SPATIAL DISTRIBUTION OF HOSPITALITY INDUSTRY IN ILORIN METROPOLIS: AN EXAMPLE OF HOTELS

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Abstract: This study examines the spatial distribution of hotels in Ilorin metropolis. The specific objectives include examine the trend of hotels in Ilorin, determine the factors influencing location of hotels in Ilorin, assess the services rendered in the hotel and determine the impact of hotels in the study area. Both primary and secondary data were used for this study. One hundred and sixty questionnaires were administered in the study area. Descriptive (charts, tables, simple percentages) and inferential statistics chi-square (x^2) were used to analyse the data for this work. The study revealed that market and commercial activities are the most influential factors of location of hotel industry in Ilorin and the major impact of hotel industry in Ilorin is the provision of employment. Recommendations were put forth to government to provide a sound database to monitor the effective operation of the hotel industry, a workable mechanism must also be put in place by the government to ensure tourism related activities all year round in the state, and investment in electricity supply by ensuring electricity is supplied to residents of Ilorin metropolis. Also, Individuals, government and corporate organizations such as NGOs should also take active part in the development of hotel industry in Ilorin to stimulate infrastructural development and job creation.

Key words: tourism, hotels, trends, infrastructure, services

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INTRODUCTION

Tourism have emerged as a result of the growth and changes in tourism activities (Cooper et al, 2006) defined tourism as the temporary movement of people to destinations outside their normal places of work or residence, the activities undertaking during their stay in those destinations and the facilities created to cater for their needs. Also, United Nations World Tourism Organization (2007) defines tourism as collection of activities, services, industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home. One of the most exciting and fastest growing form of tourism is hotel. As a service industry, tourism has numerous tangible and intangible elements. Hospitality is the provision of the accommodations, venues, meals and drinks to those people who are out of their homes. The hospitality industry is a broad category of fields within the service industry that

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includes lodging, event planning, theme parks, transportation, cruise line, and additional fields within the tourism industry. Hospitality industry is a major sector in the tourism industry, which in turn is one of the most rapidly expanding fields in the service industry. Hospitality industry has brought tremendous growth to the global economy by providing services ranging from accommodation, sight-seeing, feeding as well as other services related to the tourism industry (Herman et al., 2017; Ilie et al., 2017). It not only provides employment but also plays a vital role in the economic returns of a country in the form of foreign exchange.

The boom of modern hotels in Nigeria started in the 1950s and since this period, hotels had sprung up in many Nigerian cities. The hospitality (hotel) industry has become a lucrative business in Nigeria as result of modern technological facilities put in place by hoteliers makes the destination attractive and conducive for visitation. The hotel industry in Nigeria has is known for providing the facilities for recreation and entertainment, meeting and conferences and business transmission, contributing the output of goods and related services which build well-being of the nation.

Today, the growth of hospitality (hotel) industry and the influx of visitors, the residents within these laudable potentials have generated significant socio cultural and environmental concerns that range from noise, water and land pollution. Most of these hotels are located within cities and residential areas and are often used for outdoor recreational activities such as marriage, conferences etc, all which are sources of environmental pollutions which have pose serious threat the health and wellbeing of people. This research therefore seeks to examine the spatial distribution of hotels in Ilorin metropolis.

Statement of the Problem

A hotel is a commercial establishment offering lodging to travelers and sometimes to permanent residents, and often having restaurants, meeting rooms, stores, etc., that are available to the general public. In Nigeria, the hospitality (hotel) industry has become a lucrative business as result of modern technological facilities put in place by hoteliers makes the destination attractive and conducive for visitation. Most of these hotels are found in the cities including Ilorin due to high market demand. Ilorin city has experience a gradual increase in growth of hotel industry due to improved economic condition of the state and increased urbanization. The hostel industry in Ilorin has been an important contributor to the economic development, generating income and revenue for both individuals and the government, and attracting foreign investors.

Although rapid growth of hotel industry in major Nigerian cities including Ilorin has its own share of contribution to national economic development and growth, little attention has been paid to other impacts on environment, human health and well-being. Waste are poorly managed and are littered around, in most cases blocking major drainage channels thereby exposing residents to the risk of flooding and creating conducive environment for the survival of disease vector such as mosquito. Also, most workers in these hotels are exposed to indoor air pollution, especially those working with the use of traditional source of energy for their cooking such as stove, firewood and charcoal, therefore deteriorating their health and well-being of the workers. Researchers have shown that traditional energy sources have contributed a reasonable percentage to the total atmospheric causing global warming. Further most of these hotels fall below building standards, in order to maximize profit many of these hotels have substandard rooms which are not well ventilated and are poorly equipped.

The following are the set objectives are to: examine the trend of hotels in Ilorin; determine the factors influencing location of hotels in Ilorin; and assess the services rendered in the hotels.
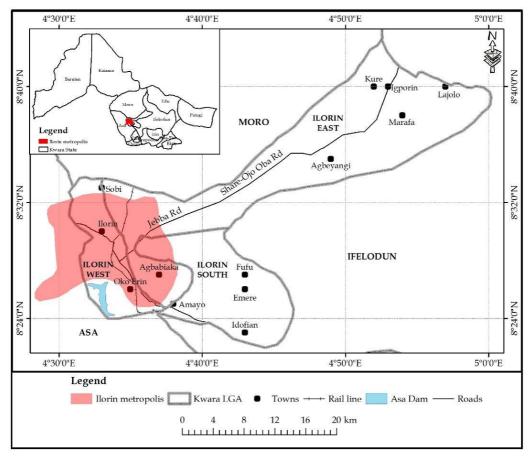
Justification of the study

The hospitality (hotel) industry in Ilorin metropolis is experiencing a great surge in growth over the past few years. This growth has broadened the concern of researchers beyond the economic impacts to socio-cultural, environmental as well as the developments on human health and wellbeing. This study was able to give a clear direction to policy makers in designing

appropriate economic and environmental policies to manage and mitigate the environmental effects of hotels industry in Ilorin city. It also provides a useful guide for future academic research in area of tourism and recreation.

STUDY AREA

Ilorin is located approximately on latitude 8°30' and 8°50' North of the equator and Longitude 4°20'and 4°35' East of the Greenwich Meridian.Ilorin is the gateway between the Southern and Northern Nigeria with an approximate land area of 100 kilometres square. It shares boundaries with Moro Local Government to the north, Asa Local Government to the west and Ifelodun Local Government to the East, Ilorin metropolis composes parts of Ilorin west, Ilorin south, Ilorin east and Asa Local Government of Area kwara State (See figure 1).

Figure 1. Map of Ilorin Metropolis
Source: Kwara State Ministry of Land and Survey (2009)

Ilorin has been described as one of the fastest growing urban centres in Nigeria with a population of 40,990 in 1952 and 208,546 in 1963. The population rose to 480,000 in 1984 with areas of about 200 km^2 (Oyegun, 1987). The population of Ilorin was estimated to be 456,738 and 717,258 in the year 1990 and 2000 respectively. Ilorin has been witnessing influx of people from different parts of the country since 2006 which contributed immensely to the growth of the Metropolis. Population projection of Ilorin for 2006 to 2015 (9 years) using annual growth rate of 2.8% is 2015 (1,097,466) NPC (2015).

During the pre-colonial period, Ilorin had been a major commerce and industrial centre involved in major craft industries such as, batana, bead making, pottery, black smiting and weaving (Adedayo and Oyebanji, 1986).

The indigenes of Ilorin are predominantly farmers, growing crops such as yams, cassava, sweet potatoes, guinea-corn etc. The city boasts the biggest traditional pottery workshops in Nigeria (Kwara state diary, 2012). The pottery is located in Dada area of Okelele, Eletu in Oju-Ekun, Okekura, Oloje, Abe Emi and Itam - Erin. Also thriving is the traditional textile industry in various part of the city, Aso-Oke are made in large quantities in okelele area. A large number of the population are engaged in trading, industrial and administrative activities, banking, teaching and blacksmith work etc (Olorunfemi, 1995). Increase in socio-economic activities over the years has led to demand for places where event takes place, for example exhibition of products, social events and conferences in Ilorin.

The metropolis is a confluence of cultures, populated by Yoruba, Hausa, Fulani, Nupe, Baruba and other Nigerians and foreign nationals. The indigenous people's culture is predominantly Islamic, as most of the Islamic festivals such as Eid-el fitri Sallah, Ramadan are greatly celebrated compared with anywhere in the country (Abdullateef, 2013). Ilorin has a range of tourist attractions such as the Sobi Hill, the Okuta Ilorin, Idi Ape quarters, the Alfa Alimi Mosque and residence which has been built since 1831.

Like many traditional cities in Nigeria, Ilorin Metropolis retains the characteristics of traditional town alongside a modern urban centre; the traditional part is located west of Asa River with a concentric pattern (Aderamo, 2002). The zone of transition contains deteriorating houses. While second zone is the independent working man zone, comprising of men of second generative immigration into the city. The third zone is zone of better residence i.e. middle class, small business men, professional people and salesmen. The last zone is the commuter zone of small cities, towns and hamlets which serve as dormitory and suburbs for the weather city dwellers for example Ganmo and Tanke (Aderamo, 2002). The modern residential part of Ilorin developed along the east and south of Asa River and this area attracted industrial, residential, administrative, commercial, transportation, institutions, communication, health, religions, financial and primary land uses. The recreation land use in the town is not efficiently utilized because of people's perspective to tourism.
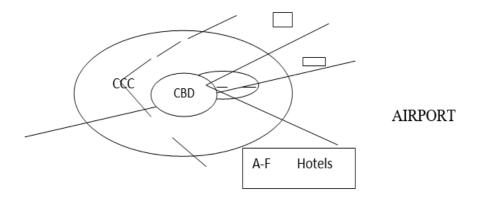
Concept of Hotel

A hotel is an establishment that provides lodging paid on a short-term basis. It is a commercial establishment offering lodging to travelers and sometimes to permanent residents, and often having restaurants, meeting rooms, stores, etc., that are available to the general public. Facilities provided may range from a basic bed and storage for clothing, to luxury features like en-suite bathrooms. Larger hotels may provide additional guest facilities such as swimming pool, business Centre, childcare, conference facilities and social function services (Chap, 2010).

Model of Urban Hotel Location

Ashworth and Tunbridge, (1990) proposed a typology of hotel locations for classification of commercial accommodation establishment in historic cities. As shown in figure 2, the model presented six hotels location in historic cities which are labeled A-F (A- historic city location; B-railway station; C- along main access; D-cluster of small hotels and pensions in nice area; E- the zone of overlap between the historic city and the modern commercial city, and F-peripheral locations). According to the model, the first location - A, is the historic city locations which often have history of continuous operation extending back centuries and form part of the attraction of the historic city. Asworth and Tunbridge (1990) stressed that the development of B and C locations is traceable to improvement in urban accessibility, while location D exists because of the convenient and attractive locations in or near high amenity zones. According to them, hotels in location E are often large and purpose built, usually part of large hotel chains and are within walk able distance

of both historic and modern attraction. Hotels in F locations are in the peripherals to the historic city and their constructions cause a spatial separation of accommodations from other urban tourism resources, including heritage. The stressed further that these hotels are conveniently located for tourist desiring to visit attractions outside the urban area, but their peripheral locations can deter visitors from visiting the historic core of the city.

Figure 2. Typology of Urban Hotel Locations
Source: Adapted from Ashworth and Tunbridge (1990)

MATERIALS AND METHODS

Both primary and secondary source of data were used in this research. Primary Source of Data were obtained through the use of open and closed ended questionnaire and while Secondary sources of data were obtained from books (published and unpublished), internet search journals and conference proceeding. Systematic random sampling technique was adopted for this study. Descriptive statistics (tables and chats) and inferential statistics were used (chi square).

Results and Discussion
Socio-Economic Characteristics of Respondents

As shown in table 1, 23.1% (37) of the respondents are between age 18 and 28 years, while 41.9% (67) of the respondents are between the ages of 29-39 years. Also, 28.8% (46) of the respondents are between age 39-49 years, while 5.6% (9) of the respondents are between age 48 and 59 years. Only 0.6% (1) of the respondent were above 60 years. This data shows that most of the respondents are in their productive age. The gender distribution of the respondents shows that 74.4% (119) of the respondents are male, while 25.6% (41) are female, it was observed that most of the respondents are male. This may be due to high level of commitment required by the job. Also, 58.9% (91) of the respondents are married, while 31.3% (50) are single and 4.4% (7) are widowed. Only 7.5% (12) of the respondents are separated. These implies that many of the respondents are married.
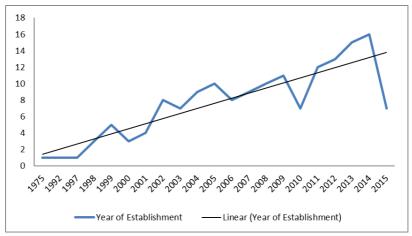
Further, as shown in table 1, 92.5% (148) of the respondents are tertiary school certificate, while 5% (8) of the respondents are SSCE holders. Also, 1.9% (3) of the respondents were primary school certificate holders, while only 0.6% (1) of the respondents have no formal education. In addition, the income distribution of the respondents were as follow 13.1% (21) of the respondents earn less than N18,000, while 22.5% (36) of the respondents earn between 18,000-N25, 000 and N26,000-N35,000 respectively. Also, 20.0% (32) of the respondents earn between N36, 000-N45, 000. Also, 21.9% (35) of the respondents earn above N45,000. The above data shows that most of the respondents earn above the minimum basic salary of N18, 000. It implies that most of the respondents earn minimum wage and very few of the respondents had tertiary education.

Table 1. Socio-economic Characteristics of Respondents
Data source: Author's Field work, 2017

Socio-economic Characteristics	Frequency	Percentage
Age		
18-28 years	37	23.1
29-38 years	67	41.9
39-48 years	46	28.8
49-59 years	9	5.6
Above 60 years	1	0.6
Total	160	100
Gender		
Male	119	74.4
Female	41	25.6
Total	160	100
Marital Status		
Married	91	56.9
Single	50	31.3
Widowed	7	4.4
Separate	12	7.5
Total	160	100
Level of Education		
Primary Education	3	1.9
Secondary Education	8	5.0
Tertiary Education	148	92.5
No formal Education	1	0.6
Total	160	
Income		
Less than N18,000	21	13.1
N18,000-N25,000	36	22.5
N26,000-N35,000	36	22.5
N36,000-N45,000	32	20.0
Above N45,000	35	21.9
Total	160	100

Trends in Hotels in Ilorin Metropolis

Figure 3 shows that, 0.63% (1) of the hotels were established between 1975 and 1980, while 0.63% (1) of the hotels was established between 1987 and 1992.

Figure 3. Trend of Hotels in Ilorin Metropolis
Source: Author's Field work, 2017

Also, 2.5% (4) of the hotels were established between 1993 and 1998, while 22.5% (36) of the hotels were established between 1999 and 2004. 34.38% (55) of the hotels were established between 2005 and 2010, while the majority of the hotels 39.38% (63) were established between 2011 and 2015 whilst the figure is expecting to rise in the coming months. The data therefore shows that there is fluctuation in the establishment of hotels in the study area and this make be linked with the unstable economic condition of the country. It connotes that urbanization and civilization have positive impact in increase in hotels in Ilorin.

Factors Influencing the Location of Hotels in Ilorin Metropolis

Table 2 shows that, 26.9% (43) of the respondents indicated that the major factor that influence the location of hotels is presence of physical infrastructure, while 41.3% (66) of the respondents indicated that market and commercial activities are the major factors considered in the location of hotels. Also, 10.6% (17), 3.8% (6) and 16.3% (26) of the respondents indicated that government influence, education, cheap cost of land, market, and commercial activities respectively are the factors, influencing the location of their hotels. Only 1.3% (2) of the respondents indicated that presence of physical infrastructure, market and commercial activities are the major factors influencing the location of hotels. From table 3, it can be deduced that market and commercial activities are the most influential factors of location of hotel industries in the study area.

Table 2. Factors Influencing the Location of Hotels in Ilorin Metropolis
Data source: Author's Field work, 2017

Factors	Frequency	Percentage
1. Presence of Physical infrastructure	43	26.9
2. Market and commerce	66	41.3
3. Govt. Influence	17	10.6
4. Education	6	3.8
5. Cheap cost of land and commercial activities	26	16.3
6. Presence of physical	2	1.3

Types of Services Rendered in Hotels in Ilorin Metropolis
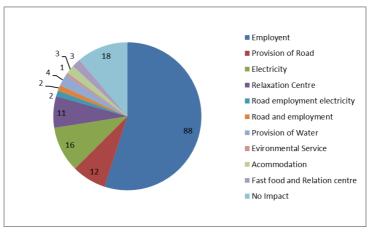
Table 3 shows the type of service rendered by the hotels in the study area. According to the table, most of the hotels render more than one service.

Table 3. Types of Services Rendered in Hotels in Ilorin Metropolis
Data sources: Author's Field work, 2017

Types of Service	Frequency	Percentage
Room Service (High)	17	10.6
Room Service (Medium)	12	7.5
Room Service (Low)	5	3.1
Bar (High)	19	11.9
Bar (Medium)	12	7.5
Bar (Low)	4	2.5
Night club (High)	6	3.8
Night club (Medium)	18	11.3
Night club (Low)	12	7.5
Swimming pool (High)	2	1.3
Swimming pool (Medium)	4	2.5
Swimming pool (Low)	1	0.6
Halls/Events Centers (High)	5	3.1
Halls/Events Centers (Medium)	6	3.8
Halls/Events Centers (Low)	6	3.8
Restaurant (High)	15	9.4
Restaurant (Medium)	9	5.6
Restaurant (Low)	7	4.4
Total	160	100.0

Impacts of Hotels in Ilorin Metropolis

As shown in Figure 3, most of the respondents 55.0% (88) indicated that hotel industry in the study area provides employment opportunities for residents of the area, while 7.5% (12), 10.0% (17), 6.9% (11) and 1.3% (2) of the respondents indicated hotel industry in the study area provide road, electricity, conducive relaxation centre and road respectively for the residents of the area. 1.9% (3) indicated that their hotels creates accommodation, fast and relaxation respectively.

Figure 3. Impacts of Hotels in Ilorin metropolis
Data source: Author's Field work, 2017

Table 4. Chi-square Result
Data source: Author's Field work, 2017

Pearson chi-square	Value	df	Asymp. sig
Level of Education	1.600[a]	1	0.206
Social class	0.025[a]	1	0.635

The result of chi square as presented in table 4 implies that there is statistically no significant association between the level of education of residents and social class of people on the location of hotels in Ilorin. This is reflected in the fact that $p > .050$ is less than calculated value. Therefore, the null hypothesis is accepted.

CONCLUSION

In conclusion, the study suggested that, a sound database should be provided by the government to monitor the effective operation of the industry. A workable mechanism must be put in place by the government to ensure tourism related activities all year round in the state.

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