

Exploring Significance of Commercial Hospitality to Communities: A Study of Malete

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Received: 2/11/2021

Revised: 20/11/2021

Accepted: 16/12/2021

DOI: <https://doi.org/10.31559/IJHTS2021.2.2.5>



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Abstract: This paper explores the significance of commercial hospitality to the Maletе community. The empirical study employs a quantitative method and a semi-structured questionnaire to gather data. Data are presented on tables and analyzed using PSPP frequency distribution and percentages. Findings show that the commercial hospitality business creates employment opportunities, especially for women in the community, to a great extent. Although commercial hospitality business operators are illiterate, they contribute immensely towards improving the means of livelihood in the community. Therefore, it is recommended that commercial hospitality businesses be considered carefully as a medium of employment creation.

Keywords: *Commercial Hospitality; Hospitality; Maletе.*

1. Introduction

Over the years, the unemployment rate in Nigeria has been beyond imagination (Akinyemi, Ofem & Ikuenomore, 2012; Asuquo & Agboola, 2014). Nigeria National Bureau of Statistics (NBS) pegs the unemployment rate in Nigeria at 14.2% in the last quarter of 2016, up from 13.9% in the preceding quarter. The unemployment rate is 4.2% higher than the rate recorded in the fourth quarter of 2015. In 2017, the labor population in the country increased from 83.9 million to 85.1 million in the third quarter (National Bureau of Statistics, 2018). The NBS noted that the number of unemployed people is growing. Thus, the number of underemployed is also rising, and employment has faltered as businesses struggle to survive amid Nigeria's first recession in two decades. However, in a bid to tackle the unemployment rate, the government is trying to diversify her economy from oil to other sectors, including tourism and hospitality.

The importance of hospitality is a global economic discourse (Jones, 1996). However, discussing hospitality, there is less emphasis on the aspect of commercial hospitality. The reason is that many people fail to consider commercial hospitality establishments but regard the business as a petty trade. The significance of the business to the owners and communities cannot be over-emphasized (McMillan, O'Gorman & McLaren, 2011; Zbigniew, 2013).

Zbigniew (2013) studies perceptions of commercial hospitality as a business model in an independent hotel company. The primary goal of taking the process of innovation based on the implementation of commercial hospitality and its management in the hotel operation is to achieve better results. It extends to higher profitability indicators of the hotel business as wand implements.

McMillan, O'Gorman, and McLaren (2011) conduct a study on commercial hospitality as a vehicle for the sustainable empowerment of Nepal women. They aim to measure how commercial hospitality has catalyzed sustainable social change in Nepal through empowering women. For achieving the research objectives, data were collected through primary research consisting of interviews and participant observation were undertaken in Nepal over three months in the central region of Nepal. Twenty-four semi-structured interviews were conducted. The participants were selected based on their standings within planning and development organizations in Nepal and their experience. The findings showed that the potential empowerment of future generations might not derive from,

but maybe enabled by involvement in the commercial hospitality sector. The study concluded that participation in the commercial hospitality sector could act as a vehicle for sustainable empowerment for women. However, it has been noted that every empowerment dimension must be adequately represented to ensure long-term sustainable empowerment. They further recommended similar research in other regions of the world. Consequently, this study explores the significance of commercial hospitality in the Malete community of Kwara State, Nigeria.

1.1. Research Objectives

- To discover the significance of commercial hospitality to the Malete community.

1.2. Research Questions

- How and to what extent has commercial hospitality impacted the Malete community's lives?

1.3. Commercial Hospitality

According to King (1995), commercial hospitality is a unique relationship between hosts and guests. The host comprehends what to offer to the guests and enhances their comfort and well-being. The delivery of such service is generous and flawless, embracing face-to-face interaction entailing reciprocity of money exchange. As a result, the guest is at liberty to use the facilities offered while the host must give the best service that meets their needs and expectations (Arora, 2011; Hemmington, 2007; Mackenzie & Benny, 2012). Commercial hospitality within the community could be seen as a local hospitality establishment that publicly provides and sells food and beverage service to customers for profit-making. The business comprises the sale of snacks, food, beverages on highways and streets, bus stops, schools, bukateen, cafeteria, etc. It is being used as a vehicle to influence changes within the context of women's rights and empowerment in developing the world (Abidan, 2015; McMillan, O'Gorman & McLaren, 2011). The changes can be perceived through physiological, social, entrepreneurial, economic, and educational (P-SEEE) impacts.

1.4. Physiological, social, entrepreneurial, economic and educational (P-SEEE) Impacts of Commercial Hospitality

According to Abraham Maslow's need hierarchy theory of 1943, basic human needs include food (Kaur, 2013). The local commercial establishments can directly impact people's lives through provisions of physiological need: food. Some people visit this local commercial establishment rather than a high-class restaurant because of their low financial status. They can buy food and drink at affordable prices and still get satisfied. Furthermore, another reason could be quantity, and a layman believes in quantity rather than the quality of the service. Some lack time to cook, so they prefer nearby commercial hospitality establishments to purchase food and drink.

The main occupation in the local communities can be farming, hunting, fishing, and low income. However, the commercial hospitality business assists women to become supportive pillars to their husbands and entire households. Thus, socially, establishing positive livelihood experience and improvements (Langhorn, 2004; Lashley, 2008).

Commercial hospitality business tends to equip owners with entrepreneurial skills for business management and expansion. Business entrepreneurs can gain the ability to plan, organize and control the company while running the business. They also tend to be frugal and thrift in spending. (Lashley, Lynch, & Morrison, 2007; Oyibo, 2013)

The business serves as a means of financial empowerment (Abidan, 2015). It helps to improve the lives of young and older women in becoming responsible to their families and community. It provides independence to the women in paying their children's school fees. These commercial hospitality business owners provide menial jobs such as washing plates, fetching water, or serving the customer for others, which provide them with food and wages. Thus, the business contributes to poverty eradication and increasing income multipliers effect within the community.

It helps the commercial establishment owner by providing them with the financial ability to send their children or younger siblings to school because of the income generated from their commercial establishment. Some employees may try as much as possible from their wages to save, set up their commercial hospitality businesses, or further their education. The service provider can also display control over their income and an awareness of the importance of education for future generations, possibly because of their lack of education.

2. Research Methodology

The study adopts a quantitative method and designs a research instrument based on the literature review due to the lack of a tested questionnaire on the research area. Double barrel questions, that is, those questions capable of attracting multiple interpretations, are cautiously avoided. The instrument is pretested using PSPP Cronbach's alpha to discover the reliability of the device (GNU PSPP Statistical Analysis Software, 2018). The survey is modified after the outcome of the pilot test and later employed to collect data from the respondents—over 60 local commercial hospitality businesses existing in the community during this research. The sample size is derived utilizing the Taro Yamane formula (Yamane, 1967), while purposive random sampling is employed to administer questionnaires to 16 commercial hospitality business owners in the community.

2.1. Data Presentation and Analysis

The study presents collected data using a tabular method and analyzed using PSPP frequency distribution and percentages.

Table (1): Showing demographic profile of respondents

		Details	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Valid	Male	0	0	0	0
		Female	16	16.0	100.0	100.0
		Total	16	100.0	100.0	
Marital Status	Valid	Single	0	0	0	0
		Married	13	81.25	81.25	81.25
		Divorce	0	0	0	81.25
		Widow	3	18.75	18.75	100.0
		Total	16	100.0	100.0	
Age	Valid	20 – 29	0	0	0	0
		30 – 39	0	0	0	0
		40 – 49	2	12.5	12.5	12.5
		50 and above	14	87.5	87.5	100.0
		Total	16	100.0	100.0	
Years of Establishment	Valid	Below 5 years	5	31.25	31.25	31.25
		5-10 years	6	37.5	37.5	68.75
		11-20 years	5	31.25	31.25	100.0
		21 years and above	0	0	0	100.0
		Total	16	100.0	100.0	
Start-Up Capital for the Business	Valid	Below 50,000	2	12.5	12.5	12.5
		50,000-100,000	3	18.75	18.75	31.25
		100,000-200,000	3	18.75	18.75	50.0
		200,000 and above	8	50.0	50.0	100.0
		Total	16	100.0	100.0	

Source: Field survey (2018)

Table (1) above shows that 100% of the respondents are females, and 0% are males. It depicts that all of the respondents are females. Meanwhile, 82% of the respondents are married, 18% are widows. Therefore, most of the respondents are married. 12% of the respondents are between the age range of 40 to 49, 88% are 50 years and above. The table depicts that majority of the respondents are 50 years and above. 31% of the respondents are between 0 and 5 years in the business, 38% have been running their own business between 5 and 10 years, while 31% are above ten (10) years of establishment. 13% of the respondents started their business with capital below 5,000 naira, 19% between 5,000-10,000 naira, 18% with 10,000-20,000 naira and 50% with 20,000 above. Furthermore, 12% make below 50,000 naira, 19% of the respondents earn between 50,000-100,000-naira, 19% gain between 100,000-200,000 naira while 50% earn 200,000-above monthly.

Table (2): Showing responses on physiological, social, and economic significances of commercial hospitality

		Frequency	Percent	Valid Percent	Cumulative Percent
Commercial hospitality is impacting lives through the provision of employment and physiological needs					
Valid	Strongly Disagree	0	0	0	0
	Disagree	0	0	0	0
	Undecided	0	0	0	0
	Agree	6	37.5	37.5	37.5
	Strongly Agree	10	62.5	62.5	100.0
	Total	16	100.0	100.0	
A more significant percentage of employees is impacted through the local commercial hospitality establishment in Malete					
Valid	Strongly Disagree	0	0	0	0
	Disagree	0	0	0	0
	Undecided	0	0	0	0
	Agree	2	12.5	12.5	12.5
	Strongly Agree	14	87.5	87.5	100.0
	Total	16	100.0	100.0	
There is a more significant percentage of profit when you venture into the commercial hospitality business					
Valid	Strongly Disagree	0	0	0	0
	Disagree	0	0	0	0
	Undecided	0	0	0	0
	Agree	1	6.25	6.25	6.25
	Strongly Agree	15	93.75	93.75	100.0
	Total	16	100.0	100.0	
Commercial hospitality helps to reduce the level of crime and assault that happen to young adult business owners in the community because of joblessness					
Valid	Strongly Disagree	0	0	0	0
	Disagree	0	0	0	0
	Undecided	0	0	0	0
	Agree	6	37.5	37.5	37.5
	Strongly Agree	10	62.5	62.5	100.0
	Total	16	100.0	100.0	
Commercial hospitality allows women to be seen as supportive pillars in their households and the community in general					
Valid	Strongly Disagree	0	0	0	0
	Disagree	0	0	0	0
	Undecided	2	12.5	12.5	12.5
	Agree	2	12.5	12.5	25.0
	Total	4	25.0	25.0	

	Strongly Agree	12	75	75	100.0
	Total	16	100.0	100.0	
Commercial hospitality has improved the livelihood of the Malet Community					
	Strongly Disagree	2	12.5	12.5	12.5
	Disagree	0	0	0	12.5
Valid	Undecided	2	12.5	12.5	25.0
	Agree	5	31.5	31.5	56.5
	Strongly Agree	7	43.5	43.5	100.0
	Total	16	100.0	100.0	
Commercial hospitality has paved the way for economic empowerment in the Malet community					
	Strongly Disagree	0	0	0	0
	Disagree	0	0	0	0
Valid	Undecided	0	0	0	0
	Agree	5	31.25	31.25	31.25
	Strongly Agree	11	68.75	68.75	100.0
	Total	16	100.0	100.0	

Source: Field survey (2018)

The table above portrays the significance of the commercial hospitality business. 38% of the respondents agree while 62% strongly agree with the research statement. Therefore, most respondents strongly agree that commercial hospitality impacts lives by providing employment and physiological needs. 87% of the respondents strongly agree, while 13% agree that a more significant percentage of employees are impacted through the local commercial hospitality establishments in Malet. 94% of the respondents strongly agree that there is a more substantial profit when you venture into the commercial hospitality business, while 6% agree. Based on the above table, the majority (63%) of the respondents strongly agree that commercial hospitality helps to reduce the level of crime and assault that happen to young adult business owners in the community because of joblessness.

In comparison, 37% of the respondents agree. 75% of the respondents strongly agree that commercial hospitality allows women to be seen as supportive pillars in their household and the community. In comparison, 12.5% of the respondents agree and are undecided respectively with the research statement. 43% of the respondents strongly agree that commercial hospitality has helped improve the Malet community's livelihood, while 31% agree, 13% are undecided, and strongly disagree, respectively. 69% of the respondents strongly agree that commercial hospitality has helped pave the way for economic empowerment in the Malet community while 31% agree with this research statement.

Table (3): Showing responses on entrepreneurial and educational impacts of commercial hospitality

Commercial hospitality is increasing the level of multipliers effect and eradicating some level of poverty in Malet					
	Strongly	1	6.5	6.5	6.5
	Disagree				
Valid	Disagree	2	12.5	12.5	19
	Undecided	3	18.5	18.5	37.5
	Agree	5	31.25	31.25	68.75
	Strongly Agree	5		31.25	100.0
			31.25		
	Total	16	100.0	100.0	
The local commercial hospitality business owners in Malet can send their children and young siblings to school because of what they earn through their business					
	Strongly	0	0	0	0
	Disagree				
Valid	Disagree	0	0	0	0
	Undecided	0	0	0	0
	Agree	11	68.75	68.75	68.75
	Strongly Agree	5	31.25	31.25	100.0
	Total	16	100.0	100.0	
The commercial hospitality business has helped to add meaning and value to the life of the local commercial hospitality owners in Malet and their employee					
	Strongly	0	0	0	0
	Disagree				
Valid	Disagree	0	0	0	0
	Undecided	0	0	0	0
	Agree	5	31.25	31.25	31.25
	Strongly Agree	11	68.75	68.75	100.0
	Total	16	100.0	100.0	
The commercial hospitality business has helped to be independent and has allowed to accord respect because of the benefit the business has to the Malet community					
	Strongly	0	0	0	0
	Disagree				
	Disagree	5	0	0	0
	Undecided	0	0	0	0
Valid	Agree	5	31.25	31.25	31.25
	Strongly Agree	11	68.75	68.75	100.0
	Total	16	100.0	100.0	

Source: Field survey (2018)

The table above depicts that 31% of the respondents strongly agree and agree respectively disclose that commercial hospitality has helped increase the multipliers effect and eradicate some poverty levels in the country. 19% of the respondent are undecided while 13% and 7% disagree and strongly disagree, respectively.

69% of the respondents strongly agree that they can send their children and young siblings to school because of what they earn through their business while 31% agree with this research statement.

According to the table, a majority (69%) of the respondents strongly agree that commercial hospitality has helped add meaning and value to the life of the local commercial hospitality owners in Malete and their employees in the Malete community. In comparison, 31% of the respondents agree to affirm the research statement. About 69% of the respondents strongly agree while 32% agree that commercial hospitality has bestowed on their independence and self-respect.

2.2. Physiological Impact

People visit this local commercial establishment to buy food and drink at affordable prices and still get satisfied rather than patronizing a high-class restaurant. Furthermore, a layman in the community believes in quantity rather than quality of service. Some are often tired or lack time to cook; else, they patronize the nearest commercial hospitality outfits.

2.3. Social Impact

Even though the income from the business is meager, it helps reduce the crime rate and indecent acts such as rape, unwanted pregnancy, abortion, kidnapping, and prostitution among young and jobless women in the community. Thereby, the business owners are becoming independent and responsible women to themselves, the households, and the community. It has increased their independence and reduced their workload compared to the un-mechanized farming culture in the community. Local commercial hospitality has helped improve people's lives, especially women. Thus, improving their generated sustainable economic gains, experienced livelihood improvements, control over their income, and access to own assets. They and their households are accorded respect, and they are also seen as supportive pillars to their husbands and families. As a result, men in the community are encouraged to be more responsible and are also venturing into this business.

2.4. Economic Impact

The local commercial establishments in Malete are directly impacting lives economically. They can help their parents and support their husbands financially. Furthermore, the business operators generate and employ both teenagers and young women within the community. The business is increasing the level of multipliers effect and serving as a tool of eradicating poverty within the community.

2.5. Entrepreneurial Impact

The local commercial hospitality business is influencing many indigenes and non-indigenes of Malete to venture into other related commercial hospitality businesses. It is affecting the increase in demand of the business in the community. Thus, serving as an encouragement to the service owners to expand their businesses. As at the period of this study, virtually every corner of the community has 2 to 3 erected local commercial hospitality establishments either selling snacks and beverages or food and drinks purely. As a result, some even go the long way of learning the production of assorted local beverages and snacks like kunu, zobo, chin-chin, doughnut and puff-puff, and so on to earn their living.

2.6. Educational Impact

Although the business owners lack formal education training, the service providers displayed control over their income and awareness of the importance of education for future generations. The income from the business equips the business owners with the ability to enroll their children or younger siblings in school and to pay their bills.

3. Conclusion

The primary occupation of the male inhabitants of Malete is farming, hunting, and shuttle road transportation, while some of the women are involved in commercial hospitality businesses. Commercial hospitality businesses have been booming because the students and staff of the institution form a large percentage of the residents since the establishment of a state university in the community. It was found that commercial hospitality is really significant to the Malete community. According to one of the respondents, she said "when I first started this business, my husband thought it was a waste of time, but as time goes on, he began to appreciate it and gave me full support. This business has helped me raise startup capital for my husband's workshop, and I am now paying part of the children's school fees along with him." The traditional head of the community discloses that the local commercial business owners are contributing immensely to the community by making financial contributions to support the developmental projects in the community.

Recommendations

- The commercial hospitality business should be considered carefully as a medium of employment growth.
- Government and the people need to change their perception of commercial hospitality as a low-class business.
- Future researchers are urged to further research means of empowering business owners towards achieving improved service culture.

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