged if cultural tourism is to be developed in the study area and funding of Awon mass wedding festival is imperative in Moro local government area, Kwara state.

Keywords: socio-cultural significance, cultural tourism, cultural heritage, awon mass wedding festival, shao community residents.

INTRODUCTION

Culture describes the total way of life of a people and the pattern of learned behaviour whose component elements are shared and transmitted by the members of a particular society from one generation to the other. Cultural tourism is becoming increasingly popular in rural areas due to its capacity to revitalise local economies. Cultural attractions have led to the development of cultural tourism which has been identified as one of the fastest growing forms of tourism in recent years (Oladokun, Ololajulo and Oladele, 2015). Cultural tourism provides opportunities for people to experience their culture indepth, whether by visiting traditional or heritage attractions, historical or cultural relevant places, or by taking part in cultural activities. Studies have confirmed that different cultures are attractions to many tourists. Cultural tourism provides tourists the opportunity to relate with desination environment. It establishes and reinforces identity and build the image of the community. As an instrument, it facilitates harmony among the community residents. It also boosts local economy and improves well-being of the community. It fosters cultural practices among community members as learning takes place during festival activities.

Festival is a time of celebration. The celebration of cultural festival is an annual community affair throughout the communities in Nigeria. Cultural festivals are unique ceremonies that displays the traits of ethnic groups, communities and tribes. The features differentiates one culture or people from the other though with some little similarities across the world. Cultural festivals contribute immensely to the historic, cultural, economic and social development of communities and nations. Historically, cultural festivals illuminate the rich origins of clans, families and ethnic societies. They are instruments for expressing the historic tradition of a group of people (Getz, 2017).

Cultural tourism cuts across material and non-material aspects of culture. Tourists visit to experience people‗s ways of life expressed as religious belief, housing pattern, colourful festivals, dance, drama, songs, foods production, language, carnivals, works of art and craft is known as cultural tourism. The cultural assets of Nigeria are amongst the most fascinating in Africa, some of which include Osun Osogbo festival in Osun State; Eyo festival in Lagos; Shao mass wedding festival in kwara; Kano, Katsina, and Kaduna, Durbar festival; Argungu fishing festival in Kebbi State Mmanwu, and Calabar festivals in the south eastern Nigeria among others.The Nigerian cultural festivals is the symbol of the country since her independence. Festivals has greatly contributed to the nation‗s magnificient popularity in the continent and tremendously given the federation a name known as ― giant of Africa‖ (Akporuovo, 2018).

Cultural festival studies identified types of festivals such as harvest festival, national festival, traditional and cultural festivals and festival for the dead among others. Traditionally, the arts, crafts, music and oral literature during cultural festivals serve to reinforce existing religion and social pattern. In the global tourism literature, cultural festivals have series of distinctive functions and values beyond the public entertainment of the celebrations. They create opportunities for the elders to pass on folk knowledge to younger generations. Cultural festival celebration offers an occasion for reunion of family members, relatives and friends. It encourages unity among the people that transcends personal concerns. It also provides the tourists opportunity to see various cultural heritage of the community. It is a convenient avenue for people to worship and celebrate. It creates opportunities for local people to perform different cultural traits in the community. It enriches the understanding of customs, ethnic groups and heritage. Cultural festival celebration may lead to income generating activities and regional development and expansion. It aids the local economy by attracting tourists to a pageant of historic authenticity.

In the same vein, participation in cultural festival serves as a forum to educate members of the community on cultural issues and acceptable practice of the land. It preserves the customs, norms, values and culture of the people. It serves as a means of enforcing socal norms and discipline. It is equally an avenue to maintain order in the society and community at large. It is a symbol of love and maintains sense of belongging among the local residents. It is used to mark and celebrate achievements in various traditional occupations of the people. The tourists derive pleasure and enjoy festivals activities (Global impact of tourism, 2009).

The implication is that cultural festival celebration should be encouraged as a result of the immeasurable benefits derivable from the event globally. It is with the above positive contributions and values of cultural festivals that motivate tourism scholars to conduct empirical research on its various significances including the present study.

Statement of the Problem

Nigeria has great prospects when it comes to tourism (Oladokun *et al.*, 2015). A country with diverse landscape, beautiful scenery, diverse culture and many destinations with historic significance should have a thriving tourism industry. However, observations showed that virtually all communities have different cultural festivals which are celebrated annually in Nigeria. Regrettably, development of cultural tourism, a powerful poverty eradication tool has been neglected because of tourism policy‗s inadequacies and implementation in terms of creation of enabling environment, aggressive awareness campaign, planning, promotion, standardization and marketing tourism products within and outside the country.

Despite the benefits drivable from communities participation in cultural festivals, empirical studies on socio-cultural significance of Awon mass wedding festival in Shao, Moro Local Government, Kwara State has not been reported. Geographically, Kwara state is located in the north central zone of Nigeria with numerous cultures and traditions, none the less, the local government has not placed cultural tourism among their economy development strategies. Also, available literature revealed that cultural tourism promotion is yet to be accorded desired attention partly due to inadequate cultural heritage education in Kwara state.

Studies on tourism as a strategy for poverty eradication or government revenue generation tool in Moro LGA of Kwara state, Nigeria is available to the researchers. However, there is a growing corncern in the academia on socio-economic significance of cultural tourism in Nigeria because cultural tourism development has not received adequate attention. This informed the current study.

Cultural festivals‗ influence has become a central element in developmental affairs. This is due to the cultural, historical, social and economic exchanges that ensue between residents of the host community and tourists. This has not been empirically proven at Awon mass wedding festival in Shao, Kwara state. Therefore, the present researcher attempts to delve into assessment of cultural significance of Awon mass wedding festival among Shao residence in Kwara State, Nigeria.

The research was guided by the following research questions:

1. What are the significances of Awon mass wedding festival among the resident of Shao?
2. How has the festival shaped the life of the people of Shao community culturally?
3. What are the roles of people of Shao to maintain the cultural festival?

Research Objectives

The broad objective of the study is to assess the cultural significance of Awon mass wedding festival among Shao residence in Moro local government area, kwara state. The specific objectives of the study include:

1. To identify the cultural significances of Awon mass wedding among the residents of Shao;
2. To examine how the cultural festival has helped in shaping the life of the people of Shao;
3. To verify the roles of people of Shao to maintain the cultural festival

LITERATURE REVIEW

Overview of Tourism, Culture and Festival Concepts

Tourism is about people being away from their normal domicile to other places of interest and it is not connected with employment or permanent residence. The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs is known as cultural tourism. Tourists may be attracted to tourism destinations based on the country‗s diverse and vibrant cultures. Culture depicts a complex phenomenon which is better described and explained to be able to arrive at working understanding concepts rather than defining. Culture is made up of the customs, traditions and beliefs, behaviour, dress, language, food, work of arts and crafts, way of living, net-work of relationships, attitude to life as well as the technology and institution of the people in the society (Victor Asaro Edo, 2010). Festivals have flourished in Nigeria communities in recent years. Festivals in secular society or communal celebrations involve carefully planned programmes, expressions of respect, rejoicing or high revelry, established by custom or sponsored by various cultural groups or organisations. They are used as the platform to unveiling and sharing the rich culture of towns, villages and societies to tourists. Festivals are perfect events in the communities that reveals the total culture of a people such as their world views, values, religious beliefs and norms. They are used in affirming or denouncing certain values and social structures in the community while giving the local people a sense of belonging (Quinn, 2016). Festivals, therefore, provide adequate opportunity for the community to perform activities which the society considered good and wants to teach their members or issues which community thinks are bad and wants their members to detest.

Cultural Tourism Development and Consumption

According to the International Council on Monuments and Sites (ICOMOS 2011), ―cultural tourism as a name implies many things to many people‖; so, defining cultural tourism is complex. It can mean different things to different people. For many people, visiting cultural attractions / objects means different things and has other meanings than for other people. In considering the growth of cultural tourism and the supply side of these products, therefore, it is not sufficient to look only at the development of cultural attractions. The question is who consumes these attractions, and the manner in which they are consumed will also have an important influence on the production, form and location of these objects. A number of authors have attempted to find out either the consumption or production of heritage and cultural objects (Ashworth, 2013; Prentice, 2013) and rather fewer have explored the link between heritage and cultural tourism consumption and production in detail (Garrod and Fyall, 2010).

In many research studies cultural tourism market is seen as an undifferentiated market segment with the presumption that all cultural tourists stand for the ―deep‖ cultural tourist who is very motivated to travel for cultural reasons and who is looking for cultural experiences. This assumption has been deemed incomplete. Some authors think that the cultural market is a large market with many differences within this ―segment‖ and that all is clear because everyone visiting cultural objects has different perceptions, meanings and reflections to these attractions because of his/her different background, education, things they read or previous experiences (Prentice, 2015; Isaac, 2018). This brings us also to the definition of ICOMOS that cultural tourism means many things to many people and has different meanings to many people.

A review of established definitions of cultural tourism by Bonink and Richards (2012) identified two basic approaches. The first is ―the sites and monuments‖ approach, concentrating on describing the type of attractions visited by cultural tourists and it is clearly related to a product-based definition of culture. It tends to produce a relatively narrow view of the activities and motivations of cultural tourists (Richards, 2006). A typical list of the types of sites or attractions, which are considered to attract cultural tourists, is provided by European Centre for Traditional and Regional culture (ECTARC, 1989) cited in Victor Asaro Edo, 2010:

• Archaeological sites and museums

• Architecture (ruins, famous building, whole towns)

• Art, sculpture, crafts, galleries, events

• Music and dance (classical, folk, contemporary)

• Drama (theatre, films)

• Language and literature study, tours

• Religious festivals, pilgrimages

• Complete (folk or primitive) cultures and sub-cultures

Inventories like this are pretty impractical; they become far too long and always miss out many sorts of heritage. On the one hand, all these definitions are product-based, describing the product itself, and on the other hand, all these attractions are educational. In other words, everyone wants to learn and see other cultures, see other ways of living, see different things from own environment. The question is, do these attractions / objects and sites represent the ―culture‖ of a destination that tourists come for?

The definition mentioned by Bonink *et al.,* (2012) is connected to products, types of cultural products and the activities which have been done by visitors or tourists who participated in those tourism activities. This seems to be two approaches in one. The supply side approach looks at products while the demand side approach looks at what is actually consumed. But there is no clear view of the people who are consuming these kinds of products and their perception before visiting and on the site as well. Actually the user/tourist determines what is or not cultural and heritage tourism from the vast range of historical possibilities.

A second approach might broadly be titled as a conceptual approach. As with tourism in general, conceptual definitions of cultural tourism attempt to illustrate the motives and meanings attached to cultural tourism activity. For example, McIntosh and Goeldner, (1990) define cultural tourism as comprising ―all aspects of travel, whereby travellers learn about the history and heritage of others or way of life or thought‖ (Richards, 2006). This definition is very optimistic supply side approach, and says nothing about the experience of the consumers. In fact, tourists are actually consuming their own culture in a foreign setting. It is also a broad one, which states that culture includes all aspects of travel. On the one hand, all travellers could have the intention or the feeling to learn about other cultures, habits and traditions during their trip, and this could apply to all types of tourists. On the other hand, they are talking about the experience of consumers which is an essential point of discussion.

A United Nations World Tourism Organisation (UNWTO, 2002) conference on cultural and heritage tourism, suggested that culture and tourism have a symbiotic connection.

Arts, crafts, dances, rituals and legends that are at risk of being forgotten by the younger generation may be revitalised when tourists show a keen interest in them. Therefore, culture and monuments may be preserved by utilising tourists to visit them and using funds generated from tourism to maintain the site for sustainability.

Many authors also recognised cultural tourism as a form of special interest tourism where culture forms the basis of either attracting tourists or motivating people to travel (McIntosh and Goeldner, 1990). This definition connects culture as the motivation for visiting a destination, which gives us a concrete type of people visiting a destination for cultural purposes. Within this definition you may find people who are strongly motivated by cultural tourism to visit a destination and others who have emotional feelings to learn about the culture but not as a main motive to visit a destination. In this case it is also important to know not just why, but how tourists consume cultural objects. Cultural tourism has also been conceptualised from a business standpoint as involving the development and marketing of diverse sites and attractions for foreign as well as domestic tourists (Goodrich, 2017).

In the literature, three components of cultural tourism exist: travel, the tourist and the sites. In particular, in terms of travel, ‒cultural tourism is travel undertaken with historic sites, museums, the visual arts, and/or the performing arts as significant elements. In relation to the cultural tourist, the individual tourist ―he is...one who experiences historic sites, monuments and buildings; visits museums and galleries; attend concerts and the performing arts; and is interested in experiencing the culture of the destination‖.

There are also two definitions of cultural tourism by WTO (2002) the ―narrow definition‖ includes ―movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages‖.

This definition is very concrete which gives us a narrow definition of persons who are visiting cultural tourism and putting the motivation as a central idea in choosing the destination for cultural purposes. The ―wide definition‖ in contrast covers all movements of persons, because they please the human need for diversity, leaning to raise the cultural level of the individual and giving rise to enlightenment, occurrence and encounters (Richards, 2002). This definition is also a broad one because it is most likely that some tourists or travellers have the intention to learn about other cultures, ways of living, traditions, self-reflection and gaining knowledge about the country they are visiting but it might not be as a central motivation to visit a destination. The definition of Bonink and Richards was largely based on the definition developed by the Irish Tourist Board (ITB) in their study of cultural tourism resources for the European Union (EU). The ITB definition of ‒cultural tourism is travel undertaken with the intention wholly or partly, of increasing one‘s appreciation of Europe‘s cultural resources‖. The ITB definition argues that culture might be wholly or partly the motivation to travel to a specific destination.

European Association for Tourism and Leisure Education (ATLAS) definitions of cultural tourism are as follows: Conceptual definition: ‒The movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs‖. This might be a national choice and needs, escape from their work, the environment they are living in and the same time also gathering information about the culture they are visiting. Therefore, it is a very broad definition of cultural tourism.

Technical definition: ―All movement of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence‖. The most important difference between the technical and conceptual definition is that the conceptual definition reflects the motivation of tourists, which is central (Richards, 2002).

Cultural tourism characterise the phenomenon of people travelling for the sake of experiencing either another culture (the concepts, habits, skills, arts, instruments, institutions etc. of a given region in a given period; civilisation) or the cultural attractions of a particular place (its museums, festivals, galleries, artists, musicians, theatre, architecture etc.). The expression is becoming a catch phrase in both the tourism industry and the cultural community (McCarthy, 2012). This can be seen as a motivational element, and the same time is educational for a tourist. As was mentioned previously, everyone could have the intention to learn, see new ways of life and see a different culture during the visit to a destination.

There are also definitions that are motivational definitions. A number of authors and non- governmental organisations assume that cultural tourists are motivated to travel for different reasons than other tourists and, therefore, feel that motivation must be considered an important element when defining cultural tourism (Richards, 2006; Swarbrooke and Horner, 2007). Therefore, studies about the behaviour of cultural consumers, their perceptions, their intrinsic motivations, expectations and their experience in consuming cultural attractions are important socio-cognitive variables that must be taken into account to better understand the destination choice process.

Another type of definition is the experiential ones. Motivation alone does not seem to summarise the full range of cultural tourism. Cultural tourism is also an experiential activity with many people feeling it also includes an aspiration element. As a minimum, cultural tourism involves experiencing the unique social fabric, heritage and special character of places. Therefore, aspiration should be considered as a motivation.

One more definition is an operational definition. An operational definition is the most commonly used definition. Cultural tourism is defined by participating in any one of an almost limitless array of activities or experiences. Again, it gives us the same problem that all tourists could have the intention to participate in cultural activities while they are at a destination or on holidays. Therefore, for many authors, it is common to avoid defining cultural tourism, and it is difficult to say that cultural tourism includes people who visit. If someone visits one of these attractions or engage with cultural activities, that person must be a cultural tourist. Thus the activity must be cultural tourism. The operational definition highlights the potential range of this activity, while at the same time highlighting the very real problems that exist in setting useful parameters about who are the cultural tourists and who are not. The consequence is that still cultural tourism does not give a clear profile or characteristics of who a cultural tourist is. In fact cultural tourism has become an umbrella term for a wide range of related activities including historical tourism, heritage tourism, ethnic tourism, arts tourism, museum tourism and special interest tourism. They all share common sets of resources, management issues and desired aspiration outcomes.

METHODOLOGY

The current research adopted survey design. This involved collection of data through primary and secondary sources. Questionnaire and sources like journal articles, internet materials, textbooks, magazines, newsletter and bulletines were used to elicit information. The validity and reliability co- efficient of the used instruments were determined to be above 0.70 in both cases. Purposive and convenient sampling techniques were used. The study sample comprises of 100 Shao residents and 150 tourists present at the mass wedding festival. 250

respondents were selected for the study. However, 247 correctly filled copies of questionnaire were retrieved which represents 92.0% feedback. This was subjected to descriptive statistical analysis using tools such as tables, frequency counts and percentages and Likert measurement scale.

Results and Discusions

Demographic Attributes of Respondents

Table 1: Frequency distribution of respondents based on demographic characteristics

Characteristics	Frequency	Percentage
Sex		
Male	144	58.30
Female	103	41.70
Age		
20 – 25	29	11.74
26 – 35	48	19.43
36 – 45	68	27.53
46 – 55	62	25.10
Others	40	16.19
Educational Qualification		
Primary Certificate	43	17.41
Secondary Certificate	32	12.95
ND/NCE	64	25.91
HND/BSC	81	32.80
Others	27	10.93
Marital Status		
Single	74	29.96
Married	88	35.63
Divorced	25	10.12
Widowed	11	4.45
Others	49	19.84
Religion Affiliation		
Islam	101	40.89

Christianity	87	35.22
Traditional	34	13.77
Others	25	10.12
Occupation		
Trading	32	12.96
Student	38	15.38
Artisan	29	11.74
Farming	42	17.00
Teaching	36	14.57
Civil Servant	58	23.48
Others	12	4.86
Total	247	100

Source: Field Survey, 2021.

Distribution of Respondents by Sex

Table above shows the distribution of respondents by sex. Findings indicate that 144 (58.30%) of the respondents are male while 103 (41.70%) are female. This signifies that male participated more in Awon Mass Wedding festival in Kwara State.

Age Distribution of the Respondents

Table 1 shows the age distribution of the respondents. From the table, there is an indication that majority of the respondents fall within the range of active and matured age. The result above shows that (20–25), (26–35), (36–45), (46–55) and (others) age ranges representing (11.74%),
(19.43%), (27.53%), (25.10%), and (16.19%) respectively which means all respondents (100%) are matured to decide to voluntarily come to celebrate the festival and by extension, would have taken part or witness the Awon Mass Wedding Festival before.

Educational Qualification of Respondents

The educational qualifications of the respondents as presented in table 1 above reveals that 43 (17.41%) respondents received primary education, 32 (12.95%) respondents attended secondary school, 64 (25.91%), 81 (32.80%) and 27 (10.93%) respondents hold National Diploma (ND), First Degree and Higher National Diploma (B.Sc/HND) and Other Higher National Certificate respectively.

From the above analysis, it implies that the respondents have the educational qualifications to understand the cultural significance of Awon Mass Wedding Festival for socio-economic, cultural and environmental development of Shao, Moro LGA Kwara State to enable them to supply appropriate responses to the research instrument.

Marital Status of the Respondents

Table above also reveals the marital statuses of the respondents. From the information above, 74 (29.96%) are single, 88 (35.63%) are married. It also revealed that 25 (10.12%), 11 (4.45%) and 49 (19.84%) are divorced, widowed and others respectively. This implies that 173 (70.04%) of the respondents were matured enough and have the experience of marriage as implied in the wedding festival.

Religious Affiliation of the Respondents

Table 1 reveals that 101 (40.89%) of the respondents practice Islamic religion, 87 (35.22%) of the respondents were Christians, 34 (13.77%) and 25 (10.12%) of the respondents are believed to be traditional religious worshippers and any other religion respectively. The findings show that majority of the respondents are Muslims. Shao comprises of people practicing all the known and acceptable religion in the country, however, one may not rule out the fact that there are more Muslims in Shao Community.

Respondents Distribution based on Occupation

Table shows that 32 (12.96%), 38 (15.38%) and 29 (11.74%) of the respondents are Traders, Students and Artisans respectively. It could also be inferred from this section of the table that 42 (17.00%), 36 (14.57%), 58 (23.48%) and 12 (4.86%) of the respondents are Farmers, Teachers, Civil Servants and those that have other occupations respectively. This means that majority 235 (95.14%) of the respondents live and earn a living. Hence, this gives them the opportunity to participate in their culture. As money would be spent on facilities such as transportation and accommodation at the festival by the tourists.

Presentation of Research Objectives Based on Research Questions

Research Question 1: What are the cultural significances of Awon Mass Wedding Festival among the Residents of Shao?

Answer to research question 1 is analyzed in table 2.

Table 2: Respondents' Views of Cultural Significance of Awon Mass Wedding among Residents of Shao

Variables	SA	A	U	D	SD
Cultural Significance of Awon Mass Wedding	**Freq (%)**	**Freq (%)**	**Freq (%)**	**Freq (%)**	**Freq (%)**
A mass Wedding Ceremony	122 (49.39)	107 (43.32)	13 (5.26)	4 (1.62)	1 (0.40)

A Cultural Heritage on Marriage	152 (61.54)	95 (38.46)	-	-	-
An Organized Wedding Ceremony	138 (55.87)	102 (41.30)	-	3 (1.21)	4 (1.62)
A recognised Festival of Marriage	144 (58.30)	94 (38.06)	-	9 (3.64)	-
A culture being showcased in a community	152 (61.54)	95 (38.46)	-	-	-

Source: Field Survey, 2021.

Data from table 2 shows that 122 (49.39%) of the respondents strongly agreed, 107 (43.32%) agreed and 13 (5.26%) of the respondents were undecided with the statement that Shao Awon Mass Wedding Festival is a Wedding Ceremony while 4 (1.62%) of the respondents disagreed and 1 (0.40%) strongly disagreed with the statement. On the aggregate, it could be inferred from the table above that majority 229 (92.71%) of the respondents were of the opinion that Shao Awon Mass Wedding Festival is a Wedding Ceremony among residence of Shao community.

Result from table 2 also reveals that 152 (61.54%) and 95 (38.46%) of the respondents strongly agreed and agreed respectively to the statement that the Shao Awon Mass Wedding Festival is a Cultural Heritage on Marriage while none of the respondents strongly disagreed, disagreed or were undecided respectively.

More so, above table 2 also reveals that 138 (55.87%) and 102 (41.30%) of the respondents strongly agreed and agreed respectively to the statement that Shao Awon Mass Wedding Festival is an Organized Wedding Ceremony while 3 (1.21%) and 4 (1.62%) respondents disagreed and strongly disagreed respectively to the statement of Shao Awon Mass Wedding Festival been an Organized Wedding Ceremony and no one is undecided.

On whether respondents view Shao Awon Mass Wedding Festival as a Festival of Marriage or not, 144 (58.30%) and 94 (38.06%) respectively strongly agreed and agreed with the statement, while only 9 (3.64%) disagreed with the statement. Hence, from the findings, it could be inferred that majority of the respondents have a positive perception about Shao Awon Mass Wedding Festival.

Research Question 2: How has the festival shaped the lives of the people of Shao?

Answer to research question 2 is analyzed in table 3 below.

Table 3: Respondents' Views on how the Festival shaped the lives of the people

Variables	**SA**	**A**	**U**	**D**	**SD**
How the Festival shaped the Lives of	**Freq**	**Freq**	**Freq**	**Freq**	**Freq**

the People	**(%)**	**(%)**	**(%)**	**(%)**	**(%)**
Promotion of Tradition	152 (61.54)	95 (38.46)	-	-	-
Enhancing the Local Economy	139 (56.28)	108 (43.72)	-	-	-
Contributing to Socio-Economic Values	142 (57.49)	105 (42.51)	-	-	-
Improved social interactions between locals and tourists	144 (58.30)	94 (38.06)	9 (3.64)	-	-
It creates a sense of belonggingness among the residents in the community	152 (61.54)	95 (38.46)	-	-	-

Source: Field Survey, 2021.

Table 3 above shows that majority 152 (61.54%) and 95 (38.46%) of the respondents strongly agreed and agreed based on the statement that Shao Awon Mass Wedding Festival has helped shaping the lives of the people through promotion of tradition. Also none of the residents disagreed, strongly disagreed or were undecided respectively.

Table 3 also shows that 13 (56.28%) and 108 (43.72%) strongly agreed and agreed that the wedding festival has helped in enhancing the local economy.

Statement on the contributions to the socio-economic values of the festival as a way of shaping the lives of the residents was strongly agreed142 (57.49%) and agreed with 105 (42.51%) among the respondents respectively. It creates sense of belongging. It is also confirmed from the table that the festival has positive socialisation impact on the resident because it has improved the social interaction between the locals and tourists. From the findings, it could be inferred that majority of the respondents strongly agreed and agreed that the festival has helped in shaping the lives of the people.

Research Question 3: What are the roles of the People in Sustaining the Shao Awon Mass Wedding Festival?

Answer to research question 3 is analyzed in table 4.

Table 4: Roles of the People in Sustaining the Shao Awon Mass Wedding Festival

Variables	**SA**	**A**	**U**	**D**	**SD**

Roles of the People in Sustaining the	Freq	Freq	Freq	Freq	Freq

Shao Awon Mass Wedding Festival	**(%)**	**(%)**	**(%)**	**(%)**	**(%)**
Through proper documentation	102 (41.30)	145 (58.70)	-	-	-
Constant celebration of the festival	158 (63.97)	80 (32.39)	9 (3.64)	-	-
Clarity of the festival to be free of idolatry practices	78 (31.58)	154 (62.35)	15 (6.07)	-	-
Maintenance of culture and traditions in the community	145 (58.70)	102 (41.30)	-	-	-

Source: Field Survey, 2021.

Table 4 shows respondents‘ responses on the ways the people of Shao are sustaining Shao Awon Mass Wedding Festival. Findings indicate that 102 (41.30%) and 145 (58.70%) of the respondents strongly agreed and agreed respectively that proper documentation of the festival is a way the people have sustained the Shao Awon Mass Wedding Festival, while none of the respondents disagreed or strongly disagreed.

Findings with respect to table 4 also shows that 158 (63.97%) of the respondents strongly agreed and 80 (32.39%) of the respondents also agreed that Constant Celebration of the festival is another way the people have helped in sustaining the festival while 9 (3.64%) of the respondents were undecided and none of the respondents disagreed or strongly disagreed.

Moreover, 78 (31.58%), 154 (62.35%) and 15 (6.07%) of the respondents strongly agreed, agreed and were undecided on the statement that clarity of the festival to be free of any idolatry practices is another way of sustaining the festival. It is also an acceptable cultural activity in the community. This finding corroborate with Bormann (2015) submission that if local culture is cherished, then conservation, appreciation and management will become the watchword.

It is based on the findings that it is revealed that the people have helped in sustaining the festival till date.

In summary, from the reviewed literature and findings of the study, the authors believe that cultural tourism, especially festivals, if well positioned and aggresively promoted, income generating activities will be enhanced in the local areas, boost employment opportunities as well as serve as a means to strenghten unity, peace and harmony among the various ethnic groups and communities in the country.

CONCLUSION AND RECOMMENDATIONS

In conclusion, study established that residents experienced numerous benefits ranges from economic, historical, cultural and social at the festival. It was confirmed that Awon mass wedding festival is significant in the study area. The study, therefore, made the following recommendations:

- Efforts should be made by the government to embark on aggressive awareness and publicity campaign to promote festival

- Active involvement of stakeholders should be encouraged if cultural tourism is to be developed in the study area and funding of Awon mass wedding festival is imperative in Moro local government area, Kwara state.

- By investing in cultural tourism development plan in the study area, the economy, social, infrastucture, civic and cultural benefits will lead to livable community.

- Government should help in educating the masses on the values of the community rich culture as well as civic roles towards the nation‘s cultural heritage.

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AVAILABILITY AND UTILIZATION OF RECREATION FACILITIES IN A PRIVATE AND FEDERAL UNIVERSITIES IN ONDO STATE, NIGERIA

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ABSTRACT

This study examined the availability, utilization and factors affecting utilization of available recreational facilities at the Federal University of Technology Akure (FUTA) and Elizade University (EU) Ilara- Mokin in Ondo state, Nigeria. Using a random sampling method a set of structured questionnaire was designed to elicit information from the staff and students of FUTA and EU. A total of 430 respondents were randomly selected from the two institutions using Krejcie and Morgan table for determination of sample size. Data were analyzed using descriptive and inferential statistics and the results obtained were presented using frequency tables. The findings of this study showed that the Football pitch, volleyball court, table tennis, gymnasium, board games and tennis court were available and functioning at both FUTA and EU. It was also discovered that respondents at EU had a higher level of utilization of available recreational facilities (75.4%) more than respondents at FUTA (63.5%). Furthermore respondents at EU had a higher frequency (24.6%) of utilizing available recreational facilities on a daily basis more than respondents at FUTA (6.5%). It was concluded that participating in recreation, being a member of a recreation club, being single and residing on campus had a positive influence on the likelihood of using the available recreational facilities.

Keywords: recreation, recreational facilities, utilization, futa, eu

INTRODUCTION

An important element of any residential neighborhood or a community is the space that is designated to satisfy active and passive recreational needs. This connotes that the quality and type of open space as well as recreational facilities could be a direct reflection of the quality of life enjoyed by the residents of any neighborhood (Sowder, 2010).

Recreation in itself has numerous benefits ranging from enhancement of healthy living, which reduces risks of physical and mental illnesses (WHO, 2010). It also facilitates social contacts, by providing avenues to meet others or being involved in group activities. Exposure to recreational facilities can also facilitate social well-being (psychosocial) through recovery from stress and fatigue. Besides these physical, economic and social benefits recreation has a way of connecting people with nature (Olaleye, 2014).

Utilization of recreation facilities refers to the usage of facilities and activities, in other words, it refers to those activities that members of the community share in the selection and enjoyment of recreation activities (Torkildsen, 2001). Also, an exponential increase in the population of Nigerian cities has resulted in the demand of more land spaces for other land uses like residential, commercial, agricultural and industrial activities at the expense of recreational and open spaces Officha, *et al*., (2013)

In recent years, Nigerian universities, have witnessed an increased population, arising from university enrolment, and thus material costs of running the system have affected the availability of the needed facilities for recreation in Universities (Iheanacho *et al.*, 2013). In general, plan for universities usually include the provision of recreational sport facilities because sports is an integral part of the total learning package offered by universities globally. The provision and maintenance of recreational facilities then becomes a necessary ingredient if the academic and recreational program of the University will attain its set goals (Iheanacho *et al.*, 2013).

Assessing the Nigerian Universities from the point of the provision of adequate facilities for students and staff recreational programs in relation to raising high level athletes for the nation, one would discover that Universities in Nigeria have not made much impact on the nation‘s sports in this regards despite the expectation placed on them to fulfill this role. Ojeme (2005), while discussing the state of recreational facilities in Nigerian universities, emphasized that, recreational facilities in Nigerian Universities are not in good shape, perhaps with the very insignificant exception of Ahmadu Bello University, University of Port Harcourt, University of Lagos and University of Benin (Iheanacho *et al.*, 2013).

Recreation has several benefits one of which is the enhancement of cognitive functioning (information processing), memory, concentration, behaviour and academic achievement (Martin, 2010). Although, academic performance stems from a complex interaction between intellect and individuals‘ state of health, health is a vital moderating factor in an individual‘s ability to learn. The idea that healthy individuals learn better is empirically supported and well accepted (Basch, 2010). Moreover, a rapidly growing body of work suggests that time spent engaging in physical activity is related not only to a healthier body but also to a healthier mind (Hillman et al., 2008).

According to Fullerton (2011), who stated that while universities are allocating large financial resources for the development of athletic and recreational sport facilities, university students are not taking a full advantage of the services provided. In other words provision of recreational facilities comes at a cost and may eventually be an economic loss to the provider, if those who are supposed to utilize them are not doing so. It is therefore important to know if these recreational facilities are available, and also being utilized. That is why this study is looking at the utilization of the available recreational facilities as well as the factors affecting their utilization so that a policy statement can be made for more effective utilization.

METHODOLOGY

The study was conducted at the Federal University of Technology Akure and Elizade University Ilara, Ondo State, Nigeria. The climate of Ondo State is of the Lowland Tropical Rain Forest, with distinct wet and dry seasons. In the south, the mean monthly temperature is

27℃, with a mean monthly range of 2℃, while mean relative humidity is over 75% (Ondo State Information Bulletin, 2006). However, in the northern part of the state, the mean monthly temperature and its range are about 30℃ and 6℃ respectively. The mean monthly relative humidity is less than seventy percent. In the south, rain falls throughout the year, but the three months of November, December and January may be relatively dry. The mean annual total rainfall exceeds 2000 millimeters. However, in the north, there is marked dry season from November to March when little or no rain falls. The total annual rainfall in the north, therefore, drops considerably to about 1800 millimeters (Ondo State Information Bulletin, 2006).

Federal University of Technology Akure (FUTA) is located on latitudes 7.3070°N and 5.1398°E, 806714N (Oyinloye, 2013) Down to the south is Aule Community; up in its north is Ipinsa Community Lands interpose by Akure-Ilesa Express way, on the west Ilara and Ibule settlements while to the east is southern part of Akure Metropolis; all these areas are made up of FUTA environs (Oyinloye, 2013). Recreational activities started at the inception of the University in 1982.

Elizade University (EU) is located on latitudes 7.3657°N and longitude 5.1071°E. EU is a private university in Ilara-Mokin, Ondo State in Nigeria. Recreational activities started at the inception of the university in 2013.

Population Sampling, Data Collection and Analysis

The sample population for this study are both students and staff of the Federal University of Technology Akure and Elizade University. Random sampling was employed, while the questionnaires were self-administered.

The total population for the Federal University of Technology Akure is 19,231 with staff having a population of 2512 and students 16,719 so a sample size of 350 was calculated which is adequate according to (Krejcie & Morgan, 1970) which include 50 representatives from the staff category and 300 from the student category.

The total population for Elizade University is 1254 with staff having a population of 253 and students 1001 so a sample size of 80 was determined, which include 20 representatives from the staff category and 60 from the student category. A well-structured questionnaire was developed based on the extensive review of Recreation literature. Data were collected from the respondents in the two tertiary institutions. The questionnaire contain demographics, socioeconomic characteristics, and reasons for engaging or not engaging in recreational activities, list of various recreational facilities and questions on factors affecting utilization of available recreational facilities. A descriptive and inferential statistical analysis was used to analyze the questionnaires using Statistical Package for Social Science (SPSS) version 22 and logistic regression respectively. Data obtained were analyzed and presented using descriptive tools such as frequency tables and percentages.

The perceived level of utilization by respondents was measured using High=1, Average=2 and Low= 3

A binary logistic regression was estimated with the data for the present study. Logistic regression is an extension of simple linear regression where the dependent variable is dichotomous or binary in nature. It is statistical technique used to predict the relationship between predictors (our independent variables) and a predicted variable (the dependent variable) where the dependent variable is binary.

For the binary logit regression model used in this study, the dependent variable ―utilization of recreational facilities‖ assumes the value 1 if the respondent utilizes recreational facility and if otherwise the value zero (0) was assumed. The model in its empirical form is based on the assumption that the probability of utilization, Pi relies on a vector of known variables (Xij) and a vector of unknowns, β.

$P_i = F(z_i) = F(\alpha + \beta X_i) = {}^{1}/_{(1 + e^{-z_i})}$ ……………………………… (1)

Where;

F(Zi) = The standard normal density function for the possible values of the

index Zi.; Pi = the probability of ―utilization of recreational facility‖

Pi = 1, when facilities are utilized

Pi = 0, when facilities are not utilized

β = regression parameters to be

estimated Xi = set of explanatory

variables

α = regression intercept; and

βXi= a combination of explanatory variables

The logistic regression model for this study was specified as follows:

$Z_i = \log[{}^{P_i}/_{1 - P_i}] = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10} + \varepsilon$

… .... (2)Field (2005)

Where

Zi = the natural logarithm of choice for the ith

observation; And the independent variables are as defined

in Table below:

Table 1: Definition of Independent Variables for Binary Logit Model

	Variables	**Definition**
X1	Sex	1= Male and 0 otherwise
X2	Interested in recreation	1 = Yes and 0 = No
X3	Member of recreational club	1 = Yes and 0 = No
X4	Participate in recreation	1 = Yes and 0 = No
X5	Marital status	1 = Single and 0 otherwise

X6	Place of residence	1 = On campus and 0 = Off campus
X7	Age	1 = 16 -33(Youth) and 0 otherwise
X8	Pay entrance fee	1 = Yes and 0 = No

RESULTS OBTAINED

Socio-economic Characteristics of the Respondents at FUTA and EU

The result obtained for the staff and student demographic and socio-economic characteristics presented in Table 3 shows that the male respondents were significantly higher than the female respondents in both institutions. The number of male respondents at Elizade University (EU) was higher than those at Federal University of Technology Akure (FUTA) by 8%, while the number of female respondents at FUTA was 7.9% higher than those at EU. Higher percentages of the respondents in both institutions were between the age ranges of 16-21, with FUTA having a slightly higher number of respondents (1.7%) within this age range than those in EU , while the least age ranges were above 50 (0.6%) and between 46-50 (2.5%) at FUTA and EU respectively. Majority of the respondents in both institutions were students (83%). The number of student respondents at FUTA was 12.9% higher than those at EU, while majority of the respondents at both institutions were single with higher percentages from FUTA. In terms of religion majority of the respondents at both institutions practiced Christianity with respondents from EU having a slightly higher percentage of Christians (8%) more than those at FUTA. Majority of the respondents at the FUTA reside outside the university, compared to respondents at Elizade where students stay on campus. School of Science (FUTA) had the highest number of respondents (26.9%), with Engineering Department (EU) having the highest number of respondents (28.8%). The Registry department at FUTA had the lowest number of respondents (2.6%), while Basic and Applied science Department at EU had the lowest number of respondents (12.5%).

Table 2: Socio-Demographic characteristics of respondents (N=430) (pooled)

Variables	**Frequency (f)**	**Percentage (%)**
Gender		
Male	257	59.8
Female	173	40.2
Age (Years)		
16-21	221	51.4
22-27	136	31.6
28-33	18	4.2
34-39	21	4.9
40-45	23	5.3
46-50	9	2.1
Above 50	2	0.5
Mean	23	
Standard Deviation	7.9	
Occupational Status		

Student	357	83.0
Academic Staff	43	10.0

Non-Academic Staff	30	7.0
Level of Education		
Secondary	0	0.0
ND	1	0.2
HND	7	1.6
Tertiary	417	97.0
Others	5	1.2
Marital Status		
Single	368	85.6
Married	61	14.2
Divorced	0	0.0
Widow	1	0.2
Widower	0	0.0
Religion		
Christianity	343	79.8
Islam	87	20.2
Traditional	0	0.0
Place of Residence		
On Campus	139	32.3
Off Campus	291	67.7
Faculty		
SAAT	88	20.5
SEET	69	16.0
SEMS	21	4.9
SET	36	8.4
SHHT	13	3.0
SMAT	20	4.7
SOS	94	21.9
Registry	9	2.1
Engineering	23	5.3

Law	13	3.0
Humanities	16	3.7
Basic and Applied science	10	2.3
Social and Mgt science	18	4.2

Source: Field Survey, 2022.

ND: National Diploma; HND: Higher National Diploma; SAAT: School of Agriculture and Agricultural Technology; SEET: School of Engineering and Engineering Technology; SEMS: School of Earth and Mineral Sciences; SET: School of Environmental Technology; SHHT: school of Health and health technology; SMAT: School of Management Technology; SOS: School of Sciences.

Table 3: Socio-Demographic characteristics of respondents (N=430)

Variables	**FUTA**		**EU**	
	Frequency (f)	**Percentage (%)**	**Frequency (f)**	**Percentage (%)**
Gender				
Male	204	58.3	53	66.3
Female	146	41.7	27	33.8
Age (Years)				
16-21	181	51.7	40	50.0
22-27	120	34.3	16	20.0
28-33	12	3.4	6	7.5
34-39	12	3.4	9	11.3
40-45	16	4.6	7	8.8
46-50	7	2.0	2	2.5
Above 50	2	0.6	0	0.0
Occupational Status				
Student	299	85.4	58	72.5
Academic Staff	23	6.6	20	25.0
Non-Academic Staff	28	8.0	2	2.5
Level of Education				

Secondary	0	0.0	0	0.0
ND	1	0.3	0	0.0
HND	7	2.0	0	0.0
Tertiary	337	96.3	80	100.0
Others	5	1.4	0	0.0
Marital Status				
Single	308	88.0	60	75.0
Married	42	12.0	19	23.8
Divorced	0	0.0	0	0.0
Widow	0	0.0	1	1.3
Widower	0	0.0	0	0.0
Religion				
Christianity	274	78.3	69	86.3
Islam	76	21.7	11	13.8
Traditional	0	0.0	0	0.0
Place of Residence				
On Campus	81	23.1	58	72.5
Off Campus	269	76.9	22	27.5
Faculty				
SAAT	88	25.1	0	0.0
SEET	69	19.7	0	0.0
SEMS	21	6.0	0	0.0
SET	36	10.3	0	0.0
SHHT	13	3.7	0	0.0
SMAT	20	5.7	0	0.0
SOS	94	26.9	0	0.0
Registry	9	2.6	0	0.0

Engineering	0	0.0	23	28.8
Law	0	0.0	13	16.3
Humanities	0	0.0	16	20.0
Basic and Applied science	0	0.0	10	12.5
Social and Mgt science	0	0.00	18	22.5

Source: : Field Survey, 2022.

Availability of Recreational Facilities at FUTA and EU

Findings from this study reveals that in both institutions majority of the respondents indicated that the Football Pitch, Volleyball Court, Basketball Court, Table Tennis Court, Gymnasium, Tennis Court and Board Games are Available and Functioning as indicated in Table 4. Majority of the respondents in both institutions indicated that the Swimming Pool facility, Game House and Cinema are not available. At FUTA, majority of the respondents indicated that the Wildlife Park, Museum, Botanical Garden and Athletic Field are available and functioning. At EU, majority of the respondents indicated that the Badminton Court is available and functioning. Majority of the respondents at FUTA indicated that the Handball Court is available but not functioning, while Majority of the respondents at EU indicated that Handball Court is not available.

Table 4: Availability of Recreational Facilities in FUTA and EU

Variables	FUTA Frequency	Percentage (%)	EU Frequency	Percentage (%)
Football Pitch				
Available functioning	350	100.0	80	100.0
Available not functioning	0	0.0	0	0
Not available	0	0.0	0	0
Not sure	0	0.0	0	0.0
Handball Court				
Available functioning	0	0.0	0	0.0
Available not functioning	210	60.0	10	0.0
Not available	85	24.3	70	87.5
Not sure	55	15.7	0	12.5
Volleyball Court				
Available functioning	303	86.6	80	100.0
Available not functioning	28	8.0	0	0.0
Not available	0	0.0	0	0.0
Not sure	19	5.4	0	0.0

Basketball Court				

Available functioning	342	97.7	80	100.0
Available not functioning	0	0.0	0	0.0
Not available	0	0.0	0	0.0
Not sure	8	2.3	0	0.0
Table Tennis Court				
Available functioning	318	90.9	77	96.3
Available not functioning	0	0.0	0	0.0
Not available	0	0.0	0	0.0
Not sure	32	8.1	3	3.8
Gymnasium				
Available functioning	272	77.7	76	95.0
Available not functioning	54	15.4	0	0.0
Not available	0	0.0	0	0.0
Not sure	24	6.9	4	5.0
Wildlife Park				
Available functioning	265	75.7	0	0.0
Available not functioning	64	18.3	0	0.0
Not available	18	5.1	80	100.0
Not sure	3	0.9	0	0.0
Museum				
Available functioning	139	39.7	0	0.0
Available not functioning	121	34.6	0	0.0
Not available	79	22.6	80	100.0
Not sure	11	3.1	0	0.0
Botanical Garden				
Available functioning	221	63.1	0	0.0
Available not functioning	123	35.1	0	0.0
Not available	0	0.0	63	79.0
Not sure	6	1.7	17	21.0
Tennis Court				
Available functioning	283	80.9	56	70.0
Available not functioning	28	8.0	18	22.5
Not available	20	5.7	4	5.0
Not sure	19	5.4	2	2.5
Swimming Pool				
Available functioning	0	0.0	0	0.0
Available not functioning	0	0.0	0	0.0
Not available	350	100.0	80	100.0
Not sure	0	0.0	0	0.0

Cinema				
Available functioning	77	22.0	0	0.0
Available not functioning	0	0.0	0	0.0
Not available	230	65.7	80	100.0
Not sure	43	12.3	0	0.0
Athletic Field				
Available functioning	336	96.0	0	0.0
Available not functioning	0	0.0	0	0.0
Not available	0	0.0	77	96.3
Not sure	14	4.0	3	3.7
Board Games				
Available functioning	240	68.6	69	86.3
Available not functioning	16	4.6	4	5.0
Not available	0	0.0	0	0.0
Not sure	94	26.8	7	8.8
Game House				
Available functioning	111	31.7	0	0.0
Available not functioning	10	2.9	0	0.0
Not available	222	63.4	80	100.0
Not sure	7	2.0	0	0.0
Badminton				
Available functioning	0	0.0	50	62.5
Available not functioning	0	0.0	15	18.8
Not available	345	98.6	13	16.3
Not sure	5	1.4	2	2.5

Source: : Field Survey, 2022.

Perceived Level of Utilization of Available Recreational Facilities at FUTA and EU

Table 5 shows that the level of utilization of the recreational facilities in both institutions were perceived by most respondents to be high, although that of EU is greater in percentage.

Table 5: Perceived Level of Utilization of available Recreational Facilities at FUTA and EU

Variables	**FUTA**		**EU**	
	Frequency	**Percentage (%)**	**Frequency**	**Percentage (%)**
High	127	63.5	43	75.4
Average	26	13.0	4	7.0
Low	47	23.5	10	17.5

Source: Field Survey, 2022

Frequency of Utilization of Available Recreational Facilities at FUTA and EU

Table 6 shows that utilization of recreational facilities in the two universities were mostly on weekly basis. This is followed by daily usage in EU (24.6%) and monthly in FUTA (21.5%)

Table 6: Frequency of Utilizing of Available Recreational facilities in FUTA and EU

Variable	FUTA Frequency	Percentage (%)	EU Frequency	Percentage (%)
Daily	13	6.5	14	24.6
Weekly	114	57.0	29	50.9
Fortnightly	21	10.5	4	7.0
Monthly	43	21.5	10	17.5
Others	9	4.5	0	0

Source: Field Survey, 2022.

Factors Affecting Utilization of Available Recreational Facilities at FUTA and EU

Table 7 reveals that being a member of a recreation club, participation in recreation, being a youth, residing on campus and being single were all significant factors in the utilization of available recreational facilities while sex, interest in recreation and entrance fees were not significant.

Table 7: Estimates of the Binary Logit Model for Utilization of Recreation Facilities

Variables	Coefficient	Standard error	P value
Sex	.182	.381	.633
Interested in recreation	2.221	1.358	.102
Recreation member	1.893	.693	.006**
Participate in Recreation	4.883	.542	.000**
Single	2.756	1.265	.029*
Place of residence	1.103	.493	.025*
Youth	3.730	1.328	.005**
Entrance Fee	.081	.756	.915
Constant	-6.619	1.648	.000

****Significant at 1% *Significant at 5%**

DISCUSSION AND CONCLUSION

The study was carried out at the Federal University of Technology Akure (FUTA) and Elizade University (EU). The results obtained from both tertiary institutions revealed the status of the available and utilized recreational facilities as well as the factors affecting the utilization of the available recreational facilities. The findings of the demographic characteristics showed that there were more male than female respondents in both institutions. This is consistent with Aderemi *et al.* (2013) who observed that the number of female students admitted for Science and Technology courses was consistently lower than that of their male counterparts, and Mthethwa (2017) who in his findings observed that there were more male than female respondents at the University of KwaZulu-Natal. Majority of the respondents in both institutions were within their youthful age which represents the spread of ages in tertiary institutions and is consistent with Mthethwa (2017) in his findings that majority of the respondents in tertiary institutions were youths. The overwhelming majority of the single respondents are expected given their age range and the fact that they are still pursuing their education. This is consistent with the findings of Amuna *et al*. (2016) who in his study discovered that majority of the respondents in a tertiary institution are unmarried. Majority of the respondents were Christians which was higher than CIA (2015) estimates for Nigeria of 50.0% for Islam, 40% for Christianity and 10.0% for indigenous beliefs. Majority of the respondents at FUTA reside off campus. This might be attributed to a higher population of students more than the accommodation strength of hostel on campus. Majority of the respondents in EU reside on campus this might be due to the fact that it is a private institution. School of sciences (SOS) had the highest number of respondents at FUTA which might be attributed to the fact that SOS had the highest number of students. This is consistent with Ogunjimi & Oniya (2016) who in their study observed that SOS had the highest number of students, while in EU Engineering faculty had the highest number of respondents. This might be due to the fact that most students enroll for engineering courses. This is consistent with the findings of Mthethwa (2017) who in his study observed a greater number of respondents in engineering courses in most universities especially public universities.

Majority of the respondents in both institutions indicated that the Football pitch, Basketball court, Volleyball court, Table tennis Court, Board games, Gymnasium and Tennis court are available and functioning. The availability and functioning status may be because these are well known and popular games many of the students are already exposed to even before they got into the university. This is consistent with the findings of Zvapano (2017) who observed that majority of these facilities are available and functioning in Tertiary Institutions.

At EU, majority of the respondents indicated a higher level of utilization of available recreational facilities. This finding may not be unconnected with the fact that majority of the students reside on campus and are in close proximity as well as easy access to the available recreational facilities. This is consistent with the findings of Adetola *et al*. (2016) who observed that level of utilization is greatly influenced by a closer proximity to recreational facilities.

At EU, majority of the respondents utilized available recreational facilities on a daily basis. This might be attributed to the fact that majority of them stay on campus and are in close proximity to the available recreational facilities. This is consistent with the findings of Adetola *et al*. (2016) who observed that level of utilization is greatly influenced by a closer proximity to recreational facilities. In the case of FUTA, majority of the respondents utilized the recreational facilities on a weekly and monthly basis. This might be due to the fact that FUTA has a larger population of students and is therefore expected that their level of utilization will be higher.

The results from the binary logit model used in examining the factors that affect the utilization of available recreational facilities showed that being a member of the recreation club, participation in recreation and being a youth, had positive coefficient which is significant at 0.01. On-campus residence and being single had a positive coefficient that is significant at 0.05; these factors positively influence the likelihood of utilizing the available recreational facilities. This implies that being a member of the recreation club brings about an increase in the likelihood of the utilization of the available recreational facilities. This is consistent with Castle et al, (2015) who studied the factors which the usage of fitness and recreation centers by Students on College Campuses. Furthermore, an increase in recreation participation brings about an increase in the probability of using the available recreational facilities. Hence, the more the people who participate in recreation, the greater their likelihood of using the available recreational facilities. Being single also increases the probability of using the available recreational facilities. This could be as a result of the single having more time to spare since there is no marital responsibility to further occupy them. Moreover, the higher the number of people residing on campus, the higher the likelihood of the utilization of the available recreational facilities. This is likely because of the easy access to the recreational facilities as postulated by Mthethwa, (2017). Likewise, being a youth increases the likelihood of using the available recreational facilities. Therefore, the younger a person is the greater the likelihood of utilization of available recreational facilities as they tend to be more agile and adventurous.

CONCLUSION AND RECOMMENDATION

- It was established in this study that the Football pitch, Volleyball court, Basketball curt, Table tennis court, Gymnasium and Tennis court are available and functioning and that the Cinema, Game house and swimming pool are not available in both institutions.

- It was further established that EU had a higher level and daily frequency of utilization of available recreational facilities, while FUTA had a higher incidences of weekly and monthly frequency of utilization. The results of this study further shows that being a member of a recreation club, participating in recreation, being a youth, residing on campus and being single are factors influencing utilization of available recreational facilities.

- Measures should be put in place to ensure students register and participate more in recreation.

- Establishing recreational clubs amongst staff and students to increase awareness and increase active participation is recommended for both FUTA. More staff and students' accommodation should be made available at both FUTA and EU to increase the probability of participation in recreation, and utilization of available facilities.

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EVALUATION OF CONSUMER CONSUMPTION OF BEANS WHEN COMPARED TO RICE AMONG STUDENTS IN HIGHER EDUCATION AND ITS EFFECTS ON RESTAURANT TURNOVER.

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ABSTRACT

This research aimed at evaluating consumers' consumption of beans when compared to rice and its effects on restaurant turnover. It is becoming more difficult to please restaurant consumers, as their eating habits have become more sophisticated As a result, customer expectations of restaurant offer are rising, and they are becoming more demanding in terms of making better restaurant decisions based on the benefits they may derive from their selections. A total of 100 questionnaires were administered, retrieved and analyzed. This gave a response rate of 100%. The study adopted a descriptive survey design. A quantitative research approach was used to evaluate the consumption of beans compared to rice and its effects on restaurant turnover. Findings from this study show that 4% of the consumers visit the restaurant two times in a week, 40% of the consumers visit the restaurant three times in a week, 20% of the consumers visit it just once in a week and 36% of them visit the restaurant five times weekly. Findings from this study showed that 80% of the consumers who visit the restaurant prefer to buy rice while 20% prefer to buy beans. The reasons for their choice were 40% based on the cost of rice compared to beans, 20% based on the appearance of rice compared to beans, 20% based on pre- existing fear of constipation, It thus recommend further investigation to know why the consumers would consume beans if the price was reduced.

Keywords: consumer, consumption, restaurant, turnover, comparism.

INTRODUCTION

In today's competitive restaurant industry, increased restaurant competitiveness means customers have more meal options than ever before, ranging from snacks to beverages to major courses. As a result, customer expectations of restaurant offer are rising, and they are becoming more demanding in terms of making better restaurant decisions based on the benefits they may derive from their selections. In light of the expanding trend of eating out, understanding the factors used by customers when selecting food goods is critical to comprehending food consumption patterns (Cho *et al.*, 2021). In reality, as digital technology advances, it is becoming more difficult to please restaurant consumers, as their eating habits have become more sophisticated, and they are aware of the importance of the customer. As a result, it is critical for restaurateurs to stay on top of consumer behavior in the restaurant sector so that they can effectively cater to consumers' requirements and interests (Danso-Abbeam, 2014).

The decision-making process for a restaurant consumer begins when he or she recognizes a need that can be met by consuming the restaurant's products or services. Restaurant consumption may be prompted by a variety of circumstances, including the need for quick meals, the celebration of special occasions, the entertaining of business clients, and so on. Customers will look for relevant information about meals, evaluate meal options, and decide which product to buy in the end (Stankevich, 2017). According to the notion of information integration, an individual's overall attitude toward a product/service is mutually impacted by the product/perceived service's real performance and perceived relevance. It is critical for service firms in the hospitality industry to understand how crucial each product/key service's element is in clients' decision-making. Customers, the direct recipients of a product or service, determine the importance of a product's decisive factors. While service firms can operationally control a product's performance, customers, the direct receivers of a product or service, determine the importance of a product's decisive factors.

According to previous research on restaurant management, price, variety, garnishing, promotion, and the restaurant's reputation are the elements that influence consumers' food product choices. In this sense, the most crucial elements in food selection are only relevant if they are regarded as critically vital by customers. Restaurants frequently spend a lot of money on marketing to attract consumers, and they use a variety of marketing strategies, from menu development to sales promotion. Any change in marketing operations aimed at expanding the client base and increasing sales, on the other hand, necessitates concrete and sound facts to determine whether such efforts are worthwhile. Customers typically assess a restaurant in terms of a set of desired traits, assigning an importance value to each component when making an eating-out selection. Restauranteurs must consider whether a decisive component is viewed as vital in general or important dependent on the context and situation, or if the factor is perceived as inconsequential regardless of the context and situation. The efficiency of a restaurant marketing plan may be enhanced by determining how important aspects are perceived by customers when making dining-out decisions. We hypothesized that the factors influencing consumers' food product choice varied depending on the occasion of eating out as well as the type of restaurant, which is particularly relevant to this study. For example, a restaurant's reputation for a specific food product may appeal to customers who are planning special occasions, such as a birthday or a wedding anniversary, rather than those who are merely hungry and want to eat out. Understanding how important aspects influencing consumers' food product choices differ is essential for the growth of customer decision-making knowledge and effective restaurant marketing techniques (Lepkowska- White, 2017)

First, while many studies in the hospitality literature have looked into the few aspects that influence restaurant customers' decisions to order a certain food item, they haven't focused on key factors like occasion, reputation, and timing. Furthermore, past studies have indicated that there is a gap in the hospitality literature about the understanding of factors in consumers' food preference decision-making, necessitating greater research into the subject. The current study tried to fill a gap in the literature by combining occasions and restaurant reputation in order to better explain the underlying cause for restaurant customers' cuisine preferences and thereby complement previous research findings.

Rice

Rice has become a strategic commodity in the Nigerian economy and government has actively interfered in the Nigerian rice economy over the last thirty years. However, policy has not been consistent. It has included oscillating import tariffs and import restrictions. The erratic policy reflects the dilemma of securing cheap rice for consumers and a fair price for producers. Notwithstanding the policy measures, domestic production has not been able to meet the increasing population‘s demand (Ladebo, 1999) leading to considerable import of parboiled rice to bridge the gap between domestic demand and supply in the urban areas with generally high incomes. Only a small portion of the locally grown rice crop is made available in the key urban markets because small scale farmers produce subsistence levels of rice with remaining surplus portions being sold at the village market. Locally milled rice is of poor quality and quantity falls short of urban demand. Rice imports account for approximately one-third of Nigeria‘s rice supply.

The supply of rice in Nigeria is affected by challenges facing local farmers which include unpredictable weather, low returns, lack of infrastructure and of modern mills and shortage of storage facilities. Despite the increase in the production of rice in recent years, importation of rice is still required to meet national demand. This implies that there is an increasing demand for rice due to population increase and shift in consumption from other traditional food crops to rice (Kassali, Kareem, Oluwasola and Ohaegbulam, 2010). The knowledge of the nature of rice demand pattern and its determinants would of paramount importance to repositioning its place in the Nigerian food crops economy and find ways of improving on consumers and producers‘ welfare.

Beans

Beans (Vignia unguiculata) are an annual herbaceous legume belonging to the genus Vigna. It is one of Nigeria's most widely consumed foods. After rice and cassava products such as gari and fufu, it is the third most popular food. Because of its tolerance for sandy soil and low rainfall, it is a major crop in Nigeria's northern area. It thrives in semi-arid regions of Africa, as well as other tropical and sub-tropical countries. Because the plant's root nodules can fix atmospheric nitrogen, the crop requires relatively little input, making it a useful crop for resource-strapped farmers and well-suited to intercropping with other crops. Farm animals, particularly cattle and other ruminants, eat the entire plant as feed. Beans are commonly served for breakfast in many households. Beans are a diverse dish that is enjoyed by individuals of all socioeconomic strata, including the wealthy, the middle class, and the destitute (Mitchell et al., 2009). It can be used to make a variety of regional dishes, including Moin- moin (bean pudding) and Akara (fried bean paste). Beans can also be eaten whole after being softened by boiling for around 40 minutes. Protein deficit malnutrition can be avoided with optimal eating.

Aim and Objectives

The aim of this research is to evaluate the consumption of rice as compared to beans and highlight its effects as regards restaurants turnover.

- Investigate the effect of consumption of rice on restaurants turnover.
- Investigate the effect of consumption of beans on restaurants turnover.
- Investigate factors leading to consumers preference for rice compared to beans in restaurants.

LITERATURE REVIEW

Historical Background of Critical Product Selection Factors

The importance of an attribute for a product or service is referred to as attribute importance. Customers often attach weight to each attribute in a product/service evaluation that they believe is essential in the purchasing decision. Customers frequently use this relative relevance of the traits as a deciding factor when comparing product/service options, resulting in purchasing behavior (Delisle *et* *al.,* 1991**)**. This study identified eight product selection variables based on current empirical studies that are likely to influence customers' decision to choose one food product over another: Peer pressure, the occasion, the presentation, word-of-mouth, online customer reviews, brand reputation, brand popularity, personal (previous) experience, menu variety, menu price and sales promotion are all factors to consider.

Recommendations from People (Word-of-Mouth)

In the marketing literature, word-of-mouth refers to non-commercial communication between a communicator and a message recipient regarding a product, a service, or a brand. Word-of-mouth marketing has long been acknowledged as a powerful tool for gaining new customers and influencing customer behavior (Sernovitz, Kawaski and Godin, 2006). It is a kind of communication that allows people to share information about a product or service in order to persuade or discourage potential customers from purchasing it. Personal sources of information, such as referrals from family and friends, are regarded as more trustworthy than commercial advertising media, and are thus more likely to influence a customer's favorable or negative opinion toward a company. Because consumers lack objective means of evaluating services in the service industries, such as restaurants and hotels, they often rely on subjective reviews from family, friends, or acquaintances. Because consumers may not be familiar with a restaurant prior to consumption (e.g., food quality, service, environment, price), they may seek recommendations from a knowledgeable source.

Customer Feedback on the Internet

The ever-increasing use of Internet applications in the hospitality industry has resulted in an influx of user-generated online evaluations on various interactive forums. The value of internet reviews has long been recognized in the literature on hospitality marketing. Online consumer reviews on review websites have a significant impact on the decision-making process of customers. Simply said, online customer review websites connect customers with a large number of other customers over the Internet. Consumer reviews on the internet serve two purposes. First and foremost, it provides information on a product or service. Second, it functions as a suggestion. As communication technology advances, the role and importance of online reviews has grown even more, as people can quickly share their thoughts and feedback about a product or service with other consumers. Online reviews are especially important for service-oriented products like hospitality. Due to the lack of tangibles, users frequently rely on the service's tangible hints to help them make a decision. Online reviews are typically generated by a large number of individuals who debate and provide information about certain products/services to others. Other consumers' online reviews of product and service performance appear to provide insight into whether or not the target brand may be trusted. Prior to actual consumption, it has also been demonstrated to lessen customers' perceived risk and uncertainty. Consumers are undeniably relying more and more on online search and review engines when making purchasing selections. Potential clients are likely to be encouraged or discouraged from utilizing a brand based on these internet reviews. While some studies have shown that online reviews can reduce consumers' cognitive loads and hence enhance sales, others have found that online evaluations are seen as being less trustworthy than conventional word-of-mouth due to the lack of source indications on the Internet. Restauranteurs might benefit from examining the relative importance of internet reviews in restaurant customers' decision-making in order to better comprehend the impact of online reviews on their business.

Product Brand Reputation

A brand's reputation represents a combination of trustworthiness, adoration, compassion, respect, and confidence. It is a sign of a company's product or service offers to customers' underlying quality. Customers are more likely to prefer a brand product over another if it has a well-known reputation. A reputable brand creates customer trust by conveying a psychological certainty of the brand's quality. Consumers are more likely to trust a brand if it has a positive reputation as a consequence of consistently good performance (Chaudhuri, 2002), for example, a consumer may choose to buy chicken from yummy fried chicken because of its reputation. Another line of reasoning that supports the importance of brand reputation is its impact on customers' confidence in evaluating a brand's quality. To put it another way, buying a respected brand can help shoppers feel less uneasy. Furthermore, client loyalty is preceded by brand repute. The impact of brand reputation on customer loyalty is consistent with signal theory, which states that customers link themselves with high- reputation brands as a form of self-enhancement. Recognizing that consumers are more inclined to rely on reputation to determine restaurant quality, restaurant operators dedicate time and resources to building a brand. Based on this conversation, we propose that a restaurant's brand reputation can add value to its brand equity, influencing customers' decision-making.

Popularity of the Brand

In general, brand popularity refers to how widely a product is consumed by customers. This decisional tool has an information processing advantage in that it allows a consumer to reduce cognitive effort in making a purchase decision by selecting what the majority of customers do. In marketing, brand recognition has been used as an advertising trigger to encourage favorable consumer behavior. Societal norm theory, which aims to understand social impacts on an individual's behavioral change, can explain the influence of popularity cues on conduct. The conduct of the majority of individuals in a scenario stimulates an individual's behavioral change through persuading a consumer to choose a brand that the majority of people choose. This backs up the idea that the best way to figure out what's right is to get other people's approval, and it explains why people consciously look to other people when making purchases. Consumers who are exposed to an advertisement utilizing a popularity cue are more likely to have greater perceived quality, lower perceived risk, and higher desire to purchase the brand than those who are exposed to an advertisement without a popularity signal, according to marketing study. This study examines the amount to which brand popularity influences customers' restaurant choice, based on theoretical and empirical underpinnings.

Personal or previous product experience

Customers' previous experiences have been cited as a major role in their post-purchase reviews. It's a crucial factor in determining how consumer behavior is established. Because previous experience influences customers' subsequent response to the purchase, brand choice does not affect repeat customers in the same way that it does first-time customers. Common sense implies that repeat clients are more likely to patronize a business because they have already consumed the product and are familiar with what to expect on subsequent visits. Furthermore, the reasons for consuming items or services differ between these two sectors. Customers who visit the restaurant for the first time may do so in search of a fresh experience; repeat customers, on the other hand, return to enjoy meals in a familiar setting. Based on this, we believe that a customer's personal (previous) experience with the restaurant can be one of the most important situational elements influencing their food product decision.

A Wide Range of Menu Items

The tendency for restaurant patrons to seek variation in their eating experiences is referred to as variety seeking behavior. The desire for diversity stems from an individual's previous purchasing experiences, which influence his or her next buy decision. Consumers' variety seeking behavior is triggered to prevent boredom from repetitive purchases while also increasing stimulation to the ideal level, according to the theory of optimal stimulation level. From previous research, the amount of satiation or boredom changes based on product/service characteristics. If a product/service trait is linked to the primary feature being consumed, consumers are more likely to be satisfied with it. If cake is viewed of as a food in and of itself, for example, consumers are more likely to be satisfied by specific features (such as flavor, color, and shape) and want variation among the cakes. McAlister proposed the attribute satiation model to explain customer choice behavior. It forecasts consumer behavior at a specific point in time; however, if product items are depleted and replaced, the consumer's product preference ranking is likely to shift. Simply put, boredom with specific product/service characteristics (e.g., taste, color) might lead to a desire for variation. When customers eat out at a restaurant, they evaluate their experience intellectually. Consumption increases when there is a greater sense of diversity. Consumers' desire for variety can be addressed at restaurants by presenting a wide range of menu items. Consumers may choose a product that offers a number of menu alternatives when making a purchase (although all the menu options are not eventually purchased). In these ways, we believe that a diverse menu is likely to be a critical component for individuals looking for diversity in their dining experiences.

Price of the Menu

In the restaurant industry, price is a critical marketing element in anticipating consumer behavior. It has established itself as one of the most important elements in product selection. Consumers typically remember an objective or actual price that is important to them to a certain extent, also known as perceived price. Perceived price refers to what is given up in exchange for a product or service, including monetary and non-monetary costs (Heinemann, Behrens and Lanfer-Marquez, 2006**)**. The discrepancy between the reference price and the actual price in product/service selection can explain the impact of price on customer decision-making. When selecting whether or not to purchase a product/service, the reference price is compared to the real price. For routinely purchased product/service categories, such as restaurant meals, an internal reference price (i.e., derived from past purchase experience) is a more important variable than an external reference price (i.e., generated through advertisement) in influencing consumers' purchasing behavior. Perceived pricing is frequently operationalised in restaurant settings as the meal price for which a customer transacts during his or her dining experience. It has been proven that consumers use pricing to judge service quality since it serves as a partial indicator of quality. As a result, we assess how much menu price influences clients' restaurant selection.

Occasions for Eating Out

Customers seek dining experiences for a variety of reasons. Because eating occasions influence consumer behavior, it is plausible to suppose that dining-out occasions influence customers' food product choices. Customer choice in the product selection process is influenced by meal situations, according to previous study (Warde and Martens, 2000).

METHODOLOGY

The study for this study was 50 randomly selected restaurants at the activities center of

Lagos state university of science and technology and environs and 50 randomly selected consumers who visit these restaurants.

Descriptive statistical tools such as tables and percentages were adopted. This was to ensure that the data presentation and analysis could accurately tell the consumption rate of rice as compared to beans and its effect on turnover as captured by majority of the response from the questionnaire.

Statistical Package for Social Science (SPSS), 23.0 versions were used for relevant inferential statistical analysis aspect of the study whose aim was to test the stated research hypotheses for either acceptance or rejection at the end. The findings from literature review, and essentially those obtained during the field exercise were used to answer the research questions and test the stated research hypotheses, upon which conclusions and recommendations were based as final output of the study.

RESULT OBTAINED

Data Presentation and Interpretation

A total of 100 questionnaires were administered, retrieved and analyzed. This gave a response rate of 100%. The background characteristics of the respondents are presented in Table 1. The most common age group of the workers respondents was between the ages of 21 and 30 (63%). The mean age was 30.59 with a standard deviation of 5.67. Respondents were predominantly of Yoruba (50%) ethnicity.

Table 1: Socio-Demographic Status

Variables	Frequency (n=100)	Percentage (%)
Age		
21 – 30	63	63
31 – 40	34	34
41 – 50	3	3
Gender		
Female	66	66
Male	34	34
Ethnic Group		
Yoruba	50	50
Igbo	26	26
Hausa	20	20
Others	4	4
Experience		
1 Year	34	34
3 Year	20	20
>5 Year	46	46
Level of education		
SSCE	40	10
OND	35	15
HND	25	25
Category		
Restaurant	50	50

Consumer	50	50

Source: Field survey 2022

Table 2: Restaurants response to questions

Variables	Frequency (n=50)	Percentage (%)
How many times do you open in a week?		
2 times	5	10
3 times	5	10
Daily	30	60
Five times	10	20
What kind of food do you sell?		
Rice / Beans / Swallow / Noodles	20	20
Bread and egg, Toast Bread	5	10
Noodles	5	10
Swallow	5	10
All of the above	15	30
How long does it take to finish selling a bag of rice?		
1 day	20	40
2 days	20	40
3 days	10	10
1 week	10	10
How long does it take to finish selling a bag of beans?		
2 days	0	0
3 days	5	10
1 week	20	40
Above 1 week	25	50
How many plates of food do you sell averagely in a day?		
50	10	20
80	10	20
100	20	40
200	10	20
Out of your total plates of food sold daily, how many plates is rice?		
30	10	20
60	10	20
80	20	40
150	10	20
Does this have any effect on your turnover rate?		
Yes	45	90
No	5	10
Out of your total plates of food sold daily, how many plates is beans?		
10	10	20
30	10	20
40	20	40

50	10	20
Does this have any effect on your turnover rate?		
Yes	5	10
No	45	90
Do customers buy beans more on days where you have fried plantain?		
Yes	25	50
No	25	50
If customers buy more beans than rice, would it increase your turnover?		
Yes	5	10
No	45	90

Source: Field survey 2022

Table 3: Consumers response to questions

Variables	**Frequency (n=50)**	**Percentage (%) 100%**
How many times do you visit the restaurant in a week		
2 times	2	4
3 times	20	40
Once	10	20
5 times	18	36
Which of these foods would you buy when visiting a restaurant		
Rice	40	80
Beans	10	20
Reason for choice above		
Rice is cheaper than beans	20	40
Rice looks better than beans	10	20
Fear of constipation	10	20
Beans fills the stomach than rice	5	10
Beans causes heaviness and sleepiness	5	10
If the price of beans is reduced, would you buy it in a restaurant		
Yes	20	40
No	30	60
Reason for choice above		
Fear of constipation	20	40
Poor appearance	10	20
Peer Pressure	10	20
Fear of heaviness	10	20
If Beans is prepared and packaged with a nice appearance, would you buy it in a restaurant		
Yes	20	40
No	30	60
Reason for choice above		
Fear of constipation	20	40

Cost	10	20
Peer Pressure	10	20
Fear of heaviness	10	20
Would you buy beans in a restaurant if your friends were also buying it		
Yes	45	90
No	5	10
Reason for choice above		
Peer influence	30	60
Taste	10	20
No idea	10	20
Do you eat beans at home		
Yes	30	60
No	20	40
Reason for choice above		
It is properly cooked	20	40
Trust	10	20
Location	20	40

Source: Field survey 2022

RESULTS OBTAINED

The result of this study showed that majority (63%) of the respondents were between 21- 30years old. This justified the fact that the respondents were within active productive age range. Also, majority were Females (66%), while (34%) were Males. The reason for higher proportions among the female respondents might be because there are more female workers in the restaurant industry. It also showed that majority (46%) of the respondents had been practicing for more than 5 years, followed by (20%) who had been practicing for 3 years and 34% of its studied respondents were practicing for the past 1 year.

Findings from this study show that 4% of the consumers visit the restaurant two times in a week, 40% of the consumers visit the restaurant three times in a week, 20% of the consumers visit it just once in a week and 36% of them visit the restaurant five times weekly. It further showed that 80% of the consumers who visit the restaurant prefer to buy rice while 20% prefer to buy beans. The reasons for their choice were 40% based on the cost of rice compared to beans, 20% based on the appearance of rice compared to beans, 20% based on pre-existing fear of constipation, 10% based on the perception that beans fill the stomach more than rice and 10% based on the perception that beans cause heaviness and sleepiness. Further investigation showed that 40% of the consumers would consume beans if the price was reduced while 60% said they wouldn‘t consume it even though the price were reduced. Their reasons were that there are other factors aside the cost which deter them from buying it. 40% of them said they had the fear of constipation, 20% of them had issues with the appearance despite the cost, 20% of them wouldn‘t just buy it due to peer pressure and a last 20% feel it causes heaviness hence won‘t buy it despite the cost.

The study further investigated to find out if consumers would buy beans if it was well prepared and had a nice appearance since some respondents had issues with the appearance however, the findings showed that only 40% of them would buy it if the appearance improved while 60% would still not buy it with similar reasons like fear of constipation which accounted for 40% of the response, cost which accounted for 20% of the response, peer pressure which accounted for 20% of the response and fear of heaviness which accounted for 20% of the response. Further review of response showed that peer pressure was a major deciding factor on consumption of beans as a whopping 90% of the respondents said they would buy beans if they were in group of friends who were also buying it. 60% of them said peer influence was the reason for this action, 20% of them believed beans tasted sweeter when eating in group while 20% of them had no idea for their action but would buy it irrespectively when in group of friends consuming it. A last review showed that 60% of the respondents consume beans at home. 40% of them said they consume it at home because they believe it is properly cooked. 20% of them consume it at home because home is a place they can trust, 40% of them consume it at home because of the location as they are void of any embarrassment in case of eventualities.

It also showed that 10% of the restaurants opened 2 times in a week, 10% of them opened 3 times a week, 60% of them opened every day of the week and 20% of them opened five times weekly. It further showed that 20% of the restaurant owners sell rice, beans, swallow and noodles, 10% of them sell bread and egg and toast bread only, 10% of them sell swallow only and 30% of them sell all of the categories of food together. Further investigation showed that it took 40% of the restaurant owners 1 day to completely sell one bag of rice, another 40% stated that it took them 2 days to completely sell off 1 bag of rice, it took 10% of them 3 days to completely sell off 1 bag of rice, and another 10% of them said it took them a week to sell off a bag of rice. Comparing this with beans we foSund that none of the respondents could completely sell off a bag of beans in 2 days, it took 10% of the restaurant owners 3 days to completely sell one bag of beans, another 40% stated that it took them 1 week to completely sell off 1 bag of beans and above 50% of them stated that it took them above 1 week to completely sell off 1 bag of beans.

It was found that 20% of the respondents sold an average of 50 plates of food daily, 20% of the respondents sold an average of 80 plates of food daily, 40% of the respondents sold an average of 100 plates of food daily and 20% of the respondents sold an average of 200 plates of food daily. Individual analysis of the various foods showed that 20% of the restaurant owners sold an average of 30 plates of rice and 10 plates of beans daily, 20% of the restaurant owners sold an average of 60 plates of rice and 30 plates of beans daily, 40% of the restaurant owners sold an average of 80 plates of rice and 40 plates of beans daily, 20% of the restaurant owners sold an average of 150 plates of rice and 50 plates of beans daily. Response from the respondents showed the researcher 90% of the restaurant owners believe that the sales of rice have a large effect on their turnover while the sales of beans does not have significant effect on their turnover. 50% of the respondents however stated that the sales of beans are increased on days where they have fried plantains available for sale however, they don‘t believe that increased sale of beans have any effect on the turnover when considering others factors like cost of purchase and processing.

CONCLUSION

Majority of the consumers have a preference for rice over beans. 80% of the consumers who visit the restaurant prefer to buy rice while 20% prefer to buy beans. The reasons for their choice were 40% based on the cost of rice compared to beans, 20% based on the appearance of rice compared to beans, 20% based on pre-existing fear of constipation, 10% based on the perception that beans fill the stomach more than rice and 10% based on the perception that beans cause heaviness and sleepiness. Further investigation showed that 40% of the consumers would consume beans if the price was reduced.

On the other hand, the restaurant owners believe that beans sale makes them little profit compared to the cost of purchase and stress involved in preparation.

Conclusively, there is no major effect of the consumption of rice more than beans on the turnover rate of restaurants as beans was seen to be more expensive.

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MUTUAL CONTEXTUAL BELIEFS (MCBs) ABOUT THE ENGLISH LANGUAGE USE OF WOMEN IN BILLBOARD ADVERTISEMENTS IN NIGERIA

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ABSTRACT

The objectives of this study is to find out how advertisers connect the expected English language use of women to their advertised products, The language use of women differs from that of men according to certain socio-cultural factors. The mutual contextual beliefs (MCBs) are cogent among these factors; advertisers may be exploiting the MCBs about the English language use of women to promote certain products not peculiar to women in billboard advertisements in Nigeria to examine how the English language use of women captures certain MCBs about women and to find out how the English language use attributed to women promotes the images of the advertised products. The purposively sampling technique was used to collect advertisements that feature women. A total of 4 billboard advertisements on fashion, food, beverage and drinks are selected. The paper discovered that: (i) advertisers connect the expected English language use of women to their advertised products directly and indirectly; (ii) the English language use of women captures certain MCBs about women through verbal and non- verbal communication and (iii) the English language use attributed to women promotes the images of the advertised products through certain beliefs and norms about women in Nigeria. The paper therefore concluded that the MCBs about the English language use of women are confirmed in billboard advertisements in Nigeria.

Keywords: language, women, socio-cultural, mcbs, and advertisements.

INTRODUCTION

According to Wardhaugh (2006, p. 1), language is ―what the members of a particular society speak‖. This is substantiated in the fact that language is a social phenomenon through which thoughts, instructions and general interactions are exchanged for the survival of the people within a specific environment (Wardhaugh, 2006). The importance of language to the existence of man cannot be undermined. Human beings are essentially curious about language because it is an important attribute of their existence. It is a major means of identification among them (Denham and Lobeck, 2013). Language therefore is an attribute of the humans, since it enables them to communicate, maintain social interactions, preserve their cultural values, as well as perform economic activities that are fundamental to their existence.

In addition, Holmes (2013, p. 2) asserts that ―we also indicate aspects of our social identity through the way we talk. Our speech provides clues to others about who we are, where we come from, and perhaps what kind of social experiences we have had‖. The above claim justifies the notions that language is dynamic and conventional, hence, it differs from one society to the other. In essence, the language spoken by a group of people constitutes the socio-cultural values they share and their perceptions about things around them. It is on these backdrops that the claims of women‘s English language use being different from that of men are predicated. Many researchers like Lakoff, 1972; Coates, 1993; 2013; Lock, 2011; Penelope and Sally, 2003, among others assent to these claims. For example, Penelope and Sally (2003,

p. 283) state that:

Employment opportunity structures gendered language development in a variety of subtle ways. Jobs often require particular kinds of language skills- whether it‘s simply because of the community in which they are located or because of the actual kind of work…. The gendered availability of employment works on linguistic norms in more ways than one.

In essence, women are expected to use language that conforms to their social status. For example, women are expected to avoid the use of ―vulgar and swear‖ languages and use more of expressive adjectives (Coates, 2013). The mutual contextual beliefs that abound in different communities also determine how women speak.

Statement of the Problem

The mutual contextual beliefs about women being the weaker sex and those who should bear children, take care of the homes and their husbands have advertently have influences on the way they speak (Penelope and Sally, 2003). Supporting these views, Saville-Troike, (2003, p. 28) asserts that:

There is no doubt, however, that there is a correlation between the form and content of a language and the beliefs, values and needs present in the culture of its speakers. The vocabulary of a language provides us with a catalogue of things considered important to the society, an index to the way speakers categorise experience…..

Language therefore could be said to be in culture and culture likewise is in language. The perceptions of a given people about what they see around them dictate their reactions and consequently inform what they say and how they say it at a given time and space. The MCBs about women are believed to be exploited by advertisers who tend to use the assigned looks, figures, roles, language and so on of women frequently in advertisements to promote sales of goods and services that are not even peculiar to women.

These portrayals in advertisements are considered to be possibly thriving because of the contextual perceptions about the English language use attributed to women, especially in Nigeria. The non-relatedness of women to the advertised products and the English language use attributed to women in advertisements are some of the areas that scholars have not fully investigated and these create some gaps in the scholarship of the English language use of women in advertisements. This paper shall therefore investigate how the language use of women in advertisements in English can confirm or contradict some mutual contextual beliefs about women, particularly in Nigeria. The paper shall equally establish that the English language use of women contribute to how women are portrayed in advertisements in Nigeria.

Objectives of the Paper

This paper aims at analysing how the English language use of women in billboard advertisements in Nigeria reflects certain mutual contextual beliefs (MCBs). Specifically, the paper is aimed at understanding whether or not the MCBs about the English language use of women are confirmed or refuted in these advertisements. Therefore the objectives of this paper are:

(i) to find out how advertisers connect the expected English language use of women to their advertised products;
(ii) to examine how the English language use of women captures certain MCBs about women;
(iii) to find out how the English language use attributed to women promotes the images of the

advertised products.

LITERATURE REVIEW

This section is dedicated to the examination of relevant terms to this paper. The study is a pragmatic study because the tool for analysis is within the purview of pragmatics. It is therefore necessary to take a cursory look into pragmatics as a theory, under which mutual contextual beliefs are derived. Also, language of women and advertisements as well as women in advertisements would be discussed in this section.

Pragmatics

Pragmatics is a branch of linguistic study that underscores the dynamic characteristics of language. The mutual contextual belief as one of its conceptual tools is the analytical tool in this paper. Fromkin and Rodman (1978, p. 189) call pragmatics ―linguistic performance‖. Other scholars like Austin (1962); Grice (1975); Searle (1969), cited in Adegbija, (2002, p. 150) equally emphasise the importance of the occasion of a speech and its context in order to effectively interpret and understand the utterance. Pragmatics therefore could be described as a branch of linguistics study that examines how language is used to perform certain actions that are implied rather than said. According to Leech and Short (1987, p. 290), ―the pragmatic analysis of language can be broadly understood to be the investigation into that aspect of meaning which is derived not from the formal properties of words and constructions, but from the way in which utterances are used and how they relate to the context in which they are uttered‖.

Pragmatics in essence is the study of meanings beyond the speech level. ―Pragmatics is concerned with cultural information that speakers/writers presuppose that hearers/readers share with them, information that appears in the speech situation rather than in text‖ (Graber, 2001, p.3).The foregoing therefore implies that pragmatics studies language beyond speech or text in order to interpret and understand the actual import of a statement. These are achieved through certain background knowledge that interlocutors share within the immediate context of discourse as well as the cultural perceptions of the people in a given community regarding the language event. The above is implied by Mey (2001, p. 6) when he submitted that ―pragmatics studies the use of language in human communication, as determined by the conditions of a society‖. Pragmatics is therefore believed not to be about spoken language alone; contexts, participants, mutual contextual beliefs, inferences, non- verbal means of communication, among others are within its purview. For this paper however, the mutual contextual belief is the selected analytical tool and the next subsection shall examine the concept.

Mutual Contextual Beliefs (MCBs)

Bach and Harnish (1979) refer to shared knowledge between interlocutors as mutual contextual beliefs (MCBs). According to them, MCBs help us understand and interpret an utterance, and give us a clue to the inference the hearer makes. Types of MCBs are social, cultural, religious knowledge, knowledge of specific speech situation or of relations between two parties, and so on. The information that is accessible through MCBs is more of beliefs than knowledge. Members of the speech community hardly know how such beliefs came into existence, and neither questioned their authenticities. Substantiating this view, Bach and Harnish (1979, p. 4-5) called such ―information ‗beliefs' rather than

‗knowledge‘, because they need not be true in order to figure in the speaker‘s intention and the hearer‘s inference‖.

Furthermore, they introduce three presumptions, which facilitate communication between the speaker and the hearer. These are basically mutual beliefs which ―are shared not just between speakers and hearers but among members of the linguistic community at large‖. The presumptions are linguistic presumption, communicative presumption and presumption of literariness. Linguistic presumption presupposes that interlocutors are familiar with the language in use and have competence in its usage. This presumption holds the view that both speaker and hearer, using a particular language possess the conventional ideas of the language. It is the competence that language users possess at the various levels of linguistic such as morphology, syntax, semantics as well as grammar that contribute to effective communication. Communicative presumption is the belief that when a speaker is saying something to a hearer, ―he is doing so with some recognisable illocutionary intent‖ (Bach and Harnish, 1979). The communicative presumption is the actual purpose for which a discourse is taking place. It is the actual intention of the speaker to give a warning, advice, educate, inform, etc. a hearer, who in turn is expected to presume the intention of the speaker, through the existing communicative factors at the time of discourse.

The last presumption is the presumption of literariness which states that a hearer should be able to differentiate between literal statement and metaphorical statement, and should be able to identify and understand the metaphor that is in the speech. This is a presumption that hinges greatly on shared knowledge that both speaker and hearer have. If the hearer‗s capacity in the contextual beliefs is lower than speaker‗s capacity, presumption of literariness could be ineffective leading to ineffective communication (Bach and Harnish, 1979). The next subsection takes a cursory review about women‗s English language use.

The English Language Use of Women

Women are believed to use English language in peculiar ways within a speech community and these peculiarities are considered to be products of certain mutual contextual beliefs about them (Zdenek, James and Nobuko 2012). Although language is regarded as a product of sounds that are coordinated to make meanings for the purpose of communication, the mutual contextual beliefs and some other socio-cultural factors play significant roles in order to decode messages correctly. Language for effective communication therefore goes beyond the linguistic factors to include certain non-/extra linguistic factors as mentioned earlier. Wardhaugh (2006, p. 10) substantiates the above claims thus:

> There are several possible relationships between language and society. One is that social structure may either influence or determine linguistic structure and/or behavior.

Certain evidence may be adduced to support this view: the *age*-grading phenomenon whereby young children speak differently from older children and, in turn, children speak differently from mature adults; studies which show that the varieties of language that speakers use reflect such matters as their regional, social, or ethnic origin and possibly even their gender; and other studies which show that particular ways of speaking, choices of words and even rules forconversing are in fact highly determined by certain social requirements.

The MCB as earlier on stated plats vital roles on the English language use of women in Nigeria.

Mutual Contextual Beliefs about the English Language Use of Women

According to Penelope and Sally, (2003, p. 60), ―a language is a highly structured system of signs, or combinations of form and meaning. Gender is embedded in these signs and their use in communicative practices in a variety of ways‖. The above emphasises the views expressed earlier that men use language differently from women because women and men play different roles in a given linguistic community. The patriarchal structures of most African communities, coupled with religious beliefs and practices support the servant-like language use of women, (Kindersley, 2019). Women are expected to speak with more consciousness than men in order to speak perfectly in ―ladylike‖ manners, which depict their status as home builders and submissive wives (Coates 1993, pp. 16-33). MCBs therefore play significant roles on the English language use of women from one social context to the other.

Furthermore, in some parts of South Africa for example, women are forbidden from calling the Christian names of their husband and his brothers: she is equally forbidden to call any object that sounds similar to her husband‘s name (Zdenek, Jones and Nobuko, 2012). Similarly, in some western parts of Africa, wives refer to every relative of their husbands as ―my husband‖. They are expected to give their husband‘s relatives the same respect they give their husbands, and also forbidden from calling even the ones younger than them by their names. Hence she adopts pet names that sound sweet, funny or even satirical. It is therefore possible to hear names like ‗sweetheart, orobo, lepa, idi-ileke, maiido, aunty‖ etc., instead of the real names of the husband‘s young relatives (Beitler and Martinez, 2010; Nnaemeka and Korieh, 1962).

The girl child is trained from infant to accept the ―submissive‖ position and as such, maintains silence when important decisions are being taken even concerning her (Lock, 2011). The language of women is therefore considered trivial or weak, and characterised with non-assertiveness. They tend to adopt the ―rapport style‖ aimed at maintaining relationships. Women are expected in most cases to listen and follow instructions rather than to take leads in conversations. These kinds of social demands are expected attributes of virtuous women and are learnt from childhood (Penelope and Sally, 2003; Lakoff, 1972). Advertisements and the involvements of women in Nigeria are reviewed in the next subsection.

Definitions and Origin of Advertisements in Nigeria

Advertisement is ―any paid form of non-personal communication about an organisation‘s product, service, or idea by an identified sponsor‖ (Belch and Belch, 1998, p. 14). The definition above opines that advertisement is an independent activity that does not involve the producers of the advertised goods, or services. Also, Aren (1999. p.77) defines advertisement as ―structured and composed non-personal communication, usually paid for and usually persuasive in nature about products (goods, services, and ideas) by identified sponsor through various media‖. The above definitions sustain the notion that the sole aim of advertisement is to persuade and that a sponsor is vital in an advertisement. The sole interest of the advertisers is the payment they will receive for their services. The objectives of advertisement therefore include the creation of images and symbols of advertised goods and services that will attract and convince the consumers of such products (Belch and Belch 1998).

The cultural perceptions that women possess inherent qualities that capture attention quickly have been put to use to create suitable images for various goods and services. These ‗feminine attractions‖ are recreated and made conspicuous to achieve the sole aim of advertisers, which is to convince consumers to patronise the advertised goods and services. The above opinion is upheld by Dennis *et al*, (2003,p. 372) who say that ―It should be realised by now that advertisements cover more than persuading of consumers to buy something. It is also a means of trying to influence their behavior and beliefs‖.

Also, advertisement is said to be as old as man Bel-Molokwu (2000). This implies that the process of persuasion has been with man since creation. An event between Eve and the

Serpent in the biblical Garden of Eden could be accounted for as the beginning of advertisements among man (KJV Gen, 3: 4-6). Advertisement has its origin in a Latin word; ‒adveterel‖ meaning to draw attention to. However, it may have started in Nigeria when the town criers awakened rural dwellers with the traditional gong sound to make public announcements. Ogbodoh (1990, pp. 10-11)) says ―advertising in Nigeria is said to have begun naturally with one of the earliest forms of mass communication, town- crying‖. The town-crying mode of information dissemination was in fact an African tradition that was employed to inform the people on issues relating to security, socio-cultural, as well as economic development. Advertisements in Nigeria also involved the traditional hawking and public display of goods and products tagged ‗ipolowo‖ by the Yoruba people (Osundare 1991).

Modern advertisements however started with the establishment of the first printing press in Calabar by the Presbyterian Church in 1846 (Bel-Molokwu 2000). It was further strengthened in December 1849 with the establishment of Nigeria‘s first newspaper by Rev. Henry Townsend of the Christian Missionary Society (CMS); the newspaper was titled: ―Iwe Irohin Fun Awon Ara Egba ati Yoruba‖. Bel-Molokwu (2000, p. 11) explains that ―the first formal media advertisement ever carried in Nigeria was in Iwe Irohin and was in the form of information on shipping movement and cargo‖.

Furthermore, Osundare (1991) asserts that the later part of the 19th century into the 20th century witnessed the emergence of more newspapers and upsurge in business activities in Nigeria. This led to the emergence of other papers like the Anglo African, Lagos Times, Gold Coast Newspapers among others. The advertising sector at this period started flourishing and many advertising agencies started coming up. Adding flair to the situation was the establishment of radio and television in Nigeria in 1932 and 1959 respectively (APCON, 2000). The oil boom of the early 1970s also contributed to the upsurge of business activities in Nigeria causing a remarkable growth in advertisements (Osunbiyi 1999). This growth in business activities and consequential growth in advertisements have continued pushing advertisers into creating good images for advertised goods and services that will boost sales and consumption which is the sole aim of advertisements. It is however observed that the use of women in advertisements has relatively increased, and this research aims to find out why, by examining the MCBs about the English language of women in Nigeria. The next section shall therefore take a diachronic look into the involvements of women in advertisements.

Women in Advertisements

Women were and are still in many cases considered weak, dependents, silent, mothers, home makers and essentially subjected to men‘s dominance (Grau *et al* 2007). Igoe (2006, p. 1) also says:

Throughout history, advertisements aimed at women have often questioned women‘s intelligence and integrity, making them appeared more as objects than actual human beings. As advertisers strive to convince women of the necessity of a product, women seem to be presented with images of their inadequacy.

The summation by Igoe (2006) is a pointer to a vital issue on the assigned roles of women in advertisements, which is objectivisation, and a consequential effect on the English language use of women. Women are portrayed as sex objects whose physical appearances are expected to appeal to consumers in ways that the advertised products should appeal to the users. Products that are not even relevant to women are advertised carrying sensual images of a woman (Tanaka, 1994). Even though present day women in some advertisements are created to deviate significantly from the stereotypical representations, the effects of the previous representations still affect how the society relates with women and how women perceive themselves (Igoe, 2006).

DATA ANALYSES

The selected data for analyses in this paper are billboard advertisements on fashion, food, beverage and drinks that feature women. The data are identified numerically to ensure orderliness and ease of identification.

Datum One

Description: advertisement of a skin product (NIVEA). On the advert is a picture of a beautiful young lady in a sleeveless blue dress that reveals a good portion of her back. She poses looking sideways with a seductive and confident smile. There are pictures of the skin care product in different containers (a bottle and a cup). The bold caption reads ―FOR VISIBLY FAIRER SKIN‖. Below the bold caption beside the product containers is a minor caption ―CARING FORMULAR WITH BERRY EXTRACT‖.

MCB: the MCB that women possess attraction and beauty is raised. It is mutually believed that blue represents love while white stands for purity. These qualities are attached to the advertised product.

Datum Two

Description: Advert of Planta Margerine featuring a beautiful woman, smiling and eating bread covered with planta. She looks happy, healthy and strong. The major caption is ―Enjoy the fresh creamy taste- Planta‖. Just beside the caption is a packet of planta and a loaf of bread with planta spread over it. A table knife is placed strategically on the bread. The colours on the advert are yellow, blue, white and red.

MCB: The mutual contextual belief that women make good decision on food is shared. Also shared is the belief that good food facilitates good health and happiness. The MCB about bread and margarine is equally presented on the advert. The MCBs about yellow meaning brightness and vitality, blue meaning love and happiness and red meaning passion are shared as well.

Datum Three

Description: Advert of bournvita beverage with a young lady in white overall. She holds a microphone in one hand while the other hand is spread out corresponding with her feet widely spread apart. She looks energetic in a black boot looking as if she is singing or giving a talk. a tin of bournvita is beside the lady and the bold caption says ― MILLIE DRINKS BOURNVITA FOR ENERGY‖.

MCBs: the MCB that women are weak is shared. The white overall worn by the lady shares the MCB that white symbolises purity, while the red background represents passion and vibrancy associated with women and transferred to bournvita.

Datum four

Description: advertisement of mirinda soft drink with the bold caption ―NEW MIRINDA APPLE JOLLY OVERLOAD‖. A woman on the advert looking pleasantly surprise holds out bottles of mirinda in different colours (green and red). Colours on the advert are green and red with a touch of white.

MCB: the MCB about apple fruit is shared. Also shared is the belief that women love easy and comfortable life. The colours on the advert represent brightness, happiness and harmlessness that are believed to be attributes of women and indirectly attributed to the advertised drink.

DISCUSSION OF ANALYSES

The use of adjectives and adverbs in the captions on datum one confirms the belief that women make use of expressive adjectives. The beautiful picture of the lady on the advert infers that the advertised products have beautifying effects on the users which boosts the confidence of the users and make them happy. This is a direct way of encouraging more people especially women to patronise the product. The MCBs attached to women as symbols of beauty and attraction are indirectly connected to the advertised product. The mutual contextual belief that white is purity and that women have kind and lovely heart are also attributed to the cream being advertised. The captions on datum two also involve the use of expressive adjectives attributed to the English language use of women. The belief about women as house keeper and epitomes of beauty, love, kindness among others are equally connected to the product advertised indirectly. The colours on the advert portray the liveliness and brightness believed to be attributes of women.

Datum four presents the belief about women being the weaker sex, hence the need to take bournvita, the advertised beverage so they can become strong. Also, the mutual contextual belief that women are beautiful is implied, which the bournvita helps to maintain. From datum four, the expressive English language use of women is presented as well as and the belief that women love enjoyment and easy life. The bright colours on the advert symbolise the happiness and enjoyment known with women and indirectly attributed to the drink on the advert. It should be noted however that these products are used by both men and women.

FINDINGS

From the analyses and the discussions of the data in this paper, the following findings are made:

(i) that advertisers connect the expected English language use of women to the advertised products directly and indirectly through nonverbal aspects of communications such as colours, postures, beauty, facial expressions among others;

(ii) that the English language use attributed to women promotes the images of the advertised goods and services through certain beliefs and norms about the women in Nigeria;

(iii) that the English language use of women captures certain MCBs about women through verbal and non-verbal communication.

CONCLUSION

From the foregoing therefore, this paper has concluded that the MCBs about the English language use of women are confirmed in billboard advertisements in Nigeria. It is concluded too, that most of the products are not peculiar to women. They are however presented in the images of women with the belief that such portrayals could boost the images of the products, and consequently promote sales of the products.

RECOMMENDATION

This paper recommends that the use of women in advertisements should be modified to suit the contemporary English language use of women in Nigeria. The MCBs about women are observed to be having some significant shifts. Women recently are noted to have been taking leading roles in the affairs of homes and even within the society at large. These have consequential effects on the way they use the English language, and advertisers are expected to reflect such shifts in the way women are portrayed in advertisements in Nigeria.

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KNOWLEDGE, PERCEPTION AND PRACTICE OF EXCLUSIVE BREAST FEEDING AMONG WOMEN OF REPRODUCTIVE AGE IN SELECTED CLINICS OF ONDO STATE

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ABSTRACT

*T*his research project was carried out to assess the Knowledge, Perception and Practice of Exclusive Breast Feeding(EBF) among Women of Reproductive Age in selected clinics of Ondo State. This study is a Community based cross sectional study aimed at establishing the prevalence and identifying the factors that influence exclusive breastfeeding practice. Quantitative data was collected using researcher-administered questionnaires to elicit information on the knowledge, practice and perception on exclusive breastfeeding among Women of Reproductive Age. The exclusive breastfeeding rate in Ondo State falls way below the level recommended by WHO. Findings revealed that perceived awareness about EBF were 90 (69.23%) of them were aware that EBF is the means of giving infants only breast milk with no other food, drinks or water for the first six months of life. 95 (73.10%) of the total respondents agreed that they received breastfeeding counseling during the antenatal visits. The study also revealed that 40 (30.77%) respondents were of the opinion that babies sometimes gain weight if they received exclusive breastfeeding, 70 (53.84%) respondents were also of the opinion that babies often gain weight if they received exclusive breastfeeding while the remaining 25 (19.23%) respondents never believe that babies weigh if they received exclusive breastfeeding. The study therefore recommends that there is need to encourage and support community based strategies for the promotion of exclusive breastfeeding so that nutritionists, health workers and community health workers can reach more mothers with the knowledge on benefits and correct duration of exclusive breastfeeding. Nursing mothers should always be encouraged and supported by their families to do the best for their babies by practicing EBF.

Keywords: knowledge, perception, practice, exclusive breastfeeding, women of reproductive age.

INTRODUCTION

Exclusive breast feeding according to world health organization means feeding an infant with just breast milk (and syrups if need be) for six months and after that period of time, give the infant complementary food (Catanous *et al.,* 2000). World Health Organization (WHO) and United Nations International Children Emergency Fund (UNICEF) recommended breast milk as in decades; these organizations have been encouraging mothers worldwide to embrace the practice of breast feeding particularly exclusive breast feeding. Breast feeding perhaps is the oldest practice in human history, it is the healthiest, simplest and least expensive means of meeting the nutritional needs of new born and infants (Morrow, 2013). Breast feeding is the very first stage of improving child‘s survival. Breast milk as food for infants is very beneficial for all round growth of a child. It enhances the physical, mental, and social growth of a child. Breast milk contains many nutritional values like antibiotics which boost the immunity of a child, prevents child mortality (WHO, 2014). Breast milk contains all essential nutrients –carbohydrates, essential fats, proteins, minerals and immunological factors required for the optical growth and development of infants; hence it is ideal meal for them (Morrow, 2013)

Human milk is the ideal nourishment for infants' survival, growth and development particularly in hygienic conditions. However, breast milk substitutes carry a high risk of infection and can be fatal needs in the first six months of life. Breast feeding is the ideal method suited for the physiological and psychological needs of an infant (Subbiah, 2003). Under modern health care, human breast milk is considered the healthiest form of milk for babies (Picciano, 2010). Breast feeding has been accepted as the most vital intervention for reducing infant mortality and ensuring optimal growth and development of children (Guptal, *et al.*, 2007). Health organization, including the world health organization (WHO) recommend breast feeding exclusively for six months (Black, et al., 2003). This means that no other foods or drinks other than possibly vitamin D are typically given (Balance, 2013).

Exclusive breast feeding has dramatically reduced infant death in development countries by reducing diarrhoea and infectious diseases. It has also shown to reduce HIV transmission from mother to child, compared to mix feeding (court Saudis *et al* 2001). Exclusive breast feeding provides low cost, complete nutrition for the infant diarrhoea and prolongs lactation amenorrhea thereby increasing birth spacer. Despite strong evidences in support of EBF for the first six months of life, it prevalence has remained low worldwide (Gupta et al 2007). Globally, it is estimated that breast feeding especially non- exclusive breast feeding in the first six months of life result in 1.4 million deaths, 10% and 44 million disabilities (Black *et al* 2008). Death of estimated 820,000 children under the age of five could be prevented globally every year with increased breast feeding (Awatf *et al*., 2009).

Knowledge is a powerful tool to practice; several studies have shown that one of the key areas of information dissemination as regarding breastfeeding is the ante-natal and post-natal clinics. Given that one of the main goals of ante-natal and post-natal clinics is to broaden the knowledge of expectant and nursing mothers. In Nigeria, several studies have demonstrated varied rates of knowledge of exclusive breast feeding. It has been shown that mothers with good knowledge of exclusive breast feeding are more likely to breast feed their infants exclusively in the first six month of life (Ajibade *et al., 2013). According to Ajibade (2013), the fact that almost half of Nigerian mothers deliver outsid*e health facilities also highlight the need for community awareness programs on exclusive breast feeding which was demonstrated. It has been shown that the key to successful breast feeding is based on information, education and communication strategies aimed at behaviour change with improved health care practices standing out as being the most promising means of reinforcing the prevalence and duration of breast feeding (Ajibade *et al., 2013).*

Infant feeding practices account to a large extent, for the high rates of malnutrition among children in developing countries. In Africa, majority of the mothers fail to practice Exclusive breast feeding as recommended. This is caused by factors such as lack of self-security, breast soreness, poor infant positioning, mother's perception of inadequate milk supply and lack of necessary support and information from health care provider. There are cultural, social and economic barriers to EBF including pre-lacteal feeding giving drinking water and herbal teas. As it has been said that optimum breast feeding ensures the safety, optimum growth, survival of the human infants and that, duration of the breast feeding may also determine the strength of mother – child bond and attachment, but EBF is not yet being in full practice by Nigeria nursing mothers. This study has discovered some problems associated with the knowledge, perception and practice of exclusive breast feeding amongst mothers in selected clinics of Ondo State. Hence, it becomes needful for the researcher to take urgent steps that will ameliorate these and help to find solution to the problems.

Objectives of the Study

The major objective of this study is to reveal the current literature and assess knowledge, perception and practice of exclusive breastfeeding among women. Other specific purposes include:

i. To increase the level of awareness of women of reproductive age on exclusive breast feeding
ii. To determine the level of perception of Women of Reproductive Age about the practice of EBF.
iii. To examine the factors that hinder the practice of EBF in some selected clinics of Ondo State.
iv. To support effective strategies for improving the benefits of exclusive breastfeeding.

Research Questions

1 What is the level of awareness of Women of Reproductive Age on Exclusive Breast Feeding?
2 What are the level of perception of Women of Reproductive Age about the practice of EBF?
3 What are the factors that influence exclusive breast feeding?
4 What Are The Benefits Of Ebf To Mothers, Babies And Society At Large?

LITERATURE REVIEW

Concept of Exclusive Breastfeeding

The World Health Organization (WHO) and United Nations International Children Fund (UNICEF) recommend optimal Infant and Young Child Feeding (IYCF) practice for normal growth and development of infants and young children (WHO and UNICEF, 2003). Strategies to improve Infant and Young Child Feeding (IYCF) are a key component of the child survival and development programs of many nations (WHO and UNICEF, 2003). These important breastfeeding key components include; breastfeeding initiation within one hour of birth; breastfeeding on demand that is as often as child wants (day and night); breastfeeding exclusively for the first six months of life and; addition of timely, appropriate, and adequate family foods for complementary feeding after six months along with continued breastfeeding (WHO and UNICEF, 2003).

According to the Global Strategy for IYCF, appropriate IYCF is the cornerstone of care for childhood development. Exclusive breastfeeding (EBF) for six months and continued breastfeeding with safe, appropriate and adequate feeding is recommended as a global health policy in both developing and developed countries (Kramer *et al.,* 2012). The lives of 95 babies could be saved every hour - 830,000 a year - if new mothers around the world initiate breastfeeding one hour after giving birth. Despite the startling statistics, global breastfeeding rates are stalling and actually declining across East Asia and in some of Africa‘s most populous countries like Ethiopia, and Nigeria (Save the Children, 2013).

Concept of Knowledge of Exclusive Breast Feeding

Knowledge is a powerful tool to practice; several studies have shown that one of the key areas of information dissemination as regarding breast feeding is the ante-natal and post-natal clinics. Given that one of the main goals of ante-natal and post-natal clinics is to broaden the knowledge of expectant and nursing mothers. Several studies have been done to assess the levels of knowledge of exclusive breast feeding. In Nigeria, several studies have demonstrated varied rates of knowledge of exclusive breast feeding. It has been shown that mothers with good knowledge of exclusive breastfeeding are more likely to breastfeed their infants exclusively in the first six months of life (Andy, 2015). According to Andy (2015), the fact that almost half of Nigerian mothers deliver outside health facilities also highlights the need for community awareness programmes on exclusive breastfeeding which was demonstrated It has been shown that the key to successful breastfeeding is based on information, education and communication strategies aimed at behaviour change with improved health care practices standing out as being the most promising means of reinforcing the prevalence and duration of breast feeding (Andy, 2015).

Though health workers' knowledge and perception have been identified as a major factor influencing exclusive breastfeeding rates in some communities, there are concerns about health workers actually giving the mothers correct exclusive breast feeding information. Okolo and Ogbonna (2002) carried out a study to assess the knowledge, perception and practice of health workers towards baby friendly hospital initiative in Keffi Local Government area of Nigeria. They reported a low level of knowledge with 80.8% of them believing that babies less than 6 months on breast milk should also be given water.

Another study to assess knowledge and practice of exclusive breast feeding in University of Uyo Teaching Hospital by Aneikan *et al.*, (2014) showed that only 40% of the respondents were able to define EBF correctly. This rate is low when compared to findings from researches conducted in other parts of the country. A cross sectional study from Jos, North Central Nigeria revealed that 82.3% of the study population was able to define EBF, while a study conducted in Enugu, Nigeria showed that 94% of the study population was able to define EBF correctly (Aneikan, *et al.,* 2014). The low rate of knowledge of EBF in the University of Uyo Teaching Hospital is surprising since about three quarters of the women in their study had attained tertiary level of education. In addition, the meaning and need for EBF was discussed by midwives during booking and also at every antenatal visit. EBF was also discussed at the pediatric clinics, the immunization centre and also during the postnatal clinics.

In the appraisal of nursing mother's knowledge and practice of exclusive breast feeding in Yobe State, Ajibuah (2014) showed that 78.4% had not heard about exclusive breastfeeding. Of the 21.6% of mothers who had heard about EBF, 64.5% said they obtained such information from health workers, 9% from the media and 7.3% from their husbands. Also, out of the 21.6 % who said they were aware of EBF, only about 27% could give the correct definition of EBF. More than half (52.8%) could not properly position their children while, 58.4% gave incorrect explanation of the child being properly attached to the breast. The following were identified by the mothers as benefits of breast milk: it is safe (21.9%), it is food (19%), it helps bonding (18.2%), and it helps on prevention of disease (17.5%). This low level of knowledge in Yobe state could be attributed to the fact that this state or region is currently under the siege of unmitigated Boko haram that believes western education is a taboo.

Concept of Perception to Exclusive Breast Feeding

Several studies have been done to assess the levels of perception towards EBF. In Nigeria, Zainab, et al., in their study in Agbowo community, Ibadan, reported that respondents had roughly same attitude. Attitudes which were favourable to breastfeeding included: Breastfeeding increases mother-infant bonding (66.4%) Breastfed babies are healthier than formula fed babies (25.0%); Breast milk is cheaper than formula (21.6%) and Benefits of EBF last till adulthood (12.9%). Most of the respondents (31.9%) agreed that breast feeding makes mothers breasts sag while most of them felt it would be embarrassing to breastfeed in public spaces like banks and churches but not at home. The Mean perception score in their study was 52.7%.

This same level of perception could be attributed to the manner EBF was communicated to the respondents. Hence, there is need for emphasis on benefits of EBF and evaluation of content of health talks. Ajibuah in his study in Yobe state showed that the proportion of respondents that had unfavourable perception were more in the rural communities than in the urban communities. Also, a general pattern was noted as more people from urban areas delivered at health facility compared to people from rural areas who delivered at home. The reason why urban people delivered at health facilities could be as a result of the fact that better health facilities and information are concentrated more in the urban areas than those in the rural areas, where such were not provided adequately. Access to quality information and treatment impacts a positive perception to EBF.

Practice of Exclusive Breast Feeding

Cohen *et a*l (1994) showed that women employed by businesses that are ‗breastfeeding friendly' were able to maintain a breastfeeding regimen for at least six months at rates comparable to the rate of women who were not employed outside home. Several studies on practice in Nigeria show varying rates. Some constraints to practice in their study were identified to be responsible included; lack of time, lack of knowledge, lack of support from the husband and family members and some do not believe that only breast milk is enough to sustain their baby of less than 6 months as well as many other excuses. Aneikan, *et al.*, (2014) in University of Uyo Teaching Hospital, Akwaibom State revealed that 44.5% of the women had practiced EBF as recommended. This rate is however higher than the figures from the latest Nigerian Demographic and Health Survey and also slightly higher than the rates observed from other Nigerian studies and indeed studies from other developing countries.

Good and positive perception towards EBF may have accounted for this rate. In addition, the size of family although not investigated in their study may have contributed to the high EBF rate, as the smaller the family size, the greater the chances of practice of EBF and vice versa. Oche *et a*l in Kware, Sokoto state reported that out of the 179 mothers, only 55(31%) practiced exclusive breastfeeding. The ages, education and occupation of the respondents were found not to have influenced the practice of EBF.

Physiology of Lactation

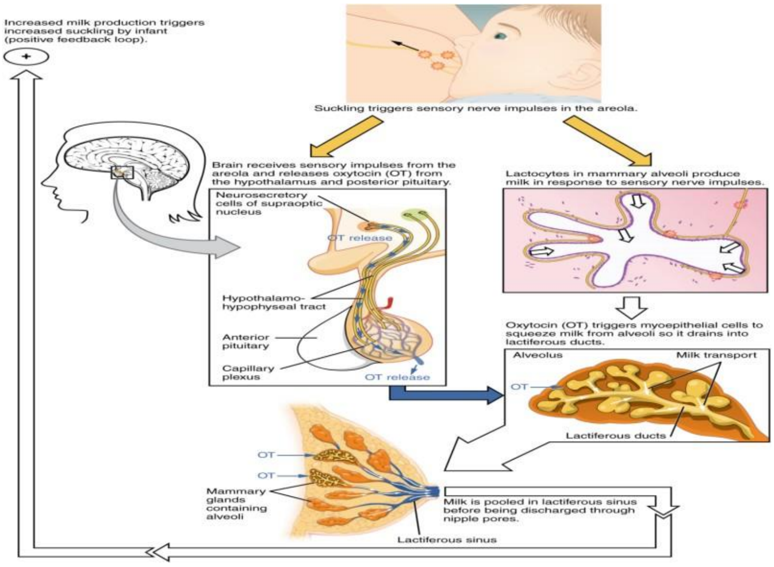

Figure 2.1: Summarises the positive feedback loop of the let-down reflex.

Let-Down Reflex: A positive feedback loop ensures continued milk production as long as the infant continues to breastfeed.

Let Down Reflex

The breast feeding let-down reflex, also called the milk-ejection reflex (MER) is an automatic natural reaction that happens in the body as baby breast feed. When child latches on to breast and begin to suck, it sends a message to the brain to release hormone prolactin and oxytocin. Prolactin is responsible for making more milk and oxytocin contract the smooth muscle layer and triggers the myoepthelial cells to squeeze milk from alveoli, so it drains into the lactiferous ducts then milk is pooled in lactiferous sinus and to the nipple pores.

The let- down of breast milk occurs many times during a feeding. The first release is usually the only one that is noticeable. It could be pins and needles, tingling, warmth, burning, pressure. It could be a little uncomfortable or even mildly painful. The sensation is very strong for some women, while others do not feel anything at all. Some mothers feel the let-down in the early days or weeks, but later find that this feeling goes away.

Ways to help let-down reflex occur in feeding or expressing

i. Relax- While you feed or express, breathe slowly and deeply. Some mothers find it helpful to have a warm drink first or listen to calming music. Warmth may also help, for example having a warm shower or placing a warm face washer on your breast for a few minute before stating.
ii. Gently massage of breast- stroke your breast towards the nipple with the flat of your hand or edge of a finger. Gently roll your nipple between your fingers.
iii. Think about your baby- if you are expressing, you may find it easier to express while you are close to your baby. When you are away from your baby, you may find it helpful to look at a photo of your baby.
iv. Support- your support person may also help by given you a gentle back and shoulder massage to help you relax. Some mothers, however, prefer to express or feed in private as they feel under pressure if anyone is watching them.

Benefits of Exclusive Breast Feeding for Infants

i. The components of breast milk exert dual roles; one is to provide nutrition and another is to encourage immunity and development. Breast milk changes its composition from colostrum to mature milk to meet the different stages of nutrition needs from newborns to older infants.
ii. It provides the required nutrients in easily digestible and bio available forms.
iii. Breast milk also contains a wide variety of living components including antibodies, enzymes and hormones.
iv. The health benefits of breast milk cannot be replaced by formula milk. Bioactive factors such as human secretory immunoglobulin A (sIgA), lactoferrin, lysozyme, oligosaccharides, growth factors and cellular components may benefit infant‘s host defence system.
v. There is convincing evidence that breastfeeding reduces infant mortality and decreases the risk of acute illnesses such as gastrointestinal infections, lower respiratory tract diseases and acute otitis media. In developing countries, breastfeeding is a life-or-death issue. A meta-analysis showed significant protective effects of breastfeeding. The paper found that infants who were not breastfed had a risk of dying from infectious diseases in the first month of life six folds greater than those who were breastfed. Significant reduction in the risks of gastrointestinal

infections, lower respiratory tract diseases and acute otitis media were also observed in developed countries that can be directly attributed to breastfeeding.

vi. In addition, a systematic review concluded that breastfeeding is associated with lower rates of childhood obesity, certain allergic conditions, type 2 diabetes and leukemia. There are some other potential long-term benefits of breastfeeding for infants:
vii. Such as higher cognitive outcome in full-term infants
viii. Less cardiovascular mortality in adults and lower adult blood pressure.

Benefits of Exclusive Breast Feeding for The Mother

Breastfeeding is also beneficial for mothers, including decreased risks of:

i. Type 2 diabetes,
ii. Breast cancer, ovarian cancer and
iii. Maternal postpartum depression.

A study of two large cohorts including 150,000 parous female nurses in the United States 19 found that, without a history of gestational diabetes, each additional year of breastfeeding was associated with a 4% reduction in the risk of developing type 2 diabetes in the first cohort and a 12% reduction in the risk in the second cohort.

There is good evidence from the latest meta-analyses to support that breastfeeding is associated with a reduction in the risk of breast cancer. A collaborative reanalysis study including more than 50,000 women with breast cancer and more than 90,000 controls, examined individual data from 47 studies and found that the relative risk of breast cancer decreased by 4.3% for every 12 months of breastfeeding, in addition to a decrease of 7% for each birth.

Benefits of Exclusive Breast Feeding for The Society

In addition to the specific health advantages for infants and mothers, breastfeeding also benefits society by:

Reducing health care costs, parental employee absenteeism and associated loss of family income. As breastfeeding benefits, the health of infants and mothers, it decreases the cost to families, employers, society and health care systems by reducing the costs of buying infant formula, parental employee absenteeism and the expenses of medical care (duration of hospitalization, health service use).

A study in the United States estimated that if 50% of infants were exclusively breastfed for the first three months of life, approximately $4 million per month would be saved. Several studies have been carried out to ascertain the level of knowledge, perception and practice of exclusive breast feeding. Similarly, in the same vein, studies have been done in the past to measure infant anthropometric status and also show the relationship between exclusive breast feeding and infant body size measurement (anthropometry).

METHODOLOGY

This is a cross sectional descriptive research study involving mothers/caregivers and their children attending public children's outpatient clinic in Ondo State. The respondents were selected randomly upon their informed consent. Information sought included socio demographic variables of the mothers/caregivers and their respective children pair, different levels of knowledge, perception and practice of exclusive breastfeeding among women of reproductive age as well as perceived barriers to exclusive breastfeeding among women of reproductive age in the study locale. The study involves women of reproductive age in State Specialise Hospital and Mother and Child Hospital Akure. One hundred and thirty (130) women of reproductive age were selected for the research work.

Data was collected using self-administered, self-structured questionnaire. The questionnaire was developed from the literature review guided by the research questions and input by the research supervisor and statisticians. The questionnaire consists of five sections. Section A: gives bio-data of mothers and their babies. Section B: will be based on level of awareness of women of reproductive age on EBF. Section C: will be perception of women of reproductive age about EBF. Section D: will be factors that influence the practice of EBF. Section E: will be the benefit of EBF to mothers, infants and society at large.

The data will be analysed using statistical package for the social science which is defined as the software package used in statistical analysis. The statistical tool of data analysis shall be deployed in the analysis of data derived from the field is the simple percentage. Hence, the researcher will be guided by the following formulas: For the calculation of simple percentage, we shall use

$$\% = \frac{PC}{N} \times \frac{100}{1}$$

Where
PC (F) = percentage compliance
N = Total number of the Respondents
100 = common base of simple
percentage

Study Location

Akure South LGA is located in Ondo State in the South-western geopolitical zone of Nigeria. It was created out of Akure LGA on 1st October, 1996. It occupies 2,303 square kilometres and lies within 6°94‟ - 7°25‟N and 5°05‟ - 5°40‟E. The headquarters of the LGA is Akure city which doubles as the capital city of the State. The LGA accommodates less than 400,000 persons (Federal Government of Nigeria, 2007) who are mainly Yorubas; the dominant tribe in south-western Nigeria. Major settlements in the LGA are Akure and Oda while minor settlements include Aponmu, Ipinsa, Iwoye, and Igbatoro. The LGA is divided into 11 political wards and has cash crops such as kolanut, cocoa, oil palm, and rocks which are useful for various construction works.

Akure South, being the capital city of Ondo state, is made up of different categories of people and organizations, both governmental and non-governmental, including State and Federal Ministries, Banks, manufacturing firms, service sector, educational institutions (including 1 University, 1 College of Agriculture, and several elementary and high schools). As such, different categories of people and households are found within the city, including very rich, middle class and the poor households. The Local government has few Specialist and community health centres which include the state specialist hospital in Akure, Mother and Child Hospital, Akure, Comprehensive health centre in Arakale, amongst others.

DATA ANALYSIS AND INTERPRETATION

Section A: Demographic Data of the Respondents

Table 1: Age of Respondents

Age	Frequency	Percentage
15-25yrs	25	19.23
26-35yrs	70	53.84
36-45yrs	25	19.23
46-55yrs	10	7.69
Total	130	100.0

From table 1, the age distribution of the respondents is represented as 15-25years (19.23%), 26-35years 70 (53.84%), 36-45years 25(19.23%), while 46-55years were 10 (7.69%), this means that majority of the respondents were between the age bracket of 26-36 years which means they are experienced mothers.

Table 2: Marital Status of Respondents

Marital Status	Frequency	Percentage
Married	70	53.84
Single	15	11.54
Divorced	25	19.23
Separated	20	15.38
Total	130	100.0

Table 2 shows that 70(53.84%) respondents were married, 15(11.54%) were single, 25(19.23%) respondents were divorced while 20(15.38%) were separated. Majority of the respondents were married.

Table 3: Family Type of Respondents

Family Type	Frequency	Percentage
Polygamous	35	26.92
Monogamous	95	73.10
Total	130	100.0

Table 3 shows that 35(26.92%) respondents were polygamous while the remaining 95(73.10%) respondents were monogamous. This means that majority of respondents were monogamous with peaceful family.

Table 4: Educational Attainment of Respondents

Educational Attainment	Frequency	Percentage
Pry School	20	15.38
SSCE	70	53.84
Tertiary Education	50	38.46
Total	130	100.0

Table 4 shows that 20 (15.38%) respondents were pry school holders, 70 (53.84%) respondents were secondary school certificate holders while the remaining 50 (38.46%) respondents were graduates. Majority of the respondents were educated up to secondary school followed by graduate respondents which means the majority of the respondents have some level of educated and as such are not illiterate.

Table 5: Occupation of Respondents

Occupation	Frequency	Percent
Business	30	23.08
Civil service	40	30.77
Private employ	35	26.92
Others	25	19.23
Total	130	100.0

Table 5 shows that 30 (23.08%) respondents were business, 40 (30.77%) respondents were civil servants, 35 (26.92%) respondents were privately employed, while 25 (19.23%) respondents have other engagement. This shows that majority of the respondents were civil servants while very few are privately employed.

Table 6: Religion of Respondents

Religion	Frequency	Percent
Christianity	95	73.10
Islam	35	26.92
Total	130	100.0

Table 6 shows that 95 (73.10%) respondents were Christian while the remaining 35 (26.92%) were Muslim. Majority of the respondents were Christian.

Table 7: Number of Children of Respondents

Number of Children	Frequency	Percentage
1	20	15.38
2	40	30.77
3	50	38.46
4	20	15.38
Total	130	100.0

Table 4 shows that 20 (15.38%) respondents have one child each, 40 (30.77%) respondents have two children each, 50 (38.46%) respondents have 3 children each while 20 (15.38%) respondents have 4 children each. This simply means that majority of the respondents have 3 children on the average.

Section B:

Objective One: The level of awareness of woman of reproductive age (WRA) on exclusive breastfeeding.

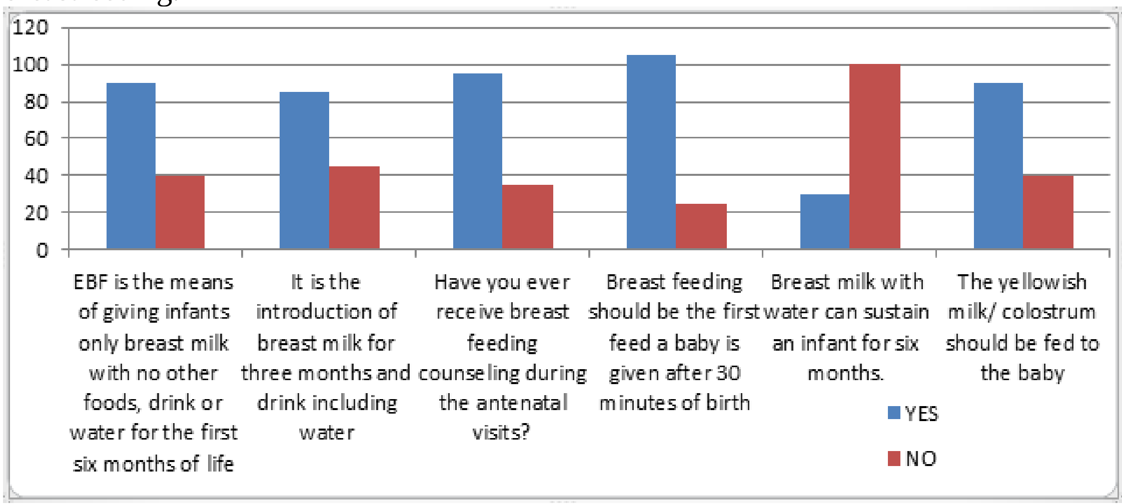

Figure 2: Following the socio demography analysis of the respondents, the perceived awareness about EBF was sought and responses are highlighted in figure 2, 90 (69.23%) of them are aware that EBF is the means of giving infants only breast milk with no other food, drinks or water for the first six months of life wile 40 (30.77%) of them were not aware of it. 95 (73.10%) of the total respondents agreed that they received breastfeeding counselling during the antenatal visits while 35 (26.92%) respondents said they have not been receiving breastfeeding counselling during their antenatal visits.

In summary, the respondents did demonstrate an appreciable knowledge on exclusive breastfeeding among woman of reproductive age, however, the need for further education still persist as some of them though aware of exclusive breastfeeding have not been practicing it.

Objective 2: The perception of women of reproductive age in mother and child hospital towards exclusive breastfeeding.

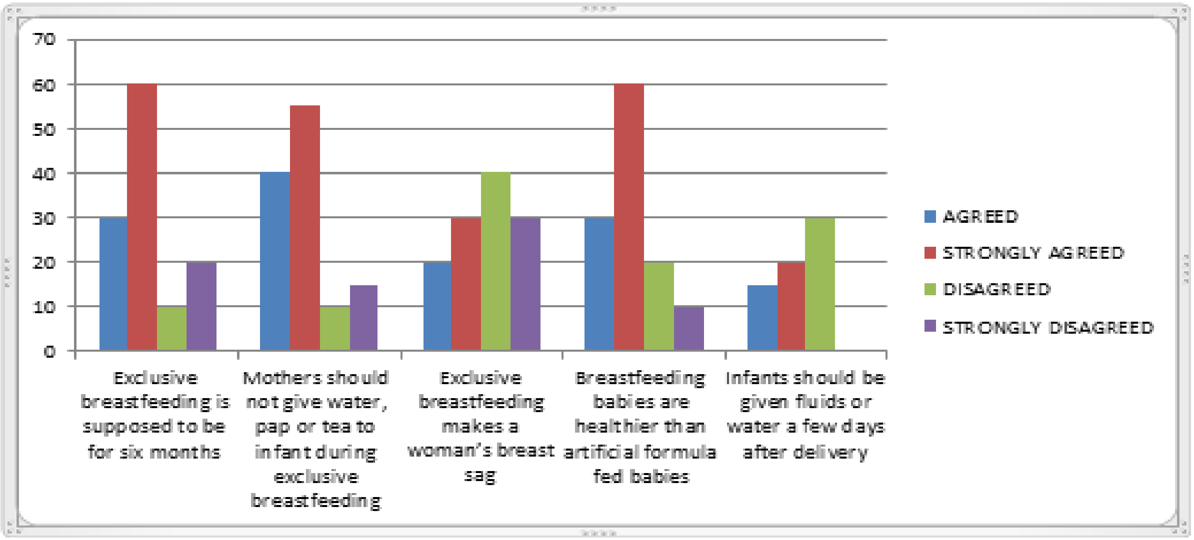

Figure 3 shows that 30(23.08%) respondents agreed that EBF is supposed to be for six months, 60(46.15%) respondents strongly agreed that EBF is supposed to be for six months, 10 (7.69%) respondents disagreed with the statement that EBF is supposed to be for six months, 20 (15.38%) respondent strongly disagreed that EBF is supposed to be for six. The figure also shows that 40 (30.77%) respondents agreed that mothers should not give water, pap or tea to infants during EBF, 55(42.31%) respondents strongly agreed, 10 (7.69%) respondents disagreed, 15 (11.54%) respondents strongly disagreed that mothers should not give water, pap or tea to infants during EBF.

Figure 3 shows that 20 (15.38%) respondents agreed that exclusive breastfeeding makes a woman‘s breast sag, 30 (23.08%) respondents strongly agreed, 40 (30.77%) respondents disagreed, 30
(23.08%) respondents strongly. 30 (23.08%) respondents agreed, 60 (46.15%) respondents strongly agreed, 20 (15.38%) respondents disagreed, 10(7.69%) respondents strongly disagreed and 10 (7.69%) that breastfed babies are healthier than artificial formula fed babies. The field work also shows that 15(11.54%) respondents agreed that infants should be given fluids or water a few days after delivery, 20 (15.38%) respondents strongly agreed 30(23.08%) respondents

disagreed and the remaining 65 (50%) respondents strongly disagreed respectively with the statements.

Objective 3: The factors that influence the practice of EBF

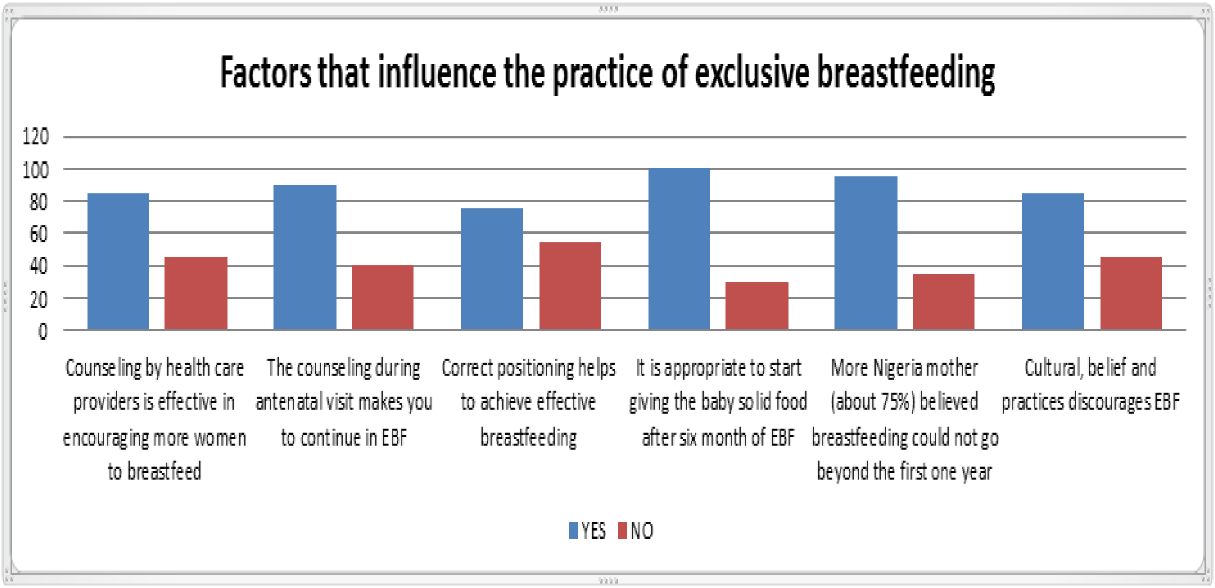

Figure 4 reveals the perceived opinions of the respondents on the factors that influence the practice of exclusive breastfeeding among women of reproductive age from their responses, 85 (65.38%) respondents agreed that counselling by health care providers is effective in encouraging more women to breastfeed while the remaining 45 (36.62%) respondents disagreed. As regard to counselling by health care providers, 90 (69.23%) respondents agreed that counselling during antenatal visit makes them to continue in exclusive breastfeeding.

The fieldwork also reveals that 75(57.69%) respondents agreed that correct positioning helps to achieve effective breastfeeding while 55 (42.31%) disagreed that correct positioning helps to achieve effective breastfeeding. 100 (76.92%) respondents agreed with the statement that it is appropriate to start giving the baby solid food after six months of EBF while 30 (23.08%) respondents disagreed. Figure 4 also reveals that 95 (73.10%) respondents agreed that many mothers of babies achieve that breastfeeding could not go beyond the first one year of birth of the child while the remaining 35 (26.92%) respondents disagreed with the statement. Also, 85 (65.38%) respondents agreed that cultural belief and practice discourages exclusive breastfeeding while the remaining 45(36.62%) respondents disagree that cultural belief and practice did not discourage EBF.

Objective 4: The benefits of EBF to mothers, infants and the society at large.

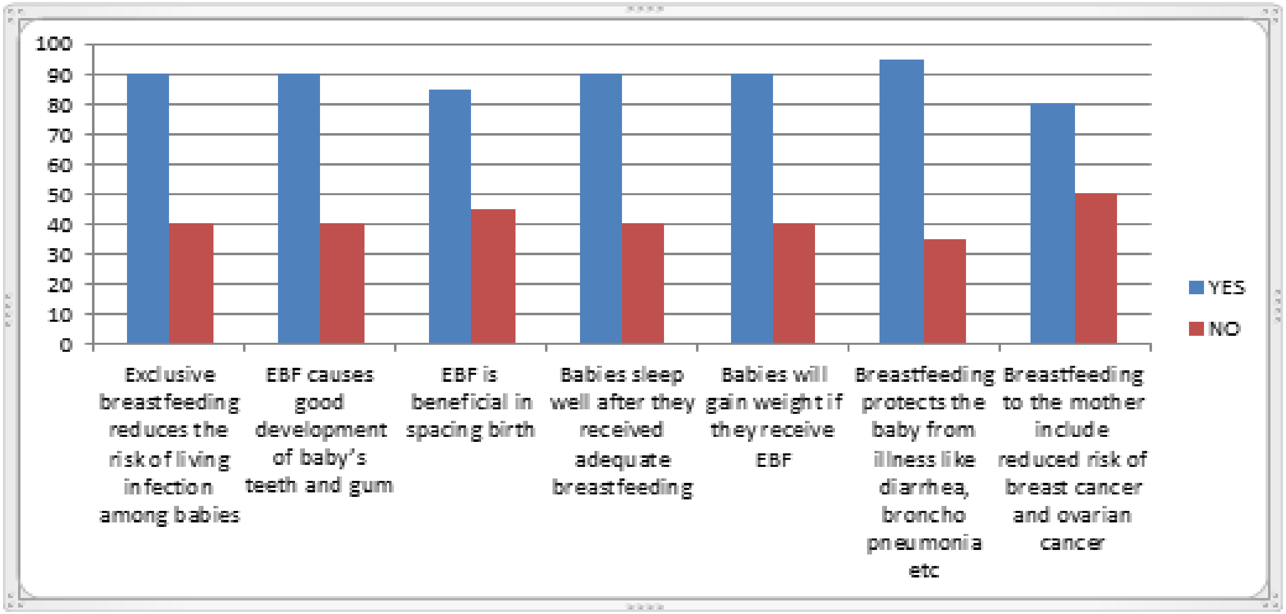

Figure 5 shows that 40 (30.77%) respondents partially agreed that EBF sometimes reduces the risk of lung infection among babies, 60 (46.15%) respondents were of the opinion that EBF often reduces the risk of lungs infection among babies while the remaining 30 (23.88%) Were of the opinion that EBF never reduce the risk of living infection among babies the study has revels that majority of the respondent were of the opinion that exclusive breast feeding reduces the risk of lung infection among babies. The figure further revels that 35 (26.925%) respondents were with the opinion that babies who received breast feeding are sometimes less prone to get diarrhoea while the remaining 25 (19.25%) respondents were with the opinion that babies who received breastfeeding are prone to get diarrhoea.

Figure 5 also reveals that 50(38.46%) respondents were of the opinion that breast milk sometimes provides baby with more protection from allergy compared to artificial formula, 60(40.15) respondents believed that breast milk often provides baby with more protection from allergy compared to artificial formula while the remaining 20(15.38%)respondents never believe that breast milk provides baby with more protection from allergy compared to artificial formula. 40(30.77%)respondents believed that EBF sometimes causes good development of baby teeth and gum 65(50%)respondents were of the opinion that EBF often causes good development of baby‘s teeth and gum while the remaining 25(19.23%) respondents disagreed with the state that causes good development of baby‘s teeth and gum.

Figure 5 shows that 45(36.62%)respondents were of the opinion that EBF is sometimes beneficial in birth spacing 65(50%) respondents agreed that EBF is often beneficial in birth spacing while the remaining 20(15.38%) never believe that EBF is beneficial in birth spacing. 40(30.77%)respondents were of the opinion that babies sometimes sleep well after they received adequate breastfeeding, 65 (50%) respondents were also of the opinion that babies often sleep well after they received adequate breastfeeding while 25 (19.23%) respondents disagreed that babies sleep well after received adequate breastfeeding.

The figure also reveals that 40 (30.77%) respondents were of the opinion that babies sometimes gain weight if they received Exclusive Breastfeeding, 70 (53.84%) respondents were also of the opinion that babies often gain weight if they received Exclusive Breastfeeding while the remaining 25 (19.23%) respondents never believe that babies weight if they received exclusive breastfeeding.

The figure also shows that 35 (26.92%) respondents were of the opinion that breastfeeding sometimes protects the baby from illness like diarrhoea, bronchopneumonia and others, 65 (50%) respondents were also of the opinion that breastfeeding often protects the baby from illness like diarrhoea, bronchopneumonia and others while the remaining 30 (23.08%) respondents never agreed that Breastfeeding protects the baby from illness like diarrhoea, bronchopneumonia and others.

It was also discovered from the figure that 45 (36.62%) respondents, 65 (50%) respondents and 20 (15.38%) respondents were of the opinion that EBF sometimes often and never delay the return of fertility. The table also reveals that majority of the respondents accounted for about 70 (53.84%) were of the opinion that EBF often helps reduces risk of breast cancer, ovarian cancer and risk of getting anaemia 40 (30.77%) respondents were also of the opinion that EBF sometimes helps the mothers in reducing the risk of breast cancer, ovarian cancer and risk of getting anaemia while the remaining 20 (26.92%) respondents never agreed that EBF helps to reduces risk of breast cancer, ovarian cancer and risk of getting anaemia.

CONCLUSION

The exclusive breastfeeding rate in Ondo State falls way below the level recommended by WHO. The highest rates of exclusive breastfeeding are observed up to 3 months then they decline to very low rates at 5 months. For the majority of the infants, Exclusive Breastfeeding stops at around 3 months. From the findings of this study, factors that influenced exclusive breast feeding in the study area are development of sore nipples, education level, food and nutrition, place of delivery and source of information and influence on breastfeeding. Nursing mothers who had secondary and above levels of education, more than three times daily meals and those who delivered in Health centres‘ as well as those who obtained information on breastfeeding from health workers practiced exclusive breast feeding frequent more significantly as compared to other groups of nursing mothers.

These results therefore suggest that inadequate food intake and poor nutrition as well as inadequate or lack of education and information on the need practice and skills on breast feeding are the most contributing reasons for inadequate breast feeding of children for the first six months of age. This implies therefore, that, there prevails a food insecurity situation in most households in Nigeria, which may range from insufficient food access, poor food distribution at household level, poor food habits and food and nutrition related cultural taboos concerning breastfeeding. In addition, lack or inadequate education and information on the importance and practice of exclusive breast feeding for the first six months of the children‘s life, signal‘s a shortcoming on the part of the practice of providing reproductive and child care service in our designated National health services providing institutions.

RECOMMENDATIONS

- Proper and early breast feeding are very important for the success of exclusive breast feeding. Exclusive breastfeeding counselling during antenatal clinic should be more elaborate with emphasis on its advantages. Campaigns to pregnant mothers to spread the knowledge on importance of breast milk on breast feeding to both infants and mothers should be emphasized. Such campaigns also discuss the practices that support the initiation and maintenance of exclusive breast feeding such as; initiation of breast feeding within the first one hour of life, no offering of pre-lacteal feeds during exclusive breast feeding, skin to skin contact, rooming in age appropriate, weaning and women should be taught on how to breast feed.
- There is need to encourage and support community based strategies for the promotion of exclusive breastfeeding so that nutritionists, health workers and community health workers can reach more mothers with the knowledge on benefits and correct duration of Exclusive Breastfeeding. Strategies adopted by the health workers and NGOs to promote exclusive breastfeeding should also target all grandmothers, fathers and traditional birth attendants as they play a key role in influencing mothers to either exclusively breastfeed or not. Nursing mothers should always be encouraged and supported by their families to do the best for their babies by practicing EBF.

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HINDRANCES TO EXCLUSIVE BREASTFEEDING PRACTICE AMONG NURSING MOTHERS IN COMPREHENSIVE HEALTH CENTRE, ARAKALE, AKURE, ONDO STATE

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ABSTRACT

*T*he descriptive study was carried out to understand the hindrances to exclusive breastfeeding among nursing mothers in Comprehensive Health Centre, Arakale, Akure in Ondo State with the aim of improving paediatrics care. Structured questionnaire was used to collect data from 130 nursing mothers selected in Comprehensive Health Centre, Arakale. Findings from the study revealed that a good number 83.1% (108) of nursing mothers have good knowledge and high level of awareness about exclusive breastfeeding and its benefits. The study also showed that 52.3% (68) heard about exclusive breastfeeding from the hospital hence emphasizing the importance of the hospital and its agents as a primary tool in the dissemination of information about exclusive breastfeeding. 83.1% (108) agreed that exclusive breastfeeding means feeding baby with breast milk only for the first six months. 93.8% (122) support the fact that exclusive breastfeeding is beneficial to both mother and child and 83.9% (109) stated it that exclusively breastfed babies are healthier than babies fed with infant formula. Lack of adequate knowledge, early resumption to work by nursing mothers, addiction to breast milk, poor condition of the baby due to illness and difficulty in breastfeeding in public places were all seen as major factors hindering the practice of exclusive breastfeeding by nursing mothers. Conclusively, emphasis should be made on the benefits of exclusive breastfeeding so as to minimize the hindrances to the practise. It is therefore recommended that nursing mothers be advised to ensure strict compliance to exclusive breastfeeding practice because of the numerous benefits attached to it and interested organizations and governments at all levels should increase the level of awareness about exclusive breastfeeding and offer the necessary support to mothers so as to help increase the level of compliance.

Keywords: hindrances, exclusive breastfeeding, nursing mothers, healthcare, ondo state

INTRODUCTION

There is universal consensus about the fundamental importance of breastfeeding for children‘s adequate growth and development and for their physical and mental health. Breastfeeding and particularly exclusive breastfeeding and appropriate complementary feeding practice are universally accepted as essential for the satisfactory growth and development of infants as well as for prevention of childhood illness and enhancement of mother overall wellbeing. This has culminated in a publication by the World Health Organization (WHO, 2011) recommending that infants should be exclusively breastfed up to six months of age (Chudasama, Patel and Kusvishwar, 2010).

In recent years, the focus of infant nutrition research has fundamentally shifted in emphasis because of increasing animal and human evidence that early nutrition in this vulnerable period (0-6 months) of life has profound biological effects and important consequences for both short-term and long-term health. The World Health Organization (2011) recognized breastfeeding as the standard and unequalled way of providing ideal food and nutrients for the healthy growth and development of infants; it is also see as a core aspect of reproductive process with significant implication on the health of nursing mothers.

Excusive breastfeeding is the feeding of infants on breast milk only without the addition of any fluid including water, for the first six months of life (Adesokan, 2011). The World Health Organization (WHO, 2010) and the United Nation Children Emergency Fund (UNICEF, 2010) recommended the practice of exclusive breastfeeding for the first six months after which infants should receive nutritionally adequate and safe complementary foods while continuing breastfeeding for at least two years.

The mother‘s success or otherwise in the practice of exclusive breastfeeding depends upon the environment she finds herself and the attitude of those who care for her. Where breastfeeding and breast milk is viewed positively and considered beneficial for the baby, she likely to succeed but in an environment where the long-term value of breastfeeding is not thought to be important, her chances of successfully practicing exclusive breastfeeding is greatly reduced (Lang, 2010). According to the Baby Centre (2012), studies have shown that breastfeeding is by far the best way to provide nutrients to infants. There is a wealth of evidence that breast milk is important for the vulnerable baby as well as the healthy ones.

Breast milk has also been identified to be very helpful in the promotion and protection of the health of the infants; boosting the immunity of the vulnerable infants against childhood diseases as well as help the infants to grow and develop fast both mentally and physically. Some nursing mothers especially in the rural areas holds the belief that not giving their babies concoction and locally prepared drugs will delay the closure of baby‘s fontanels and make the baby weak, some often start to give their babies food as early as two months which according to them will enhance their growth. Also some nursing mother especially amongst the working class complain that practicing excusive breastfeeding is time consuming, causing weakness and changes in the structures of their breast which result in loss of shape thereby putting them at risk of losing their jobs.

Virtually all nursing mothers are aware of the recommendation and benefit of exclusive breastfeeding, majority which heard in the hospital (Akintoye, 2010), however it is of great concern that majority of these nursing mothers do not practice it and majority of those practicing it are not doing so effectively to the benefit of their infants (Agunbiade and Ogunleye, 2012). Therefore, this study is aimed at finding out the possible hindrance to the practice of exclusive breastfeeding among nursing mothers attending the Comprehensive Health Centre, Arakale and identify possible intervention strategies that may help to improve the practice of exclusive breastfeeding.

Objectives of Study

1. To assess the knowledge of nursing mother on health benefits of exclusive breastfeeding in Comprehensive Health Centre, Arakale
2. To evaluate the degree of compliance with the practice of exclusive breastfeeding among nursing mother in Comprehensive Health Centre, Arakale.
3. To identify the social factors that hinder excusive breastfeeding practice by nursing mothers in Comprehensive Health Centre, Arakale
4. To identify strategies that will improve the practice of exclusive breastfeeding among nursing mother in Comprehensive Health Centre, Arakale.

Research Questions

1. What is the level of knowledge of nursing mothers about exclusive breastfeeding, in Comprehensive Health Centre, Arakale?

2. What is the degree of compliance of nursing mothers with the practice of exclusive breastfeeding in Comprehensive Health Centre, Arakale?
3. What are the social factors hindering the practice of exclusive breastfeeding among nursing mothers in Comprehensive Health Centre, Arakale?
4. What are the strategies to improve the practice of exclusive breastfeeding among nursing mothers in Comprehensive Health Centre, Arakale?

LITERATURE REVIEW

Concept of Exclusive Breastfeeding

Exclusive breastfeeding (EBF) is defined as the exclusive intake of breast milk by an infant from its mother or wet nurse, or expressed milk with no addition of any liquid or solid apart from drop or syrups consisting of vitamins, mineral supplement or medicine, and nothing else. It is the one of the cardinal component of the baby friendly hospital initiative (BFHI) aimed at protecting, promoting and supporting breastfeeding for optimal maternal and child health and is part of 1990 Innocent Declaration which states that all governments should create an environment enabling women practice EBF for the first six months of life and to continue breastfeeding with adequate complementary foods for up to two years. (Uchendu, Ikefuna & Emodi, 2010).

Over the last two decades, there has been a growing attention in the endorsement of exclusive breastfeeding as the recommended feeding practice for newborns. This, to a great degree, has been encouraged by increasing scientific substantiation on the significance of exclusive breastfeeding in reducing infant morbidity and mortality. Exclusive breastfeeding is the most efficient type of infant feeding for the first six months of life. The United States Breastfeeding Committee (USBC) and the American Academy of Pediatrics (AAP) declare that breastfeeding is the physiologically normal form of infant and child feeding (Labbok & Taylor, 2008).

As such, breastfeeding should be fostered and encouraged by health care professionals and public health campaigns in order to normalize it within our culture. Numerous organisations endorse breast milk as the optimal source of nutrition for infants (American Academy of Family Physicians (AAFP), 2008; AAP, (2012); World Health Organization (WHO, 2001). These organisations support exclusive breastfeeding for the first six months of an infant's life for multiple reasons. The practice of not giving breast milk has been connected with unexpected infant death syndrome and other neonatal morbidity and mortality. Breastfeeding can save premature infants from life intimidating gastro- intestinal diseases such as necrotizing enterocolitis. It lessens the occurrence of otitis media, severe bacterial infections such as meningitis, bacteremia, lower respiratory infections and botulism (Feldman, 1999).

Infants and children in developing countries are inexplicably affected by life threatening diseases, poor health care, and lack of potable water, malnutrition, poverty, and war. In an endeavour to give these children a chance at survival, it is imperative that breastfeeding be promoted and supported by government organizations and the medical establishment.

Concept of Breast Milk and Its Constituents

According to Adesokan (2011), Breast milk is the only complete food in nature for infant, produced by the acini cells in the alveoli of the breast lobules, breast milk is much more than simply nutrition for infants, with a range of benefit for infant health, growth, immunity and development

(Health people, 2010). Many scientific papers examining its biochemical properties have been written and so many discoveries about its properties are constantly been made that is difficult to keep with all (Baby Centre, 2010).

Breast milk is a unique nutritional source that cannot adequately be replaced by any other food including infant formula. Although pollutant can accumulate in breast milk it remains superior to infant formula from the perspective of overall health of both mother and child. Breast milk has the perfect combination of protein, fat, vitamins and carbohydrates. Apart from these, the human milk also contains leucocytes, antibodies, living cells and hormones which makes breast milk ideal food for infant for nutrient and protection against infection (Australian Breast Feeding Association, 2009). Human milk contains two types of protein: whey and casein. Approximately 60% is whey and the other is casein (Renfrew, Lang and Wool-Ridge, 2004). According to American Pregnancy Association (2012), the component and importance of breast milk is as follows:

i. Protein which includes *lactiferrin* inhibits the growth of iron dependent bacteria in the gastrointestinal tract. This inhibits certain organisms such as coliforms and yeast that require iron.
ii. Secretory IgA (immunoglobulin) *a protein* that works to protect the infant from viruses and bacterial specifically those that the mother, infant and family were exposed to, it also helps to protect the baby from *Escherichia Coli* and allergies. Other immune globulins in the breast milk are IgA and IgM which can be gotten from fish.
iii. Carbohydrate *lactose* the primary carbohydrate found in human milk are approximately 40% of the total calories provided by breast milk lactose help to decrease the amount of unhealthy bacteria in the stomach which improves the absorption of calcium, magnesium and phosphorus. It also helps to fight disease and promote the growth of healthy bacteria in the stomach.
iv. Fats, the human milk contains fats that are essential for the health of the baby. It is necessary for brain development, absorption of fat soluble vitamin and it is a primary calorie source. Long-chain fatty acids are needed for brain, retina and nervous system development.
v. Vitamins, the mother‘s intake of vitamin determines the types and amount of vitamins in breast milk. Therefore, it is essential for the mother to get adequate nutrition, including vitamins. Infants are fragile and susceptible to diseases, partly because their bodies are not fully developed. They must be treated with special care and given adequate nourishment. Infant formulas are able to mimic a few of the nutritional components of breast milk, but formula cannot hope to duplicate the vast and constantly changing array of essentials nutrients in human milk. Nevertheless, breastfeeding is often devalued both in the United States and abroad, and in many parts of the world. It must compete with relentless advertising by infants‘ formula companies. Studies have demonstrated a number of important health benefits of breast feeding.

Physiology of Breast Feeding

In order to produce milk, hormones are needed. The two main hormones are prolactin and oxytocin. Prolactin is produced by the adenohypophysis (anterior pituitary) and released into the circulation. The regulation of prolactin levels in the plasma is controlled by the dopaminergic system. Prolactin acts on the human breast to produce milk. This occurs by binding to mammary epithelial cell receptors, which stimulates synthesis of mRNA of milk proteins (Lawrence, 2011). It takes several minutes of infant sucking at the breast to cause prolactin secretion. Prolactin is also important in inhibiting ovulation.

Oxytocin is produced by the neurohypophysis (posterior pituitary). Sucking at the breast stimulates the neurohypophysis to produce and release oxytocin in an intermittent manner. Oxytocin acts on the breast to produce milk ejection or ―milk let down‖ Oxytocin also causes uterine contractions. Opiates and B endorphins released during stress can block the release of oxytocin (Lawrence, 2011). Newtown showed that women who received saline injection and were distracted during breastfeeding produced less milk than women who were not distracted or women who received an injection of Pitocin (synthetic oxytocin) prior to distraction and breastfeeding. Lack of release of oxytocin inhibits the ―milk let down‖ and the milk cannot be removed from the breast (Neville, 2001).

Other hormones necessary for the production of breast milk include: insulin cortisol, thyroid hormone, parathyroid hormone-related protein, and human growth hormone. A recently described hormones, Fil (feed inhibitor of location), seems to play an important role in regulation of milk supply. Fil acts within each breast. Fil is secreted into breast milk, when the breast is not emptied. Fil remain in contact with the alveolar cells. Fil appears to act on an aspical receptor on the alveolar cell. This inhibits secretion of milk constituents. The complete mechanism is not yet understood; however, this appears to be the mechanism of decreased milk production due to not emptying the breast. (Wilde, 1998)

Technique of Breast Feeding

The first feed is a profoundly important experience for mother and her baby. Both mother and baby will have learning process for goods breast feeding in a happy and positive way. Woman should be educated on prevention of sore nipples, seek for help early if possible arise, make them know the change that will take place in the breast during the next few days. Let them know that breast feeding is a learning skills and not instinctive, this will enable them to be patient with themselves and their babies during the time (Royal College of Midwives, 2001). Some of the techniques are:

i. Position of the mother: There two main position the mother can assume during breast feeding. The first is lying on her side and this may be appropriate at different times during lactation. The second position is sitting up, it is important that the mother‘s back should be upright at the right angle to her lap, both laying on her side and sitting upright on a chair with her back and feet supported enhanced the shape of the breast and also allow proper attachment of baby to the breast.
ii. Positioning the baby‘s body: Baby should be supported across the shoulder so that head is slightly extended. The baby should be put breast and not breast to baby. The lips should be widely open before introducing the nipple and the areola. The baby should grasp the areola and not nipples. It must be ensured that the nipple is as far the junction of the hard and soft palate while the lips surround the areola. This ensure a seal is formed, the lactiferous sinuses will now be within the baby‘s mouth. (Reeve, 2004).

Factors Influencing Compliance of Mothers to Exclusive Breastfeeding

A complex interaction of personal, social, psychological, physiological, cognitive, economic and environmental/cultural factors influence a mother‘s compliance to exclusive breastfeeding either positively or negatively. Other factors that influence the compliance of mothers to exclusive breastfeeding including;

i. Socio-economic and demographic factors which includes; maternal age, maternal & paternal educational level (illiterate, literate, semi- literate), socio-economic status (upper class middle class, lower class) and types of family (nuclear or joint) are considered distal determinant of exclusive breastfeeding.

ii. Obstetric and health service related factor (i.e. parity-primiparous, multiparous), if multiparous, previous duration of exclusive breastfeeding of previous babies (<6 months, $\geq$ 6 months), number of ante-natal visits taken (<3 visits, $\geq$ 3 visits) ante-natal and post-natal period advice, delivery intervals between babies (< 24 months, $\geq$ 24 months‘ mode of delivery (normal/operative), birth weight-since underweight babies have sucking reflexes) are the intermediate factors, while

iii. Breastfeeding initiation after birth (1 hour after birth, 1-6 hour after birth, > 6 hours), mother health status (sick or well) and difficulties such as mastitis, cracked nipple and breast engorgement are the proximal factors (Chudasama, Patel, & Kasvishwar, 2010).

In Nigeria a developing country, the cultural practice of the people is also an important factor; take for instance the practice of giving water plus breast milk to infants to quench the child‘s thirst. Furthermore, mothers from socio-economically privileged group are less likely to comply with exclusive breastfeeding as most time they are more educated and belong to the working class and because of current economic challenge they may be forced to return to full time work causing a shorter duration of breastfeeding compared to their less privileged counterpart; those who attended ante-natal clinic regularly receive a clear and intensely appropriate messages about exclusive breastfeeding. (BioMed central, 2014).

In developed countries, young mother and those in low-income group or those who ceased full- time education at early age are least likely to either start breastfeeding or continue for a period of time sufficient to confer health gain (Britton, McCormick, Renfrew, Wade and king, 2012). According to Agunbiade and Ogunleye (2012), some other factors militating against the successful practice of exclusive breastfeeding are: husband non-support, domestic engagements, work demand and some misconceptions. Although some women will choose to breastfeed their infants for a limited amount of time, or not at all, there is evidence that many women are disappointed that they have not been successful in breastfeeding for longer period. Reeve in 2004 reports that 87% of mother who ceased breastfeeding within six weeks of birth would have liked to breastfeed for longer period; for those mother who breastfeed for at least six months, 37% would have loved to continue for longer period. Clearly there is a need to review the support mother receive when breastfeeding to determine what might be effective in helping women to continue to breastfeed. The following are the misconceptions regularly breast milk and breastfeeding (Adesokan, 2011):

i. Breast milk is not enough to provide growing infants with the needed nutrients.
ii. Small breast cannot produce enough breast milk for infant.
iii. Loss of sexual activities occurs during lactation.
iv. Breastfeeding is no more fashionable.
v. Colostrum is dirty and should not be given to babies.
vi. Only mothers who cannot afford formula milk are practicing exclusive breastfeeding.
vii. Exclusively breastfed babies may be addicted to breast milk as the only source of food.

The baby‘s ability to feed is another factor to consider in ensuring successful practice of exclusive breastfeeding (Renfrew, 2004). The ability of a baby to feed efficiently depend upon the co- ordination of the suck, swallow and breathing reflexes. The development of those reflexes begin during the fetal and reaches maturity at approximately 40 weeks of gestation. Therefore, a term healthy baby is usually well able to breast soon after birth, while a preterm baby takes several weeks before this is possible (Lang 2010). According to Lang, 2010, a number of factors or conditions may affect the baby's ability to feed efficiently. These include; cleft lip and/or palate, tongue tie, tongue protrusion or an abnormally large tongue, weak suck, swallow and gag reflexes

In 1992, the World Health Organisation (WHO) and United Nations International Children‘s Emergency Fund (UNICEF) launched the Baby-Friendly Hospital Initiative (BFHI) to strengthen maternity practices to support breastfeeding. So far, the BFHI has been implemented in about 16, 000 hospitals in 171 countries (Nigeria inclusive) and it has contributed to improving the establishment of exclusive breastfeeding (EBF) worldwide. With improved maternity services and support, mothers are offered help to initiate and sustain exclusive breastfeeding practices.

The ten steps to successful breastfeeding are:

i. All facility providing maternity service and care for new born should have a written breastfeeding policy that is routinely communicated to all health care staff.
ii. All heath staff should be trained in skilled necessary to implement this policy.
iii. Inform all pregnant woman on the benefits and management of breastfeeding.
iv. Help mothers initiate breastfeeding within an hour of birth.
v. Show mothers how to breastfeed and maintain lactation even if they are separate from their babies.
vi. Give infants no food or drink other than breast milk unless medically indicated.
vii. Practice rooming-in (mother and infants staying together 24 hours a day)
viii. Encourage breastfeeding on demand.
ix. Give no artificial utensils or pacifiers to infants being breastfed
x. Encourage the establishment of breastfeeding support groups and refer mothers to them on discharge from hospital/clinics.

METHODOLOGY

Research Design

The research design used for this study is a descriptive non-experimental research design in which questionnaire were administered to identify the Hindrances to exclusive breastfeeding practice among nursing mothers in Comprehensive Health Centre, Arakale.

Study Area

This research was carried out in Comprehensive Health Centre, Arakale. The Comprehensive Health Centre, Arakale, Akure is owned by the Ondo State Government. The hospital is situated along Arakale Road, in Akure south local Government Area of the state. It is being administratively managed by the Head of Nursing Service (HNS) / Apex nurse. It serves as hospital that attends to the health needs of the pregnant women starting from the antenatal through post-natal period and to the health needs of children below five (5) years of age thereby promoting the health of mothers and children by reducing maternal and child morbidity and mortality rate in the state. The hospital has several units which are headed by the Chief Nursing Officer and supervisor who controls its activities and duty shifts respectively. Some of the units are: casualty, Antenatal Ward labour ward, ante natal clinic, pediatrics unit, nursery, children welfare, clinic/immunization department and post-natal ward. The research will be carried out in the children welfare clinic of the hospital. The children welfare clinic is a specialized clinic in the hospital responsible for the monitoring of wellbeing, growth and development of children. It also serves as the immunization department. It is headed by a Chief Nursing Officer, has four (4) staff nurse and two (2) community health officers (CHO). The clinic day are Monday, Tuesday, Thursday, and Friday with average attendance of mothers being 50. The clinic operates by giving health talks to mothers after which each child is attended to either for immunization or other things after which they are allowed to see the doctors for further assessment and actions if necessary.

Target Population

The target population for this study was the nursing mothers attending the children welfare clinic of Comprehensive Health Centre, Arakale. The clinic days are Mondays, Tuesday, Thursday, and Friday for every week with average attendance of 50 nursing mothers per clinic day and average attendance per week is 200 nursing mothers.

Sampling Technique and Sampling Size

A random probability sampling technique was used in selecting 130 nursing mothers for this research study in the children welfare clinic of Comprehensive Health Centre, Arakale.

Out of the 200 nursing mother that visit the clinic in a week, 130 was selected for this research study i.e. 35 nursing mother on each visit.

Slovin's formula for Data collection: $n=N/1+N(e)^2$
Where n= Sample size
N= Total Population
E=level of precision/ significant
$n=N/1+N(e)^2$
$n= 200/1+200(0.05)^2$
$n= 200/1+200 \text{ x}$
0.0025 $n=200/1+0.5$
$n=200/1.5=133.33$, approximately

Method of Data Collection

Data were collected through the administration of structured questionnaire which were distributed by the researcher with the assistance of four (4) trained research assistants. The questionnaire was self-answered by the literate, and was read and interpreted to the uneducated nursing mothers. These were collected immediately by the researcher and four trained research assistants who assisted in the administration and collation of data. The questions were well arranged in sequence where respondents will be able to tick appropriate answers. The questionnaire was divided into six sections;

Section A consist of socio-demographic information

Sections B, C, D, E and F consist of questions about the research topic.

Method of Data Analysis

All data collected for this research were analyzed using Statistical Package for Social Sciences (SPSS) version 20. It is a software widely used for statistical analysis in social science. It is also used by researchers (health, education and market), government, survey companies and data miners. Both descriptive and inferential statistic will be used. The report will be in tables and charts.

Data Presentation and Data Analysis

Section A: Socio-Demographic Characteristics of the Respondents

Table 1. Socio-Demographic Characteristics of the Respondents

Variable	**Character**	**Frequency (n = 130)**	**Percentage (%)**
Age	15 – 24	29	22.3
	25 – 34	75	57.7
	35 – 44	24	18.5
	Others	2	1.5
Religion	Christianity	108	83.1
	Islamic	22	16.9
	Traditional	-	-
	Others	-	-
Ethnicity	Hausa	7	5.4
	Igbo	17	13.1
	Yoruba	104	80.0
	Others	2	1.5
Educational level	Primary education	18	13.9
	Secondary education	46	35.4
	Tertiary education	54	41.5
	Vocational Education	12	9.2
Marital Status	Single	6	4.6
	Married	124	95.4
	Divorced	-	-
	Widowed	-	-
Occupation	Civil Servant	42	32.3
	Artisan	48	36.9
	Business woman	29	22.3
	Professional	11	8.5
No of children	One	46	35.4
	Two	52	40.0
	Three and Above	32	24.6
Place of delivery	Public hospital	76	58.5
	Private hospital	36	27.7
	Traditional birth attendant	6	4.6
	Mission homes	12	9.2

Table 1 shows the socio-demographic characteristics of the respondents indicating that 22.3% (29) of the total population were between the age bracket 15 and 24, 57.7% (75) were aged from 25 – 34 making up the bulk of the respondents, 18.5% (24) were between the ages 35 – 44 while 45 and above had 1.5% (2) representation. 83.1% (108) of the mothers practice Christianity while 16.9% representing 22 of the total population practiced Islam. 80.0% (104) of the respondents were of Yoruba ethnicity while Igbo and Hausa had a combined representation of 18.5% (24). 41.5% (54) of the respondents had tertiary education, 35.4% (46) had secondary education, and 13.9% (18) had primary education while 9.2% (12) had vocational education. The table also indicated that 95.4% (124) of the respondents were married. The occupational status of the respondents was as follows: Civil servant, 32.3%

(42), Artisan 36.9% (48), Business women 22.3% (29) and professionals 8.5% (11)

respectively. 40.0% (52) of the respondents had two children 35.4% (46) had one while 24.6% (32) had three and above. The table also indicate the patronage of public hospital as place of delivery as it had a 58.5% (76) representation followed by the private hospital with 27.7% (36), traditional birth attendant with 4.6% (6) and mission homes with 9.2% (12) respectively.

Section B: Objectives of the Study

Objective 1: Knowledge of Nursing Mothers On Exclusive Breastfeeding and Its Health Benefits

Table 2: Knowledge of nursing mothers on exclusive breastfeeding and its health benefits

Statements	**Response**	**Freq. (n = 130)**	**(%)**
Heard of exclusive breast feeding before	Yes No	130 0	100.0 0.0
Source of information about exclusive breast feeding	Hospital/Clinic Media School Friends Others	68 26 16 12 8	52.3 20.0 12.3 9.2 6.2
Received any instructions about exclusive breast feeding during ante natal care	Yes No	122 8	93.8 6.2
How long is exclusive breastfeeding expected to be practiced	1-2 months 3-4 months 5 months 6 months 1 year and above	12 14 10 92 2	9.2 10.8 7.7 70.8 1.5
How long did you exclusively breastfeed your last child	1-2 months 3-4 months 5 months 6 months More than 6 months	17 63 14 32 4	13.1 48.5 10.8 24.6 3.0
Exclusive breastfeeding is	Feeding babies only with breast milk for 6 months Feeding babies with breast milk only for 3 months Feeding babies with breast milk and formula for 6 months	108 12 10	83.1 9.2 7.7
Exclusive breastfeeding is beneficial to you and your child	Yes No	122 8	93.8 6.2
Exclusively breastfed babies are healthier than babies fed with infant formula	Strongly Agree Agree Disagree	72 37 21	55.4 28.5 16.1
Baby exclusively fed with breast milk has lower Intelligent Quotient (IQ) than baby fed with infant formula	Strongly Agree Agree Disagree	9 17 104	6.9 13.1 80.0

Exclusive breastfeeding has no advantage over infant formula	Strongly Agree Agree Disagree	12 34 84	9.2 26.2 64.6
Exclusive breastfeeding has a protective effect against mortality and morbidity	Strongly Agree Agree Disagree	86 30 14	66.2 23.1 10.7
Exclusive breastfeeding increase mother and child bonding	Strongly Agree Agree Disagree	99 12 19	76.2 9.2 14.6

From Table 2, all the respondents 100% (130) claimed to have heard about exclusive breastfeeding in one form or the other with the hospital 52.3% (68) claiming the highest source of information on exclusive breastfeeding. 93.8% (122) of the respondents also said they received information about it during their ante natal while 70.8% (92) accepted that exclusive breastfeeding be practiced for 6 months. It is however surprising that despite the fact that 83.1% (108) of the respondents agreed that exclusive breastfeeding is feeding a baby with breast milk for the first six months of life, only 24.6% (32) practiced it for their last child.

In the same vein, 93.8% (122) agreed that exclusive breastfeeding is beneficial to them and their child. A combined total of 83.9% (109) agreed that exclusively breastfed babies are healthier than babies fed with infant formula. 80.0% (104) of the respondents disagreed with the statement that babies exclusively fed with breast milk have lower intelligent quotient (IQ) than babies fed with infant formula. 64.6% (84) also disagreed that exclusive breastfeeding has no advantage over infant formula.

Meanwhile, 66.2% (86) and 23.1% (30) strongly agreed and agreed respectively that exclusive breastfeeding has a protective effect against mortality and morbidity. It was also agreed with a combined total of 85.4% (111) that exclusive breastfeeding increase mother and child bonding.

Objective 2: Level of Compliance to Exclusive Breastfeeding Practice

Table 3: Level of Compliance to Exclusive Breastfeeding Practice

Statements	**Response**	**Freq. (n = 130)**	**(%)**
Do you breastfeed your baby(ies) exclusively	Yes No	46 84	35.4 64.6
Do you breastfeed on demand	Yes No	108 22	83.1 16.9
When do you start feeding your baby(ies) with complementary foods	Less than 3 months Less than 6 months Exactly 6months Over 6 months	26 58 42 4	20.0 44.6 32.3 3.1
Do you continue to breastfeed your baby(ies) after giving them other foods	Yes No	117 13	90.0 10.0

Does your baby have difficulty in breastfeeding	Yes No	20 110	15.4 84.6
Does your baby's difficulty in breastfeeding affect	Yes	15	11.5

your compliance to exclusive breastfeeding	No	115	88.5
Did the midwives/nurses encourage you to exclusively breastfeed	Yes No	120 10	92.3 7.7
Do domestic commitments hinder your practice of exclusive breastfeeding	Yes No	75 55	57.7 42.3
Do marital commitments hinder your practice of exclusive breastfeeding	Yes No	52 78	40.0 60.0
Do you feel comfortable breastfeeding in public places	Yes No	58 72	44.6 55.4

From table 3, the level of compliance to exclusive breastfeeding practice can be deduced as 64.6% representing 84 respondents said they do not breastfeed their baby (ies) exclusively. 83.1%
(108) fed their babies on demand. 44.6% (58) started feeding their children with complementary food in less than 6 months while 32.3% (42) waited till exactly 6 months. 84.6% (110) stated that their babies do not have difficulty in breastfeeding while 88.5% (115) said the babies‘ difficulty does not affect compliance to exclusive breastfeeding. 92.3% (120) of the respondents agreed that the midwives/nurses encouraged them to exclusively breastfeed.

While domestic commitments hinder the practice of exclusive breastfeeding according to 57.7% (75) respondents, marital commitments do not seem to do the same as 60.0% (78) said no. 55.4% (72) of the respondents do not feel comfortable breastfeeding in public places.

Objective 3: Social Factors Hindering the Practice of Exclusive Breastfeeding

Table 4: Social Factors Hindering the Practice of Exclusive Breastfeeding

Statements	**Response**	**Freq. (n = 130)**	**(%)**
Your husband does not support your practice of exclusive Breast feeding?	Yes No	74 56	56.9 43.1
Do you agree with your husband influence on the number of months that you exclusively breastfeed your baby?	Yes No	48 82	36.9 63.1
The organization where you work does not support exclusive breast feeding?	Yes No	70 60	53.8 46.2
Are there facilities that promote exclusive breast feeding in your work place?	Yes No	42 88	32.3 67.7
There are no crèche facility in your work place or close to your work place?	Yes No	75 55	57.7 42.3
Do you support six (6) months maternity leave for mothers to aid the practice of exclusive breastfeeding?	Yes No	87 43	66.9 33.1
Does your nature of work allow for the practice of exclusive breast feeding?	Yes No	70 60	53.8 46.2
Do nursing mothers have adequate knowledge about the hindrances to the practice of exclusive breastfeeding?	Yes No	62 68	47.7 52.3
Resumption to work by nursing mothers hinder the practice of exclusive breastfeeding?	Yes No	64 66	49.2 50.8
Addiction to breast milk hinders the practice of exclusive breastfeeding	Yes No	88 42	67.7 32.3

Poor condition of the baby due to illness e.g. cleft plate	Yes	96	73.8

	No	34	26.2
Difficulty in breastfeeding in public place	Yes No	72 58	55.4 44.6
Exclusive Breastfeeding is an outdated (old) practice.	Yes No	75 55	57.7 42.3

From table 4 which considered the social factors hindering the practice of exclusive breastfeeding, many husbands 56.9% (74) do not support their wives' practice of exclusive breastfeeding. 53.8% (70) stated that the organisation where they work do not support exclusive breastfeeding and their nature of work does not support the practice of exclusive breastfeeding. 67.7%
(88) also stated that there are no crèche facilities in their work place.

On the other hand, 66.9% representing 87 respondents support six (6) months maternity leave for mothers to aid their practice of exclusive breastfeeding while 33.1% (43) of the respondents considered this unnecessary. Lack of adequate knowledge about the hindrances to the practice of exclusive breastfeeding was observed as 52.3% (68) do not possess the required knowledge about the hindrances to exclusive breastfeeding. It was a close call between the mothers on whether resumption to work hinders the practice of excusive breastfeeding as 49.2% (64) said yes while 50.8% (66) said no. Meanwhile, addiction to breast milk, poor condition of the baby due to illness e.g. cleft palate and difficulty in breastfeeding in public places were all viewed as hindrances to the practice of exclusive breastfeeding with a response of 67.7% (88), 73.8% (96) and 55.4% (72) respectively. 57.7% of the respondents representing about 75 respondents opined that exclusive breastfeeding is an outdated (old) practice.

Objective 4: Strategies to Improve Exclusive Breastfeeding Practice

Table 5: Strategies to Improve Exclusive Breastfeeding Practice

Statements	**Response**	**Freq. (n = 130)**	**(%)**
Husbands should provide for the needs of the nursing mothers and their babies	Strongly Agree Agree Disagree	91 37 2	70.0 28.5 1.5
Husbands should agree with nursing mothers on 6 months exclusive breastfeeding plan	Strongly Agree Agree Disagree	49 67 14	37.7 51.5 10.8
Family, relatives and friends should motivate nursing mothers through being role models.	Strongly Agree Agree Disagree	84 38 8	64.6 29.2 6.2
Appropriate health messages on breastfeeding during antenatal clinics (before birth) should be intensified.	Strongly Agree Agree Disagree	96 34 -	73.8 26.2 -
Appropriate health messages on breastfeeding during postnatal clinics (after birth) should be intensified.	Strongly Agree Agree Disagree	99 31 -	76.2 23.8 -

The society should support exclusive breastfeeding practice.	Strongly Agree Agree Disagree	87 33 10	66.9 25.4 7.7

Table 5 above shows suggested strategies to improve exclusive breastfeeding practices. It was jointly agreed by 98.5% (128) of the respondents that husbands should provide for the needs of the nursing mothers and their babies. It was also agreed upon by 89.2% (116) of the respondents that husbands should agree with nursing mothers on 6-month exclusive breastfeeding plan. 93.8% (122) also agreed that family, relatives and friends should motivate nursing mothers through being role models. Appropriate health messages on breastfeeding during antenatal/postnatal clinics was 100%
(130) accepted by the nursing mothers. The society was also urged to support exclusive breastfeeding by 92.3% (120) of the respondents.

CONCLUSION

This research study assessed the ―hindrances to exclusive breastfeeding practice among nursing mothers in Comprehensive Health Centre, Akure‖. The findings helped to assess the mothers' knowledge about exclusive breastfeeding, evaluate the degree of compliance with the practice of exclusive breastfeeding, identify the social factors that hinder excusive breastfeeding practice by nursing mothers, assess the support of husbands to nursing mothers in the practice of exclusive breastfeeding and identify strategies that will improve the practice of exclusive breastfeeding among nursing mothers.

In conclusion, as shown from the research findings overleaf, it stated that, virtually all nursing mothers who participated in this study have heard about exclusive breastfeeding. Majority of them are aware of its health benefits both to them and their babies, some of the nursing mothers did not have adequate knowledge about what exclusive breastfeeding actually entails and more than half of the respondents practice exclusive breastfeeding.

RECOMMENDATIONS

Following the careful assessment of the knowledge, level of compliance and factors hindering exclusive breastfeeding practice, the researcher hereby make the following recommendations;

- Nursing mothers should ensure strict compliance to exclusive breastfeeding practice because of the numerous benefits attached to it.
- Efforts must be intensified to reiterate the benefits of exclusive breastfeeding and address the identified hindrances, via health education of the larger community.
- To enlist family support for breastfeeding mothers. There is also a need for fewer children through family planning.
- Nurses should educate mothers on exclusive breastfeeding and give them the necessary support they need to ensure an increase in compliance level.
- The Baby-Friendly Hospital Initiative should be adopted by more Hospitals to help mothers initiate and sustain breastfeeding of babies exclusively for at least the first 6 months of life.
- Lastly, the interested organizations and governments at all levels should increase the level of awareness about exclusive breastfeeding and offer the necessary support to mothers so as to help increase the level of compliance.

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SEXUAL HARRASSMENT AGAINST WAITRESSES EMPLOYEES IN FOOD SERVICE INDUSTRY (A Case Study Of Osun State.

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ABSTRACT

The overall objective of this research is to provide information and determine the magnitude of sexual violence against employees who are in the hospitality industry. In Osun State Nigeria.Numerous instances of sexual exploitation and harassment occur in the hospitality business s or bars, bukerterias and supermarkets. The population of the study constitutes among waitresses working in hotel restaurants, eateries ,bukerterias, supermarkets and bars total of one hundred and fifty (150) questionnaires were administered but 120 were retrieved and used for the analysis The selected hospitality workplaces' owners/managers were approached and informed about the study. interviewers. Then, the survey was conducted using a prepared questionnaire in English (the local language).The questionnaire was adopted from other literature and included a range of questions on socio demographic characteristics, awareness, attitude, sexual violence experiences, and associated factors of sexual violence in the workplace. It also had questions about sexual violence experiences related to verbal, non-verbal, and physical violence. The researchers elicit data from both primary and secondary sources, analysis were made using the simple percentage while hypotheses were tested using the statistical package for social sciences (SPSS). The paper concludes that women at the lover cadre are mostly harassed and it affects their performance in the organizations. Finally, the paper recommends stringent rules be put in place to protect women against sexual harassment.
Keywords: sex, harassment, performance, employees

INTRODUCTION

Many hospitality establishments have an informal working culture where some types of sexual behaviour have to be tolerated and place the burden on staff to distinguish between an acceptable level of sexual behaviour and behaviour that may be construed as sexual harassment.

The reason for this high number is the tolerance of sexual harassment within the hospitality industry. The central rule in the industry is ―the guest is always right‖ and the restaurant employees are often dependent on the tips paid by the guests. This mindset makes it more challenging for restaurant staff to differentiate between an inappropriate conversation and a cordial one with the client or visitor. As part of the service they provide to the customer or guest, restaurant staff members are expected to appear friendly and smile..

Female employees were threatened with termination from their jobs, hated by family members or lovers, and accused of providing improper service in exchange for sexual favors, which made them fearful of punishment if they refused the attackers' unwelcome sexual advances.

Female workers experienced inappropriate promises and too many tips to accept sexual requests, comments made about their characteristics, requests for dates, phone numbers, sexual overtures, and verbal insults made while they are at work.

Statement of the problem

In hotels, restaurants, cafeterias, bukateria , bar and grocery stores, women frequently harassed, which made them feel uncomfortable.

Research questions

1. What are the characteristics of harassment and the key potential contributors leading to it?

2. What are the effects & impacts of harassment on the victim?

3. Why do the majority of harassment cases go unreported?

4. What are the resources available for victims, under the current scenario of Pakistan?

5. What does it take to stop harassment?

- What are the negative effects of sexual harassment on restaurant employees?
- How does sexual harassment impact an employee‘s productivity?
- What are the organization‘s measurements of sexual harassment?
- How do male and female restaurant employees experience incidents of sexual harassment

Scope of Study

This research will specifically focus attention on the activities of sexual violence in organizations in selected hospitality sectors in Osogbo .

LITERATURE REVIEW

According to (Reedy, 2019) stated that 90% of the women that worked in a restaurant experienced a form of sexual harassment more than any other industry, and that women experience forms of sexual harassment is not limited to them alone but 70% of men experience this as well

Sexual harassment is a concern since it occurs frequently in the hospitality sector and there is no premeasure taken. Although the servers felt uneasy and threatened, they occasionally considered it to be a necessary part of their profession (McDonald, 2020).

According Poulston, (2008), .Pritchard (2014) one out of every four female employees in the hospitality and tourism industries had been sexually violated. Sexual violence can occur in any workplace and in both sexes

According UN Women hand book (2019) agreed that sexual harassment is more common in women. It is particularly common among women in certain job categories. When a worker is abused, threatened, or assaulted while at work, it poses an explicit or implicit threat to his/her safety, well- being, or health.

However, the magnitude and understanding of the problem and its associated factors have received little attention in low and middle-income countries Nigeria, widely regarded as the most populous country of African descent, is not one nation with a single culture or religion. Instead, Nigeria is a diverse society with many different ethnic and religious groups (Asike, 2019).

Nigeria, a country made up of people from 374 distinct ethnic groups, each with its distinct religion, language, and cultural practices, will, both directly and indirectly, encourage various forms of discrimination and harassment. Gender discrimination is especially prevalent due to this nation's people's conflicting cultural traditions. Even though there are now more women working in academia and other professions including science, engineering, and medicine as faculty members and students, incidences of sexual harassment in numerous businesses continue to be documented throughout time (Johnson, 2010). These findings suggested that as more women work in other sectors, the prevalence of inappropriate sexual engagement may rise or spike.

(Morgen & Pritchard, 2018). confirms that numerous instances of sexual exploitation and harassment occur in the hospitality business, which includes the restaurant sector

The reason for this high number is the tolerance of sexual harassment within the hospitality industry. The central rule in the industry is ―the guest is always right‖ and the restaurant employees are often dependent on the tips paid by the guests. This mindset makes it more challenging for restaurant staff to differentiate between an inappropriate conversation and a cordial one with the client or visitor. As part of the service they provide to the customer or guest, restaurant staff members are expected to appear friendly and smile.

Appearance is an important aspect of the hospitality industry because it influences the customers' experience. Therefore, employees are more likely to accept forms of sexual harassment since it is assumed to be part of the job (Morgan & Pritchard, 2018).

The normalization of sexual harassment is when customers are sexually harassing their servers and use ―the power of the tip‖ or ―the customer is always right‖ attitude to get away with inappropriate behaviour, sexual harassment is being normalized in restaurants.

According to McDonald (2020), personnel psychologically prepare for this type of behaviour from clients because it is "part of the job."

Overall, even if some of the managers act against sexual harassment, the normalization and the managers' ignorance of this issue still exist in the restaurant industry. McDonald (2020) asserts that because it is "part of the job," personnel anticipate this behavior from clients and psychologically prepare for it to occur. Conceptual models of the guest behaviours that are considered sexual harassment include compliments about the server's appearance, sexual remarks, looks or gestures, touching parts of the body, and inappropriate requests. Male and female employees might perceive and label these guest behaviours differently. Their personal experience with incidents of sexual harassment could also be different.

In hotels, restaurants, cafeterias, and grocery stores, women were frequently harassed, which made them feel uncomfortable. Female employees were threatened with termination from their jobs, hated by family members or lovers, and accused of providing improper service in exchange for sexual favors, which made them fearful of punishment if they refused the attackers' unwelcome sexual advances.

Female workers experienced inappropriate promises and too many tips to accept sexual requests, comments made about their characteristics, requests for dates, phone numbers, sexual overtures, and verbal insults made while they are at work.

Possible Causes in Hospitality

There are numerous social contexts in which harassment can occur, including the office, the house, the school, the church, etc. Any sex or gender might be a victim or a harasser.

Numerous research has revealed variations in people's views on sexual harassment and their ethical standards. Ogunmosunle (2012) noted that sexual harassment occurred in the working environment resulting from the inferior job positions and job roles occupied by women. More so, resulting from the above, women tend to crave to improve their position since sex discrimination forces women into inferior job positions and low-paying jobs sexual harassment helps to keep them there.

Poverty is also one of the causes of sexual harassment because most victims crave financial or material favor from their superior without the intent of being harassed however; the harassers do take advantage of them by asking them for a sexual favor..

Sexual harassment also has physical and psychological effects, economic effects, and social effects which posed a challenge to both the victims and the organizations. In the International Labor Organization guideline (2010), identified the effects to include the following: Sexual harassment affects women‘s economic self-sufficiency, post-traumatic stress, and disorder, publicly harassment by the victims, weakening of support network from colleagues, loss of productivity, decreased employee morale, labor turnover, loss of productivity and low economic profile, and loss of goodwill of the victim and the organization.

There are three types of sexual harassment, according to Johnson et al. (2018): gender-based discrimination (i.e., verbal and nonverbal behaviors that convey hostility, objectification of, exclusion, or second-class status about members of one gender); (ii) unwanted sexual attention (verbally or physically unwelcome sexual advances, which may include assault); and (iii) sexual coercion (when favorable professional or educational treatment is conditional on sexual behavior).
An integrated theoretical model that Fitzgerald and her coworkers created analyses the origins and effects of workplace sexual harassment. These academics contend that sexual harassment is a stressor and that its immediate effects can include poor mental and physical health, work withdrawal, career instability, and job displeasure. Houle, Mortimer, Uggen, and Blackstone (2011) argued that sexual harassment as a stressor has ramifications for the physical and mental health of its targets, supporting Fitzgerald's hypothesis that it is a stressor that is linked with depressive signs.

In the majority of sexual harassment incidents, the aggressor is superior to the victim, which could also include all genders working in the same organization. Sexual abuse of professional women can have negative effects on their finances and careers in a variety of contexts, particularly in more structured cultures like academic institutions, according to (McLaughlin et al. 2017). This may occur via the internet, phone, text message, Facebook, or photo manipulation.

According to recent data, sexual harassment is on the rise in the Nigerian banking industry (Akinfala & Komolafe, 2017; Alooma & Atadiose, 2014 Bello, 2016; Fapohunda, 2014).

Some sexual harassment victims could even have more severe professional ramifications, such as losing work references. To avoid a hostile work environment, they can have plans to leave their current job or position. Sexual harassment has a direct impact on workers and the global economy, according to Cohn (2013). Millions of naira (the basic unit of currency in Nigeria) are wasted each year as a result of employee turnover, sexual harassment, low morale, and other workplace issues like absenteeism and low productivity Premature retirement and higher insurance expenses have hurt negative impacts on the economy as well. The main puzzle, though, is how sexual harassment continues to occur in workplaces despite being expensive and against the law. Commercial and judicial incentives exist to stop this practice. The counterbalances to these incentives, however, suggest high costs of policing behavior along with poor reporting of sexual harassment, which will ultimately lessen the likelihood of future legal threats.

These models overview the different contributors to sexual harassment in the hospitality industry. The first three model theories are that sexual harassment is influenced by power differentials between the victim and the offender. The Organizational Model suggests the power is created through the hierarchy of the business; the Sex-Spillover Model suggests the power is through the offender/victim ratio; the Social-Cultural Model proposes the power differentials are a natural phenomenon between men and women who have been socialized in this historically acceptable way. However, the fourth model, the Natural Model, proposes sexual behaviors are a result of the natural attraction of men and women influenced by the working environment of hospitality and does not acknowledge any power differentials between the individual.

Sexual harassment has negative effects on both the victim and society, including decreased productivity, a rise in absenteeism, hostile or violent conduct at work, feelings of shame and remorse, e.t.c.

The Violence Against Persons (Prohibition) Act's section 46 contains the definition mentioned above (popularly known as the VAPP Act). Keep in mind that only the Federal Capital Territory, Abuja, where identical state legislation has been passed, has it operating (including, Plateau, Benue, Cross- Rivers, Ebonyi, Enugu, Anambra, Oyo, Ogun, Osun, Edo, and Lagos)

METHODOLOGY

The researchers reached female employees working as waitresses or servers working in hotels, restaurants cafeteria, grocery stores and bars, total of one hundred and fifty (150) questionnaires were administered but 120 were retrieved and used for the analysis.

The second section of the survey identified if any of the participants ever experienced one of the listed incidents using a 5-point Likert scale (strongly disagree; agree, disagree; agree; strongly agree). The statements focused on the hotel‘s regulations regarding sexual harassment and on what the participant would do in case of a sexual harassment incident.

The respondents numbering one hundred and twenty (120) were reached through questionnaire . The questionnaire covers the demographic information and the perception, causes, frequencies and effects of sexual harassment.

The researchers also analyzed the data using simple percentage while hypotheses were tested using the statistical packages for social sciences (SPSS). The variable used for hypotheses is to evaluate the influence of sexual harassment on employee absenteeism.

DATA ANALYSISA total of 150 questionnaires were given out to employees at various hotel waitresses or servers working in hotels, restaurants cafeteria, grocery stores, bars, bukateria and supermarkets in the study area, and management and supervisory cadre members of these operations were also personally interviewed. 150 copies were submitted, but only 120 were properly finished and returned, and 30 copies were incomplete. The 120 questionnaires that were completed and returned served as the basis for the study. The findings of the questionnaire analysis are discussed below

MODES OF SEXUAL HARASSMENT

Table 1: Sexual harassment includes the following

Verbal	**Non-Verbal**	**Physical**
Referring to an adult as a girl, babe or honey	* Looking a person up and down (Elevator eyes)	*Giving a message around the neck or shoulders
Whistling at someone, cat, calls	* Staring at someone	*Touching the person clothing, hair or body.
Making sexual comments about a person's body	*Blocking a persons path	*Hugging, kissing, pathing, or stroking
Making sexual comments or innundors	*Following the person	*Touching or rubbing oneself sexually around another person
Turning work discussion to sexual topics	*Giving personal gifts	*Standing close or brushing up against another person
Telling sexual jokes of stories	*Displaying sexual suggestive visuals	*Giving someone a pat on the shoulder
Asking about sexual fantasies, preferences or history	*Making sexually gestures with hands or through body movements	*Putting someone hand around the shoulder
Making kissing sounds, hauling, and smocking lips.	*Making facial expressions such as winking, throwing kisses, or licking lips	*Intimidating a woman for sexual advances
Making sexual comments about a person's clothing, anatomy or looks. Repeatedly asking out a person who is not interested. Telling lies or spreading rumours about a person personal sex life. Constantly teasing with dirty jokes.		

Source: PSA (1992), ILO, (2010)

RESULT OBTAINED

All incidents are experienced more frequently by female employees. Since there are more femal

Table 2: Demographic Characteristics of the respondents

Variable	**Attribute**	Frequency	Percent
Employees at various waiting job	Restaurant	36	30.0
	Eatery	21	17.5
	Bukerteria	30	25.0
	Supermarket	18	15.0
	Bar	15	12.5
Gender	Male	42	35.0
	Female	78	65.0

Table 2 shows the demographic data of the respondents, Employee‗s work sector It shows that most of the employees are in the Restaurants 30%, followed by Bukerteria, (25%), Eatery (17.5%), Supermarkets (15%) and the least is Bar (12.5%).

There are more female (65%) than male (35%) restaurant and waiting job in the area of employee of work sector.

Key: SA**- Strongly Agree (5), A- Agree (4), N- Neutral (3), D- Disagree (2), SD-Strongly**

Table 3.Effect of Sexual Harassment on Restaurant Employees when guests asked these questions :The guest says the following:

Variables	SD	D	N	A	SA
You look sexy. Grabs your hand.	12 (10%)	18 (15%)	15 (12.5%)	15 (12.5%)	60 (50%)
Suggests to come and pick you up at the end of Throwing ‗kisses‗ at you.	12 (10%)	. 18 (15%)	27 (22.5%)	39 (32.5%)	24 (20%)
You look nice today You have beautiful eyes‖.	6 (5%)	15 (12.5%)	39 (32.5%)	30 (25%)	30 (25%)
Pats you on the back or shoulder. Do you have a boyfriend / girlfriend?	15 (12.5%)	24 (20%)	9 (7.5%)	21 (17.5%)	51 (42.5%)
Telling you dirty jokes. Looking you up and down.	9 (7.5%)	18 (15%)	36 (30%)	33 (27.5%)	24 (20%)

Table 3. Shows that at least 62.5% of the respondents agreed that The guest says, ―You look sexy‖. And grabs your hand

The analysis shows that 50% of the respondents have experienced guests saying You look nice today and you have beautiful eyes in the food service while the other 50% said they have not experience Also, 50% of them at least agreed that managers and supervisor supports sexual violence / harassment is part of the job in the food service area while the other 50% do not agree

Table 4: Respondents employment status.

Employment status	Frequency	Percentage (%)
Senior staff	34	28
Junior staff	86	72
Total	**120**	**100**

Source: Research survey (2022)

Table 5: Perception of respondents on sexual harassment

Perception	Frequency	Percentage (%)
Highly Disgusting	44	37
Offensive	60	50
Normal	12	10
Solicited	06	03
Total	**120**	**100**

Source: Research survey (2022)

Table 6: Causes of sexual harassment

Causes	Frequency	Percentage (%)
Poor organizational mechanism	56	47
Offensive dressing by women	40	33
Constant request by women for financial assistance	18	15
Others	06	05
Total	**120**	**100**

Source: Research survey (2022)

Table 7: Frequency of Respondent Experience on Sexual Harassment

Option	Frequency	Percentage (%)
Uncontrollable	38	32
Always	60	50
Never	22	18
Total	**120**	**100**

Source: Research survey (2022)

Table 8:

The Effect of Sexual Harassment on Restaurant Employees

Sexual harassment brings about depression			Sexual harassment hinders the actualization of organizational goals			Sexual harassment can lead to the loss of capable hands			Sexual harassment denigrates the personality of the employees			Sexual harassment is a form of immorality in any establishment.		
Items	F	%	Items	F	%	Items	F	%	Items	F	%	Items	F	%
SA	78	65%	SA	28	24%	SA	22	18%	SA	42	35%	SA	49	41%
A	42	35%	A	42	35%	A	32	28%	A	29	24%	A	22	18%
N	0	0.0%	N	14	12%	N	22	18%	N	07	6%	N	14	12%
D	0	0	D	22	18%	D	22	18%	D	28	24%	D	21	18%
SD	0	0	SD	14	12%	SD	22	18%	SD	14	12%	SD	14	12%
Total	120	100%	Total	120	100%	Total	120	100%	Total	120	100%	Total	12 0	100 %

Source: Field survey 2022

Table 8 shows that Sexual harassment has negative effects on both the victim and society, including decreased productivity, a rise in absenteeism, hostile or violent conduct at work, feelings of shame and remorse,

Inferential Analysis

Table 9: Contingency table showing incidence of sexual harassment versus number of females that have actually experienced sexual violence in the job provision

		Restaurants and food services sector provides Jobs					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Division	Restaurants	3	0	15	12	6	36
	Eatery	6	3	3	9	0	21
	Bukerteria	3	15	3	3	6	30
	Canteens	0	0	6	12	0	18
	Supermarkets	0	0	0	3	12	15
	Bars	12	18	27	39	24	120

$\chi^2 = 105.965$, df = 16, p-value = 0.000

Table 10: Contingency table showing sexual violence and harassment occurrences and attitude of hotel managers and government

The guest suggests to come and pick you up at the end of your shift. And also throw kisses at you
The guest is throwing _kisses‘ at you.as agreed by 52.5% of the respondents

		The sexual violence and harassment are frequent occurrence by food service personnel.					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
You have experienced one or more type of sexual violence or harassment?	Strongly Disagree	3	0	0	3	0	6
	Disagree	6	6	3	0	0	15
	Neutral	0	12	3	15	9	39
	Agree	0	0	15	6	9	30
	Strongly Agree	0	0	15	9	6	30
	Total	9	18	36	33	24	120

$\chi^2 = 95.885$, df = 16, p-value = 0.000

The respondents have so many sexual violence or harassment attitudes toward workers in the different areas of hospitality services

Table 3 and 4 shows that there is a significant association between hospitality and sexual violence or harassment jobs in the study area at a 5% level of significance ($p < 0.05$).

SUMMARRY

The findings of the study indicate that sexual harassment in the hotel industry might result in significant issues. The victim's mental health is typically the first to suffer damage from sexual The target's morale suffers as a result of the harassment. If the situation was reported but nothing was done about it, the employee may experience feelings of anxiety as well as anger directed toward their superiors. Disgruntled worker is less productive on the job because they are less likely to engage with management or contribute to the advancement of company objectives. Victims of sexual harassment may see their performance on the job suffer as a result. Also, prevent sexual harassment. act in response to the problem of sexual harassment.

CONCLUSIONS

As suggested in the study findings, sexual harassment is common, and there remains a wide diversity of opinions regarding the meaning of sexual harassment. Similarly, women employees faced various forms of sexual harassment and mentioned different perceived risk factors and consequences. This finding indicates that sexual harassment is a norm that creates a culture of hesitation and other unintended outcomes, which may endanger more women's health and organizations' performance when productivity is sought. Thus, it may cause a further rise in women's psychological deterioration as long as social, moral, and legal norms are not harmonized. However, the magnitude, associated factors, and consequences of the practice of sexual harassment among women in hospitality workplaces should be a focus of future research. Further study is also needed to document the coping and perpetrators' personalities

RECOMMENDATIONS

The following recommendations were drawn from the findings of the research work.

- Awareness about sexual harassment should be raised and people should know that sexual harassment is happening almost daily.
- Since the media plays an influential role in shaping opinions in society nowadays, it can be used to raise awareness about this topic.
- .Teaching employees about self-awareness, self-management, and social awareness helps to prevent sexual harassment from happening.
- There should be a policy in restaurants (and all hospitality-related workplaces) about sexual harassment not being tolerated.
- Employees should be informed about this policy and know that sexual harassment is not accepted.
- Employees should also be provided with procedures to make a formal charge or complaint
- Further research is highly recommended to raise more awareness about the frequency of sexual harassment, the reasons behind it and to find possible solutions for the re-occurring problems.

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QUALITY CONTROL METHODS AS CORRELATES OF EMPLOYEES' PERFORMANCE IN A HOSPITALITY ORGANISATION IN KWARA STATE NIGERIA -Pinnacle Hotels and Suites

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ABSTRACT

This study examined the correlation between quality control methods and employees' performance in a hospitality organisation in Kwara. The hospitality industry has been experiencing problem with measuring customers' satisfaction existing between the customers' viewpoint and the providers' understanding of what constitutes quality service. The questionnaire was administered to the respondents through the hotel human resource department and collected after two days using drop and pick method. Data collected were analysed using percentage, mean and standard deviation to answer the research questions while the hypotheses were tested using a linear multiple regression at 0.05 level of significance.Results were validated by experts with the reliability coefficient of 0.85. Data collected were analysed using percentage, mean and standard deviation to answer the research questions while the hypothesis was tested using a linear multiple regression at 0.05 level of significance. Findings revealed that the quality control methods that were always put in place in the organization were inspection and quality circle. Majority (62.9%) of employees performed high within the hospitality industry in Kwara State and there was a significant correlation between quality control methods (inspection, statistical quality control, quality circle and total quality management) and employees' performance in the hospitality organisation . It thus recommended that hospitality organisation should always ensure quality statistical control by monitoring a process to identify special causes of variations, constantly checking manufacturing processes to provide the feedback and taking sample from the production line for testing, weighing and measuring not only to ensure product conformance but also to foster employees' performance

Keywords: quality control methods, employees' performance, hospitality industry

INTRODUCTION

In pursuit of better employee performance and customer satisfaction, organisations are looking for and investing in strategies to enhance output. Heterogeneity being a key characteristic of services; service firms are determined to optimise their employees output in order to ensure that their customers are always contented as a result of consuming quality delivered services (James and Mona, 2011). With customers in the service market being not only cautious with the quality of products and services they consume, but also in the manner in which the latter is delivered, and them being also key participants in the delivery system of the service, organisations are forced to implement Quality Control Techniques in their operations in order to assist and ensure that their employees perform their respective tasks. Service firms are thus implementing Quality Control in their operations so as to ensure that their employees always perform their tasks right the first time and that their customers‘ expectations are always met or exceeded after consumption of the firm‘s products or services.

Quality Control thus assists and ensures that the employees are able to meet or exceed their customers‘ expectations of the service or product by delivering the services or products effectively, that is, in the quality expected by the customers. Quality Control is a procedure or set of procedures intended to ensure that a manufactured products or performed services adheres to a defined set of quality criteria or meet the requirements of the customers. Control is also a management system for initiating and coordinating quality development, quality maintenance and quality improvement in various departments of design and manufacturing for achieving the twin objectives of economical production and customer satisfaction (Karatepe, Yavas, and Babakus. 2015).

With increased competition and consumer awareness of quality, organisations are implementing Quality Control Techniques in their operations to ensure that they perform their operations; production and delivery of their goods or services, correctly the first time (Bitner and Hubbert, 2014). Examples of Quality Control Techniques that can be implemented by organisations to ensure efficiency and effectiveness of its operations in terms of providing products and services that are dependable, satisfactory and economical, ensuring economic production of products and delivery of services of uniform quality, acceptable to the customer and preventing the occurrence of defect products or service, include; quality at the source, Inspection, Statistical Quality Control, Quality Circle and Total Quality Management (Barnes, 2018).

Parasuraman, Zeithamland and Berry (2019) described Statistical Quality Control (SQC) as the techniques which use statistical methods to control the quality of goods manufactured. Gupta (2014), pointed out that Statistical quality control is one of the more useful and economically important tools in application of the theory of sampling in the industrial field (Evans, and Lindsay, 2016). This is one of the techniques that are used to monitor manufacturing processes and providing feedback that is used to maintain and improve the capability of the process and to ensure product conformance. In both cases, Statistical Process Control and Statistical quality control, the goal is to help a process to ensure that there are no unpredictable swings in product output in terms of quantity and quality. A Quality Circle (QC) is a team of up to twelve (12) people who usually work together and who meet voluntarily on a regular basis to identify, investigate, analyse, and solve their work-related problems. These people are trained to structure problem identification, evaluation and solution as well as the presentation stages, and to use associated techniques such as Ishikawa‘s seven tools-process flowcharting, histograms, check sheets, pareto analysis, cause and effect diagrams and control charts (Yasin and Zimmerer, 2015).

Inspection can be defined as activities such as measuring, examining, testing, gauging one or more characteristics of a product or service and comparing these with specified requirements to determine conformity. It involves the examination, measurement and testing of the characteristics of a product or services and the comparison to specified requirements and to access if the characteristics conform to specified requirement (Campell, Mccloy, Oppler and Sagar, 2014). Inspection is an efficient and effective way of discovering defects in services and products. As stated by Crosby, Evans, and Cowles (2020), inspection with the aim of finding bad products and throwing them out is too late, ineffective and costly. Quality is therefore seen to emerge from the improvement in the process rather than inspection.

According to Holbrook and Corfman (2015), Total Quality Management (TQM) can be defined as a management system which consists of interdependent unit namely core values, techniques such as process management, benchmarking customer focused planning or improved teams and tools such as control charts. Ekinci (2019) saw Total Quality Management as a corporate culture that is characterised by increased customer satisfaction through continuous improvement involving all employees in the organisation.

Parasuraman, Zeithaml and Berry (2018) noted that for an organisation to be truly effective, each part of it must work properly together towards the same goal, recognising that each person and each activity affects and in turn is affected by each other. Total Quality Management is applicable to any organisation irrespective of size or motives as noted by Coens and Jenkins (2000). It adopts the participatory approach which aims at improving the competitiveness, effectiveness and flexibility of the entire organisation. The central concept of Total Quality Management has to do with the achievement of quality standard in products and services.

Hospitality is the relationship process, presentation, formality and procedure experienced between a guest (customer/ visitor) and a host. It specifically includes the reception and entertainment of those who require or are invited to experience an organisations‘ service. The way in which different cultures and subcultures expected to be treated in terms of the hospitality offered wavers greatly and it is important that hospitality is measured in terms of what the customer expects as opposed to what the employees themselves expect. According to the North American Industry Classification System (Nield and Kozak, 2019), the hospitality industry is classified as part of the larger service-providing industry and is divided into two sectors: food and accommodation services and arts and entertainment. Job descriptions within the food and beverage hospitality industry include hotel, motel and resort desk clerks, fast food cooks, waiters, waitresses and combined food preparation and serving workers (Nield and Kozak, 2019).

Effective performance management is designed to enhance performance, identify performance requirements, provide feedback relevant to those requirements and assist with career development (Ainsworth, Smith and Mullership, 2016). The idea is that performance management is best served by developing a system that is interactive and capable of resolving performance related issue. Organisations make investments in their human capital to improve performance and target higher niches in the market through delivery of high quality services (Appelbaum, Bailey and Berg, 2016). Employee performance affects the overall performance of an organisation and its bottom line (Carman, 2019). Employee performance is influenced by motivation. Ainsworth, Smith and Mullership (2016) point out that motivation is concerned with the strength and direction of behaviour and the factors that influenced people to behave in certain ways. Buchner (2016) points to control theory as a basis for critically assessing performance feedback provided through performance management.

Statement of the Problem

Almost a decade now within the hospitality industries, there has been a problem of measuring customers‘ satisfaction which has been attributed to discrepancies existing between the customers‘ viewpoint and the providers‘ understanding of what constitutes quality service. This has been of the driving factor of the researcher to look into quality control methods as correlates of employees‘ performance within hospitality industry in Kwara State.

The purpose of this study was to find out the correlation between quality control methods and employees‘ performance within hospitality industry in Kwara State. Specifically, this study attempted to:

i. Examine the profiles of quality control methods(inspection, statistical quality control, quality circle and total quality management) being put in place within hospitality industry in Kwara State and;

ii. Assess the level of employees' performance within hospitality industry in Kwara State

Research Questions

The following questions were raised to guide this study:

i. What are the profiles of quality control methods (inspection, statistical quality control, quality circle and total quality management) being put in place within hospitality industry in Kwara State?

ii. What is the level of employees‘ performance within hospitality industry in Kwara State?

Research Hypothesis

The hypothesis was postulated for this study:

Ho1: There is no significant correlation between quality control methods (inspection, statistical quality control, quality circle and total quality management) and employees‘ performance within hospitality industry in Kwara State.

METHODOLOGY

This research was a correlational survey type. The population for this study consisted of all permanent employees at G-Pinnacle Hotels and Suites in Ilorin, Kwara State. The researcher only focused the studies on human resources, sales and marketing and room operations departments which consist of fifty-four (54) permanent employees in the hotel. Hence, fifty-four (54) permanent employees in the hotel were sampled using a purposive sampling technique. This was because the functions of these three units directly affect employees‘ performance quality output of customer service and perception of quality expected by customer service. The researcher used questionnaire to collect data from the respondents using closed ended questions which gave the researcher a chance to get specific answers towards the research. The questionnaire was in two sections A and B. Section A contained 4 items on each of the four (3) quality control methods being considered in this study making 12 items in totality. Section B which contained 5 items was used to gather information on employees‘ performance. All these items were structured in a four-response-type of Always, Sometimes, Rarely and Never and were validated by experts in hospitality industries and those in the field of Test and Measurement with the reliability coefficient of 0.85. Aftermath, the questionnaire was administered to the respondents through the hotel human resource department and collected after two days using drop and pick method. Data collected were analysed using percentage, mean and standard deviation to answer the research questions while the hypotheses were tested using a linear multiple regression at 0.05 level of significance.

RESULTS OBTAAINED

Out of 54 employees sampled for this study, 37 were females while 17 were males. Nineteen (19) were secondary school level certificate holders while 35 were degree holders.

Answering of the Research Questions

Descriptive statistics of percentage, mean and standard deviation were used to answer the research questions.

Question One: What are the profiles of quality control methods (inspection, statistical quality control, quality circle and total quality management) being put in place a within hospitality organization in Kwara State?

Participants‘ responses were subjected to item-by-item analysis using mean and standard deviation. Given that the each of the items on quality control methods had 3-sub items structured in a four-response-type, the means of these sub items were generated and further subjected to the grand means for each of the main items of quality control methods. Thus, items (quality control methods) whose grand mean scores were closed to 4.0, 3.0, 2.0 and 1.0 were remarked always, occasionally, rarely and never applied respectively.

Table 1: Profiles of quality control methods (inspection, statistical quality control, quality circle and total quality management) being put in place a hospitality organisation in Kwara State.

N	Quality Control Methods	Mean	S.D.
A	**Inspection**		
1	Discovering defects in services and products	3.69	1.13
2	Testing of the characteristics of a product or services	3.47	1.04
3	Comparing product or services with the specified requirement	3.87	0.89
	Grand Mean	**3.67**	
	Remark	**Always put in place**	
B	**Statistical quality control**		
4	Monitoring a process to identify special causes of variations	3.61	1.06
5	Monitoring the manufacturing processes to provide the feedback	3.39	1.11
6	Taking sample from the production line for testing, weighing and measuring to ensure product conformance	3.44	1.42
	Grand Mean	**3.48**	
	Remark	**Occasionally put in place**	
C	**Quality Circle**		
7	Identifying work-related problems and operational matters	3.63	0.79
8	Investigating and analysing work related problems	3.72	1.07
9	Solving work related problems towards meeting customer expectations and increased workers satisfaction	3.59	1.21
	Grand Mean	**3.65**	
	Remark	**Always put in place**	
D	**Total Quality Management**		
10	Ensuring the provision of quality services without the need to repeat	3.82	1.66
11	Giving employees freedom of expression, suggestion and contribution while performing task	3.19	1.09
12	Ensuring employees‘ satisfaction with training to enhance job performance	3.22	1.13
	Grand Mean	**3.41**	
	Remark	**Occasionally Applied**	

As shown in Table 1, inspection and quality circle were quality control methods that were put in place to detect, test the characteristic of product or service with the specified requirement as well as monitoring a process to identify special causes of variations, monitoring the manufacturing processes to provide the feedback and taking sample from the production line for testing, weighing and measuring to ensure product conformance within hospitality industry. However, statistical quality control and total quality management were quality control methods that were being occasionally put in place within the hospitality Princely hotels

Question Two: What is the level of employees‘ performance within G-Pinnacle Hotels and

Suites The scores of each employees‘ performance were subjected to percentage analysis. Since the questionnaire on performance contained 5 items structured in a four-response-type, the minimum, maximum and range score are 5, 20 and 15 respectively, the range was therefore divided by 3 (i.e.15/3=5). Thus, employees whose score fell within score range 5 – 10; 11 – 15 and 16 – 20 were categorised as Low, Average and High respectively. The statistics of employees' levels of performance are summarized and presented in Table 2.

Table 2: Levels of employees' performance within hospitality organisation in Kwara State.

Levels of Employees' Performance	Score Range	Frequency	Percentage
Low	5 – 10	7	13.0
Average	11 – 15	13	24.1
High	16 – 20	34	62.9
Total		**54**	**100.0**

As revealed in Table 2, out of 54 (100%) of the employees sampled, 7 (13.0%) were of low performance level; 13 (24.1%) were of average performance level while 34 (62.9%) were of high- performance level. Thus, the majority (62.9%) of employees performed high within the hospitality industry in Kwara State.

Hypothesis Testing

Hypothesis was tested with the use of a linear multiple regression at 0.05 level of significance.

Ho_1: There is no significant correlation between quality control methods (inspection, statistical quality control, quality circle and total quality management) and employees' performance within hospitality organisation in Kwara State.

Table 3a: Regression Analysis on the correlation between quality control methods (inspection, statistical quality control, quality circle and total quality management) and employees' performance in selected hospitality organisation Kwara State.

Model	Sum of Square	df	Mean Squares	F-value	Sig.
Regression	179.737	4	44.934		
Residual	421.876	49	8.609	5.219	0.001^{b}
Total	16101.613	53			

a. Dependent variable: Employees' Performance
b. Predictors: (constant), Quality Control Methods

The model in Table 3a indicates the linear combination of predictor variables i.e., quality control methods (inspection, statistical quality control, quality circle and total quality management). The F-value(5.219) was obtained with a p-value 0.001 when computed at 0.05 alpha level. Since the p-value of 0.001 is less than 0.05 alpha level, the null hypothesis is rejected and thus, the combination of the quality control methods significantly predicts the employees' performance ($F_{(4, 49)} = 5.219$, $p<0.05$). Hence, there was a significant correlation between quality control methods (inspection, statistical quality control, quality circle and total quality management) and employees' performance in the hospitality organisation in Kwara State.

To ascertain the contributions of the two independent variables together, r-square was calculated and output is presented in Table 3b.

Table 3b: Regression Model Summary of correlation between quality control methods and employees' performance in a hospitality organisation in Kwara State.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.197[a]	0.279	0.028	6.036

a. Predictors: (constant) Quality Control Methods

As shown on Table 3b, quality control methods (i.e., inspection, statistical quality control, quality circle and total quality management) jointly contributed R-Square of 0.279, representing 27.9% to the employees‘ performance. Thus, the total variance in employees‘ performance was accounted for 27.9% by the combination of inspection, statistical quality control, quality circle and total quality management within the hospitality organisation

To determine the contribution of each of the quality control methods, Beta Weight was calculated and the outputs are shown in Table 3c

Table 3c: Relative Contributions of quality control methods to employees‘ performance within the hospitality organisation in Kwara State

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	22.784	2.350		3.342	0.000
Inspection	0.382	0.431	0.043	1.132	0.000
Statistical Quality Control	0.179	1.071	0.242	2.739	0.008
Quality Circle	0.367	0.639	0.037	1.211	0.000
Total Quality Management	0.194	1.382	0.219	2.428	0.003

a. Dependent Variable:Employees‘ Performance
b. Predictors: (constant), Quality Control Methods

Table 3c shows the relative contributions of each of the quality control methods. The table reveals that the inspection and quality circle had more contribution to employees‘ performance with Beta weights of 0.382 and 0.367 respectively than total quality management and statistical quality control having the Beta weights of 0.194 and 0.179 respectively. Therefore, inspection and quality circle were methods of quality control that contributed more to employees‘ performance within the hospitality organisationin Kwara State. The contributions are thus presented in the equation below;

$Y = a + biX_1 + b_2X_2 \ldots bnXn$

Where

; Constant (a) = (other variables that were not considered in this study but contributed/related to employees‘ performance within the hospitality industry in Kwara State) = 22.784

Inspection (bi) = 0.382
Statistical Quality Control (b_2) =
0.179 Statistical Quality Control (b_2)
= 0.367 Total Quality Management
(b_2) = 0.194 Y= employees‘
performance

Thus, the weight of each independent variable in this study can therefore be substituted in the equation as

$Y = 22.784 + .382X_1 + .179X_2 + .367 + .194$

DISCUSSION

Findings of this study revealed that the quality control methods that were always put in place in the organisation studied were inspection and quality circle. This entails discovering defects in services and products, testing of the characteristics of a product or services and comparing product or services with the specified requirement as well as monitoring a process to identify special causes of variations, monitoring the manufacturing processes to provide the feedback and taking sample from the production line for testing, weighing and measuring to ensure product conformance within hospitality organisation. This corroborates Barnes (2018) who submitted that the quality control techniques that can be implemented by organisations to ensure efficiency and effectiveness of its operations in terms of providing products and services that are dependable, satisfactory and economical, ensuring economic production of products and delivery of services of uniform quality, acceptable to the customer and preventing the occurrence of defect products or service, include; quality at the source, Inspection, statistical quality control, quality circle and total quality management. However, statistical quality control and total quality management were quality control methods that were being occasionally put in place within the hospitality organisation in Kwara State. This result negates Evans and Lindsay (2002) who submitted that there must be adequate statistical control and quality management of data and resources to foster employees‘ performance

Also, it was found that the majority (62.9%) of the employees performed high within the hospitality organisation in Kwara State. The idea is that performance management is best served by developing a system that is interactive and capable of resolving performance related issue. Organisations make investments in their human capital to improve performance and target higher niches in the market through delivery of high quality services. This finding substantiates Purcell and Hutchison (2016) who found that employee‘s performance affects the overall performance of an organisation and its bottom line while Ainsworth, Smith and Mullership (2016) submitted that effective performance management is designed to enhance performance, identify performance requirements, provide feedback relevant to those requirements and assist with career development.

In addition, findings revealed that there was a significant correlation between quality control methods (inspection, statistical quality control, quality circle and total quality management) and employees‘ performance in the hospitality organisation in Kwara State. The total variance in employees‘ performance was accounted for 27.9% by the combination of inspection, statistical quality control, quality circle and total quality management within the hospitality industry. The inspection and quality circle had more contribution to employees‘ performance with Beta weights of 0.382 and 0.367 respectively than total quality management and statistical quality control having the Beta weights of
0.194 and 0.179 respectively. Therefore, inspection and quality circle were methods of quality control that contributed more to employees‘ performance within the hospitality organisation in Kwara State. This outcome is in line with Sokoro (2016) who found out that both organisation and individual factors affect the overall effectiveness of employee performance giving that organisational structure, an enabling work environment and incentives while quality control is being implemented and needs a solid organisational structure to support it

CONCLUSION

Based on the findings, it could be concluded that each method of quality control has an impact on employee performance. The quality control methods with the higher impacts were inspection and quality circle which shows that it has a great influence on the quality of output by the employees and had a great influence on ensuring that customers are served within a specified period of time, that employee serves customers in exact same manner and facilities are standardised offering the same service to every customer thus, ensuring quality of service is maintained in all customer service processes.

RECOMMENDATIONS

With respect to the findings of this study, the followings are recommended:

- Hospitality industries should always ensure quality statistical control by monitoring a process to identify special causes of variations, constantly checking manufacturing processes to provide the feedback and taking sample from the production line for testing, weighing and measuring not only to ensure product conformance but also to foster employees‘ performance

- Hospitality industries should always ensure total quality management by constantly ensuring the provision of quality services without the need to repeat, giving room for employees‘ freedom of expression, suggestion and contribution while performing task within the hospitality industry

- Hospitality industries should always take cognizance of employees‘ needs and satisfaction and always ready to motivate them to enhance their productivity within the hospitality industry

- Inspection and quality circle should always be conducted in a way that they would not only identify, investigate, analyse and solve work-related problems alone, but also employees‘ personal problems as well. This could help in motivating employees to put their best while performing task and improve their job performance.

- The same study should be carried out in other hospitality organizations in Kwara state to compare the findings. This should be done before generalizing the result for hospitality industry Kwara State

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SOCIOECONOMIC EFFECTS OF COVID-19 LOCKDOWN ON EMPLOYEES' EMOTIONS AND LIVELIHOOD WITHIN TOURISM SMEs IN ADO-EKITI, NIGERIA

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ABSTRACT

This study assessed the impact of the Covid-19 pandemic lockdown on employees‘ emotions and livelihood within tourism Small and Medium-Scale Enterprises (SMEs) in Ado-Ekiti, Nigeria. Survey research design was used. Five hundrd ans twelve (512)espondents comprising service attendants, supervisors and managers were surveyed within the tourism SMEs using purposive sampling technique with the aid of questionnaires whilst potential facilities were selected from three tourism sectors including lodging, food service and events management using stratified sampling method. Data were analysed using frequency counts and percentages Findings showed that Covid-19 lockdown introduced to curb the spread of Covid-19 had devastating effect on tourism SMEs and employees livelihood in the study area. Based on findings, the lockdown policy include stay at home orders, restriction of public gatherings to barest minimum, travel bans, and border closures among others. According the results, the policy measures implemented during the first wave of COVID-19 lockdown did not help the SMEs and employees either. COVID-19 lockdown effects were encapsulated in

distorted service delivery; booking cancellations; loss of patronage; declining sales due to poor spending on food/drinks, event services, hotel rooms. It was recommended that the service providers should network and regularly update their employees with ongoing development on COVID-19 safety precautions, and make latest technology a priority as measures to curb identified effects and help the industry in its recovery process.

KEY WORD:covid-19 pandemic, lockdown policy, tourism smes, performance, livelihood

INTRODUCTION

World Travel and Tourism Council (2014) reveal is the largest employer of labor and fastest growing economic sector globally. The contributions of this industry to the development and growth of many economies (including developed and developing) globally cannot be jettisoned. In recent years, the tourism industry has evolved as a veritable tool for national development contributing greatly to the Gross Domestic Products (GDPs) of many nations across the globe (Olabinjo, Ezenagu and Esoso, 2020). The Nigeria government recorded a total of 5 million tourists in 2016, ranking 59th in the world with the revenues totaling 1.98 billion USD in the same year, accounting for 0.50% of the Gross National Products (World Data Info, 2017). But, in spite of its laudable contributions to economic development and growth of many nations around the world, the hospitality and tourism industry compare with other sectors like manufacturing, agriculture, and extractive is significantly vulnerable to the vagaries of natural disasters and economic crisis from both the internal and external environments in which it runs to achieve results. The outbreak of Coronavirus 2019 pandemic (also known as COVID-19) as many researchers and scholars alike argue in research literature and journal articles is a disaster to the business world, a nuisance to the public health and a curse to the global village. Because of the horrible outbreak of the COVID-19 pandemic, many lives were lost and a host of companies doing well prior to the outbreak of the noxious pandemic could no longer afford to pay their bills. Some of companies even found salary/wage cut, downsizing of workforce and/or outright layoff of employees as option(s) to cushion the effects of COVID-19 pandemic. The outbreak has brought pains to many homes and businesses due to its attendant disorders in all spheres of life.

The news of COVID-19 pandemic came as a blow to the world; the ensuing lockdown order initiated by various governments globally also appeared as an unprecedented shock to the teaming masses and stakeholders in all business settings. Indeed, the outbreak of Covid-19 hits hard on all households; throwing victims into a protracted confusion resulting to casualties and a halt in the world

The first official cases of COVID-19 were recorded on the 31st of December, 2019, when the World Health Organization (WHO) was informed of cases of pneumonia in Wuhan, China, with no known cause. On the 7th of January 2020, the Chinese authorities identified a novel Coronavirus, temporarily named 2019-nCoV, as the cause of the cases observed in Wuhan, China. Weeks later, the World Health Organization declared the rapidly spreading Covid-19 disease as a Public Health Emergency of International Concern on the 30th of January 2020. It was not until 11th of February, 2020, that the novel Coronavirus got its official name: Covid-19. Nine days later, the US Centers for Disease Control and Prevention (CDC) confirmed the first person to die of Covid-19 in her country. The individual was a man in his fifties who lived in Washington D.C. But, the first case of Covid-19 disease in Nigeria was reported in Lagos on Friday 28th February, 2020 following a cynical trip by an Italian who had been infected with the novel Covid-19. The news set panic and uproar to all and sundries across the state; affecting the smooth delivery of services to the good people of Lagos State. This noxious virus later spread to other states causing much havocs both in social and business contexts. Because of this ugly incident, efforts were quickly made by governments at all levels to curb the spread of COVID-19 virus through a leading public health institution known as the Nigeria Centre for Disease Control (NCDC). Since its emergence in Nigeria up till now, data gathering and monitoring exercise to track the infection of Covid-19 virus has become a routine task. In other words, the tracking of all reported cases of the Covid-19 pandemic in Nigeria is now a major part of government measures to control the spread of the Covid-19 pandemic through her agencies.

The outbreak of COVID-19 pandemic and the ensuing lockdown has caused serious economic shocks (Olaniwun, 2020). Without doubts, the lockdown policy initiated by governments at global and local contexts in a bid to curb the spread of the pandemic has not also helped the matter either. The lockdown order by the governments has posed some hardships on business owners, management, employees and customers. Policy measures implemented under the lockdown order from the government public gatherings to barest minimum, social distancing among people, and stay at home order where employees are to work from homes. The lockdown orders as scholars argued in research literatures, has adversely affected tourists‘ consumption and spending.. Because of the lock-downs, quarantines and travel restrictions, almost all industries in every economy across the globe were affected by this turn of events. One of the most severely hit industries is the hospitality and tourism sector. Globally, 62 million (18.5%) jobs were lost in this sector especially in 2020 compared with 2019 when the industry contributed 10.6% (334 million) of jobs worldwide. The number of foreign tourists to the US alone decreased by more than 70%.. According to the economic impact report by the World Travel and Tourism Council (WTTC), 80% of these job losses occurred among the small and medium enterprises in the hospitality and tourism sector, affecting mostly women, youth and minorities who form the majority of the workforce in the service industry (World Travel and Tourism Council, 2021).

Available report on how Covid-19 pandemic and lockdown order by various governments have wreaked havoc within the tourism industry globally also show that many firms and companies have responded differently, organizational responses in this sense are diverse, ranging from the shutting down of facilities to reduction of outputs and other cost-cutting measures like salary/wage cuts.poverty rate among Nigerians. According to media reports, nearly all the states across the country imposed severe travel restrictions during the first wave of Covid-19 lockdown resulting to huge revenue losses and decline in tourist spendings/consumptions of tourism products; but, the extent to which this has affected the Tourism Small and Medium-scale Enterprises in Ado-Ekiti, Nigeria is yet to be ascertained among scholars.

In addition, while there are good numbers of empirical studies conducted among researchers on how the novel Covid-19 pandemic have affected human and business activities in the service settings, evidence from the tourism research literatures is however scanty. Dearth of information and gap in the research literatures on how the outbreak of the novel Covid-19 dreadful pandemic and the ensuing lockdown order by governments have wreaked havoc on tourism SMEs and employees‘ livelihood during the first wave in Ado-Ekiti, Nigeria is the thrust of this paper. The paper sought to explore the impact of key mandates of the lockdown order and advocate the way forward to help the industry in its recovery process especially in Ado-Ekiti, Nigeria. To achieve the specific objectives of this paper, the following research questions become imperative: (i) what are the effects of the Covid-19 pandemic lockdown on performance and livelihood within the Tourism SMEs subsectors? (ii) to what extent has the lockdown affected the service delivery, business patronage and sales revenue of the Tourism SMEs during the first wave of COVID-19 in the study area? (iii) how has the organizational response to lockdown affected livelihood within the key sectors during the same period in the study area? (iv) what are the measures adopted by Tourism SMEs surveyed in the study area to cushion the effects of the lockdown during the first wave of the Covid-19 pandemic in a bid to help the hospitality industry in its recovery process? This paper is limited in scope to the socio-economic effects of the lockdown order during the first wave of the novel Covid-19 on performance of Tourism SMEs including hotels, restaurants, and conference centers and the mediating effects of the organizational responses on employees' livelihood within the key sectors in the study area.

LITERATURE REVIEW

Corona is derived from the Latin word ―corōna,‖ meaning 'garland wreath, crown'. It was coined by June Almeida and David Tyrrell, the founding fathers of Corona virus studies, and was first used in nature article in 1968, with approval by the International Committee for the Nomenclature of Viruses three (3) years later (Webster, 2020). The first Covid disease in history was noted in the late 1920s; but, the most ancient precursor of Covid is estimated to have existed as early as 8000 BCE. The novel Coronavirus disease 2019 (also known as COVID-19 Pandemic) is one of the most dreadful infectious diseases of the 21st century. An infectious disease literally means a disease that can be passed from person to person by touch. Covid-19 pandemic is an ongoing disease capable of causing respiratory diseases ranging from the common cold to more severe illnesses globally. COVID-19 also known as the coronavirus pandemic is an ongoing pandemic of coronavirus disease 2019 caused by severe acute syndrome coronavirus 2 that is coded as SARS CoV-2 (World Health Organization/WHO, 2019; British Inland Waterways on the Air/BIWOTA, 2020; ECDC, 2021).

As scholars argue in literature, Covid-19 is a group of RNA-related viruses that causes diseases in mammals and birds. However, in humans and birds, this group of viruses causes respiratory tract infections that can range from mild to lethal. Mild illnesses in human include some cases of common cold (that is also caused by other viruses, predominantly rhinoviruses) while more lethal varieties can cause SARS, MERS, and Covid-19. As of 2020, 45 species are registered as Corona viruses while 11 diseases have been identified, as detailed in Figure 1 below. The Covid-19 is known for their shape resembling a stellar corona, like that of the Sun visible during a total solar eclipse.

The novel Covid-19 real origin seems to be contentious. In some quarters, it was argued that the first human cases of the novel Covid-19 disease were first noticed among workers of the Huanan Seafood Market by health officials in Wuhan, China. Although, health officials are still tracing the exact source of this new Coronavirus, early hypotheses thought it may be linked to a seafood market in Wuhan, China. Some people who visited the market developed viral pneumonia caused by the new Coronavirus. Nevertheless, a study that came out on January. 25, 2020, notes that the individual with the first reported case became ill on December. 1, 2019, and had no link to the seafood market. Investigations are ongoing as to how this virus originated and spread. COVID-19, report suggests is the seventh known Corona-virus that hits the world after the outbreaks of human Corona-virus 229E, OC43, SARS-CoV, HKU1, NL63, and MERS-CoV (WHO, 2020). Covid-19 is transmitted by contact with infected persons such as the respiratory droplets generated when an infected person coughs or sneezes; infected objects or contaminated surfaces by causative virus. Covid-19 is characterized by the symptoms or sign commonly associated with the Covid-19 as literature reveals include the following shortness of breath or breathing difficulty, new loss of taste or smell, muscle or body aches, fever or chills, sore throat, diarrhea, cough, headache, new fatigue, nausea or vomiting, congestion and runny nose and in rare cases, Covid-19 can lead to pneumonia, severe respiratory problems, kidney failure and even progress to death in man. Aaragakis (2020), an expert in infectious disease explains, it appears that the symptoms of Covid-19 pandemic may show up in people within 14 days of their exposure to virus. She emphaised that proper hygiene, advances in Covid-19 treatments and awareness about Covid-19 can assist in preventing further spread of the virus. Covid-19 pandemic can be severe, as some cases have resulted to death. Covid-19 is diagnosed with laboratory test. The vaccine for Covid-19 has just been discovered; yet, prevention involves frequent hand-washing, coughing or sneezing into the bend of your elbow, staying home particularly when you are sick and wearing a face mask if you cannot practice physical distancing.

The concept of tourism

Tourism in the literal sense refers to the business of providing _things‘ for _people‘ to do, making _places‘ available for them to stay, and fulfilling _other basic needs‘ for their enjoyment and well-being including food and beverage and the means to _access‘ those places while they are on holiday away from home for reasons other than paid jobs. This definition has some connotations in tourism industry. While the word _people‘ in the above definition implies travelers (including tourists and visitors) who travel around from place to place; they also refer to the consumers of tourism products and services. A tourist is a temporary visitor staying for at least 24 hours in a country visited when the purpose of the journey can be classified under one of the following headings: leisure, recreation, holiday, health, religion, sports, business, meeting or family/relative. The word _places‘ as used in the above definition, include guest rooms, dining rooms, banquet halls and event venues. They are generally used by tourists and visitors for relaxation or rest; for dining and winning; and for special events and meeting purposes respectively. They are often conceived as major components of tourist facilities in the hospitality and travel industry. They are diverse and vary greatly in forms, shape and design. They can be found in hotels, motels, resorts, guest houses, inns, campgrounds, restaurants, casinos, eateries, event and conference centers, pubs, cafes, nightclubs, etc.

In contrast, the word _things‘ in the above definition, cover both natural and man-made objects needed by travelers at the sites in new destinations. They include a range of activities created by the service providers for the tourists to enjoy their stay away from the home environment. The word sites in the tourism literature include historical sites, cultural heritage sites, amusement parks, zoological gardens, museums and monuments, religious sites and worship centers, leisure and sport centers both for in-door and out-door recreations among others. These sites, once they are developed to the taste of their users usually become visitor attractions. Activities at the sites are diverse, ranging from watching animals in their natural habitats to mountain climbing, gaming, swimming, horseplay, gym/body fitness and many more. The significance of visitor attractions in creating tourist experience at the destination level was affirmed. According to this study, majority of the respondents whose opinions were sought (representing 69% of the sample size), showed that visitor attractions serve as major products and are very crucial in creating pleasant experiences for the leisure tourists on holiday trips; while 31% of them who were on business trips saw visitor attractions less relevant, and more supplementary to their experience as business tourists.

Be that as it may, in the concept of tourism as used in this paper is conceptually defined as the business of attracting, transporting, accommodating, entertaining, and servicing travelers (including tourists and visitors) and making all relevant pre-travel arrangements to make a successful trip to a new destination. Given this view, the basic components of tourism are: attractions, transportation, accommodation, entertainment, and travel services. Tourism involves making preparation for visiting a new location without the premeditation of a paid job and making decisions about why to visit, how to reach there, where to stay at a new place, what to do when we get there, and a lot more for a pleasant experience. Tourism also entails all activities directed at promoting the destination, soliciting for sponsorship, building good image for destination and all other efforts required to market and sell the destination in the best interest of service providers and for pleasant travel experience and overall satisfaction of the traveler. More often than not, the tourism industry depends on a number of services ran.Tourism also tends to give support to local handicrafts and cultural activities both in urban and rural areas. The tourism industry had myriad of subsectors playing varied roles such as small-scale businesses, medium-scale enterprises, large companies as well as multinational corporations.

The tourism industry together with hospitality and travel as authors posit is a people business (Olabinjo *et al.*, 2020). A cursory look at extant literature shows that the employment in the tourism industry is characterized by a number of job-related challenges such as growing labor cost, high labor turnover, changing/ageing workforce, poor strategy for employee‘s attraction and retention, poor relations among workers, gender inequality, talent shortages, draconian labor rule among some SMEs, rising cost of employment/training,unhealthy rivalry among market players, competition for qualified- skilled labor, and (Olabinjo, 2016) Others challenges are lack of statutorily recognized professional body to oversee industry‘s activities , lack of adequate institutions to deliver qualitative education to young people, poor funding of tourism SMEs, growing labour cost due to rising level of labour turnover, lack of seasoned and highly motivated manpower, economic crisis like inflation/its attendant effects on business, and ageing workforce (Olabino, 2015). Another issue with the tourism industry is its vulnerability to economic shock, and natural disaster; the industry‘s employment is largely characterized by shift work; poor remuneration (especially the unskilled and semi-skilled); and long working hours, mostly among casuals (Walker, 2013).

The tourism industry compared with other sectors like agriculture, manufacturing and extractive is labour and capital-intensive. The industry is labour-intensive because more job positions (including skilled and unskilled) are required for the same investments in other sectors, however, this is imperative to aid service delivery to discerning customers. The tourism industry is capital-intensive as initial outlay/start up capital is usually high with relatively long-term gestation period. The tourist products as authors explain in the literature are diverse in form, perishable, intangible, and heterogeneous; unlike manufactured products, the products are relatively difficult to price; and require more interactions between employees and customers; and they are often produced and consumed simultaneously (Olabinjo, 2015).

The tourism industry had through the ages metamorphosed itself into a new role serving as a tool for tourism development and catalyst for sustainable economic growth (Olabinjo, *et al.,* 2020). The tourism industry in Nigeria offers a wide range of tourist attractions including extended and roomy river and ocean beaches ideal for swimming and other water sports, unique wildlife, vast tracts of unspoiled nature ranging from tropical forests, beautiful waterfalls, rapidly growing modern cities and conducive climatic conditions in some parts. The major contributions of tourism industry to the socioeconomic development and growth of many nations have been widely researched by several researchers across the globe. The WTTC (2020) in its report describes tourism as the fastest growing industry and largest employer of labor globally.

The tourism industry is a strategic tool to reduce poverty and fast-track socioeconomic development and growth globally. The economic effects of tourism include improved tax revenue and personal income, increased standards of living, and more job opportunities. Socio-cultural impacts are associated with interactions between people with differing cultural backgrounds, attitudes and behaviors, and relationships to material goods. Tourism is very vital to Nigeria as it assists the country to improve her GDP by increasing production and creating good environment for foreign investors. The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries, namely: the generation of income, employment, and foreign-exchange earnings. Tourism made up 10 percent of global GDP in 2019 and was worth almost
$9 trillion making the sector nearly three times larger than agriculture (WTTC, 2020). It is the third- largest export category (after fuels and chemicals) and in 2019 accounted for 7% of global trade. For some countries, it can represent over 20% of their GDP and, overall, it is the third largest export sector of the global economy. Also, tourism serves as a medium of cultural

exchange. But, in spite of its laudable contributions to the GDPs globally, the vulnerability of this industry to the slightest shocks from the environments in which it runs to achieve results has not helped the industry mostly during the COVID-19 Pandemic amidst the lockdown.

The key sectors of tourism industry

Efforts have been made by many authors on the classifications of key sectors operating under the umbrella of tourism industry together with hospitality and travel businesses. But, for the purpose of the present study attempt is also made to classify the key sectors of tourism industry under the following headings:

1) Transportation Sector: is one of the key sectors of the tourism industry. This sector actually assists in facilitating travel from one location to another. It is responsible for the movement of the travellers as well as cargoes and goods in varying degrees through airlines, car rentals, water transports, coach services, railway, and spacecraft as a mode of transport. Hence, the major means of transportation used by people within this sector include road, rail, air and water transportation services.

2) Visitor Attractions Sector: this sector embraces natural and man-made attraction. They include a number of attractions such as historical sites, cultural heritage sites, amusement parks, zoological gardens, museums and monuments, religious sites and worship centers, leisure and sport centers both for in-door and out-door recreations among others Typical examples of these facilities in Nigeria include but not limited to National Museums Onikan, Lagos; Yankari Game Reserve, Obudu Resorts Calabar, and University of Ibadan Zoological Garden, Ibadan.

2) Accommodation Sector: another vital sector within the tourism industry is the accommodation sector. After all, most long-distance travellers will require somewhere to stay overnight. So, people‘s accommodation requirements can vary quite significantly, depending on the length of their stay, the purpose of their journey, the budget they are operating on, the experience they wish to gain, and their own personal preferences. Key players in this sector are, hotels, motels, shared lodgings, hostels, camping, bed and breakfast, cruises, farmhouse accommodation and agritourism, time-share

3) Food & Beverage Sector: the basic task of the food and beverage sector is to cater for the basic needs of travelers, through the provision of food and drinks services in venues like restaurants, cafes, bars, pubs, nightclubs, etc. It is vital to add that businesses and services in this category go beyond this basic task. In fact, a huge part of the food and beverage sector is also geared towards providing the travelers with places to go for relaxation or enjoy themselves and socialise with other people.

4) Events Management Sector: while events management is relatively new as a business sector in its own right within the tourism industry compared with other sectors of the industry; it is crucial to say that events as human activities are as old as civilization and not in anyway a new phenomenon (Olabinjo, 2015). Professionals in this sector are saddled with the responsibility of supplying tourist needs ranging from event planning to design and decoration of venues such as banquet halls, meeting rooms or conference centre. Events in this sense are often planned, themed and well decorated. They range from mega to hallmark, major and private events like wedding or birthday and many more.

5) Entertainment Sector – this sector is an exciting component with complex role in tourism industry. The entertainment sites can sometimes be the single biggest factor attracting travelers to a particular destination across the world. Players in this sector can also serve a smaller more supplementary role, helping to keep? traveller entertained during their trip, even if entertainment was not the intended purpose of their trip. These include: casinos, tourist information, shopping, tourist guides and tours.

6) Connected Industries – are related industries that offer services to travellers before they depart on their travels or may operate to try to promote the travel industry itself. They include both online and offline services including: (a) travel agents who are retailers providing travel or tourism products and

serving as intermediaries for travellers and suppliers. They offer flights, hotel stays, airport transfers, travel insurance and tourism activities as a package; and may also offer trip advice at a commission. Others are tour operators, online travel agencies (OTAS), tourism organisations, educational, and financial providers like travel medical plans, travel insurance, trip protection insurance

Tourism Small and Medium-sized Enterprises (SMEs)

The Small and Medium sized Enterprises (also termed SMEs) is very crucial to the industrialization and economic growth processes both in developing and developed nations. In addition to raising per-capital income and output, the SMEs largely create employment opportunities, improve regional economic balance through industrial diffusion and also promote effective resource utilization needed for economic development and growth. However, in spite of their impact on the economic development and growth, the small and medium-sized businesses still have a limited role due to lack of adequate investments and poor management within this sub sector as a business entity. The harsh macro-economic trends and recurrent irregularities between SMEs and lending institutions can both be used to explain why financial institutions are reluctant to fund SMEs. Indeed, access to funding is one of the most critical factors limiting SMEs‘ growth globally; since in many cases, this subsector finds it hard to obtain the needed funds. As the Council of Tourism Associations of British Columbia (2006) posits, obtaining funds can be very difficult mostly for the tourism SMEs as they are often viewed by the financial institutions as relatively risky compared to SMEs in other industries.

The tourism SMEs as the research literatures reveal is distributed across the main tourism sectors including: transportation, accommodation, food and beverage services, entertainment, visitor attractions and the connected industries of which travel agencies and tour guide operations are key parts. The SMEs for the purpose of this paper is conceived as a number of market players including the small businesses and medium enterprises. Each component of this subsector is defined as follows:

- **Small Enterprises**: refer to an enterprise whose total cost including working capital but excluding cost of land is between ten million naira (₦10, 000, 000) and the one hundred million (100, 000, 000) and/or a work force between eleven (11) and seventy (70) full time staff and/or with a turnover of not more than ten million naira (₦ 10, 000, 000) in a year.
- **Medium Enterprises**: refer to a company with total cost including working capital but excluding cost of land of more than one hundred million naira (₦100, 000,000) and/or a staff strength of between seventy one (71) and two hundred (200) full time workers and/ or with annual turnover of not more than twenty million Naira (₦20, 000, 000) only.

SMEs in the Nigeria context, accounts for about 90% of Nigeria's industrial sector in terms of the number of businesses, yet they only account for a pitiful 1% of GDP (NIPC, 2002).But, this amount is insignificant when compared to other countries like Indonesia, Thailand, and India, where SMEs contribute close to 40% of GDP. Again, despite playing a crucial role in the corporate landscape of every nation, the SMEs subsector is faced with significant challenges that compromise their ability or capacity to operate optimally and positively impact the economy. The Corporate Affairs Commission in Abuja believes that in

2001, 90% of all Nigerian enterprises employed fewer than 50 employees, giving you a sense of how big the SME sector is in Nigeria. Nigerian Investment Promotion Commission (2004). It is a specialized agency of the Federal Government of Nigeria, established through the Nigerian Investment Promotion Act Chapter N117 of 2004. The Nigerian Investment Promotion Commission is aimed at encouraging, promoting and coordinating all investments in Nigeria (the NIPC Act, 2004). Also, in a study conducted by the International Finance Corporation (IFC) during the same period itwas estimated that 96 per cent of all businesses in Nigeria are SMEs (compared to 53 per cent in USA and 65 per cent in the EU, with SMEs in both places accounting for over 50 per cent of their respective country's GDP (NIPC, 2004). This shows that given needed support, the SMEs constitute a key part in the development process of Nigerian economy and has proved to be one of most viable sectors with economic growth potentials.

LITERATURE REVIEW

This section provides a review of the empirical literature of the impact of the lockdown order during Covid-19 pandemic on the tourism and hospitality industry at local and global contexts investigated the effects of lockdown order during the first wave of Covid-19 pandemic on business performance in the tourism industry. Data were collected through online survey. Findings show that the lockdown order by governments to curb the spread of Covid-19 pandemic is severe and devastating, hitting hard on the travel and tourism operations. The study concludes that the effect of Covid-19 in the world of work may persist because of inability of businesses to settle ongoing expenses to survive the shutdown. Huang, Makridis, Baker, Medeiros & Guo (2020) examined how state policies and reported cases of Covid-19 impact on labour market. It utilized new high-frequency data from some small businesses in USA to decipher state policies and the daily confirmed cases of Covid-19 impact on the labour market using the mixed-effect regression model of the state–levels‘ longitudinal data for two varied sectors. Findings showed that the policy of business closure could be linked to the economy and there was statistically significant decline in the employment of a number of small businesses working in the key sectors of the hospitality industry.

Valeriya, Peder, Abraham, Villy, Mats, Tobias, and Riana (2020) examined the effects of Covid-19 public health crisis on the hospitality industry from the stance of hospitality industry‘s leaders. It was a qualitative research that sought to probe the viewpoints of leaders in handling Covid- 19 crisis on the basis of social systems theory and the cultural dimension by Hofstede (1980). Data were collected with the aid of interview between May and August 2020. All interviews were conducted via an online platform called Zoom. Findings showed that Covid-19 in USA had a devastating effect on hospitality industry. There was a strong consensus that Covid-19 is the worst experience participants had in their careers. Also, participants from Israel expressed some strong emotions on Covid-19 effect in the hospitality industry. There was also a strong sense of anxiety among all the participants that many businesses may collapse soonest. Leaders from Sweden expressed distress about vulnerability of the hospitality industry to the crisis as well as lack of clear messages and governmental support compared to other industries. So, while Swedes are very low on uncertainty avoidance, such dramatic events as the Covid-19 created significant concern

Abbas, Malik, and Sarwat (2021) examined the psycho-economic impact of job uncertainties among hospitality workers during the outbreak of COVID-19 pandemic and also sought to know the social support offered against the damaging consequences of the uncertainties using a time-lagged field survey method. Findings show that uncertainties in maintaining employment had negative correlation with self-esteem and related positively with economic hardship. The results also show that assistance from society greatly minimsed the impact of job insecurity on mental stability, self-respect, financial independence and self-gratification; but, where there was no support, the effects of job insecurity were severe with economic hardships on workers within the industry. Bajrami, Terzić, Pet-rović, Radovanovic, Tretiakova and Hadoud (2021) tested how a set of factors like job insecurity, staff health, risk-taking and organisational changes affect occupational outlook and staff attrition in hospitality industry. Data were collected from 624 staffs within the industry. The results showed that organisational changes and uncertainties at work were predictors of negative result and risk-taking was a determinant of job dissatisfaction. It was evident that age and marital status had a huge effect on employee motivation and attrition. Mehta and Sharma, (2021) also assessed the effects of Covid-19 and development of mindset on the sustainable performance of hotels using survey questionnaire and interview as instruments. Data were analysed using qualitative method. Result shows that Covid-19 had damaging effects on the socioeconomic sustainability of the tourism industry.

The impact of Covid-19 on restaurants, using data from OpenTable platform (an online restaurant reservation company), sampling 50 restaurants from 5 advanced countries (Australia, USA, Canada, Germany, Ireland, UK) and Mexico. The results showed that countries that went through a strict lockdown and banned dine-in restaurants plunged majority of their restaurants into financial crisis and some consequently closed down. But in the countries where the lockdown was mild, their restaurants maintained their operations and delivered services although without huge losses. Be that as it may, it was observed that both family-owned restaurants and other restaurants substantially embarked on layoff resulting to more than 80% of their employees as a cost control measure. Also, Tu, Li and Wang (2021) conducted a study to establish the extent to which the novel Covid-19 influenced layoffs in the hospitality sector in China affected its workforce performance by collating field data from 302 employees and supervisors during the two waves using in-role and extra-role performance. It was specified that Covid-19-caused layoff survivors' Covid-19. The study draws on transactional theory of stress model and employees' home versus work environment to explore the level of employee symptoms of depression suffered as a result of the impact of COVID-19 pandemic. Data were gathered from 211 hospitality employees in 76 hotels in Peru via an online survey June 1st and 9th, 2020. Finding revealed that job satisfaction decreases the link between COVID-19 risk sensitivity and employees in the hospitality industry and the likelihood of being depressed. However, this link is affected by some family factors.

The World Travel and Tourism Council (WTTC) in its economic impact reports indicates that 62 million (18.5%) jobs were lost globally in the travel and tourism sector especially in year 2020 compared with (World Travel and Tourism Council, 2021). The situation is no different in Africa. A real-time study conducted in Senegal, Mali, and Burkina Faso implied that one out of four employees lost their jobs, and one out of two employees suffered a decrease in earnings as of the end of April, 2020. It was also shown that employees in the tourism industry, mostly SMEs, were greatly affected by the COVID-19 response measures due to contact-intensive activities. The impact continued even after the lifting of the bans and lock downs because of the lasting effect of the economic downturn on employees . The World Bank (2020) predicted that the economic downturn in Sub-Saharan Africa would fall by -3.3%, the first recession in 25 years. An estimated total of 40 million people were driven into abject poverty in 2020 due to job losses, destroying 5 years of progress in eradicating poverty. According to the IMF, 2020), tourism is highly vulnerable to Covid-19 pandemic because of its contact-intensive services. The sector may continue to struggle until people feel safe to travel again. Countries that depended heavily on tourism had the worst shock.

Gaps in literature show that a lot of works has been done on the Covid-19 lockdown impact on tourism and workforce globally; but, there is paucity of information on how Covid-19 affects this industry in the Nigerian context. As researchers in other parts of the world are wielding more efforts to research how Covid-19 and stay at home orders impact the tourism industry in social and business contexts globally; it is worrisome to observe little work/scanty information about this topical issue in the Nigeria context. At the moment, there is no known work done on the impact of the Covid-19 pandemic on the hospitality industry, particularly in Ado-Ekiti, Ekiti State, Nigeria. Therefore, dearth of information and gap in the research literatures on how the Covid-19 pandemic lockdown policy has wrought havoc on the hospitality industry is the thrust of this paper.

METHODOLOGY

The current study was conducted within the selected tourism SMEs in Ado-Ekiti, Ekiti State, Nigeria. The study population comprise of hospitality facilities such as hotels, restaurants and event centers operating in the study area. Data were collected from 510 employees including service attendants, supervisors and heads of department/managers from 159 tourism SMEs using questionnaire. Sampled respondents comprise of service attendants (386), supervisors (201) and managers (95). Survey research design was used for this study. Data were collected with the aid of questionnaire. Both descriptive statistics like percentages and frequency counts as well as inferential statistics including a stepwise regression in SPSS Version 16 Model was used to analyse data concurrently.

RESULTS AND DISCUSSION

The results presented in Table 1 are the outcomes of the field work done by the researchers with the aid of questionnaire to show case the respondents' socioeconomic profile and how the Covid- 19 lockdown has affected employees' income/salary during the first wave. Accordingly, the results showed that there were slightly more male respondents (54.3%) than female respondents (45.7%). On their age groups, those between 20 and 40years, made up the majority of respondents (68.5%), followed by those between the ages of 41 & 60 (18.8%), while those over 60 were (12.7%). Nearly 59% of the workforce had dependents compared to 41.1% who did not. The majority of the respondents (55.8%) had worked for 1-5years, followed by those who had worked for 6 -10 years (27.6%), and those who had worked for 11-15years (16.6%). About forty-two percent (41.9%) of the workforce were casuals/without any position, 39.3% were supervisors and 18.8% were H ODs.

Also shown in Table 1 is the information concerning salaries received by the respondents during the COVID-19 pandemic lockdown. It can be seen that a higher proportion of men (52.0%) compared to their female counterparts (31.3%) received between 76% and 100% of their salaries. More women (3.9%) compared to the men (0.7%) received only 25% or less of their salaries during the first wave of the COVID-19 between March and October 2020.

Information derived from Table 1 also reveal that a higher proportion (54%) of the workforce representing the younger workforce (aged 20 - 40years) compared to their counterparts who were older (above 41years) had their full salary retained or reduced by 25%.

On the position held by the respondents, it was also evident in Table 1 that a huge proportion (77.1%) of heads of departments, followed by the casual staff without positions (47.2%), and lastly supervisors (20.9%) received between 76% and 100% of their salaries.

Other results derived from Table 1 showed that majority of the respondents (66.7%) who had worked for a relatively shorter period (1-5years) for their companies compared to other counterparts (who had worked for 6 years and above) had their salaries reduced by 25%.

Amazingly, the respondents who could depend on relatives in the event where COVID- 19 lockdown is extended for a long period (51.0%) received between 76% and 100%

of their salaries compared to smaller portion (38.8%) of their counter parts who showed that they did not have anyone to rely on in the event where COVID-19 is extended for a very long time.

It could be that most of the male employees had more work experience or higher education than their female counterparts. Also, it could be that the younger employees may have had some higher educational qualifications, which could explain the higher salaries received.

Table 1: Impact of the Lockdown Order on Employees' Wage/Salary Earned During the First Wave of the COVID-19 Pandemic in Ado-Ekiti, Nigeria

Socio-Economic Variables of the Respondents		**What percentage of your monthly wage/ salary do you receive between March and october 2020?**				
		≤25%	**26-50%**	**51-75%**	**76-100%**	**Total no of Resp**ondents
Sex or gender characteristics	Male Female	0.7 3.9	32.9 38.2	14.4 26.6	52.0 31.3	277 233
Age cohorts of respondents	20–40 Yrs 41–60 Yrs 61 & Above	1.1 5.2 3.1	26.3 64.6 40.0	18.6 10.4 43.1	54.0 19.8 13.8	350 96 65
Position held in the company	Jnr Staff Supervisor Manager	1.9 2.0 3.1	43.0 38.3 11.5	7.9 38.8 8.3	47.2 20.9 77.1	214 201 96
Years of Service	01–05yrs 06–10yrs 11–15yrs	0.7 1.4 8.2	21.4 63.1 35.3	11.2 17.7 54.1	66.7 17.7 2.4	285 141 85
Do you have anybody to depend on in the event that you have financial difficulty over extended COVID-19?	Yes No	0.6 2.8	37.4 34.3	11.0 24.2	51.0 38.8	155 356

The # sign in the table means _number‘. **Source**: Researcher‘s Field Work (2021)

Table 2 indicated the socio-economic profile of the respondents and how the COVID-19 pandemic has affected their emotions as a result of the lockdown order. From this table, whereas 56.7% of the male respondents reported that they were affected by the COVID-19 lockdown, only 25.8% of their female counterparts reported that they were affected by the Covid-19 lockdown. Results showed that the majority of younger staff (52%) aged between 20 and 40 years and the older staff between 60 years or more (50.8%) those between 41 and 46 years (2.1%).

The Head of Departments (also known as the H.O.Ds) and supervisors representing 46.9% and 45.8%, respectively, were emotionally affected by COVID-19 lockdown more than their subordinate staff among selected facilities (37.4%). As expected, respondents who had served their companies longer (11–15 years) had a smaller proportion indicating that they were less emotionally affected by the lockdown (3.5%) than their counterparts who had served relatively shorter period (62.4%) for those who had worked for 6–10 years and 44.2% for those who had worked for 1–5 years).

Regrettably, among the staff who indicated that they had someone to depend on in the event that the financial difficulties brought about by the COVID-19 restriction orders were extended, a smaller proportion of them (29.7%) indicated that they were affected emotionally by Covid-19 lockdown than their counterparts who indicated that they did not have anyone to depend on in the event that the financial difficulties brought about by the COVID-19 lockdown were extended (48.0%). The results suggest that the COVID-19 lockdown affected the emotions of most of the team members/staffs.

Table 2: Effect of COVID-19 Pandemic Lockdown on Employees' Emotions in Ado-Ekiti, Ekiti State, Nigeria

Socio-Economic Variables of the Respondents		How did COVID-19 lockdown affect your personal emotions in workplace?		
		No Effect	Effect	Total # of Resp.
Sex or gender characteristics	Male Female	43.3 74.2	56.7 25.8	277 233
Age cohorts of the respondents	20-40yrs 41-60yrs 61 & Above	48.0 97.9 49.2	52.0 2.1 50.8	350 96 65
Position held within the company	Junior Staff Supervisor Manager	62.6 54.2 53.1	37.4 45.8 46.9	214 201 96
Years of Service within the company	01-05years 06-10years 11-15years	55.8 37.6 96.5	44.2 62.4 3.5	285 141 85
Do you have anybody to depend on in the event that you have financial trouble over extended COVID-19?	Yes No	70.3 52.0	29.7 48.0	155 356

The # sign in the table means _number'. **Source:** Authors' Own Construct (2021)

Table 3, provides information about how the lockdown during the COVID-19 pandemic affected the employee lifestyles among hospitality employees. The results showed that all the male employees (100%) had their lifestyles changed during lockdown as against 92.7% of their female counterparts.

A smaller proportion of the younger workforce whose age group ranges between 20 and 40 years (i.e. representing 4.9%) did not have their lifestyle affected compared to the older workers (41 years and above) where all of them (100.0%) had their lifestyle changed. The results also showed that

all casual staffs (100.0%) who do not occupy any position within their companies as well as the heads (HODs) had their lifestyle changed during the Covid-19 lockdown as against 91.5% supervisors.

All employees (100.0%) who had served their organizations for 1 - 5 years and those who had served for 11–15 years had their lifestyles changed as against 87.9% of those who had worked for 6–10 years. This implies that almost all the categories of employees that participated in this survey had their lifestyles changed due to the lockdown/restriction orders during the period.

Table 3: Effect of the Covid-19 Pandemic on Employees' Lifestyles

Socio-Economic Variables of the Respondents		**Did COVID-19 lockdown affect your life-style mostly in March - October 2020?**		
		Yes	**No**	**Total # of Respondents**
Sex or gender characteristics	Male Female	100.0 92.7	0.0 7.3	277 233
Age cohorts of the respondents	20–40 yrs 41–60 yrs 60 & Above	95.1 100.0 100.0	4.9 0.0 0.0	350 96 65
Position held within the company	Jnr Staff Supervisor Manager	100.0 91.5 100.0	0.0 8.5 0.0	214 201 96
Years of Service within the company	01-05 yrs 06-10 yrs 11-15 yrs	100.0 87.9 100.0	0.0 12.1 0.0	285 141 85
Do you have anybody to depend on in the event that you have financial difficulty over extended COVID-19?	Yes No	89.0 100.0	11.0 0.0	155 356

Source: Authors' Own Construct (2021)

Table 4: Result from the Stepwise Regression Model

Selected Independent Variable	Coefficients			*t*-Test	Model Summary			
	Unstandardised B	Std. Error	Standardised Beta		R	R^2	Change in R^2	SE of the Estimates
Constant	8.049	0.270		29.857				
Year of service	-0.441	0.046	-0.357	-9.611	0.451	0.203	0.203	0.83124
Facilities/outlets shutdown during the lockdown	-0.240	0.015	-0.617	-16.019	0.570	0.325	0.122	0.76597
Did Covid-19 affect your lifestyle between March and Oct 2020?	-2.433	0.200	-0.470	-12.139	0.616	0.380	0.055	0.73491
Facilities that were shut down during closure of the borders	-0.170	0.018	-0.366	-9.208	0.660	0.436	0.056	0.70174
Age of respondent	-0.424	0.047	-0.323	-9.039	0.710	0.505	0.069	0.65794
Did your firm shut down parts of its facilities?	0.266	0.079	0.119	3.349	0.718	0.516	0.011	0.65137

Source: Authors' Own Construct (2021)

SUMMARY

This study explored the impact of COVID-19 pandemic lockdown by the government on Tourism Small and Medium Scale Enterprises (SMEs) in Ado-Ekiti, Nigeria. The study revealed that all the key sectors of tourism SMEs surveyed ranging from hotels to motels, event centers, nightclubs, eateries, and coffee shops operated in Ado-Ekiti, Nigeria as a destination were severely hit by the restriction of movement and stay at home orders. The Covid-19 as the results suggest is an ongoing pandemic with devastating impact on people and businesses globally (WHO, 2020). .s This study is in accord one with previous works (e.g. Olaniwun,2020; Ozili and Arun, 2020; Oruonye and Ahmed, 2020; Alexander, Kaplan and Kaplan, 2020, etc). Although, this policy commenced since the first wave of the COVID-19 pandemic (i.e. March - October 2020), but the total lockdown has not really helped the SMEs, the large companies, employees and the teaming masses. The policy came in the forms of stay at home orders, restriction of public gatherings to barest minimum, travel bans, and border closures among others. The effects of the COVID-19 lockdown on humans and businesses are encapsulated in distorted delivery of services; booking cancellations; loss of guests/patronage of business, decline in tourist consumption/spending, decline in sales revenues due to poor spending on food/drinks, event services, hotel rooms, and more.

CONCLUSION:

Based on findings, it is clear that the novel COVID-19 is an ongoing pandemic that has highlighted the severe vulnerability of the tourism sector to natural disasters and pandemic globally. It is also evident that the socio-economic impact of the Covid-19 and the ensuing lockdown order on the employees‘ emotions and livelihood within the tourism SME subsector is highly devastating. Indeed, while some employees were asked to stay at homes for a preset number of days each month; nearly all of them had their salaries/wages cut, thereby threatening their source of income and making livelihood more challenging particularly during the first wave of the COVID-19 pandemic in Ado-Ekiti, Ekiti State, Nigeria. It is also obvious that the tourism industry needs to develop a rigorous sustainable recovery plan to help it get through the pandemic and beyond.

RECOMMENDATIONS:

Based on the findings derived from this study, the following recommendations were made to help the tourism industry in its recovery process:

- Physical and health programmes including provision of hand sanitizers, temperature check, etc, should continuously be improvised by management of SMEs at strategic points like bar, restaurant, or lobby areas among others to help employees recover from the pandemic shock.
- The management of all tourism SMEs should continue to educate and enforce all staff, visitors and/or guests to wear their face masks at all times while entering their premises
- .Palliative measures should be put in place through government intervention programmes to support the diverse SMEs subsector in particular and the tourism industry in general.
- Government bailout programmes (e.g. soft loan with low interest rate, loan repayment waiver or moratorium were imperative to revive SMEs and further strengthen the tourism sector.
- Organizations should thrive towards strengthening the staff welfare, removing uncertainty surrounding employees‘ livelihood socially and economically; while also creating different shifts for staff to work to rid cluster of people per period and to promote social distancing.

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FRAUD MANAGEMENT STRATEGIES AND BUSINESS PERFORMANCE IN SELECTED FAST FOODS IN ABEOKUTA, OGUN STATE, NIGERIA

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ABSTRACT

This study examines fraud management strategies and business performance in selected fast foods in Abeokuta Ogun State Nigeria. The purpose was to determine whether internal and external fraud identification strategies have had any significant effect on the development of business performances of fast-food companies. A quantitative research approach was adopted in the study. A total of 124 participants (Sweet Sensation, *n*=40; Chicken Republic, *n*=40, Mr. Biggs *n*=44) formed the sample size in the study. A self-constructed questionnaire was used as instrument for data collection. The data was administered to the participants physically by the researcher while all ethical standards were followed, including the confidentiality of the participants, data management and the freedom to opt out of the study. Although, the participants were not paid to participate in the study, they all retuned the survey filled. The data was manually entered into Microsoft Excel before being uploaded into the Statistical Package for the Social Sciences (SPSS) version 26 for further analysis. A total of 3 null and alternate hypotheses were tested using Regression Analysis. The study reveals that the internal and external frauds negatively impact on the development of fast food restaurants. It concludes that the adoption of a good and modern fraud prevention strategies would protect loss of revenue and enhance the development of fast food in Nigeria. The study recommends that fast food centres should be proactive in prevention and early detection of fraud so as to grow organically in a tough business environment such as Nigeria.

Key Words: business performance, dark triad theory, fast food industry, fraud identification, fraud prevention,

INTRODUCTION

The hospitality industry is a broad term that encompasses a wide range of businesses that provide accommodation, food and leisure to consumers through facilities that cover hotels, cafes, bars, restaurants, pubs and camp sites (Birtch *et al.*, 2021). Globally, the industry is valued at $570 billion (Condor, 2021) while the hospitality and tourism sector contributed 4.8% to Nigeria's GDP in 2016 (Proshareng, 2017). A fast-food restaurant, also known as a quick service restaurant (QSR), operates within the hospitality industry (Guntzburger *et al.*, 2020). The food served in fast food restaurants is typically part of a "meat-sweet diet", offered from a limited menu, cooked in bulk in advance and kept hot, finished and packaged to order, and usually available for take away, though seating may be provided (Zarezadeh *et al.*, 2021). The challenge, however is that fast-food rely on a vast network of supply chain which exposes their day-to-day operations to fraud. According to the Association of Certified Fraud Examiners (2019) occupational fraud is when an employee of an organization, whether it is the manager, officer or even the owner intentionally use his/her position to commit fraud. ACFE states further that occupational fraud is characterized with the fraudster using his own occupation for personal enrichment by deliberately misusing the company's resources. ACFE's definition of occupational fraud may not be totally acceptable in different jurisdictions, however the elements in ACFE's definition of occupational fraud is characterized by what is applicable in all countries. All occupational frauds have elements of being clandestine or secretive (Onwubiko, 2020); violate the fiduciary duty agreement (Mazumdar, 2020) illegally gain financial benefit through the act (Suh *et al.,* 2019); and lead to loss of revenue, assets or reserves in the organization (Alexander and Cumming, 2020).

Theft of food, beverages, and supplies from restaurants can be organized by staff members or carried out in conjunction with suppliers. There are cases of direct theft of food from the inventory, but there are also situations in which suppliers would agree to short shipments or supply food of a worse quality while giving kickbacks to staff members who are engaged in ordering or inventory (Smit, 2021). Fraud is seen as one of the major challenges militating against fast food services development in the hospitality industry. Industry statistics indicate that fast foods and hotels lose 5% to 6% of annual revenue due to organizational fraud perpetrated by employees as well as other types of frauds carried out by guests (Smit, 2021). Several reports on fraud indicates that the list and scope of fraud schemes is expanding on a daily basis. In a survey conducted PWC (2020), which involved 5000 respondents, 47% confessed they experienced fraud within 24 months. Similarly, Mueller (2020) argued that traditional fraud schemes such as human resources fraud, financial statement fraud, asset misappropriation, corruption, and insider trading have expanded into newer type of frauds such as digital data theft, customer fraud, deceptive cyber practices, and electronic procurement fraud. In regards to the perpetrators, Jenkins (2019) observed that external perpetrators such as customer, hackers, vendors and suppliers account for the largest fraud schemes when compared to internal perpetrators where the middleman, operations staff and senior management. Unfortunately, despite the threats posed by fraud, studies are yet to establish the relationship between fraud management and business performance in fast food restaurants specifically in Abeokuta.

Objectives of the Study

The aim of this study is to investigate fraud management strategies and business performance in selected fast-foods restaurants (Sweet Sensation and Chicken Republic) in Abeokuta, Ogun State, Nigeria. The specific objectives are to

1. Examine the effect of internal fraud on the quality and value of services of fast-food establishments
2. Determine whether external fraud affects the business performance of fast-food establishments
3. Investigate whether fraud management strategies affect the business performance of development of fast-foods

Research Hypotheses

H_0: Internal fraud would not affect the quality and value of services of fast-food

establishments H_1: Internal fraud affects the quality and value of services of fast-food establishments

H_0: External fraud does not affect the business performance of fast-food

establishments H_2: External fraud affects the business performance of fast-food

establishments

H_0: Fraud management strategies would not have significant effect on improving business performance of fast-foods establishments

H_3: Fraud management strategies would have significant effect on improving business performance of fast-foods establishments

Theoretical Framework

Theories used by scholars to explain why people commit occupational fraud include Fraud Triangle, Fraud Diamond, Fraud MICE (Money, Ideology, Coercion and Ego) and Fraud Scale. The Dark Triad theory is also used to explain the characteristics of people who commit fraud. In this study, two theories (Triangle Theory and Dark Triad Theory) are used as theoretical framework for analysis.

Dark Triad Theory

The dark triad, as described by Paulhus and Williams (2002) presents the explanation for the dark or anti-social side of human behaviour. Machiavellianism, psychopathy and narcissism were identified as overlapping but unique constructs which cause people to commit fraud and destabilize the organization. Individuals associated with Machiavellianism dark trait are believed to be exploitative, manipulative and callous (Wissing and Reinhard, 2019). Narcissism is associated with high level of grandiosity, pride and lack of empathy (Moshagen *et al.*, 2018). Psychopathy is also associated with antisocial behavior where the individual is impulsive and extremely selfish. People who score very on the Dark Traits have been found to suffer from low agreeableness and tend to commit more crimes than people who do not display these traits (Kaufman *et al.*, 2019). Although, scholars have raised concerns against the total adoption of dark triads constructs in explaining fraud claiming that the three had flaws in explaining the change in behaviour of individuals with from positive to negative traits (Glenn and Sellbom, 2015). Nevertheless, the dark triad remains the most comprehensive construct in explaining relationship between personality traits and tendency to commit corporate fraud. Hence, dark triad thesis will be used as framework for explaining the demography of employees in MTN Nigeria who committed fraud schemes as well as the consequences of such frauds on the organization.

Fraud Triangle

Fraud Triangle that was developed by Donald Cresser in 1953 (cited in Davies 2018). This theory explains that employees who commit fraud are motivated by three things namely, opportunity, incentive, and rationalization. The fraud triangle theory is useful in explaining the motivation behind employee‘s decision to commit fraud in the organization. Pressure serves as the primary motivation in the triangle of fraud. An employee could be pressured to commit occupational fraud in order to solve a personal financial problem, meet excessive family demand, respond to marital problems, maintain high lifestyle, clear off emergency medical bill or pay off a debt (Said *et al.,* 2019). Opportunity is another major factor in the Triangle of Fraud that leads employees to commit occupational fraud. Opportunity here imply that the employees illegally make use or his/her position to perpetrate fraud. In most cases, the fraudster believes he/she is in a position to secretly defraud the organization (Poff and Michalos, 2019). Rationalization is when the employee who wants to commit the fraud justify the need to carry out the action. The fraudster might believe that he/she can never be get caught. In most cases, they believe that the money or asset they are taking is temporary and will pay it back (Umranikar, 2019). In addition to the fraud triangle, profile of fraudsters given by the ACFE in 2019 shows the percentage of men who committed occupational fraud stood at 76% while those of women stood at 24%. While those with a university degree committed the highest number of fraud cases. In terms of age, people above the age of 55 committed frauds that cost the organization much larger losses than other age groups.

Although, many scholars have criticized Cressey Fraud Triangle model and tried to develop extensions such as Fraud Diamond, Fraud MICE (Money, Ideology, Coercion and Ego) and Fraud Scale, it still remains the yardstick by which organizations used to detect the methods by which occupational fraud is committed.

Fraud in Fast Foods

Fraud imply an intentional deception such as misrepresentation of financial statement, misappropriation of assets or involvement in corrupt practices carried out by a person or groups of persons against the organization (Kranacher and Riley, 2019)**.** This definition broadly covers all types of frauds. Review of related literature reveals that fraud is damaging to the organisation and could be seen from two angles: internal fraud (also known as occupational fraud) and external fraud. Occupational fraud is sometimes called internal fraud. According to the Association of Certified Fraud Examiners (2019) occupational fraud is when an employee of an organization, whether it is the manager, officer or even the owner intentionally use his/her position to commit fraud. ACFE states further that occupational fraud is characterized with the fraudster using his own occupation for personal enrichment by deliberately misusing the originations resources. ACFE‘s definition of occupational fraud may not be totally acceptable in different jurisdictions, however the elements in ACFE‘s definition of occupational fraud is characterized by what is applicable in all countries. All occupational frauds have elements of being clandestine or secretive (Onwubiko, 2020); violate the fiduciary duty agreement (Mazumdar, 2020) illegally gain financial benefit through the act (Suh *et al.*, 2019); lead to loss of revenue, assets or reserves in the organization (Alexander & Cumming, 2020). This fraud also covers employee fraud of deliberate falsehood on their CVs during job applications, such as disclosure of a criminal record to exaggeration or fabrication of qualifications or work history. On the other hand, external fraud are those committed against the organisation from the outside by vendors, customers, or competitors. Kranacher and Riley (2019) describes external fraud against an organization covers a broad range of schemes such as dishonest vendors might engage in bid-rigging. schemes, bill the company for goods and services not provided for, demand bribes from employees. Likewise, dishonest guests might submit bad checks or falsified account information for off products for refund. Nwosu (2018) stated that internal fraud occurs when an employee, manager or executive commits fraud against his employer.

METHODOLOGY

This study adopts a quantitative research approach and uses a survey to collect data from the staff of Sweet Sensation, Chicken Republic and Mr. Biggs restaurants at Abeokuta, Ogun State, Ogun State. Purposive sampling technique was used to select 124 participants (Sweet Sensation, *n*=40; Chicken Republic, *n*=40, Mr. Biggs *n*=44) formed the sample size in the study. The primary means of data collection from the participants will be through a self-constructed survey. The validity of the survey will be determined by through content and face validity from three experts. The feedback was utilized to strengthen and check each construction of the survey questions, making it possible to attain high content validity. The survey was developed using Qualtrics. Completing the survey took approximately 6 minutes, and all questions can be answered by the participants when they follow the simple instruction.

Participating in the survey is entirely voluntary and participants may withdraw at any time. All responses were made anonymous. In other words, there are no correct or incorrect answers, and those who participate will not be identifiable. The period for data collection was between August 1st and August 10th , 2022. The survey data was downloaded from Qualtrics online survey into Microsoft Excel. The responses were converted into numbers in Excel before they were exported into the Statistical Package for the Social Sciences (SPSS) software. Descriptive analysis will be used to analyse the demography of participants. Regression Analysis was used to establish the effect of fraud management on business performance of fast-food restaurants.

ANALYSIS

Table I: Internal fraud and the quality and value of services at fast-food establishments

S/N	ITEMS	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean	Rank
1.	Employees creating a fake company or buying from non-approved vendor	25 (26.31)	55 (57.89)	8 (8.42)	7 (7.37)	-	4.12	4TH.
2	The submission of fictitious expenses	60 (63.15)	20 (21.05)	4 (4.21)	7 (7.36)	4 (4.21)	4.31	3RD
3	Check tampering or registering through the replacement of paid check with a free coupon affects the business performance of fast-food establishments.	65 (68.42)	15 (15.78)	8 (8.42)	4 (4.21)	3 (3.16)	4.42	**2nd**
4	Voiding of certain items from customer's orders by servers with the aim of pocketing the money for said items affects the level of growth over time in fast-food establishments	70 (73.68)	16 (16.84)	3 (3.15)	2 (2.10)	4 (4.21)	4.53	1ST
5	Creating of ghost employee, altering time records and paying for incorrect job classifications affect the business performance of fast-food establishments	17 (17.89)	50 (52.63)	11 (11.57)	10 (10.52)	7 (7.37)	3.63	5th.

Table 1 above revealed the responses of respondents based on their perceived effect of internal fraud on fast-food industry. The empirical result shows a highest mean value of 4.53 corresponding to voiding of certain items from customer's orders by servers with the aim of pocketing the money for said items affects the level of growth over time in fast food industry. This also corresponds to the question that has the highest frequency response indicating that larger percentage respondents strongly agree about the statement. On the final note, the analytical result revealed a lowest mean value of 3.63 corresponding to response that has the lowest frequency (50) that larger percentage (52.63) of the respondent agree that creating of ghost employee, altering time records and paying for incorrect job classifications affect the development of fast-food restaurants.

Table 2: External fraud and the business performance of fast-food establishments

S/N	ITEMS	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean	Rank
1	All forms of external fraud being committed by suppliers affect the quality and value of services of fast-food establishments	75 (78.94)	12 (12.63)	-	3 (3.15)	5 (5.26)	4.56	1st
2	Criminal fraud with the use of fraudulent credit cards affects the level of development of fast-food establishments over time.	54 (56.84)	26 (27.37)	7 (7.36)	4 (4.21)	4 (2.21)	4.28	4th
3	Manipulation of checks to be deposited into an unintended bank account through forgery or altering payee information affects the performance of fast-food establishments over time.	24 (25.26)	56 (58.94)	-	10 (10.52)	5 (5.26)	3.88	3rd
4	The arrangement of inappropriate payments from vendors to an employee's personal account with the aim of performing a fraudulent act affects the level of development in fast food establishments	71 (74.74)	14 (11.74)	-	4 (4.21)	3 (3.15)	4.44	2nd
5	All forms of external fraud being committed by customers affect the expected returns in fast food establishments	32 (33.68)	43 (45.26)	6 (6.32)	10 (10.53)	5 (5.26)	3.95	5th

Table 2 above revealed the responses of respondents based on their perception on the effect of external fraud on fast food restaurants development. The empirical result shows a highest mean value of 4.56 corresponding to all forms of external fraud being committed by suppliers affect the quality and value of services of fast food establishments. This also corresponds to the question that has the highest frequency response indicating that larger percentage (78.94) of the respondents strongly agree about the statement. On the final note, the analytical result revealed a lowest mean value of 3.95 corresponding to response that has the lowest frequency (43) that larger percentage (45.26) of the respondent agree that all forms of external fraud being committed by customers affect the business performance of fast-food establishments

Table 3: Fraud management strategies and the business performance of development of fast-foods

S/N	ITEMS	SA F(%)	A F(%)	U F(%)	D F(%)	SD F(%)	Mean	Rank
1	Managers having good understanding of what is happening with transactions help in fraud prevention in fast-foods establishments	50 (52.63)	30 (31.58)	4 (4.21)	6 (6.32)	5 (5.26)	4.2	4th
2	Application of spot- check by managers/supervisors from each register to look for anomalies is a good strategy for fraud prevention in fast-foods establishments	70 (73.68)	14 (14.74)		8. (8.42)	3 (3.16)	4.47	**2nd**
3	The use of fraud detective system by both managers and employees is highly important in for preventing fraud in fast-foods establishments	56 (98.95)	14 (14.73)	6 (6.32)	12 (12.63)	7 (7.37)	4.05	3rd
4	Daily checking of transactions by managers/supervisors is necessary to prevent fraud in fast-foods establishments	76 (80)	11 (11.57)		5 (5.26)	3 (3.16)	4.66	1st
5	Checking for unusual activity by managers/supervisors is necessary for fraud detection and prevention in fast-foods establishments	31 (32.63)	49 (51.57)	4 (4.21)	4 (4.21)	7 (7.36)	3.97	5th

Table 3 above revealed the respondents' opinion based on fraud prevention strategy in fast food restaurants. The empirical result shows a highest mean value of 4.66 corresponding to daily checking of transactions by managers/supervisors is necessary to prevent fraud in in fast-foods establishments. This also corresponds to the question that has the highest frequency response indicating that larger percentage (80) of the respondents strongly agree about the statement. On the final note, the analytical result revealed a lowest mean value of 3.97 corresponding to response that has the lowest frequency (49) that larger percentage (51.57) of the respondent detection and prevention in fast-foods establishments.

Test of Hypothesis One

H0: Internal fraud would not affect the quality and value of services of fast-food

establishments H1: Internal fraud affects the quality and value of services of fast-food establishments

Table 4: Internal fraud and the quality and value of services at fast-food establishments

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig
	B	Std. Error	Beta			
Constant Internal Fraud	3.018 .337	.277 .064	 .524		10.893 5.929	.000 .ooo

a. Dependent Variable: Quality and value of services of fast-food establishments

R = 0.524; R^2 = 0.274; Adjusted R^2 = 0.266; F-Stat = 35.151; Sig Level = 0.000

The result from the table 4.7 revealed the extent to which the variance of the business performance of fast-foods establishments is explained by internal fraud identification. Looking at the result above, it shows a significant effect of internal fraud sources on fast-foods establishments at (R^2= 0.274, adjusted R^2= 0.266, P = 0.000). This indicates that of the variation in the business performance of fast-foods establishments is impacted by fraud as internal fraud accounted for 27.4%. In addition, the F-values statistics of (35.151) shows that the overall equation is significant at (Significance level = 0.000; $P < 0.05$). Hence, the null hypothesis is rejected and it was concluded that there is a significant effect of internal fraud on the quality and value of services at fast-food establishments.

Hypothesis Two

H0: External fraud does not affect the business performance of fast-food

establishments H2: External fraud affects the business performance of fast-food

establishments

Table 5: External fraud and business performance of fast-food establishments

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig
	B	Std. Error	Beta			
Constant Internal Fraud	3.310 .316	.250 .058	 .491		13.254 5.430	.000 .000

a. Dependent Variable: business performance of fast-food establishments

R = 0.491; R^2 = 0.241; Adjusted R^2 = 0.233; F-Stat = 29.490; Sig Level = 0.000

The result from the table 4.5 revealed the extent to which the variance of business performance of fast-food establishments is explained by external fraud. Looking at the result above, it shows a significant effect of external fraud sources id business performance of fast-food establishments at ***(R^2*= 0.491, adjusted R^2= 0.241, P = 0.000). This indicates that of the variation in the business performance of fast-food establishments, the level of employees and employers' knowledge on external fraud sources accounted for 24.1%. In addition, the F-values statistics of (29.490) shows that the overall equation is significant at (Significance level = 0.000; P < 0.05). Hence, it was therefore concluded that that there is a significant effect of external fraud on the business performance of fast-food establishments.

Hypothesis Three

H0: Fraud management strategies would not have significant effect on improving business performance of fast-foods establishments

H3: Fraud management strategies would have significant effect on improving business performance of fast-foods establishments

Table 4.8 Fraud management strategies and the business performance of fast-foods

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig
	B	Std. Error	Beta			
Constant	2.508	.283			8.861	.000
Internal Fraud	.479	.063	.621		7.638	.000

a. Dependent Variable: Business performance of fast-foods

R = 0.621; R^2 = 0.386; Adjusted R^2 = 0.379; F-Stat = 58.343; Sig Level = 0.000

The result from the table 4.8 revealed the extent to which the variance of the quality and value of services of fast-food establishments is explained by internal fraud. Looking at the result above, it shows a significant that internal fraud had a significant effect on service delivery at in fast food establishments at (R^2= 0.386, adjusted R^2= 0.379, P = 0.000). This indicates that of the variation in the business performance of fast-foods, fraud prevention strategies accounted for 38.6%. In addition, the F-values statistics of (58.343) shows that the overall equation is significant at (Significance level = 0.000; P < 0.05). Hence, the null hypothesis is rejected and it was therefore concluded that the adoption of fraud prevention strategies has a significant positive effect on the business performance of fast-foods.

DISCUSSION

The first major outcome of this study is that that there is a significant effect of internal fraud on service delivery and quality in the fast food industry. This findings is in agreement with Abdullahi &

Mansor (2018) who distributed 302 questionnaires to participants with the aim to find out how the elements of fraud triangle theory (FTT) can be used to combat fraud outrages in Nigeria. Based on its analysis, it was discovered that fraud scandals can cause public‘s frustration as well as damage the reputation and integrity of the organization. Similarly, Osunwole (2020) established that forensic accounting had positive and significant effect on financial fraud reduction and improvement of internal control system of manufacturing companies respectively. The second major finding of this study is that there is a significant effect of external fraud identification on the business performance of fast-food establishments. This corresponds with the finding of Aboud and Robinson (2020) whose study of prevention and detection techniques in 73 Irish businesses found out that utilization of data analytics for external fraud identification will enable the organization to understand the potential barriers to implementing techniques to detect and prevent fraud. The third finding is that fraud management strategies would have significant effect on improving business performance of fast-foods. The findings of this result are consistent with that of Modic et al., (2018) among others who proposed that the identification of both internal and external fraud with the adoption of a good and modern fraud prevention strategies would enhance the development of fast food industries.

CONCLUSION

This study examined fraud management strategies in the fast-food segment of the hospitality industry in Abeokuta, the capital city of Ogun State, Nigeria. Quantitative research approach was adopted in the study. A total of 124 participants (Sweet Sensation, *n*=40; Chicken Republic, *n*=40, Mr. Biggs *n*=44) formed the sample size in the study. A self-constructed questionnaire was used as instrument for data collection. The study reveals that internal and external frauds negatively impact on the development of fast food restaurants. It concludes that the adoption of a good and modern fraud prevention strategies would protect loss of revenue and enhance the development of fast food industry in Nigeria.

RECOMMENDATION

The study recommends that fast food centres should be proactive in prevention and early detection of fraud so as to grow organically in a tough business environment such as Nigeria.

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NIGER DELTA CRISIS, AMNESTY DECENTRALISATION AND IMPLICATIONS ON INTERNATIONAL TOURISM IN COASTAL AREAS OF ONDO STATE, NIGERIA

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ABSTRACT

The paper analysed issues arising from the decentralisation of the Presidential Amnesty Programme pioneered by former President Umoru Yar' Adua (late) in 2009, and the implications for international tourism advantage in the coastal area of Ondo State, Nigeria. The paper explored the management of the Presidential Amnesty Programme by both the Federal and Ondo State governments with a view of understanding its strategy for peace building in the state which is prerequisite for the promotion of international terrorism. The study relied on both primary and secondary sources of data. For the primary data, In-Depth Interviews (IDI), Key-Informant Interviews (KII), and Focus Group Discussions (FGD) were the main instruments. The data were collected from purposively selected participants in the core two Oil Producing Local Governments (Ilaje and Ese Odo Local Government areas of Ondo State), and specifically, in some selected towns of the two Local Governments where prospects for international tourism are high. It sought the perceptions and opinions of diverse people/groups (local and urban elite, regular people, youth, women, community activists, ex-militant activists, and officials of governments, civil society organizations, and others). The findings revealed the Amnesty Programme has made impact in the area of decentralisation, implementation with positive implications for international tourism. It recommended strong commitment and transparency in the implementations of the Amnesty programme.

***Keywords*:** amnesty, conflict, decentralisation, international tourism, development, state policy.

INTRODUCTION

Many studies have shown that oil exploration and exploitation in the Niger Delta region have resulted in ongoing problems of environmental degradation, neglect, and injustice, triggering a major crisis detrimental to international tourism promotion. Since the Akassa Raid of 1895, which included the entrenchment of the Royal Niger Company (RNC) in the area, the environment of the Niger Delta has consistently been regarded as anti-international tourist attraction, denying the area economic benefits and a good image. According to Etekpe (2009) and Ikelegbe (2013), the region's sense of dominance and oppression was exacerbated in the 1990s because, after many years of oil exploitation, the natural environment became highly degraded, and as a result, the region remained impoverished, polluted, and under-employed.

The history of amnesty dates back to 403 B.C. according to Greek and Roman law. One of the documented ones was the long-term civil war in Athens which was ended after a group dedicated to reuniting the city took over the government and arranged a general political amnesty. The amnesty which was affected by loyalty oaths taken by all Athenians and only later made into law, the amnesty proclaimed the acts of both warring factions officially forgotten (Azinge, 2013).

As a matter of fact, the Amnesty introduced in the Niger Delta, became *sine- qua-non*, for the fact that the crisis of the Niger Delta has hit the rock before the situation was considered, that Nigeria needed moving forward by the government. People in the Niger Delta did not see the government sincerity, in finding solution to the problems confronting the, rather, the government activities in addressing their yearnings played out oxymoron in the sense that the government was pleading simultaneously raising forces against the people in the Niger Delta which made the negotiation for peace and the development with government became a hard shell and unsafe. Nevertheless, the government and the governed, could not afford to live in the state of anarchy beyond, what the people in the region had been passing through, the Amnesty was therefore introduced by the government without any condition of reference to the past nefarious events that took place between the government and the militants who embraced it in the Niger Delta region.

The Niger Delta crises have in very recent times taken much more dangerous dimension, under scoring the failure of governments and non-state actors, including the Oil Multinational Companies (MNCs) to bring the crises to an end. The emergence of militia and cult groups among the communities in the last two decades that marked a turn in the conflict. Government‘s seeming complicity and protection of the MNCs by means of state apparatus has led to corresponding economic and social emancipation (Folarin, 2007). The region itself is a paradox of several sorts. While it generates the bulk of state revenue, there is a little resources inflow into it (Ikelegbe, 2013). It seems the region, though, a major donor to the national economy, is a minor recipient of the benefits of the national economy. Thus, it seems that it is one of the most neglected and least developed regions in Nigeria. In spite of the great neglect, and the impoverishment of the area, the government, oil multinationals and the people outside the region more often than not, see the people of Niger Delta as restive, aggressive, pugnacious and excessive (Agagu, 2013).

In the process of finding lasting solutions to the critical situation of Niger Delta crisis, resulting from the level of agitations of the Niger Delta militants, for environmental development, employment, self-development and actualisation of goals which brought about desperate approaches to achieve their aims and objectives. The Federal Government designed several measures, of which, one of it is by centralising the policies and the process of addressing the issues in the Niger Delta Region, in which the efforts of the government have been to no-avail. With the relative peace enjoyed by the oil region since the announcement and implementation of the policy, many Nigerians as well as international agencies applaud the policy a success. Even though the policy seems to be a success, no attempt has however been made to interrogate the feasibility of the policy engendering genuine and lasting peace in the region. Since the policy has no potentiality of attending to the root cause of the crisis but instead focused only on disarming, rehabilitating and reintegrating the militants into the Nigerian state. In the amnesty document, government acknowledges the inadequacies of previous state interventions at meeting the population's needs. Government also noted the threat to peace, security, order and good governance and the Nigerian economy by militant agitation of certain elements of the region.

It has been observed that years after the proclamation and commencement of the Presidential Amnesty in the Niger-Delta, violence has dropped and crude oil production has risen back up to 2.6 million barrels per day. However, the amnesty is beginning to attract unpleasant comments from the oil industry watchers and conflict analysts. The amnesty has been described as a ―gilded pacification campaign‖, which the Nigerian government regards as ―a success story while Dimieari Von Kimedi says, ―the Niger-Delta conflict is just on pause‖. The challenge now, is to move from pause to stop. Chris Newsom observes that the amnesty process opened a door for stabilization but did not reduce the long-term potential for violence or deal with root conflict issues (Ubehin, 2013).

The paper examines the Niger Delta Crisis, Amnesty Decentralisation and Challenges of International Tourism in the Coaster areas of Ondo State and seeks to understand how the implementation of the policy on Amnesty is capable of initiating international tourism in the Coaster areas in the state. It is divided into sections: introduction, literature review, conceptual framework, methods, results, discussion and conclusions.

Objectives of the Study

1. examine effects of the implementations of new initiative of the Presidential Amnesty Programme in Ondo State on international tourism;
2. analyse challenges of the Amnesty Programme in the Ondo State; and
3. ascertain the failure of the disarmament, demobilisation and reintegration (DDR) framework programme on Ondo State and the Federal Government.

Conceptual Clarification

Amnesty as strategy to conflict management has gained traction in many parts of the world in recent years. As such, it has received significant attention in scholarly discourse as attempts are made to explore its dynamics and effectiveness as an approach to peace building. Amnesty is a pardon extended by the government to a group or class of persons usually for political offence, the act of a sovereign power officially forgiving certain classes of persons who are subject to trial but have not yet been convicted. It is the action of a government by which all persons or certain groups of persons who have committed a criminal offence usually of a political nature that threatens the sovereignty of the government are granted immunity from prosecution. Examples of such offences are treason and sedition (Azinge, 2013). Amnesty allows the government of a nation or state to ‗forget‖ criminal acts, usually before prosecution has occurred. Amnesty has traditionally been used as a political tool of compromise and reunion following a war. Amnesty is an act generally accepted by granting a group of people who have committed crimes against the state, such as treason, rebellion or desertion from the military. The amnesty which was also known as the Act of oblivion was specifically to heal the wounds resulting for the civil war between democrats and oligarchs. The amnesty prevented the prosecution of those who were considered political enemies having supported the reign of the thirty. Athenians‘ jurors were required to swear ―We will remember past offences no more.‖ (Azinge, 2013).

The amnesty immediate effects after which it has been declared by the government include the following:

• Immediate release of all political prisoners

• Right of political exiles to return

• Relinquishment of civil and political rights

• Reinstatement in their jobs of persons dismissed for political reasons

• Right of victims of inhuman treatment or their families to compensation Reasons for amnesty Laws.‖ (Azinge, 2013).

Amnesty is also believed to have the capability of neutralizing opposition groups. The purpose of amnesty, therefore, is to seek social tranquillity less by consensus than by a reduction of tensions, and thus of the opposition‘s scope for action by forcing it to adopt a passive role. The aim is normalization rather than reconciliation through both persuasion and dissuasion. Such was the aim of the Polish amnesty law of 20 September 1984, enacted after the lifting of martial law, whose effects it was designed to alleviate. The goal of reducing tensions was achieved given the large number of individuals benefiting from the Amnesty (Thaxton, 2003).

Recognitions of Amnesty Law

It would be noticed that the application of amnesty by the state in some situations, transcends domestic crimes into the sphere of international law. This happens where the offence for which immunity against prosecution is provided are so atrocious that they deeply shock the conscience of humanity and are regarded as being of concern to the international community as a whole. The Rome Statute establishing the International Criminal Court in Article 5 lists the offences regarded as being of concern to the international community as crime of genocide, crimes against humanity, war crimes and crime of aggression (Azinge, 2013).

Origin, Significance and Rationale for Amnesty

Every country in the world has a unique set of laws and punishments. Sometimes, one or more citizens in a country believe a law or a set of laws to be unfair. Most of the time, people believe that laws are unfair because they violate personal freedoms or human rights. Personal freedoms are the rights citizens want to have afforded them so that they may pursue their own happiness without fear of repercussion. An example of a personal freedom would be the right citizens of the United States have to listen to whatever kind of music they like. Human rights are considered to be fundamental rights that are granted to every person on earth. An example of a human right is the right all people have not to suffer violence from any other human being. A government should not be allowed to deny any citizen's human rights (Thaxton, 2003).

When a citizen or a group of citizens believe their rights are being violated, they may engage in civil disobedience, which is a refusal to obey a particular law in an attempt to persuade the government to change its policies. When people engage in civil disobedience, a government can either punish the citizens for these political offenses and refuse to change the laws, or it can grant these citizens‘ amnesty. Amnesty is a provision of clemency offered to citizens who break the law. When amnesty is granted, citizens are granted immunity from prosecution, and no record of the infractions remain. The end result is that these people are deemed free by the governing authority. Amnesty is always granted before an accused citizen is formally convicted of any crime. Thaxton, (2003)

The political offenses citizens commit can sometimes be relatively minor rebellious acts, such as holding public rallies or refusing to leave a venue voluntarily. Sometimes however, according to Thaxton, (2003); they can be more serious, such as living in a country without proof of citizenship or even committing war crimes. It is important to note the difference between amnesty and a pardon. Like amnesty, a pardon is a forgiveness of a citizen on the part of a government; however, a pardon is issued after formal prosecution of a crime, and it does not wipe out any record of the crime. Pardons are made by heads of state, such as monarchs and presidents who believe prisoners have fulfilled their debts to society, Thaxton (2003).

The Niger Delta: A Potential International Tourist Centre

The Niger Delta, as now defined officially by the Nigerian government, extends over about 70,000 km^2 (27,000 sq miles) and makes up 7.5% of Nigeria's land mass. Historically and cartographically, it consists of present-day Bayelsa. Delta State, and Rivers States. In 2000, however, Obasanjo's regime included Abia, Akwa -Ibom, Cross River State, Edo, Imo and Ondo States in the region. Some 31 million people of more than 40 ethnic groups including the Bini, Efik, Esan, Ibibio, Igbo, Annang, Yoruba, Oron, Ijaw, Ikwerre, Abua/Odual, Itsekiri, Isoko, Urhobo, Ukwuani, Kalabari, Okrika and Ogoni, are among the inhabitants of the political Niger Delta, speaking about 250 different dialects.

The Niger Delta, and the South -South geopolitical zone (which contains six of the states in Niger Delta) are two different entities. The Niger Delta separates the Bight of Benin from the Bight of Bonny within the larger Gulf of Guinea. The area was the British Oil Rivers Protectorate from 1885 until 1893, when it was expanded and became the Niger Protectorate. The core Niger Delta later became a part of the eastern region of Nigeria, which came into being in 1951 (one of the three regions, and later one of the four regions). The majority of the people were those from the colonial Calabar and Ogoja divisions, the present-day Ogoja, Annang, Ibibio, Oron, Efik, Ijaw and Ogoni peoples. The National Council of Nigeria and Cameroon (NCNC) was the ruling political party of the region. The NCNC later became the National Convention of Nigerian Citizens, after western Cameroon decided to separate from Nigeria. The ruling party of eastern Nigeria did not seek to preclude the separation and even encouraged it. The then Eastern Region had the third, fourth and fifth largest indigenous ethnic groups in the country including Igbo, Efik Ibibio and Ijaw.

Tourism is defined as a service-based industry comprised of several elements including transportation, lodging, food and beverage, tours, and merchandising; a growing and complex industry that requires sophisticated management to realize its full potential as a positive and sustainable economic, environmental, social, and cultural force (Essner, 2003). Tourism's economic impact is roughly on par with agriculture or mining in terms of global scale. According to the World Tourism and Travel Council (WTTC), the major organization representing the global tourism industry, the 'Tourism economy' supported 215 million jobs in 2004. Tourism was defined by the United Nations in 1994 as "the activities of persons traveling to and staying in places outside their usual environment for leisure, business, and other purposes not related to the exercise of an activity remunerated within the place visited for not more than one consecutive year" (Oluwakoya and Ajayi, 2010).

Insecurity in the Niger Delta and Challenge of International Tourism

Threats represent anything that can destabilize the nation's security or anything that poses a risk to the survival of any corporate entity, as well as undermining the prospects of a harmonious relationship between the various communities that comprise the nation or peaceful coexistence of the people (Okwuchi and Christian 2020). Any act or intention that has the potential to undermine the nation's peace, stability, and progress could be considered a threat. Over the years, the threat of insecurity in Ondo State Coaster Areas of the Niger Delta region has had a negative impact on not only the oil industry but also tourism, which is supposed to be Nigeria's mainstay. Similarly, the threat of insecurity has had an impact on the socioeconomic development of the tourism and hospitality sectors, as many foreigners and tourists drawn to the region have migrated to safer regions. A case in point is the OKLNG Olokola Free Trade Zone, Ilaje Local Government, Ondo State, which was first introduced by Former Governor of Ondo State, Dr. Olusegun Agagu, and steps were also being taken by the current Governor of Ondo State, Arakunrin Oluwarotimi Akeredolu, but the fear of insecurity was one of the factors that eventually set back the project, as at the moment the case of abduction in the area is on the when Alluri (2009) examined the threat of insecurity in Nepal, he discovered that tourist destinations are less appealing to tourists if they are unsafe. Alluri (2009) noted that tourist destinations are less appealing to tourists if they are likely to experience conflict, war, and political unrest, as well as terrorism, violation of human rights, or heavy crime, regardless of the abundance of scenic or cultural attractions.

Terrorism and crisis, on the other hand, can have a greater impact on developing economies and emerging tourist destinations in Ondo State's Coaster Areas. This is due to the fierce competition for global tourism business, and developing a world-class tourist destination necessitates significant investment in infrastructure and security outfits. Nonetheless, a sudden crisis or terrorist act has the potential to drive away tourists and slow economic growth. Many cases of kidnapping and abduction have been recorded, and the majority of them are underreported because militants diversified their activities when it was discovered that the government is not sincere with DDR principles in the Niger Delta Region, and it has long made the area unfriendly for both locals and visitors. Many cases of kidnapping and abduction have been recorded, and the majority of them are underreported because militants diversified their activities when it was perceived that the government was not sincere with DDR principles in the Niger Delta Region, and it has long made the area unfriendly for both local and international tourism.

According to Essner (2003), the Kenyan economy lost a whopping 12% of its annual GDP, which is driven by tourism, as a result of the bombings of the US embassy in Nairobi in 1998 and a beach hotel in Mombasa in 2002. Analysts are increasingly concerned that if crisis, political unrest, and insecurity are not dealt with systematically, they will undo the enormous strides made in the tourism industry over the last three decades (Adora, 2010; Mwathe, 2011; Bishwanath, 2001, Bhata, 2002; Holloway, 2002). According to the Cambridge Training and Development CTAD (1999), it is critical that host destinations (countries) develop a proactive and watertight security plan to safeguard and ensure tourist safety. It also suggested that, in some cases, a curative approach may not be sufficient, as there may be a need to include an anticipatory plan of action to deal with any unexpected threat to the health, property, and lives of tourists who are most vulnerable in the event of a security breach in a destination.

The suggestion that militants in the Niger-delta sometimes deliberately target tourists, tourist destinations, and economic facilities in order to gain publicity and further their ideological objectives appear to be particularly accurate. Adora (2010); Okey (2003); and Bunuzigha (2010) reported that deliberate economic sabotage on facilities (oil installations, road networks, tourist destinations, etc.) has greatly harmed tourism and socio-economic development throughout the region. There is also the more concerning act of kidnapping tourists, foreign and local oil workers in exchange for culinary gains. International tourism receipts have fluctuated negatively as a result of these social unrests. According to the World Tourism Organization (WTO) Yearbook of Tourism Statistics, Compendium of Tourism Statistics and data files (2006 – 2010), and IMF and World Bank export estimates for year 2011, international tourism receipt in Nigeria went down to 0.96% ($738,000,000) in 2010. This was against 1.36% ($791,000,000) in 2009, 1.09% ($959,000,000) in 2008, and 1.41% as at 2002 (WTO,
2012). Henderson *et al* (2010) confirmed that safety and security issues, as well as civil unrests are factors that discourage both local and international tourists from visiting tourist destinations and patronizing hotels. The fluctuation in Nigeria's international tourist receipts is

surely as a result of the local security challenges over the years.

It may be misleading and ironic to generalize the proposition of conclusively declaring all actors in the Niger-delta crisis to be criminals. For example, the establishment of the Presidential Amnesty Program, which eventually benefited some of the youths who were initially regarded as militants but are now regarded as agitators and have been reintegrated back into society. Successful graduates and entrepreneurs are now confirmed as a responsible group of youths as a result of the government's Disarmament, Demobilization, and Reintegration (DDR) activities. There are indications that some militants sincerely advocate for environmentally friendly exploratory activities by the oil corporations operating in the region. This is supported by a genuine desire to develop the infrastructure of its numerous riverine and estuarine communities through nonviolent means.

Conceptual Framework

The conceptual framework of analysis for this study is state fragility or simply, fragility as it may be subsequently called. There is no one internationally accepted definition of the term fragility as it is conceptualized in different ways by scholars and organizations. For instance (OECD) Organisation for Economic Corporation and Development (2007) maintains that a state is fragile when it lacks the ability or political will to provide basic functions needed for poverty reduction, development and to safeguard property the lives of its population. OECD) Organisation for Economic Corporation and Development (2013) again described a fragile state as one having weak capacity to carry out basic governance functions and lacks the ability to develop mutually constructive relation with the citizens.

From these foregoing definitions, one can infer that fragility entails principally a fundamental failure of the state to perform functions necessary to meet the basic needs and expectations of the citizens. Specifically, fragile states are incapable of assuring security, maintaining rule of law and justice or providing basic services and economic opportunities for their citizens. In fact, a state labelled fragile carries the stigma of incapacity and lack of progress, violence and poor governance. The strongest concentration of fragile states is in Africa and Nigeria is classified as one (OECD, 2013).

There is a great diversity of fragile situations with varying characteristics or features. Indeed, fragility among states varies along a continuum of performance as well as across areas of state functions and capacity. However, there are some common basic underlying assumptions about states of fragility or better still, basic features of fragile states. These basic features have been identified in the institutional works of World Bank (2005) and OECD (2013) as well as in the scholarly works of Hangman and Hoechine (2009); Rothberg (2004); Tom and Torsten (2011), Grazielle and Andrea (2013) and Steward and Brown (2010) respectively. An articulation of the features as identified respectively by them yields a list of key features of fragile states include the following: Persistent war, crisis or violent conflicts, Inability of government to deliver the most basic services and meet vital development needs, Inability of government to maintain a monopoly of the possession and use of instruments of violence, persistent condition of extreme poverty, Persistent social tensions, Insecurity of lives and property, High political instability, Inability of government to fight lawlessness or crime, Pervasive electoral fraud, low political will and administrative capacity to improve the workings of the state, legitimacy failure and limited support from the people ,undemocratic governance, low human development and wide inequality in income and others.

The above characteristic features are seen as symptoms of fragility. This is because some features of fragility have the tendency to further reinforce the weakness of the state to work and thereby fostering a vicious circle of dysfunction and state ineffectiveness. Specifically, for instance, inability to provide basic services and infrastructures is a feature of fragility. Non-provision of basic services can reinforce state fragility in situation of persistent violence arising from demand or agitation for the provision of such services. This is because protracted violence could lead to further impoverishment, deprivation and decay of infrastructure and to the further weakening of the ability of the state to effectively govern OECD (2013).

The Niger Delta Region, is therefore in the state of fragility because of high level poverty, lack of development, unemployment, neglect, environmental degradation and devaluations of natural resources as a result of Oil exploitation and exploration in the region, which eventually led to social vices, like pipe line vandalization, sea pirate, hostage taking, kidnapping/ abductions of children and killing, and porous situation of security in the region and the country at large, has landed the region on the state of anarchy, of which ,is almost becoming uncontrollable for the government because of institutional fragility, systemic flaws, and structural weaknesses of Nigeria state. The concept of fragility has relatively in recent times become a topical issue in academic discourse. This is because of its relevance on development policy, conflict and conflict Management studies. It has also become of immense concern to the international aid donors as it assists them in deciding the possibilities and appropriate strategies for donor engagement in fragile state (Torsten, 2011).

METHODOLOGY

The research adopted eclectic approach by using both primary and secondary sources of data collection. In the primary method, qualitative survey was employed with the use of the instrument of In-Depth Interviews (IDI), Key-Informant Interviews (KII), and Focus Group Discussions (FGD). The FGD was conducted in the core two Oil producing Local Governments (Ilaje and Ese Odo Local Government areas of Ondo State), while the interview sessions were conducted in some selected towns, of the two Local Governments. The FGD and interview focused on obtaining the perceptions and opinion of diverse people/groups (local and urban elite, regular people, youth, women, community activists, ex-militant activists, and officials of governments, civil society organizations, and others). In the secondary, apart from desktop research, it also includes the use of textbooks, electronic materials, newspaper, magazine, publications, occasion papers etc.

RESULTS OBTAINED

Presentation of Data:

A centralized approach to political order was advocated strongly by social scientist when the new states emerged from the breakdown of colonial empires after the Second World-War (Esman, 1963; Apter 1965; Hintington, 1968). Today, however, virtually no contemporary, scholars argued that, the centralised strategy for overall development has performed well in independence Africa. Centralisation of the institution earlier mentioned and particularly the Presidential Amnesty Policy by the Federal Government to tackle the problems of the Niger Delta Regions has not really yielded the desired result as the institutions still witness unbearable challenges from the region, despite the huge amount sunk into the system, which therefore, lead to the initiative of the decentralisation of the management of the amnesty programme from the Federal Government to the state for effective management.

On 5th May 2009, President Umaru Yar'Adua set up a Presidential Panel on Amnesty and disarmament of the militants in the Niger Delta. This was in line with one of his Seven Point Agenda to decisively deal with all ramifications of Niger Delta crisis and to provide holistic solutions to the problems. The Presidential Amnesty Committee recommended the granting of amnesty to the militants on readiness to give up illegal arms in their possession, completely renounce militancy in all its ramifications and unconditionally, to under taking to this effect. On 25th June 2009, President Yar'Adua came out with his Amnesty proclamation in pursuance to the section 175 of the federal republic of Nigeria (Yar _adua, 2009).

Effects of the Presidential Amnesty Programme in Ondo State on International Tourism

Decentralisation refers to the transfer of authority on a geographical basis; whether by De- concentration, (i.e., delegation) of authority to the field units of the same department or level of government or by devolution of authority to local units or special statutory bodies. Although, this is different from that of French term decentralisation, its one given to the term in a number of countries and it is useful for the purpose of this paper. United Nations Decentralisation for National and Local Development (New York, 1965).

Preceding the declaration, the incidence of kidnapping of the six Senior Secondary School students of Lagos Model College, Igbonla, Epe in Lagos State in 2017/18 and the Arepo pipeline vandalization, were masterminded by Ondo militants as one of their leaders, opened up to the researcher during face-to-face interview, the reasons and the causes of the such incidence as evidence and to demonstrate the degree of seriousness and level of his involvement in militant activities. The research reveals in accordance with the militant‘s opinion that, the adoption crisis made the government to be more sensitive and forced them to compulsory negotiation with the militants for the rescue of the abducted students, which eventually brings about the initiatives of the state amnesty for a promise of proper reintegration‘s of the militants back to lime line. Despite the blames on the government over joblessness, poverty and neglect by government, the action of the militants‘ groups implies that, the submission of arms and ammunition and others in Ondo indicated readiness to embrace the Federal Government Amnesty programme, provided, that the Government was ready to remobilising them for reintegration (In-depth interview, 2021).

The Ondo State Government, had on October, 23, based on the directive of the federal Government, announced that the Federal Government would on November, 9, incorporate ex-militants in the coastal area of the state who are willing to submit their arms for the presidential Amnesty programme. This serves as a new dimension to the approach on Niger Delta issue. At the declaration stage, some of the militant group leaders, expressed regret that their members of over 400 from five different camps particularly in Ilaje Local area of the state were neglected and not incorporated into the programme, meanwhile, the attention of the Federal Government was called to the issues where the politicians in Ondo State as opined by the militants on the compromise of the standard and integrity that the Nigerian security personnel has built over the years by hijacking the second phase of the amnesty programme, this is evident in the outcome of the series of their meetings where Amnesty slots were given to their children, traditional rulers, friends in their political wards and units, the 2009 Amnesty programme was not for political patronage **(In-Depth Interview session, 2021).**

Government in actual sense didn‘t really consider amnesty slot to any political, religious and traditional ruler but the purpose and target of the Amnesty programme was to mop up arms and ammunitions to achieve the desired peace in the oil rich region of Ondo State to attract investors to exploit the numerous natural resources that abound in the riverine community for the benefit of our people in the state and Nigeria at large (The vanguard, 01/12/2017). The response of an agitator during face to face interview at Ese Odo Local Government indicated that, the President Muhammadu Buhari and the Vice President, Prof. Yemi Osinbajo, have been informed through awareness and protest and as well, the security personnel that are aware of over 400 militants, who surrendered arms in their possession to the government on dialogue and negotiation who later registered their grievances on the location of the flag-off of the programme at the State headquarter, Akure instead of their Local Government in headquarters in Ilaje and Ese-Odo Local Governments which are the mandate areas to avoid perversion of interest and unnecessary political influence that eventually ravaged the conduct of the exercise.

The attendance of the Ondo State Deputy Governor and Chairman of State Amnesty Committee, representatives of Delta State Government, Commanding Officer of the Nigerian Navy Forward Operation Base, Igbokoda, Navy Captain Usman Yahaya who coordinated the programme
,acknowledged that, arms willingly submitted by the ex-warlords include Browning wz machine gun, Daewoo K3, Colt Automatic Rifles, General Purpose Machine gun, Breda 30, Fiat Revelli Modelling, AK 47 Rifles, Rocket Launcher, CETME Ameli, Heckler & Koch MG4, Pump Action and some Automatic Cartridges. Also, military uniforms, police bullet proof vests, dynamites, grenades, bombs

and helmets submitted to the Government was an indication that, the groups have totally surrendered violence for peace to reign in the state, which also implies, the mutual understanding of the two parties for the development of the state (The Vanguard,01/13/2017).

The militants, who embraced the amnesty programme, confessed, that they have participated in several nefarious activities in the South-West. In support of this assertion the Militant leader, also confessed openly to the Government, who also re-emphasised during face to face interview with the researcher at Agadagba Obon in Ese Odo Local Government that, Joblessness, and poverty resulted to militancy, where the interrogation also revealed their participation in the Ijaw/Ilaje crisis of 1998/1999, which enabled them to be in possession of arms and ammunition, as earlier cited in the previous paper,‖ the emergence of armed groups in the riverine areas of Ondo State. In corroboration with the respond to the interview conducted, where an agitator lamented and blamed government on the neglect among other issues for their involvement in militancy. In his statement, he said further, ‗‘the reasons for embarking on this struggle, is for the public and other concerned authorities, to understand the implications of joblessness, suffering, poverty, oppression and neglect by the government.‖ He said they decided to ―dump their oil bunkering business and hatched another game plan to attract the attention of the government.‖ Speaking further, he also stressed that, they delved into kidnapping to carter for themselves **(In-Depth Interview session, 2019).**

The researcher was also intimated by some of the militants representatives during focus group discussion (FGD) at Ode-Mahin, Ilaje Local Government of Ondo state, when they lamented their life style at a point in time as lives was found very uneasy with the militants thus, prompted their relocation to Ogun State where, the Government College Igbonla, Epe, school boys were kidnapped where their release was on the agreement and arrangement through the courageous efforts of the deputy governors of Ondo and Delta states as stated and quoted by the researcher: ―We did not kidnap these boys for mere ransom but to also negotiate our freedom and full reintegration to civil life as he said, in the extracted information from The Vanguard Newspaper, it corroborated with the interview conducted at Agadagba-Obon, in Ese- Odo, Local Government of Ondo State, where one of the militant leader said, ‗‘the struggle/war eventually took new unexpected dimension, like hostage taking, kidnapping, and others to draw the attention of the government to the security situation of the area, since military attack does not allow free blowing of pipe line as usual, and that they cannot afford to die in the struggle for politicians to reap the gains of their labour.‖ **(In-Depth Interview session, 2018)** and (TheVanguard, 13, 2017).

Implications of the decentralization of the Presidential Amnesty Programme on the Militants and the communities

The reactions of some aggrieved ex-militants in Ondo State who took to the street to protest alleged hijack of the Amnesty slots by politicians by the All Progressives Congress, (APC), in the state for political patronage, was evident enough to understand the challenges, this programme has been facing since its commencement: The aggrieved former militants were angry that politicians hijacked the slots meant for them, to empower their family members, cronies and girlfriends. The frustration resulted in the protested where they also disrupted the activities at the Ondo State Oil- Producing Area Development Commission, OSOPADEC office, in Oba Ile area of Akure, Ondo State showing their grievances, for improper and unfair manner, by which the politicians, manipulated the programme in their favour.

They also went as far as picketing the commission to drive home their demands. They accused the government of mishandling the Amnesty programme and so directed their grievances at the state government. In the Ondo State Newspaper, they lamented on how they were deceived into laying down their arms and ammunition while the assurance to be incorporated into the programme remained unfulfilled, of which their frustration was potent enough to aggressive resurge of the attack against the government, for mishandling the programme (The Hope News Paper, Nov., 2017). As a way of showing the seriousness in their protest, the ex-militants threatened to resume hostilities in the Niger- Delta creeks. They equally warned oil companies in the State to vacate the coastal areas of the State. Besides this, the protesting former militants prevented OSOPADEC staff from gaining entrance into their offices, just as movement of vehicles was brought to a standstill during the protest as reported by an eye witness. The protesters set up bonfire and placed fetish items at the entrance of the commission. Fear, however enveloped the Oba-Ile community where the commission is situated (In-depth Interview session, 2021).

Challenges of the Amnesty Programme in the Ondo State

The programme was prone to different challenges for being politicised by the Government, community leaders and militants‗ leaders. The deployment of policemen by the state Police Command did not assuage the feelings of the militants who called for the probe of the programme in the state by the Federal Government. They described the Amnesty programme initiated by Federal Government with Ondo State Government between November 9 and November 21, 2017 as a sham and also accused the government officials of allotting the slots to their friends and allies (In-depth Interview session, 2018). In line with the assertion above, this indicate that, the State Government is not sensitive enough, to what may be the result of the grievances of the militants, as the process failed to address the challenges, not only that but also, the attitude of the Ondo State according to the interview conducted with the aggrieved militants, at Igbokoda, Ondo State who reaffirmed that the state, has not demonstrated any sign of seriousness for reintegration since the declaration of the Presidential Amnesty Programme.

The programme was really designed to demobilise the militant, and reintegrate them for self - reliance, in other to reduce fear of insecurity posed on the areas by the militants, and that 2,000 militants held in Ondo State will be incorporated with the over one million militants incorporated in the 2009‖ but now they were demobilised and neglected. One of the serious implications of the reactions of the militants to the State Government is that, the frustrated militant can as well regroup for further agitation which is always the initial stage of the militancy in the Niger Delta Region (In-depth Interview session, 2021).

Amnesty Proclamation by the Federal Government and as at the time this, interview with the militant said, they were just incorporated, not yet reintegrated, and worst still, the promise of the monthly stipends by the government have not been fulfilled, since the state began to anchor amnesty programme for the past seven months. The militants lamented and argued that ―It is unfortunate that Ondo State Amnesty Committee is not transparent about the programme by not considering the real militants that submitted their weapons to government (In-depth Interview session, 2021).

The failure of the disarmament, demobilization and reintegration (DDR) framework programme on the State and Nigeria Government

Niger Delta crisis in Nigeria has become a cancer in the body of the nation‗s peace, security, economy, and development because of the incessant, violence in the region by the agitators for the development of the areas, and for self- reliance and national development. The violent struggle by the militant groups in the region has brought about porosity of the security and unfriendly environment for both, local and foreign investors in the areas, which is counter-productive to the nation‘s industrialisation and economy. More importantly, since Nigeria have crept out of agriculture into monoculture economy as a result of the oil boom in the 1970s; Oil has become the major determinant to Nigeria economy. The paradox of this is that, Niger Delta in Nigeria determines the existence and the sustenance of economic relations among Nigeria and other countries of the world, being oil reach region.

For this reason, the Federal Government seems has focus on the Niger Delta crisis more than any other crisis in any part of the country, because any war against Niger Delta region is a war against Nigeria economy. More sensitively, different measures have been taken by the Federal Government through different intervention programmes such as, OMPADEC, NDDC and later, the Presidential Amnesty Programme, as a remedy to the lingering crisis in the region. It is still worrisome, that, the failure of the federal government in the different approaches to tackle the problems in the Niger Delta region defies solution. The policy seems to have lost directions as the militant groups complain of the neglect by the government, immediately after 2017/2018, incorporation in Ondo State since the decentralisation of the management of the amnesty programme to Ondo State was meant to mop-up the militants from the grassroots of the state, but this may eventually bring about regrouping of the neglected militants for the emancipation for development of the area in a more dangerous dimension.

The failure of both the State and Federal Government to fulfil their promises made the protesting ex-militants to have threatened all the oil companies operating in the coastal communities in the State to vacate. The action of the militants by threatening the oil multinationals is capable of resuming crisis in the area given the breach of agreement by the government.

A major objective of the programme embedded in the DDR principle regardless of the advantages where unity of control and discipline which may be derived. A key principle of the programme is to disconnect groups and integrate them into society while ensuring that there is less possibility for re-grouping and returning to violence. In telephone interview with the leaders of new militants groups, an indigene of Ondo State but residing in Asaba, the headquarter of Delta state, who lamented, that, the agitation for the area and human development was general but being championed by few militants which resulted in Government seeing them as trouble shooters in the communities by the militants and therefore failed to fulfil their promises, after the submission of their weapons, which may resurgent the new militant groups in the areas as they have to commence plan to renew the agitations for development of the areas and for self-actualisations, since Government failed them. (Telephone interview with militant‘s leader, 2018).

In line with the observable view of the researcher on the inherent dangers in the failure of reintegration of the demobilised militant by the Government, the re-armed ex-militants may be recruited by militants existing outside of the peace process as posited by (Mehlum and Ragner 2002). This was the case in the Republic of Congo, where a Ninja splinter group led by Frederic Bitsangou Ntumi refused to demobilize. He recruited many ex-Ninjas who had earlier been demobilized and attacked Brazzaville (IRIN 2004). Ex-militants may also recreate disbanded armed groups and commence post-war hostilities (Gamba 2003; Spear 2002 in Okonofua, 2011).

DISCUSSION

The Nigeria Government, Oil Multinationals and various researchers have acknowledged the need for sustainable development in the Niger Delta, thereby attracting international tourism. The Government has set up several policy initiatives, as well as agencies to address the challenges militating the Niger Delta area. There was establishment of Federal Environmental Protection Agency (FEPA) in 1988; the Niger Delta River Basin Authority

(NDRBA); and the Oil Mineral Area Development Commission (NDDC) in 2000, which are capable of catalysing conducive environment in the Niger Delta area for international tourism to strive. Those agencies have had or have mandates for environmental protection and the development of the Niger Delta (Ikelegbe, 2013).

Many participants of the study agreed that there has been a deliberate policy by successive Nigerian governments to keep the Niger Delta question permanently in the back burner of national discourse, as far as the issue of the country's socio-economic development is concerned. This is what has consequently made the issue a recurring decimal in the effort to find long-lasting solutions to the crises that continuously plague the region, with dire consequences on the nation‘s economy. It is a sore thumb that would not go away until treated. Chief Olusegun Obasanjo and the late Umaru Musa Yar‘Adua took perhaps the boldest steps in history to address the issue of the Niger Delta by establishing the Niger Delta Development Commission (NDDC), earlier mentioned and the Ministry of the Niger Delta Affairs (MNDA) respectively, a two-pronged approach to addressing issues of injustice, marginalization, neglect and exploitation that have given the people of the region a sense of alienation for decades. The initiatives by the two past leaders constituted a significant departure from the Oil Minerals Producing Areas Development Commission (OMPADEC) that did not quite address the problems of the region.

It is almost 17 years since the establishment of NDDC and nine years since MNDA was set up. The question must be asked if the objectives for setting up those organs have genuinely been achieved, and how international tourism can benefit from the positive effects of the programme? The imperative of this question should be viewed against the background of current efforts by the government to engage the region‘s stakeholders in dialogues that are expected to produce results that would end, the restiveness that has continually impacted negatively on the nation‘s economic fortunes once and for all. While some measure of credit may be given to the two intervention organs for some infrastructural facelift that have taken place in some areas in the region since their establishment, the point must be made that what is available today as physical evidence does not commensurate with the over $40 billion that have reportedly been sunk into the area (Etekpe, 2007); (Ikelebge; 2013).

There is the issue of coordination of developmental efforts by the different organs operating in the region that brings about conflicting policies. A former managing director of NDDC had recently at a public forum decried the seeming duplicity of functions by agencies charged with the responsibility of developing the region. He named NDDC, MNDA, the National Oil Spill Detection and Response Agency (NOSDRA) and Presidential Amnesty Programme as organs whose functions tend to overlap, in a manner that suggests that, they may be working at cross purposes. He said in a situation such as this, it is difficult to know the particular agency to hold responsible for issues that may arise in the region (Alaibe, 2017).

The amnesty has been faulted due to its poor implementation. Some critics argue that the duration for the operation of amnesty is inadequate to allow for meaningful development. Requests made for an extension of the amnesty has not been approved and it is claimed that the programme was rushed to prevent possible disruption of the Under-17 World Cup tournament, which was played in Nigeria (Ojo, 2009). Many ex-militants have become restive due to delay in payments of their entitlements and poor implementation of the amnesty agenda. The provision of amnesty seems negates the fundamental reason for the growth of militancy. In-depth interview (2018). Some of them openly confessed that they have their Plan B, which is returning to the creeks and resuming militancy. The issue of resource control has not been addressed; this issue is a major reason for militancy, as militants largely declared at the early stage of their struggle. The Federal Government of Nigeria has not increased the percentage of resources allocation (13% percent oil derivation fund) to the Niger Delta, despite several agitations in that regard. More fundamentally, it appears that the Nigerian government does not recognise skills possessed by ex-militants. The Federal Government has been warned against poor funding of the post-amnesty. The management of the Presidential Amnesty Programme (PAP) also suffered some challenges bothering particularly on accountability of its management. Some of these challenges as listed by Oluwalana (2012) and Ikelegbe (2016) include the following:

i. Ex-militants were excluded even after submitting arms particularly, the phase 1and 2 Many groups were deprived of the stipends arranged for others.
ii. Several ex-militants were demobilized or had delayed demobilization at the rehabilitation and transformation stages.

iii. Places of genuine ex-militants were taken over by cronies, as Societies and relations of ex-militant leaders and political leaders.
iv. Some non-genuine ex-militants have had to share their monthly stipends with ex-militants‘ leaders and others who incorporated them. Connections and influence are crucial in selection for training abroad and several of those selected are not genuine militants.
v. Inequitable distribution of reintegration slots among ex-militant groups and camps.
vi. Subsequent phases of the PAP have enjoyed less recognition, facilities and benefits
vii. Some ex-militants sent abroad were forced into trainings/skills other than those expressed (Oluwalana, (2012) cited in (Ikelegbe, 2016).

The research reveals that, those involved in the protest were not original militants, but ―a group of jobless and disgruntled elements masquerading themselves as ex-militants and the involvement of the politicians in selection of participants into the programme constituted an impediment to its accountability.

The researcher also observed in the reactions of the militants that, the amnesty programme provided further opportunities for groups to regroup since ex-militant leaders were used as mobilising agents and the Ondo state implementation of this amnesty program in 2017/2018 was a charade, because, nothing apart from the ceremonious declaration, has been done further by the Government, and that, the State anchored Amnesty Programme introduced in 2017 up till date, was just a cajole.

In the focused- group discussions and interview with some community leaders in Ilaje local government in Ondo state, intimated the researcher to understand that, PAP is a tokenistic, monetized, or cash based exclusionary settlement of the armed segment rather than a resolution of the crisis. The problems now, according to the leaders, it seems both the Federal and the State Government are not ready to satisfied the demands and aspirations of the communities and people **(In-Depth Interview session, 2021).**

The paper also revealed that, tourism and socio –economic development of the entire region have suffered greatly because of deliberate economic sabotages experienced frequently on facilities (oil installations, road networks, tourist destinations etc) in Coaster areas of Ondo State. There is the more worrisome act of kidnapping tourists, foreign and local oil workers in exchange for culinary gains. As a result of these social unrests, international tourism receipts have fluctuated negatively.

CONCLUSION

This paper examined the effects of the implementations of new initiative of the Presidential Amnesty Programme in Ondo State on international tourism and analysed the challenges of the Amnesty Programme in the Ondo State. It also ascertains the failure of the disarmament, demobilisation and reintegration (DDR) framework programme driving by Ondo State and the Federal Governments respectively. The paper concludes that the emergence of the Niger Delta Militancy is a result of the Nigerian state's failure to provide basic services and development in the region. It recognizes that, in order to ensure a positive link between the Niger Delta and international tourism, there is a need for effective and long-term control of militancy in the region, as well as accelerated and holistic development of the region to complement the successes of the Amnesty policy. According to the submission of the paper, achieving this development entails a positive attitude shift on the part of the state government, federal government, and national political leaders in the direction of effectively utilizing available resources for socioeconomic and tourism development.

Such is not only necessary for the control of the existing Niger Delta militancy but for forestalling future ones that may be induced by similar neglect of development needs of people in the other parts or regions of Nigeria. The intervention of the federal government, by decentralising the amnesty programme to Ondo State, falls short of expectations of the supposed beneficiaries.

RECOMMENDATIONS

- Basically, effective control of the militancy and the realization of sustainable peace and stability in the region which requires government sincere and pragmatic steps for rapid and integrated development of the region, the non-militants and the general development should also be taken into cognisance, through the provision of social and physical infrastructural facilities, ecological/environmental remediation and creation of opportunities for human capital development.

- Beyond government‘s direct efforts in the development process of the region, government has again to put in place mechanisms or strategies to ensure that the oil companies in the region abide strictly by the environmental standards for air, land and water pollution. There is equally the need for strategies to ensure that oil companies increase their overall contribution towards human and infrastructural development in the region.

- The framework of disarmament, demobilisation, and reintegration (DDR) introduced to Ondo State through federal government decentralisation of Presidential Amnesty Programme should be strictly followed in order to realise, the required and targeted peace and tranquillity in the State.

- The extent to which the above recommended development can be realized, however, is dependent on the determination and resolve of both the national government as well as the government leadership of the states and local government within the region to institutionalize good governance which is a veritable framework for effective and efficient development administration.

- Both the national, state and local government leadership should be more concern, on how to strengthen accountability in government institutions like the OMPADEIC, NDDC, the Ministry of the Niger Delta and the Presidential Amnesty Programme to facilitate effective service delivery and development in the region.

- For the people of the region, their agitation should also focus on ―forcing‖ the political leaders in the region to always prudently use available fund for development of the region. This could principally be done through initiating and engaging in political activities to engender greater accountability and more effective representation by their political leaders.

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RECENT CRIME TREND AND IMPLICATION ON HOTEL SELECTION CRITERIA IN ONDO STATE

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ABSTRACT-

The objective of this study is to examine the effect of increasing crime rate on hotel selection criteria in Ondo state Nigeria.. However, with the recent development of a high crime rate in Ondo State and throughout Nigeria, the priority of customers has shifted to security and safety of life when it comes to hotel selection. According to a recent report by the Nigerian National Bureau of Statistics, Ondo State is among the top ten states in terms of crime rate. The research divided Ondo State into three senatorial district (Ondo North, Ondo South, and Ondo Central). t. Thirty hotels were chosen to participate in the study, with ten hotels from each senatorial district. To obtain comprehensive information about security measures from the customer, a semi-structured interview schedule with probing questions was used as a guide. The study employed a random sampling strategy. The finding reveals information on the recent crimes perpetrated in the hotel, which range from theft, murder, and assault, and that they were done in collaboration with some of the hotel management. Further results show that although there are some basic security measures in place in most of the hotels, which range from security policies, security procedures, physical security (such as Close Circuit Television (CCTV) surveillance systems), adequate security lighting, security personnel, alarm systems, access control systems (key cards), and security fences or walls, the crime rate in the hotel system has increased due to the negligence and poor maintenance culture of the management. The study recommended that hotels need to be protected at all times against criminality as it dents their images.

Keywords; Hotel selection criteria, recent crime trend, customer‘s satisfaction, management, Ondo State.

INTRODUCTION

Hotel is the world‘s largest industry after oil, it has proven to be a sustainable venture that spans time and location. Globally, hotel and tourism investments continue to increase steadily. It was reported that investment in the hospitality and tourism sector in 2017 was USD 882.24bn, or 4.5% of total global investment (World Travel and Tourism Council, 2018). The report shows that total global investment in the hospitality and tourism sector has the capacity to increase by 4.3% per annum over the next ten years, reaching USD 4.8.bn in 2028 (5.1% of total) (World Travel and Tourism Council, 2018).

Additionally, international tourism numbers and hotel industries are expected to increase by 70% globally between 2013 and 2030, which would then signify a tourism income of 10% of the global GDP by 2024. While 9.25 trillion dollars contribution of travel and tourism to Global Economy in

2019, calculated as 10.4% of the Global Gross Domestic (GDP) product. It has reduced to 5.5 % in 2020 globally travel spent in 2019 with Dubai leading the pack. (World Travel and tourism council 2020).

Hotel selection criteria in particular, is one of the most visible and significant part of the hospitality industry. When choosing a hotel to stay, it is important to consider many factors before booking. Depending on the purpose of being a business travel or a simple vacation, the hotel selection is an important selection that can ruin or enhance the experience of customer‘s satisfaction. Satisfaction is the customer‘s fulfilment response. It is a judgement that a product or service feature, or the product or service itself, provided a pleasurable level of consumption related fulfilment, including levels of under – or over fulfilment and this is if the customer‘s expectation is not jeopardies (Bello, 2019).

Safety of life and properties is one of the key factors to be considered when it comes to hotel selection. Customers are expected to feel at home when lodging in a hotel with his or her life fully protected from any inward or out ward danger. However, recent study revealed that the rate at which crime is been committed within the hotel premises is increasing daily. In this study, the trend in crime and the implications on hotel selection is consider especially in Ondo State, which has been identify as one of the ten top cites in terms of crime rate (Berezina, Cobanoglu, Miller and Kwansa , 2012).

Background to the study

The World has witnessed various forms of crime challenges while crime does not just occur in society as there are numerous reasons why people indulge in criminal acts, just as there is no one cause of crime because crime is a complex phenomenon that changes across cultures over time. Some people commit crime due to the gains and attractiveness of the target and the conducive nature of the environment they find themselves (Ayuba *et al*, 2016). There is a strong relationship between crime and development. No society can develop in an atmosphere were crime reigns supreme. Development is an omni-dimensional process that involves the restructuring, redirection and reorientation of the socio-economic systems in a holistic manner wherein the end products will lead to the improvement in the entire well-being of the customers. This also includes attitudinal changes, changes in institutions and structures, as well as the quickening of economic growth, decrease of disparity and inequality and the extermination of poverty (Todaro, 1981, and Popoola, 2020).

Crime hinders economic growth, instils fear and tension. Other adverse effects of crime include the cost of repairing various kinds of damages caused by crime, loss of revenue used in the maintenance and rehabilitation of prisons and the huge resources allocated for the arrest, investigation and prosecution of perpetrators of crimes (Jeke *et al*, 2021).

Many studies revealed that crime has negative influence on economic growth and development. Folorunsho and Rufus, (2017) argued that crime rate had an effect on hotel industry. This implies that as crime rate increases; the activities of customers will decline and would eventually have negative effect on economic activities of a nation. Crime generally reduces safety, disrupts order, creates chaos, generates stress and creates serious economic cost and loss of customers. Crime drives away development and investment as no good investor will like to invest in an environment with high crime rate and this affects customer‘s satisfaction.

According to several researchers (Faullant, and Fuller, 2008; Ryu et al., 2008), image was a significant predictor of behavioural intentions. In the hotel industry, the destination image affected customers‘ behavioural intentions and then customers‘ behaviour was partly conditioned by the destination image (Chi and Qu, 2008). Chi and Qu (2008) stated that image Influenced tourists in the process of choosing a destination, the subsequent evaluation of the trip, and in their future intentions. Therefore, Chi and Qu (2008) contended that a more favourable image might enable customers to have a higher likelihood of revisiting or returning to the same area.

According to Kang, et al (2004), customer behavioural intentions were related to customer satisfaction in the hotel industry. Customer satisfaction affected behavioural intentions towards the service provider, and satisfaction with the service then influenced behavioural intentions towards the services that hotels offered.

Recently the level at which crime rate increase‘s has made it difficult for customers to be satisfied and to know which hotel should be selected for lodging and the criteria are becoming irrelevant to be put into consideration as crime can happen anywhere, and the hotel and lodging industry has no exception (Olokesusi, et al 2020).

People enjoy staying at hotels for many different reasons. Those reasons include the fancy pools and the exquisite restaurants. And who can't say enough about those comfy pillows and comforters on the beds, safety of life and property among properties among other. However, beneath the glitz and glamour that many hotels have to offer, there is also the specter of crime that often goes overlooked some of the types of crimes associated with the hotel and lodging industry, along with methods that hotels can use to prevent such crimes from taking place.

Fraud, which can be defined as a dishonest way to achieve or secure some type of benefit, is one of the more prevalent crimes associated with hotels. Fraud can take many different forms, including identity theft and cyber-crimes. Identity theft occurs when an unauthorized person uses another person's personal identifiers (social security number or date of birth, for example) for their own unlawful use. This can occur many ways in a hotel, even by the employees of the hotel. Since employees may have access to some or all of a guest's personal information, it makes the guests an easy target for having their identity stolen (Newland, 1997).

Cyber-crimes are those crimes which are committed through the use of computer technology. Hotels make cyber-crimes easier to commit due to many of their networks being unsecured, meaning that they are unprotected. This increases the probability of sensitive online information being stolen if it is entered on a computer connected to the hotel's unsecured network, (Barth, 2006 and Nomsa, 2016).

In contrast to fraud, physical crimes at hotels are seen as an even bigger problem because of the risk of physical injury that exists. Physical crimes at hotels might involve robberies, which can occur in dark or poorly lit parking lots of hotels, or even inside of hotels. There have been instances in which criminals wait inside a hotel room, peering through a peephole until an unsuspecting guest walks past. The guest is then robbed as they attempt to enter their room. Other areas of hotels, such as stairwells and vending areas, present an opportunity for criminals to rob guests of any money or valuables that they may have on them at the time Peter, (2003).

Another physical crime that hotels are susceptible to are car break-ins. Although many hotels have security cameras, this may not deter criminals from trying to break into a vehicle, especially if they are able to see something of value inside the car. Most people who frequent hotels are typically away from home and will therefore have many of their belongings with them. Items such as clothing, cash, and credit cards will be needed because hotel guests are away from home. Criminals know this, so they might break into a car to search for these items. Or the criminal may simply want to steal the car itself. In other words, hotel crimes could happen to any hotel guest regardless of race, gender, or age Nan and yang, (2017).

Theft rounds out the physical crimes that may occur at hotels and lodging locales. Unlike robberies, which entail one individual accosting another, theft is the taking of an item that is not yours, often without the owner knowing that the item has been taken. Theft can be a serious problem in hotels because many hotel staff members, such as housekeeping and maintenance, have access to the rooms of hotel guests. This access may allow these hotel employees to take items from guests or peruse through their belongings (Nomsa, 2016).

According to Phillips, et al 2015; Phillips, et al 2016, sustainable hotel management and maintenance culture requires information about both the current and future condition of a growing hotel industry. Such information is vital for valuation, decision-making and online reviews information technology Melián-González and Bulchand-Gidumal,(2016) and dynamic capabilities (Leonidou, et al 2015), the impact of crime on hotel operating performance has eluded systematic academic examination, leaving a critical gap in the literature with regards to the theoretical and empirical connection between crime and hotel operating performance. In addition, prior studies on the effects of crime have been affected by omitted variable biases (OVB) (Abbott and Klaiber, 2011; Chay and Greenstone, 2005; Pope, 2008; Zabel, 2015), presumably resulting from a lack of longitudinal data, an insufficient number of control variables, and a failure to employ statistical models robust to autocorrelation and heteroscedasticity issues (Abbott and Klaiber, 2011; Zabel, 2015). According to Biagi and Detotto, (2014), it is widely recognized in the tourism literature that tourists are the most frequent victims of property crimes such as burglaries and robberies.

According to Dimanche and Lepetic, (1999), more importantly, because crime affects people‘s perceptions, it could gradually damage the image of a hotel industry and by extension, area hotels, which would in turn lead to an overall decline in tourism and customers satisfaction Shiebler, Crotts, and Hollinger, (1996) and poor hotel performance Xie, Zhang, and Zhang, (2014). Hotels need to be protected at all times against criminality as it tarnishes their images.

According to Tourism and Hospitality Research (THR) is firmly established as an influential and authoritative journal for tourism and hospitality researchers and professionals. THR covers applied research in the context of Tourism and Hospitality in areas such as policy, planning, performance, development, management, strategy, operations, marketing and consumer behavior. As stated the measures that can be used to take good measures It is therefore imperative that security in Nigerian hotels as well as globally be prioritised, and be proactive rather than reactive for the expectations of guests when they are away from home, and where they feel safe and secured.

In the recent report by the national bureau of statistic, Ondo State is listed among the top ten cities in terms of crime rate. This report can dent the image it is therefore imperative of the state recent crime trend and implication on hotel selection criteria in Ondo State and the implication on hotel selections. This is the goal of the study.

METHODOLOGY

Research design, study area, study population, sample and sampling techniques; study variables and their measurements, research instrument and data collection, model specifications, and data analysis methods are all covered in this chapter.

Study Area

Ondo State, generally referred to as the ―Sunshine State‖ was created from defunct Western Region on the 3rd of February, 1976 and includes what is now known as Ekiti State which was carved out in 1996. Ondo State is located on latitude 7^{0}10N and covers a land scale area of 14, 793 square kilometers and contained 18 local government area with its administrative capital located at Akure town. Ondo State is located at southwest geopolitical zone of Nigeria and bounded in the North by Ekiti and Kogi States, in the East by Edo State, in the West by Osun and Ogun States and in the South by Atlantic Oceans. The State is located entirely in the Tropics with an estimated population of 3, 441, and 024 (National Population Commission of Nigeria, 2006). The ethnic composition of Ondo State is largely from the Yoruba sub-groups of the Akoko, Akure, Ikale, Ilaje and Ondo. The State is made up of eighteen Local Government Areas. The majority of the state's citizens live in urban centers. The ethnic composition of Ondo State is largely from the Yoruba subgroups of the Akoko, Akure, Ikale, Ilaje, Ondo, and Owo. Ijaw minority (such as Apoi and Arogbo) populations inhabit the coastal areas. Ondo State is largely urbane and is richly blessed with varied and favourable ecological and climatic conditions with its economy which is sixth largest in Nigeria dominated by agriculture, oil and gas abundant resources like bitumen, granites, crude oil, limestone, glass sand.

The study was conducted in the three senatorial district –selected from the 18 local government areas of Ondo State, which were chosen through purposive sampling technique. The purposively selected three senatorial district (Ondo North, Ondo South, and Ondo Central). From January 2019 to December 2021, the research used a qualitative approach, with one-on-one interviews with customers and hotel managers. The selection of these areas for the study is based on high concentration of relevant hotel operations in them. This study was carried out at the thirty prominent hotels in Ondo State.

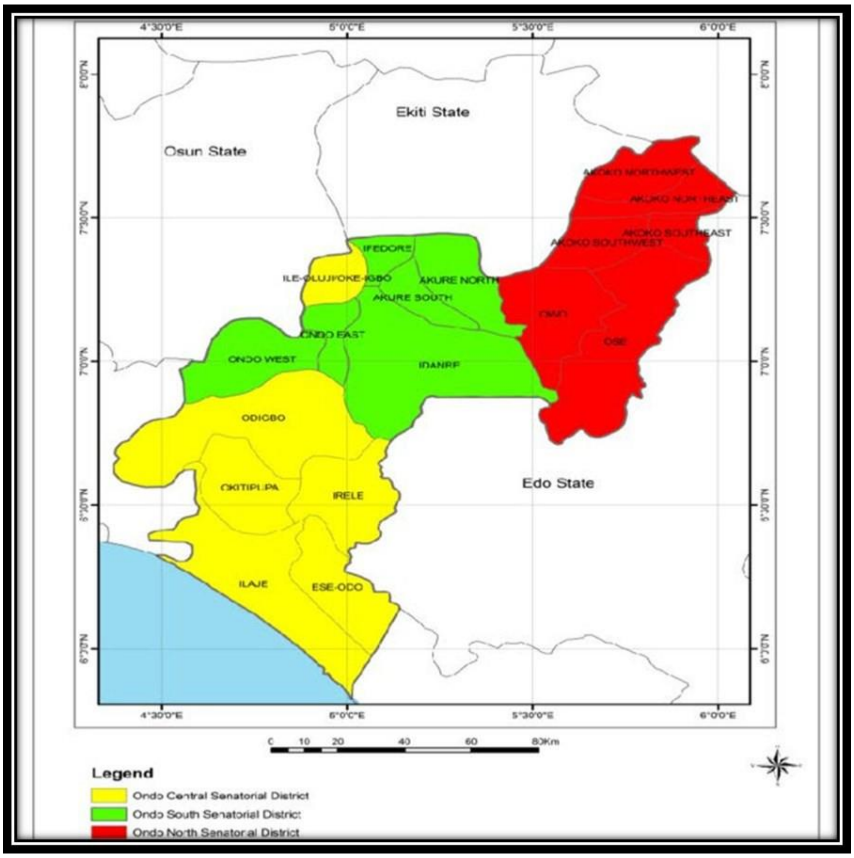

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Figure: 1 Map of Nigeria showing the study area
Source: Author field survey (2021)

A quantitative study was conducted by means of a structured questionnaire to collate recent crime trend and implication on hotel selection criteria in Ondo State.

Approach to the study

A multi-stage sampling technique was adopted for selecting the hotels and the respondents for the study. The first stage involved the stratification of the Ondo state into senatorial district and then Local Government Areas (LGAs) in which nine LGAs will be purposively selected. Ondo State was first stratified into three statutory senatorial districts namely Ondo North, Ondo Central and Ondo South. Each senatorial district has 6 Local Government Areas (LGA) from which three (3) LGA will be purposively selected from each senatorial district. Which represent 50% of the LGA in each senatorial district. The selected local government areas are (Akoko South/West LGA, Ose LGA and Owo LGA) (Akure South, Akure North and Ondo West LGA), and (Ilaje, Okitipupa and Ore LGA) LGAs from Ondo Central, Ondo North and Ondo South senatorial districts respectively. The LGAs were selected based on the fact that they have more hotels and the most urbanized in each of the senatorial district. The second stage involved purposive selection of hotels from the selected LGAs. The selection of these areas for the study is based on high concentration of relevant hotel operations in Ondo State, a total of 30 registered hotels were in the Nine LGAs selected for this study.

Thirty hotels were chosen to participate in the study, with ten hotels from each senatorial district. To obtain comprehensive information about security measures from the customer, a semi- structured interview schedule with probing questions was used as a guide. The study employed a random sampling strategy.

DATA AQUISITION AND DATA ANALYSIS

This section is aimed at providing a clear understanding of the measured for this study and method of data collection used. The quality assessment tools and techniques which are the research instruments used to target, analyse, develop and evaluate the service system, were used for the quality service process. The study was pursued to explore and observe social phenomenon in relation to security measures in Ondo State hotels.

The qualitative method was employed in this study with the intention to collect data that would be descriptive and evaluative and will result in a narrative and in a form of interpretive practices. These practices turn into representations that included interviews, field notes, and recordings which involve a naturalistic approach. Natural settings and attempted to gain insight from the data collected were used.

The present study encompassed the professional scientific inquiry relating to a social problem that contributed to the recent crime in Ondo State and the implication on hotel selection. This notion was clearly supported by Guest *et al*. (2013) who contend that case studies can also be used in order to gain more understanding on the topic. We are interested in the unique quality of the phenomena (security measures) that are rarely observed within the real-life context of the case (hotel industry), the researcher‘s questions explored and probed the unique interest

In this instance, we have designed involved corresponding crime data that was collected from security or/and facility managers for adequacy and efficiency of existing security measures at hotels in Ondo State, with crime prevention strategies data.

A case study places its focus on either the case (hotels in Ondo State) or an issue that is illustrated by the case, that is, security measures within its larger context. A small number of hotels were chosen at three senatorial region of the State as a sample to represent a larger population. The knowledge gained from the case study has been applied to a larger population.

The selection of these areas for the study is based on high concentration of relevant hotel operations in Ondo State, a total of 30 registered hotels were in the Nine LGAs selected for this study. Thirty hotels were chosen to participate in the study, with ten hotels from each senatorial district. To obtain comprehensive information about security measures from the customer, a semi-structured interview schedule with probing questions was used as a guide. The study employed a random sampling strategy.

Other measures for data collection and analysis include participant selection: Each hotel had one security or facility manager who was an expert in hotel security. Techniques for conducting interviews the researcher gathered the necessary information from the participants by using a list known as an interview schedule (Annexure A), which included a number of written questions from in- depth interviews for guidance purposes Hagan, (2012).

The interviewer did not direct the one-on-one interview, but rather steered the conversation back on track in order to obtain the appropriate responses or answers. Occasionally, the interviewee would correct the interviewer and rephrase the word in English. The ethical review process, as institutional approval, respect to humanity, informed consent, confidentiality a moral practice, is used to establish a set of values centered on what is right and wrong.

The researcher collected data from individuals, which Bachman and Schutt (2008) define as the unit of analysis, interviewing techniques, semi – structured interviewing, the interviewing process, interviewing settings, managing interviewing. During the interview process, the ages of the research participants ranged from 22 to 58 years old. The length of service and educational qualifications varied. Males made up the vast majority of those who took part in the study. The interview technique is defined as the interaction between two people in which one person's goal is to obtain an acknowledgeable response to specific questions from a person with knowledge. An interview is defined as a face-to-face situation in which the interviewer orally solicits responses. The sample method of random sampling was used in the study to identify the sample from the population. The sampling structure and procedure, as well as the unit analysis, were examined.

RELIABILITY AND VALIDITY

Stability indicates the ability of the study to preserve the results permanent even after repeated studies whereas consistency refers to producing related results when replicated. Before data was analysed, the participants‘ data responses were realised by means of a clear rule called criteria of selection (Berg, 2007). The duty of the criteria of selection was applied rigidly and consistently to exhaust all the variations of the participants‘ responses, for other researchers and readers to obtain same or comparable results.

VALIDITY

The findings of the researcher‘s participants were accurately identified and described and external, where the truthful findings are based on the population.
Data analysis

Planning for data recording
The use of the tape recorder, camera or any other mechanical devices before commencing the

interviews, was mentioned to the participants with the intention of obtaining consent. As the interviews were conducted in the settings suitable for the participants, data recording, as a result, was planned in a systematic manner where analysis was facilitated even before data collection commenced

Data collection and preliminary analysis

Since qualitative research is inductive, the researchers are unable to predict the analysis of data that will be collected hence, preliminary data analysis is conducted when data collection commences Neuman, (1997). Qualitative researchers identify patterns or relationships in the study conducted while still collecting data. Data analysis in qualitative research is done in conjunction with data collection and this procedure guides the data collection process.

Coding data

Themes and categories were organised from the raw data

Testing emergent understanding

The researcher endeavoured to establish the patterns and the contradictions of data collected in the current study.

Searching for alternative explanation as categories and patterns in the data were unfolding, the researcher placed these discoveries to trial to test their probable evidence

Presentation of findings this was the phase where data were presented. The researcher devised a way to visually represent the findings. The presentation was in a form of a table, graphs and a written report.

S/N	Senatorial District	Selected Local Gov. Area	Selected Hotels	**Demographical Information**				
				Age	Gender	Marital Status	Participant Status	Length of service/Duration of staying
1	ONDO NORTH	Akoko North East	Hotel A	38	M	Married	Manager	3 years
				45	M	Married	Customer	2 weeks
				28	F	Single	Customer	3 days
			Hotel B	32	M	Single	Manager	2 years
				26	M	single	Customer	1 Week
				43	M	married	Customer	2 days
			Hotel C	28	M	married	Manager	4 Years
				31	F	Married	Customer	5 Days
				52	F	married	Customer	1 week
		Akoko South West/East	Hotel D	31	M	Married	Manager	3 years
				49	F	Married	Customer	2 weeks
				31	F	Single	Customer	3 days
			Hotel E	40	M	Single	Manager	2 years
				36	F	Married	Customer	1 Week
				29	M	married	Customer	2 days
			Hotel F	57	M	Widow	Manager	4 Years
				43	F	Single	Customer	5 Days
				26	M	married	Customer	1 week
		Owo	Hotel G	31	M	Married	Manager	3 years

				54	M	Married	Customer	2 weeks

				56	F	Single	Customer	3 days
			Hotel H	23	F	Single	Manager	2 years
				62	F	Widow	Customer	1 Week
				37	F	married	Customer	2 days
			Hotel I	34	F	married	Manager	4 Years
				48	M	Married	Customer	5 Days
				30	M	married	Customer	1 week
			Hotel J					

S/ N	Senatorial District	Selected Local Gov. Area	Selected Hotels	**Demographical Information**				
				Age	Gender	Marital Status	Participant Status	Length of service/Duration of staying
2	Ondo SOUTH	Okitipupa	Hotel K	38	M	Married	Manager	3 years
				45	M	Married	Customer	2 weeks
				28	F	Single	Customer	3 days
			Hotel L	32	M	Divorce	Manager	2 years
				26	F	Single	Customer	1 Week
				47	M	married	Customer	2 days
			Hotel M	28	F	Single	Manager	4 Years
				25	F	Single	Customer	5 Days
				52	M	married	Customer	1 week
		Ilaje	Hotel N	38	M	Married	Manager	3 years
				45	F	Married	Customer	2 weeks
				56	F	Married	Customer	3 days
			Hotel O	32	F	Single	Manager	2 years
				61	M	Married	Customer	1 Week
				39	F	married	Customer	2 days
			Hotel P	33	M	married	Manager	4 Years
				36	F	Single	Customer	5 Days
				55	f	Widow	Customer	1 week
		Odigbo	Hotel Q	42	M	Married	Manager	3 years
				39	M	Married	Customer	2 weeks
				41	F	Single	Customer	3 days
			Hotel R	56	M	Single	Manager	2 years
				32	M	single	Customer	1 Week
				34	M	married	Customer	2 days
			Hotel S	33	M	married	Manager	4 Years
				31	F	Married	Customer	5 Days
				54	M	married	Customer	1 week
			Hotel T	34	M	Single	Manager	
				61	F	Widow	Customer	
				37	M	Married	Customer	

S/N	Senatorial District	Selected Local Gov. Area	Selected Hotels	**Demographical Information**				
				Age	Gender	Marital Status	Participant Status	Length of service/Duration of staying
3	ONDO CENTRAL	Akure North	Hotel U	26	F	Married	Manager	3 years
				55	F	Married	Customer	2 weeks
				49	M	Married	Customer	3 days
			Hotel V	27	F	Single	Manager	2 years
				32	M	Married	Customer	1 Week
				41	F	Married	Customer	2 days
			Hotel W	30	F	Married	Manager	4 Years
				27	F	Married	Customer	5 Days
				42	M	Married	Customer	1 week
			Hotel X	32	F	Married	Manager	3 years
				45	F	Married	Customer	2 weeks
				28	M	Married	Customer	3 days
			Hotel Y	44	F	Divorce	Manager	2 years
				51	M	Married	Customer	1 Week
				23	M	Married	Customer	2 days
		Akure SOUTH	Hotel Z	29	M	Married	Manager	4 Years
				29	F	Married	Customer	5 Days
				46	F	Widow	Customer	1 week
			Hotel AA	35	M	Single	Manager	3 years
				43	M	Married	Customer	2 weeks
				28	F	Single	Customer	3 days
			Hotel AB	34	M	Married	Manager	2 years
				29	M	single	Customer	1 Week
				33	M	Married	Customer	2 days
			Hotel AC	58	M	Married	Manager	4 Years
				37	F	Married	Customer	5 Days
				42	M	Divorce	Customer	1 week
			Hotel AD	58	M	Married	Manager	4 Years
				37	F	Married	Customer	5 Days
				46	M	Divorce	Customer	1 week

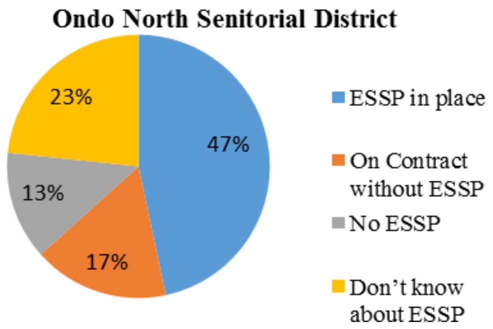
RESULT AND DISCUSSION

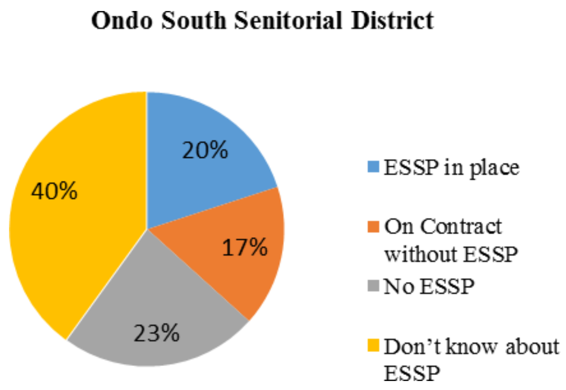
As part of the objective of this research work, this section present the outcome of the responses on if there are security policies and procedures as part of effective security component. The result gave variety of answers base on the three senatorial districts to the question. Figure 2 (a-c present the outcome of the responses at ONSD, OSSD, and OSCD respectively.

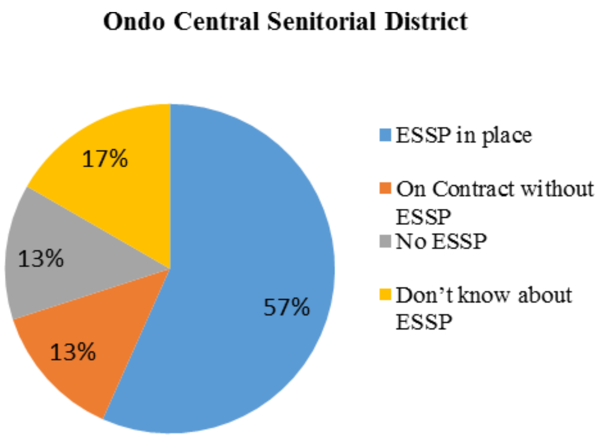
For example Figure (2a) ONSD present the outcome of the responses from the managers and customers interviewed from the selected hotels in the study area. It can be observed that

Fourteen 14 (47%) of the research participants indicated that the security structure, with policies and procedures were in place. 7 (23%) from the fourteen participants also declared that they were employed by the hotel as contract security companies and policies and procedures that were used were from the hotels.

From the 2 (10%) remaining research participants, 5 (17%) of participants commented that his hotel entity did not entirely have the security structure in place and the other 4 (13 %) claimed that he does not know whether his hotel did not have security structure in place.
Similar variation were observed in OSSD Figure (2b) ONCD and Figure (2c). Although with different percentages of responses. It is evidence that there is effectiveness of security structures and policy (ESSP) in place at ONCD when compared with the other senatorial district. In accordance with the result when the level of security is high its gives customer confidence to patronise the hotel and it helps to increase the economy values of the hotel as income.

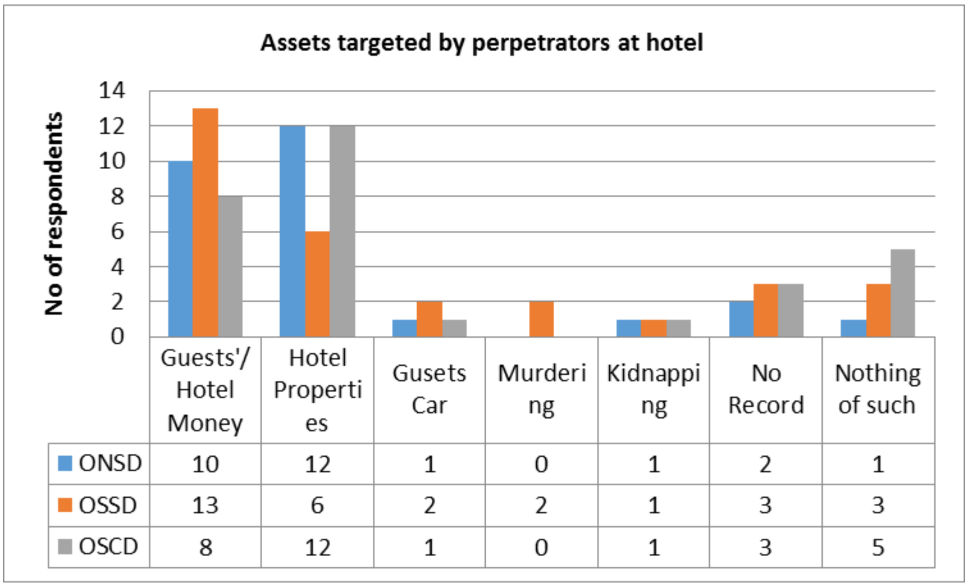






Assets targeted by perpetrators at hotel (ATPH)

Figure 3 In relations to the objectives of this research work, this section present the outcome of the responses on Assets targeted by perpetrators at hotel (ATPH), at OSSD more than three quarters of the research participants revealed that hotel and guests' money, guests' cars and/or goods inside, murdering, kidnapping are targeted by hotel perpetrators, while the other participant insisted that TVs and the sound systems were also on target.



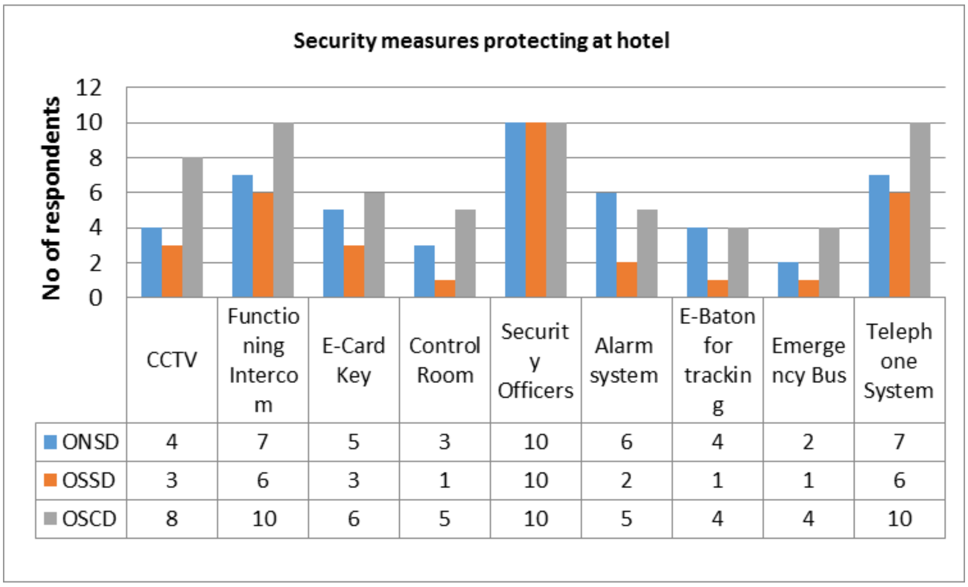
Security measures protecting at hotel

Figure 4. Shows the effectiveness of security measures and systems that are put in place at hotels. Stating that the effectiveness of security facilities on CCTV, E-card, control room, security lighting

, alarm system, E- baton, emergency, telephone system in OSCD is greater than the one at ONSD and OSSD respectively .

Figure 4 further shows the effectiveness of security measure and systems that are put at in place at hotels settings, It was revealed that there is high level of security facilities which are more effective at OSCD which is greater than the once at ONSD and OSSD respectively. These facilities are CCTV, Functioning Intercom, Control Room, Security Officers, Alarm system. E-Baton for tracking, Emergency bus, Telephone system.

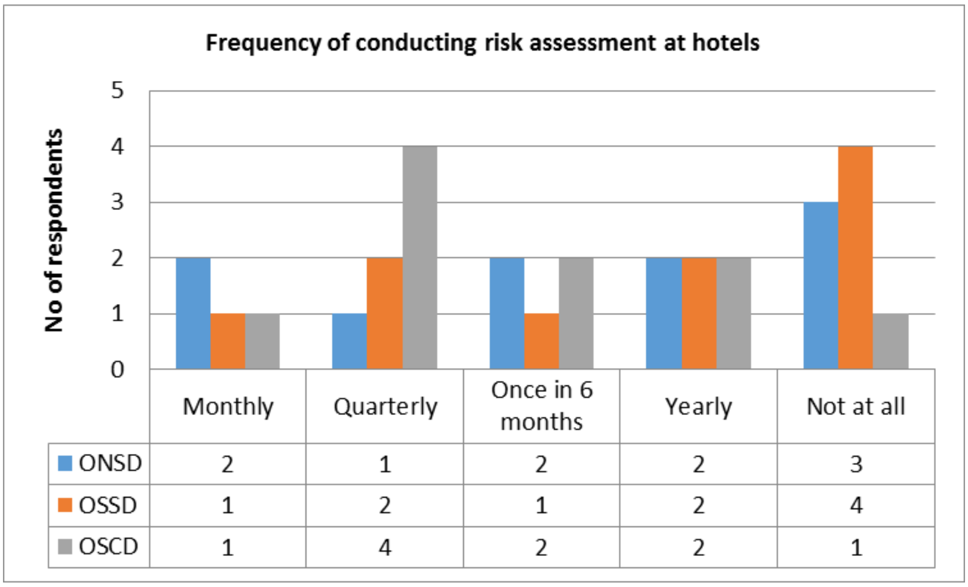
It can be concluded that all hotels have basic security measures in place to protect the facilities. However, there can be more. Although respondents did not mention any armed response officer. This is an officer who will respond in case of crimes such as armed robbery or trespass. It may be possible that the respondents did not mention armed response officers because their alarm system is directly connected to the control room on-site and the message is then reported directly to the local police station after being received by the control room operator.



Frequency of conducting risk assessment at hotels

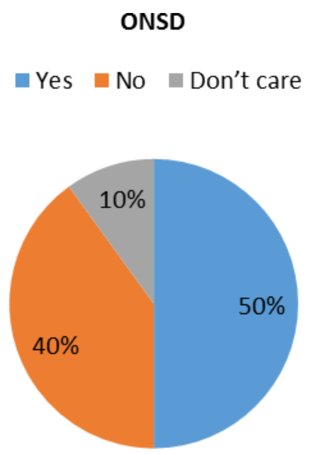
Figure 5 reveals the frequency of conducting risk assessment at hotels.

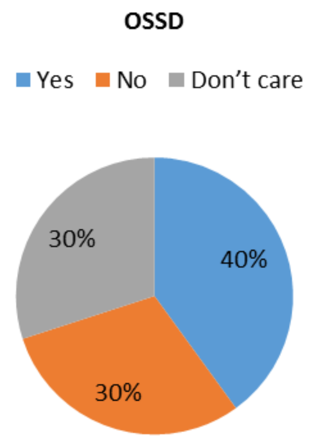
The graph, reveals that majority (60%) of the participants indicated that risk assessment is conducted monthly; shared minority of 20% each stated once in six months and yearly respectively. The explanation given provided the researcher an idea that hotel vulnerability is of much concern to the hotelier and the Security Department. Most hotels do not wait for an incident to occur for risk assessment experts to undertake the exercise. OSSD has not been effectively functioning in the aspect of conducting risk assessment in there hotels while ONSD and OSCD have been putting the control, measure in place

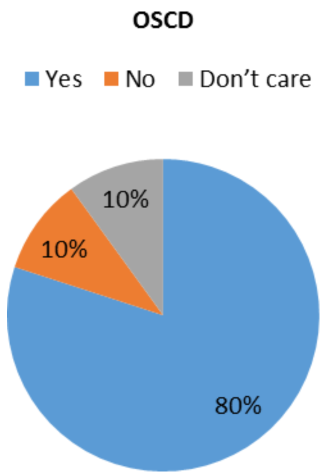


Employee background check for selection criteria

Figure 7: As part of the objective of this research work, this section present the outcome of the responses on Employee background check for selection criteria**.** . The result gave variety of answers base on the three senatorial districts to the objective. Figure 6: present the outcome of the responses at ONSD, OSSD, and OSCD respectively. The majority of the participants displayed similar responses to the question posed. 5 (50%) of the participants confirmed, by stating ―Yes‖, while 4 (40%) participants claimed –No‖ and 1 (10%) don‘t care about Employee background check for selection criteria.
Granting with different percentages of responses. It is evidence that there is effectiveness in Employee background check for selection criteria when compared with the other senatorial district. In accordance with the result when the level of supervision on Employee background check for selection criteria is high its gives customer confidence to patronise the hotel and it helps in the sustainability of the hotels images.

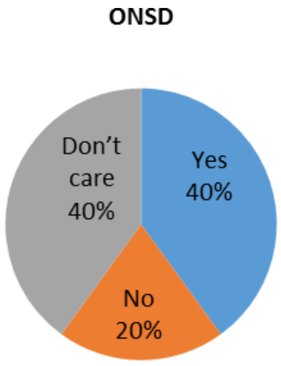


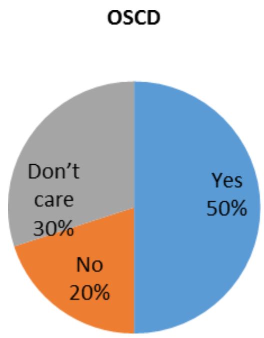


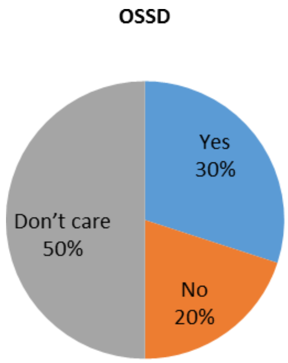


Inquiries by guest about security measures when making reservation

In accordance with figures 9 it can be seen that 4 (40%) of the participants said ―Yes‖, guests inquire about security measures when making reservation, 2 (20%) and of the respondents indicated that guests do not inquire about security measures while doing reservations 4 (40%) don‘t care.







CONCLUSION

The study recommended that hotels need to be protected at all times against criminality as it dents their images. Recommendation on how to implement a plan in the event of an attack. Delegate tasks as follows: Consider security options, Run frequent tests for cybercrime vulnerability, Make decisions about cyber security options, Respond to a breach, if necessary, Work with local, state, and federal authorities, Respond to the public, Design a system to notify potential victims.

Hotel management should also take the time to train employees on what to do to avoid the risk of an attack. It all starts with guest information. Be sure employees keep guest information secure and out of sight of a potential thief. Computer systems should have a secure way of retaining credit card information that is not easily decoded, and most of all, be sure that the hotel's culture is one of guest security.

To generate attention to stakeholders in curbing incidents and crimes occurring at hotel facilities, through security measures, their effectiveness and adequacy had to be explored.

0The significance of this study was pertinent to the community as a whole since its members are the people who are guests at the hotel facilities. Security awareness in identifying the inadequacy and ineffectiveness of security measures at hotels is created to the relevant stakeholders, like, the security industry directors, business persons, hoteliers, authorities and the ordinary guests who constitute the core business in the hotel industry. This identification fostered the comprehensive insight of incident and crime related issues facing the hotel industry due to the inadequacy of security measures at hotels in Ondo State.

It can be concluded that security is of major concern to other people when making reservations at hotels because some people are even prepared to first assess the level of security at hotels before making a reservation. It can also be said that the class of guests plays an important role when making a reservation. Security is also determined by the category of guests e.g. if they are high profile government officials the level of security will be pushed up.

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PERCEIVED FACTORS AFFECTING THE PATRONAGE OF DOMESTIC TOURISM IN OSUN STATE, NIGERIA

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ABSTRACT

The study assessed the perceived factors affecting the patronage of domestic tourism in Osun State, Nigeria.The natural, historical and man-made facilities in the State are enough to support domestic tourism but not properly harnessed. The research adopted quantitative method and utilised primary data to administer questionnaire to eight strata of respondents in 27 tourist destinations. Travel characteristics of respondents were represented through a line graph. Data were analysed using linear regression and Pearson correlation. Results on the educational background of the respondents revealed that 63.9% had tertiary education, with most of the respondents (26.6%) earning between ₦31, 000 – ₦50, 000. The occupational distribution of respondents showed that students and private employees comprised of 13.2% each, as 50.70% of the respondents are in the age level of 20-39 years. Majority of the categories of respondents travelled for pleasure and leisure purposes, followed by visiting friends/ relatives as well as other purposes, and lastly travelling for business purposes. Findings from the study showed that there was a strong, positive and statistically significant correlation between residents‘ level of awareness and domestic tourism activities ($r = 0.966$, $n = 371$, $p = 0 .000$). The level of patronage of domestic tourism was significantly influenced by the socio-economic characteristics of respondents with regards to education, income, occupation, and age. There was also a strong, positive and statistically significant correlation between level of accessibility of tourist destinations and domestic tourism patronage ($r = 0.706$, $n = 371$, $p = 0.005$). Findings of the study show that respondents were more involved in domestic tourism activities for pleasure/leisure purpose. Education, Income, Occupation, and Age had a positive influence on patronage or participation of the residents of the state in tourism related activities, as poor accessibility also affects patronage. The study concluded that socio-economic characteristics of Osun state residents such as education, income, occupation, and age had a positive influence on participation in tourism related activities particularly pleasure/leisure, and recommended better accessibility in terms of good road and signage for direction to tourist destinations.

Keywords: awareness, domestic tourism, osun-state, perceived factors, patronage

Introduction

Awareness and patronage in the confines of marketing has been discovered to be connected in the marketing of tourism products and services (Aaker, 1996; Cretu and Brodie, 2007; Dawar and Parker, 1994; Hoyer and Brown, 1990; Keller and Lehmann, 2006; Mudambi, 2002; Rust *et al.,* 2004). The consumption of domestic tourism according to Crockett, *et al.,* (1999) can contribute immensely to the economy of any nation. The various natural and man-made endowments as well as the cultural attributes in Nigeria are more than enough to develop the tourism sector if properly harnessed (Ndanusa *et al*., 2014). Tourists‘ choices of destination and involvement in recreational activities are influenced by a number of motivational factors (Bond, Packer and Ballantyne, 2015) among which are demographic variables such as age (Wilson *et al*., 2013; Irimias *et al*., 2016), gender (Andriotis, 2009), educational background, and income (Ibimilua, 2009), purpose of visit (Irimias *et al*., 2016), occupation (Mitev *et al*., 2015), attraction of the destination, and price levels in destination (Rajesh, 2013), and cost of transportation (Geurs and Wee, 2004).

In Nigeria there are enormous natural and cultural tourism resources that abound in all the states of the nation (Eja *et al.* 2012). These resources no doubt can provide interesting destinations for recreational and tourism activities (Bola, 2010). The availability of attractions, accommodation, amenities and accessibility are *sine qua non* to attraction of potential tourists. The Sub-Saharan Africa especially Nigeria has been noted to have quite a large array of attractions (Esu, 2013; Baker, 2014). Notwithstanding the various tourism resources that Nigeria is endowed with, the level of participation in recreational and tourism activities by Nigerians still requires attention (Ikprukpo, 1993). Because of poor attitudes of all stakeholders in the tourism industry, the average Nigerian has little knowledge (if any), about the benefits being involved in tourism, which has resulted in low participation in domestic tourism (Ibimilua, 2009). Empirical evidence in justification of this low participation and patronage was even presented by Ndanusa *et al*. (2014).

Osun state as part of Nigeria is not left out as the natural, historical and man-made facilities in the State are enough to support domestic tourism. These resources if properly harnessed will no doubt turn around the economic fortune of the state. Despite this huge potentiality, the immense contribution that the tourism resources can make to the social and economic development of the state has not been fully recognised and exploited (Gregory & Ajibola, 2013).

Literature Review

Domestic tourism is a form of tourism in which local tourists travel within their own country so as to visit friends and relatives, as well travel for leisure. Domestic tourists have been described by Moseley (2007) as people that are resident in their own country travelling within that same country. This, however exclude residents that travel to other parts of same country put up their own homes, work for pay, or a person that is always travelling to other areas within the same country (Deng *et al.,* 2002).

Low level of awareness about the richness of domestic tourism destinations has been the bane of patronage of domestic tourism in developing countries (Ibimilua, 2009). Potential tourists therefore may not be able to visit such locations if they are not aware of their presence, location and richness. The interest of potential tourists to visit the tourism locations can be intrigued only if they have been informed of such tourism location (Moutinho, 2007). How tourist will now internalize the information so acquired about the tourism location will depend on awareness and attitude of the tourist (Hassan, 2000; Moutinho, 2007). The tourist may not want to engage in further external searches for information if he already has enough information about local tourist attractions (Hassan, 2000).

For any tourism venture patronage is important for generation of revenue, and the patron in the tourism context is the person who travels to the tourism destination. This tourism patronage has been noted to be particularly low in developing countries (Ibimilua, 2009; Ndanusa *et al*., 2014). This low of patronage and the factors that affect it has been variously highlighted by a number of researchers (Johnson *et al*., 1998; Virden and Walker, 1999; Philipp, 1994, 1995, 1997 and 1999; and Juniu, 2000). Awareness and patronage are connected because patronage of tourist destinations will be poor if the tourists are not aware of such destination. The onus therefore lies on national and state tourism organisations and institutions to market tourism resources and products in their domain (Bhaita, 2002). These stakeholders are in the best position to first and foremost carry out aggressive marketing of tourism destinations under them to draw tourists or to enhance tourists‘ visitation (Okpoko, 2006). This can be seriously complimented by the efforts of various individual tourism firms who market their own components of the total tourism product in order to attract tourists. These firms are in the best positions to create and continuously develop brand identity that will positively impact on tourists and make Nigeria stand out as a tourist destination in the comity of nations (Worlu *et al*., 2015). One of the major factors identified that affect destination patronage is accessibility (Morril, 1996; Aniah *et al*., 2009; Omisore and Akande, 2009; Ogunbodede, 2012) with physical distance, availability and, cost being major constraints (Ikporukpo, 2002).

This research, therefore, aimed at examining perceived factors affecting the patronage of domestic tourism in Osun State. The findings of the study will give meaningful contributions about the factors affecting the patronage of domestic tourism in Osun State.

The objective of the study is to assess the socio-economic characteristics of tourists, while, the hypotheses of the study are as follows:

Hypothesis $_1$: The level of participation in domestic tourism is significantly influenced by the socio-economic characteristics of respondents.

Hypothesis $_2$: The level of awareness of local residents is not significantly related to domestic tourism activities.

Hypothesis $_3$: The level of accessibility of tourist destinations is not significantly related to domestic tourism patronage.

METHODOLOGY

For the purpose of this research stratified sampling method was used. The population was stratified into eight heterogeneous occupational groups: civil servants, artisans, traders, health workers, road transport workers, academicians, students, and private employees. Purposive sampling technique was used to select the identified (developed) tourist centres from the Master List of developed tourist destinations collected from the Osun State Ministry of Tourism and Culture. The centres studied were selected using simple random technique (lottery method) for in-depth study and proper data collection.

The sample size for the study was determined using Yamane‘s formula. The population excluded children below ten year of age in the 2006 population age distribution. The exclusion

was necessary because of the factor for the stratification of the residents, leaving a population of two million, five hundred and seventy six thousand, and five hundred and seventy two (2,576,572).
Yamane‘s formula:

$$n = \frac{N}{1+Ne^2}$$

Where:
n= sample size
N= target population
e= percentage of error (5%)

$$n = \frac{2{,}576{,}572}{1+(2{,}576{,}572 \times (0.05)^2)}$$

$$= \frac{2{,}576{,}572}{1+(2.576.572\text{x}0.0025)}$$

$$n = \frac{2{,}576{,}572}{1+(6441.43)}$$

$$n = \frac{2{,}576{,}572}{6442.43}$$

n= 399.93
n= 400.
The four hundred (400) respondents were chosen from the eight earlier stratified groups. Fifty (50) respondents were chosen from each of the stratified groups. The civil servants were largely drawn from the State Secretariat, as traders were drawn from Osogbo and Ede. Artisans were drawn from Ile-Ife and neighbouring towns. Health workers were drawn from Ladoke Akintola University of Technology (LAUTECH) teaching hospital, Akoda health centre, and Redeemer‘s University health centre staff. Road transport workers were drawn from different parks in Ede, Osogbo, Ile-Ife and their environs. Lecturers from Redeemer‘s University, Adeleke University, Osun State University (Okuku campus) and the Federal Polytechnic Ede were sampled as academicians. Students from Osun State University (Okuku campus) and students of Redeemers‘ University staff school were sampled as students. Private employees were drawn from non-academic staff of the Universities where the academic staff were drawn from and staff of Zenith Bank. Convenience sampling method was used in the distribution of the questionnaires to the respondents in each of the earlier stratified eight (8) groups. The method was favoured because the population size has already been stratified into more homogeneous groups which are the representative of the entire population.

The study used the questionnaire instrument for collection of information from respondents. The questionnaire was made up of 6 sections – A to F. Section A was designed to collect demographic information of the respondents. Section B comprised of questions on the level of awareness of tourist centres, while section C focused on the underlying factors that influence participation (patronage) in domestic tourism in the State, while section D was on the relationship between motivating factors and demographic characteristics of Osun State residents. The questions were closed ended questions, with some of them presented with Likert scale. Data were analysed using qualitative descriptive method to summarize information on demographic profile of respondents, while quantitative data generated were analysed using linear Regression and Pearson correlation to test hypotheses at 0.05 level of confidence.

RESULTS OBTAINED

Socio-Economic Characteristics of Tourists

Results on the educational background of the respondents revealed that 63.9% had tertiary education, 24.8% had secondary education, and 10.5% had primary education, while 0.8% of the respondents were not educated. Findings on educational background of the respondent have thus revealed that most of the people who engaged in domestic tourism were educated. This agreed with the finding of Zimmer, *et al.* (1995) that education influenced travellers when choosing destinations.

The result on income distribution of respondents showed that 26.6% of the respondents earned between ₦31, 000 – ₦50, 000. This was respectively followed by those in income ranges of ₦51, 000 – ₦70, 000 (24.10%), ₦18, 000 – ₦30, 000 (22.60%), ₦71, 000 – ₦90, 000 (10.20%), while the least was recorded for income range of ₦91, 000 and above (3.20%). Findings of this study on income distribution have revealed that respondents with higher income range have the lowest percentage which showed that low disposable income was a constraint to domestic tourism participation. This finding does not support that of Zimmer *et al.* (1995) on disposable income and tendency to travel from home.

The occupation distribution of respondents showed that students and private employees comprised of 13.2% each. This was followed respectively by traders (12.7%), civil servants and artisans (12.4% each), health workers and academics (12.1% each), and road transport workers (11.9%).

Travel Characteristics of Domestic Tourists

Result on travel characteristics of domestic tourists as presented in Figure 1 showed that 64.9% of civil servants travelled to tourist destinations for pleasure/leisure purposes, 23.1% engaged in domestic tourism activities for other personal purposes, while 12.0% participated in domestic tourism just to visit friends and relatives. On the part of artisans, 44.6% travelled to tourist destinations for pleasure/leisure purposes, 33.0% engaged in tourism activities for other personal purposes, while 22.4% participated for business purposes. The result further showed that 42.5% of traders participated on business purposes, 30.0% for the purpose of visiting friends and relatives, 20.0% for pleasure/leisure purposes, while 7.5% engaged in tourism activities for other personal purposes. The travel characteristics of health workers showed that 64.8% of the respondents travelled to tourist destinations for pleasure/leisure purposes, 21.6% engaged in tourism activities for other personal purposes, while 13.6% participated in domestic tourism on visitation to friends and relative. For road transport workers, 79.6% visited tourist destinations on business purposes, while 20.4% travelled to tourism destinations for personal purposes.

For the academicians, 64.7% travelled to tourist destinations for pleasure/leisure purposes, 25.0% participated in domestic tourism in order to visit friends and relatives, while only 11.0% travelled for business purposes. The result for both the secondary and higher institution students revealed that 60.0% travelled to tourist destinations for pleasure and leisure purposes, while 40.0% participated in domestic tourism so as to visit friends and relatives. Most private employees (46.3%) travelled to destinations for pleasure and leisure purposes, 31.5% on personal purposes, 14.9% visited friends and relatives, while 7.3% travelled on business purposes.

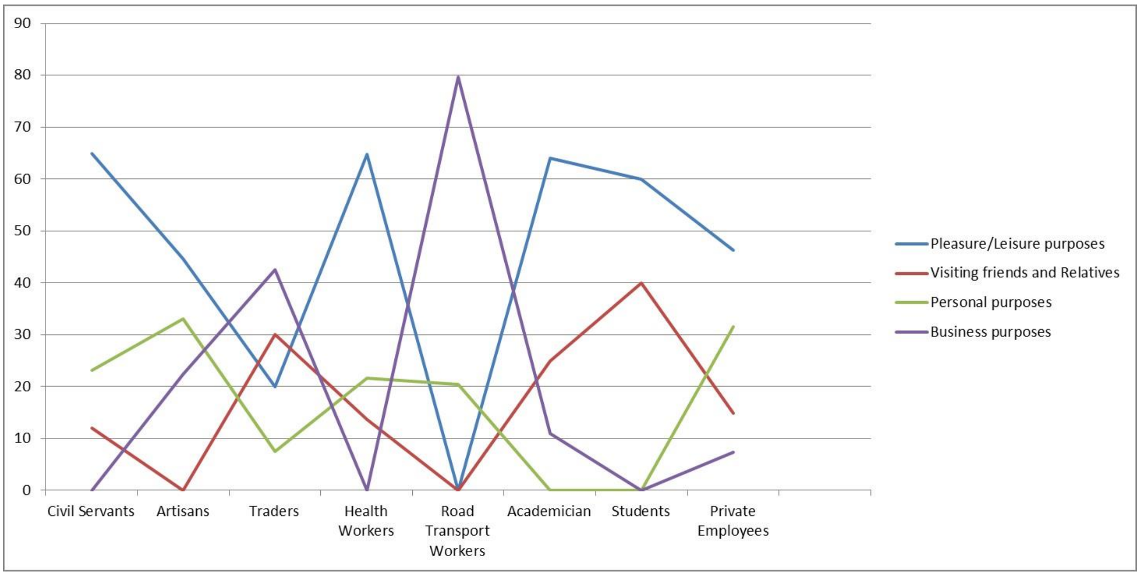

Figure 1: Travel Characteristics of Respondents

Influence of Socio-Economic Characteristics of Residents on Participation in Domestic Tourism

The result of influence of socio-economic characteristics of respondents on participation in domestic tourism is as presented in Table 1. Finding from the empirical test supported the hypothesis that the level of participation in domestic tourism was significantly influenced by the socio-economic characteristics of respondents. The regression model was significant with P value of 0.000.

Table 1: Regression of level of participation in domestic tourism as influenced by the socio-economic characteristics of respondents

Regression Coefficient

Model summary

Regression Coefficient					
Model	R	R-Square	Adjusted	Std. error of the estimate	
1	0.797	0.634	0.631	3.04772	
ANOVA					
Model	Sum squares	df	Mean square	F	Sig
Regression	5049.351	3	1683.117	181.203	0.000[(a)]
Residual	2907.324	313	9.289		
Total	7956.675	316			

Note: Predictors (constant)

Note: a: Predictors constant: socio-economic characteristics (Age, income occupation education)

b: Dependent variable: Level of participation in tourism

Influence of Residents' Level of Awareness on Domestic Tourism

The Pearson correlation analysis in Table 2 showed that there was a strong, positive correlation between residents' level of awareness and domestic tourism activities, which was statistically significant (r = 0.966, n = 371, p = 0 .000). Since correlation coefficient had positive value which indicated that increase in one variable corresponds to increase in the other.

Table 2: Relationship between the Residents' Level of Awareness and Tourism Activities.

		Residents level of awareness	**Domestic tourism**
Residents' level of awareness	Pearson Correlation Sig. (2-tailed) N	1 0.000 371	0.966* 0.000 371
Domestic tourism	Pearson Correlation Sig. (2-tailed) N	0.966* 0.000 371	1 0.000 371

Relationship between Accessibility of Tourist Destinations and Domestic Tourism Patronage

As revealed in Table 3, there was a strong, positive correlation between level of accessibility of tourist destinations and domestic tourism patronage, which was statistically significant ($r = 0.706$, $n = 371$, $p = 0.005$). When $p < 0.05$ that is, $0.005 < 0.05$, we reject the null hypothesis and accept the alternative which stated that there was a significant relationship between the level of accessibility of tourist destinations and domestic tourism patronage.

Table 3: Relationship between Level of Accessibility of Tourist Destinations and Domestic Tourism Patronage.

		Accessibility	**Domestic tourism patronage**
Accessibility	Pearson Correlation	1	0.706*
	Sig. (2-tailed)	0.000	0.005
	N	371	371
Domestic tourism patronage	Pearson Correlation	0.706*	1
	Sig. (2-tailed)	0.005	0.000
	N	371	371

DISCUSSION

Socio-Economic Characteristics of Tourists

From the results on occupation distribution of respondents, there appeared to be no much difference in participation in domestic tourism across the various strata of workers. According to Ibimilua (2009), factors that affect participation in tourism among other things include occupation. Age distribution of respondents showed that 50.70% of the population falls in the age bracket of 20-39 years. This was followed by 40-59 years (40.40%), and 10-19 (6.70%), while the least was recorded for 60 years and above (2.20%). In terms of age distribution, domestic tourism in Osun State appeared to attract middle-age tourists. This is in agreement with the finding of Morrison (2013) that the age level of 30 to 44 years is very adventurous who travel a lot to please themselves.

Travel Characteristics of Domestic Tourists

Based on the results of the travel characteristics of domestic tourists, it can be concluded that respondents were more involved in domestic tourism activities for pleasure/leisure purpose as five (civil servants, artisans, health workers, academics, students, and private employees) out of eight categories of tourists took it as their first choice of travelling. This is in tandem with the finding of Webster and Rennie (2011) which illustrated the multi-dimensional nature of pleasure for exploring and enhancing pleasurable consumption. Visiting friends and relatives, as well as travelling for other purposes accounted for the second reason why visitors involved in domestic tourism. Four of the categories viz, traders, academics, students, and private employees travelled to visit friends and relatives, while civil servants, artisans, health workers, and road transport workers travelled for other purposes. Griffin (2013) in his finding acknowledged the importance of visiting friends and relatives tourism in worldwide travel which offers destinations a viable strategy for sustainable tourism development. Travelling for other purposes in this study as reason for embarking on domestic tourism is also in line with the finding of Loon and Rouwendal (2017) in which it was asserted that the activities undertaken by tourists are not limited to their (initial) trip purposes. The result of this study also indicated that three subgroups comprising of artisans, academics, and private employees travelled for business purpose. In the analyses of Nicula and Elena (2014), business tourism has reached an impressive level the world over as it has contributed substantially to tourist revenues. The findings of Morrison (2013) also characterised tourists into four travel characteristics namely- pleasure/leisure, visiting friends and relations, business and other personal purposes.

Influence of Socio-Economic Characteristics of Residents on Participation in Domestic Tourism

The result on influence of socio-economic characteristics of residents on participation in domestic tourism shows that there were relationships between the propsed factors in the hypothesis. The independent variables (Education, Income, Occupation, and Age) had a positive influence on patronage or participation of the residents of the state in tourism related activities. It can therefore be stated that there is an element of causal relationship between socio-economic attributes of respondents and their willingness to participate or patronize tourism products and services as this was in tandem with the findings of Zimmer *et al.* (1995), Kwan *et al.* (2007), Ibimilua (2009) and Morrison (2013), Mitev *et al*. (2015) Irimias *et al*. (2016).

Influence of Residents' Level of Awareness on Domestic Tourism

Based on the analysed result for influence of residents‘ level of awareness on domestic tourism, it can be concluded that the level of awareness given by the authorities in charge of various tourist sites and products available in the state facilitated increment in their patronages. This result is not different from similar findings (Essner, 2003; Page and Connell, 2006; Ajayi, 2012) which affirmed that positive dissemination of information about tourist destinations and products had positive influence on their patronage. Hence, there is a strong relationship between the residents‘ level of awareness and domestic tourism activities.

Relationship between Accessibility of Tourist Destinations and Domestic Tourism Patronage

From the result on relationship between accessibility of tourist destinations and domestic tourism patronage, it can be inferred that when there is poor accessibility like bad road, non availability of signage for direction, etc., there will be low patronage of tourist destinations. When there is good accessibility to tourist destinations, there is bound to be increase in patronage. Accessibility is a key factor in domestic tourism patronage. This agrees with the work of Omisore and Akande (2009) which analysed the accessibility constraints of patronage of tourist sites in Ondo and Ekiti States.

CONCLUSION

Finding of the study on the occupation distribution of respondents shows that there is no much difference in participation in domestic tourism across the various strata of workers.

Result of the study also shows that respondents were more involved in domestic tourism activities for pleasure/leisure purpose.

Socio-economic characteristics of residents such as Education, Income, Occupation, and Age had a positive influence on patronage or participation of the residents of the state in tourism related activities.

The level of awareness given by the authorities in charge of various tourist sites and products available in the state facilitated increment in their patronages.

Finding of the study also shows that when there is poor accessibility like bad road, non availability of signage for direction, etc., there will be low patronage of tourist destinations.

RECOMMENDATION

This study recommends that good roads, signage for direction, and other accessibility factors should be put in place to facilitate increased access to tourist destinations.

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EXPLORING RESOURCES AND SUPPORT PROVISION TECHNIQUES: A TOOL FOR TOURISM MANAGEMENT STUDENTS' ACADEMIC PERFORMANCE ACHIEVEMENT IMPROVEMENT IN NIGERIA

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ABSTRACT
This article focuses on developing possible strategies for improving academic performance of tourism management students in institutions of higher learning. It also sets to discover the current status of the tourism education system in terms of resources and support provision in relation to academic achievement of the students and employment in the tourism industry. The research employs action research and survey feedback approach utilizing mixed-methodology entailing both quantitative and qualitative methods. Data are presented, coded and analyzed using thematic analysis on Microsoft Excel Spread Sheet, bar charts and PSPP statistical analysis free software tool comprising simple percentages and means. The study finds that tourism employment opportunities are available in Nigeria but the unemployment rate is high among the graduates due to their inability to meet expectations especially on set standard on degrees. It concludes that majority of the students are unaware of the program prior to their admission into studying the course. It is therefore recommended that possible resources and support provision strategies should be incorporated into the education process for improving academic achievement of tourism students.
Keywords: academic performance, resources and support provision, strategy development, tourism management education system

INTRODUCTION

The tourism industry is endowed with employment generation due to its demand and supply nature (Adele, 2013; Bassey and Egon, 2016; World Tourism Organization, 2017; Yusuff and Akinde, 2015). Numerous tourism jobs exist in tourism operating sectors. As a result, globally, there is a surge in the number of tourism programs and graduates every academic session to meet the demand for suitable and qualified human resources in the industry (Fagbolu, 2021). Meanwhile, the tourism education sector is significant in coping with the human resources demand in the tourism operating sectors. The Tourism Management (TM) program is perceived as multidisciplinary and interdisciplinary.

Notwithstanding, the cultural diversity of the continents has caused variation concerning curriculum, course length, and administrative organization of related courses. The tourism management (TM) program is often designed to systematically prepare and produce the workforce to employ resources for achieving smooth operations in the tourism sectors (Airey *et al*., 2015). A mismatch, therefore, often exists between degree awards and the employment of TM graduates. Most graduates of tourism management are not meeting the set standards for employment by employers especially degree awards (Akinyemi et al., 2012; Asuquo & Agboola, 2014; Trading Economics, 2018; Vanguard, 2018). Outputs from the educational system serve as inputs to other sub-systems. This is often understood to develop the students to their full potential, which could be evaluated based on the input, process, output and outcomes. In terms of behavior, based on the perspective of an outcome, performances entail behaviors and how well such behaviors are performed to achieve goals and objectives suitable to feedback on outcome including educational sectors (von Bertalanffy, 1955).

Several authors (Batra, 2016; Daniel et al., 2017; Fallon & Fagbolu, 2021; Fagbolu, 2021) have made significant contributions to the history of tourism education developments in examining training, skills and delivery of knowledge in higher institutions of learning to fulfil the requirements by employers. This study sets to fill the gap by exploring possible resources and support provision techniques towards academic achievement improvement of tourism students in higher institutions. This research instead of relying on personal efforts of the researchers and existing models seek for stakeholders' involvement to develop possible resources and support provision techniques for improving the academic achievement of the students. Margerison (1978) informs this study on the teleological premise of purpose, goals, and results through participatory action research and survey feedback approach in the tourism education context.

Research Questions

1. What is the current status of the tourism education system in terms of resources and support provision in relation to output in terms of academic achievement of tourism management students and employment in the tourism industry?
2. What are the possible resources and support provision techniques for improving academic performance of tourism management students?

Conceptual Framework

It has been observed that

> education policy and reform need to deal with the issues of the internal and external economic effectiveness of the education system. The external economic effectiveness issue concerns whether the existing education policy can meet the needs of new economic development in the new millennium and how education should be changed to prepare new generations for the

knowledge-driven and technology intensive economy. (Cheng *et al*., *2002*, p. 34)

The critical issues, matters of concern and economic sectors are worth considering the supply and demand, the education structure, and the impacts and interrelationship between economic effects and consequences. Thus, educational demand and supply including other elements comprising inputs, processes and outputs tend to drive the educational system.

Tourism Management Education System (TMES): Environment, Input, Process and Output

In an educational context, an environment is a learning environment widely used as a place of learning in diverse open, distance, physical, online settings, including cultures in which learning and teaching occur. The environment could be interactive, autonomy, flexible, virtual and internal control, among other teaching-learning environments (Bates, 2018; Siagla, 2013). Inputs consist of resources like humans, materials, energy and information in any organization, and they are derived from the external environment of organization as well as part of it (Cummings and Worley, 2009). According to Salam (2015), fundamentally, in an educational context, inputs are the contents inserted into the system. Thus, human resources, curriculum and learning assessment stand to be the three major significant input elements to the education system (Airey *et al.*, 2015; Becket, 2013; Fagbolu and Fallon, 2021; Osuji, 2022).

Transformations entail converting inputs into outputs that comprise social and technological elements. The technical factors cover techniques, tools, and production methods. Processes encompass the activities in an organizational system which show growth and continuity in an open system model. Thus, processes entail working towards achieving goals and networking the flow of duties in different units for transformation into output (Nelson and Quick, 2006; Pupat, 2009). The education process serves as mechanisms of transforming inputs into outputs. The components of the process identified in this study among the elements of processes of the education system cover teaching-learning objectives, teaching methods and resources, instruction design and preparation, and resources and support provision (Benson, 2013; Bibbings, 2013; Cheng *et al.*, 2002; Fagbolu and Fallon, 2021; Salam, 2015).

Resources and support provision may incorporate expert sources, media-based infrastructure and superstructure, libraries, administrative office for management of submission and returns of assignment; coordination of the process of enrolment and liaison point between lecturers and students (James, 2009). Significantly, they allow the students to gather information and experience on what to practice in tourism operating sectors and the environment (Chon, 2005). From an organization's view, Nelson and Quick (2006) refer to output as a specific and unique product delivered at a particular time to a consumer with some quantifiable cost to the organization. The concept of output denotes performance, which results from transformed products by the system and back to the environment. According to Salam (2015), output in an education system simply connotes the students‘ academic performance, which is the outcome of the education environment, inputs and processes. Therefore, academic achievement is a percentage of the students admitted and registered for a particular course completing each level with specific grades and finally, degree awards (Fallon and Fagbolu, 2021; Zajacova, Lynch and Espenshade, 2005). Direct impacts of education environment, input and process of the system output relate to students' knowledge and skills acquisition, attitudes, and beliefs. Teaching-learning and assessment are often regarded as two sides of a coin. In educational institutions, achievement is usually quantified by how well a student meets set standards by the academic institution and employers or simply by performance.

METHODOLOGY

This study adopts participatory action research and survey feedback which employs mixed-methodology comprising quantitative and qualitative methods (Veal, 2011). The research approach allows stakeholders' contribution and participation in this study instead of relying only on the researchers' personal efforts to provide answers to the two (2) research questions set above. The primary data are collected through a semi-structured questionnaire developed based on the related studies reviewed. It was submitted to study experts in TM education for possible suggestions, contributions, and modifications. The pilot study engages three (3) academic, three (3) nonacademic staff and 54 students from 100 to 400 level, respectively. The instrument was further pilot tested utilizing PSPP Cronbach's alpha to test the reliability (GNU PSPP Statistical Analysis Software, 2018). It was remodified based on the result of the test prior to the main study. The participants include tourism education stakeholders comprising 525 students and 13 staff. The main research is conducted by administering the semi-structured survey questionnaire containing 3 sections. The first section contains the participants' profiles. The second, it comprises open-ended questions. The third section includes close-ended questions on a Five-Point Likert Scale from ―strongly agree‖ to ―strongly disagree‖. Resources and support provision with output are considered independent and dependent variables respectively. Due to the nature of the study, the study further employs a strategic checklist an agenda to serve as compasses during the processes of strategy development.

The population comprises the staff and students offering TM and other related courses as at the period of this study in Nigeria. Hence, the sample was drawn from the entire population because it was impossible and rigorous to study the whole population. The study tries to compile a list of the universities offering the program in Nigeria either as TM, hospitality and TM, tourism studies, etc. It employs a lottery method involving blindfolding to pick a country. The technique supports sampling in a finite population and gives every university in the zones an equal chance.

Furthermore, convenience sampling was employed to choose the study institution due to the time lag for the study. This study selects TM students and academic and nonacademic staff among all the stakeholders identified. The students are chosen because this study assumes that they can provide the valuable data required to diagnose the education system. In the same vein, staff are recognized as a focus group because they can offer appropriate options to develop a strategy that can enhance the academic achievement improvement of the students.

Data Collection Methods

During the study, the survey is administered to the students and collected back at the venue. The method eliminates the stress of tracking students to return the questionnaires later. Furthermore, academic and nonacademic staff are engaged in the feedback and strategy development meeting while flip charts and photo shots are adopted to document the process.

Data Presentation and Analysis

Qualitative data are presented, codified, and analyzed using thematic analysis on MS Excel spreadsheet while quantitative data are presented on tables and bar charts and analyzed through PSPP statistical analysis free software tool entailing simple percentages and means *(M)*. The SWOTAR analytical tool was adopted to analyze the education system (Stavros & Hinrichs, 2009; Stavros & Saint, 2009).

RESULTS OBTAINED

Research Question 1. What is the current status of the tourism education system in terms of resources and support provision in relation to output in terms of the students' academic achievement and employment in the tourism industry?

The profiles of the students are presented in the tables below. Table 1 portrays a total of

Table 1: The Frequency and Percentage Distribution of the Expected and Actual (Participated) Participants

Value Label	Value	Frequency of Expected Participants	Percentages of Expected Participants	Frequency of Actual (Participated) Participants	Percentages of Actual (Participated) Participants
100 Level	1	120	22	118	22
200 Level	2	145	27	140	26
300 Level	3	152	28	150	28
400 Level	4	123	23	117	21
Sub Total				**525**	
Missing				15	3
Total		**540**	**100.0**	**540**	**100.0**

Source: Field Survey, 2019.

525 respondents across entailed 118 (100 level), 140 (200 level), 150 (300 level), and 117 (400 level) actually participated while only 15, that is about 3(%) of the expected respondents were unable to participate in the study.

Table 2: Gender Identity of the Actual Participants

Value Label	Value	Frequency	Valid Percent	Cum Percent
Male	1	132	25	25
Female	2	393	75	100.0
Total		525	100.0	

Source: Field Survey, 2019.

The outcomes showed that 393 females represented 75 percent while 132 males accounted for 25 percent of the participants during the pre-intervention phase of the research. Thus, the results show that both females and males are studying for TM Bachelor degrees in the education context.

Table 3: The Present Cumulative Grade Point Average (CGPA) of the Actual (Participated) Participants

	Value	Frequency	Percent	Cum Percent
First Class	1	0	0	0
Second Class Upper	2	12	2.29	2.29
Second Class Lower	3	193	36.76	39.05
Third Class	4	263	50.10	89.14
Pass	5	57	10.86	100.0
Total		525	100.00	

Source: Field Survey, 2019.

The results on the Table above show the current CGPA of the participants. As of the period of this study, none (0%) of the participants is on first-class CGPA, 12 participants representing (2%) can boast of second class upper. Furthermore, 193 (37%) of the respondents are on second class lower CGPA, 263 (50%) are on class while 57 (11%) are on pass CGPA. This implies that about 98% of the students might be graduating with grades below second class upper, which is the employment set degree grade as the standard by the Nigerian labor recruiters.

Table 4: Awareness before Admission into TM Program

Value Label	Value	Frequency	Valid Percent	Cum Percent
Yes	1	33	6.29	6.29
No	2	492	93.71	100.00
Valid		525		

Source: Field Survey, 2019.

Based on the Table 4 above, only 33 which stand for 6% of the students are aware of the program before securing admission even as 492 (94%) lack pre-information on the program before their admission into studying for a Bachelor's degree. The findings indicate that greater parts of the students lack prior knowledge and/or do not apply for the course but were offered admission into studying tourism as a course.

The results below display that the students are studying the course for different reasons including knowledge acquisition and impartation and to be a professional. Others are marketability, limited choice, interest for the course and service. 41(8%), 2(0%), 15(3%), 12(2%) and 27(5%) of the participants are studying the course on the ground of employment opportunities, willingness, entrepreneurship, future purpose and B. Sc degree respectively. Others comprising 5(1%), 1(0%),

Table 5: Diagnosis of TMES: Reasons for Studying TM

Major Themes/Groupings	Labels/codes	Statistics/Frequency	Proportion (%)
Knowledge Impartation	A	4	1
To become a Professional	B	32	6
Knowledge Acquisition	C	72	14
Lack of Choice	D	171	33
Marketability	E	15	3
Passion/love/interest for the course	F	56	11
Service	G	14	3
Entrepreneurship	H	41	8
Willingness	I	2	0
Future Purpose	J	15	3
B. Sc Degree	K	12	2
Employment Opportunities	L	27	5
Revenue Generation	M	5	1
Good Grade	N	1	0
Travelling	O	36	7
Self-Achievement	P	17	3
Making Impact	Q	5	1
Total		525	100

Source: Field Survey, 2019.

36(7%), 17(3%), 5 (1%) expressed the rationale for studying the course to be for revenue generation, good grade, travelling, self-achievement and making impacts in their communities.

Table 6: Diagnosis of TMES: Preferred course(s) of study before securing admission into Studying TM

Major Themes/Groupings	Labels/Codes	Frequency	Proportion (%)
Pharmacy/Medicine/ Nursing/Plant Biology/Science Laboratory Technology/Botanical science/Human kinetics/Microbiology	A	75	14
Law/Political Science/Government	B	44	8
Marketing/Economics/ Banking and Finance/Accounting/	C	132	25

Entrepreneurship/Commerce/Actuarial Science			
Mass Communication/Linguistics/Library and Information Science	D	47	9
Theater/Performing Art	E	23	4
Food Technology/ Human Nutrition and Dietetics/Food Science	F	30	6
Business Administration/ Public Administration	G	26	5
International Relations/History/Sociology/Criminology/Psychology	H	48	9
Town Planning/Geography/Architecture/Geology	I	20	4
Hospitality/Tourism Management	J	44	8
Computer Science and Engineering	K	18	3
Agricultural Science/Food Agriculture and Biological Engineering	L	12	2
Petrol Chemical Engineering	M	6	1
Total		525	100

Source: Field Survey, 2019.

Furthermore, the study reveals that 75(14%) preferred to study Medical Sciences Courses, 44 (8%) would prefer studying Art related programmes, 132(25%) desires to study Business oriented courses, 47(9%) have a preference forJournalism, Library and Information Science, 23(4%) preferred to study Theater/Performing Artwhile 30(6%) aspired to study Human/ Animal Science, Nutrition and Dietetics. Furthermore, 26(5%) wish to study Business Administration/Public Administration, 48(9%) prefer to study International Relations/History/ Sociology/Criminology, 20(4%) to study Regional/Town and Urban Planning, 44(8%) applied to study Hospitality/Tourism Management, 18(3%) like to study Engineering and Computer Science, 12(2%) hope to study Agricultural Science/Food Agriculture and Biological Engineering, and 6(1%) prefer to study Petrol Chemical Engineering. In line with the responses to question one on the reasons for studying, the findings indicate that only 44 which represents 8% out of 525 prefer to study TM over other courses before gaining admission into the program. This corroborates the findings that only 6(%) of the students are aware of the course prior to their admission into the program.

Table 7: Diagnosis of TMES: Objective, Vision and Mission of the Program according to the Participants

Major Themes/Groupings	Label/codes	Frequency	Proportion (%)
Stated	A	0	0
No idea	B	525	100
Total		525	100

Source: Field Survey, 2019.

The results on the Table above show that none of the participants could state the program's objective, vision or mission. The respondents are generally unaware of the vision, mission, nature and objectives of the program of study. The findings portray that 12% expect to be in the event sector, 24% and 15% indicate their interest as employees and intention to be in the tourism sector respectively. Meanwhile, 30% of the respondents like to be entrepreneurs in the tourism industry and 5% hope to be tourism/hospitality/events educators, 1% and 3% of the participants aspired to be international, national and local employees.

Quantitative Data Presentation and Analysis

Table 8: Diagnosis: Process (Resources and Support Provision) and Output

1	Tourism Education Processes: Resources and Support Provision	N	Mean	Rating Level
1.1	The teacher makes the following expert sources available such as an instruction guide, advanced textbooks and a glossary	525	1.11	Strongly Disagree

1.2	Students are allowed to attend conferences and association meetings	525	1.22	–
1.3	Visiting speakers are invited to the school by instructors	525	1.23	–
1.4	Students are allowed to participate in study exchange programs	525	1.22	–
1.5	Instructors use case studies and academic journals	525	1.20	–
1.6	Instructors use media, web and electronic-based resources to support teaching	525	1.11	–
2	**Output: Academic Performance Achievement**			–
2.1	My current CGPA is second class upper and above	525	1.20	–
2.2	I will be able to meet labor academic degree awards requirement upon graduation	525	1.25	–

Source: Field Survey, 2019.

The following descriptive statistics as stated in the Figure 1 below were adopted to interpret the
results:

Arbitrary Level	Descriptive Rating
1.00 - 1.80	Strongly Disagree
1.81 - 2.61	Disagree
2.62 - 3.42	Neither Disagree nor Agree
3.43 - 4.23	Agree
4.24 - 5.00	Strongly Agree

Figure 1: Arbitrary Level and Descriptive Rating
Source: Field Survey, 2019.

Based on the Table above, the responses to the questions display that TMES still lacks adequate support and resources in terms of expert sources, student conference attendance, case studies, academic journals, and electronic and online engagements. The results of the diagnosis explain why most of the respondents' current CGPA is below second class upper. Significantly, considering the present academic achievement of the students, if no strategies are employed to avert the current situation, the majority of the students will continue to graduate with degree awards not meeting the employment standard into private and public sectors upon graduation. Although, the wave of employment is driving towards entrepreneurship, the implication is that non-TM graduates or professionals with second class upper and above degrees will continue filling the available TM job vacancies. The outcome of the diagnosis of the status above depicts that the education system, in terms of resources and support provision is significant to output (academic achievement). Furthermore, the study proceeds to question 2 to develop possible support resources and resources strategies for academic performance improvement.

Research Question 2. What are the possible resources and support provision strategies for academic achievement improvement of TM students?

Presentation and Analysis of Quantitative Data

The expected respondents for the strategy development meeting study comprised of 11 academic and 10 nonacademic staff respectively, making 21 TM staff. However, 7 54(%) nonacademic and 6 46(%) academic staff showed interest in the research. The gender identity of the participated research participants comprised 9 males and 4 females, accounting for 69 and 31 percent respectively. This means that the staff of the education system entailed both males and females. The results indicate that 2 of the participants possess Ordinary National

Diploma (OND), 5 possess HND, 5 possess M.Sc. Degree, while 1 out of the academic staff has Doctoral Degree with 16(%), 38(%), 38(%) and 8(%) respectively. It was further revealed that the doctoral degree was not in TM or related fields.

Qualitative Data Presentation: TMES SWOTAR Analysis The education system is identified and analyzed using SWOTAR analytical tool by the study participants and portrayed below. The analysis reveals the current strengths of the TMES. The

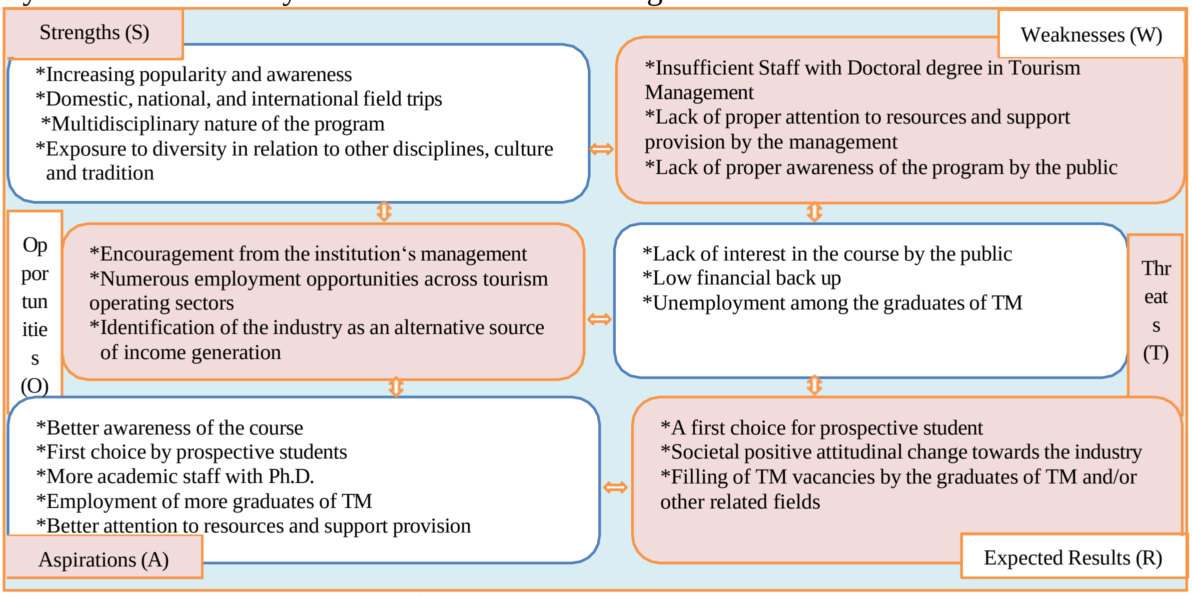

Figure 2: SWOTAR Analysis of the Education System

Source: Field Survey, 2019.

level of awareness of the course is increasing and gradually gaining popularity. The program exposes students to other disciplines, cultures and traditions due to its multidisciplinary nature. The analysis reveals 3 weaknesses of the education system. First, insufficient human resources with a Doctoral degree in the field of TM. Next, currently, there is inadequate attention to resources and support provision by the management. Lastly, there is a lack of proper awareness of the program by the public. Considering the admission and enrollment, the low awareness of the course among the prospective students could be responsible for low students' enrolment into the TM program. Despite the current weaknesses, the analysis discloses the following opportunities. The program enjoys encouragement from the institution's management. There are numerous job opportunities all over the tourism industry and operating sectors. Significantly, the industry has been identified as an alternative avenue of generating income.

Nevertheless, the education is threatened by a lack of interest in the program by the public, low financial backup and unemployment among the graduates of TM. The educators aspire better awareness of the TM program. There is a strong aspiration that the majority of the students admitted and enrolled will prefer TM as their first choice of course. The system is expected to employ more academic staff with Doctorate degree. Other aspirations include the employment of more graduates of TM in the tourism sector and better attention to resources and support provision. The expectation is that the TM program will soon become a first-choice course of study by admitted and enrolled students. Therefore, filling vacancies in the industry and its operating sectors by the graduates of TM and/or other related fields tends to increase.

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Likewise, positive attitudinal change by the society towards the program and the industry is highly expected.

Resources and Support Provision Strategies Explored for Academic Performance Improvement of Tourism Students

The Figure below showcases the resources and support provision strategies explored for academic

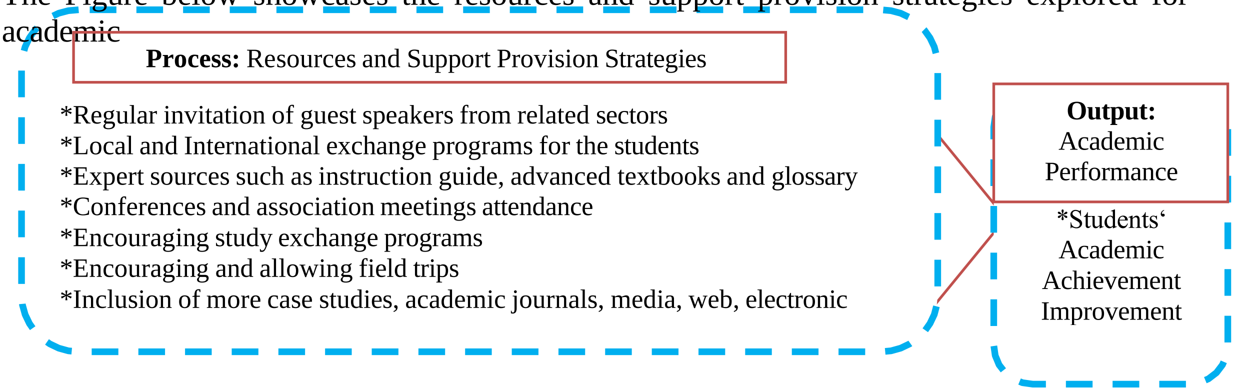

Figure 2: Developed Resources and Support Provision Strategies

Source: Field Survey, 2019: Compiled by the researchers.

performance improvement of tourism studies. Educators should begin to use expert sources such as instruction guides, advanced textbooks, and glossaries. Students should be encouraged to attend conferences and association meetings. There is a necessity to promote study exchange programs and allow field trips on courses requiring outside the classroom exposure. Instructors can include case studies, academic journals, media, web, electronic and/or open educational resources to support teaching. The TMES can also involve regular invitations of guest speakers from related sectors. Incorporating local and international exchange programs for the students in the education process is critical to improving the academic performance achievement of TM students.

CONCLUSION

Undoubtedly, performance is connected to the system in terms of, the organization's and students' capabilities with quality of teaching, the scale of resource, support provision and the level of students' academic condition. Output from the educational institution generates inputs to other sub-systems. The current research findings depicted that about 98% of the students are currently on CGPA less than second class upper division during this study. It implies that majority of the students might graduate with degree awards below second-class upper division, not meeting the academic degree requirement of labor upon graduation. A synergy exists between the teaching-learning environment, processes and output (academic achievement) in tourism education system. This research, therefore, concludes that the status of the education sector affects academic achievement of the students. Therefore, adequate resources and support provision strategies can enhance teaching and learners' experience in sharing ideas and in turn influence the students‘ academic performance.

RECOMMENDATIONS

This study recommends that:

1. Future researchers need to consider implementing the resources and support provision strategies above in the education sector for improving academic performance achievement of

the students to close match the existing gap between degree awards and labor set standards for employment.

2. After implementation, it is essential to evaluate further the impact of the strategies on the students' academic achievement in the education context for possible institutionalization.

3. Similar studies are expected to be conducted by including a larger sampling frame that will involve more higher institutions offering TM and/or related courses and shareholders.

4. The education regulatory bodies should collaborate together to have a wholistic policy and regulation during accreditation and mainly to develop unified tourism higher education curriculum.

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