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Assessing the Impact of Hotels on Socio-Economic Development in Akwa Ibom State: Tourism Perspective

by

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Abstracts

This research aimed at assessing the impact of hotels on the socio-economic development in Akwa Ibom State. Socio-economic variables used include employment, income earning, revenue generation and production of local goods among others. Descriptive survey design was adopted for the study. Simple random sampling method was used to select thirty (30) hotels for the study. Data for the study was obtained through questionnaire administered to three hundred (300) respondents who were randomly selected among thirty (30) selected hotels. Simple frequency and percentage, charts, graphs, maps and Chi-square statistical tool were adopted as the analytical tools for the study. Hypothesis was formulated and tested using Chi-square statistical method. The alternate hypothesis was accepted. The result of the study revealed that hotels have direct and indirect impacts on Akwa Ibom State through the creation of employment, income earning, revenue generation and production of local goods among others. It was concluded that hotels have impacts on socio-economic development of Akwa Ibom State which in turn promote and enhanced tourism in Akwa Ibom State. Therefore, it was recommended that events should be organized in the state to attract visitors and tourists that would make use of the hotels and thus, enhance socio-economic benefits in the area. This study yields relevant data on revenue generation, income earnings, and employment opportunity by hotels in the study area that would help in regional planning and enhanced socio-economic development.

Key words: Hotels, Tourism, Tourism Attraction, Socio-economic Development.

1. Introduction

Tourism according to Nwidum, (2011) cited in Obioma, (2013) is expected to foster economic growth through foreign exchange earnings and increase in state revenue/income and also to improve people's well-being in areas such as job creation, revenue/income distribution and balanced regional development. In Western society, tourism has been a major driver of socio-economic development. It is an alternative

strategy for sustainability and diversification of economy for important policy of a good government (Ojo, 2014).

In recent time, the benefits of tourism are not to be judged in terms of economic benefits alone. Rotich and Obombo, (2012) argued that tourism has a wider implication encompassing not only economic benefits but also social and cultural benefits as well. Tourism could be acknowledged as leisure and pleasure activity. Obioma, (2013) observed that people like to visit places and events that could afford them the opportunities for leisure and pleasure which are natural, cultural or man-made event. However, the benefits are achieved through the products and services available to attract tourists. Although some of the tourist centres in Akwa Ibom State are not well developed to promote socio-economic development, Tunde, (2012) argued that the only way to realize the important roles of tourism is through a well-developed, packaged and promoted tourist attraction.

Accommodation is an important element for tourists as well as for the tourism industry due to significant amount tourist' budget and spend on accommodation and food services. Eja *et al*, (2013) opined that hotels boost tourism industry. All visitors 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. According to Swain and Mishra, (2012) hospitality services constitute a significant share in the total revenue and employment generation from tourism activities. Cole (2006) added that hotels, lodges, and rest houses emerged in the world as a major source of employment. Abomeh, (2012) affirmed that hospitality industry (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 also has the ability to drive socio-economic developments especially to tourism destination or host community.

In Akwa Ibom State, the establishment and development of various hotels by private individuals and companies with standard facilities as well as tourism potential has increased. Many people including politicians have invested in hotel business when they do not really have the insight about hotels and the benefits that may be derived from it apart from bed space. In developed countries, hotels are not limited to bed space but also have tourism facilities which attract tourists to the hotel and in turn promote and enhance tourism development that drives socio-economic development. Same can be replicated in the state. This could serve as leverage in attracting more visitors and tourists to the hotels and thus increases its socio-economic benefits in terms of income, employment, tourism development as well as local economic development. Therefore, there is need to assess if hotel can support tourism and to what extent have hotels in Akwa Ibom State gone in promoting socio-economic development of Akwa Ibom State.

The major aim of the study is to assess the impact of hotels on socio-economic development of Akwa Ibom State. It is significant in that the development of hotels in the state will make Akwa Ibom State gain competitive advantages in national and international tourism market. It would also enhance the avenue for job creation, revenue generation, foreign exchange earnings, poverty alleviation, and diversification of the state economy from dependency on crude oil. Thus, the study seeks to provide information that would help Akwa Ibom State government to tailor her tourism industry to meet the yearnings and aspiration of the people in the state.

Based on the above specified objectives, a tentative statement was formulated in the null form to test its significance:

H₀: Hotels have no impacts on the socio-economic development of Akwa Ibom State.

2. Study Area.

Geographically, the state is located in the south-south geopolitical zone and lies between latitudes $4^{\circ} 30'$ and $5^{\circ} 32'$ North of the Equator and Longitudes $7^{\circ} 27'$ and $8^{\circ} 25'$ East of the Greenwich Meridian. The land mass is estimated at $8,412\text{km}^2$ with common borders with Cross River State to the East, Abia State to the North, Rivers state to the West, and Atlantic Ocean by the South. It is made up of 31 Local Government Areas with Uyo as the State capital with a population of 5,272,029 people in 2015, projected from the 2006 population census of 3,920,208 people using the acceptable growth rate of 3.4 per cent (AKSG, 2014). The major ethnic groups are Ibibio, Annang and Oron

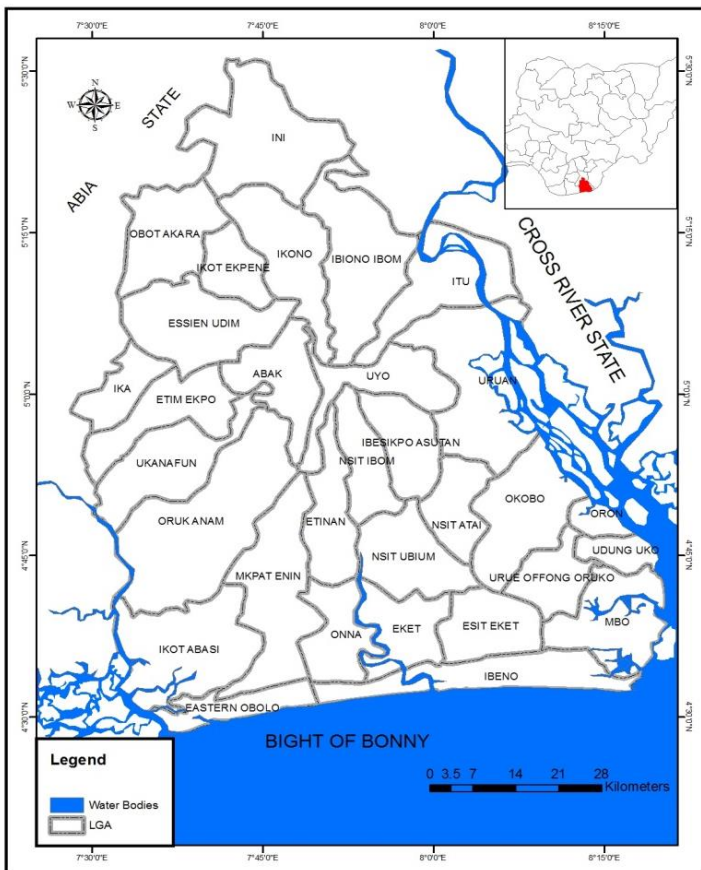


Figure 1: Map of the Study Area

The terrain includes the alluvial plains, beach ridge sand, rolling sandy plain, dissected upland and the Obotme isolated hills. All drainage system in the state flows into the Atlantic Ocean. The climate of Akwa Ibom State falls within the tropical rain forest zone which is hot and wet throughout the year. The rainy season begins about March/April and last till mid-November and the dry season begins in mid-November and ends in March. The vegetation includes the Mangrove, Fresh water swamp forest and the Rain forest. The socio-economic activities in the state revolve round their resources. Hence, they are mostly farmers. However, the major existing and potential tourism attraction in the state includes but not limited to Blue River, Ultra-Modern Olympic Stadium, Raffia International Market, Ibom Tropicana, Mary Slessor Cairn and Relic, Akwa Ibom State International Airport, Le'meridien Ibom Hotel and Golf Resort, Stubbs Creek Forest Reserve, Beaches and Festivals among others.

3. Review of Related Literature

The extent to which tourism has impacted on socio-economic development according to Obioma, (2013) could be seen from its contributions towards employment opportunities, poverty reduction, nations GDP, foreign exchange generation among others. However, tourism serves as an avenue for the provision of infrastructures and amenities and as leverage for social facilities improvement in some of the communities where the tourist's attraction facilities are located. In addition, it stimulates other industries or sectors such as hotels, restaurants, transport system, souvenir, handicraft and guide services and also generates revenue through taxation to government and diversifies local economy.

In the Caribbean, Turner (2014) opined that tourism is one of the major economic sectors with about 25 million visitors contributing 49 billion US Dollar towards the country's GDP in 2013. This represented 14 per cent of its total GDP. Eja *et al*, (2013) added that the hospitality industry vis-à-vis the hotel industry is capable of shouldering the challenges and also boosting the image of tourism in the area. Base on this conception, hotels and tourism activities generate avenue for consumption of local products which proportionately has greater impact on the welfare of residents and, also have the capacity to equalise employment disparities and its development may change entirely the situation in a regional labour market.

According to Ajake, (2015), hotels are the nucleus of tourism positive impacts. In Ghana, Havi and Enu (2013) observed a general increase in the amount of employment in the tourism industry. This they added might be due to the number of hotels, restaurants and other tourist facilities. It can be assumed that the hotel management, government and the host community benefits socially and economically from hotels through direct, indirect or induced sources such as employment (direct, indirect and induced), income, revenue generation, community development and personnel training among others. If tourism is to have a major influence on the economy of a particular region, it should have strong linkages with the rest of the domestic economy. Tourism can therefore, be a catalyst for national and regional development, bringing employment, exchange earnings, balance of payments advantages that benefits both the locals and the visitors (Akpan and Obang, 2012; Gill and Singh, 2013).

The justification for tourism development arises through tourists expenditures (Swain and Mishra, 2012). According to Cooper (2006), the major argument for supporting tourism is its favourable impact on employment generation. Furthermore, the author observed that the positive impacts of tourism expenditure have encouraged many

developing countries to actively promote tourism in an attempt to increase foreign exchange earnings and balance of payments viability. Ajake, (2015) opined that accommodation as an important aspect of the tourism industry attracts an average of 50.0 per cent of the tourist expenditure, at any point in time. This shows that hotels are an essential and integral part of tourism industry and development process. Therefore, the hotels and tourism industry need to take into consideration the multiplier effect they possess.

Many studies revealed an increased welfare of residents because of employment in hotels. Tourists according to Wouters, (2011) usually purchase goods and services, and causes direct effects in the form of local businesses, spending their increased income on wages, salaries and profits, and on rent payments to local residents. This shows that the indirect or multiplier impacts are as a result of circulation and recirculation of visitor's spending.

Tourist demand has the potential to stimulate and strengthen local agriculture and fishing and those sectors associated with them, as well as support other sectors, such as retailing, manufacturing, wholesaling, transport, handicrafts and services among others. Dantata (2007) asserted that tourism encourages local entrepreneurship such as fish farm and other tourism based traditional industry. Thus, hotels demand for these resources which significantly have impacts on the local economy.

4. Theoretical Framework

4.1 Economic Impact Analysis

Economic impact analysis (EIA) helps in analysing the contribution of an industry to the economy of a region. It traces the flows of spending associated with tourism activity in a region to identify changes in sales, tax revenues, income, and jobs due to the industry's activity. According to Frechtling (1994), the principal methods in economic impact analysis are visitor spending surveys, analysis of secondary data from government economic statistics, economic base models, input-output models and multipliers. This implies that EIA is a quantitative method used to estimate the economic benefits derived from an industry to the economies and surrounding communities where it is located. Moreover, Economic impact studies use financial and economic data to generate estimates of output, GDP, employment and tax revenues associated with changes in the level of economic activity resulting from the project or industry being analysed. However, Stynes (1997) observed that it could be estimated at the direct, indirect and induced levels.

On employment, direct employment is generally employees on payroll while the indirect employment is related to the supplier's workforce. The induced employments are the retail and other types of jobs supporting household expenditures. On wages and salaries (income) are measures of the cash earnings of employees while government revenue come from personal income taxes, indirect taxes less subsidies, corporate income taxes and is measured as the total amount of tax revenues generated for each level of government (municipal, provincial and federal)

Weisbrod and Weisbrod (1997) have argued that the "indirect" and "induced" business impacts of a program, project or facility are often referred to as "multiplier effects," since they can make the overall economic impacts substantially larger than the direct effects alone.

In any industry, an economic impact analysis assessed the contribution of the industry activity to a region's economy such as the:

1. Amount the industry spend in the area
2. Portion of sales by local businesses due to industry
3. Income generated from the industry for households and businesses in the area
4. Number of jobs generated in the area through the industry, and
5. Revenue generated from the industry.

In the hotel industry, economic impact analysis provides a transparent measure of the economic importance of hotels to the economy of the state. This were analysed through economic activities such as revenue generation, employment and income earnings from hotels as well as local economy development. However, Stynes (1997) observed that the total economic impact comprises the direct impact and indirect impacts. In this study, the direct impacts are the changes in the industries associated directly with visitor spending; indirect impacts are sales, income, or jobs resulting from secondary rounds of purchases the hotel makes to other linked industries in the region while the induced effects are related to sales, income or jobs resulting from household spending as a result of income earned from visitor spending (either directly or indirectly). For instance, the employees of hotels will spend their salaries in the region and hence generate new rounds of sales, income and jobs. At each stage, however, some visitor's expenditure is lost to the system because it is used to purchase imported goods and services and some induced expenditure may be partially lost through savings. These losses from the system are generally referred to as leakages.

5. Materials and Method

Both qualitative and quantitative data collection and analysis from primary and secondary sources were incorporated. The study was descriptive in nature using simple frequency table and percentages. The population of the study was three hundred (300) and the sample size was thirty (30). Simple random sampling method was used to select thirty (30) hotels for the purpose of this study. Ten (10) questionnaire forms were distributed in each selected hotel. A total number of three hundred (300) questionnaire forms were distributed among the selected hotels in Akwa Ibom State. Simple random sampling method was used to administer the questionnaire in the various hotels. People of utmost consideration were the managers and workers in various hotels and also, the purposively selected residents, mainly those engaged in economic activities and businesses within the hotels to elicit information on their participation and involvement in tourism development. Also, interview were conducted on the management of the hotels and on the management staff of the Akwa Ibom State Hotels and Tourism Board, State Internal Revenue Board to help elicit information on the socio-economic development of Akwa Ibom State such as income, revenue generation and employment in the hotel and tourism industry.

Chi-square (χ^2) statistic was used to examine the impacts of hotels on socio-economic development in Akwa Ibom State. The formula is as follow.

$$\chi^2 = \frac{\sum (O-E)^2}{E}$$

Where, χ^2 = Chi-square

O = the observed frequency

E = the expected frequency

Σ = the sum of or summation

6. Data Presentation and Analysis

Table 1: Sex of the Respondents

Respondents	Frequency	Percentage %
Male	182	60.67
Female	118	39.33
Total	300	100.0

Source: Field Survey, (2016)

The research study revealed that one hundred and eighty two (182) respondents representing 60.67 per cent of the respondents were male while one hundred and eighteen (118) respondents representing 39.33 per cent of the respondents were female.

Table 2: Marital Status of the Respondents

Respondents	Frequency	Percentage %
Single	193	64.33
Married	107	35.67
Divorced	0	0.0
Total	300	100.0

Source: Field Survey, (2016).

One hundred and seven (107) respondents representing 35.67 per cent of the sampled population were married while one hundred and ninety three (193) representing 64.33 per cent of the total respondents were singles and none of the respondents were divorced.

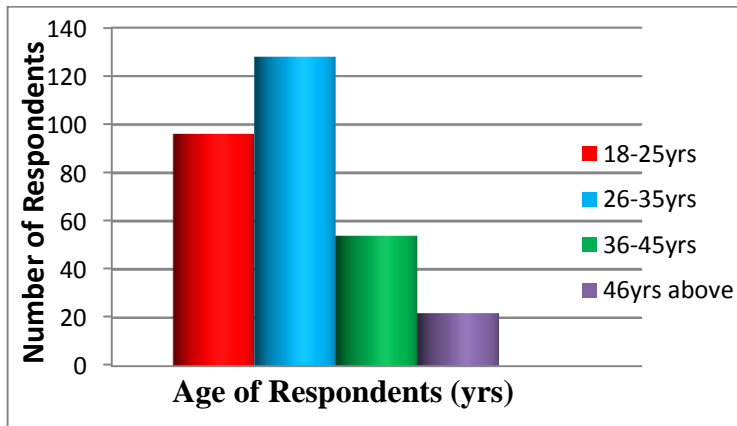


Figure 2: Demographic Distribution of Respondent's Age

One hundred and twenty eight (128) respondents representing 42.67 per cent of the total respondents in the hotel sector were within the age range of 26-35 years. Age range between 18-25years was Ninety-six (96) respondents representing 32.0 per cent of the respondents. Fifty-four (54) respondents representing 18.0 per cent of the total respondents were within 36-45 years while 46 years and above were twenty-two (22) respondents representing 7.33 per cent of the total respondents for the study.

Table 3: Demographic Distribution of the Respondent’s Educational Status

S/N	Category	No. of Respondents	Percentage (%)
1.	FSLC	41	13.67
2.	SSCE, GCE, WASSCE	83	27.67
3.	OND,NCE or Equivalent	78	26.0
4.	HND, B.Sc., M.Sc., PhD, Above	98	32.67
5.	No formal Education	0	0
	Total	300	100.0

Source: Field Survey, 2016.

Forty-one (41) representing 13.67 per cent of respondents were first school leavers; eighty-three (83) respondents representing 27.67 per cent had their secondary school certificate. A total of seventy-eight (78) respondents representing 26.0 per cent of the total respondents had National Certificate in Education (NCE) or an Ordinary National Diploma (OND) or equivalent while ninety-eight (98) respondents representing 32.67 per cent had at least Higher National Diploma (HND) or University Degree.

Table 4: Number of Registered Hotels per Senatorial Districts of Akwa Ibom State

S/n	Senatorial Districts	No. of hotels	Percentage %
1.	Ikot Ekpene	22	7.10
2.	Uyo	202	65.16
3.	Eket	86	27.74
	Total	310	100

Source: Field Survey, 2016.

The table shows a total of three hundred and ten (310) registered hotels in the study area. Twenty-two hotels representing 7.1 per cent of the total hotels were found in Ikot Ekpene. Uyo recorded the highest number of hotels of about two hundred and two (202) representing 65.16 per cent of the total number of hotels in the study area. Eket recorded eighty-six hotels representing 27.74 per cent of the total hotels in the state.

Table 5: Analysis of Employment Rate in the Hotel Industry by Registered Hotels in 2016

S/n	Class of Hotel	No. of Hotels	No. of Employment	Percentage (%)
1	Not Rated or Listed	209	2797	46.84
2.	One Star	78	1670	27.96
3.	Two Star	13	401	6.71
4.	Three Star	3	162	2.71
5.	Four Star	6	442	7.40
6.	Five Star	1	500	8.37
	Total	310	5972	100.0

Source: AKSHTB, 2016

The Automobile Association (AA) star rating system standard (British rating system) was used as the criteria for categorizing the hotels. However, registered hotels contribute about 5,972 employments in 2016 to the tourism industry. Listed (not rated) hotels contributed the highest quota of about 2,797 employment representing 48.84 per cent of the total employment in the hotel sector in 2016. One star hotels contributed 1,670 employment representing 27.96 per cent of the total employment in the hotel sector. Two

star hotels account for 401 employment representing 6.71 per cent. Three star hotels contributed 162 employment representing 2.71 per cent of the total employment in the hotel sector in 2016. It was also observed that four star hotels contributed 442 employment representing 7.40 per cent of the total employment in the sector for the year while five star hotel account for 500 employment representing 8.37 per cent of the total employment by hotels in 2016. This showed a significant contribution of hotels to tourism industry compared to other tourism allied sectors.

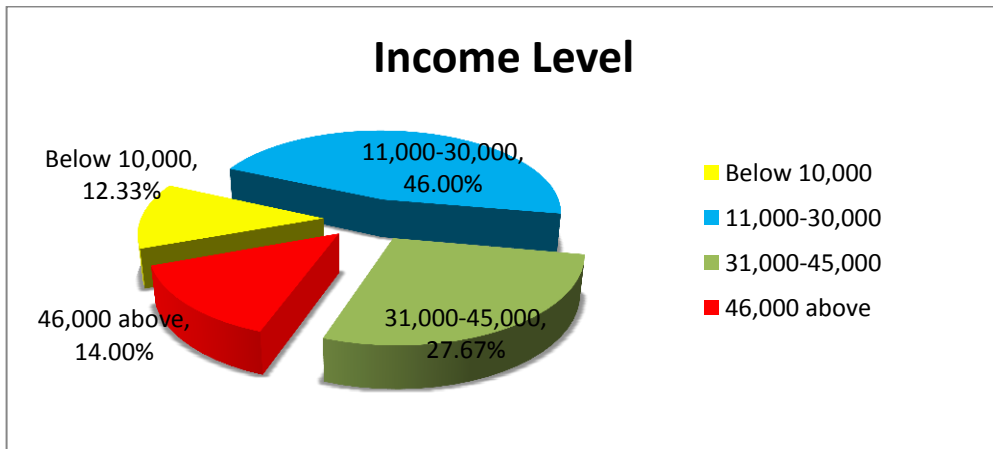
Table 6: Estimation of Revenue Generation from Hotel Renewal in 2016

Star Hotels	Renewal per Hotel (₦)	Number of Hotels	Estimated Revenue (Renewal) X (No. of hotel)	Total Estimate (₦)
Five star	400,000	1	400,000 x 1	400,000
Four star	175,000	3	175,000 x 3	1,050,000
Three star	90,000	6	90,000 x 6	270,000
Two star	65,000	13	65,000 x 13	845,000
One star	40,000	78	40,000 x 78	3,120,000
Not rated/listed	25,000	209	25,000 x 209	5,225,000
Total				10,910,000

Source: Field Survey, 2016

The table 6 indicates an estimate of approximately eleven million naira (₦11,000,000) to be directly generated from registered hotels to Akwa Ibom State as revenue in 2016. This confirmed the extent of hotels’ impacts on socio-economic development through revenue generation.

Figure 3: Pie Chat of the Income Level of Respondents



Thirty-seven respondents (37) representing 12.33 per cent of the respondents revealed that their income levels are below ₦10, 000. One hundred and thirty-eight (138) representing 46.0 per cent of the participants revealed that their income levels falls within ₦11, 000 and ₦30, 000 per month. A total of eighty-three (83) or 27.67 per cent of the respondents revealed their income level to be within the range of ₦31, 000 and ₦45, 000 while forty-two (42) or 14.0 per cent of the total respondents revealed that their income levels are above ₦46, 000 above.

Table 7: Testing of Hypothesis

Variables	Strongly agreed	Agreed	Undecided	Strongly disagreed	Disagreed	Total
Community employment/development	142	158	0	0	0	300
Production of local good	160	140	0	0	0	300
Employment	175	125	0	0	0	300
Multipliers effect	160	104	36	0	0	300
prostitution and alcohol dependency	196	104	0	0	0	300
hoteliers-community relationship	99	196	5	0	0	300
Projection of the state image and rich culture	98	192	10	0	0	300
Revenue generation	142	136	22	0	0	300

Source: Field Survey, 2016.

Based on the data computation from field survey, the calculated Chi-square (χ^2) value of 893.2 and the table value of 41.34 at 0.05 per cent level of significance were derived. Comparing these results, the calculated Chi-square (χ^2) value is greater than the table value. Therefore, the null hypothesis (H_0) is rejected while the alternate hypothesis (H_1) is accepted. This confirmed that hotel as a viable and important element in the tourism industry has impacts on socio-economic development in Akwa Ibom State.

7. Results and Discussion

The hotel impacts are new discovery, people really do not know about its accruing socio-economic benefits. The result of the hypothesis indicates that due to diverse benefits derived from hotels via tourism industry, the socio-economic status of the people in the area has improved. This affirmed the work of Ajake, (2015) that hotels are the nucleus of tourism positive impacts. Tourism over the years has distinguished itself as one of the major tools for income generation and poverty alleviation in both rural and urban areas. Participation in tourism-related economic activities contributes immensely to the local economy. Hence, the central aim of community development is to positively affect lives and standard of living of the people. According to Elochukwu, (2013) cited in Ojo, (2014) localities with equitable tourism potentials stand a better chance in maximizing the contributions of tourism to their economic lives by actively initiating and participating in various tourism businesses.

However, effective sustainable tourism can help diversify Akwa Ibom State revenue dependency on oil and agriculture. In big and standard hotels, handiwork such as craft and art work are used to decorate the hotel. This may intrigue visitors and tourists to demand for the locally made craft and art work. The tourist or visitor now uses it as souvenir promoting the rich culture of Akwa Ibom State and enhancing the production of more local goods. The craftsmen would divert from agriculture and oil and concentrate more on the production of the goods based on increased demand of the local craft and art work. Moreover, the handiwork helps to promote tourism industry and enhanced socio-

economic development in Akwa Ibom State. This shows that hotels via tourism industry could be seen as an alternative and a viable option to diversify oil dependency in Akwa Ibom State. Moreover, the field study shows that recreational facilities and social amenities are not put into consideration when building hotels in most cases.

Furthermore, the study revealed a high job opportunity to both visitors and host-community. In Akwa Ibom State, hotels alone generate about 5, 972 direct jobs and approximately eleven million naira (₦11, 000, 000) direct revenue to government in 2016. Tourism in its own nature has the capacity to create employment opportunity especially to host community (Akpan and Obang, 2012; Gill and Singh, 2013; Ajake, 2015). The hotel employment opportunity has engaged many youths and adults thereby discouraging them from idleness. Moreover, revenue generated from hotels contributes toward the development of the state. The research work further indicated that irrespective of the direct impacts of the hotel industry, it also has over-bearing indirect impacts on the economy of the residents and the state through its multiplier effects on other supporting sectors.

Hotels may trigger other social impacts such as alcohol dependency, gambling, crime and prostitution among others. Though the rate of prostitution and alcoholic dependency has increased due to increase in hotel establishment; sex is an essential element in tourism industry that could drive social cohesion. In Caribbean, Brazil, Thailand, Cambodia and Kenya among others, tour operators use oblique references to sex tourism to attract customers. Thus, the researcher concluded that hotels as a strong and viable sector in the tourism industry has impacts on socio-economic development in Akwa Ibom State.

8. Conclusion and Recommendations

The structural development in Akwa Ibom State has set a pace to development in the hospitality and tourism industry. Hotels contribute to the socio-economic development in the state through employment opportunities, revenue generation, income earnings, production of local goods and global projection of the state image among others via hotel and tourism industry. These benefits are derived based on enabling environment by government. In consideration of the results, the researcher concluded that hotel as a viable and integral part in the tourism industry has great impacts on socio-economic development in Akwa Ibom State and recommends that government should ensure that hotels in the state are registered within a pace of at least four (4) months after establishment (operation) to improve the state revenue which in turn could enhance socio-economic development in the state.

It is essential for hotel planners to make available or consider recreational facilities (indoor and outdoor) and social other amenities to sustain any proposed tourism industry. In addition, the researcher recommends that hotel surroundings should be beautified with meaningful sculptures such as past local heroes and heroines, flowers and good sceneries. Also, tourism awareness should be flag-off in the state for the people to be aware of the accruing benefits from hotel and tourism industry. This may enhance the locals understanding of hotel and tourism business especially in the production of local goods and artefacts which serves as souvenir to tourists in the hotel and tourism industry.

Finally, Events should be organized in the state to attract visitors and tourists that would make use of the hotels and as such enhance socio-economic benefits in the area.

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