

# Assessing the Factors Affecting Hotel Management in Ikire, Osun State, Nigeria

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**Abstract:** *Tourism is service based industry offered to tourists, tourism services are the practical implementation of hospitality. Hotel is an establishment within the broader field of hospitality which provides lodging, meals and other services to guests. Rendering services in the hotels possess little or more challenges which a lot of researchers have been on look outs in finding lasting solutions. Therefore, this research investigates the prominent factor(s) affecting the hotel management in Osun state with preference to hotels in Ikire. The research was carried out in Ikire town located along Ibadan and Ile Ife expressway Osun state, Nigeria. The research engaged the entire twelve hotels in Ikire town and their staff (117). The data collected were analysed using frequency count, percentage and Pearson chi square. The result revealed that insecurity within the hotel, insufficient fund for running the hotel, structural design of the hotel and socio-economic factor of the hotel are significantly related to successful and smooth running of hotel businesses in Ikire town. Though most respondents believed that structural design of the hotel must be the first factor in hotel businesses. Insecurity, socio-economic, insufficient fund, and structural design of the hotel were identified as factors affecting hotel management in Ikire.*

**Keywords:** hotel establishment, guests' patronage, prominent factors, infrastructure influence

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## INTRODUCTION

Tourism is a phenomenon with different definitions. It comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (UNWTO, 2020). Tourism is one of the world's largest and fastest growing industries (Al-Badi *et al.*, 2017). Despite the setback witnessed during the Covid 19 pandemic; it has sprung back, with international travels at 80% of what obtained during the pre-pandemic era (UNWTO, 2023a). Tourism is service based industry offered to tourists, both by the tourism industry and by local businesses and organizations which includes accommodation, transportations and food and beverages simply 'Hospitality' therefore tourism services are the practical implementation of hospitality. Accommodation is an important element for tourists as well as for the tourism industry due to significant amount tourist' budget and spend on it. Zhang *et al* (2020) opined that hotels are important in the tourism industry. All visitors, especially those who will spend at least a night, will consider first their lodging and the type of lodging at the time of trip planning before embarking on such trip; and as such, tourism cannot be complete if visitor's accommodation is neglected.

Mucharreira *et al* (2019) added that hotels, lodges, and rest houses emerged in the world as a major source of employment. Assaf *et al* (2017) affirmed that hotels is concerned with the provision of physiological and psychological comfort within define levels of service. Therefore, hotel is an active partner in the tourism industry providing varied facilities and amenities for guests during their sojourn and guests expected services may include check-in and check-out, housekeeping, room services, concierge, business, fitness facilities and food and beverage services. Rendering services in the hotels might possess little or more challenges ranging from poor energy supply and insecurity to misconstrued internal perception, cynical global perspicacity, flawed hotel classification, poor customer service, little or no standardization in operations, inconsistent regulatory environment and skilled labour shortages caused by a few entrepreneurs with little knowledge of the workings of the industry who hijack the process to perpetuate plans for their own personal aggrandizement, as reported by (Ajayi and Ayodele 2014). Though many researchers have dug deep finding lasting solutions to challenges faced by the hotels managements such as Ogboagha, *et al* (2021) in Abia state researched on the challenges in hotel industry, it was revealed that the major challenges facing the hotel industry in Abia state are lack of expertise, erratic power supply, lack of good infrastructure, high room charges and insecurity while Edwin and Polycarp (2019) investigated on security challenges in hotel industry in Owerri the capital of Imo state, Nigeria. Nevertheless, none of the research focused on assessing the patronage pattern which is one of the major source of profit or income generation that will determine smooth running of the hotel likewise on prominence of the aforementioned challenges in Osun state. Thus, this research investigates the prominent factors affecting the hotel management in Osun state with preference to hotels in Ikire and their pattern patronage.

## Hypothesis

H<sub>0</sub>1: There is no significant relationship between hotel challenges (Insecurity, financial incapability, academic relevancy and structural design) and hotel management.

## METHODOLOGY

### The study Area

The research was carried out in Ikire a town located along Ibadan and Ile Ife expressway Osun state in the South-western, Nigeria. Founded by an elephant hunter Prince Akinrere being the first settler from Ile Ife. The most predominant activities in Ikire area are Agriculture and Agro-allied businesses. The people of Ikire are known for the production of 'dodo Ikire' made from overripe plantain. According to the population census conducted in 2006, there were a total number of 143,599. Ikire is housing Osun State University, Faculty of Humanities and culture, which had led to an increase in number of people living to over 1,000,000 and emergence of the economic growth in Ikire. With the increase in the population over the years hotel industries in Ikire started increasing as a result of people visiting the monument, shrines and festivals, people that are willing to spend their night in the hotel. The students also visit the hotels for relaxation and other purposes. Ikire lies within 2°31'1" and 6°00'1" east and Latitude 6°21'1" ad 8°37'1" North. The temperature ranges between 21°C and 34°C while the annual rainfall ranges from 150mm to 3000mm. The wet season is associated with the Southwest Monsoon wind from the Atlantic Ocean while the dry season is associated with the Northeast trade wind which blows from the Sahara desert. The vegetation of Southwest Nigeria is made up of fresh water swamp and mangrove forest at the belt.

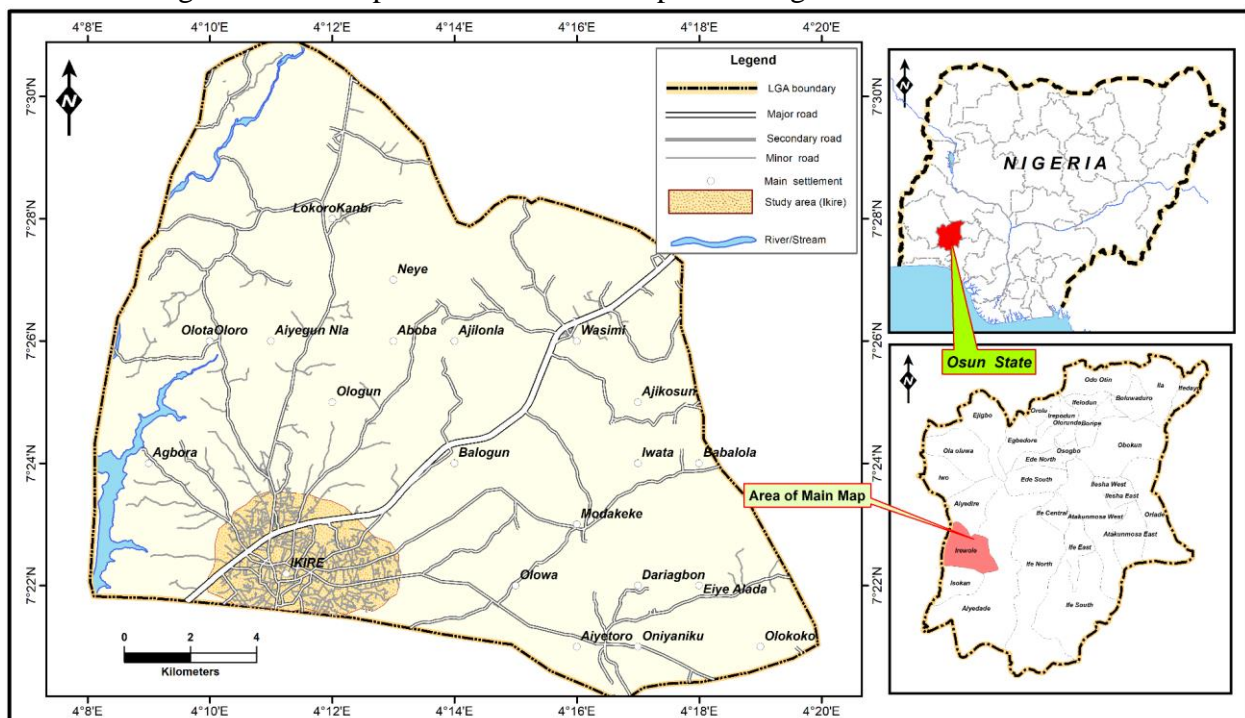


Figure 3.1.1: Map of Ikire, Irewole local government.

### A. Reconnaissance survey

The preliminary study was carried out by visiting the Osun State Ministry of Tourism and Culture, and Irewole local government secretariat to find out the number of registered hotels in Ikire. However, there was no recorded data on registered hotels in Ikire. The association of hoteliers in

Ikire was also consulted. Every nook and cranny of Ikire was visited in order to ascertain the total number of existing hotel industries in Ikire and also to get the actual numbers of members of staff and access the services rendered at each of the hotels.

### **B. Nature of Research**

Descriptive survey was conducted, using the case study approach. This type of survey is commonly used in gathering data in the field of tourism. It is concerned with specific characteristics of a particular population and is used mostly to gather information on what people think or do (Altinay & Paraskevas, 2008).

### **C. Research Methods**

A combination of qualitative and quantitative methods were adopted for the study. These methods, according to Bryman (2008), enables adequate test of data gotten from both sources, as the limitation of one is covered by the other.

### **D. Population of the study**

The population for this research comprises all staff of the hotels in Ikire.

### **E. Method of data collection and analyses**

The sources of data were from both primary and secondary sources. A well-structured close ended questionnaire was administered in the study area to elicit data from the respondents to determine their demographic characteristics and potent of identified challenges in management of hotels then an open ended questionnaire to elicit information from the respondents on pattern of guests patronage in Ikire hotels, total number of one hundred and seventeen (117) questionnaires were distributed while ninety nine (99) were properly filled and was returned representing 84.62% of the questionnaire distributed. The data collected were analysed using descriptive statistical tool (frequency count and percentage), while inferential statistical tool was also employed using Pearson chi square.

### **F. Sampling technique and procedure**

This study employ total sampling procedures that is all the functioning hotels and their staff in Ikire namely ; The Royal Victoria hotel (15), Balamjinat hotel (3), Deecool hotel (5), Metro tavern hotel (5), GT hotel (14), House 18 hotel (16), Molak hotel (2), Mojirola hotel (7), Royal hotel (2), Ibran Hotel (18), Wetland hotel (2), Unique guest house (3) and Darlington hotel (7) . All the staff at the hotels were employed i.e. administrative section, operational section, safety, security and maintenance section were sampled.

## **RESULTS AND DISCUSSION**

The result of the demographic characteristics of the respondents for this research is reported in Table I. it was revealed that more than half 53% of the respondents were male which commemorate the report of Edwin and Polycarp (2019) and the cause of this could be attributed to Yoruba parents believe that hotel staff are always sex workers so they prevents their female child or children from working in hotel or other related industries. Also 31% of the participants were within age bracket

of 23 – 27 years this age range may be more likely to have the skills and knowledge needed for hotel work such as strong customer service skills and familiarity with technology. Additionally, this age range may be more likely to be able to work flexible schedules or long hours, as they may not have as many family or other commitments as older works, this is still in consistent with the findings of Akinyemi, (2014), Adefalu *et al.*, (2014) and Ajani *et al.*, (2020) which expressed that youths participate more in physical and tourism activities than other categories of people which is due to their vigorous nature and anxiety to acquire money and luxuries. Furthermore, this study also depict that front office and Housekeeping departments 19% each has more personnel than other departments. This could be so due to variety of duties performed by different units in the front office such as reception units, account unit e.t.c. As for housekeeping department the reason may be that housekeeping is a critical function of any accommodation providers by ensuring rooms are cleaned and sanitized to high standard. Additionally, housekeeping staff must be available around the clock, as the guest may request for their services at any point in time. Also housekeeping staff are often responsible for a wide range of tasks, such as making beds, laundry service cleaning bathrooms, vacuuming carpets and restocking linens and amenities. Furthermore, the accommodation provider personnel in operational departments such as food and beverages unit, housekeeping, room service, pool unit and outdoor food services had highest number of staff 56%.

Results on educational background revealed that more than 39% of the staff working in hotel industries or accommodation providers possessed ordinary level certificate. This result could be expected due to the fact that most of the indigent and other settlers in Ikire were farmers before the arrival of the university which led to increase in their population and infrastructures.

**Table 1: Demographic characteristics of respondents**

Variables	Guests	
	Frequency	Percentage
<b>Gender</b>		
Male	54	54.50
Female	45	45.50
<b>Age</b>		
18-22	25	25.30
23-27	31	31.30
28-32	24	24.20
33-37	14	14.10
38-42	3	3.00
43-47	2	2.00
48-52	--	--
53-57	1	1.00
<b>Department personnel</b>		
Bar	2	2.02
Maintenance	9	9.09
Restaurant	8	8.08
Bakery	5	5.05
Kitchen	10	10.10
Account	7	7.08
Front office	19	19.19
Security	12	12.12

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House Keeping	19	19.19
Room service	8	8.08
<b>Sectional personnel</b>		
Administrative	24	24.24
Operational	56	56.57
SSM	19	19.19
<b>Educational Qualification</b>		
O.Level	39	39.39
OND/HND/NCE	38	38.38
B.A/B.SC/BED	12	12.12
M.Sc./MA	9	9.10
PhD	1	1.01

**Pattern of guests' patronage in Ikire hotel**

The results reported in table 2 revealed that in year 2019 probably before the spread of COVID 19 the average patronage of guests in Ikire hotels ranges from 2 to 40 guests on a weekly basis and monthly basis it ranges from 20 to 3,000 guests and for the whole year it ranges from 170 guests to 41,000 guests. For year 2020: on weekly basis it ranges' ranges from 0 to 35 guests while on monthly basis it ranges from 10 to 1,300 guests and throughout the year patronages were within 150 to 23,000 guests. This is quite low compare to the year 2019 turn outs. In the year 2021 the daily patronage jack up a bit compare to 2019 and 2020 because it ranges from 4 to 83 guests, 20 to 6,005 guests and 160 to 42,480 guests on weekly, monthly and yearly bases respectively. The variance of guests patronage in the hotels could be attributed to standard of the facilities in each hotel then functionality of the facilities, service delivery by the staff, meanwhile some of the guests were enticed with structural design of the hotels while some made their choice with advert found on out online, signboards, flyers and handbills. Furthermore, the hotel operators in Ikire established the fact that most guests prefer the newest hotel.

**TABLE 2: Pattern of guests' patronage in Ikire hotels**

	AWP	AMP	AYP	AWP	AMP	AYP	AWP	AMP	AYP
<b>AP</b>	<b>2019</b>			<b>2020</b>			<b>2021</b>		
Balamjinat Hotel	30	205	2,840	25	187	2,120	20	170	8,160
Royal Hotel	25	110	1,000	25	95	800	25	140	1,020
Ibran Hotel & Suite	NYE	NYE	NYE	NYE	NYE	NYE	83	6,005	42,480
House 18 Hotel	40	300	10,480	20	280	8,344	19	700	10,268
The Royal Victoria Hotel	22	2,000	34,000	24	1,300	21,000	15	850	35,000
Deecool Hotel	40	3,000	41,006	35	1,060	23,000	38	780	40,000
Unique Guesthouse	24	182	2,184	35	145	1,940	52	410	2,320
Mojirola Hotel	22	174	7,488	35	145	6,740	43	301	7,652
G.T Hotel	2	20	1,200	0	30	940	8	37	1,706
Wetland Hotel	9	20	170	5	10	150	13	50	160
Darlington Hotel	NYE	NYE	NYE	NYE	NYE	NYE	10	60	NYE
Metro Tavern Hotel	NYE	NYE	NYE	NYE	NYE	NYE	4	20	2,600

KEY: AWP= Average Weekly Patronage, AMP= Average Monthly Patronage, AYP= Average Yearly patronage, NYE = Not Yet in Existence

**Pattern of guests' patronage in Ikire hotel**

The results reported in table 2. It was revealed that at least 170 guests patronised Wetland hotel while most guests 3,000 patronised Deecool hotel in year 2019. As at 2020 population of guests patronage reduced which is expected due to outbreak of covid 19 in the world though Deecool maintain the lead with 23,000 guests for the year. By the year 2020 Ibran hotel commenced functions and takes the lead with over 42,000 guests within the year while Wetland hotel experience the least patronage with 160guests round the year. The variance of guests patronage in the hotels could be attributed to standard of the facilities in each hotel then how functionality of the facilities, service delivery by the staff, meanwhile some of the guests were enticed with structural design of the hotels while some made their choice with advert found on out online, signboards, flyers and handbills. Furthermore, the hotel operators in Ikire established the fact that most guests prefer the newest hotel.

**Table 2: Pattern of guests' patronage in Ikire hotels**

NAME	2019	2020	2021
BALAMJINAT	2,840	2,120	8,160
ROYAL HOTEL	1,000	800	1,020
IBRAN HOTEL AND SUITE	NYE	NYE	42,480
HOUSE 18 HOTEL	10,480	8,344	10,268
THE ROYAL VICTORIA	34,000	21,000	35,000
DEECOOL HOTEL	41,006	23,000	40,000
UNIQUE GUEST HOUSE	2,184	1,940	2,320
MOJIROLA HOTEL	7,488	6,740	7,652
G.T HOTEL	1,200	940	1,706
WETLAND HOTEL	170	150	160
DARLINGTON PALACE	NYE	NYE	NYE
METRO TAVERN	NYE	NYE	2,600

KEY: NYE = Not Yet in Existence

**Insecurity as determinant factor for hotel management in Ikire.**

Insecurity within a hotel can be a serious issue for management to deal with, as it can lead to a decrease in guest satisfaction, a rise in operational costs, and even a decline in the hotel's reputation. There are several ways that insecurity can manifest within a hotel, such as crime, theft, or safety risks. For example, if a hotel is located in an area with a high crime rate, this can create insecurity among guests and staff, and can make it difficult to attract and retain visitors most especially in a country like Nigeria where human trafficking and kidnapping reigns.

According to table 3. Most of the guests in Ikire hotels strongly disagree or disagree on loss of items in their parked vehicles though they remain unsettled with statement written at the hotel garage and this keep them inquiring availability of different security devices. This commemorate the findings Edwin and Polycarp, (2019) which reported an indication of guests not having confidence in hotel security within the hotel garage. Furthermore, more than 40% of the respondents are strongly satisfied with security level of the hotels in ikire. This could be because Ikire town itself is peaceful and generally the security of Osun state is not under any form of attack

or threat though contrary to Adebayo and Adebayo (2015) who reported that guest insecurity had led to a drastic reduction of guest patronage of small and medium hotels in Maiduguri.

**Table 3: Insecurity as determinant factor for hotel management in Ikire.**

Items	SA	A	UD/N	SD	D	Mean
Guests have always been complaining about lost of items in their car.	14.1	7.1	1	40.4	37.4	3.80±1.39
The title "CARS ARE PARKED AT OWNERS RISK" place is a threat to guests mind.	29.3	19.2	13.1	19.2	19.2	2.80±1.52
Guests do makes an inquiry about security means e.g. CCTV camera.	32.3	24.2	11.1	6.1	26.3	2.70±1.61
Residents around have once invaded the hotel premises.	25.3	12.1	10.1	23.2	29.3	3.19±1.59
Cases of vehicle tampering has been experienced in and around this hotel.	25.3	8.1	9.1	16.2	41.4	3.40±1.67
Guests are satisfied with the security level of this hotel.	40.4	25.3	9.1	7.1	18.2	2.37±1.52
I totally agreed that insecurity is one of the factors affecting the management of this hotel.	22.2	12.1	8.1	39.4	18.2	3.19±1.46

The means of finance within a hotel is an important factor for management to consider, as it can impact the hotel's ability to operate effectively and efficiently. For example, the availability of capital for reinvestment in the hotel, such as for renovations or new amenities, can be critical to keeping the hotel competitive. Additionally, the hotel's ability to secure loans or other forms of financing can be important for its growth and expansion. Finally, the hotel's cash flow is also a key factor to consider, as it can impact its ability to pay its bills and meet its financial obligations. Table 4 depicts that more than 50% of the personnel working with hotel in Ikire disagree that there investment is battling with one other issues of finance but agreed that the business will triumph better if the payable taxes are reduced and this is line with the reports of Sanjeev *et al.*, (2012) which felt that that there is a multiplicity of taxes charged in the hospitality industry in India and caused the operations of hotels being governed. Though more than 55% still believes that margins of profit realized are still reasonable. Furthermore, more than 80% positively believed that their hotels are financially stable. Therefore, financial factors significantly affect hotel management in Ikire, which as well could probably has affected the running cost and the service delivery. Mejabi and Jimoh, (2021) reported in their research that the participants identified lack of capital as a major challenges in their hotel operations which corroborate the assertion of Page and Connell, (2006) that funding is the crucial bundle which only the minority of prospective new entrepreneurs can overcome.



**Table 4: Insufficient fund as determinant factor for hotel management in Ikire**

Items.	SA	A	N	SD	D	Mean±SD
This hotel is battling with financial issues.	13.1	24.2	9.1	27.3	26.3	3.29±1.42
This hotel is self-sufficient financially without loan.	17.2	18.2	13.1	19.2	32.3	3.31±1.51
The payable taxes affects or has potential to affect financial ability of this hotel.	18.2	18.2	17.2	11.1	35.4	3.27±1.54
The running cost of this hotel is not corresponding with profit margin in this hotel.	13.1	17.2	14.1	25.3	30.3	3.42±1.42
I totally agree that this hotel is financially stable to run the hotel.	42.4	38.4	7.1	5.1	7.1	1.96±1.16

The academic certificate of management staff is an important factor for hotel management to consider, as it can impact the hotel's ability to operate effectively and efficiently. Management staff with strong academic credentials, such as a degree in hospitality management or a related field, can bring a wealth of knowledge and expertise to the hotel. Additionally, staff with relevant certifications or training, such as in food safety or customer service, can help the hotel to meet the needs of its guests and operate in compliance with regulations. Having a well-educated and skilled management team can be a competitive advantage for a hotel. Table 5 shows that more than 75% of the respondents has professional experience in hotel management while over 60% had passed through pre and post-employment screenings and being employed due to their academic relevancies. More than 60% of the respondents disagree that employment through academic relevancy is affecting the management of this hotel. According to Gagan, (2010), education is the process by which 'society deliberately transmits it's accumulated knowledge, skills and value from one generation to another, It was revealed that academic relevancy does not affect the hotel management in Ikire. This stood against one of Oluwatoyin *et al.*, (2018)'s assertion about the challenges faced by hotel industry in Nigeria

**Table 5: Academic relevancy as determinant factor for hotel management in Ikire**

Items.	SA	A	N	SD	D	Mean±SD
The staffs of this hotel has professional experience in hotel management.	35.4	40.4	14.1	8.1	2.0	2.01±1.0
Pre and post-employment screening is conducted on all personnel in the hotel, including security personnel before employment.	36.4	25.3	4.0	13.1	21.2	2.58±1.59
The staffs of this hotel were employed based on academic relevancy.	24.2	42.4	11.1	17.2	5.1	2.36±1.17
Academic relevancy does not have relationship with smooth running of the hotel.	19.2	17.2	14.1	32.3	17.2	3.11±1.40
I totally agree that employment through academic relevancy is affecting the management of this hotel.	14.1	14.1	11.1	23.2	37.4	3.56±1.47

The socio-economic factors of a hotel's location can have a significant impact on its success, and are an important consideration for management. These factors include the demographics of the local population, the level of economic development in the area, and the overall economic climate. For example, if a hotel is located in a tourist destination with a growing economy, it is likely to experience strong demand and have the opportunity to charge higher prices. On the other hand, if the hotel is located in an area with a declining economy, it may face challenges in attracting and retaining guests. Table 6 revealed that more than 50% of the respondents believed that road facility and hotel vicinity will not reduce the patronage while more than 80% believed that other sources of power supply are more reliable than power supply by the government and agreed that cost of power supply is detrimental to management of the hotel in Ikire meanwhile over 60% of the respondents deeply agreed that social factors really affect the management of hotel in Ikire. The research revealed that to a large extents social factors affect the hotel management in Ikire. This challenges confirmed the assertion of Bhatia, (2001) that if hotel and tourism development programme is to succeed, it is necessary to provide life support through a number of infrastructural facilities.

**Table 6: Socio-economic factors as determinant factor for hotel management in Ikire**

Items.	SA	A	N	SD	D	Mean±SD
This hotel is experiencing low patronage as a result of bad roads network.	26.3	14.1	9.1	21.2	29.3	3.13±1.61
This hotel vicinity affect patronage level.	20.2	9.1	18.2	22.2	30.3	3.33±1.50
The electricity bills affect the patronage level.	24.2	12.1	16.2	21.2	26.3	3.13±1.54
Power supply by the government is efficient to run this hotel.	31.3	10.1	6.1	37.4	15.2	2.95±1.54
Other sources of power supply such as, solar inverter, generating set are more reliable than the power supply by the government.	45.5	35.4	8.1	8.1	3.0	1.88±1.06
The cost of power supply is detrimental to management of this hotel.	31.3	27.3	10.1	25.3	6.1	2.48±1.33
There is always complain about water supply in the hotel rooms by the guest.	15.2	7.1	13.1	25.3	39.4	3.67±1.44
There is always complain from room service in this hotel.	13.1	5.1	6.1	42.4	33.3	3.78±1.32
Methods of food service is improper as complained by the guest.	12.1	7.1	10.1	29.3	41.4	3.81±1.37
I deeply agreed that social factors really affect the management of this hotel.	24.2	28.3	18.2	14.1	15.2	2.68±1.38

The structural design of a hotel can play a significant role in its management, as it can impact everything from guest satisfaction to energy efficiency. For example, a hotel with a well-designed layout can make it easier for guests to navigate and can help to create a pleasant and inviting

atmosphere. Additionally, factors such as natural lighting, air flow, and noise levels can all be influenced by the structural design of a hotel, and can have an impact on the guest experience. Management should consider the impact of the hotel's design on its overall operations and guest satisfaction when making decisions about renovations or new construction. Table 7 revealed that more than 65% of the staff in Ikire hotel accepted that hotel structural design is one of the reason for high patronage, in the same vain about 80% of the respondents agreed that facilities present in the hotel commemorate with the hotel bills. Furthermore, less than 21% of the respondents denied that structural design of their hotel is affecting the customer satisfaction and this hotel management. The results from this research work showed that the structural design significantly has impact in the hotel management at Ikire. The origin of hotel designing was a result of socio cultural changes, economic and political situation, technological advancement and environmental factors. These elements create the micro- economic environment of the hotel industry and it strongly influences the guest demand, desires and wishes (Bowie and Buttle, 2004)

**Table 7: Structural design as determinant factor for hotel management in Ikire**

Items.	SA	A	N	SD	D	Mean±SD
This hotel structural design is one of the reason for high patronage.	36.4	29.3	19.2	10.1	5.1	2.18±1.18
Good internet connectivity is one of the attractive point for the guest in this hotel.	40.4	22.2	12.1	20.2	5.1	2.27±1.32
There is availability of local inter - call system within this hotel which contributes to guest satisfaction.	31.3	41.4	6.1	13.1	8.1	2.25±1.26
The guest are pleased with customer relation system in this hotel.	30.3	51.5	8.1	8.1	2.0	2.00±0.95
The facilities present in the hotel commemorate with the hotel bills.	35.4	44.4	6.1	7.1	7.1	2.06±1.16
I totally agreed that structural design of this hotel is affecting the customer satisfaction and this hotel management.	24.2	39.4	6.1	16.2	14.1	3.57±1.52

Assessing the potential challenges facing hotel management will helps to identify potential risks and prepare for them. For hotel management to allocate resources and prioritize actions to address the most pressing challenge. Lastly, it can help to set realistic expectations and goals for the hotel's performance. By understanding the potential challenges, hotel management can be better prepared to meet them and keep the hotel running smoothly. Table 8 revealed the respondents responses at average mean. Most of the staff of hotels in Ikire agreed that structural design of hotel should be the first challenge to put in consideration while planning for challenges in hotel businesses. Though, there are other germane challenges being rated by the respondents aside from structural design which is followed by academic relevancy then insecurity and fund to run the hotel been considered to be least in consideration.

**Table 8: Ranking of potential factors on hotel management in Ikire**

Factors	Mean±SD	Rank
Insecurity Challenges	3.19±1.46	3 <sup>rd</sup>
Insufficient Fund	1.96±1.16	5 <sup>th</sup>
Academic Relevancy	3.56±1.47	2 <sup>nd</sup>
Structural Design	3.57±1.52	1 <sup>st</sup>
Socioeconomic factors.	2.68±1.38	4 <sup>th</sup>

The Table 4.9 revealed Chi Square test of relationship at ( $p < 0.05$ ) in determining how the insecurity within the hotel, insufficient fund for running of hotel, structural design of the hotel, socio-economic factor of the hotel and academic relevancy influenced the management of hotel. The insecurity within the hotel, insufficient fund for running the hotel, structural design of the hotel and socio-economic factor of the hotel be at p values of 0.000, 0.001, 0.001 and 0.002 respectively while academic relevancy 0.100. This shows that there is significance relationship between the insecurity within the hotel, insufficient fund for running of hotel, structural design of the hotel, socio-economic factor of the hotel and effective management of hotels in Ikire hypotheses thereby rejected but otherwise for academic relevancy..

**TABLE 9: HYPOTHESES**

Hypotheses	$\chi^2$	P Value
There is no significant relationship between Insecurity within and hotel management	15.656 <sup>a</sup>	0.000*
There is no significant relationship between Insufficient fund and hotel management	8.851 <sup>a</sup>	0.001*
There is no significant relationship between structural design of hotel and hotel management	18.167 <sup>a</sup>	0.001*
There is no significant relationship between socio economic and hotel management	9.792 <sup>a</sup>	0.002*
There is no significant relationship between academic relevancy and hotel management	9.792 <sup>a</sup>	0.100

(\*- statistically significant)

## CONCLUSION AND RECOMMENDATION

Hotels tends to give significant impact on the communities and environments that surround them by generating revenue for local businesses through the purchase of goods and services, providing employment opportunities for local residents, improving economic conditions in the area. In addition, hotels can improve the local infrastructure by providing amenities such as roads, sewers,

and utilities. Finally, hotels could have a positive impact on the environment by implementing sustainable practices such as recycling, energy conservation and water conservation. Meanwhile, on tourism industry Hotels play a vital role, as they provide accommodation for tourists and help to facilitate their travel and experiences. Hotels contribute to the success of a tourism destination by providing a place for tourists to stay, as well as other services such as dining, entertainment and transportation. They can also help to promote the destination by offering information and assistance to guests, and by creating a positive impression of the area. In addition, hotels can generate revenue for the local economy, create jobs, and contribute to the development of the community. Thus, in this research it was observed that rate of guests patronage in hotels located in Ikire keep on increasing ever since emergence of the university in the vicinity which means they provide services also to the university visitors, staff and /or students except in the year 2020 that they generally experienced low patronage which could be attributed to COVID-19 pandemic. It was also established that insecurity, socio-economic, insufficient fund, and structural design of the hotel have significant relationship with management of the hotels located at Ikire.

This research assessed the factors affecting the hotel management in Ikire, and all the hotels located in Ikire were selected during the process of this research. This research revealed that majority of the hotels in Ikire experienced low patronage during COVID-19 in year 2020. Moreso, it was established through this research that insecurity factors, social factors, financial factors affected the management of hotels located in Ikire, it was also revealed that structural design of the hotels attract the guest. Hence, there is need for proper assessment of structural designs for hotels and their rating, each hotel should find an alternative means of powering their facilities not depending government. Lastly, banks and other financial institutions should remove stringent conditions attached to loans facilities to hotel investors in the city.

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