INVESTIGATING THE FACTORS HINDERING THE GROWTH AND DEVELOPMENT IN HOSPITALITY INDUSTRY IN ABEOKUTA METROPOLIS, OGUN STATE, NIGERIA.

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ABSTRACT

The study investigated the factors hindering the growth and development in hospitality industry using five selected hotels in Abeokuta. It is an empirical study whose major source of data was based on primary source obtained in a cross-sectional survey of 80 respondents using multi-stage sampling techniques. The study aimed at investigating the major factors hindering the growth and development in hospitality industry. The study employed usage of descriptive statistics to analysed the data generated through the questionnaire administered. The results revealed that there is a significant relationship between the professionalism level and patronage level of respondents in the hospitality industry; also staff professionalism have significant effect on the growth of hotel industry. Based on the research findings it was concluded that the growth and development in hospitality industry is influenced by both internal and external factors. The internal factors identified for this study include quality of effective services to the guests/customers while the external factors identified for this study include finance, competition, infrastructure Liberalization of the economy either leads to retrenchment or closure of industries that minimizes the number of working class who constitute the major customers of the hotels. The study therefore recommends that the government should provide an enabling business environment that is supportive, facilitative and favorable for business activities to thrive. Hotel industry should maintain cleanliness, promptness in rendering services, high quality products, and freshness in order to attract and retain customers.

Keywords: Development, Growth, Hospitality industry and Investigate

1.   INTRODUCTION

The hotel industry in Nigeria is going through an interesting phase. One of the major reasons for the increase in demand for hotel rooms in the country is the boom in the overall economy and high growth in sectors like information technology, telecom, retail and real estate. Rising stock market and new business opportunities are also attracting hordes of foreign investors and international corporate travelers to look for business opportunities in the country.

The hospitality industry includes the hotel and motel, or lodging, trade. As defined by the Council on Hotel, Restaurant and Institutional Education, it also includes food services, recreation services, and tourism. The hospitality industry provides accommodations, meals, and personal services for both the traveling public and permanent residents.
The hospitality industry is one of the world's largest employers (Reigel, 2016). During the past decade, hospitality and tourism education has grown with the rapidly expanding industry. The tremendous growth of the industry from the 1960s into the1980s created a favourable environment for the employment and career in hospitality Industry (Barrows, 2014).

Thus the statement of problem of this study can be defined as "factors hindering the growth and development in hospitality Industry" which depends on the innovation and productivity, managerial efficiency, geographic location, internalities which adopted by the organisation to better prepare for adjustment to industry and for career success.
Firstly, lodging industry has been contributed largely to the Nigerian tourism industry. Due to this reason, hotel industry is more aggressively to improve its products and services to serve more customers. Hence, this paper, will determine factors that affect the customer to visit the hotel and find out ways to improve their image. In the meantime, address out the special activities or task by suggesting viable and pertinent administrative techniques for the hotel business in Nigerian.

1.1   Statement of the Problem
There have been concerted efforts to grow Hotel Industries in Nigeria. However, Environmental factors such as national economy, competition, technology, infrastructure, and business environment are some of the most influential factors influencing the growth and the development of the Hotel Industries in Nigeria. On the other hand, the discouraging factors such as insecurity, terrorism threats, inadequate capital, and fear of political instability associated with general elections in Nigeria are also the factors influencing the growth and development of the hotel industries.

The low paying nature of the hotelier profession in Nigeria compared to other countries, lack of government support to the profession, and lack of aggressive take up of the profession by training institutions are some of the reasons there are few Nigerian professional hoteliers Tewani (2019). In addition, hotelier as a profession is not considered as a white collar job in Nigeria hence it has not been fully explored. It is against this background the sought to understand the factors influencing the growth and the development of hotel in the study area and in Nigeria as a whole.

2.   LITERATURE REVIEW

The concept of hospitality is reception and entertainment of guest/visitors with liberality and good will Kotler, Bowen,& Markens (2012) The most important aspect of the hospitality refer to warm welcome, reception and cordiality. It is the warm reception, which invariable induces providing a pleasant atmosphere by means of its available facilities and activities (Telfer, 2016).

Hospitality service is about creating a sense of well-being to the guests. It is a feeling that their needs are being met and their business are valued. The hospitality industry consists of broad category of fields within the service industry that includes accommodation, restaurants and bars, event planning, parks, transportation, cruise line and additional fields within the travel and tourism industry. Lashley and Morrison (2010) state that, "hospitality is essentially a relationship based on hosts and guests". Specifically, hospitality industry is part of travel and tourism industry, but accommodation and catering is a part of hospitality industry, which is limited within the periphery of hotels and catering industries. It ranges from small accommodation to star category hotels and restaurant. It is the industry of providing required and necessary service to the travelers to different purpose, especially for leisure/pleasure activities.

The success of a hotel company depends on a number of external and internal factors. External factors include several macro-environments such as demographic, economic, natural, technological, etc., therefore, companies have little or no control over these factors (Gursoy & Swanger, 2017).

Internal factors include various kinds of knowledge, production equipment, buildings, personnel, capital, marketing capabilities, and other company resources that can influence the company level of success. These internal factors can be labelled company competencies (Harmsen, Grunert, & Bove, (2010). Although the external environment influences company success, sustained competitive advantages derive from the internal resources and capabilities (also referred to as core competencies) that a company controls (Barney et al., 2011). The term "resources" includes competencies, assets, capabilities, resources, information and knowledge (Kim & Oh, 2014). Core competencies are those processes, skills and assets within the firm that it relies on to achieve competitive advantages (Olsen, et al.,2012).Therefore, hotel managers should focus on identifying, creating or developing competitive advantages that can be utilized in order to enhance the company's growth performance and bottom line.

The major competitive methods of the hotel firms include: new product development; strategic alliances; brand repositioning; technological innovation; data base marketing; pricing tactics; diversification; service quality management; employees as important assets; in-room sales and entertainment; conservation/ecology programs; and management information systems (Olsen et al., 2012). Some companies are successful because of the identification of the right success factors and implementation of new competitive methods, while others fail because of their inability to identify and implement the proper strategies. Among the internal strategic factors, the human resources, product development, innovation, technology, customer service, and marketing strategies are considered to have a significant impact on a company's financial success (Gursoy et al 2017).

Amit and Arun (2015) in their article "Factors influencing financial performance of small hotels in Tanzania" found out the following (internal) factors as affecting profitability and performance of small hotels in Tanzania: low volume and low prices of rentable rooms; high cost of goods sold, and high cost to sales percentages of controllable expenses; limited investment in technology and equipment; lack of product and service variety and quality; lack of formal training and education opportunities for employees.

Another study by Alison and Rivanda (2014) shows the internal and external contextual factors that were found to impact on performance in the small tourism businesses. The internal factors include the owner's-manager's management capabilities; ownership and organizational structure; involvement in a range of business activities; and, staff and skills. Gu,Z. (2015) pointed out that size, occupancy, and ownership are not the only factors that may affect the profitability of hotels. Other factors, such as branding, management systems, service quality, franchise status, guest demographics, etc.

The word 'hospitality and services' is referred to willing and doing something for somebody in the best way. It is a human behaviour of elegancy that is based upon the theoretical and practical exercise. Hospitality and services are

two sides of coin, without one side the coin remains incomplete. It is about catering services to guests who are away from their home environment and have high expectation and needs of quality products, services and atmosphere.

Hospitality and service is about creating a sense of well-being to the guests, as they become customer wishing to receive the required services. It is a feeling that their needs are being met and their business valued. It is difficult to weigh or measure the hospitality services. It denotes relation between service provider and receiver. The different services in the hospitability industries mean giving guests a little more than they expect. If the guests are ignored, treated rudely or cheated, they are left with negative feelings or anger and frustration, and the future business of the hotel is negatively affected. The study aimed at investigating the major factors hindering the growth and development in hospitality industry in Abeokuta and metropolis.

3. RESEARCH METHODOLOGY

Study Area

This study was carried out in selected hotels in Abeokuta metropolis, areas of Ogun State. **Research Population** The target population of this study comprises of all guests and staff of the five (5) selected hotels in Abeokuta Ogun state.

Study design
The study was cross sectional and descriptive in nature and involved guests and staff in selected hotels in Ogun state.

Sampling size and techniques
Five (5) hotels were purposively selected for this research work in Ogun State. A total of 80 respondents were selected through a random sampling technique.

Data collection
A well-structured questionnaire was administered for data collection, questions were asked on areas peculiar to the study; Section A contains the personal characteristics of respondents such as name, Age, Sex and other personal characteristics and section B include the level of staff professionalism, Section C include access the rate of patronage of respondent, Section D include access the managerial factor of staff.

Data analysis
Data collected from respondents were subjected to descriptive statistics using Statistical Packaged, for Social Scientist (SPSS) version 20. Chi-Square (X^2) tools was used to test the hypotheses. The degree of freedom was cross checked against the level of confidence throughout the test.

X^2 = Chi-square
Oi = Observed Frequency
Ei = Expected frequency
Σ = Summation

while the research hypotheses was tested using chi –square.

4. RESULTS AND DISCUSSIONS

Socio-Economic Characteristics of the Respondents
The findings revealed that majority of the respondents were between 26-35 years of age with an average of 30.5 years as presented in table 1.

Table 1: Socio-economic characteristics of the respondents

Socio-Economic Characteristics	Frequency	Percentage
Age		
18-25 years	24	30.0
26-35 years	40	50.0
36-44 years	14	17.5
Above 46 years	2	2.5
Gender		
Male	50	62.5
Female	30	37.5

Marital status		
Single	56	70.0
Married	19	23.8
Divorced	4	5.0
Widow	1	1.3
Academic qualification		
S.S.C.E	24	30.0
ND/NCE	30	37.5
HND/B.S.c	24	30.0
M.Sc	2	2.5
Length of service		
Below 1 year	26	32.5
1-3 years	32	40.0
4-7 years	17	21.3
Above 7 years	5	6.3
Occupation		
Reception	12	15.0
Restaurant	21	26.3
Housekeeping	13	16.3
Security	11	13.8
Maintenance	7	8.8
Kitchen	10	12.5
Banquet	6	7.5
Religion		
Muslim	28	35.0
Christianity	52	65.0
Total	**80**	**100.0**

Source: Field survey, 2019.

As evident in Table 1, results revealed that majority of the respondents 62.5% were male's respondents. This finding implied that both male and female were actively involved in hospitality industries in the study area and variable enhance the growth and the development of the industry.The study findings showed that majorities (70.0%) of the respondents were single. The findings of the study revealed that while the majority (37.5%) of the respondents had N.C.E/O.N.D, about (30.0%) of the respondents possessed secondary school certificate and H.N.D/B.Sc respectively. Majority of the respondents 40.0% had between 1-3 years of experience in their main occupation. In terms of religion, the findings of the study revealed that the majority (65.0%) participating respondents were Christians.

Level of staff professionalism
Table 2: Showing the level of staff professionalism in the study area.

Statements	SA		A		D		SD		Mean	S.deviation
	Frq	**%**	**Frq**	**%**	**Frq**	**%**	**Frq**	**%**		
Hotel staff keep to the their word	46	57.5	31	38.8	3	3.8	-	-	3.54	0.57
Hotel staff are loyal	42	52.5	23	28.8	9	11.3	6	7.5	3.26	0.94
Hotel staff exceed expectation	22	27.5	39	48.8	16	20.0	3	3.8	3.00	0.79
Hotel staff acquire professional skills	36	45.0	26	32.5	14	17.5	4	5.0	3.18	0.89
Hotel staff have technical skills	26	32.5	33	41.3	11	13.8	10	12.5	2.94	0.98

Source: Field survey, 2019.

In a changing global environment, the hospitality industry is being faced with the daunting tasks of keeping up with consumer demands while providing excellent customer service. Therefore, training in the area of professionalism level to ensure a seamless transition into the hospitality workplace has vital importance. Since the study is focused on the factors hindering the growth of hotel industry in the study area. It is very important to know the level of the

professionalism of the staff/workers in the industry as this will have effect in the growth and the development of the industry. The result of the analysis in the table above showed that the hotel staff always keep to their word (mean=3.54), they are loyal (mean=3.26), the staff also exceed their expectation (mean=3.00), the staff also acquire professional skills (mean=3.18) and also the hotel staff have technical skills (mean=2.94). This implies that there was high level of professionalism among the hotel workers in the study area. High level of professionalism being displayed by the hotel workers in the study area will in no doubt enhanced there service quality and thereby having positive significant effects on the growth and the development of the hotel industry in the study area. This corroborated the findings of (Kwok et al., 2012; Ruetzler et al., 2011; Tesone & Ricci, 2006) indicating that hospitality industry career success is predominantly in the areas of job competencies, job readiness, and/or perceptions of job success.

Rate of Patronage of Respondents
Table 3: Showing the rate of patronage by the hotel guest in the study area.

Statement	SA		A		D		SD		Mean	S.deviation
	Frq	%	Frq	%	Frq	%	Frq	%		
Hotels should employ special workers for their services	27	33.8	20	25.0	27	33.8	6	7.5	2.85	0.98
Hotels offer facilities and other social amenities to the guests	13	16.3	52	65.0	10	12.5	5	6.3	2.91	0.73
Hotel workers are given special training for their work	22	27.5	41	51.3	11	13.8	6	7.5	2.99	0.85
The rate of staff performance/attitude towards the organizational development are of good grade	17	21.3	58	72.5	-	-	5	6.3	3.09	0.68
The rate of products and services rendered to guest are satisfied	30	37.5	32	40.0	10	12.5	8	10.0	3.05	0.95

Source: Field survey, 2019.

The result of the analysis in the table above showed the responses from the hotels guest who patronized the sample hotels used for the study in the study area. This was done to know their opinions on what is/are needed to be done to enhance the growth of the hotel industries in the study area. The result indicated that the guest were of the opinion that hotels industries in the study area should employ special workers for their services (mean=3.54), hotels in the study area should offer facilities and other social amenities to the guests (mean=3.26), hotel workers in the study area should be given special training for their work (mean=3.00), rate of staff performance/attitude towards the organizational development are of good grade (mean=3.18) and also that products and services rendered to guest are satisfied (mean=2.94). This implies that when all these factors are put in place, it will enhance the growth of the industry in the study area.

Managerial Factors of staff
Table 4: Showing the managerial factors of staff in the study area.

Statement	SA		A		D		SD		Mean	S.deviation
	Frq	%	Frq	%	Frq	%	Frq	%		
The duties and responsibilities of all levels or department well spelt out	37	46.3	37	46.3	-	-	6	7.5	3.31	0.82
The company provide security and safety measures for the staff	25	31.3	40	50.0	15	18.8	-	-	3.13	0.70

Income range of staff is acceptable	23	28.8	36	45.0	20	25.0	1	1.3	3.01	0.77
provision of security and safety measure for staff are adequate	21	26.3	43	53.8	10	12.5	6	7.5	2.99	0.83
The rate of hotel cooperation of the company is adequate	15	18.8	40	50.0	25	31.3	-	-	2.88	0.70

Source: Field survey, 2019.

The result indicated that the duties and responsibilities of all levels or department well spelt out (mean=3.31), company provide security and safety measures for the staff (mean=3.13), Income range of staff is acceptable (mean=3.00), provision of security and safety measure for staff are adequate (mean=3.18) and also rate of hotel cooperation of the company is adequate (mean=2.94). This implies that the hotel workers in the study area are well managed and this should bring about enhancement in the growth of the industry in the study area.

Results of hypotheses

Ho$_1$: There is no significant relationship between the professionalism level and patronage level of respondents.

Table 5: Chi-square analysis of the relationship between professionalism level and patronage level of respondents in the study area

Variables	df	χ^2tab	χ^2cal	Sig.	Decision
Professionalism level vs patronage level	4	10.012	78.276[b]	Significant	Reject H$_0$

Source: Field Survey, 2019.

p<0.05

Results obtained from the chi-square analysis of the relationship between professionalism level and level of patronage in the study area established a positive and significant relationship between the two variables.

Ho$_2$: There is no significant relationship between staff professionalism and their management level.

Table 6: Result of analysis of the significant relationship between staff professionalism and their management level.

Variables	df	χ^2tab	χ^2cal	Sig.	Decision
Staff Professionalism vs management level	7	49.152	148.476[b]	Significant	Reject H$_0$

Source: Field Survey, 2019.

p<0.05

Table 6 presents the chi-square analysis of the relationship between staff professionalism and their management level. As contained in the table 6; there exist a positive but significant relationship between staff professionalism and their management level

1. **SUMMARY OF FINDINGS**
2.

The findings revealed that majority of the respondents were between 26-35 years of age with an average of 30.5 years, majority of the respondents 62.5% were male's respondents. The study findings showed that majorities (70.0%) of the respondents were single. The findings of the study revealed that while the majority (37.5%) of the respondents had N.C.E/O.N.D, about (30.0%) of the respondents possessed secondary school certificate and H.N.D/B.Sc respectively. Findings showed that majority of the respondents 40.0% had between 1-3 years of experience in their main occupation. In terms of religion, the findings of the study revealed that the majority (65.0%) participating respondents were Christians. The result of the analysis in the table above showed that the hotel staff always keep to their word (mean=3.54), they are loyal (mean=3.26), the staff also exceed their expectation (mean=3.00), the staff also acquire professional skills (mean=3.18) and also the hotel staff have technical skills (mean=2.94). The result indicated that the guest were of the opinion that hotels industries in the study area should employ special workers for their services (mean=3.54), hotels in the study area should offer facilities and other social amenities to the guests (mean=3.26), hotel workers in the study area should be given special training for their work (mean=3.00), rate of staff

performance/attitude towards the organizational development are of good grade (mean=3.18) and also that products and services rendered to guest are satisfied (mean=2.94). The result indicated that the duties and responsibilities of all levels or department well spelt out (mean=3.31), company provide security and safety measures for the staff (mean=3.13), Income range of staff is acceptable (mean=3.00), provision of security and safety measure for staff are adequate (mean=3.18) and also rate of hotel cooperation of the company is adequate (mean=2.94).

6.   CONCLUSION AND RECOMMENDATIONS

6.1   Conclusion

The major focus of this study was to investigate the factors influencing the factors hindering the growth and development in hospitality industry. The findings of the study indicate that the growth and development in hospitality industry is influenced by both internal and external factors. The internal factors identified for this study include quality of effective services to the guests/customers. The external factors include finance, competition, infrastructure Liberalization of the economy either leads to retrenchment or closure of industries that minimizes the number of working class who constitute the major customers of hotels.

6.2   Recommendations

In view of the above findings and taking into consideration the fact that there is the need to be a holistic approach towards management of hotel industry in the study area and the country at large, the following recommendations are made.

The government should encourage non-financial and financial promotional programs aimed at assisting hotel industry. The government should provide an enabling business environment that is supportive, facilitative and favourable for business activities to thrive.

Hotel industry should maintain cleanliness, high quality products, and freshness in order to attract and retain customers. Addressing constraints militating against patronage effectively and regular maintenance of these facilities is a good step in the right direction to ensure profit maximization.Since training enable employee to develop and rise within the organization and increase their market value, more training and retraining programmes should be organized for hotel workers in order for them to develop their potentials in the industry.High productivity will be achieved with strategic management of hotel staff and as such hotels should manage their staff in such as a way as to enhance profitability. Employers of labour and decision makers should endeavour to create enabling training environment and favorable training policies that will give every worker opportunity to attend training. Work ethics and service delivery should be given utmost priority in the hospitality industry so as to internalize such culture in the employees.

Training and development programme should be allowed to flourish through adequate   funding of the programme and every employee should be given equal opportunity to benefit.The human resource departments of the hospitality industry should draw out an articulated training and development policy so as to be able to avoid the risk of losing its employee to other sectors after being sent on training.The employees in the hospitality industry should be adequately motivated through adequate, fair and commensurate reward system in line with their acquired skills.Periodic review of the programme should be carried out to ascertain the extent to which the programme have been successful with view to reviewing it where and when necessary.The infrastructural facilities in the hospitality industry should be upgraded so as to provide conducive work atmosphere for employees and customers towards greater productivity in the industry.

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