

ISSN 1118 - 0021

Journal of
**HOME
ECONOMICS
RESEARCH**

Volume 25, No. 2, December 2018

Published by the
**Home Economics Research Association of Nigeria
(HERAN)**

Enterprise Characteristics of Selected Hotels for Indigenous Snacks Acceptability in South-West Nigeria

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Abstract

The study assessed the enterprise characteristics of various tourists' centers across the selected states in Southwest Nigeria. It was conducted in selected hotels and tourists centers in southwest Nigeria. Twenty caterers were randomly selected in each hotel and tourist centers. Data were collected using questionnaire and analyzed using frequencies and percentages. The findings of the study show that indigenous snacks were offered in lower proportion to continental snacks in hotels across the states in south-west Nigeria, these snacks are prepared and packaged hygienically and also these hotels have adequate recreational facilities. The study recommended that workshops and seminars should be organized on promotion of indigenous snacks into hotels and tourists centers.

Keywords: Enterprise, Characteristics, Hotels, Indigenous, Dishes, Tourists

Introduction

Food contains nutrients which must be consumed in the right proportion for good intellectual development and growth, also for the maintenance of good health (Olusanya *et al.*, 2000). Report by Meludu (2010) grouped food into raw food, convenience food, fast food, and medicinal food. Apart from main meals, there are those referred to as snacks, these are small casual meal, ready- to-eat (RTE) food products which are sometimes considered as substantial source of nutrients. Snacks

play important role in Nigerian food culture (Abiola *et al.*, 2012) by showcasing the diversity in food selection. The European Food Information Council (2000) reported that the consumption of snacks in addition to one's appropriate daily calorie intake will lead to increase in body weight. Buthrie *et al.* (2002) also documented that snacks are high in fats and sugar and are therefore, "bad" and "makes one fatter". Snacks are also perceived as junk food eaten in between meals because they typically have little or no

nutritional value and are not seen as contributing towards general health and nutrition but a healthy snack can offer health benefits. Snacks can even be included in weight loss plan; this can be done by choosing snacks with about 100 calories and a mix of carbohydrates, protein and healthy fats. Summerbell *et al.* (1995) stated that snacking is also an effective way to fit extra nutrients into one's diet and prevent overeating at meal times. They contribute about 15-20% of our daily energy intakes, 15-20% of our daily mineral intake and 13-17% of our daily vitamin intake. Generally, the role of snacks is to offer a light, convenient and enjoyable food option before the main meal time (Olusanya *et al.*, 2000). Nutritionally, Martinez (2015) stated that eating a healthy snack increases the intake of essential nutrients. For example, fruits and vegetables add vitamins A and C, both of which are important for immunity building, wound healing, healthy teeth and gums. They also offer fibre and fill the stomach for very few calories, low fat cheese, yoghurt or hummus increase protein intake, which is necessary for healthy muscles, skin cells and hair. Whole grain crackers add complex carbohydrates and additional fibre, low-fat dairy foods increase Calcium intake, a nutrient that is needed for healthy bones (Sanni and Adebayo, 2010).

Traditionally, snacks are prepared from ingredients available in the home, cold cuts, sandwiches, nuts and fruits (Delroy, 1985). Indigenous snacks could serve to create market potentials for the farmers to supply farm produce such as

maize, millet and beans (Apata, 2017). The same author opined that these raw materials used to prepare indigenous snacks could also be introduced to hotels and tourist centres to make sufficient sales, which could require investment, large equipment and thereby create employment for people around the centres which can hitherto improve local economy. Examples of indigenous snacks include aadun (corn cake), akara ogbomoso (Ogbomoso town's cake), kokoro (maize flour), and dodo ikire (overripe plantain chips). The author further stressed that tourism development is gradually becoming the concern of many stakeholders, as tourist centres are springing up while tourists come from both within and outside the country. According to Apata (2017), local snacks are often sold by itinerant sellers from trays or boxes on their heads, from stores in the market and schools or by the wayside in small rural towns as well as larger urban centers. In southwest Nigeria, some of these snacks are widely sold at marketplaces and hawked at motor parks. Indigenous foods as snacks are fundamental components of a destination attributes and overall tourist experience which could result in culture contact (Long, 2004). Some tourists might want to experience taking locally made food inform of snacks at tourism destinations, especially if encouraged and accepted by caterers in hotels and tourists centres.

Purpose of the study

This study explored enterprise characteristics of various tourists

centers across selected states in Southwest Nigeria. Specifically the study determined

- 1) socio-economic characteristics of caterers in selected hotels and tourists centres in southwest Nigeria.
- 2) types of dishes and snacks are available in the hotels and tourists centres.
- 3) factors affecting serving indigenous snacks at selected hotels in southwest Nigeria,
- 4) recreational facilities available in the selected hotels and tourists centres.

Research questions

- 1 What are the socio-economic characteristics of caterers in selected hotels and tourists centres in southwest Nigeria?
- 2 What types of dishes and snacks are available in the hotels and tourists centres?
- 3 What are the factors affecting serving indigenous snacks at selected hotels in southwest Nigeria?
- 4 What are recreational facilities available in the selected hotels and tourists centres?

Methodology

Area of study: The study was carried out in selected hotels and tourists centers in south-west Nigeria based on geopolitical zone. Four states were purposively selected from six states in South-west Nigeria, due to peculiarity of the snacks where two hotels and two

tourists' centers that are frequently visited were purposively selected.

Population for the study: The population of the study consisted of caterers in selected hotels and tourist centres in selected states in South West Nigeria. According to the Small and Medium scale Enterprise Development Agency of Nigeria (SMEDAN), there are a total of 2,431 hotels in South West Nigeria (SMEDAN, 2017).

Sample for the study: The sample consisted of caterers on duty in the selected ratings of four-star hotels and tourist centers that were frequently visited were purposively selected in each sampled state. Stratified random sampling technique was used to select respondents. Twenty caterers in each of the hotels and tourists centers were randomly selected given total of 160 respondents.

Instrument for data collection: Structured questionnaire was used to collect information from the caterers. The instrument was face validated by three lecturers in the Department of Wildlife and Aqua-tourism of the University of Ibadan. The reliability of the instrument was ascertained from the pre-test, carried out with twenty respondents. A reliability coefficient of 0.8 was obtained using the test-retest method was estimated using multiple linear regressions. Oral interview was conducted with the local snacks processors.

Data collection and analysis technique: One hundred and sixty copies of the questionnaire were distributed to caterers in selected hotels and tourists

centers. All the questionnaires were completed and retrieved. Data collected were analyzed using mean scores and the attitude model.

Results

Socio-economic characteristics of the respondents: The findings reveal that the mean age was 39.96 ± 4.21 . Majority

of the respondents were single (5.3%). This was followed closely by the married folks (47.5%). Also, respondents with tertiary education had the highest representation (81.9%). They were also largely Christians (81.3%). All the respondents (100%) were Nigerians.

Table 1: Types of dishes available in selected hotels/tourist centers in southwest Nigeria

States	African dishes F (%)	African and Continental dishes F (%)	Continental dishes F (%)
Osun	38 (95.0)	0 (0)	1 (2.5)
Ekiti	14 (35.0)	0 (0)	0 (0)
Oyo	34 (85.0)	4 (11.0)	1 (2.5)
Ogun	25 (65.0)	13 (32.5)	5 (12.5)

Table 2 shows the percentage distribution of types of food service available in hotels across southwest Nigeria states. Availability of African dishes offered was higher in hotels at Osun and Oyo states (95%, 85%) respectively. More than half (65%) of African dishes were offered in Ogun state hotels and Ekiti hotels had the least less than half (35%) of African dishes. 32.5% of African and

Continental dishes was available in Ogun state, 11% of African and Continental dishes were available in Oyo while no African and Continental dishes available in Ekiti and Osun state hotels. 2.5% of Continental dishes available in Osun and Oyo state hotels, 12.5% of Continental dishes available in Ogun hotels while no Continental dishes offered in Ekiti hotels.

Table 2: Types of snacks available in hotels/tourist centers across the states

States	Osun F (%)	Ekiti F (%)	Oyo F (%)	Ogun F (%)
African snacks	6 (15.0)	0 (0)	2 (5.0)	0(0)
African and Continental snacks	1 (2.5)	0 (0)	1 (2.5)	4 (10.0)
Continental snacks	28 (70.0)	40 (100.0)	31 (73.0)	32 (80.0)
Absence of African and Continental	0 (0)	0 (0)	2 (5.0)	0 (0)

Table 3 shows that all the hotels in the study area offered Continental snacks in

higher proportion (70%) in Osun, (100%) Ekiti, (73%) Oyo and (80%) in

Ogun respectively while very few (15%) of African snacks were available in Osun hotels and very few (5%) of African snacks in Oyo hotels while there were no African snacks available in Ekiti and Ogun hotels. Very few

(2.5%) of African and Continental snacks available in Osun and Oyo hotels and very few (10%) in Ogun hotels, very few (5%) absence of African and Continental snacks was recorded in hotels at Oyo states.

Table 3: Factors affecting serving indigenous snacks at selected hotels in south-west Nigeria

S/N	Factors	Osun	Ekiti	Oyo	Ogun
		Yes F (%)	Yes F (%)	Yes F (%)	Yes F (%)
1.	Indigenous snacks are displayed as part of Hotel's restaurant menu or sold differently around the hotel facilities	12 (30.0)	10 (25.0)	32 (80.0)	26 (65.0)
2.	Indigenous snacks enhance income generation to the hotel	35 (87.5)	30 (75.0)	36 (90.0)	36 (90.0)
3.	Indigenous snacks are hygienically prepared	14 (35.0)	20 (50.0)	7 (17.5)	7 (17.5)
4.	Indigenous snacks could be listed on the hotel's menu list	28 (70.0)	40 (100.0)	27 (67.5)	31 (77.5)
5.	Inadequate information on how the snacks was made affect its consumption	18 (45.0)	30 (75.0)	13 (32.5)	15 (37.5)
6.	High cost of processing machines affect the availability of indigenous snacks	23 (57.5)	10 (25.0)	14 (35.0)	18 (45.0)
7.	Lack of advertisement to promote sales affect indigenous snacks	24 (60.0)	40 (100.0)	14 (35.0)	27 (67.5)

Table 4 reveals factors affecting serving indigenous snacks at selected hotels in south-west Nigeria. Majority (70%) of the caterers in Osun, (100%) in Ekiti, (67.5%) in Oyo and (77.5%) in Ogun accepted that indigenous snacks be listed on the hotels menu list. Also, Most (87.5%) caterers of hotels in Osun, (78.5%) in Ekiti (90%) in Oyo and Ogun agreed that indigenous snacks can enhance income generating to the hotel. Moreover, (35%) of respondents in

Osun, (50%) in Ekiti, (17.5%) in Oyo and Ogun agreed that indigenous snacks are hygienically prepared. However, very few (30%) of caterers in hotels at Osun state, Ekiti (25%), Oyo (80%) and Ogun (65%) displayed indigenous snacks as part of hotels restaurant menu. Few (45%) of caterers in Osun, Ekiti (75%), Oyo (32.5%) and (37.5%) in Ogun indicated that inadequate information on how the snacks was made affect its consumption. Also, (57.5%) of caterers

in Osun, (25%) in Ekiti, (35%) in Oyo and (45%) in Ogun indicated that high cost of processing machines affect the availability of indigenous snacks. (60%)

of caterers in Osun, (100%) in Ekiti, (35%) in Oyo and (67.5%) in Ogun agreed that lack of advertisement affect the promotion of indigenous snacks.

Table 4: Number of rooms available in hotels across states

Number of rooms	Osun	Ekiti	Oyo	Ogun
	F (%)	F (%)	F (%)	F (%)
1-50	2 (5.4)	1 (2.6)	8 (20.5)	3 (7.9)
51-100	35 (94.6)	38 (97.4)	31 (79.5)	31 (81.6)
101-150	0 (0)	0 (0)	0 (0)	1 (2.6)
151-200	0 (0)	0 (0)	0 (0)	2 (5.3)
201-250	0 (0)	0(0)	0 (0)	1 (2.6)
Total	37 (100.0)	39 (100.0)	39 (100.0)	34 (100.0)
Mean	77.7297	89.8462	87.6923	94.8947

Table 5 reveals the number of rooms available in the hotels across states. In Osun state, (5.4%) of hotels have 50 rooms, (94.6%) have between 51 and 100 rooms, and no hotel has number of rooms between the range of 101 and 250. (2.6%) of hotels in Ekiti have up to 50 rooms, (97.4%) have 51 to 100 rooms while no hotel has between 101 to 250 rooms. (20.5%) of hotels in Oyo have up to 50 rooms, (79.5%) have between 51

and 100 rooms while no hotel can be found with number of rooms ranging from 101 to 250. In Ogun, (7.9%) of hotels have up to 50 rooms, (81.6%) have between 51 and 100 rooms, (2.6%) have between 101 and 150 rooms, (5.3%) have between 151 to 200 rooms and (2.6%) have between 201 and 250 rooms with the mean of (77.7%) in Osun, (89.8%) in Ekiti, (87.7%) in Oyo and (94.9%) in Ogun

Table 6: Percentage Responses on Recreational Facilities available in selected hotels/tourists centres in Southwest Nigeria

Facilities	Osun	Ekiti	Oyo	Ogun
	F (%)	F (%)	F (%)	F (%)
Gym	39 (97.5)	40 (100.0)	3 (7.5)	37 (92.5)
Swimming pool	37 (92.5)	40 (100.0)	8 (20.0)	39 (97.5)
Tennis court	9 (22.5)	10 (25.0)	9 (22.5)	30 (75.0)
Basketball court	4 (0.0)	30 (73.0)	6 (15.0)	6 (15.0)
Volleyball court	0 (0)	20 (50.0)	2 (5.0)	2 (5.0)
Spa	4 (0.0)	20 (50.0)	2 (5.0)	13 (32.5)

Table 6 shows that most of hotels across the states (97.5%), (100%), (7.5%) and (92.5%) in Osun, Ekiti, Oyo and Ogun respectively have gym. Majority of the hotels in Osun, Ekiti and Ogun has an average of (96.7%) of swimming pools except hotels in Oyo state that has the least (20%). All the hotels in Osun, Oyo and Ekiti states have an average of (23.3%) of tennis court with the exception of hotel in Ogun state that have (75%) of tennis court. All other hotels across the states have very low percentage of basketball court except hotels in Ekiti that have (75%). Most of the hotels in the states do not have volleyball court except the hotels in Ekiti state with (50%), also, (50%) of hotels in Ekiti have spas and (32.5%) hotel in Ogun state. (10%) of hotels in Osun state and only (5%) of hotels in Oyo state have spa. This showed that (60%) of the hotels in all the states have recreation facilities that could encourage tourists to their hotel although with peculiar sport facilities

Discussion

This study looked at enterprise characteristics of various tourists' centers across selected states in Southwest Nigeria. Most of the caterers were male (58.1%). The large number of male caterers could be attributed to the observations of Foskett *et al.* (2003) that men are the best chef in the hospitality industry. This could be due to the fact that men are more versatile and strong with kitchen tasks. A higher proportion (51.3%) of caterers were single, this inferred that single people have more

time for themselves without hindrance of family responsibility.

Majority of the hotels in the study area offered higher percentage of African dishes and continental snacks. The result shows that African dishes and continental dishes were displayed in virtually all the hotels in the study area which indicated that the caterers in the hotels were conversant with local dishes and as such offered them. This also implies that most Hotels may be interested in promoting local dishes. The study revealed that indigenous snacks were displayed as part of hotels restaurant menu sold around the hotel facilities. The numbers of rooms available in most hotels in the study areas were between 50 and 100. Considering the display of indigenous snacks around the hotels, across the states, it was observed that indigenous snacks were displayed or hawked mostly around the hotels or tourist centres in Ogun state compared to other states, while conventional snacks were showcased and offered by the caterers virtually in all the hotels in the study area. The hoteliers agreed that lack of advertisement affect the promotion of indigenous snacks, this corroborates the findings of Yunis (2004), about product and services that they serve as life wire of hospitality industry. Caterers in some hotels accepted that indigenous snacks should be listed on the hotels menu list. This implies that the caterers in hotels and tourist centres welcome the idea of introducing indigenous snacks into the hotels and tourist centres menu list which can be a source of promoting and

encouraging the use or consumption of the indigenous snacks by the people visiting the hotel or tourist centres. The study also revealed that all the hotels in the study area encouraged or offered sport facilities such as gym, swimming pool, tennis court, basketball court, volleyball court and spa. These corroborated UNWTO (2014) and Kukoyi *et al.* (2013) on how hospitality and tourism benefit economic conditions of a country. The result also showed that 60% of the hotels in all the states have recreational facilities that could encourage tourists to their hotel although with peculiar sport facilities.

Conclusion

It is evident from the study that most of the caterers in the hotels and tourists centres indicated that they do not encourage acceptance of indigenous snacks in their hotels. African dishes were offered mostly and higher in majority of the hotels in South-west Nigeria. Continental snacks offered in higher proportion in virtually all the hotels while very few offer of African snacks were available in most hotels in South-west Nigeria and indigenous snacks as part of hotels restaurant menu was displayed by average number of caterers in the hotels.

Recommendations

Based on the findings of this study, the following recommendations were made;

- ❖ There is a need to intensify effort in encouraging and persuading the caterers in the hotels and tourist centres to accept indigenous snacks,

in order to fill the gap of balancing African snacks especially indigenous snacks with the food offered in the hotel.

- ❖ Efforts should be made to organize workshop and seminars on promotion of indigenous snacks into hotels, tourists' centres and various government agencies and general public for acceptability. Caterers need to collaborate with indigenous snacks processors to be able to harness the indigenous snacks resources into hotels and tourists centres.
- ❖ Hygiene standards should be established and strictly adhered to in the preparation and packaging of local snacks that are to be sold in hotels in the region.
- ❖ Hotels should have recreational facilities that will encourage tourists in patronizing them and also the local and continental snacks that they have available.

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