



Determinants of Hotel Patronage and Challenges in Oyo State, Nigeria

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Abstract. The significant role of the hotel industry vis-a-vis the provision of job opportunities, foreign exchange earnings and beautification of the environment cannot be over emphasized. However, there is a dearth of information of hotel patronage and the challenges confronting the industry. It is therefore against this backdrop that this study was carried out in Ibadan Oyo State, Nigeria. Multistage sampling technique was adopted in the study to select both the staff and customers patronizing the hotels. A well-structured questionnaire and scheduled interview were used to elicit information collected. The study revealed that more males (56.82%) than females work in hotels and the ages of most (70.45%) members of hotel staff as well the ages of most (51.14%) of the customers ranged between 26 and 40 years. Among others, accommodation ($\bar{x} = 3.76$) is the highest factors influencing hotels patronage by customers while others are Security” ($\bar{x} = 3.75$), “Power supply” ($\bar{x} = 3.70$), “Water supply” ($\bar{x} = 3.69$), “Staff quality” ($\bar{x} = 3.53$), “Location” ($\bar{x} = 3.45$) and “Catering services” ($\bar{x} = 3.26$). It is therefore suggested that high level standard of the aforementioned factors be promoted and maintained by the hoteliers in order to maximize the benefits not just for the staff and owners but also for revenue generation for the state and to also project good image of the industry to the outside world.

Keywords: Determinant factors, hotels, patronage, challenges, Oyo State, Nigeria

1. Introduction

The hospitality industry comprises hotels, motels, guesthouses, restaurant and bars, hospitals (Singh and Mulla, 2011). The service of hotels embraces the organized system of apparatus, appliances and employees for supplying accommodation and activities required by the public. The industry is an important aspect of the tourism sector which offers customer services by means of a well-organized system. Hotels provide food, drinks and accommodation to guests who are willing to pay for them and who are in a state to be received (Ajakaye, 2015). Their significant role in the industrial sector in terms of the provision of jobs and foreign exchange earnings (Wouters, 2011) cannot be over emphasized.

Hospitality and tourism establishments are graded and classified based on the minimum operating standards of the facilities and the services provided, managed and maintained in each grade or class of such establishment. The term ‘hotel rating sometimes referred to as “hotel grading” or “hotel classification” is often used to classify hotels according to different attributes (World Tourism Organization, 2014). It denotes a system, duly published, in which similar accommodation establishments. (hotels, motels, inns etc.) have been conventionally broken down into classes, categories or grades (WTO, 2014). This is in accordance with their common physical and service characteristics. According to the WTO “hotel rating systems were developed primarily for protecting consumers.” Currently, competitive marketing pushes local and international hotels to seeking standardization and tools to improve service quality (Tefera and Krishna, 2015).

A general appraisal and classification of grades of hotels show that one-star hotels have some modest, limited range of facilities and furnishing, with at least ten suite bedrooms. They are generally small and independently owned. Two-star hotels offer a higher standard of accommodation, with at least 20 better-equipped suite bedrooms than a one-star hotel. Each guest room must have a telephone and a colour television. A two-star hotel must also have a parking area for at least 10 guests' cars. In this class, guests can expect comfortable and, well equipped accommodation usually with an en-suite bath or shower. Reception and other staff will aim for a more professional presentation than at the one-star level and will offer a wider range of straight forward services, including serving food and beverages. Three-star hotels offer more spacious, nicer, better-equipped furnished en-suite rooms when compared to one star and two-star hotels. A three-star hotel also has high-class decorations, a colour television in each en suite room, showers, central air-conditioning, valet and room service, one or more bars and lounges an, on-site restaurant, and a small fitness centre with a standard swimming pool usually located in a high-brow, a three-star hotel must also have a minimum of 30 en-suite rooms. Each bedroom will have an en-suite bath and shower and will offer a good standard of comfort and equipment such as a direct dial telephone and toiletries in the bathroom. Besides room service therefore some provisions for business travelers.

A four-star hotel comes with exceptionally well furnished en-suite rooms, central air-conditioning, room and valet service, an excellent restaurant and cuisine, concierge, porter age and luggage handling services, laundry, a standard swimming pool and other recreational facilities. The hotel location and environment should be suitable for a hotel of international standards. A four-star hotel also offers, at least, 50 en-suite rooms, 20% of which must be suites and 25% single rooms. It should have at least, one serviced elevator for guests, and another service elevator for staff. Other important facilities include: fire detection facilities, closed- circuit television set a dining room, an internationally trained manager, car park for at least 50 cars, a reception/information counter, and conference and banquets halls. At least 70% of its employees must be professionally trained.

Five-star hotels are internationally branded hotels offering the highest standard of services and luxuries, with some of the finest architecture, ambience, accommodation and amenities. There is provision for a gym, a bigger-sized swimming pool, cuisines, more than one restaurant, a casino, on-site shopping

facilities and other in-premises recreational facilities. These hotels also offer at least one serviced lift/elevator for its guests and another lift for its employees and goods. It must have at least 100 bedrooms; 25% of which must be suites and 20%, single rooms. it must also have gardens, a lawn or roof garden, a reception and information centre, a 24hour concierge and porter service, a central air-conditioning system, a wake-up call service, conference and banquet halls, at least two restaurants, dining rooms, 24hours coffee shop, a well-equipped bar and a car park for at least 50 guest cars. Its manager must be internationally trained and should speak, where possible, more than one internationally recognized language. At least 80% of its other personnel must be trained in providing the highest quality of hospitality services.

The criteria for grading hotels therefore are, type of accommodation, restaurant, styles of cuisine, fitness areas, standard swimming pool, laundry services, number of suites, closed circuit television, international trained manager, central air-conditioning system, conference and banquet halls, car park, wake-up call service, roof garden, reception, information centre etc. Apart from categorizing hotels into different grades, diverse marketing strategies are adopted to attract various customers which eventually influence the type and the level of patronage. It is against this backdrop that this study is being undertaken.

2. Research Methodology

2.1 Study Area

The study was carried out in Ibadan Oyo State with coordinates: Latitude 7° 51'N, 9° 25'N and Longitude 3° 55'E, 52° 50'E. It has an estimated total population of 7,840,864 as at 2016 (NBS, 2017).

2.2 Data Collection and Analysis

A Multi-stage sampling technique was adopted for this study. Firstly, two local government areas namely; Ibadan North and Ibadan South-West were purposely selected because of the preponderance of hotels in the study area. The second stage was the random selection of six (6) junior members of staff, two (2) senior members of staff and (2) two members of the management staff from each of the hotels making a total of 100 respondent. However, (88%) of the total questionnaires were retrieved and used for this study. Among the hotel customers, ten (10) respondents were randomly selected from each of the hotels out of which 88% of the total questionnaire

was utilized in the analysis. About 57% of the respondents were males while 43.18% were females. Most of the hotel customers had tertiary education. The age range indicated that most (70.45%) of the hotel staffs as well as most of the customers (51.14%) were between 26 and 40years.

3. Results and Discussion

Table 1 shows that 50(56.82%) of the respondents were males and 38(43.18%) were females. This shows that more males than females work in hotels. This result corresponds with the submission of Ekong and Imikan, (2016) that more males work in hotels than females. Also more males (62.5%) patronized hotels than females.

The ages of most members of staff of the hotel (70.45%) as well as those of the most of the customers (51.14%) ranged between 26 and 40years. Most (54.55%) staff of the hotel were educated while a few (2.27%) had no formal education. The largest proportion (68.18%) of the customers obtained tertiary education while some (28.41%) had

secondary education; a few (2.27%) had no formal education while others (1.14%) had primary education. Most (60.23%) of the hotel staff were singles, some (36.36%) were married, others were separated (2.27%) while some were widowed (1.14%). The majority (63.64%) of the hotel customers were married about 28% were single while others were either separated (5.69%) or widowed (2.27%). In respect of the household size of the customers majority (65.91%) had a household size of between 1 and 4 persons while 59.09% had a work experience of less than or equal to 2 years, 29.64% had 3 – 5years experience while 11.36% had more than 5years work experience. Their monthly income revealed that 39.77% and 32.95% received between 10,000.00 – 20,000.00 and 21,000.00 – 30,000.00 respectively while 12.5%, 7.95% and 3.41% received 31,000.00 – 40,000.00, 41,000.00 – 50,000.00 and 51,000.00 – 60,000.00 hence only 24 % of the total hotel staff enumerated received an amount that is above the set national minimum wage. Furthermore, the majority (64.77%) were junior members of staff while 22.73% and 12.5% were senior and management members of staff respectively.

Table 1: Socio-economic characteristics of the respondents

Variables	Hotel Staff		Hotel Customers	
	Frequency	(%)	Frequency	(%)
Gender				
Male	50	56.82	55	62.50
Female	38	43.18	33	37.50
Age				
18 – 25	16	18.18	12	13.64
26 – 40	62	70.45	45	51.14
≥41	10	11.36	31	35.22
Educational Qualification				
No formal education	22	27	2	2.27
Primary	33.	41	1	1.14
Secondary	48	54.55	25	28.41
Tertiary	35	39.77	60	68.18
Marital status				
Single	53	60.23	25	28.41
Married	32	36.36	56	63.64
Widowed	11	14	2	2.27
Separated	22	27	5	5.69
Household size				
1 – 4	58	65.91		
>4	30	34.09		
Work experience				
≤ 2	52	59.09		
3 – 5	26	29.64		
>5	10	11.36		
Monthly Income ('000)				
10 – 20				
21 – 30	35	39.77		
31 – 40	29	32.95		
41 – 50	11	12.5		
51 – 60	77	95		
>60	33	41		
Staff category				
Junior	57	64.77		
Senior	20	22.73		
Management	11	12.50		

Source: Field Survey, 2019.

Among the factors determining the different grades of hotels in the study area (Table 2), accommodation ranked highest with a mean score of (\bar{x} =3.76) It was also the main factor determining hotel patronage by customers and was followed in succession by “Security” (\bar{x} =3.75), “Power supply” (\bar{x} =3.70), “Water supply” (\bar{x} =3.69), “Staff quality” (\bar{x} =3.53), “Location” (\bar{x} =3.45), “Catering services” (\bar{x} =3.26), “Entertainment” (\bar{x} =3.10), “availability of internet services” (\bar{x} =2.82), “Physical and health enhancement facilities (e.g. gyms, swimming pool)” (\bar{x} =2.69), and “Others”(e.g. green landscape, ornamental plants and trees) (\bar{x} =1.23) was the least.

Table 2: Determinants of hotel patronage in Ibadan

S/N	Variable	1	2	3	4	5	\bar{x}	S.D
1	Accommodation	0 0%	6 6.82%	20 22.73%	44 50.00%	18 20.45%	3.76	0.87
2	Security	4 4.55%	1 1.14%	26 29.55%	32 36.36%	25 28.41%	3.75	1.05
3	Power supply	1 1.14%	5 5.68%	28 31.82%	26 29.55%	28 31.82%	3.70	1.01
4	Water supply	1 1.14%	4 4.55%	36 40.91%	26 29.55%	21 23.86%	3.69	0.99
5	Staff quality	1 1.14%	7 7.95%	41 46.59%	27 30.68%	12 13.64%	3.53	0.95
6	Location	0 0%	9 10.34%	39 44.83%	29 33.33%	10 11.49%	3.45	0.96
7	Catering services	3 3.41%	11 12.50%	36 40.91%	30 34.09%	8 9.09%	3.26	0.98
8	Entertainment	3 3.45%	14 16.09%	45 51.72%	19 21.84%	6 6.90%	3.10	0.96
9	Internet services	6 6.90%	24 27.59%	33 37.93%	16 18.39%	8 9.20%	2.82	1.13
10	Physical and health enhancement facilities (e.g. gyms, swimming pool)	26 29.55%	9 10.23%	34 38.64%	11 12.50%	8 9.09%	2.69	1.33
11	Others (e.g. green landscape, ornamental plants and trees)	-	1 16.67%	5 83.33%	-	-	1.23	0.62
Weighted Mean = 3.18								

Source: Field Survey, 2019.

Key: 1 = Strongly disagree, 2= Disagree, 3= Undecided, 4= agree, 5= Strongly disagree

Table 3 shows the problems encountered by the hotels in carrying out their corporate social responsibility. “Poor patronage” (\bar{x} =2.53) ranked highest followed by “non-availability of land” (\bar{x} =2.43), “inadequate Staff development” (\bar{x} =2.42), “inability to cope with guest’s sophistication” (\bar{x} =2.27), “Inadequate power supply” (\bar{x} =2.27), “marketing issues” (\bar{x} =2.24), “increased competition from other hotels” (\bar{x} =2.14), “Lack of Technological Application: (CCTV,CRS)” (\bar{x} =2.08), “Non-awareness of needs of the community due to poor hotel-community relationship” (\bar{x} =2.05), “cooperation from the host community” (\bar{x} =1.91), and “Lack of funds” (\bar{x} =1.87) ranked the least.

Table 3: Challenges encountered by the hotels

S/N	Challenges	SD	D	A	SA	\bar{x}	S.D
1	Poor patronage	6 6.82%	46 52.27%	22 25.00%	14 15.91%	2.53	0.82
2	Non Availability of Land	8 9.09%	44 50.00%	24 27.27%	12 13.64%	2.43	0.84
3	Inadequate Staff	6 6.82%	48 54.55%	27 30.68%	7 7.95%	2.42	0.83
4	Inability to cope with Guest’s Sophistication	10 11.36%	51 57.95%	20 22.73%	7 7.95%	2.27	0.87
5	Inadequate power supply	6 6.90%	46 52.87%	31 35.63%	4 4.60%	2.27	0.72
6	Marketing Issues	9 10.34%	46 52.87%	29 33.33%	3 3.45%	2.24	0.76
7	Increased Competition from other hotels	10 11.36%	55 62.50%	18 20.45%	5 5.68%	2.14	0.68
8	Lack of Technological Appliances (CCTV,CRS)	10	57	15	5	2.08	0.67

		11.49%	65.52%	17.24%	5.75%		
9	Non awareness of the needs of the community due to poor hotel-community relationship	20 22.73%	49 55.68%	14 15.91%	5 5.68%	2.05	0.84
10	Cooperation from the host community	22 25.00%	48 54.55%	18 20.45%	-	1.91	0.62
11	Lack of funds	28 31.82%	43 48.86%	14 15.91%	3 3.41%	1.87	0.72
Weighted Mean =2.20							

Source: Field Survey, 2019.

4. Conclusion and Recommendation

The staff and the customers of the sampled hotels in this study were well-educated and mostly males. Factors such as accommodation, provision of adequate security, constant electricity power supply and water supply, staff quality, catering services and location of the hotel affected the level of patronage of the hotels. Improvements in the quality of these factors were imperative, if these factors attract high-quality patronage.

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