

# Identification and Categorisation of Hospitality Services Available in Selected Ecotourism Destinations in Southwest Nigeria

Faith A. Boluwaji<sup>1\*</sup>, Bukola O. Adetola<sup>2</sup>, Sunday O. Oladeji<sup>3</sup>

<sup>1</sup>Assistant Lecturer, Department of Tourism Studies, Redeemer's University, Ede-Osun State, Nigeria

<sup>2,3</sup>Reader, Department of Ecotourism and Wildlife Management, Federal University of Technology, Akure-Ondo State, Nigeria

**Abstract:** The issue of tourist destinations as locations that provide a range of tourism-related goods and services (such as attractions, accessibility, bundled activities, famous artefacts, and supplementary services) that are used in conjunction with the destination's brand has been extensively discussed in the existing literature and the Bible. The hospitality sector, which encompasses a wide range of human endeavours, such as travel, leisure, amusement, hotel and restaurant operations, catering, tourist excursions, exhibits, and a variety of scientific conferences, has been identified as critical to receiving and greeting guests while providing food, beverages, and lodging. Hence, this study aimed to classify and identify the different hospitality services that are offered in selected South West Nigerian ecotourism areas. The qualitative method was utilised using the direct observation approach. Images of the amenities at the locations were captured and used as plates in the main body of the work. Based on their names and the kinds of services they provide, these services were grouped. Food kiosks, restaurants, bars, bush bars, and resort hotels are the classifications. The findings of this study have effects on how Nigerian tourism will grow by offering a wide range of attractions and hospitality services. Therefore, Destination Management Organisations (DMOs) should focus on promoting their destinations to potential tourists as this can raise tourists' confidence in the hospitality services available at the destinations by ensuring the provision of the required services of a standard destination, which could result in more tourists visiting them and more money being made from tourism.

**Keywords:** bar, bush bar, food kiosk, hospitality, resort hotel, restaurant, tourism.

## 1. Introduction

Prior to tourism, hospitality dates back to the 14th century. According to Latin, its original word, "hospes," is connected to the words for guest, host, and stranger (Latdict, 2014). In addition to actively supporting the expansion of domestic travel in certain countries (Bazazo et al., 2017), the hospitality industry has emerged as a key pillar of the tourism sector (Wang et al., 2012), and is now acknowledged as the most significant global driver of tourism (Haddioui & Jahidi, 2017). The hospitality industry is one of the most important parts of tourism; it has grown significantly both nationally and internationally (Oltean & Gabor, 2017). As to Gardi (2021),

hospitality pertains to a certain exchange that occurs between a guest and a host.

Individuals, irrespective of their racial, cultural, tribal, and economic backgrounds, consistently exhibit a fundamental need for enjoyment, comfort, happiness, independence, and privacy. According to Jawabreh (2020), the hospitality business offers a convenient platform for meeting these demands. The tourism sector provides specialised services that improve the experiences of tourists at various sites. The industry under consideration is highly focused on providing services and encompasses a wide range of offerings, including accommodations such as hotels, boarding houses, motels, tourist camps, holiday centres, resorts, and youth/backpacker hostels. Additionally, it includes establishments such as restaurants, bars, cafeterias, snack bars, pubs, and nightclubs, which cater to the needs and preferences of both local and international travellers (International Labour Organisation, 2010). Therefore, the services provided by the hospitality industry have the potential to significantly impact the experiences of tourists and facilitate the formation of remarkable memories after their vacation. These services will inherently influence the likelihood of future visits. In addition to augmenting the experiences of tourists, it also plays a substantial role in shaping the perception of a nation or place. The significant expansion of domestic and international travel in recent years has led to a proportional rise in the worldwide demand for hospitality services.

Consequently, the tourism sector is now seeing significant investments in the development of new infrastructure and the acquisition of advanced technology aimed at effectively catering to the escalating demands of both domestic and foreign visitors (Gusman et al., 2019). The current surge in worldwide demand for hospitality services may be primarily due to the significant growth in global travel. This growth is shown by the remarkable increase in international visitor arrivals, which rose from 674 million in 2010 to over 1.2 billion in 2016, as reported by the United Nations World Tourism Organisation (UNWTO, 2017). There has been a notable growth in global travel to eco-destinations, leading to a commensurate surge in demand for

\*Corresponding author: boluwajif@run.edu.ng

hospitality services in protected regions. Hospitality services in eco-destinations include various offerings pertaining to food, beverages, and lodging. The method of providing these services is of utmost importance and has the potential to significantly impact a destination (Tien, 2023). Typically, tourists tend to choose places that fulfil their requirements while avoiding those that fail to do so.

As an activity, tourism entails the movement of individuals who are referred to as tourists or visitors from their usual places of residence to locations known as tourist destinations. This movement may take a day or longer, in which case supplies of food, drink, and, if needed, lodging will need to be made available. These necessities for a successful tourist activity are under the purview of the hospitality sector. However, prior information on the hospitality offered at the destinations is of great importance to potential tourists in the planning process of the tourism journey. While various literature (Adeniyi et al., 2018; Omomona, 2015; and Symons, 2013) have revealed the contributions of tourist centres, there is a dearth of literature on how these tourist centres could be classified and identified. According to Liro (2021), the classification and identification would drive policymaking and improve tourist centres' attractions. Hence, this study aimed to classify and identify the different hospitality services that are offered in a few South West Nigerian ecotourism areas. The specific objectives are to;

- i. identify the hospitality services available at the destinations
- ii. categorise the services according to names and the type of services rendered.

## 2. Literature Review

### A. Classification of Hospitality Service

The classification of hospitality services represents a synergistic integration of service breadth and comfort level. Their cornerstones include a good name, a moral culture, and high-quality service (Gursoy & Böcker, 2003). These are associated with the hospitality sector, including the catering, lodging, and amusement sectors. The hotel business is expansive and may be categorised into many areas. Despite the segmentation, there exists substantial interconnection aimed at enhancing the client experience (Liro, 2021). Customer service is of utmost importance in all sectors of the hotel business (Hamid, 2021). The Hospitality and Tourism sector may choose to concentrate on any or all of the above classes as integral components of its operations. Given the presence of many risk variables, it is advisable to adopt a focused approach by concentrating on a single categorisation within the hospitality business, as this might potentially lead to increased revenue extraction (Gusman et al., 2019). Hence, the following sub-classification.

#### 1) Food and Beverages

Food and drink are the most vital parts of any hospitality company. Whether they are fine dining places, quick food shops, or caterers, restaurants are the backbone of the hospitality business. It is conceivable for the restaurant and bar company to coexist alongside other sorts of enterprises.

According to Payne-Palacio and Theis (2015), "food and beverage" refers to firms that serve food ready to eat at a specified place, including bars, cafés, and restaurants, in all its variants and specialisations. In many cities, the custom of eating out has supported the rise of the dynamic food and beverage business. It is firmly related to gastronomy, typified by the "art of fine dining" and a body of knowledge devoted to the scientific and cultural elements of food production and consumption (New Concise Larousse Gastronomy, 2007). Gastronomy and associated services are vital in the tourist business; they can be autonomous attractions or necessary services and resources. Gastronomy and hospitality are strongly related concepts. According to Lashley and Morrison's study (2001), hospitality is a series of methods used to welcome, accommodate, feed, and amuse visitors. One of the pillars of the notion of developing and sustaining ties among persons is the act of reciprocity, which is the act of sharing food or a meal.

#### 2) Ideas Regarding Food and Drink

Definitions of specific terms connected to food and drink are provided below:

- Bar: a place of business that specialises in serving beverages, snacks, or simpler meals. Bars serve as gathering places for individuals of various cultures. Based on various factors, including history, location, and cuisine, a pub may develop a reputation as a popular tourist destination.
- Catering provides prepared meals (of varying degrees of sophistication) in locations other than restaurants and bars, such as on various modes of transportation and at sites for events.
- Kitchen: Describes a location where food is prepared.
- Cuisine: Describes a region's or gourmet school's specific culinary traditions, such as French or molecular cuisine.
- The term "culinary" refers to both the procedures used in the many ways that food is cooked as well as a region's repertory of recipes (which is akin to the term "cuisine").
- A person with a strong interest in food and drink and who utilises eating, drinking, and learning about food and drink as a kind of entertainment is referred to as a foodie.
- Nutrition is either an area of study or a biological mechanism by which nutrients are taken in and absorbed by the body.
- A restaurant is a business that serves prepared meals to customers on the spot. It may be developed in many ways to meet a variety of needs. Restaurants may attract tourists depending on various factors, including their history, location, chef, and food.
- Gastronomic tourism, or travel inspired by the culinary arts.

#### 3) Bush Bars

Early versions of what we now term "bush bars" were essentially just temporary meeting spaces beneath the stars where folks might tell stories over a drink. The earliest bush

bars developed in remote regions and were shuttered during the day but opened for business after dark. They are more than merely a venue to have fun; they bring people together to make crucial decisions (Mackinnon, 1942). In this manner, even bush bars, which initially served as typical gathering places, have developed through time. By adopting movable constructions, some of them, notably in the Central Area, have begun to draw international visitors and are now among the primary attractions of the urban nightlife in the nation's capital (Varani & Bernardini, 2018).

#### 4) *Accommodations and Lodgings*

Akyeampong (2007), defines a tourist accommodation as a corporation that leases out its space and services to guests. There are numerous sorts of accommodations, such as hotels, motels, guesthouses, corporate flats, and chalets. A more general definition may include any structure that provides a stable emotional environment for persons who are temporarily away from their typical place of residence or employment (Mensah & Dei-Mensah, 2013). Hotels, Bed and Breakfast (B&Bs), and other kinds of lodging make up a large part of the hospitality business. Travellers prefer modest comforts and friendly service the most. When consumers feel valued and cared for, they are more likely to become repeat purchases and to tell others about their great experiences. The hospitality sector is one of the most essential super-structural aspects of every tourist destination. These are vital to every competitive destination. Tourist destinations can't exist without accommodation, especially nice hotels, as without them, visitors won't stay overnight but would instead treat the destination as a day trip, resulting in less spending and fewer jobs for people. The most essential criteria of tourism success—such as the number of tourists and how often they stay in hotels—are closely connected with a region's level of growth as a tourist destination.

#### 5) *Resorts*

A resort is an all-inclusive hotel that provides its visitors with a wide range of amenities, including access to a number of leisure and entertainment alternatives. Guests rely largely on resorts, which frequently provide just one distinguishing feature or activity (Brey, 2009). Resorts featuring ski slopes and other winter sports, golf courses, lakes, beaches, casinos, all-inclusive hotels, health spas, tennis courts, and marinas are just a few examples of what makes these locations different. Extra activities and a calm ambiance are prominent elements of resorts. While its widespread use in travel writing, the term "resort" is never properly defined or explained, while being related with a wide range of activities and locales. Most individuals who visit a resort are there for the aim of relaxation and enjoyment. It wasn't until the 17th century that Europeans discovered the advantages of mineral waters, which led to the construction of the first spa resorts (Lehn, 2004). Seaside resorts prospered in the late 18th and early 19th centuries, attracting numerous people from all throughout Europe. As a result, towns like Bournemouth, England, and Nice, France, became major tourist attractions in a short length of time. Pearce (2003), studied how beach resorts have grown and been planned. Both old-fashioned European resorts and cutting-edge

ones like Cancun, Mexico, were featured by the author. He also realised that not all resorts were purpose-built; some were fortunate discoveries.

#### 6) *Recreational Facilities*

Recreation refers to anything done with the intention of unwinding and having pleasure. Relaxation is vital for preserving mental and physical wellness. Businesses in the leisure industry provide activities and experiences aimed to help people relax, have fun, and revitalise. Sports for both spectators and players, entertainment enterprises that produce events like films or plays, and tourism sites like zoos and museums are all part of the wider leisure industry.

### 3. 3. Methodology

#### A. *Study Area*

The subject area for this research is Southwestern Nigeria, consisting of six states: Lagos, Ogun, Oyo, Osun, Ondo and Ekiti States. It is also known as the southwest geographical zone of Nigeria. The region lies between longitude 2° 31' and 6°00' East and latitude 6° 21' and 8° 37' N with a total land area of 77,818 km<sup>2</sup>. This research region is limited in the East by Edo and Delta states, in the North by Kwara and Kogi states, in the West by the Republic of Benin and in the south by the Gulf of Guinea. National Population Commission (2007) reported that twenty-seven million, five hundred and eleven thousand, eight hundred and ninety-two (27, 511, 892) people lived in this zone, which comprised fourteen million, forty-nine thousand, five hundred and ninety-four (14, 049, 594) males and thirteen million, four hundred and sixty-two thousand, two hundred and ninety-eight (13, 462, 298) females. It has two different seasons: the rainy season (April-October) and the dry season (November-March). The temperature zone is between 21 and 28-degree centigrade (°C) with high humidity of 77 per cent. Hence, crop cultivation and animal rearing are carried out with few issues in the area. The principal employment of the inhabitants is agriculture. The other works include trade, driving, construction, etc. The official language is English, although the primary informal language for communication in this region is Yoruba, which includes several dialects.

#### 1) *Agodi Gardens, Ibadan*

Agodi Gardens is an ecotourism destination which is located in the city of Ibadan, Oyo State, Nigeria. It is positioned northeast of the Oyo State Secretariat, Southwest of the University Teaching Hospital (UCH), and Northwest of the Premier Hotels (Omonona, 2015). It was built as a big leisure centre under the designation of Agodi Zoological and controlled by the Western Region, which continued until the creation of Oyo State in 1976. Agodi Gardens is an en-situ conservation destination. It has a zoological garden and a river called Dandaru, which passes through it.

#### 2) *Olumo Rock, Abeokuta*

One of the notable tourist destinations in the southwest part of Nigeria is Olumo Rock. It is found in the ancient city of Abeokuta, Ogun State. Olumo, meaning "moulded by the Creator", is a prominent destination. According to the history of the Egbas in Ogun State, the rock provided them protection

against the attacks of the enemy by affording them a vantage position to monitor the enemy's attack, which ultimately gave them victory. This rock is held in high honour by the Egba clans. The Abeokuta population in the 2006 census is two hundred and fifty thousand, two hundred and seventy-eight (250,278) inhabitants.

### 3) *Olumirin Waterfalls, Erin-Ijesa*

Olumirin Water Falls is located in Erin-Ijesa, Osun State. Historically, the waterfalls were discovered by a hunter. The people of Ijesa were dumbfounded by the wonders of the creature and called it "Olumirin", meaning another creator. The waterfall comprises seven different falls, with the second cascade as the most massive of the seven, with the waters diving down a forty-metre-high cliff. The massive drop is particularly notable in the wet season when the stream channel reaches flooding levels. The plunge pool makes a shallow swimming pool for tourists at the site who are lucky and adventurous enough to proceed to the second fall. (Naijatreks, 2011).

### 4) *Lekki Conservation Centre, Lekki*

Chevron Corporation founded Lekki Conservation Centre in 1990 for the Nigerian Conservation Foundation (NCF) as a biodiversity conservation and environment education centre. It is a restricted refuge for the rich flora and wildlife of the Lekki Peninsula. It protects the wetland, which consists of marsh and savannah habitats. On approaching the site, visitors/tourists are welcomed with the beautiful sight of coconut palms, which leads to a correctly set-out vehicle park. Lekki Conservation Centre is endowed with a diversity of plant and animal life. It has a huge tract of wetlands preserved for wildlife viewing. Also, in the sites are a conservation centre, library and a pedestrian walkway created in 1992 to widen tourists' perspective of the treasures of nature. Along the path to the family park are marsh perspective, bird hiding, tree house, canopy walk and monkeys.

### 5) *Ikogosi Warm Spring, Ikogosi Ekiti*

Ikogosi Warm Spring is found in the small village of Ikogosi-Ekiti in Ekiti State in Western Nigeria which is situated between towering, steep-sided and thickly wooded, north-south trending hills about 27.4 km east of Ilesha (Osun State) and about 10.5 km southeast of Efon Alaaye, Ekiti State. Ikogosi Spring resort is one of the beauties of Nigeria in terms of natural endowment. The water runs down a steep environment where the warm springs form a confluence with other cold springs from nearby hills and unite into one continuous flowing stream at 70 degrees.

### 6) *Idanre Hills, Idanre*

Idanre hills (Called Oke Idanre in Yoruba language) comprise of high plains with beautiful valleys interspersed with inselbergs of roughly 300m above sea level (UNESCO,2007). Its physical qualities include Owa's palace, shrines, old court, Agboogun footprint, thunder water (Omi Aopara), and burial mounds and grounds.

### B. *Method of Data Collection*

The personal observation method was adopted in this study. This is a process of gathering information by noting facts or occurrences. It is an act or the power of seeing or noticing

something. Observation can be a valuable and rewarding method for qualitative inquiry. This research method was used by Adeniyi et. al. (2018), in a study of the assessment of tourism potential and their contributions to the socio-economic development of Idanre people, Ondo State, Nigeria. Data for this study was collected through direct observation. The researchers went to the field with a checklist containing the expected hospitality services in a tourist destination as obtained in the body of literature. The available services were then ticked in the checklist, and relevant pictures were taken and presented as plates in the research. The categorisation was done according to names and type of services rendered (Dupeyras et al., 2013; Morrisson, 2012; 2013; Kusa,2009, Varani & Bermardini, 2018; Mensah & Dei-Mensah, 2013).

## 4. Results and Interpretations

### A. *Hospitality Services in Agodi Gardens (AG), Ibadan*

The provision of hospitality services is divided into two different sections at the Agodi Gardens Ibadan. The area is closed to the main entrance and the area closed to the swimming pool. The sophisticated services are rendered close to the main entrance which is where the restaurant, bar and ice cream are located. There are two main restaurants at Agodi Gardens namely: Gentlemen Quarters Lounge and Monochrome Restaurant and Grills. The second area accommodates the bush bar, pasta stand and grills. These services are provided by private organisations and individuals.

### B. *Hospitality Services Rendered in Olumirin Water Falls (OWF), Erin-Ijesa*

Provision of hospitality services is done at two sections at Olumirin Water Falls. The first point of call is the gate where some traders offer drinks and light refreshments to the tourists/excursionists. On the other hand, on the way to the fall is a garden where the provision of drinks and grills is available. There are also some relaxation huts where tourists can sit to relax and also eat and drink.

### C. *Hospitality Services Rendered in Lekki Conservation Centre (LCC), Lekki*

There are two different places where the provision of food and drinks is made at this destination. There is restaurant situated close to the "Ijapa Stand" (reception area). The service provider is called "Saint Shalom". This restaurant offers provision of food and drinks to the tourists. The second area where hospitality services is rendered at Lekki Conservation Centre is called "Family Park". This park is the last point of call for all tourists at the destination both the ones that participated in the canopy walk and those that only move on the wooden trail. Many food kiosks and drinks stand are located at the family park. It is indeed a relaxation centre for tourist as the environment is different from the main conservation area. The kiosks and drinks stand are operated by private providers.

### D. *Hospitality Services in Idanre Hills (IH), Idanre*

Located in Idanre Hills Tourist destination is the Cocoa Restaurant and Bar. This facility is situated close to the

destination's administrative office. It offers a full service as a restaurant and both self-assisted and full-service bar operations. There is also Owa's hall where tourists can relax to have their drinks. There is provision of food and drinks at this restaurant and bar. This facility is managed by a private service provider. There is also provision of drinks for tourists climbing the hills. There are five resting places while ascending the hills. The first place is called "First Owa's resting place". This place is located after climbing 75 steps. It is a relaxation centre for the tourists with provision of drinks and sitting space before continuing with the climbing. Situated on top of the hill is accommodation facility. This facility was built and used by the missionaries back then.

*E. Hospitality Services Rendered in Ikogosi Warm Spring (IWS), Ikogosi Ekiti*

Ikogosi Warm Spring is the home to the cold and hot water with the meeting point to make it warm spring. Given its uniqueness, it attracts tourists from different locations. As a way of making the tourists/excursionists stay memorable, the destination offers a varieties of hospitality services ranging from the provision of food, drinks, accommodation facilities and swimming pool. The destination also offers a pool-side bar operation.

*F. Hospitality Services in Olumo Rock (OR), Abeokuta*

Olumo Rock Abeokuta is a destination to the ancient Olumo Rock. This destination usually attracts tourists from different walks of life. To ensure a memorable visit of these tourists, the management put in place hospitality facilities which are crucial to the comfortability of the tourists/excursionists. Hospitality facilities are located at three different places in the destination. Shortly after the gate and close to the administrative block is the main restaurant, this restaurant both self-assisted and a full service. The self-as assisted service involves the tourists placing their orders over the counter, effect payment and the take the food to their seat. In the case of full service, the guests are seated while the servers take their order and serve them. This is a facility where varieties of food and drinks are offered to the visitors. There is an inner segment which serves as the bar. The provision of this services (food and drinks) is carried out by a food vendor/catering outfit called "Nokasi Foods and Confectioneries". The second area is a garden which is situated shortly after the tourists must have climbed some stapes on the way to the top of the rock. The garden is called "Lisabi Garden" which is named after one of the Egba warriors. The services offered in this garden include varieties of drinks and finger foods. The last segment is located at the end of the steps (137 feet above sea level). This stand offers drinks and light refreshment for tourists that might have been exhausted after climbing the steps. There is provision of seats at this stand for adequate relaxation of the tourists. Some tourists also sit on the rock while they enjoy these provisions. All the hospitality services at this destination are provided by private providers.

Table 1  
Identification and categorisation of hospitality services available across the study destinations in Nigeria

	AG	OWF	LCC	IH	IWS	OR
Food Court	+	-	+	+	-	+
Restaurant	+	-	+	+	+	+
Bar	+		-	+	+	+
Bush Bar	+	+	+	+	-	+
Accommodation	-	-	-	+	+	-
Recreational activities	+	-	+	-	+	+

Source: Field Survey, 2021.

Note: Available (+), Not available (-)

**5. Discussion of Findings**

Based on the results of the findings, it can be deduced that the identification and classifications of hospitality services rendered at the destinations as observed by the researcher during the field work were classified according to names considering the features of the services. The services were classified as food kiosks, restaurants, bar, bush bar, resorts, chalets and recreational facilities. These findings are in line with the study of Varani and Bermardini (2018), on the nightlife spaces: the case of bush bars in Abuja. The description of bush bars was in tandem with was found at the destinations studied. Furthermore, Saeheng, Ngamyarn, and Sriboonjit (2013), in their study on the effect of kiosks service quality and kiosks product quality on customer satisfaction gave the illustration of food kiosk as a small retail that is always located in highly traffic space with many special characteristics which include the use small space of about 2-3 square meters and operating with one or two staff for selling their products. Some of the services rendered at the studied destinations perfectly fit into these illustrations.

In addition, the findings of Symons (2013), on the rise of the restaurant and the fate of hospitality narrated the origin of restaurant service and gave different definitions of restaurant of which the findings of the researcher on the services rendered at the destinations was in tandem with the descriptions. Moreover, Brey (2009), suggested that a resort is an accommodation facility which is normally the principal provider of the guest experience and would generally have one distinctive feature or attraction. Examples of hallmark features include skiing and mountains, golf, beach and ocean, lakeside, casino and gaming, all-inclusiveness, spa and wellness, marina, tennis, and water park. The observation of the researcher demonstrated that some of these features were discovered in the study sites hence qualifying the services as accommodation services. The Tourism BC (2013), argued that the outdoor activities that take place in a natural setting, as opposed to a highly developed or managed landscape such as a playing field or golf course is characterised as outdoor recreation. It further mentioned that these activities are considered to adventure tourism when people go some distance to partake in them. According to the United Nations World Tourism Organization (UNWTO, 2014), adventure tourism is a vacation that incorporates at least two of the following three elements: physical activity, natural environment, and cultural immersion. Aligning with these categories of recreational activities, it can be confidently argued that these services are supplied at the locations as part of the

hospitality services.

## 6. Conclusion and Recommendations

Tourist destinations exhibit a wide range of features due to their geographical locations, distinct site attributes, and opportunities for various visitor activities. These attractions and facilities serve as the fundamental components of tourism, and are categorised accordingly. Nevertheless, several tourist destinations exist that possess multifunctional characteristics and provide a diverse range of attractions within their surroundings. These locations experience the advantage of an extended duration of visitor visits. Certain resorts exhibit a higher degree of development and hence enjoy greater popularity among visitors. There exist several entities that possess the capacity to acquire significance in the forthcoming years, but concurrently there are other entities that remain in a state of underdevelopment. The findings of this study have effects on how Nigerian tourism will grow. Offering a wide range of attractions and hospitality services. Destination Management Organizations (DMOs) must focus on promoting their destinations to potential tourists. Destinations can raise tourists' confidence on the hospitality services available at the destinations by ensuring the provision of required services of a standard destination, which could result in more tourists visiting them and more money being made from tourism.

## References

- [1] Adeniyi, J. O., Olugbamila, O. B. & Olajide, T. P. (2018). Assessment of tourism potential and their contributions to the socio-economic development of Idanre people, Ondo State, Nigeria. *World Journal of Research and Review (WJRR)* 6(4), 52-58.
- [2] Akyeampong, E. K. (2007). Tourism in Ghana: A study of travel motivation and destination choice of international tourists. In A. A. Atta-Mills, S. A. Ofori-Dwumfuoh, & A. A. Assibey-Mensah (Eds.), *Tourism development in Africa: A critical assessment* (pp. 133-152). Springer.
- [3] Bazazo, I., Alansari, I. S. Z., Alquraan, H., & Masa'deh, R. (2017). The influence of total quality management, market orientation and E-marketing on hotel performance. *International Journal of Business Administration*, 8(4), 79-99.
- [4] Brey, E. (2009). *Resort definitions and classifications: A summary report to research participants*. University of Memphis: Center for Resort and Hospitality Business. Retrieved <http://caribbeanhotellassociation.com/source/Members/DataCenter/Research>
- [5] Corluka, G. (2019). Tourism seasonality—An overview. *Journal of Business Paradigms*, 4(1), 21-43.
- [6] Dupeyras, A., & MacCallum, N. (2013). Indicators for measuring competitiveness in tourism: A guidance document. *World Tourism Organization (UNWTO)*.
- [7] Filieri, R., D'Amico, E., Destefanis, A., Paolucci, E., & Raguseo, E. (2021). Artificial intelligence (AI) for tourism: An European-based study on successful AI tourism start-ups. *International Journal of Contemporary Hospitality Management*, 33(11), 4099-4125.
- [8] Gardi, B. (2021). The effects of computerised accounting system on auditing process: a case study from northern Iraq.
- [9] Gursoy, D., & Böcker, S. (2003). Managing Service Quality for Competitive Advantage in the Hospitality Industry. In T. C. Baum, & L. A. Crosby (Eds.), *Advances in services marketing and management* (Vol. 5, pp. 223-241).
- [10] Gusman, I., Chamusca, P., Fernandes, J., & Pinto, J. (2019). Culture and tourism in Porto City Centre: Conflicts and (Im) possible solutions. *Sustainability*, 11(20), 5701.
- [11] Haddioui, I., & Jahidi, R. (2017). Total quality management and hotel performance, review of empirical investigations. *International Journal of Economics & Strategic Management of Business Process*, 8(1), 97-102.
- [12] Hamid, R.A., Albahri, A.S., Alwan, J.K., Al-Qaysi, Z.T., Albahri, O.S., Zaidan, A.A., Alnoor, A., Alamoody, A.H. and Zaidan, B.B., 2021. How smart is e-tourism? A systematic review of smart tourism recommendation system applying data management. *Computer Science Review*, 39, p.100337.
- [13] Jawabreh, O. (2020). Innovation management in hotels industry in aqaba special economic zone authority; hotel classification and administration as a moderator. *Geo Journal of Tourism and Geosites*, 32(4), 1362-1369.
- [14] Kusa, M. (2009). The supply chain of a tourism product. In *Advances in tourism management* (pp. 113-126). Springer, Berlin, Heidelberg.
- [15] Lashley, C. & Morrison, A. (2001). *In Search of Hospitality*. Routledge, New York.
- [16] Latin definition for hospes, hospitis. (2014). In *Latdict – Latin Dictionary and Grammar Resources*. Retrieved from <http://www.latin-dictionary.net/definition/22344/hospes-hospitis>
- [17] Lehn, R. (2004). Travel motivation and destination choice: A study of German tourists visiting the Canary Islands. *Tourism Management*, 25(6), 781-791.
- [18] Liro J., 2021. Visitors' motivations and behaviours at pilgrimage centres: Push and pull perspectives. *Journal of Heritage Tourism*, 16(1), pp. 79-99.
- [19] Mackinnon, R.W. (1942). "The Origins of the Australian Pub." *The Licensed Victuallers' Gazette*, 62(3), 20-21.
- [20] Mensah, I., & Dei-Mensah, R. (2013). *Management of tourism and hospitality services: Second edition*. Xlibris Corporation.
- [21] Morrison, A. M. (2012). *Hospitality and tourism marketing: A practical approach*. John Wiley & Sons. London.
- [22] Morrison, A. M. (2013). *Marketing and Managing Tourism destinations*. Routledge, 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN.
- [23] Najatrebs, (2011). The mysterious Waters of Oluimirin falls in Erin Ijesa, <http://najatrebs.com/2011/04/olumirinwaterfalls/>
- [24] National Population Commission, (2007). *Census Results of the 2006*, Abuja Nigeria.
- [25] *New Concise Larousse Gastronomy*, (2007). The Culinary Classic Revised and Updated. Bounty Books, London.
- [26] Oltean, F.D., & Gabor, M.R. (2017). Quality management and firm performance in the hotel industry: evidence from Mures county. *North Economic Review*, 1(1), 95-103.
- [27] Omomona, O. (2015). The role of Agodi Gardens in the socio-economic development of Ibadan, Nigeria. *Journal of Tourism and Hospitality Management*, 3(5), 67-74.
- [28] Payne-Palacio, J. & Theis, M. (2015). Food and beverage. In J.M. Tribe (Ed.), *Tourism theory: concepts, models and systems*, 30-42., Routledge.
- [29] Pearce, D. G. (2003). *Managing urban tourism*. Harlow, England: Pearson Education Limited.
- [30] Saeheng, S., Ngamyarns, J., & Scriboonjit, K. (2013). Effect of kiosk service quality and kiosks product quality on customer satisfaction. *International Journal of Business and Management*, 8(14), 105-116.
- [31] Symons, M. (2013). The rise of the restaurant and the fate of hospitality. *The American Scholar*, 82(3), 44-57.
- [32] Tien, N. H. (2023). Assessment of humanistic tourism resources by SMEs in Central Vietnam. *International Journal of Entrepreneurship and Small Business*.
- [33] Tourism BC. (2013). *Travel motivations and destination choice: A study of international visitors to British Columbia*. Victoria, BC: Tourism BC.
- [34] United Nations World Tourism Organization. (2014). *UNWTO world tourism barometer*, Retrieved from [http://dtxqtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto\\_barom14\\_04\\_august\\_excerpt\\_0.pdf](http://dtxqtq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_barom14_04_august_excerpt_0.pdf)
- [35] Varani, N., & Bernardini, E. (2018). The nightlife spaces: the case of bush bars in Abuja. *Bollettino della Società Geografica Italiana serie 14*, 1(2), 195-206.
- [36] Wang, C. H., Chen, K. Y., & Chen, S. C. (2012). Total quality management, market orientation and hotel performance: The moderating effects of external environmental factors. *International Journal of Hospitality Management*, 31(1), 119-129.