

Hospitality and its Roles in Development of Tourism in the World

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ABSTRACT

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes, in less than a year. Accommodation is a necessary factor in the development of tourism within any destination that seeks to serve visitors other than day-trippers. The quality and the series of accommodation obtainable will both reveal and influence the choice of visitors to a location. The benefits tourism and hospitality will have on a nation's economy are endless. The most obvious factor is the employment created as a result of hotels, airlines, travel agencies, and more. One in ten jobs around the world are in tourism. Foreign investment also increases when a country is on the rise as a tourist destination. site. Many of its industries will see a boom and much of this interest will come from diaspora.

Keywords: Hospitality, development, tourism, countries and world.

INTRODUCTION

The tourism industry is frequently cited as the biggest industry in the world, contributing 10-11% of the world's GDP [1]. In 2018 there were over 1.4 billion international tourists: that's a substantial economic impact and movement of goods and services [2]. Tourism is also considered an export and is exceptional in that the consumers come to the product where it is consumed on-site. Before we excavate any deeper, let's explore what the term "tourism" means. There are a number of ways tourism can be defined. In recent times, the United Nations World Tourism Organization (UNWTO) embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. It defines tourism as follows:

A social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or

excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. In other words, tourism is the movement of people for a number of purposes (whether business or pleasure). It is vital to appreciate the diverse groups and constituencies concerned in this movement. Of course it includes the tourist, but also the gigantic array of businesses providing goods and services for the tourist, the government and political organization of a destination, and the local residents of the destination community itself.

Each of these components are essential parts of a thriving tourism purpose and operate within secret and public sectors, the built environment, and the natural environment. All these come together to create the processes, activities, and outcomes of tourism [3]. Tourism is an

economic sector in Nigeria that has the prospective to develop at a high rate and it can also ensure significant development of the infrastructure of the destinations [4]. It generates multiplier effects on the economy. It has the capacity to exploit on the country's accomplishment in the services sector and provides sustainable models of growth. It has the potential to motivate other economic sectors through its backward and forward linkages and cross-sectoral synergies with sectors like agriculture, horticulture, poultry, handicrafts, transport and construction. Income and employment opportunities are generated through forward and backward linkages. The financially viable benefits of tourism surge into the various segments of the economy in terms of improved national and state revenues, business receipts, employment, wages and salary income. Buoyancy in Central, State and local tax receipts can add towards overall socio-economic development and accelerated development in the economy.

Tourism is a vibrant industry actively driven by private sector service providers, although the public sector has an important role to play in building infrastructure either directly or through Public Private Partnership (PPP) mode [5]. The hospitality industry in many ways represents the country's growth and wealth [6]. The benchmark of accommodation and the quality and array of food available in a destination is a significant part of the notion and reflection of that place in the mind of the traveller. Nigerians are becoming more exposed to the world and as a result are now demanding the most excellent luxuries even inside their homes. It is therefore of overriding importance that the hospitality industries keep revamping and reinventing itself to ensure that neither the global nor the domestic travellers are disappointed. The globalization of the hospitality industry has accelerated under the pressures of the advances in technology, communication, deregulation, elimination of political

barriers, global developments as well as the growing competition in the global economy [7]. The hospitality industries in Africa and Nigeria are too responding to these pressures and developments. It is swiftly maturing and pushing itself to meet up the demands of the people efficiently. The yardstick of service provided has significantly risen over the past four years. Nigeria is known in the world as the land of hospitality.

Nigeria and other African countries are today in the crucial stages of the business of hospitality and with limitless tourism and unexploited business prospects. In the future, hospitality in Nigeria will see more green light of growth [8]. Nigeria as well as other African countries are one the famous holiday destinations in the world, and provide abundant facilities as far as lodging is concerned. It has many exotic hotels to cater to its ever booming travel and tourism industry. Many hotels and resorts have popped up in Nigeria over the last few years to cater for the accommodation wishes of everybody. Hotels in Nigeria provides detailed summary of the various categories of hotels, and the important groups of hotels that play a major role in the field of tourism. Hotels are located in all major tourist and commercial destinations of Nigeria, the hotels are known for their warm hospitality and comfortable accommodation [9].

The role of accommodation in tourism development

In the milieu of the tourism sector in general, accommodation rarely has a place or basis in its own right [10]. It is rare for a tourist to select to stay in a hotel or any other form of accommodation for its own sake. Rather, the alternative is made because the accommodation provides a support service for the wider motivation that has brought the visitor to the destination, whether for business or leisure purposes [11]. In essence, given the above, accommodation is a basic element of the tourism product [12]. Tourism, in a broad sense, is reliant on the quality and quantity of accommodation facilities available. It is

a very fundamental factor of tourism development. To imagine a successful tourism development, the development of accommodation should be considered as a core factor of the tourism scheduling. In other words, accommodation is a medium of tourism, and therefore, appropriate option of accommodation is required in order to enlarge and develop the tourism industry. Comfortable hotels and other forms of accommodation facilities play a fundamental role in attracting tourists to the destinations places. This therefore mean that the services of the accommodation establishment should provide relieve to the tourist as the opposite will lead to the tourist being disappointed and end up spreading a negative message about the accommodation establishment to friends and family members [13]. Realising this fact, accommodation has a role in the attractiveness of a tourism destination, accommodation facilities which are available in different tourist spots have been focusing to provide utmost comfort to tourists within rational rates [14]. It is very important and difficult to the accommodation provider to provide comfortable accommodation to the people from different economic backgrounds according to their affording capacity [15].

Accommodation is a necessary factor in the development of tourism within any destination that seeks to serve visitors other than day-trippers [16]. The quality and the series of accommodation obtainable will both reveal and influence the choice of visitors to a location. Accommodation also plays a key role in the overall economic contribution which tourism makes at a local and national level. It is however, hard to generalise about the proportion of total tourist expenses that is billed to accommodation because it varies greatly according to the market, accommodation type and nature of product purchased [17]. Accommodation, therefore, has an integral but varied role as part of the wider tourism product.

In modern times, the way people spend

their vacation has faced many changes. People like to spend their holiday and leisure time with friends and family and at the same time exploring various tourist destinations around the world. Tourism business across the world has seen unprecedented developments which directed remarkable growth in the accommodation facilities. Accommodation, as a foremost part of tourism, has directly influenced the tourism development in certain destination areas. Accommodation is a basic need in the tourism industry [18]. Therefore, it is vital that development of accommodation should be a fundamental element of the overall planning process of the tourism destination's planning process. Considered as a core of the tourism industry, most of the countries have been able to recognize its importance in agreement to the tourism development and therefore the governments of the destination countries have been coordinating their tourism conduct with the accommodation industries by emphasizing attractive incentives and concessions to the providers of tourist accommodation [19]. This kind of governmental plan has succeeded in developing various types of accommodation. Sufficient supply of accommodation facilities in the tourism industry is one of the basic fundamentals of tourism development.

Accommodation in tourism plays a vital role in a country's economy, in result; countries who acknowledge its positive influence on its economy are giving more importance to the development of the accommodation sector [20]. The supplies of accommodation, qualitative and quantitative, have a direct influence on the overall success of the tourism destinations. The development of the accommodation area should be a key element of the tourism destination planning process in order to gain tourism development. Failure to plan and control the accommodation sector will result that in many tourism destinations the targeted tourism developments have not been achieved [21]. Socio-economic and cultural development in destination countries

are the positive aspects of tourism development, but on the contrary, it also leaves some negative drawbacks to the destination, for example, environmental pollution and incoming cultural influence to the host countries. The vision of the accommodation development in relation to the tourism development in the destination countries should be applied at the same time since they make an imperative contribution to the whole economy of the country. As a result, in many countries, tourism industries cover the highest percentage of their total domestic net income.

Tourist accommodation performs a key function within both the context of rural and urban tourism [22]. It provides the opportunity for visitors to stay for a length of time to enjoy the locality and its attractions, while their spending contributes to the local economy. Accommodation forms a base for tourists' exploration of the urban and non-urban environments. The tendency for establishments to locate in urban areas precludes peripheral opportunities from expansion thus intensifying their need to find a relevant *modus operandi* rather than relying on what happens in the metropolitan areas and within established urban tourism initiatives. The importance of infrastructure and accessibility comes clearly to the fore when hotels are built to serve specific markets. For example, an exhibition and conference market will need hotels adjacent to major conference and exhibition centres. However, this does not, by any means, suggest ignorance of the locational viability of the accommodation business. According to [23], the functions of the accommodation sector within urban tourism can be divided into serviced functions and non-serviced functions sectors. Each sector has developed responses to the needs of different markets, and a wide variety of organisational structures have emerged among private sector operators to develop this area of economic activity.

Benefits and Costs of Tourism

Tourism impacts can be grouped into

three main categories: economic, social, and environmental. These impacts are analysed using data gathered by businesses, governments, and industrial organizations [22]. Some impacts gain more attention than others. It is also important to recognize that different groups and constituencies are impacted differently.

Economic Impacts of Tourism

The tourism industry has a huge economic impact that continues to expand to new markets and destinations. According to the UNWTO, in 2015 "The total export value from international tourism amounted to US\$ 1.4 trillion." Regions with the highest growth in terms of tourism dollars earned are the Americas, Europe, Asia and the Pacific, and Africa [23]. Only the Middle East posted negative growth at the time of the report. As well, the UNWTO's Tourism 2020 Vision report predicts that international arrivals will reach nearly 1.6 billion by 2020 [23].

Positive impacts from this economic boom include robust foreign exchange, increases in income, and GDP growth. Tourism can also offer diverse employment opportunities, can be developed with local products, and is often compatible with other economic activities within a destination [15]. Tourism often injects money into the community that leads to secondary economic development as well. For example, successful resorts may create the need for a commercial laundry facility or a pet boarding business. However, there are also negative impacts. Property values may increase to the point of unaffordability for local residents, and the seasonality of the tourism industry may create a feast-or-famine economy [5]. As with any economy, if too many resources are focused on just one industry, communities may be vulnerable to any unexpected economic, social, or environmental changes. One example is the New Jersey shore after the devastation of Hurricane Sandy [6].

Social Impacts of Tourism

In addition to the economic benefits of tourism development, positive social impacts include an increase in amenities

(e.g., parks, recreation facilities), investment in arts, culture, heritage and tradition, celebration of indigenous communities, and community pride [23]. Tourism also has the potential to break down language, socio-cultural, religious, and political barriers. When developed conscientiously, tourism can, and does, contribute to a positive quality of life for residents and promotes a positive image of the destination. However, as identified by the United Nations Environment Programme, negative social impacts of tourism can include: change or loss of indigenous identity and values; culture clashes; changes in family structure; conflict within the community for the tourism dollar; and ethical issues, including an increase in sex tourism, crime, gambling, and/or the exploitation of child workers [16].

Environmental Impacts of Tourism

Tourism relies on, and greatly impacts, the natural environment in which it operates. In some destinations, there is a great appreciation of the environmental resources as the source of the tourism industry, and as such there are environmental protection policies and plans in place [5]. Tourism has helped to save many delicate ecosystems and their flora and fauna. Preservation of these important resources benefits not only the tourist but also the local residents as well [8]. Even though many areas of the world are conserved in the form of parks and protected areas, tourism development can still have severe negative economic impacts. According to The United Nations Environment Programme, these can include the depletion of natural resources (water, forests, etc.), pollution (air pollution, noise, sewage, waste and littering), and physical impacts (construction activities, marina development, trampling, loss of biodiversity, and spread of disease).

Employment opportunities of tourism and hospitality sectors

Based on the involvement or contribution tourism supply side, employment opportunities in tourism and hospitality sectors can be created either directly or indirectly. Direct employment opportunities are the

total number of job opportunities supported by directly in travel and tourism [7]. For example employment by hotels, restaurants, travel agencies, tourism information offices, museums, protected areas such as national parks, palaces, religious sites, monuments, aircrafts, cruise lines, resorts or shopping outlets, souvenirs, photography, sightseeing tours, farmhouses, bed and breakfast, rural inns, and guest houses local transportation (state owned airlines and railways, private transport facilities), Guides, cooks and scouts. Tourism and hospitality also supports indirect employment in activities like restaurant suppliers, construction companies that build and maintain tourist facilities, as well as necessary infrastructure, aircraft manufacturers, various handicrafts producers, marketing agencies, accounting services, which are more or less dependent on the companies providing direct employment for their revenues [8]. The economic impact of tourism is measured in terms of its effect on: income, employment, investment and development; and balance.

In a labour intensive industry such as tourism and hospitality the greater proportion of income is likely to be derived from wages and salaries paid to those working in jobs either directly serving the needs of tourists or benefitting indirectly from tourists' spending. Income will be high in tourist destinations which attract large numbers of visitors; where visitors length of stay is maximum, customer spending of money is very high provided that multiple opportunities and activities are existing for customers to participate [7]. The other reasons that employment opportunities are diversified ever before, are tourism and international travel become popular all over the world and people themselves considered that travel is human rights; destinations are worried much to meet the needs and wants of tourists to offer high standard of services in the destinations; tourists have wide choice of holidays; international standards and quality assurance system are being

set by national and international tourism and hospitality organizations to provide standardized and quality customer services thereby this is resulted for ensuring sustainable development in the sectors; the continuous decline of international oil price is also reduced the cost of travel [23]. All the aforementioned cases are the main reasons for the growing number of tourist flow in the destinations. Therefore, high number of workforces are required to provide services for the tourists. Due to this facts, tourism and hospitality sectors with supporting industries provide a diversified employment opportunities.

Challenges of employments in tourism and hospitality

Most research findings identified the major challenges of employment in tourism and hospitality, which are discussed in the following paragraphs.

Unequal treatment: There is no equal treatment for all type of employees. For example, according to [10] gender inequality is manifested in the sectors. Women perform 66 percent of the world's work, produce 50 percent of the food, but earn 10 per cent of the income and own 1 per cent of the property. Such circumstances are avail due to the fact that women have lower access to land, capital and education than men women tend to work at home or family enterprises unprotected by law, and women face discrimination and overload of work at business enterprises and family life [22]. As per challenges which face women with respect to employment in tourism conducted in 2011 noted that unskilled or semi-skilled women tend to work in the most vulnerable jobs, where they are more likely to experience poor working conditions, inequality of opportunity and treatment, violence, exploitation, stress and sexual harassment [17]. In developing countries, additional factors such as low level of education and training, widespread poverty, poor maternal health and lack of sex education together with socio- cultural factors have prevented women from being empowered as economic actors [4]. Businesses can be located at some

distance from residential areas, particularly in poorer countries and communities, imposing both travel and time costs on women who frequently have limited access to both financial and time-flexibility resources [11]. The other issue is that lower levels and occupations with few career development opportunities being dominated by women while key managerial positions are dominated by men [8]. Women are under-represented in managerial and senior positions. For example, women represent only 32 per cent of managers in companies within the EU, 10 percent of members of management boards of the largest companies, and 29 per cent of scientists and engineers across Europe [20].

The role of hospitality in a global economy

The benefits tourism and hospitality will have on a nation's economy are endless [1]. The most obvious factor is the employment created as a result of hotels, airlines, travel agencies, and more. One in ten jobs around the world are in tourism [1]. Foreign investment also increases when a country is on the rise as a tourist destination. Many of its industries will see a boom and much of this interest will come from abroad. India and the UAE are examples of this.

Challenges impacting the hospitality sector

Rising costs: though foreign travel is becoming popular, costs are also rising and this is something organisations across the sector are becoming aware of [4].

Natural disasters: tragic events are out of our hands, however, they often have a long-lasting impact on a region and can mean tourists stay away for large periods of time [6].

Changing customer expectations: as competition increases among hotels, restaurants etc. customers expect more and more and this is something business owners must cater for effectively [8].

Opportunities for the sector

Developing nations: the tourism sector is able to give hope to many developing states and has the power to lift them out of poverty [18].

Multiplier effect: when one sector booms in a local town, so do others. For example, if a tourist destination is popular, hotels and restaurants nearby will be required. This creates an

opportunity for other businesses [16].

Greater technology: a fast-moving sector such as this should focus on new technologies to create the best experience possible for customers.

CONCLUSION

There are many places around the world that rely on tourism. The majority are islands in the Caribbean and other places such as the Seychelles or Maldives. Tourism is a sector easily accessible to disadvantaged peoples around the world as it's made up of

lower-skilled jobs. As we have seen in this research, the hospitality sector has a ripple effect which means plenty of industries benefit from its success, further raising the income of less developed nations.

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