



Impact of hospitality and tourism industry in Oshimili south local government area, Delta State, Nigeria towards sustainable economic growth

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Abstract

The study focused on the impact of hospitality and tourism industry in Oshimili South Local Government Area, Delta State, with a view to ascertain its contribution to sustainable economic growth in Nigeria. The objectives of the study were to examine the impact of the hospitality industry in the achievement of sustainable economic growth, and the impact of tourism on the Standard of Living of operators as well as find out the challenges of tourism in Oshimili South Local Government Area, Delta State, Nigeria. The study was a descriptive study. The population is made up of all the hospitality industry in the three towns (Asaba, Okwe and oko) in the study area. Two towns in Oshimili South Local Government Area, Delta State were selected using purposive sampling technique, while simple random sampling technique was used to select 800 respondents in both the two towns selected for the study respectively. Structured questionnaires were used as instruments for data collection in the study. Data generated was analyzed using descriptive statistics which included frequency, percentages as well as mean rating where mean of 2.50 and above was accepted and below 2.50 was rejected. Findings revealed hospitality industry has positively impacted on the provision of employment and that the tourism industry has also positively impacted on the standard of operators in Oshimili South Local Government Area. However, it was revealed that funding was a major challenge of tourism and the hospitality industries in Oshimili South Local Government Area. It was recommended that there is need for more people to be encouraged to more investors to engage in the tourism and hospitality industry. This would help to reduce the level of unemployment.

Background to the Study

There is no gain saying that tourism which involves being away from home on a temporary or short-term visit to places of interest outside one's place of residence and work, has become a flourishing source of income globally. According to Meng, Tepanon & Uysal, (2008) this is partly due to the peculiarity of income generation, employment creation and poverty elimination potentials which are associated with the intangible products. United Nation World Tourism Organization (UNWTO, 2015) sees the activity where an individual go outside the environment of his or her residence either for business, leisure or other purposes as tourism. Tourism therefore comprises the industry that packages, facilitates, promotes as well as delivered travels and care. Obviously, tourism activity greatly impacts the visitors and host communities before, during and after the experience.

Indeed, wages from tourism have huge economic impact on all spheres of the society to become one of the fastest growing industries globally (Aliyu, Abdul Kadir, & Aliyu, 2013). Kurian, Varadharajan, & Rajasekar, (cited in Manzuma-Ndaaba, Yoshifumi & Islam, 2014) asserted that the strength of tourism performance is obvious in poverty reduction, employment generation and income redistribution effect on rural communities. Moreover, Gil & Ritchie, (2008) are of the opinion that through the revolution in the tourism industry, both the government and private entrepreneurs have started to optimize the opportunities of attracting tourists to their countries. To be able to examine the numerous potentials that are inherent in the tourism industry, many countries have started to develop their cities and states in a manner that will attract tourist and tourist investors. In the light of the above Ayeni & Eboho, (as cited in Manzuma-Ndaaba, Harada & Islam, 2014) observed that the development of tourism as an alternative revenue sources include new strategy in most countries because of its multiplier effect on other sectors of the economy that allows it to create large volume of job for both skilled and unskilled labour.

Undoubtedly, the advantage of tourism is clearly visible in any nation, socially, environmentally and economically. According to Mbaiwa, (2003) there exist a complex relationship between tourism and the environment and for this reason caution should be applied in all tourism related activities especially manmade features and construction of tourism support facilities. The hospitality industry is among the industries in the tourism sector which has played a vital role in the provision needed comfort in any tourist destination (Eja'Oto, Yaro, & Iyang, 2011). It is against this backdrop that this paper takes a panoramic view on role of the hospitality and tourism industry in the provision of sustainable economic growth. Moreover Ayeni & Ebohon, (2012) is of the opinion that conscious efforts are required to guaranty replenishment and regeneration capacity of the environment in tourism development drives.

Tourism and sustainable development

It is a truism the tourism development is a major component of economic growth that comprises expanding the ownership base such as people benefiting from the tourism industry through job creation, skills development business and wealth creation and ensuring the geographical spread of tourism business all over the given destination Ekwutosi, Ikegwu & Chijioko (2016) provided a good example of tourism development as the right to host a soccer event such as the "world cup". They further observed that the BRAZIL 2014 world cup hosted by Brazil was a revolutionized tourism sector which produced thriving hospitality business because people that came from all over the world to witness the event thereby generating revenue from tourism and hospitality business in the host country.

Ekwutosi et al. (2016) explained that in 2006, the Nigerian Government instituted a new set of reforms in the tourism industry with the aid of the United Nations Development which led to the creation of the "Nigerian Tourism Master Plan". Unfortunately, a few years after the master plan had been drawn the tourism industry has still not developed even though there has been a major influx of global hotel brands into Nigeria in the past five years. For sustainability, the tourism master plan advocated for partnership programs between the internationally operated hotels in Nigeria and tour operators in the west to use spare capacity in these hotels at favorable rates. After five years, the tourism and hospitality industry still represent only a meagre 0.5% of Nigeria's GDP. Yet tourism is developing at a faster rate globally and more countries are getting aware about the need to develop tourism for socio-economic advantages (Ekwutosi et al., 2016). It is obvious that tourism has a vital impact on the society, topography, environment and socio-economic aspect of any country. In the social terms, the immediate benefit of tourism industry is the ability to bring people out of the unemployment circle. In other words, it creates job opportunity and also caters for both skilled and unskilled employment and it is known to be a labor-intensive industry which provides job per unit of investment compared to any other industry. The industry gives room to partnership and

entrepreneurship within the tourism business concept thereby creating an innovation and bringing about economic activity (Morrison, Rimmington and Williams, 1999). Despite the fact that tourism is important today in the nation, the problem associated with tourism is quite enormous. In that case such problems are perceptible in Anambra state. The infrastructural facilities such as good road network and parking space as well as good hotel accommodation are required.

Statement of the problem

Although there are vast tourism potentials as evident by the large number of the hospitality industry Delta State, which has a great chance of reducing poverty as well as well as resulting in job creation, income generation, yet there are a number of challenges militating against developing that tourism sector in the state. Both Government and the private investors seem to be constraint in their investment drive.

Objectives of the Study

The objectives of the study will be to:

- examine the impact of the hospitality industry in the achievement of sustainable economic growth in Oshimili South Local Government Area, Delta State, Nigeria.
- examined the impact of tourism on the Standard of Living of operators in Oshimili South Local Government Area, Delta State, Nigeria.
- find out the challenges of tourism in Oshimili South Local Government Area, Delta State, Nigeria.

Research Questions

The following research questions would be raised to guide the study:

- What is the impact of the hospitality industry in the development of tourism towards the achievement of sustainable economic growth in Oshimili South Local Government Area, Delta State, Nigeria?
- What is the impact of tourism on the Standard of Living in Oshimili South Local Government Area, Delta State, Nigeria?
- What are the challenges of tourism in Oshimili South Local Government Area, Delta State, Nigeria?

Scope of the Study

The study was limited to the hospitality and tourism industry in Oshimili South Local Government Area, Delta State, Nigeria.

Research Design and population

This research was a descriptive study. The population is made up of all the hospitality industry in the three towns (Asaba, Okwe and oko) in Oshimili South Local Government Area, Delta State, Nigeria.

Sample and Sampling

Technique For the purpose of this study, only two towns in Oshimili South Local Government Area, Delta State were selected using purposive sampling technique, while simple random

sampling technique was used to select 800 respondents in both the two towns respectively. The towns are Asaba and Okwe

Instrument

Structured questionnaires were used as instruments for data collection in the study. The questionnaire was designed in a modified Likert scale format of four response patterns and had two sections, “A”; and “B” with particular considerations to both the demographic and subject related areas.

Validation of the Instrument

The instrument was subjected to face and content validation by three experts in a University of Nigeria Nsukka, Faculty of Education.

Method of Data Collection

Primary data was obtained through the distribution of the questionnaire by a research assistant. All distributed copies of questionnaire were filled by the respondents and collected on the spot. This helped to eliminate transit-loss or delays in submission and compilation.

Method of Data Analysis

Data was analyzed using descriptive statistics which included frequency, percentages, and mean in line with the questions raised for the study. A 4-point rating scale was used and nominal values were assigned to each as follows; Strongly Agree (SA) 4, Agreed (A) 3, Disagreed (D) 2, and strongly Disagreed (SD) 1. The Mean decision rule was established at 2.50. Thus, any item with mean rating of 2.50 and above was accepted whereas anyone with mean rating below 2.50 would be rejected.

Data Presentation, Analysis and Results

Demographic Data Analysis

Table 1: Sex Distribution of Respondents

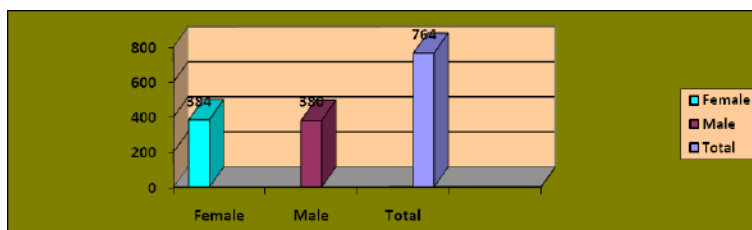


Table 1 shows that 384 (50.3%) of the respondents was female while the male respondents were represented by 380 (49.7%). Thus, the total number of respondents used was 764.

Table 2: Age Distribution of Respondents

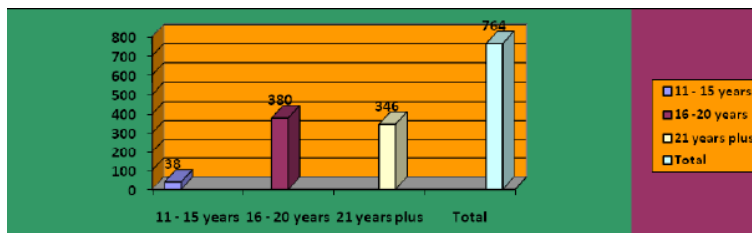


Table 2 reveals that 38 (5%) of the respondents were found within the ages of 11 to 15 years. 380 (49.7%) were within the ages of 16 to 20 years while 346 (45.3%) had ages from 21 years and above.

Analysis of Research Questions

Table 3 shows that most of the respondents were of the view that hospitality industry operator I have been able to create job in the tourism sector in the study area. Majority of the respondents were in agreement with items 1, 2, 4 and 5, except for item 3 which had to do with the inability to provide employment for people in the hospitality industries in the study area. The grand mean of 3.2 is indicative that entrepreneurship has positively affected, job and wealth creation in Anambra State.

Table 3: RQ1: impact of the hospitality industry in the development of tourism in Oshimili South LGA

SN	ITEMS	SA	A	D	SD	Mean	Decision
1.	As a hospitality industry operator I have been able to create job in the tourism sector.	278	412	40	34	3.2	Agree
2.	I have been able to employ people in my hotel/guest house	432	210	44	78	3.3	Agree
3.	I have not employed any people in my hotel/guest house	102	82	330	250	2.0	Disagree
4.	There are many hospitality industry operators providing job for youths	426	281	27	30	3.4	Agree
5.	hospitality industry provides tourism opportunity	370	247	69	78	3.2	Agree
Grand mean						3.2	Agree

Table 4 investigated the impact of tourism on the Standard of Living of tourism operators in Oshimili South Local Government Area. Majority of the respondents conceded to items 6, 7, 9 and 10 which sought to understand if tourism had any impact on standard of living of tourism operators in Oshimili South Local Government Area. However, respondent disagree in item 8 tourism industrial outfits hardly earn enough to break even. The grand mean score of 3.0 further established that tourism had a positive impacted on the operators living in Oshimili South Local Government Area.

Table 4: RQ2: Impact of tourism on the Standard of Living of tourism operators in Oshimili South

SN	ITEMS	SA	A	D	SD	Mean	Decision
6.	As a tourism operator your standard of living is high	410	211	87	56	3.3	Agree
7.	Your organizations maintain high standard of.	381	254	60	69	3.2	Agree
8.	Tourism industrial outfits hardly earn enough to break even.	26	125	263	350	1.8	Disagree
9.	Although we are a tourism operator, we make enough to pay our staff	422	196	67	79	3.3	Agree
10.	As an tourism operator in the state, your quality of life has been greatly enhanced	348	299	72	45	3.2	Agree
Grand mean						3.0	Agree

Table 5 indicates that respondents disagreed with items 11, 12, 15, 16, and 17 which were directed towards the challenges of tourism and the hospitality industry in Osimilii South Local Government. However, positive responses were generated for item 13 to which agree that fuel generator was their main source power. The grand mean score of 2.4 further reveal that that funding was a major challenge of tourism and hospitality industries in Oshimili South Local Government Area.

Table 5: RQ3: the challenges of tourism and hospitality industries in Oshimili South Local Government Area

SN	ITEMS	SA	A	D	SD	Mean	Decision
11.	Tourism and hospitality industries have adequate funds to expand the sector .	140	134	278	212	2.3	Disagree
12.	The vehicles and machines used in the industries are of very high quality and of international standard .	178	144	210	232	2.4	Disagree
13.	Fuel generator are your main source of power	347	283	80	54	3.2	Agree
14.	Most of our clients can afford a tourism and hospitality industry that is of very high quality and of international standard.	152	132	230	250	2.2	Disagree
15.	Most people go on holidays and sight seeing	127	130	226	281	2.1	Disagree
16.	Electricity is readily available for production	128	119	247	270	2.1	Disagree
17.	There are enough resources to enable the industry grow into a large-scale sector .	201	117	245	201	2.4	Disagree
Grand mean						2.4	Disagree

Summary of Findings

Findings revealed that:

- Hospitality industry has positively impacted on the provision of employment in Oshimili South Local Government Area.
- Tourism industry has also positively impacted on the standard of operators in Oshimili South Local Government Area.
- Funding was a major challenge of tourism and the hospitality industries in Oshimili South Local Government Area.

Summary

This study was carried out to ascertain the impact of tourism and the hospitality industry in Oshimili South Local Government Area.

Purposive sampling technique, and simple random sampling technique were used to select 800 respondents in two towns in Oshimili South Local Government Area namely Asaba and Okwe respectively. Structured questionnaire was designed by the researcher and forwarded to three research experts for face and contents validation. Corrections were made on the instruments by the experts were affected on the final copies of before they were taken to the field for administration and data collection. Data collected were analysed using frequency counts, tables, chats and mean statistics.

The results of the study showed hospitality and tourism industries have positively impacted on the provision of employment, in Oshimili South Local Government Area. It was, however, discovered that funding was a major challenge of entrepreneurs in Oshimili South Local Government Area.

Conclusion

This study made extensive attempt to assess the impact of tourism and the hospitality industry in Oshimili South Local Government Area. The study was able to reveal that both sectors have impacted on the provision of employment in Oshimili South Local Government Area, it however, revealed that, funding was a major challenge of the sectors in Oshimili South Local Government Area.

Recommendations

Based on the findings of this study, the following recommendations were made:

- There is need for more people to be encouraged to more investors to engage in the tourism and hospitality industry. This would help to reduce the level of unemployment.
- The government should also support both sectors and assist them with grant in aid.
- Bank should be more flexible with the condition for accessing loans.
- There is need to improve the power sector in the country so as to be able to provide a more stable electricity for the sector.

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